

1951-1991



*Fiche bliain ag fás . . .  
Fiche bliain ag blathú.*

## FROM THE EDITOR'S DESK

Dear Readers,

Once again welcome to 1990-91 edition of our magazine. This year is a special edition as the College is celebrating forty years. So with this being one of our main themes we decided to seek articles from well known College Graduates.

I would like to take this opportunity to thank the Committee Members for all their endless effort and work and of course all our sponsors namely Trust House Forte Hotels and the Shannon Alumni, without whose support this magazine would not have been possible. So on a final note, may I just wish you many hours of enjoyable reading.

*Eimear D'Arcy, Editor*

## Year of Change for College

*By Phillip J. Smyth, Director*

**I**T GIVES ME great pleasure to contribute to the College Magazine in this 40th Anniversary year. 1991 is going to be a year of great change and development for the College and I feel that our graduates, who are in effect the public face of the College, should be kept informed of events at the "Alma Mater".

For a number of years it has been apparent that a College of Shannon's stature should be in a position to offer graduates, who are suitably qualified an opportunity to attain degree status. In 1989 the Board of the College adopted the achievement of degree status as a priority objective.

Negotiations ensued with the University sector. Arising from these negotiations the National University of Ireland has approved a formal link between the Shannon College of Hotel Management and University College Galway.

In pursuing this course the Board of Management of the College were insistent that the traditional Shannon emphasis on industry experience and "hands on" training would not be sacrificed and this is reflected in the model that has been developed.

The general structure of the first three years will not change - 1st year at Shannon, 2nd year in Switzerland/Europe, 3rd year at Shannon. In the 4th year the degree students will return from industry and commence a 3rd year Bachelor of Commerce at U.C.G. After degree exams in June they will return to industry for six months. In October they will be conferred with the Shannon Diploma in Hotel Management and then graduate with a Bachelor of Commerce in December subject to successful completion of industry internships. Courses at Shannon for degree students will be more numerically and statistically oriented with marginally less time spent in practical sessions with the exception of computers where there will be a considerable increase.

The College's selection policy of interviewing and testing prior to Leaving Cert will not change. On receipt of Leaving Cert results the College will select students for the Degree Option. This option will be available to applicants from September 1991 onwards.

The College has always received substantial financial support from Aer Rianta as part of its support for the Irish Tourism Industry. Recognising that the facilities of the College needed to be updated the Board of Aer

Rianta have sanctioned funds for construction of the 1st phase of a new College development. This building, which will be adjacent to the hotel, will comprise a teaching kitchen, lecture hall, offices and other facilities allowing the use of existing facilities to be reorganised.

Due to the Gulf War and international recession the placing of students in industry has been difficult for all College's necessitating in some cases the postponement of practical components. Due to its strong relationship with industry Shannon has been successful in placing all its students this year and would like to thank all industry partners for their continued support.

The College was very pleased with the attendance at the highly successful Graduate Reunion at Jury's Hotel Dublin in January and will be giving James Glanville (international President) and Tom Lynch (British President) every possible support in their effort to build an active Alumni Association. The only sad aspect of the night was the fact that Joergen E. Blum was not able to attend due to the atrocious weather. He was however in the true sense of the phrase, with us in spirit.

Progress continues to be made in the area of having the Shannon Diploma at honours level recognised for admission to post graduate courses and a number of graduates have gained admission to such programmes.

The Rory Murphy Promotion will soon embark on their second year placement to Belgium, Germany and Switzerland and I wish them every success.

The Rory Murphy Promotion (1990-1994) and the Martin Dully Promotion (1988-1992) have completed a very successful year at the College in academic, community and social activities upholding at all times the traditional ethos and standards of the College. I wish the Martin Dully Promotion every success in their 4th year placements particularly those who are taking up placements with our new partners Euro Disneyland Hotel, Swallow Hotels and Jury's Glasgow. I am sure as well that those students being placed with T.H.F., our major industry partners, Holiday Inns, Ashford/Dromoland and Medallion Hotels will also be successful and reinforce the reputation the College has with those organisations.

I wish to congratulate the Editor, Eimear D'Arcy, and her team on the excellent publication.

"Keep the Contact".

# Glasgow '91

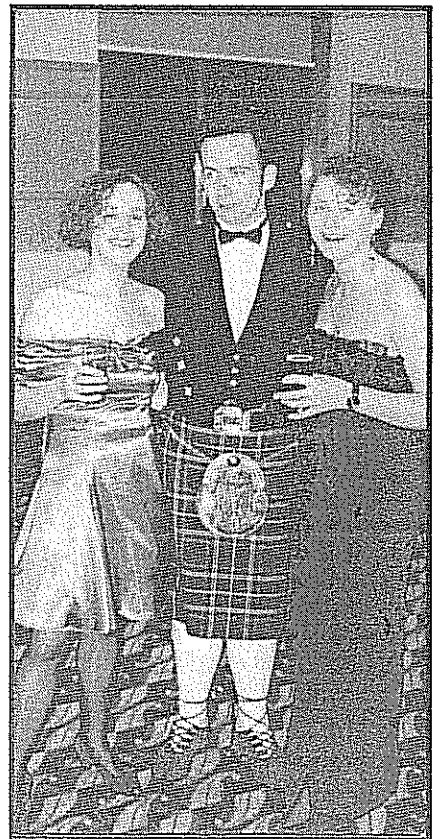
**T**HE GLASGOW '91 event, as we now know it by, was an event organised by the Glasgow Hotel School with an aim to bring together hotel management students from several countries. It was one of the last major weekends as Glasgow acting as The Cultural Capital of Europe. A programme of facilities at wonderful locations such as Loch Ness and The City of Chambers kept the delegates busy and formed the basis for a splendid weekend. Some of the other colleges in attendance were from England, Germany and Northern Ireland.

On loading our trolleys at the early hours of 6.30 a.m. panic set in! Our group leader, alias John T. Power, was missing and so the Glasgow 91 Expedition began. We did eventually get there, all seven of us, after some missed flights, crashed buses and a first real encounter with a real THF Hotel! Cheap booze does not exist as Eddie soon discovered as he insisted on buying the whole of Strathclyde Uni a pint crooning "You people, my God, you wonderful people, I love you."

The evening got off to a great start with the Glasgow Hyland Pipe Band and Mary was delighted to find that real Scotsmen do "wear" haggis under their kilts. Linguistic barriers were

soon dropped at the ceili as Elaine's "Hans" were full for the evening. Saturday morning saw us boarding the bus for Loch Ness. Our cameras were loaded in the hope of sighting "Nessy" and indeed a monster was discovered that misty day in the form of Rohan the Rogue peering through the fog. Lunch was being served at Ross Priory and it consisted of "Haggis, Taiths and Nips" (Haggis, potatoes and turnips). Mary insisted on a pint of Murphys after the unfortunate experience and in pulling one of her own pints, we nearly could not drag her away. Next stop was Glencoyne Distillers for our digestive-Superior single malt scotch whiskey. It was our first real taste of "the water of life".

Saturday evening saw us sipping cocktails with the Mayor and the Minister for Tourism in the grandeur of The City Chambers. From there we were chauffeured to The Town House Hotel for a sherry reception. Rosemary had a nasty experience at the dinner table as the gentleman she had foolishly spent 2 courses chatting up turned out to be happily married. When the coffee arrived, Anne became a little bit over excited, which resulted in a change of colour in her dress! But she carried it off successfully. Towards the end of the evening, we were chauffeured off to the exquisite concert

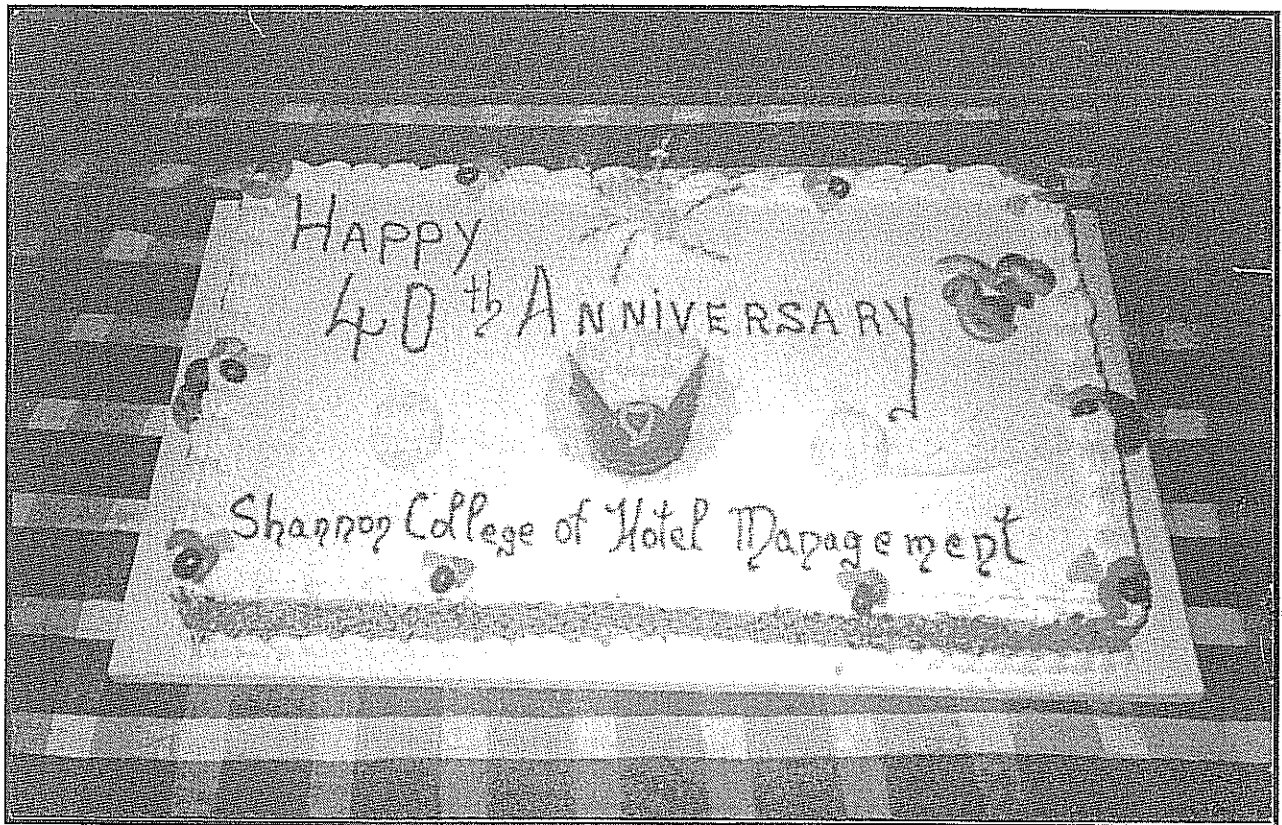


hall for the jazz swing session.

On Saturday morning, preparations began for the long awaited culinary competition. Our team consisted of Ailish Keating, Mary Cronin and Elaine Conlon. The girls performed superbly. They were complimented on their constant good humour and their ability to remain calm under stress. The awards for culinary excellence were well deserved especially since it was such a high male dominated competition! The awards were given for both the starter, which was a "salad de langoustine au mangue et avocat" and for desert which was a "brandy parfait and carmel sauce". The judge fell in love with the latter and requested the recipe which Mary gladly gave. Celebrations of the day events carried well into the early hours of Monday morning. Not long after this we found ourselves back at the airport terminal saying good-bye to our new found Glasgow links.



A.K. & R. McA



# 40th Anniversary Graduate Reunion

*Michelle Quinn, Charlie Sheil  
Rory Murphy Promotion*

1991 commenced with a superb Reunion Weekend in honour of the 40th Anniversary of the Shannon College of Hotel Management. The occasion began on Friday 4th January. Past pupils and their families arrived in Jury's, Dublin, from all parts of Ireland and the world. Several first years were included, being responsible for hospitality during the weekend.

A semi formal buffet was organised for those who arrived on the Friday. Mr. Peter Malone was most generous to arrange a special weekend rate for Shannon guests. Ms. Katie O'Neill, a past pupil and chief organiser, with her team put endless time and effort into the

organisation of this event. The night began with a formal champagne reception. As the evening advanced many distinguished guests arrived including the Founder of the College, Dr. Brendan O'Regan; Ms. Breege O'Donoghue, Chairperson of the Board of Management of the College; Mr. Phillip Smyth, Director of the College; Mr. Derek Keogh, Chief Executive of Aer Rianta; Mr. Peter Malone, Managing Director of Jury's Hotel Group; Mr. Bobby Kerr and many other guests. Unfortunately Mr. Blum was unable to attend.

The Champagne Reception was followed by a superb meal. Dr. Brendan O'Regan addressed the guests and paid tribute to all those who had

helped maintain the high standards established in the College. The Director of the College, Mr. Phillip Smyth informed the guests of the changes and present happenings in the college, he gave special thanks to Aer Rianta for their generous co-operation. At the conclusion of the speeches, Ms. Katie O'Neill was presented with a gift in appreciation of her hard work and painstaking organisation. She then handed over the Presidency to Mr. Tom Lynch for 1991-1992.

The party got into full swing with a band and then a disco which continued until the early hours of the morning. The night was thoroughly enjoyed by all and will not be forgotten.

# Gulliver - The Key to World Markets

*By Martin Dully,  
Chairman, Bord Failte*

**I** F I WERE ASKED to nominate the best single commitment which Bord Failte has made towards preparing Irish tourism for the completion of the Single European Market in 1992, my answer in one word would be: Gulliver.

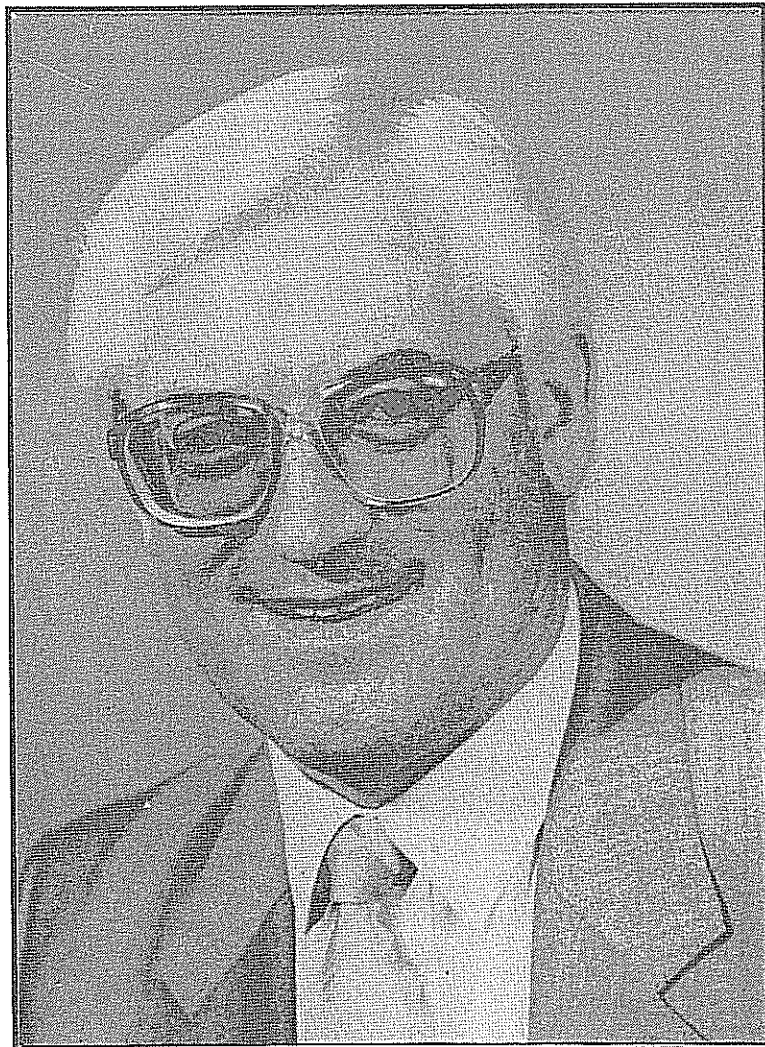
I should, of course, include in that commitment the Northern Ireland Tourist Board, our partners in the development of this computerised information and reservations system which will bring Irish tourism - from Rathlin Island to Cape Clear - to the end of the century and beyond.

Nor has Gulliver been devised solely to provide two-way communication between ourselves and our rapidly expanding body of clients in the European market. Those who graduate from Shannon College of Hotel Management from this year onwards can in fact look forward to joining an industry which

is now becoming instantly accessible to its clients worldwide. When fully operational, Gulliver will enable travel agents - anywhere - to call up information on a wide range of services in Ireland: not alone to book accommodation, but to key into places to visit, entertainment, outdoor activities, transport of every kind, as well as up to date

information on our exchange rates, weather forecasts, health regulations, and about every other kind of question our prospective visitors are likely to ask!

Around Ireland Gulliver will facilitate the work of 100 tourism offices; for example, reducing the task of arranging accommodation for a visitor from a series of phone calls to a single simple operation. It will enable holiday-makers to browse through information on places of interest, and to select the routes, the amenities and the services which suit them best.



The entire store of information, for export and for domestic use, will be held, and constantly updated, on a large central computer at Bord Failte headquarters in Dublin. Gulliver will enable all travel trade businesses, from hotels to cabin cruisers, from theatres to bus companies, to display information on their services. International travel agents will have access to this through the computerised reservations systems (CRS) which have to date concentrated mainly on corporate travel business. Now the operators of CRS are expanding into the leisure travel business, and are looking to Bord Failte and the NITB to provide the first integrated national tourism information and reservations service on a CRS. We are therefore on the point of reaching far more retail agents and wholesalers than ever before, and are entering an international network which will enable us to put facts about Ireland before a far wider audience.

Being available through such systems, Gulliver will provide invaluable feedback on the preferences of tourists in different markets. Analysis of the pattern of enquiries will enable us to plan more efficiently the development and marketing of the industry.

None of this need be off-putting for people who believe that computers are beyond them. Gulliver is being developed in such a way as to allow those with little or no experience, as well as the more expert, to get full value from it. Before long, after all, it will be quite normal to plan holidays in one's own home, using simple equipment such as Minitel videotext, which has been developed in France and is now used in millions of French

homes. Minitel Ireland is developing a network for this country, using the French technology and similar terminals to make the connection on a phone line to the information services. It is planned that Gulliver services will be available on Minitel Ireland by the end of this year.

For Gulliver, this technology is not only a means to distribute information to individuals at home and to smaller seasonal tourism offices, but also a means for smaller businesses to confirm reservations and update information on their services. Putting Gulliver fully into place will take three years. Starting with 1991, each year will witness the setting up of a widening range of distribution outlets and of information and reservation services. From the outset, however, we want everyone in tourism to feel at ease with Gulliver; and with this in mind, within the next few months we shall be spreading the news about Gulliver throughout the industry, and also arranging a series of regional training seminars - with the processing of reservations high on the list.

Gulliver represents a total capital investment of IR£4 million. Apart from considerable resources in finance and manpower which have been committed by Bord Failte and the NITB, funds are also being provided by the European Commission and the International Fund for Ireland.

We intend that Gulliver will be self-financing. Much of its resources will derive from enrolment fees and annual subscriptions (related to the size of the particular business) from those who stand to benefit, substantially we hope, from this exciting venture in high technology.

*I am particularly happy to contribute to this issue of the Magazine of Shannon College of Hotel Management: all the more so on the 40th anniversary of the foundation of the College. The contribution made to the hotel and catering sector - the cornerstone of our tourism industry - by graduates of the College over those 40 years has been incalculable.*

*It is once again my privilege to be Patron of the third year class. These young men and women who will graduate in 1992 will, I know, help us to measure up to the new dimension which the completion of the Single European Market will create for Irish tourism. I wish them rewarding and exciting - careers.*

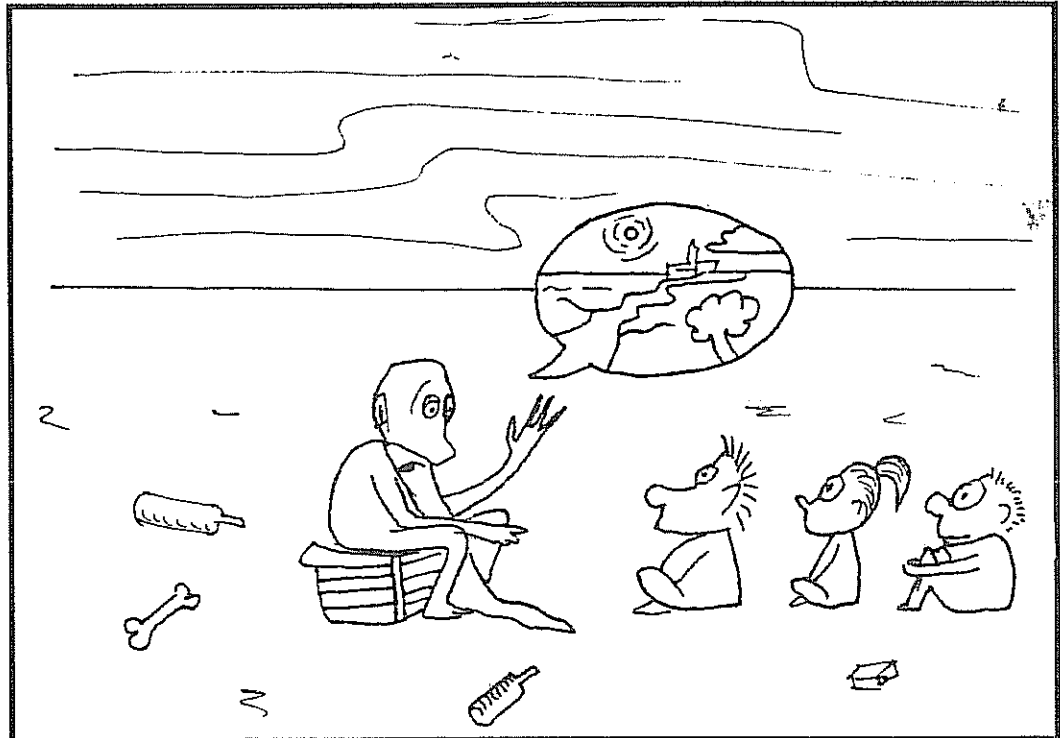
*Martin Dully  
Chairman of Bord Failte*

# A Clean Environment: Choose It or Lose It

By Una O Dowd

**T**ODAY IN THE 20th century, archaeological finds can determine how our ancestors way of life was, from their basic diet to their hunting habits. In the same way, today's environment impact will tell our descendants, very clearly, of our own way of life. Researchers will see that major disasters like Chernobyl and Bhopal, the depletion of the ozone layer, the greenhouse effect and the quality of life issues such as drinking water and air pollution forced us to adopt a consciousness for the preservation of the human races. However we must ask ourselves this question: if this consciousness lies without action will there be descendants around in years to come?

The state of the environment is extremely serious. It can only tolerate a certain amount of rough handling, but continuous overloading exhausts its capacity to recover. The longer and more intense the assault on the environmental health, the longer and more difficult it is to recover. This is exactly the



same as a person catching an infection in their foot and waits till gangrene sets in before seeking medical treatment in which case it is too late. Not only the improvement of environmental quality, but also the survival of mankind is at stake. Unless we set a different course quickly and resolutely, we are heading for an environmental catastrophe.

In spite of improvements in certain countries, the situation as a whole is continuing to deteriorate. It is no longer enough for the governments to issue laws and regulations which must be complied with. All the information in the world on the subject is very easy to receive and understand, but our greatest failing is that we fail to assimilate it into the correct

action. A positive, active attitude on the part of everyone in their different societies is indispensable to the realisation of a clean and safe environment.

By now, we all know the effects of ultra violet rays, acid rain and pollution. Because of what human nature is, there is a tendency to avoid issues till they slap us in the face. Those of us who are fighting for the environmental issue are merely doing what the farmers did in the good old days - thinking of the future generation. After all we live only once and we want to live our lives in the best possible way and thereby use as much as possible to fulfil our needs. What we all seem to be forgetting is that the planet is not our property - it is only on loan to us by our children.

# Charity Walk Was A Great Success

**A**S PART OF COLLEGE activities the annual charity walk remains a day to be remembered. In the past, previous years have set high targets for the large sums of money collected, for worthy local charities. This year was to be no different, under the auspicious of Grainne Carroll who was a never ending reservoir of energy, she organised her able bodied committee. The charity walk was one of two successful activities which took place during the college year.

On a cold Friday in January a contingent of eighty students assembled in Ennis for a grand scale clean up. Equipped with brushes, shovels and collection boxes the people of Ennis were coaxed into contributing. Local radio and The Clare Champion were only too willing to help us. And if this was not enough, we engaged in our own form of publicity, using a P.A. system mounted on a car which toured the streets of Ennis informing passers-by of our activity and it's worthy benefactors. Our efforts were justly rewarded with a collection of £1400.00.

Having been successful with our campaign in Ennis we then focused our attention towards Limerick and our annual fancy dress charity



walk. The members of the committee put a lot of effort into contacting local businesses for donations. On Thursday the 14th March, the brigade of students emerged from the hotel, having undergone a major metamorphosis in appearance. The variety and the effort put into the costumes was a sure sign the day would be a success. With the help of local Limerick Radio the public were warned of the colourful convoy which was to be seen meandering its way to Limerick with Hanrattys as its final resting place. As usual the more adventurous students decided to run the 15 miles, with great participation both from the ladies and the gents, who did themselves proud.

Lunch was arranged in Setrights where the first minor bumps and bruises began to appear and for the

first time the road to Limerick began to look endless. Our resident D.J. situated on our colourful float with Mr. Schmid as its skipper soon changed the mood and the cortege hopped, skipped and jumped its way to Limerick, where our real work was awaiting us. Collecting money, at the best of times, can be difficult but the students from S.C.H.M. turned on their charm and the people of Limerick rewarded them justly with the princely sum of £200.00. It was a tremendous satisfaction that all eighty students arrived safely in Hanrattys nursing their wounds. Not being satisfied with their 15 mile trek, many students saw fit to dance the night away in Hanrattys, finishing off a very productive day in grand style. Well done to all those concerned.

The Committee.





WHAT CAN BE SAID about this event except that it was a triumph of engineering, marred only by two things: (1) Human participation, (2) the Irish weather! Let me explain, lest you think me an unforgiving person, or just one who hates humans in general and all in particular.

Before starting out on our self imposed task, we carried out a survey to find out the general ideas and wishes of the student body (that sounds good doesn't it?). From this and our exhaustive research on the facilities available in the area, we decided that the time was ripe for a change in our choice of venue. We were also fed up with the moans from the classes which went along the lines of "We always go to the Old Ground, can we not try something else for a change?" Like the good democrats of old, we bowed to the wishes of the majority (in other words, in the face of overwhelming odds we adopted the age old maxim of "Run and live to fight another day!").

At this point, I fear that the gentle muse of lyrical prose has abandoned me, and I must revert to the mundane prose of the rabble who surround me - in other words English. As this year celebrates the 40th anniversary of the founding of the college, we were assured a good turn out in numbers, more than the usual, which the Old Ground could comfortably accommodate, so we were forced to look elsewhere for a venue for our event. We choose the newly refurbished Limerick Ryan and reports back afterwards were without fail - "all very pleased with the service that the staff and management provided on the night in question - a fantastic menu, excellent service and terrific good-will."

#### D-DAY

The night in question, or as we on the committee liked to call it "D Day" was the 15th

# The High Point of 1991

## i.e. The Dress Dance

*By Sinead Egan  
Dress Dance Committee.*

February. Nicely placed in between the exams, and not too long after all those nice Christmas-money gifts. The day itself started very nicely, we had forgotten nothing, all the deliveries were on time, we remembered to collect the menus from the printers, the flowers from the florist, spot prizes from the sponsors, dresses from the cleaners, shoes from the cobbler, tuxedos from the dress hire, all the little things that can slip the mind. Nothing could now go wrong.

Hah! weren't we being very optimistic, that will teach us wouldn't it. As the old Chinese proverb goes "The higher you get the harder the fall." The director of the College Mr. Philip Smyth, was in Paris for a conference on that day, with the intention of returning in the evening to attend the Dress Dance. Notice I said "intention". Due to unforeseen circumstances, Mr. Smyth was unavoidably detained in Orly Airport for the night of February 15th 1991, this delay being the result of bad

weather. As I'm sure you can imagine, this news was greeted by the assembled student body with groans of anguish, but like all young people they recovered quickly and for the sakes of their escorts, made a valiant effort to enjoy themselves.

#### SUCCESS

Apart from this little hiccup, the evening turned out to be a resounding success. Ms. Breege O'Donoghue was their chairman of the board and we extend our thanks for her unfailing support for all of our ventures. Our senior lecturer Mr. Derry McMahon spoke to us on behalf of the detained Mr. Smyth, while yours truly spoke a few choice words of welcome to all on behalf of the Dress Dance Committee. With these formalities over, the evening got under way.

Judging from the heads the next morning, I think that all enjoyed themselves greatly and so I would like to thank all for their help and their attendance at our event.

# MURDER MYSTERY

*People are Dying to attend*

BY FRANCIS BRENNAN  
*General Manager, The Park Hotel, Kenmare*

1982 - trying to build up a new business . . . extend the season in a rural area . . . what to do? These were the thoughts I had at the time I met Mr. Kenneth McDonald. A fourteen night stay in the month of November by a couple from Kansas City definitely necessitated further investigation. It transpired that we offered everything to allow one to write. Quiet, comfort, good service and food all amounted to a writer's dream place to work. Mr. McDonald was in the business of writing thrillers but never finished a book in his life. He was a member of what were a National Crime Club in the U.S.A. These were people who enjoy acting the part of the great detective in solving criminal acts. Mr. McDonald was their chief writer and his task was to write the last chapter over a residential weekend. Therein were the seeds sown.

Needless to say with the fourteen days I had enlisted the help of all agencies and was in the throes of organising a U.S. contingent to descend on Kenmare in the April of 1984 from the thousands of members of the club in the U.S.A. Mr. McDonald undertook to write a story based in the Park Hotel Kenmare and was fully confident that we would have a "full house". All was in readiness with everyone confident when the 'fates' struck. Mr. McDonald took ill and died in February 1984. The

only thing to do was to cancel all but I had seen the potential that lay in the idea.

It was 1985 before I revived the idea. I decided to proceed with the idea but on a different basis. We would run our own Murder Mystery Weekend. I enlisted the help of friends in the amateur dramatics business in Dublin and we hatched a story line ourselves. I was of the opinion that to get the Irish to participate one would have to bring out their "alter ego". This would not be an easy task for no one wants to make a fool of their selves in front of a hotel full of guests. I came to the conclusion that it was up to myself and the staff to take the lead and make fools of ourselves first. To do this the theme had to be easy for all to partake. We set upon a scene in the late 1920's in New York/Chicago when the Mafia were at their height. The storyline was to have the obligatory gang warfare, prohibition problems, characters who varied from a reverend mother to a prostitute which afforded enough spice to whet anyone's appetite.

When we had all in order on our end we launched the idea on a curious public. Because of the unusual nature of the weekend we generated huge public interest and consequently got airplay nationwide on the weekend. I groped my way through interviews and spoke "vaguely" about what lay ahead. I suspect at this stage I could

see the monster beginning to grow unknownst to myself how to control it. Those in the business will remember that 1985 was possibly the busiest season of all the 80's and suddenly I realised that I only had 8 weeks to go! Panic set in and we had a crisis meeting to see how we were to "handle" the weekend. Out of this meeting grew the following time plan.

We decided to keep the public informed weeks out of the style of the weekend and sent all of them a note in the 1920's style bringing no specific statement but allowing the curtain to open a little. Between that and the weekend itself two further mailings were sent so that you were under no illusion prior to the weekend of the theme. You had been advised also that participation and dress were important. We undertook to change the whole style of the hotel in keeping with the late 1920's. We enlisted the help of the local vintage car club and got four authentic cars from the period. We changed reception to the foyer of a N.Y. brothel. None had any experience on this scenario but we "imagined" how it would look. All staff dressed in costume of the period. All was set and the guests arrived. The first night had the restaurant staff perform a show after dinner from the time relaying hearing on tapes of music of the time. This "show" helped to loosen up the guests and lay the foundation. During the evening we had a "false" murder both from ourselves and also from a party of 10 guests who also staged their own murder. This is the stuff great weekends are made of - everyone including ourselves were now totally confused!

Saturday dawned and necessitated all guests to arrive in costume - which they did. We grouped the guests into four teams and proceeded to put them through various "games" in keeping with the theme. We had target practice, card tricks, charades, name that tune etc. all of which created a competitive and fun edge to the atmosphere. I also learnt that if you dress people up in costume they will do anything in public as they feel it is not "themselves" in reality. The afternoon saw the teams run around town in costume in search of clues for the treasure hunt. At six thirty that evening all guests were hand delivered a set of details on each of the eight major "Dons" and "Molls" in the

saga. These were the actors and actresses who were finally going to act out the storyline. We changed the whole bar area downstairs into what we called "The Velvet Room". It's surprising how a few red lights and old velvet curtains can change ones's feel in a room instantly. We also set up crap tables, backgammon etc. and gave everyone on arrival \$100 with the proviso that the person who made the most would get points for their team. The night was a huge success with our murder taking place on cue for all to see. Guests were allowed query any point with the 8 "actors" except direct questions on the Murder/Murderer. Sunday morning dawned too early for some! The teams had to be in place by 11.00 with their WHO, WHY, WHEN theories. After a dissertation points were added up and the winning team announced to cries of foul, fix and felicitations. Such was the success both public and media wise that we were on a snowball.

Since then we have had weekends in theme of:

"The Death Cruise"

"White Mischief"

"Golden Nugget - Wild West"

"I Brutus - 20 B.C."

All of which have surpassed the previous year. The media attention we received outweighs the costs of production now necessary for we have spawned a monster in staging terms. Year on year calls for more "special effects" for that is what such weekends demand.

I feel we are like the "Jacobs Cream Cracker" being the "original and the best". No doubt we were first in the market place with these oft copied weekends. I am happy that each of our productions will tantalise the regular attendee and I am also happy in the knowledge that when I enquired of one of my former employees who were then in another hotel who held their first murder mystery his reply was "Mr. Brennan you would have died it was so bad." I hope and know we will keep the sharper edge.

Mr. Francis Brennan  
General Manager  
The Park Hotel, Kenmare.

# A Story Through The Eyes of a Child

*An essay written by Ciaran Keys  
in 1985, aged 12 years.*

ONE OF THE GREATEST moments in my outstanding life was when we had a party for my confirmation. I can remember every detail of that day. We had a long "exciting" Mass in the morning. The bishop tiredly went around everybody's hand and we had to stay still for the moaning photographs.

After one hour of standing outside the church we managed to get home late for dinner. I was clustered with money and cards which I put aside. I politely said each time "I shouldn't take it, it is not right" but they always gave it to me.

Near evening I neglected my friends and decided to take some time to myself. I went in to count my money and check it with the cards. Mammy told me wisely, to mark how much everybody gave me on the card so we would not give too much at their son's confirmation. According to my calculations I had made £200 but my sister claimed less. She was only jealous.

Mammy and Daddy told me they were going to lodge my money in the bank for when I was older but I knew better. I was no longer a child of 11 years. The Holy Spirit had come to me - they were putting it towards our new second-hand car. A moment which I never forgot.

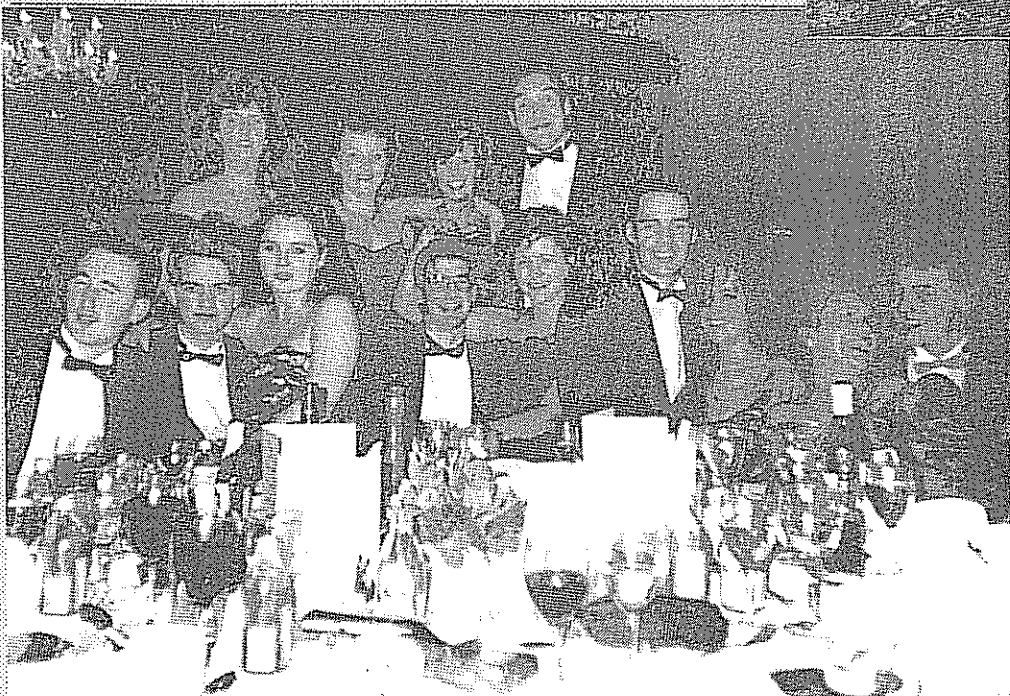
It was a usual day in our house. Mammy was too busy on a crossword to help me with my homework and my sister was making a tea with a difference. Then the moment we were waiting for - a ring was heard at the door. It could only be Daddy and our new car. It was a neighbour dropping in to tell the local news. But the second time it was Daddy with our second hand car. We were proud of it. Our neighbour took envy on us. I said "It is like your car" but she said that it was the older version of theirs. Mammy did not mind if Miss Rudy got the last word in, she was happy about having a new car. I loved it and we all went for a trip to town to test it out.

To my amazement we found a stray dog on our way home. Since Mammy was in a good mood I courageously asked her if we could keep him. She, without considering the problem, said yes. We gave the little dog a name "Toby" as he responded to no other name.

"A dog is a man's best friend" was a true saying in our situation. Toby and I went everywhere together. We were inseparable even in the house. To round off our month we had the good news that Mammy was expecting a baby girl. My sister felt that one girl in the family was enough, but what she really meant was that all the attention would be devoted to the newcomer in the family and she would be rejected.

The baby arrived that night or should I say babies - it was twins. Having two girls was bad but having three in our family posed a question to me "Would I be rejected?" But as I saw, I was wrong even though I went out of my way to make my sister feel unwanted, we were still all given equal attention.

The last and most important moment in my life was when I was given a medal for the overall best life-saver of the year. It was a day of glory and rejoicing in our house. In school jealousy lurked around every corner. Second and third and all the runners-up thought it was unfair that I should get the "bronze medal". They claimed that I wasn't able to life-save and that I nearly drowned all the victims. But obviously they did not see me in action and those who did must have misinterpreted the situation. For I am the best swimmer. They are in no position to interfere in the great moments of my life. Each and every achievement I have got for myself has been a great moment to be cherished by members of my family and you. There are moments which even I cannot remember that must have been great, like when I was born. I am sure everybody was excited about that.





SHANNON  
SCHOOL OF  
MANAGEMENT

SHANNON,  
Co., CLARE,  
IRELAND.

**PROGRAM OF EVENTS:** —

- 11.00 Opening of competition
- 11.30 Katering factor obstacle course
- 13.30 Lunch - Great Southern Hotel, Eyre Square
- 14.30 Cooking competition
- 17.00 Quiz
- 19.15 Dinner in The Galway RTC
- 23.00 Disco —————

**Team members:** Justine Heaslip, Margaret Leavy, Eimear D'Arcy, Donagh Davern and Weldon Mather.

Heavy discussion on the uses of bananas ensued on the road to Galway and Chef Vaughan at the wheel. Knives sharpened, uniforms pressed and strong deodorant were the bills of fare for the Katering Factor team. We arrived at The Corrib Great Southern Hotel at nearly 10.30 and had some morning coffee and met our 2nd year B.A. student liaison of the Hotel and Catering Mgmt. course there. Soon the spirited and friendly Galway team arrived. After becoming acquainted, we got changed into our respective uniforms and got a minibus into Eyre Square. After a small delay in getting the monkey bars of the obstacle course (which looked like something you'd find in Alcatraz! the teams assembled for the start. Our team was as follows:

- Margaret - Chef
- Eimear - Captain
- Justine - Waiter 1
- Weldon - Waiter 2

As things got underway it became apparent to me that our girls will need to look at some more Jane Fonda workout videos - you see, the obstacle course was designed and I quote "... to test the contestants service, skill and dexterity at accomplishing the course." Unfortunately the word "dexterity" was very operative

# The Katering Factor 1991

*By Weldon Mather*

and consequently the infamous monkey bars proved a little too much for the girls on all the teams. Anyway, we were not docked marks on humanitarian grounds and even Eddie Macken would have been proud to see the ladies jump "through" the bars! Meanwhile Margaret was well on the way to making a

them.

After changing into our chef's uniforms, Margaret and I went on ahead to the RTC with the other teams to prepare for the cookery competition. We were provided with a box of ingredients all of which we had to use in the same way and a



crepe up in the articulated trailer which served as a stand. Roadstone eat your heart out! this crepe was the best of all the others. After picking up the crepe and serving it to the dignitary, we had to wait until the wine was drunk and the crepe was eaten. Finally, the contestants had to sprint back through the obstacle course to the beginning. We did quite well considering some aerobic problems.

Next, we had a lovely luncheon in The Great Southern Hotel, Eyre Square which was provided complimentary by

cookery book. After some initial consternation by Margaret that there were no bananas for dessert, we both finally decided on a sumptuous dish. A piece of advice I would give to anybody entering a competition of this type would be to plan and set out what you're doing before rushing into anything. We got marks for having a menu drawn up and so we were able to work methodically and quickly. We finished 2 hours later with "An anchovy salad with a fish veloute and baton carrots." Delmonico potatoes complemented all that and ➡

profiteroles with chocolate sauce  
- for dessert.

I neglected to mention that there was a closed circuit television video of the entire event. Unfortunately this led to stage fright on our behalf and thus we didn't clinch the extra marks! Immediately after the competition we were whisked away to the gym for the quiz. The questions in the four rounds of the quiz varied from law, housekeeping, wines and marketing.

Later after a change and a consolation drink we went back to the RTC for a lovely dinner which was provided by the students there. Then the prizes were awarded - Galway got 189 points, Shannon 181 and Cork 126. A close match but of course it was only a competition. Finally we went to Cheers nightclub in Salthill - well I will not continue - draw your own conclusions. On Wednesday morning some were up early, others barely made it to the car but we all got back to Shannon at 11.00 a.m. We all had a great time and heightened the already strong rapport that Shannon has with Galway. Our special thanks to Chef Vaughan for his support both moral and otherwise as well as our class supporters.



# SPORTS 1991

This article has been exclusively reserved for the glorification and the head-swelling of all brave chill-blane warriors who took to the waters and the wilds throughout the year to involve themselves in "sports". Now there would be many unassociated with our college who would reckon that there is a very slim chance of any substantial, even significant, sporting events having taken place due to the limited student numbers and inhibiting winter-time Atlantic weather conditions which present themselves occasionally here in Shannon. I beg to disagree. Time and again heroines and heroes alike who have done an "atlas" on it, rise to your laurel wreathes.

Cathal Brugha must be thanked for all their hospitality and rugby - which we will try to match next year and regain the beautiful trophy presented to their captain, back in February. Sports day was wet, especially at the end of the obstacle course. We saw a lot of participants hop in and out of sacks,

crawl under barbed wire and dance over land mines with such grace and elegance. The golfball and teaspoon race sorted out the "16" handicappers from the "40" handicappers and the wheelbarrow race gave everyone a chance to bite the dirt.

The main "Ireland v England" match of the day (the other having been at Wembley 1-1) was a 2-2 draw. And "The Jane Fonda's" bowed graciously to a 5-0 win to "The fat slags", captained by the bold Ms. Cronin and featuring our very own Rosie Keegan. The men of 1st year and the ladies of 3rd year pulled the winning heaven to two very close tug-of-war matches.

To finish I would like to thank Chef Vaughan and Mr. Hans Schmid who gave us unrelenting support and aid throughout the year and also to the members of the committee.

Justine Heaslip.



# 'Base Details' of how to keep staff

By John O'Sullivan, General Manager,  
The Castle Hotel, Windsor

**S**IEGFRIED SASSOON, to me, was the greatest of the great war poets; his vision and mindless sense of destiny pervades all his work. He died in 1967; however, he would have been summing up part of the hotel industry's attitude to retaining staff when he wrote my favourite of his poems, entitled 'Base Details':

"If I were fierce, and bald, and short of breath,

I'd live with scarlet Majors at the Base,  
And speed glum heroes up the line to death.

You'd see me with my puffy petulant face,

Guzzling and gulping in the best hotel,  
Reading the roll of honour, 'Poor young chap',

I'd say - 'I used to know his father well';

Yes, we've lost heavily in this last scrap.

And when the war is done and youth stone dead,

I'd toddle safely home and die - in bed!

Fortunately, the day is dawning within the hotel industry where a much greater emphasis is being placed on retaining staff and developing them on a systematic basis as opposed to an 'Ad hoc' basis.

I have entered into many stimulating conversations with fellow hoteliers who maintain, quite categorically, that there is a fundamental recruitment problem in the hotel industry; as I enter into conversation with them, the words of Siegfried Sassoon haunt me as I have the image of 'And speed glum heroes up the line to death.'

We do not have a recruitment problem within the hotel industry; we have a staff retention problem - and the sooner we, as an industry, face up to this, the sooner we can become honest brokers for the future generation coming into this fascinating industry.

Yes, it is an amazing fact that when people start in our industry there is a much greater propensity for them to leave in the first three months; we are amazed that they have left and their obituary reads something like:

*'Here lies new recruit,*

*We worked him hard,*

*Did not explain the rules,*

*And he left disillusioned,*

*Rest in peace."*

We have got to ensure that we have a structured approach to look after our staff (who happen to be our customers) and realise that unless we engender a sense of caring and make them feel special, we will lose them - not because of money, but because young people today have such a

**Staff retention, rather than recruitment, is the biggest problem facing the hotel industry, according to John O'Sullivan, general manager of The Castle Hotel in Windsor. Here he examines the ways in which hoteliers can ensure their staff will want to 'stay a while'.**

choice. They are the ones who search out development opportunities and realise what is in it for them and they will refuse to be 'front line fodder'. The Great War is long over; so is the long war of ignoring the importance of staff retention.

I am not an expert on staff retention, I am merely a hotel manager who believes that, regardless of how good your hotel product is, it is secondary to the quality of your staff. I believe that customers are 'turned-on' by service; they merely appreciate good surroundings, ambience etc. which is why I have never received a letter saying:

*'Dear Mr. O'Sullivan,*

*I recently stayed at your hotel and would like to congratulate you on the thickness of your Axminster carpet and the surreal aesthetic quality of your Victorian frontage.*

*Yours in humble admiration.*

*Mr. J. B. Army.*

*P.S. Your staff were OK.'*

Therefore, everything we do must, by definition, be focused on our customers and the staff of the hotel are the front line. If we do not induct them correctly, care for them, provide good quality staff accommodation, give them empowerment and a sense of responsibility in their jobs and a clearly-defined potential career development plan, it will become so obvious to the customers - who vote with their feet and simply do not return.

There is a formula which I have developed, which simply says:

Quality retention of staff = sustainable quality profit.

So what are the rules for retaining staff? Sorry, there are no clearcut rules; however, my top ten are as follows:

1. Give clear signals from the beginning about what you are about, i.e. advertising the jobs; speed of return of application forms; at the interview stage - showing honest signals.

2. Before staff arrive, provide a card of welcome, signed by the general manager, plus a small present for staff living in - i.e. flowers for a lady, box of chocolates for a male - and a welcome by the duty manager or member of management on arrival to the hotel. You only get one opportunity to make a first impression.

3. Praise, praise, praise . . . feedback, feedback, feedback.

4. Staff accommodation/restaurant should be fit for a guest; remember, our staff are our guests. Again, the giving of clear signals as opposed to "We want you to be clean and spotless and smiling all the time; yeah, sorry about the staff accommodation, it's not great, but you still must smile!"

5. A structured induction of whatever duration is necessary. I personally believe that in the first month a minimum of five days must be spent on a quality induction.

6. Give empowerment to staff, let them make the decisions. I always think of a Monty Python sketch when a guest in a restaurant complains about a dirty knife and every member of staff gets involved questioning the guest. Let staff be empowered to make decisions; let them automatically change the dish which is wrong.

7. Have a clear development plan philosophy for staff; promote them out of their jobs. Don't take the naive attitude of "If I promote him/her, he/she will leave"; good, it shows you are doing your job.

8. Appraise staff on a structured and non-structured basis. Give feedback all the time; people like to be talked to.

9. Train, train and then re-train. If you don't have a firm commitment to training you are doomed to failure and your business, in the words of Sassoon, will 'toddle safely home and die - in bed'.

10. Love change. Our business is changing dramatically; so are the people coming into the business. Do not be afraid of change, simply learn to manage it - passionately.

I am a young - probably naive - hotel manager, but I pledge my success so far on one thing and that is the people who I have working with me; the quality of those people are the litmus test for my success and everything else flows from them - guests and profitability.

Let's enter the new epoche, reading the poem 'Base Details', enjoying it, savouring the images and realising it is about a bygone era, not the practices of our management style to our staff today.

**T**HE NEED TO HAVE A 'definitive version' of the job description for the Duty Manager has evaded Hotel Managers for years. It has resulted in Don Quizote type guests causing turmoil and unrest which produced pages of well intentioned specifics, listing all the things that one should do.

But what should we really say to the duty Manager on the first Day? How do we induct them into the organisation? What do we expect from them?

With these questions in mind I would like to add a few more pages and give my view of what I feel the new Duty Manager should expect from themselves and how they can come to grips with this very necessary function in their job and important part of their career development.

Duty Managers of all ages must first come to grips with a simple fact that Management in any form requires them to exercise good leadership. It starts with personal leadership and there is much truth in the principal that "without the internal quality of personal leadership, effective formal leadership cannot exist."

Personal leadership is about understanding yourself and developing a strong self-image - it is not conceit or an over-inflated ego - but a healthy respect for yourself and others. Don't be afraid to be always the Manager who is early for the Departmental Meetings, who is properly prepared with pad and pencil, who is properly dressed and crisp looking, who is proactive rather than reactive, because that is what make you different.

**Be different**

With this frame of mind you are open and receptive to all around you thereby realising your untapped potential and creating a desire to learn and be coached. As General Manager there is nothing more pleasing than to be approached by a Duty Manager with an edge for development through the quest for knowledge and experience. They are immediately earmarked for promotion and development and will automatically rise through the organisation. They become sharers

of Management problems and will be consulted. This then reinforces their pride in participation in the management of the Hotel and the cycle goes on and on.

With yourself 'Up' and ready for duty what next? Is it to get the bunch of keys and walk around the Hotel rattling them and making profound utterances? No.

Management is getting things done economically through other people. A simple, unconventional, and easily remembered definition

by kitchen and a commis left to carve and dish up. The Bar Staff were ready and in place. Guests came in and found their tables, got their plates, paid for their food and the Duty Manager came in every so often and checked.

The General Manager was not happy and decided to get a management student coached into managing the service. Within a very short period of time the numbers doubled and by the end of six months they were performing beyond their expectations - the secret was the "service was Managed" - it was not just allowed, to happen.

So manage the early morning opening of the Hotel, manage the breakfast, manage the check out, manage the set up of all meetings and function rooms, manage the goods in stores, manage the kitchen and so on. but remember . . .

"Management is getting this done economically through other people" and so you can manage everything "Through Other People".

I can now hear you say but what about the unforeseen problems and emergencies. If you are consistent in your 'management' (as defined) you are then free to cope and manage these difficulties.

Last but not least do not forget your primary purpose - creating guests and keeping them. They are your driving force, your motivation. Their needs come first and they run your business - you must be customer driven. Listen to them and take the good with the bad and let them see you care by taking action on the things which irritate them. Don't evade your guests, maintain your dignity and style by honouring the principals of good service and customer care and your guests will soon realise you are there for them.

To summarise what I suggest to every Duty Manager is to

- (1) Practice personal leadership and be 'up' always,
  - (2) Manage everything (remember the definition),
  - (3) Create guests,
- and within a reasonable time Duty Management takes on a different meaning.

It is accepted that the scope of the Duty Manager is different in almost every Hotel but until 'you manage', things will just happen.

# The Duty Manager

*By Jim O'Brien, General Manager,  
Jury's Hotel, Limerick*

which if you say it often enough in your mind you will action it accordingly. Whether you like it or not the next Duty or shift for which you have responsibility will happen - my tip is don't just let it happen - "Manage it". Get to each area of activity and liaise with the Supervisor and Staff on duty - let them see you care for their department and that you are concerned that the next shift for them is rewarding. Get the obstacles out of their way by prompting and directing them in decision making. You may not always succeed because of financial or other constraints but consistency of performance from you gains the respect and co-operation you need to manage that service.

As a Duty Manager don't just walk up to the door of the Restaurant or Bar or Function Room and take the mandatory look in - push yourself into the middle of the room and be aware of your guests, your staff, food on the table, temperature of the room, atmosphere etc. etc. Its so easy to write in the Duty Manager's log - "checked all Function Rooms and restaurant at 10 p.m. - all ok." Don't you believe it! Nothing is that easy unless your rooms are empty.

Let me also give you a practical real example.

A very big City Centre Hotel had a reasonable Bar lunch each Monday to Friday. Food was put in

# A Look At Staff and Guest Care

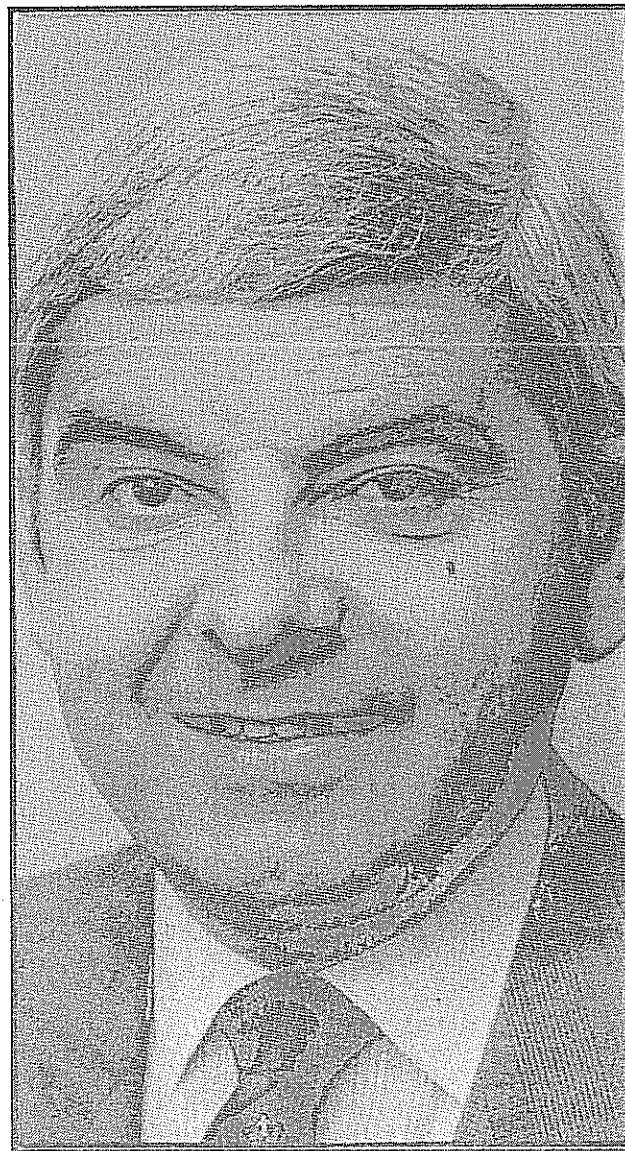
BY PETER MALONE, FIHCI,  
Managing Director, Jury's Hotel Group Plc

I SUPPOSE THAT A million and one ideas spring to mind when I talk about staff and guest care; both are exciting parts of our five hotels, and offer challenges where we, as a team, consistently strive for excellence.

Above all, in our hotels we strive for outstanding guest care, we view our guests as special and aim to always make them feel this way.

We achieve excellence in guest care by always remembering that "quality is the guest's perception of excellence." If all our guests are happy leaving our hotels, then we are doing our jobs successfully. It's simply understanding that listening to our guests needs is the first, second and third rule of all we do here in Jury's. I firmly believe in this, and thus develop my team with that in mind.

As well as listening to our guests, I likewise keep in good contact with all Jury's team members. It is important to ensure that staff are happy and enjoying their jobs - because when they are, then the guest can enjoy the good atmosphere throughout our hotels.



Ongoing training and personal development is part of the ethos in this Company, and is an aspect that I feel very strongly about, with a long-term commitment to its continued growth. I believe in employing people with the right attitudes and then training them to provide outstanding care for our guests . . .

Since I took over as Managing Director in June of '89, I have appointed a Group Personnel and Development Manager, who ensures that all our 950 team members are consistently being developed. We have introduced "quality guest care" programmes for all team members, and our five hotels follow a comprehensive training and development plan in order to continually strengthen our commitment to guest care.

There is much to be said about staff and guest care . . . We pride ourselves on setting high standards for all, and continually working to achieve excellence both as employers and hospitality professionals.

# Extracts from the Works of Omar Khayyan

*Come, fill the cup, and in the fire of spring  
The winter garment of repentance fling,  
The bird of time has but a little way,  
To fly and lo! the bird is on the wing*

*Alas, that spring should vanish with the rose,  
That youth's sweet scented manuscript should close,  
The nightingale that in the branches sang,  
Ah, whence, and whither flown again, who knows.*

*And much as wine has played the infidel,  
And robbed me of my robe of honour-well,  
I often wonder what the vintners buy,  
One half so precious as the goods they sell.*

*And as the cock crew, those who stood before,  
The tavern shouted - "open then the door!"  
You know how little while we have to stay,  
And once departed, may return no more!*

*With them the seed of wisdom did I sow,  
And with my own hand laboured it to grow,  
And this was all the harvest that I reaped,  
"I came like water, and like wind I go"*

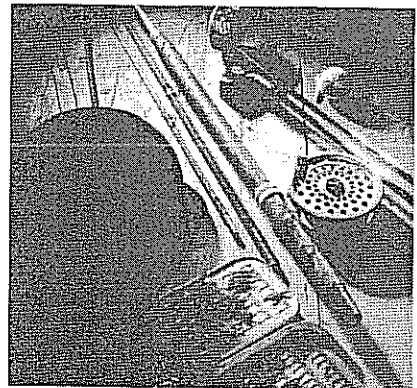
*How long, how long in infinite pursuit,  
Of this and that endeavour and dispute?  
Better be merry with the fruitful grape,  
Than sadden after none, or bitter fruit.*

"AS WE DROVE AWAY, WE  
READ THE LINE CARVED  
IN STONE,... AND SMILED."

He wanted London or at the very least Dublin, relishing the city lights, the excitement, the noise, the traffic - even the smog!

But this time it was my turn to choose. So, I arranged the itinerary and booked the hotel. A hotel located just five minutes from Limerick city, overlooking the river Shannon and wait for it, our choice of a smoking or non-smoking bedroom. I told him to relax, after all, I had taken care of everything. A leisurely swim on arrival, followed by a soothing massage, sauna and steam.

I knew he had settled in when the conversation in the bar became more stimulating than the pangs of hunger. The only reason we came down early was for a quick aperitif. Dinner was worth waiting for - the freshest ingredients prepared and served with such care and attention to detail.



As a special treat, I had arranged golf at Lahinch and Ballybunion ...courses he had heard of in stories, and now experienced for himself. And Oh!, those entertaining evenings got progressively better; he never told me he had kissed the Blarney stone!

He suggested that next time, I should consider a spot of fishing or even horse riding. Next time, I told him it would be his turn to choose, but I would help by booking the hotel, and he could arrange the itinerary.

We said goodbye to a team dedicated to service. We smiled as we passed through the gates and looked back to read the line carved in stone...



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**J** OHN HENRY NEWMAN, a man of wisdom and learning wrote many essays on the subject of third level education and its benefits. I too will tread the path laid down by Newman and try to give an accurate account of the first years observation of Shannon College life, and will with these observation in turn wildly delight the veterans with long-forgotten memories and bring a smile to the faces of its present residents in the College, of an experience that they will remember only too well.

The phone rang shrilly in the quiet restaurant, all heads turned towards me as if a great force was pushing me. I found myself at the phone "Good morning, Grill Room. Can I help you?" apprehensively I said. "Rosemary is that you, I am ringing from Foynes." Oh God, my mother! Leaving cert. results, thoughts of arsenic, suicide, death, daggers, hanging ropes. How was I going to explain my results this time . . . Suddenly, "could you repeat that Mum? "You've got it, you've got Shannon!" relief washed over me and I promptly passed out.

A month later, I found myself in my "good" clothes in a round room, having no notion of where my luggage was, having been shipped off by an awesome third year, surrounded by a lot of other young people, some looking very important, some nonchalant, and others just downright disinterested and they were the third years for starters! The first years on the other hand . . . posed all dying to make that oh-so important impression. Between being shoved down to the first year classroom, back up the round room, escorted to our rooms, where my luggage was

# First Days In College

## A 1st Year Intellectual's View

*By Rosemary Enright*

resurrected, its any wonder that confusion reigned.

The next few days passed in a blur, how could one forget the first visit to the Freeflow, a bewildering array of foodstuffs. Our first experience with the much favoured Shannon speciality - Spring Rolls? let me inform you, dear reader, that the old motto, "once tried, never forgotten" applies here.

The day to really become one of "the" exclusive students dawned with yes, you've guessed, the coming of the uniforms, both chef and college. The "oohs" and "ahs" and the "oh, the colour really suits you," hid the cries of horror when realisation struck that once a size 10 now had trouble fitting into a size 14, and then it became obvious that the chefs

trousers were either too long and too tight, or too short and too wide, but we managed . . .

One became acquainted with one's room-mate around this time, who could forget the first days "would you like to see something else on television "or" would you like to go to the bathroom first?" Politeness became the core of all and had you instantly seethed with frustration as you realised that yes, you had a roommate who liked to clean their teeth 50 times while you tried to get back to sleep in the morning or else a tendency to Hoover the room at 2.00 a.m. (Note this is not Elaine Walsh, she just wanted to inform you of this.)

As our Social Club was under furniture occupancies at the time, the first ever new term Shannon College disco took place in the round room while the D.J. played the records. Infatuations blossomed as would-be lovers gazed longfully into one another's souls.

Romance blossomed, flowered then swiftly wilted. But not all I hasten to add, some flowered and just kept on blooming.

After the hectic first few days, the time flew. The Demo kitchen became the hangout of would-be Escoffiers, and the click-clack of service gear was heard ringing in the corridors as the perfectionists practised silver service. We, first years, now find ourselves on the brink of Germany, Belgium and of course Switzerland. So I'll bid you Au revoir and Auf Widersehn with only a matter of days to go. May you look back and think of these days with a smile or embarrassment whichever it may be and think "if first year was like this, what is yet to come?"

# IF

If you can keep your head when all about you,  
Are losing theirs and blaming it on you,  
If you can trust yourself when all men doubt you,  
But make allowance for their doubting too;  
If you can wait and not be tired by waiting,  
Or being lied about; don't deal in lies,  
Or being hated, don't give way to hating,  
And yet don't look too good, nor talk too wise.

If you can dream and not make dreams your master,  
If you can think and not let thought your aim,  
If you can meet with triumph and disaster,  
And treat those two imposters the same,  
If you can bear to hear the truth you've spoken,  
Twisted by knaves to make a trap for fools,  
Or watch the things you gave your life to broken,  
And stoop and build them up with worn out tools.

If you can make one heap of all your winnings,  
And risk it on one turn of pitch-and-toss  
And lose, and start again at your beginnings  
And never breathe a word about your loss;  
If you can face your heart and nerve and sinew,  
To serve your turn long after they are gone,  
And so hold on when there is nothing in you,  
Except the will which says to them "hold on".

If you can talk with crowds and keep your virtue,  
And walk with kings - nor lose the common touch,  
If neither foe nor loving friends can hurt you,  
If all men count with you, but none too much,  
If you can fill the unforgiving minute,  
With sixty seconds worth of distance run,  
Yours is the earth and everything that's in it,  
And which is more - You'll be a man my son!

*Rudyard Kipling*

# What Is Shannon?

*Brendan O Halloran*

Shakespeare once said,

*"Like as the waves make towards the pebbled shore.*

*So do our minutes hasten to their end."*

Amazing how a statement made so long ago can still ring true. I know that the Shannon College of Hotel Management wasn't on his mind when he was writing his sonnets but after this academic year, you just have to see that this man was on the ball. Think of all the little things that have happened to you in the college. Think of all the times you said to yourself while on the way to being chastised, "God, why did I do it."

But when you go to Shannon, the seemingly insignificant things become alarmingly significant. Getting into the classroom on time is vitally important. Then that blessed argument about "Oh, if this was a real college, I wouldn't have to get up this morning. I could stay in bed and stagger in later in the afternoon."

Credit where credit is due. This argument has a sound base and expounds sound theory but the fact of the matter is that you have to dig deeper to understand Shannon. Here, you are a big fish in a small pond and you get monitored closely and given the benefit of continual advice. In any other collect you are most certainly a small fish in a big pond. But really when you look back at this year, you have to laugh.

1. You had to live on a building site for a year. Alarm clocks were not needed for a long time. The sound of drilling overran everything.

2. You had to bring a biro and a ruler to your leaving cert exams. Here, you hopped into a trailer and brought a desk and chair as well.

3. How likely were you to walk all the way to Limerick before coming to this college? Some students one night took taxis to the social club from the airport. Not exactly candidates to walk sixteen miles before they came here.

Undoubtedly, this college is quite a colourful place to attend. When asked about Shannon, I think every student could safely say that Shannon is different.

# Some "Well Talking" English Translations

## Hotel in Tokyo:

*It is forbidden to steal hotel towels please. If you are not such person to do such thing please to not read notis.*

## Same hotel:

*Please to bathe inside the tub.*

## And the same hotel:

*You are invited to take advantage of the chambermaid.*

## Same hotel, explaining the air conditioning:

*Cooler and Heater. If you want the condition of cool in your room, please control yourself.*

## And at the bar:

*Special cocktail for ladies with nuts.*

## Brochure from a car rental company, explaining the local way of driving in Tokyo

*When passenger of foot heave in sight, tootle the horn. Trumpet him melodiously at first, but if he still obstacles your passage then tootle him with vigor.*

## Detour sign in Tokyo:

*Stop! Drive Sideways!*

## Hotel in Bucharest:

*The lift is being fixed for the day. During that time we regret you will be unbearable.*

## Different lift, in Leipzig:

*Do not enter the lift backwards, and only when lit up.*

## Hotel in Paris:

*Please leave your values at the front desk.*

## Same hotel:

*Guests are expected to complain at the office between the hours of 9 am and 10 am each day.*

## Same hotel:

*A new swimming pool is rapidly taking shape since the contractors have thrown in the bulk of their workers.*

## Hotel in Yugoslavia:

*The flattening of underwear with pleasure is the job of the chambermaid.*

## Sign of a Russian Orthodox temple in Moscow (from memory, this was before Glasnost):

*You are welcome to visit the cemetery where famous Russian and Soviet composers, artists and writers are buried daily, except Thursdays.*

## Hotel in Moscow:

*Not to perambulate the corridors in the hours of repose in the boots of ascension.*

## Restaurant in Moscow:

*Salad a firm's own make: limpid red beet soup with cheesy dumplings in the form of finger: roasted duck let loose; beef rashers beaten up in the country peoples fashion.*

## Tour brochure, Moscow:

*Take one of our horse driven city tours and we guarantee no miscarriages.*

## Same brochure:

*If this is your first visit to USSR, you are welcome to it.*

## Zoo in Moscow:

*Is forbidden to feed animals. If you have any suitable food give it to the guard on duty.*

## Restaurant in Zurich:

*Our wines leave you nothing to hope for.*

## Same restaurant menu:

*Special today: No ice cream.*

## Hotel in Zurich:

*Because of the impropriety of entertaining guests of the opposite sex in the bedroom, it is recommended that the lobby be used for this purpose.*

## And in Vienna:

*In case of fire, please do your utmost to alarm the porter.*

## Camping ground/Holiday village in northern Holland:

*Is strictly forbidden in our camping site that people of different sex, for instance man and woman, live together in one tent unless they are married to each other for that purpose.*

## Hotel in Hong Kong:

*For our convenience, we recommend courageous, efficient self service.*

## Clothes store, Nathan Road (still Hong Kong):

*Ladies may have a fit upstairs.*

## Dry Cleaner in Nathan Road:

*Drop your trousers here for best result.*

## Same dry cleaner:

*Ladies, leave your clothes here and spend the afternoon having a good time.*

## Dentist in Kowloon:

*Teeth extracted by the latest methodists.*

## Doctor in Kowloon:

*Specialist in women and other diseases.*

## On a clock bought in Tsimshatsui:

*Guaranteed to work throughout its useful life.*

## Buddhist temple, Bangkok:

*It is forbidden to enter a woman even a foreigner if dressed as a man.*

## Tour brochure in Bangkok:

*How would you like to ride on your own ass?*

## Clothes store, Kenya:

*Order your summers suit. Because is big rush we will excite customers in strict rotation.*

## Clothes store, Stockholm:

*Fur coats made for ladies from their own skin.*

## And why do they have to translate entrance and exit as

*Infart and Ulfart?*

## Airport, Copenhagen:

*We take all your bags and send them in all directions.*

## Cocktail bar, Oslo:

*Ladies are requested not to have children at the bar.*

## Worried about drinking the local water? Restaurant in Rome:

*The manager has personally passed all the water served here.*

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# THIRD-YEAR STUDENTS

Shyamsunder Bharadwaj	Bombay	Ailish Keating	Clare
Edward Bracken	Limerick	Naoise Kelly	Dublin
Grainne Brennan	Sligo	Shane Kenny	Dublin
Alan Callaghan	Cork	Aileen Kirby	Tipperary
John Callanan	Limerick	Margaret Leavy	Mullingar
Grainne Carroll	Shannon	Thomas Leyden	Manchester
Nicholas Clapham	Dublin	Jane Lombard	Australia
Elaine Conlon	Galway	Weldon Mather	Newbridge
Francisco Cooper	Bahamas	Rosemary McArdle	Dundalk
Mary Cronin	Cork	Catraoine McCann	The Curragh
Amir Dajani	West Bank	Rohan Nair	Bombay
Eimear D'Arcy	Dublin	Emer O'Beirne	Limerick
Melanie Delancey	Bahamas	John O'Connell	Donegal
Catherine Dunne	Galway	Una O'Dowd	Dublin
Sinead Egan	Dublin	Darragh O'Halloran	Clare
Paul Fitzgerald	Wexford	Edward O'Loughlin	Kildare
Breeta Geary	Mayo	Clondagh O'Malley	Limerick
Michael Hanly	Leitrim	Shane Pateman	Bantry
Mark Hayes	Limerick	John T. Power	Dungarven
Justine Heaslip	Galway	Rachel Ruane	Mayo

# FIRST-YEAR STUDENTS

Ciara Brennan	Dublin	Ciaran Keys	Kilkenny
Aoife Cahill	Dublin	Darragh McGillicuddy	Kerry
Eugene Casey	Cork	Roisin McNamara	Limerick
Daren Cole	Monaghan	Michelle Matthews	Dundalk
Deirdre Collins	Limerick	Nicola Meenan	Kildare
Richard Collins	Cork	Louise Murray	Dublin
Rachel Coyle	Galway	Margaret Naughton	Limerick
Nigel Craughwell	Offaly	Susan O'Brien	Cork
Amanda Cullinane	Cork	Vivian O'Callaghan	Cork
Ruth D'Alton	Cork	Brendan O'Halloran	Limerick
Amanda Daly	South Africa	Rory O'Leary	Tralee
Donagh Davern	Cashel	Sarina O'Reilly	Mayo
Rosemary Enright	Limerick	Laura Olson	Dublin
Marie Foley	Limerick	Aileen Phelan	Limerick
Padraig Frawley	Limerick	Michelle Quinn	Dublin
Ann Fuller	Cork	Manus Rodgers	Clare
Paul Gill	Aran Islands	Ann Sammon	Mayo
Derek Halpin	Clare	Charlie Sheil	Dublin
David Hennessy	Limerick	Elaine Walsh	Mayo
Cormac Hogan	Navan	Gareth Warnock	Dublin
Kate Kelliher	Kerry	Rajat Kundra	Delhi