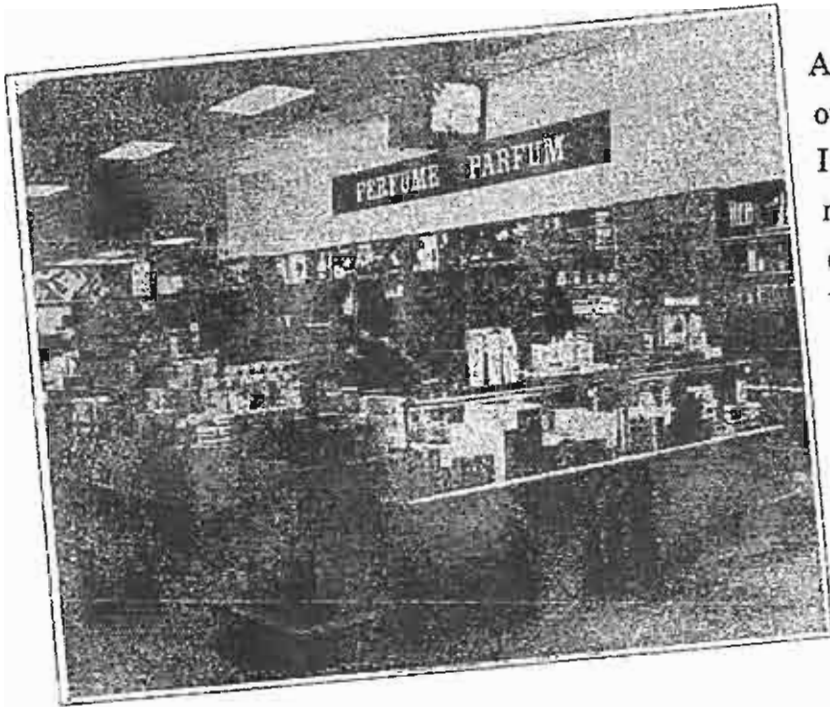




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From The Editor's Desk

Dear Readers,

It gives me great pleasure to introduce to you the 1991-92 College publication. As you may know the College has gone through some considerable changes since it opened in 1951, and the theme we chose this year, is to show how the College has broadened and grown since its early days. I would like to take this opportunity to thank the Committee members, who without their endless work and effort this publication would not have been possible. A special thanks to Mr. Phillip Smyth, for his enthusiasm and encouragement throughout our project. And a final thanks to the Mr. Bobby Kerr Promotion, Mr. Peter Malone Promotion and our sponsors who without their invaluable contributions we would never have achieved this, our ultimate goal.

Rachel Jameson - Editor.

Editorial Committee -

Alan Connolly,
Gillian Chambers,
Edward Sweeney,
Jimmy Fitzgerald,
Theresa Loffus and
Liam O'Sullivan.

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"KEEP THE CONTACT" BY PHILLIP J. SMYTH

1991, as well as being the 40th Anniversary, was a year of change for the College as I described in the last edition of the magazine. Last year's developments are now this year's realities.

The new College building comprising of classroom, teaching kitchen, offices, locker rooms and concourse is now fully completed and has been in full occupation for a number of months. This new building has been a tremendous benefit to the College taking the pressure off the existing facilities and proving a much improved teaching environment.

The 1st group taking a Degree Option in addition to the Shannon Diploma in Hotel Management are now sitting their examinations which include the equivalent of 1st year B. Comm in Mathematics, Financial Accounting and Economics and are expected to do well.

The new student accommodation at Drumgeely has been a great success. Students share two bedroomed apartments between four and also have access to indoor recreational facilities at the adjacent Drumgeely Hall.

In the last two years the Alumni Association under the Chairmanship of Mr. Tom Lynch and currently Ms. Kate O'Connell have done tremendous work in organising various functions. Perhaps more importantly, they have made considerable progress in improving our graduate records.

Mr. David Wilkinson, Assistant Manager of the Dorchester Hotel London, a member of the Committee, has proposed a data base which would be located at the College. He is looking for sponsorship to the amount of £5000.00. The College has committed £500.00 to get the project off the ground.

Additionally the College is offering a prize of a weekend for two in Ireland to the graduate who contributes most to gathering information about his/her class. The decision in this matter will be made by the Alumni Association.

The 40th Anniversary Graduation was a great success with a group from the 1st class (1951) present.

Mr. Joergen Blum, former Director of the College returned for this event to the great delight of

staff and students alike. It was a great honour to have him visit the College.

Dr. Brendan O'Regan, Founder of the College, was also present and most appropriately in this anniversary year, presented the 1991 graduating class with their Diploma's. He capped the event with an inspiring address encouraging the present management and Board to press ahead with further developments.

The College is at present involved in a curriculum review. As part of this process a Graduate Seminar was organised. Its purpose was to involve graduates and other industry friends in the review process. Graduates were selected on a random basis.

The Seminar took the form of an address by two specialists in Hotel Management Education - Dr. Eddystone C. Nebel III of of Purdue University U.S.A. and Mr. Sam Salvisberg of the Lausanne Hotel School.

These addresses were followed by extremely lively and productive workshops which were given the task of discussing various issues and making recommendations. The whole exercise was of immense value.

In the last few weeks, Mr. Liam Skelly, a member of the College Board retired. For many years he has been the College's champion within the Aer Rianta Company. A Gala Dinner prepared and served by the student body was held in his honour.

I would like to wish The Bobby Kerr Promotion and The Peter Malone Promotion the best of luck as they take up their placements in industry. I am confident that they will keep the Shannon flag flying high.

I hope that this magazine brings back pleasant memories of your time at Shannon and gives some insight into student life today.

If you are in a position to offer a job to another graduate or indeed are in need of one, please let the College know as we may be able to assist you.

Lastly, in the phrase made famous by Mr. Joergen Blum I would appeal to you all to 'keep the contact'. If in Shannon or visiting Ireland, please come and see us.

Phillip J. Smyth

Charles Feeney Promotion

By Mr. Garrett Ronan 1987-91

THE SHANNON CONNECTION

*Oh there bin a school in our town
You ought hear it tell
A college of hotel management
Down in the County Clare*

*The local haunt was Nellies
We travelled from far and wide
From Zürich down to London town
We've drank with peerish pride*

*The Godfather films 1, 11, 111
Were both costly and full of passion
But t'was the college of knowledge and "Seisiúns"
That gave birth to the Shannon Connection*

What is Shannon? Shannon is many things to many people (approx 1,000 to date).

Shannon is a basic grounding in many subjects accompanied with and followed by the experience gained by adapting to vastly differing situations and being able to use those experiences to your advantage. Shannon has a sort of kindred or family spirit which is developed in every class due to living, working and sharing four years of experiences between a relatively close-knit group of people i.e. your classmates.

The old "Seisiún" is an integral part of life in Ireland and very much in Shannon as well. There is an ethos in Shannon which holds true to the hotel industry - it is that of "work hard, play just as hard".

To quote the distinguished "Goldsmith", "Moderation is a fatal thing - nothing succeeds like excess".

Shannon graduates are without a doubt successful. It is places such as the Honk, Nellies, The Red House, The Oliver Twist, The Garconerie, The Bahnhof, Lake Geneva, The KCH, Doolin, The Clan and many more, along with the almost endless round of 21st Birthdays, which hold for every class back as far as the 1951-ers fond memories of good times past and, for those still there, present.

The Swiss experience is a central and intricate part of the success of the Shannon course and ultimately its graduates. Having to work and live for a year in a foreign-speaking country which has a very different attitude to both life and particularly work, forces one to use a lot more of one's faculties in order to adapt and get on.



I once heard the following description of the difference between the Swiss and Irish,

"The Swiss live to work, whereas the Irish work to live". Adapting to the ethos, along with being totally responsible for yourself in what is initially an unknown and insecure environment, is a very good education and forces one to "grow up" very quickly (although in reality some say we never grow up).

It is pride in the Shannon name along with the common denominators of traditions, experiences and the course's basic structure which down through the years graduates can associate with. What has resulted is an "old school tie" network which we call the "Alumni". If the college was perhaps based in New York or Sicily the term "Mafiosa" might be more appropriate. Given this Mafia-like network, I suppose it is only fair that Mr. Jorgen Blum should be revered as "il padrino" of the Shannon College of Hotel Management.

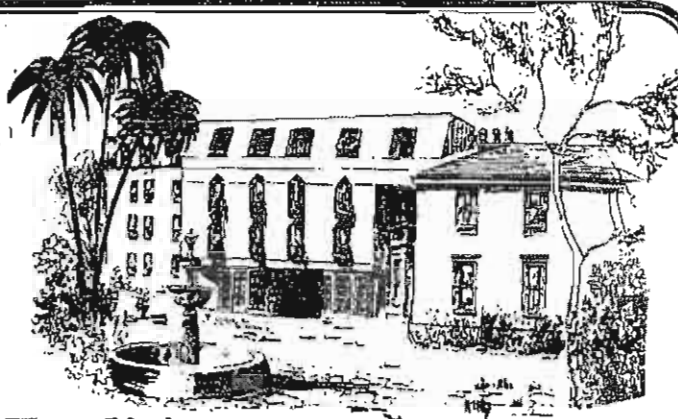
Looking forward to the future, the greater emphasis now being placed by our industry and society in general on academic qualifications is forcing the college to change and develop in order to keep pace with other colleges and with the industry.

The highest accolade I can pay to the Shannon College of Hotel Management is that I would relive every minute of my four years at Shannon starting tomorrow morning - both the good times and the bad.

I am sure there are many more who would echo this sentiment.

*To all Shannon students and lecturers,
both past and present,
Go néirf an Bothair Libh
and please don't lose what gives us the unique
"Shannon Connection,
i.e. "The Contact"*

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Graduation Ceremonies 1991

Michael Diskin - 1989-93

1991 marked the 40th anniversary of the Shannon College of Hotel Management. It was established by Dr. Brendan O'Regan to educate young men and women to become successful hotel managers. It has grown so extensively through these 40 years that graduates may be found in all corners of the world and at the highest levels of achievement.

Although the College has grown, it never lost the ethos it created in the early years of its development. An educational institution that professes attention to detail, a Swiss work ethic and a high degree of meticulous tuition that produces what is required to be the best. The Chuck Feeney Promotion (the class of '88/91) is yet another example of how the college has succeeded with this philosophy.

Thirty eight students graduated this year with one of the best academic records in the College's history - eight with distinction, and twenty five with merit. The diploma they received is not merely a document, certifying four years hard training at Shannon, but is a ticket to success in the hospitality industry. Graduates are much sought after to the extent that the College has an incomparable job placement record. Every year the Ceremonies take place in Bunratty Castle, an apt setting as all the graduates feel like the dignitaries that once inhabited this magnificent building.

Addressed by Mrs. Breege O'Donoghue, Chairman of the Board of Management, Dr. Brendan O'Regan, founder of the College, Mr.

Alan Hearn, Managing Director of the Forte Hotel group worldwide, Peter Schwarzenbach, proprietor of the Mövenpick Radisson Hotel in Lausanne, Stephen Blaser, Director of Human Resources with the Bahnhof Buffet Company in Basel and introduced by Mr. Phillip Smyth current Director of the College, they one by one shake the hand of the man who made their Diploma possible, Dr. Brendan O'Regan. With the conclusion of the Ceremony, each graduate can truly say that they are no longer a student and the celebrations can begin.

Everybody proceeds to the Great Southern Hotel, Shannon Airport, managed by Mr. Stan Power, where a huge marquee awaits them for lunch. The current student body consisting of the 1st and 3rd years are responsible for the organisation, of Bunratty, the kitchen service, all under the watchful eyes of two of the great pillars of the College Chef Michael Vaughan and his professional crew and, the forever working, Hans Schmid. Credit must also be given to the man who organised the operation senior lecturer, Mr. Derry McMahon. The compliments and praise received that day are due primarily to these men.

At the end of the meal the 230 guests within the marquee were addressed by the Patron of the Graduating Class - Mr. Charles J. Feeney. Mr. Feeney is a graduate of both Cornell and Grenobel Universities and co-founded Duty Free Shopping. He is the chairman of the famous General Atlantic Group of Companies and supervises their activities worldwide from his offices in London. He filled his position as patron with dedication and distinction and was a symbol of excellence for the class. It was a honour for the College to have Mr.

Feeney accept the position as Patron and a delight for the class as he is a very kind and generous man who really felt a kind of responsibility towards them "Never before in the history of the College has there been a more beautiful class" he said, in his address to his "classmates" as he likes to call them. He left them with some very wise words from Goethe, he said "whatever you can do or dream - you can do, begin it. Boldness has genius, power and magic in it. Begin it now"

The preparation for graduation and indeed the full academic year at Shannon, I feel can not be analysed in any form without particularly mentioning the following people. Dr. O'Regan said in his address at Bunratty that although he may have founded the College, it was Mr. J. Blum who gave birth to its internationalism and it was Mr. Phillip Smyth and the College Board of Management that are currently developing it. He also hoped that Mr. Bernard MacDonagh who was the hotelier who owned the Shannon International Hotel back in 1964, would get particular thanks. It was he who facilitated Dr. O'Regan with the use of the hotel for the student's training and the use of a classroom where the students could be educated. Mr. Phillip Smyth deserves particular credit as he instigated and has already completed phase one of the new building for the College. Coupled with his ingenuity and zest and Aer Rianta's gracious and continued financial support, the College is becoming better and better equipped to supply our country with quality managers in what is said to be the most single important industry for the next century - tourism.

In conclusion, taken from the man who began the College's life in 1951, at his address in Bunratty. He quoted a great English scholar, who made a prediction about the Irish 100 years ago; "Complicated people who have had a long night, who will have their inevitable day." Dr. O'Regan said, 'I am looking at this island a hundred years from now, and I dimly see Ireland becoming a road and a passage between the hemispheres and a centre of the world.'

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The Shannon Reunion, Hotel Olympia and London Nightlife...

On a bleak Thursday afternoon in Limerick the expedition began (30/1/92). Nine intrepid 3rd years, for the first time ventured off to the reunion, Hotel Olympia and London nightlife. For the record let it be shown that they were - Edward Sweeney; Séan Óg Dunleavy; Michael Cheung; Steven Towers; Diarmuid O'Sullivan; Matthew Rose; Fiona Kennedy; Max Newiger and Deirdre O'Herlihy.

The journey over was perilous indeed due to financial constraints and the fact that we had to travel by boat and coach. Saying that, the crack was only 90 and our enthusiasm for the forthcoming weekend soon passed the time.

On arrival in London and after breakfast we checked into our salubrious accommodation for the weekend - The K.C.H. in Kensington. No time was wasted



and with renewed bounce in our step we set off to Hotel Olympia.

The exhibition was superb. All of us found it very interesting to browse amongst new developments, trends and equipment in the Hotel and Catering Industry. The night was a good old bash and many of us suffered from "Tingles" in the Tara and "Residents Bar" in

the K.C.H.

Sunday was a very lazy day and one of rest and rehabilitation from the night before and for our arduous journey back to Shannon. The weekend was nominated a success by one and all - with one exception, next time we will fly.

Edward Sweeney

The Stars of Shannon!!

"Mummy, mummy, look, look she was on telly" rang out a squeaky seven year old voice, from the checkout queue in the packed supermarket. Heads swivelled, mine included and then I realised to my horror that I was the focus of her attention! - You guessed it - I'm a pin-up with seven year olds.

Why? - "Jo Maxi" that's why.

November 19th started like any ordinary day. Little did the pride and joy of Shannon Airport, the students of the Shannon College of Hotel Management, realise, this was their chance to let the world see just what they were made of.

R.T.E., through their programme, "Jo Maxi", wished to focus on the Hotel industry as a career for young people, and Shannon, being the most prestigious, deservedly, was chosen. When welcomed by Mr. Phillip Smyth, they requested a guide for their tour of the college, and due to the fact that everyone else took one step backwards, I became the sole volunteer for the job.

The exact allocated viewing time was eight minutes and it was fascinating to see, how R.T.E.'s highly professional team, covered all aspects of the college training. The kitchens, the dining room and the bedrooms were all visited. Indeed Adam Dowdall's and Jimmy Fitzgerald's attention to detail in the bedroom, was pure poetry! Their concern for the sleeping comfort of their guests brought a lump to my throat!

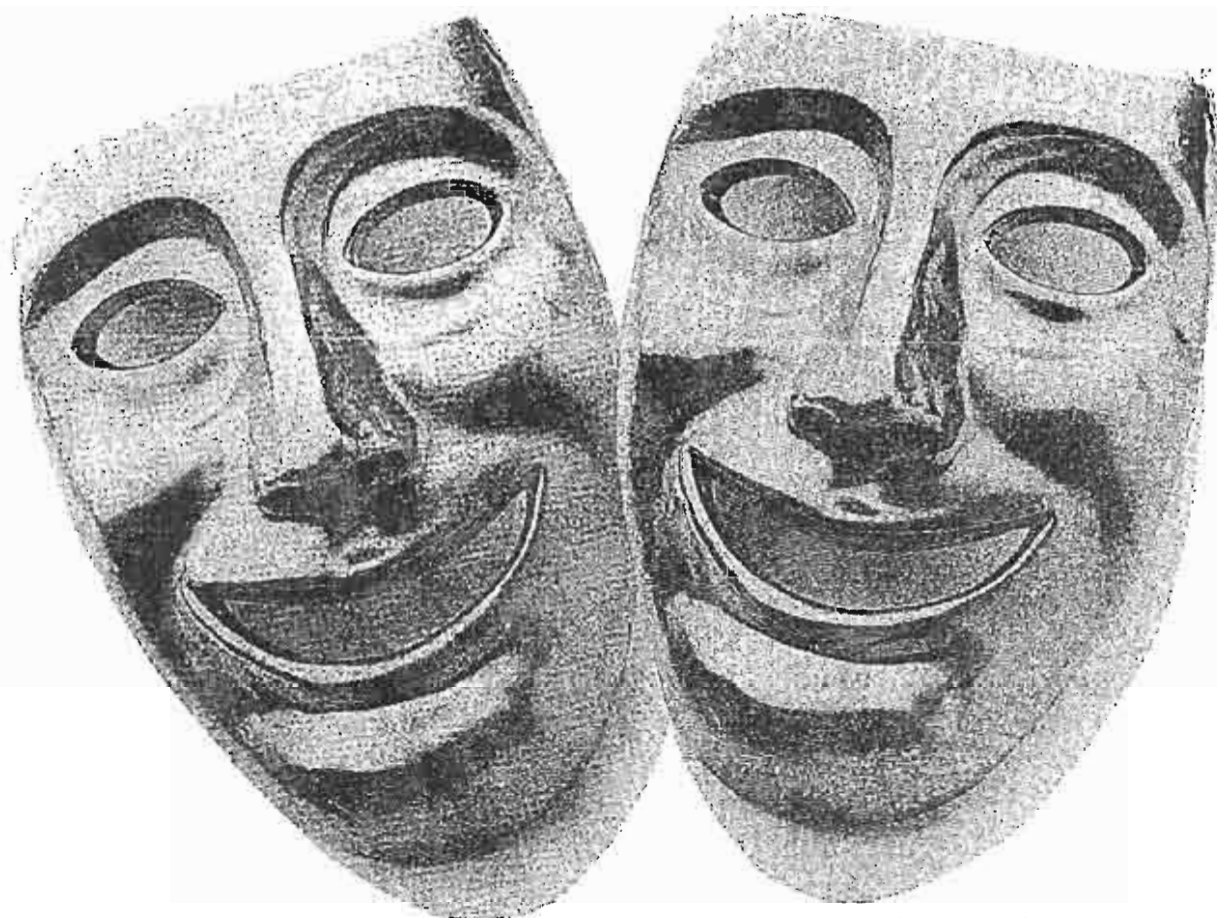
In the kitchens, Fabienne de Luca from France and Nikki Logue from Ennis under the imaginative tutoring of both Chef Vaughan and Mrs. Lynch, demonstrated their culinary skills, (greedily observed by the salivating camera men)!!

The Dining Room area was like a gathering of the United Nations as under the watchful eye of Hans Schmid from Switzerland, Ceiline (the interviewer) discussed job ambitions and expectations with students - Max Newiger from Italy, Ida Sia from Malaysia and yours truly from the barony of Blackrock in Cork, adding the necessary intelligent remarks!!

On viewing the programme later, when it was eventually broadcasted, we felt that the reason why we were so enthusiastic, in our responses to their queries, regarding the future, was because our training at Shannon gives us such a comprehensive understanding of what is necessary in a very demanding service industry.

Deirdre O'Herlihy

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I.H.C.I. Conference

DIARMAID O'SULLIVAN, 1989 - 1993



Catering offers a way to a Glamorous Career & Sparkling Lifestyle". Being one of the proposing teams we decided to base an argument on the weekend we were experiencing, that is wining and dining with some of the most influential people in the industry, in other words living it up.

Alan took the serious aspect of the debate and compared our lifestyle to that of others. Our Kinnegadian Ambassador Rachel, spoke of how such a quite and reserved girl she was before entering this career and about the glamorous lifestyle which she now leads as a result of it.

Our sub, Bebhinn Murphy proved the valuable asset she is on any team by acting as chief scout, editor and critic.

Our competitors on the day were Athlone R.T.C. and Galway R.T.C. Cathal Brugha St. failed to make an appearance. As a result we found ourselves up against "The Industry Leaders". Both opposing teams put up strong arguments founded on the aspect of high alcoholism and marital breakdown rate within our industry. Athlone R.T.C. proved to be the winners on the day. Shannon College of Hotel Management came second with which we were pleased and Galway R.T.C. received the "Best Speaker" Award.

All in all it was a most entertaining and enjoyable weekend and Shannon College of Hotel Management was once more in the spotlight.

The Silver Jubilee of the Irish Hotel and Catering Institute was held in the Great Southern Hotel, Killarney in November. It was attended by four third year students, Alan Connolly, Rachel Jameson, Bebhinn Murphy and Diarmaid O'Sullivan, who also made up the debating team for the Inter-Collegiate Debates held over the weekend.

The theme for this year's conference was "The Industry in Focus - Perceptions, Myths and Facts". The Conference was addressed by such well know personalities as Darina Allen, who spoke on the importance of serving simple but good food and the necessity for Ireland to shake off its image of having a "bacon and cabbage" kitchen only.

Peter J. Lederer, Managing Director, of the Gleneagles Hotel - Scotland spoke on investment in Ireland and Ireland's increasing tourism opportunities. Other speakers at the Conference were

Dr. Elizabeth Tierney, Robert Payne, Myles Tierney and Melvyn Greene.

Of course, not all of the Conference was hard work; on Friday after registering, delegates were treated to supper and entertainment in the award winning "Molly Darcy's" Pub and Restaurant. Saturday night saw the dignitaries of the Hotel and Catering Industry come together for a superb banquet at the Great Southern Hotel. Full marks all round for a excellent evening. At this gala, Frank Corr, Editor of the Hotel and Catering Review was awarded an Honorary Fellowship of the I.H.C.I. by the Institute's President Joseph Hughes.

Sunday, the final day of the Conference, was for us the highlight. The day of the debate. We had worked long into the hours of Saturday and Sunday trying to come up with ideas for this year's topic: "Hotel &

SHANNON GATEWAY

By Nicky Logue

Like all valuable resources, the true value of Shannon Airport was only realised when the Airport's Trans-Atlantic services came under threat from the recent demands of the Dublin business lobby.

The National Economic and Social Council has calculated that tourists spend in the West of Ireland three times more in terms of personal income than in the east coast.

Due to the attractions of the West of Ireland three in every five travellers in and out of Ireland from the U.S. either get on or off flights at Shannon Airport. Attractions like Bunnahatty, the Cliffs of Moher and the Blarney Stone, to mention but a few are why the North American tourists spend, on average, nine nights in the country.

Shannon's gateway provides thousands of jobs to the local region and indeed throughout the whole west of Ireland. Shannon Industrial Estate is located one mile from the Airport thus providing a fast means by which to import and export goods.

Shannon is the heart of tourism and industrial development. By interfering with this life-line it could have devastating effects for the west and south of the country.

Newpark Hotel  **kilkenny**

Has "Two Generations" of
Shannon Graduates!!!

Bobby Kerr (1950 / 51)

Suzanne Kerr (1976 / 80)

Newpark Hotel
kilkenny

MR. BOBBY KERR

Managing Director,
Newpark Hotel, Kilkenny.

Patron of Class '89 - '93



Derry McMahon, Phillip Smyth, Séan Óg Dunleavy & Bobby Kerr
NEWPARK HOTEL, JANUARY '92. PHOTO: ALAN J. CONNOLLY

Your Shannon training provides practically everything for you, you know about computers, catering, accommodation and marketing, and hopefully you will have a Diploma to prove it.

Like all Hotel Schools, it doesn't appear to teach anything about **observation**. I doubt if any student has gone through Shannon, who thought they were stupid, every single student (the greatest idiot) thinks they are cute if not smart!!!

There is only one thing stopping you from being anything in the world (within reason - you can't be the first person to walk on the moon, but then again that is out of this world!!!). What is stopping you is yourself, yes yourself, remember the old American saying 'the guy doesn't know what he doesn't know'!!! A profound thought, if you think about it. Does it apply to you, I wonder? Well, you have only to ask yourself one simple question - 'how many windows does my hotel have?' if you know the correct answer, you are good, I'll bet you that the guy who cleans the windows, knows the answer!!!

EMPATHY, a big word, I wonder if it applies to you? It means putting yourself in the other person's position. Since most people don't have enough time to **even listen**, even fewer have time to **empathize**. We all **think** we have it, but do we? If your hotel has packed bedrooms, Restaurant, Bars and Leisure Facilities, then you probably have it.

When did you last ask your customer what he or she wanted? A questionnaire may be couched in a thousand different ways. Do you have a questionnaire which is meaningful? Really meaningful, do you personally see it and check that there is one in each bedroom? Nobody has probably told you this before but you get the Management you **inspect** not the Management you **expect**!!! Do you personally read each one of your questionnaires, do you categorise them and reply to each one. If you do, you may learn a lot about your customers, and what he/she really thinks.

Giving the customer what he wants is what it is all about, it is **not the price**, as most of us seem to think, it is **value for money**.

If you can **observe** all the little things (you can teach yourself as you go along), if you have **empathy**, if you **know** what your customer wants and you give value for money, put it all together with your Diploma, you are laughing all the way to the bank, and Good Luck to you.



Mick Diskin, Tom Randles & Paul Gallen
PHOTO: ALAN J. CONNOLLY

Now that's Entertainment..!

by Bébhinn Murphy

We returned to college at the end of September so this left us short of time for arranging graduation but luckily the "it will be alright on the night" theory applied here. After a series of outings, three weeks in a row in Limerick, we ended our Graduation Marathon with our Graduation Party which took place in Smyths Village Inn, Feakle which was an enormous success.

The night kicked off with a "fuzzy navel" reception, a meal, a guest appearance from "In Heavens Quarter" and then a disco, the evening finished off at about 4.30 a.m. with the two buses returning to Shannon.

At the first available date in November we had our first Social Club Party. Which was enjoyed by all judging by the pale faces and red eyes the next day.

October, November, December and January were 21st Party packed months which led us the length and breadth of the country, all for a bit of a bash!

The Burren Bar in the Airport, paid us back for our long years of patronage by giving us the best Christmas present ever. On the last day of our exams a free bar with food! This was well availed of and enjoyed. the night ended off with a sing-song on the imported piano - and indeed the fine voices of Michael Diskin, Paul Gallen and Stephen Towers should be commended here.

We still keep the Shannon flag flying high in all the regular 'gin-joints' and are discovering new ones all the time. But some of us old-dogs just can't leave The Burren or 'Nellies'.

GENÈVE - UNE EXPÉRIENCE MAGNIFIQUE!

Mary Daly '89 -'93

Someone once said that travel broadens the mind, and a year long expedition to Geneva on work experience is no exception. The Swiss have a notion that everybody else wants to be Swiss too, but, who could blame them for making this assumption, considering that 15% of the population are foreigners.

In Geneva alone it is quite apparent that the Italians want to work there, the French and many others want to keep their money there. The Americans want to set up international institutions there, the British want their daughters to learn French there, and, seasonal workers are admitted for a few months at a time, mainly to work in hotels and cafés.

To many people, (including myself, initially) Switzerland is the country of the Alps, skiing, cheese, chocolate, watches and cuckoo clocks. But, as I soon discovered it's much more than that.

After being told to separate from the rest of our class members in Zurich Airport, eight of us who were to be "posted" to Geneva took a long train journey there on an unforgettable day in mid-June 1990.

On arrival at Geneva our little group were again divided - six headed to Geneva City, while Eddie Sweeney and I took a taxi to the Mövenpick Airport Hotel. (It has since had the name changed to the Mövenpick Cadett Hotel). This new hotel is located in a large suburban area approx. twenty minutes by bus/seven minutes by train from the city centre.

As we didn't have much information about the hotel beforehand, I was amazed by its Ultra-modern exterior, but unimpressed by the fact that the hotel's restaurant and kitchen were non-existent. I had a sinking feeling that we were landed with a

suspect situation.

However, my fears were abated somewhat when we were introduced to the General Manager Monsieur Elattar. He informed us in very broken English, (because our French was less than adequate at the time) that the hotel was only open two months when we arrived. The builders, carpenters, fitters etc. were still working and putting finishing touches to both restaurant and "cuisine". The curious part of "la situation" was the hotel was not only open for business but also served Le Petit Dejeuner (i.e. breakfast) in the lobby area on each of the floors of the hotel. The snag about this arrangement was that everything from food to delph and cutlery was supplied from nearby 'sister' hotel The Mövenpick Radisson.

Each morning, we had to drive by van to the Radisson, collect all items of food and equipment for breakfast, bring it to our hotel, set up for breakfast, serve it, clear away, drive back to the Radisson after breakfast with dirty cutlery, delph etc., wash it all and then reorder for the following morning's breakfast. Thus we spent our first three weeks in breakfast service working in this unusual situation. What about throwing us right in!

At the end of those three tedious, forgettable weeks the "Mövenpiccolo" Restaurant and "la cuisine" were duly "christened" and our work began in earnest from June until early December 1990. When Eddie and I were assigned to the kitchen to practice our culinary skills (assuming we had any) and to 'master' the French language before moving to restaurant service for the remaining six months of our year in the hotel.

To say the people I worked with were 'friendly' would be a huge understatement. It wasn't just the friendliness but also their helpfulness that took me by surprise. Having being previously warned by all and sundry about



"Festivale de Venice"
Meyrin.....

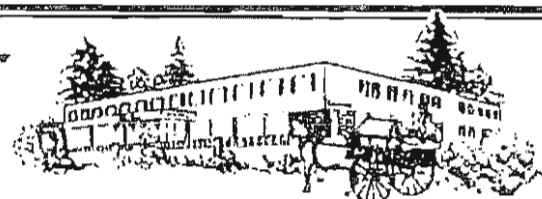
the coldness of the Swiss, I seemed to discover the opposite. It was only gradually I understood that my co-workers were French, Egyptian, Portuguese, Lebanese, English, Australian, Thai and just about every other nationality except "Swiss-Swiss".

During the year '90-'91 I got many wonderful chances to travel to various parts of Switzerland and I familiarised myself with Geneva as thoroughly as possible. Geneva - Genève - Genf is an amazing city, an international city, the crossroads of people, which stretches along both banks of Lake Geneva. It's a city full of hustle and bustle, life, but also green paths, monuments and lots of flowers. It is a shoppers paradise and has numerous intimate cafés to stop at and take a break while shopping. When mentioning the heart of Geneva I mustn't forget to note the hub of the Irish scene ;The Waldorf' and 'The Post Café'

I heard so much advice and so many stories about the Swiss experience "that by the time I was in the middle of it all I could easily separate the facts from fiction. I'm sure I am not the first person to say this and I will not be the last, but, Geneva was both the best and worst year of my life and one to date that in my opinion could hardly be equaled.



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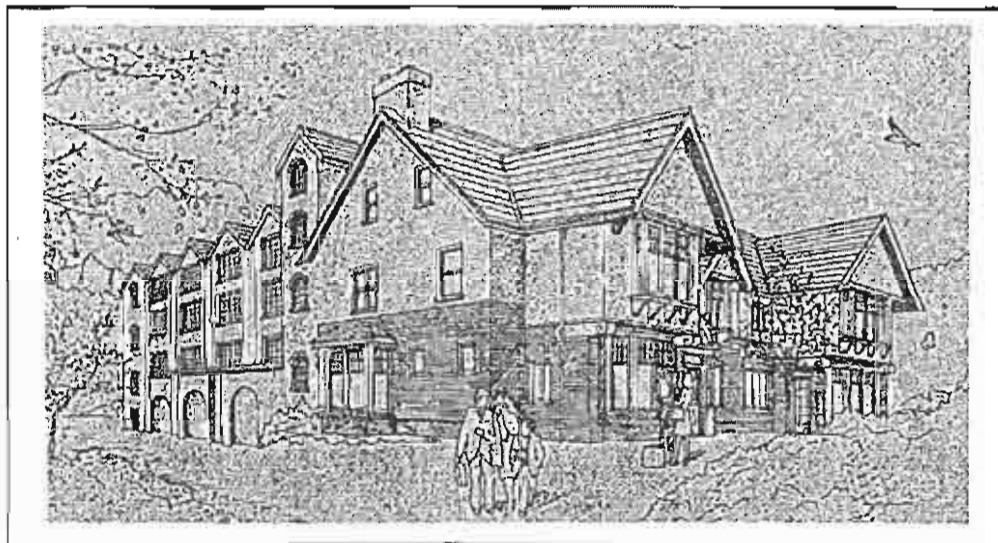
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Contact Bernadette or Kay Randles for further information.

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4th February, 1992

Dear Rachel
Thank you very much indeed for your letter but regret however that I am not a poet, essayist or novelist so in that respect it is difficult for me to pen a dissertation that would be of interest to all.
However, when I was with you last year to celebrate the 40th Anniversary, I felt a sense of déjà vu, in so far as my colleagues and I when we were at Shannon could not wait to get away from the airport scene and practise our trade as hoteliers. In my own particular case I had worked in a hotel kitchen prior to joining the Hotel School so when I came to do my practical year I was attached to the Duty Free Shop; little did I realise then that after many years of travelling the world, I would end up in an airport in Duty Free. So, in a sense I have done the full circle - not that I am complaining; I find the retail business very interesting and self-satisfying and one thing that I think retailers could teach hoteliers and caterers is their concentration on P.O.S. and product advertising which has only now of recent years begun to be recognised by hoteliers.

Glad to hear of all your enthusiasm - may it long continue and I wish you every success in the publication of the College magazine.

Kind Regards.

Yours sincerely
for FORTE RETAIL SERVICES
M.J. Dennehy
GENERAL MANAGER

I suppose nobody knew what was ahead of us when on June 3rd last year Chef Vaughan left us in Lausanne train station cheerfully saying "Good-bye", see you next year." "Next Year" we thought to ourselves what a long time it seemed then, but looking back with only 4 months of our Swiss stage remaining the time has passed very quickly.

We are working at the Hyatt Continental Montreux, a ten year old, 163 bed roomed hotel. Being part of the world renowned Hyatt Group, it's name is recognised all over the world as being part of one of the leading hotel chains.

Padraic, Michelle and Dairdre are working in food and beverage placements in the hotel. With periods in the Régence Restaurant, the Romance Restaurant, room-service, kitchen and beverage outlets, they have experienced many different service methods and procedures.

Both Charlia and I are in front office placements. This involves periods in day reception and cashiering and also night auditing. Both the day and night work have given us valuable experience and a solid base for our future hotel management careers.

Montreux itself has been a great base for our year in Switzerland. With such great public transport system we are never too far away from the other members of our class, whether they are in Switzerland, Brussels or Frankfurt.

Montreux is the place where the world famous jazz festival takes place every year. Although it was a busy time for us, as the hotel was full, it proved to be both an enjoyable and memorable experience. The fact that we are so close to some of the most beautiful ski resorts in the world is also an obvious advantage.

To conclude I am sure I can speak for all of us here in saying that the time we have spent here in Montreux has been both enjoyable and educational and a time we will remember for the rest of our lives.

DONAGH DAVERN
Second Year Student
Montreux

Degree Option 1991

by David Fitzgerald

The Shannon College of Hotel Management Degree Option began for the first time in September 1991 as part of the Peter Malone Promotion. This degree option is in conjunction with University College Galway and allows participating students study for both a Shannon College Diploma in Hotel Management and a Bachelor of Commerce Degree simultaneously.

To be suitably qualified for this degree course students must have a minimum of four higher level honours in the Leaving Certificate. The subjects covered are Financial Accounting, Economics, and Mathematics to include a language and Diploma subjects. Students are exempt from doing Human Resource Management and Marketing Management. These subjects are covered as part of the second year degree course which will be done when

present first year students return from their year in Europe.

After returning from Europe in May 1993 students will go into work experience in Ireland and continue to do second year commerce in the third year of the Diploma course. In May 1994 students will go abroad for four months and return to U.C.G. to do third year commerce which finishes in May 1995. Students will go abroad again to complete work experience with a view to graduating in December 1995.

At present I am enjoying the challenge of the degree course and I hope this becomes a success for the present set of students and for students in the future.

THE CATERING CUP

by Edmund Van Gallen (alias Paul Gallen)



For three long, wet and cold months, some eighteen pairs of boots deftly dug up the park on Drumgeely Hill, These muscular mortals were the Shannon College Rugby team being put through their paces under the expert guidance and watchful eyes of the bull McHale and Stevo Towers (ex-Belvedere, Ireland and The Lions) in preparation for March 26th when they would face the mighty Cathal Brugha Street in the Catering Cup - 1992. Three months of exhaustive rucking, mauling, tackling and passing were to bring to the fore the toughest, meanest and best rugby team ever seen on this side of the Shannon - in fact an innocent bystander would have mistaken them for the famed All-Blacks if it wasn't for their sky blue jerseys!. Such dedication was to sadly see the loss of young David Slatts who tossed his hair in the process of breaking his ankle!

So by the time March 26th came around this gallant band of gladiators were ready and rearing to go. The famed fields of Garryowen was to be the scene of the battle - gratefully arranged by Bobby Byrne notable not only for prowess at scrum-half but also for his amazing appetite for burgers!!

Following a royal breakfast (courtesy of Chef Vaughan) and a brief warm up the team proudly stepped into the boots of their famed predecessors. At precisely 2.30 p.m., time had come to enter the fray, so physced up to the nines of Shannon machine took the field to a tumultuous reception and a sea of waving blue flags.

The Brugha followed, but their band of supporters were meek in comparison to the Shannon troupe of cheerleaders and supporters led by Rachel Jameson and Dee O'Herlihy.

The photo-call was next, Alan Connolly took the photo as Gillian cheered her hero on from the side line. It was then pointed out someone was missing - the cheers from the sideline answered all anxieties - Séan Óg was just having his boots tied by girls from both sides whilst at the same time recounting old childhood stories of escapades outside the Wimpy in Salthill - Sean had finally found his oasis!!

The teams were finally ready to go, the Young Munsters referee blew his whistle, thereby indicating to Jonathan Murphy to start - he did so by majestically kicking the ball off. Shannon instantly found their feet - Mickey Diskin won a high ball by jumping twice his height - all of five feet! Young Byrne from Limerick then launched the first Shannon attack - which collapsed when Joey Owens got maimed by The Cathal Brugha centre, but retribution was not a facet of Shannon's game. The referee pointed for a penalty, up stepped Murphy who with a swift and perfect kick put the first three points on the board, regardless of the swirling wind and the whistles of the Brugha fans!

A nail biting match was to ensue!! The Shannon forwards led by Steve Towers were to dominate right through - Adam Dowdall and big Tom O'Reilly did the team proud, even if Tom tends to forget his name from time to time. The scrums were one way traffic for Shannon who pushed the Cathal Brugha pack all over the pitch - it was even possible for a question and answer session to take place chaired by Séan Óg - who by the end of the match knew as much about the Cathal Brugha barber as they did!

As the first half progressed, the tension grew higher and higher, after twenty minutes it was at fever pitch - a dispute in the scrum broke the peace - and a fracas was to follow. Gavin 'Tyson' Quinn was too much for the Brugha opposing prop, as were the other lads in the Shannon pack. - all with the sole exception of 'Fivesy' who ran from the pitch to use the rest-room and give his boots a quick polish.

Contd.

The referee with the help of Avril Greene restored the peace and awarded Shannon a second penalty goal. Robert Devereaux, the second French man on the team, tussled with Murphy over who should take the kick - Murphy won and Jonathan being the colossus he is slotted the ball over the bar to make the score 6-0 in Shannon's favour.

At half time the captains ushered their battle weary troops together - Sarah and Fiona ran to the scene with the oranges and enquired if any of the team would like a quick leg massage - needless to say they ran off with their tails between their legs!! Bebhinn Murphy from Killiney was next up - to read some good luck faxes from notables such as President Robinson and the Cat Hanley, the mayor of the Cayman Islands - she also mentioned that one Claran Fitzgerald was snooping around the ground looking rather suspicious - maybe Jimmy has something to answer for?? The second half began with Cathal Brugha Street looking a worried and beaten side. The Shannon supporters could at this stage be heard from Dooradoyle to Caherdavin. Shannon now on the crest of a wave made a great surge forward, the ball coming out of the maul to the 'Blond Bullet' Johnny Cullen who popped to Joey Owens who superbly flicked the ball in the path of Paul 'Serge Blanco' Gallen who aided by half of the opposition, resisting tackle after tackle before being tripped up by the referee on the five yard line. The scrum formed and with a massive heave Shannon pushed over - leaving Tom O'Reilly and Robert Byrne to jostle over as to who should score the try - big Tom did so with great panache - the ground erupted, and the scenes of jubilation brought back memories of Landsdowne Road following Gordon Hamilton's try V Australia. It was to be Shannon's day - invincible was a word that came to mind whilst describing this team to my fellow scribes! A final penalty from the boot of Johnny Murphy made it 13-0 and the Catering Cup came south again!!

METAMORPHOSIS

by Alan J. Connolly 1989-93

It was by the end of my first month in Shannon in 1989 that I realised that I was sharing my hotel room with a character of subversive tendencies - Mr. Michael Diskin.

I remember it well, whilst in bed one morning I heard from the shower the raucous rendering of "Come Out Ye Black & Tans
Come and fight me like a man"

Written a matter of weeks, despite all of my protests I too was sucked in by all of the trappings of our traditional rebel songs. My interest was kindled with his production of The Fury's greatest. These songs inevitably became part of the 'Nelly's repertoire', - along with his other fame bringing classic 'The Pianoman'. These seisiúns alas, are no longer the weekly occurrence that they used to be, but are still fondly remembered by all present third years. Also fondly remembered is what used to be the frequent scene of Mick, striding lengths in the hotel room dressed only in boxer shorts and black crêpe-paper hat; cigarette in one hand and a large tray spinning at a dangerous speed at heights on the middle finger of the other. All of this while giving a demonstration of "We're on the one road..." How could one not be impressed with such skill and bravado.

The months passed and we went our separate ways, Mick to Basel and I to Montreux. What he got up to, I'm not sure but during his summer

placement in "The Renvyle House in Connemara" - his interest in these songs which had become an ember after a year's absence, was suddenly re-ignited.

To my horror, I discovered in September that I was once again sentenced to another year with the bould Diskin. Only this time he had a guitar and worse still a mentor in the form of Gráinne Ó Boyle - the Renvyle entertainer! You can imagine, dear readers, how my heart sunk when we moved into the refurbished flats, this time the tray had been exchanged for a guitar and the black crêpe-paper hat for a bean bag! After the fifteen months working in the industry the change was remarkable. What was once a fiery upstart of a buachallín had now been matured and moulded by the rigorous training of the Banhoff Buffet, followed by Renvyle into a more sedate, refined, and disciplined young man. Now, instead of the frantic pacing up and down of his room Mick could often be seen engulfed in his bean bag, cradling his guitar in a world of his own. Perhaps, reminiscing of the good old days when he used make several thousands portions of Rösti during the "Feistnacht".

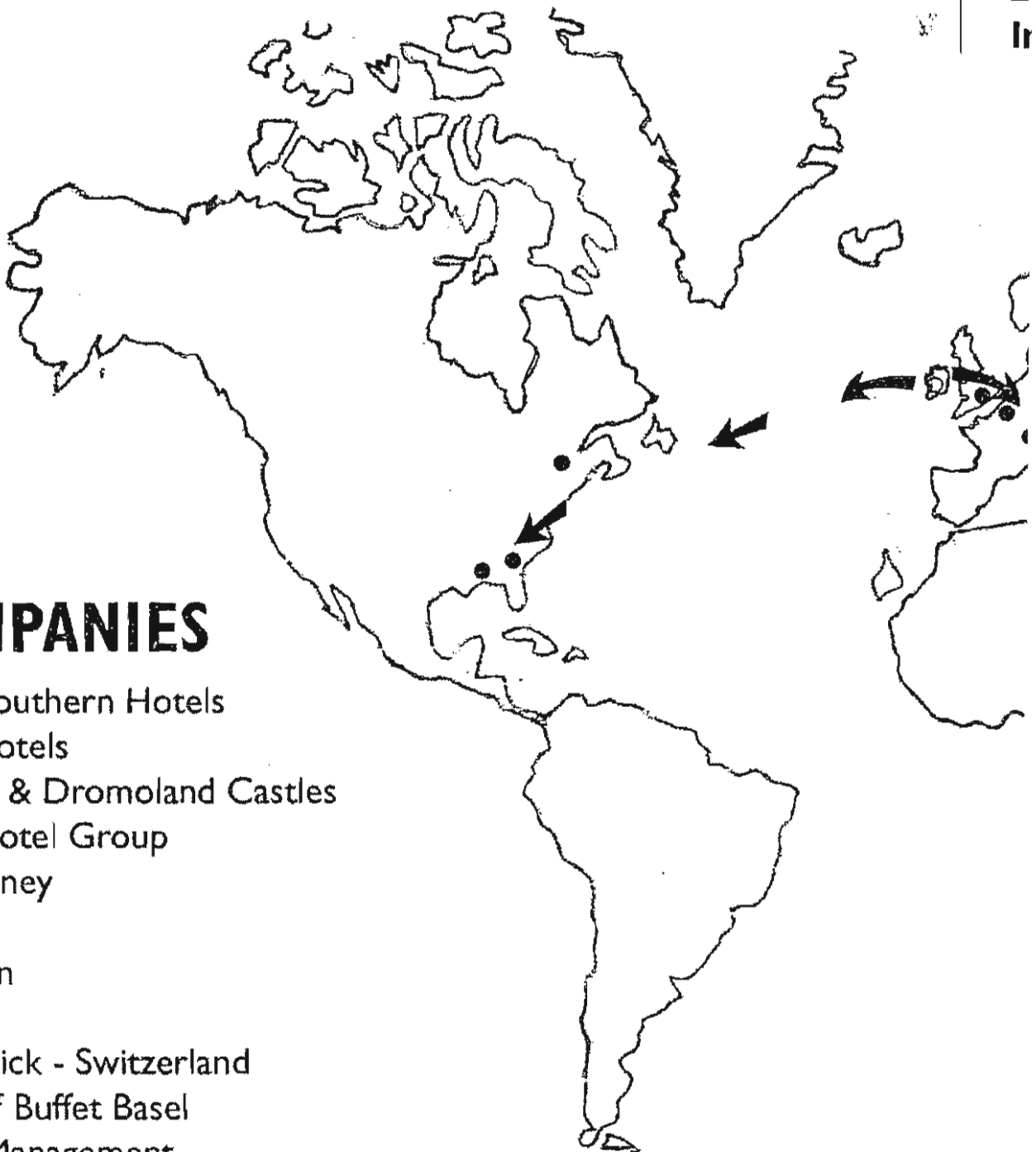
The transformation happened slowly yet it is only noticeable now as the end of my sentence is coming up. But why? - Was it due to his work experience in Switzerland? The Killiney Castle Hotel? or even 'Fitzie's' in Sandycove? Who can tell?

One can only assume that the discipline and self confidence was nurtured, encouraged and developed in Michael (as it has been and continues to be in every student) through his rigid training process in Shannon . However, as much as he was taught, I am sorry to say, that the poor lad still can't sing for peanuts!

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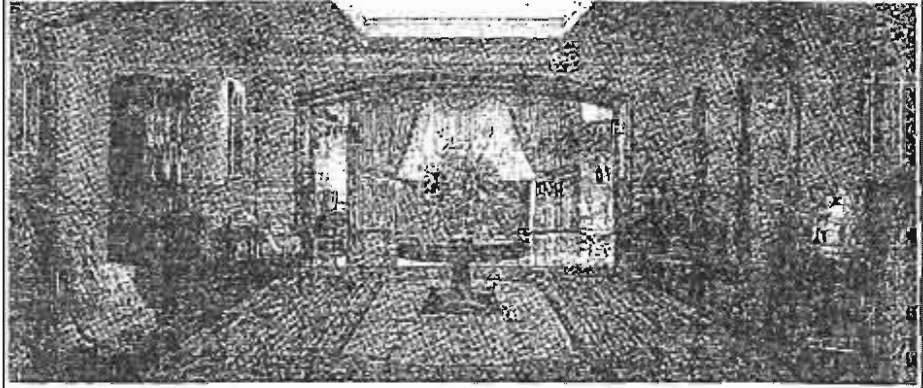
Having accepted a placement at the Boston Harbour Hotel, I began to have doubts - no language training, no European training on my C.V., eight hours from my friends by jet!

However I had kept an open mind and travelled to Boston with the notion that I had already visited Switzerland and Germany and that I was going to make the most of Boston.

To my utter delight the placement in my opinion was a great success. The hotel itself, now held in envy by hoteliers of the world, was in it's second year of hosting international hotel students. The programme of training which had been designed for us, proved to be of tremendous benefit for me.

Awareness, observation and initiative were the Shannon bred

Boston Harbour Hotel



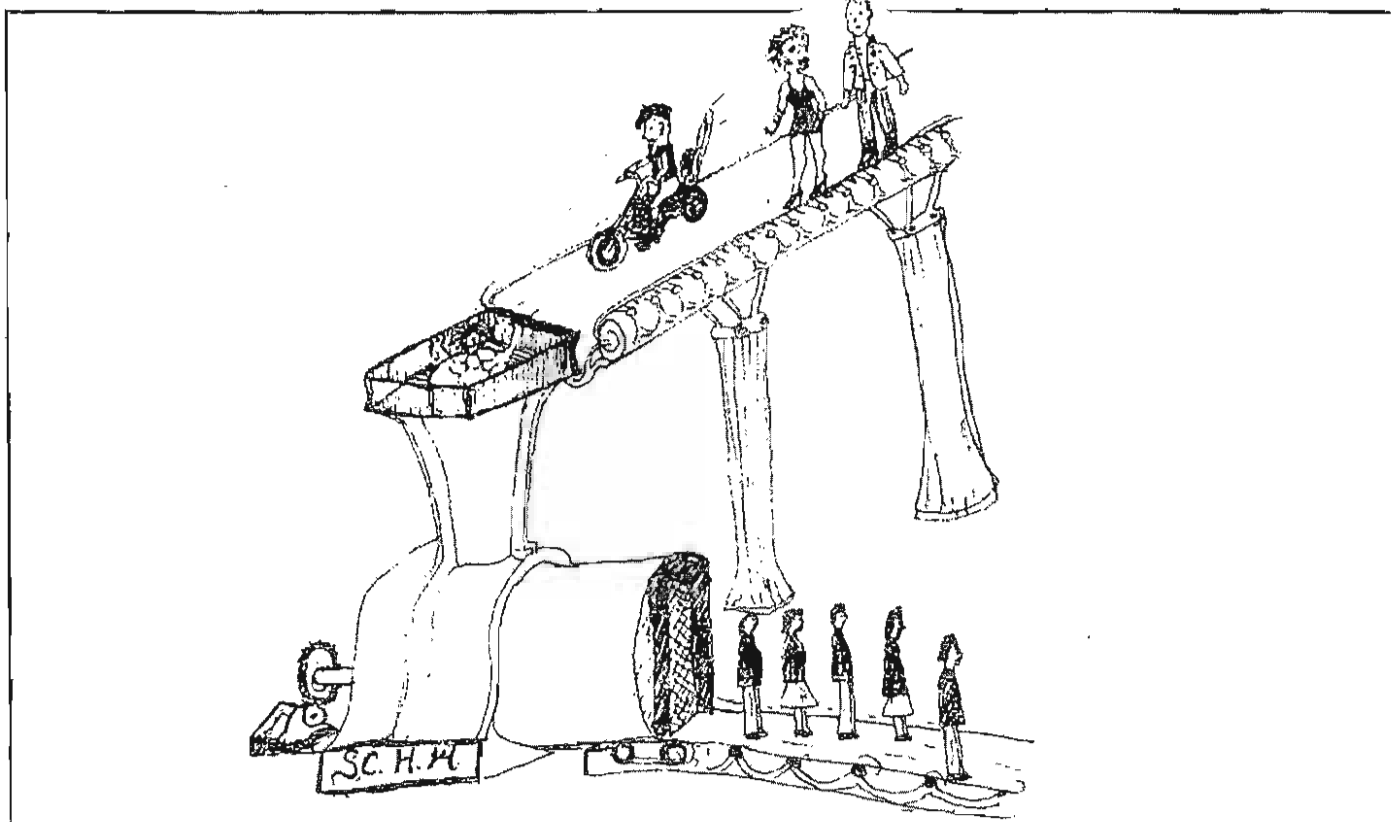
Boston; "The tale of two Worlds"

qualities which supported me most.

The practical experience included working as an operative in various kitchen departments, taking on a training programme in the development of a five diamond room-service organisation (including mini bar, stock taking and ordering,) order taking, developing of sales packages for the hotel's adjoining Condominiums and offices. The Health and Leisure exposure which I had gave me an extraordinarily good insight into trends and leisure management techniques which I will use in the future. Another aspect of my training was the telemarketing I

carried out for B.H.H. which I enjoyed immensely. This exposure further prompted me to consider a strategic marketing management course in conjunction with AHMA which was interesting. The hotel staff regularly went on fact-gathering tours of their major competitors in which we sometimes accompanied them. It is a placement worth keeping. I can say that Boston was definitely not the mistake I thought it would be. If anything it offered me the opportunity to get to know others and most of all to explore myself as an individual.

Michael Cheun



Egerkingen

At the intersection of the main autoroutes in Switzerland, high on a hill above the village of Egerkingen, stands the Mövenpick Hotel which was to be my placement and home from June '90 to '91.

On my arrival in Zurich Airport, I was met by Herr Bouche, my future Personnel Manager and his lovely assistant Doris who immediately put me at my ease by answering all those questions which face every second year on their arrival in Switzerland.

The usual farewells to buddies and fellow classmates were carried out with great dignity and off we travelled in the hotel bus to what and where I didn't know, but the tension was high.

My first memories of Switzerland itself was on the journey to Egerkingen, I was struck by the cleanliness and orderliness of the countryside. It is fascinating to see. In fact everything seems almost regimental and this reflects the whole way of life for the

Swiss people as I soon learnt.

"A place for everything and everything in its place" is definitely the order of the day in Switzerland. The casual laid back attitude of some Irish is left far behind in the green fields of home.

An hour or so passed and eventually we came across a signpost for Egerkingen. Up and up we drove until we reached our personal house with which I was impressed. Studio accommodation with all the "mod cons", laundry facilities and most important of all, a party room which got great use over the year. As I said before a place for everything, henceforth a party room which would inevitably save on the wear and tear that parties generally cause to a room. The Swiss think of everything!

After settling in, an inspection of the hotel was definitely in order. It was a two minute stroll up a "90" degree hill which left one breathless but upon which I had the opportunity of meeting my new

neighbours, the sheep of Egerkingen who were to be responsible for many sleepless nights with endless din from their neck bells but like everything else I got used to them.

The two hundred bedrooomed hotel is set in an idyllic landscape overlooking a valley. On a clear day the Alps can be seen from the terrace restaurant. Egerkingen is picture postcard country.

The whole atmosphere in the hotel is of a real team working together striving for a common objective. Egerkingen unlike cities such as Zurich has more of a family atmosphere, in that both work and social life revolved around the same people who were also foreigners as I was. They were from Germany, France, Austria etc., etc. We all got on great both in and out of work which helped the year to pass smoothly.

On my first day being shown around the hotel, it was decided that I would begin in service, where I

stayed for six months, moving from the Mövenpick Restaurant and terrace to work in the coffee dock, bar and both in and outdoor function service.

I conquered the language barrier quite quickly and soon I knew what there was to learn about service Swiss style. I decided it was time to move onto the Kitchen where I worked the Cold Kitchen, Grill, saucier and entreeletier, followed by working in both cold and warm productions kitchens, the bakery, desert and truffle kitchen ended my last month in the hotel.

The hotel is flexible in that all one has to do is ask and they will transfer you to another department if it is possible.

Anyhow life went on, work was great, friends were made and so on. Definitely a placement to be recommended and best of luck to whoever is as lucky as I was to spend a year there.

Sarah O'Sullivan 1989-93



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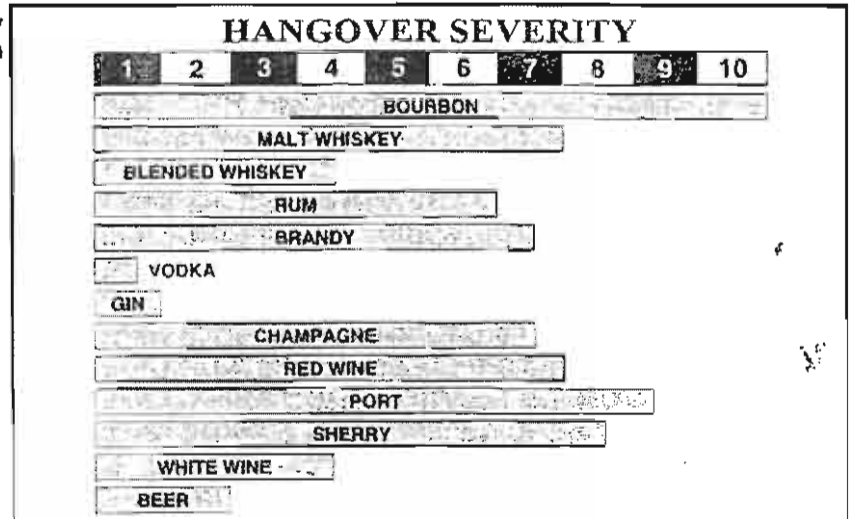
WHAT'S BEHIND A HANGOVER ?

For hoteliers and students alike, most celebratory nights out are followed by a hangover the following morning, the severity of which can put a damper on the day's activities and make working a real chore. So how can you avoid getting a hangover? Don't Drink!!! Ha, Ha. But if you do drink at least understand what happens.

"Water is best" Pinder a Greek poet and wowser said piously 2,500 year ago. Of course, we all know that's not true, but we also have to admit that water does not make you drunk or give one a hangover. So what is a hangover? There are almost as many theories as there are scientists, but generally they agree that is a combination of several of the following:

- ✓ Too little fluid in the body, or dehydration.
- ✓ Too much fluid in the brain.
- ✓ A chemical created by alcohol that produces side effects.
- ✓ Too much lactic acid in the stomach.
- ✓ Too much carbon dioxide in the blood.

What causes the terrible suffering?



As a rule of thumb, the darker the drink, the worse the hangover. Thus you'll do best to drink white spirits and still white wines, rather than nipping into the brandy, sherry, red wine or dark rum. Sparkling wines of any colour, such as champagne, have more acids, which also increase the severity of a hangover. They also make you drunk more quickly, because the bubbles help the body to absorb the alcohol at an increased rate.

It's the alcohol in the booze that makes you drunk, but that absorbed by the body pretty quickly. The main cause of a hangover is not alcohol as such, but dirty demons called *congeners* (impurities) that lurk inside every kind of booze. Congeners are mostly chemical by-products of fermentation and maturing processes and give the distinctive flavour and characteristics to "natural" wines, spirits and beers. More than 100 congeners have so far been identified.

The amount of impurities in various drinks should warn you how lethal the hangover they cause are likely to be.

One scientific way to check this theory is to partake of sufficient quantities of various drinks - different one each night - to give you a hangover. You can then compare the ferocity of the headache, nausea and so on of each. Or you can simply refer to the HANGOVER SEVERITY CHART above, which is based on scientific research and hard-earned human experience through the ages.

SWITZERLAND - a personal view.

by Brian J. McHale - 1989-93

I left college a new recruit to the hotel industry in First Year, full of pre-conceived notions about the year in Switzerland that lay ahead. It was for me, as it was also for a lot of my classmates, going to be my first major spell away from home. I was excited by the prospect but also a little anxious out of fear of the unknown.

Looking back on it now it was a memorable year in every sense. My exposure to the hospitality industry in Switzerland has benefited me enormously and it is only now that I am beginning to fully appreciate what I learned there.

The Swiss attitude to hotel-keeping is totally professional and it commands as much respect as does it's other industries. This professionalism runs right through the whole hotel operation, from the Kitchen Porter to top management. Nothing less than one hundred per cent commitment is expected or indeed tolerated.

The Swiss have this tremendous pride about themselves in everything they do. This is no exception in their hotel operations. They want the best out of each individual employee and they get it because of this "quality" culture that runs through their operations.

I myself worked for Mövenpick in Luzern employed in both Kitchen and Restaurant. From day one I was told what to do and how to do it and told very quickly if I wasn't performing up to the Mövenpick standard.

I feel that if our hospitality industry is to reach the high levels set for it by the year 2000, hoteliers in Ireland must continue to encourage this QUALITY AND PROFESSIONALISM in their own operations.

It will be up to the likes of my class here in Shannon and indeed my generation in the other hotel colleges to try and put into practice what we learned in our periods of industrial experience abroad, with the aims of improving further our hospitality industry, especially now that travel barriers are coming down with the introduction of the Single European Act on January 1st, 1993 and the vast opportunities that will open up because of it.

"Sweet Home Chicago"

"Chicago, Chicago it's my kinda town." Be it far from a town, for this city is home to some of the world's tallest buildings the birthplace of jazz; home of sporting heroes such as Michael Jordan and Al Capone memorabilia.

Set deep in the heart of the glass and concrete sprawl, is the charming elegance of the Richmond Hotel.

This 191 room hotel offers solace and hospitality to the weary (an enlightening emotion especially if you've been lucky enough to survive the suction power of O'Hare Airport!) traveller.

The hotel prides itself on being a small, personal, European style of establishment. However, they still dust the Croque Monsieur with icing sugar! The Richmond has one unique characteristic, and that's its friendly and personal service. Learning the guests' name prior to their arrival is part of the normal standards.

I still vividly remember arriving on my first evening, encumbered with three bags. While trying to summon up my last drop of strength to push open the doors, I heard a voice above me bidding me "top of the evening to

you Miss Darcy" (the pronunciation of surname was slightly altered!). I wondered which Irish intern (our title in the hotel) was responsible for educating the Bellstaff (Concierge) on Irish names?

You can be certain that you will be adopted by the staff in the hotel. They consider us Irish to be "funny". A compliment, I might add. When asked how are you, they think your reply of "grand" is "awesome", Mind you, I was put to shame when toasted with "Go mbeirimid beo ag an am seo aris" by an American!

Living in the hotel means you can boast of having one of the most sought after addresses in the Magnificent Mile area. However this lodging has its draw backs especially after the Christmas party, when the staff are still picking up the pieces!

The charming elegance of the Richmond is further emphasized by its restaurant. The Rue St. Clair is an eighty seater, casual dining French Bistrot. During the summer months, the doors open up and the restaurant folds out onto the street in an array of fresh green and white, while a pianist adds to the atmosphere during the

evenings.

Both in the Richmond and the Rue St. Clair the management style teaches you to be goal orientated. While carrying out your daily tasks, expect to be given project work. Niamh will tell you that these "projects" can vary from stuffing Christmas cards to calculating the breakeven. "You gotta be focused" as they say.

Chicago city itself is a pastime paradise. However the Burren Bar will always remain sacred! Beware of those who say "Pippen's for one" - they're still trying in vain, to make this statement true. For those who enjoy art, the Art Institute of Chicago is home to the world's greatest collection of impressionist paintings. From an outsider's point of view, the world of sport in Chicago could resemble a zoo - between The Bulls, The Bears and The Cubs. You can't leave without one of them on your tee-shirt.

So when you're going "Sweet Home Chicago" don't forget to grab your "big gulp" when you go "rolle blading" because it is a "neat" thing to do.

Eimear D'Arc

Brussels

The Brussels placement consists of two hotels, namely The Sheraton Brussels Hotel and Towers and The Sheraton Brussels Airport Hotel. For any student spending second year placement in Belgium both hotels may be regarded as quite significant. The "Sheraton Towers" being the official centre of Benelux operations and the Sheraton Airport Hotel, while only managed by Sheraton and officially owned by Air Hotel Belgium, having recently won the 'Best Overseas Airport Hotel' Award for hotels outside the United Kingdom.

Brussels, is now the capital of Europe and one can almost feel that as Europe comes closer together, Shannon students go ever farther, conquering new ground with their characteristic efficiency and commitment to excellence.

The capital of Europe held many surprises for the four of us. Here we were, four helpless individuals in a

city much larger than Dublin and many more times more cosmopolitan.

But shortly after arriving and after settling into our palatial accommodation Mr. Vivian O'Callaghan and Mr. Brendan O'Halloran took a wrong turn and saw 'Kitt O'Shea's' in the distance. After entering, they were ushered to the 'James Joyce' bar where we now have an Ireland in Microcosm. The bar is an Irish one in every way except it has longer opening hours. Many, many times work problems have been discussed there and inexplicably solved. Night clubs are not frequently visited because of expense.

Care must be taken when first arriving, not to excessively socialise because of the difference in strength of beverages, be warned, 'forewarned forearmed'.

The six hour train journey between Brussels and Switzerland has been conquered many times but the results of a little holiday in Switzerland with your friends complete financial disaster until the following paycheck!

To summarise, Brussels is an interesting character building and fulfilling experience. We wish the best to future stagiaires and all the best for 1992 to everyone connected with the College.

Eugene Case



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**GOLDEN
PAGES** 

DIARY OF THE SLEEP-OUT MIDNIGHT 19TH DECEMBER - 21ST DECEMBER

by *Brid Collins* - Class '91 - '95

Midnight Thursday - We had left the social club Christmas party, all in good spirits. There was singing and laughter on the bus. None of us knew what was in store. We had finally arrived at our destination: - AIB Bank, O'Connell St., Limerick. We set up camp - looking forward to the first night of our 48 hour sleep-out.

2.00 a.m. - We were all ready for the crowd coming out of the pubs and discos's. Stephen Towers had our collecting cars and buckets ready and waiting. Half the 14 sleepers were in full force, collecting what they could from people in very festive spirits. Singing and dancing was to be heard on the streets of Limerick courtesy of Ciara Heslin and a very entertaining public.

4.00 a.m. - O'Connell St., Limerick was deserted and quiet, except for the piercing sound of a computer shop alarm across the street. No one slept that night as we were adjusting to adverse weather conditions and the buzzing alarm.

7.00 a.m. - Everyone got up and began to collect from the early morning crowd.

9.00 a.m. - We were delighted to see the first group of collectors arriving from Shannon and they eagerly began to collect money from the Christmas shoppers. The sleepers returned to their bags, as tummies began to rumble, but thanks to Dani Ryan who brought some relief with her - offers of tea and coffee.

12 mid-day - From a distance we could hear Avril's voice on the loud speaker. Asking the people of Limerick to donate generously to our charity. Avril Green arrived, collected the funds which Tom O'Reilly and Declan Kelly counted at the Greenhills Hotel.

4.00 p.m. - It was time for a change of collectors and the last few festive shoppers parted with their unspent pennies.

10.00 p.m. - By then, we were all starving with the hunger, and hadn't much energy for singing.

Midnight - The Half Way Stage - Eight of the group headed to Burgerland for a meal, which consisted of a burger, chips and coke. When we came back revived the second six went. With fresh hopes we began collecting again as we learned of our collection to date - £3,000! The singing and fun began again.

3.00 a.m. - We were given a break, as two top Limerick men, entertained us, throughout the second night. The weather conditions were as adverse as they had been the night before. At all times we felt safe as the Henry St. Gardai kept a watchful eye over us.

8.00 a.m. - We had taken a lie in! Half of us went into the Royal George for a full Irish Breakfast. While the other half waited their turn and sheltered from the wind and rain.

9.00 a.m. - Limerick started to buzz again. We started fresh at our collecting.

12.30 p.m. - Lunch time; off we scurried dividing ourselves between the Railway Hotel and the Glentworth Hotel. Leaving the collecting to our friends - the Saturday collectors. After our hearty meal, we started a fresh for the site.

4.00 p.m. - Probably the highlight for me was when Avril, Stephen and myself went on live local radio R.L.O. and announced to the people of Limerick, what exactly we were trying to achieve by the sleep out and fast. I think by then, any Limerick person we missed, we definitely got that afternoon.

7.00 p.m. - After our tea at Sail Restaurant it was time for us to settle down, leaving the collecting to the few who had a little energy left.

11.30 p.m. - We heard Lorcan Murray pushing a last bit of advertising for us on 2FM.

Saturday

12 noon - We had finished our sleep-out. We had finally done it and could pack-up our belongings and leave the site. It seemed so strange, on leaving the site, with no sleeping bags or luggage lying around. It looked exactly as it had 48 hours previously.

12.10 - Off we went to the Greenhills for a lovely meal provided courtesy of Mr. Brian Greene.

I would like to thank everyone who contributed in anyway to the sleep-out,



Sponsors: Greenhills Hotel
Burgerland
Royal George Hotel
O'Connell Mall
Railway Hotel
Hanratty's Hotel
Glentworth Hotel
Sails Restaurant

Sleepers: Ann Williams, Noleen McCluskey, Alison Harding, Deirdre O'Heirley, Ultan Burke, Mark O'Shaughnessy, Donagh Quish, Peter Stack, Ian Mullins, Robert Devereux, Paul Gallen, David Slattery and Stephen Towers.

Also the collectors and drivers. Our final amount collected for the sleep-out was £6,700.

Brid Collins.



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GET THE MOST FROM ELECTRICITY

The Class of '95

by Tom Randles

It was all over, or had it just begun, the careful selecting process and acceptance into Shannon College of Hotel Management. I spent many long days preparing for this moment, when uniforms were to be purchased hoping that one day I was to become a hotel manager.

Today was the day when all questions were to be answered. Was I going to take to it "like a duck to water", who would my friends be, all of these questions and more were running through my head. As I was making the journey to Shannon my sister was telling me of her days in the Shannon College of Hotel Management. We laughed at the stories of how much fun she had but she laughed at me when she told me of the hard work and strict régime that awaited my arrival.

Finally we reached the perimeter of the airport, I suddenly felt nervous and anxious. Passing Drumgeely Hill I was waved on by two uniformed students of the college. At last I reached the college where my career would begin as a hotel manager. I was led into a conference room by uniformed students who made me feel welcome and part of the college. Here I met my future colleagues. I talked to people from all over Ireland and different parts of the world.

Finally, we were all brought together as a class. Here we sat and talked about various topics. Here sat the "class of '95".

FRANKFURT

BY DANIELLE RYAN

Three apprehensive young girls sat on the ten thirty flight, destination Frankfurt Airport, Germany, the date was 4th June 1990. Open return tickets, their only idea of a return date was one year from departure. These three young students were starting their 2nd year intership in the Frankfurt Sheraton Hotel.

Arrival was tense as they made their way into the largest hotel in Western Europe. They were surprised to find that the room in which they slept was that of a guest room, fully equipped and nothing which they had suspected. Having settled themselves in, they decided to retire early "they'd a long year ahead of them..."

Gillian Chambers, Rachel Jameson and myself, Danielle Ryan soon became familiar with the hotel. Gillian and Rachel were introduced to the German Room Service system, while I myself was quickly familiarised with the day restaurant. As our skills gradually improved so too did our German.

We went through many emotions during the year and we really felt ourselves become stronger and able to cope with so much more than the three naive young girls we came out as.

Departure time came and quite a few tears were shed as we wished farewell to dear friends who had helped us through our year with Sheraton. All of us owe a great deal to Sheraton and each of the departments that taught us different skills.

The return journey was different from our flight over - we were no longer giggling young college girls - we had matured and developed into mature 3rd year students.



March '91, Dani, Rachel, Gill at the Frankfurt Sheraton

The Differences between a Businessman and a Businesswoman

....

*A businessman is aggressive;
a businesswoman is pushy.
He's good on details; she's picky.
He loses his temper because he's so involved
in his job; she's bitchy.
When he's depressed (or hungover), everyone
tiptoes past his office;
she's moody, so it must be her time of the
month.
He follows through;
she doesn't know when to quit.
He stands firm; she's hard.
His judgements are her prejudices.
He is a man of the world; she's been around.
He drinks because of his excessive job
pressure;
she's a lush.
He isn't afraid to say what he thinks'
she's mouthy.
He's close-mouthed; she's secretive.
He exercises authority diligently;
she's power mad.
He climbed the ladder of success;
she slept her way to the top.
He's a stern taskmaster;
she's hard to work for.
And now you know - the difference
between a Businessman and a
Businesswoman.*

.... plagiarised and adapted
by Edward Sweeney

The Robert Kerr Promotion 1989 - 1993



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STEPHEN TOWERS
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CHARITY COMMITTEE '91/92



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KATE QUINLAN
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14.1.1970
MEMBER OF STUDENT COUNCIL



BEBHINN J. MURPHY
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24.11.1971
ENTERTAINMENTS COMMITTEE '91/92



SARAH O'SULLIVAN
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19.10.1970
SPORTS & SOCIAL COMMITTEE '91/92



PAUL GALLEN
Co. DUBLIN
11.1.1972
DRESS DANCE COMMITTEE '91/92

Changes in Shannon

Many changes were made in the College this year; moving of the student accommodation to the apartments in Drumgeely, the addition of the first phase of a new College along side the hotel. Most significantly the College, in conjunction with University College Galway have introduced a degree option, where students who qualify for it can obtain The Shannon Diploma in Hotel Management and in addition to that a Bachelor of Commerce from U.C.G.

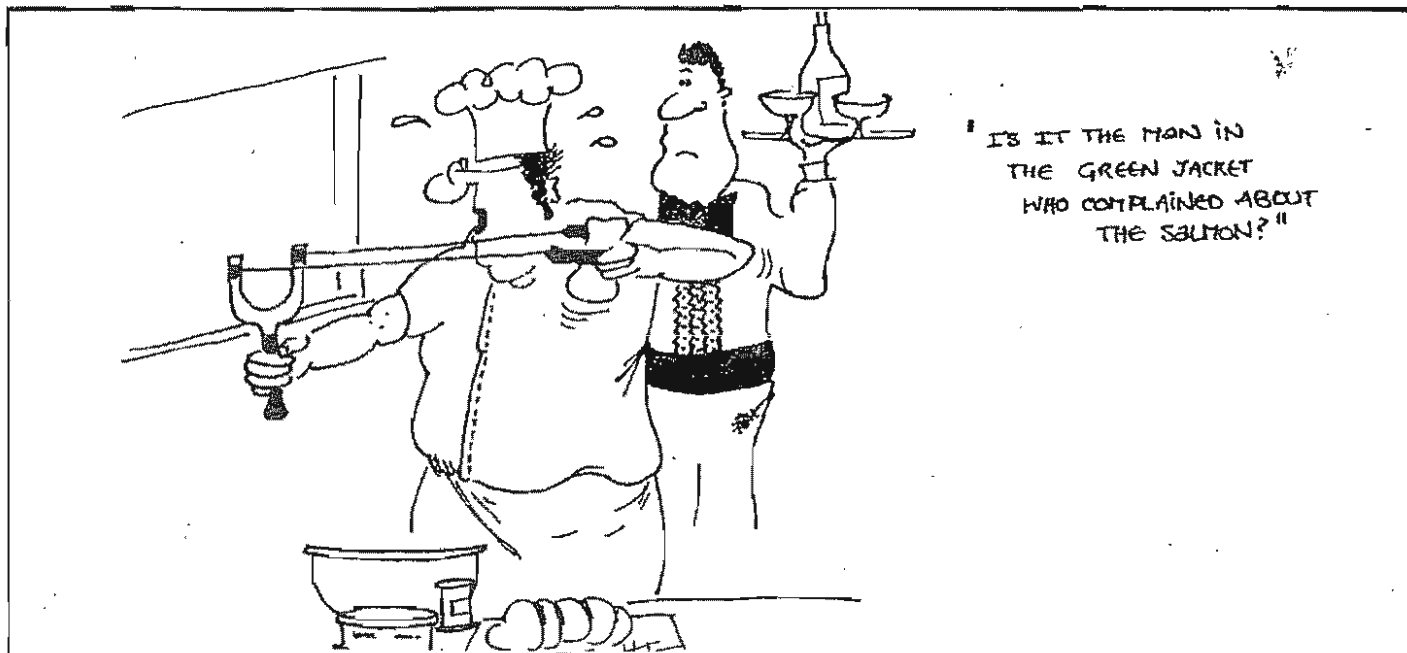
The new accommodation is turning out to be a great success. Students have much more space to move around within their own apartments than they had throughout the years living in the hotel bedrooms.

Students also have their own cooking facilities in each apartment allowing them to practice all their skills by preparing meals each evening.

The new building is equipped to the highest of standards and has excellent amenities. It consists of a teaching kitchen, lecture hall, office and general concourse. The second phase of the development will replace the rest of the College's present facilities.

These changes guarantee that the College will continue to train top class hotel managers as it has done for 40 years.

by Robert Byrne



Exodus

by Bláthnaid Griffin, 1989-199.

The departure of the Israelites from Egypt paled into insignificance where compared to the migration of the students from their former abode in the newly named Shannon Great Southern Hotel to their new apartment blocks at Drumgeely.

The "edict of deportation" was contained in the instructions issued to students for the academic year 1991/92. They and succeeding generations of students were to be banished forever to Drumgeely "Hilton" where each two bedroomed apartment would accommodate four students which would be fully equipped with all the necessary domestic appliances.

Students were strongly advised to bring their bicycles. Bicycles! whatever for? Oh, yes for transport. A search in attics and garages unearthed old, dusty cycles - that were to be given a second lease of life, carrying the cream of hotel managers to and from college. Visions of some future Shannon College team contesting the Tour de France crossed minds as all re-learned the art of cycling.

The edict met with mixed reaction. Some of us were sorry to leave the luxury of the hotel with its advantage of being so close to the college, and of course the Airport bar. The bonus of turning over for the last snooze before joining lectures, would be lost forever.

The more adventurous, however, viewed it otherwise. To them it would be UTOPIA, the promised land, to be living in new apartments, away from college and classroom atmosphere and to sample the "exotic culinary delights" of fellow students.

All in all our worst fears and hopes were not realised. After a few initial hic-ups, the students settled in under the maternal and paternal watchful eyes of both Miss Nora Shiels and Mr. Derry McMahon where they ensure that no harm comes to anyone.

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Opening Ours?

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Towards the year 2,000

by Karen O Hourihane

What a challenge confronts the hotel and tourism industry in Ireland as the twenty first century approaches! Two questions must be asked - what preparations are taking place? Will the industry have reached the pinnacle of success at the turn of the century?

Certainly over the last few years foreplanning has improved with many hotels installing leisure facilities and conference centres. This is definitely encouraging the Irish population to avail of hotel facilities through the year for mini-breaks and such like.

However, marketing of existing facilities appears to be poor outside of this island and definitely is under-funded. With the European Community trade barriers disappearing at the end of this current year, 1992, surely marketing has to be a life-line to the future - a do or die situation will exist - death must not occur. It is important for Irish hoteliers to realise that from this year forward, they must cater for foreign clientele on a much greater scale.

Improvement of present facilities must be examined. Customer care needs to be flawless. 100% commitment from staff is vital and should be encouraged. A good product, once marketed, will sell thereafter by recommendation and to all intents and purposes like a snowball gathers more snow. What is the point in marketing if the product is less than first class.

Taking on the continental markets presents a challenge to create different ideas to cater for the greater needs. Firstly, creating different types of hotel is required: a premier grade, to cater for expensive tastes amongst the clientele, ideally in a coastal area to include a marina. Attention to areas like apartment suites within the hotel should also be considered. This idea could be very relevant to areas of high density industry where corporate use of the apartments could be encouraged. Next Grade One, would be a scaled down version of Premier Grade, a little less lavish perhaps. Grade Two, to cater for the family and middle market. Grade Three on the style of a small hotel unit, with chalets, adjacent camping and caravanning facilities, on continental styles.

The challenge is great, let the industry unite and prove that when the new century arrives Ireland's hotel and tourism industry will be the envy of Europe. So, take heart, think positive, success will be sweet.

What is a Hotel Manager?

A hotelier must be a diplomatic, a democrat, an autocrat, an acrobat, and a doormat. He must have the ability to entertain Prime Ministers, Princes of Industry, pickpockets, gamblers, bookmakers, pirates, philanthropists, popies and prudes. He must be on both sides of the "political fence" and must be able to jump, or sit on that fence.

He should be, or have been a footballer, golfer, bowler, tennis player, cricketer, dart player, sailor, pigeon, fancier, motor racer and linguist as well as having a good knowledge of any other sport involving dice, cards, horse racing and billiards. It is also most useful, as he has sometimes to settle arguments and squabbles, that he should be a qualified boxer, wrestler, weight lifter, sprinter and peacemaker.

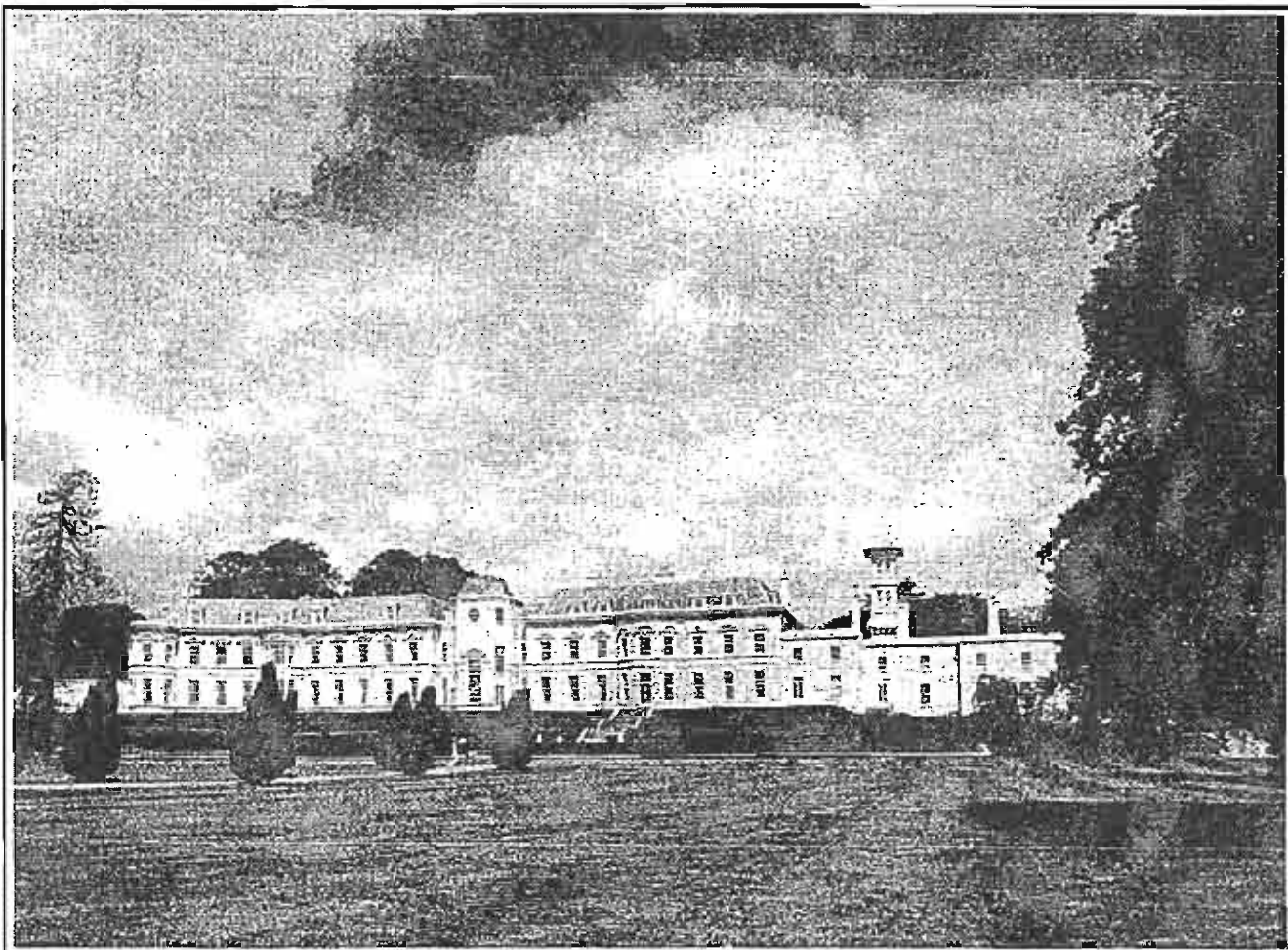
He must always look immaculate - when drinking with the ladies and gentlemen mentioned in the first paragrtaph, as well as bankers, swankers, theatricals, commercial travellers and company representatives even though he has just made peace between any of the two, four, six or more of the aforementioned patrons.

To be successful he must keep the bar full, the house full, the storeroom full, the wine cellar full, the customers full and not get full himself. He must have staff who are clean, honest, quick workers, quick thinkers, non-drinkers, mathematicians, technicians and at all times be on the boss's side, the customer's side and stay on the outside of the bar.

To sum up - he must be outside, inside, offside, glorified, sanctified, crucified, stupefied, cross eyed and if he's not the strong silent type, there is always suicide.

Discovered by Edward Sweeney

.....



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our indoor heated pool. Then there are the unhurried pleasures of croquet on our lawns, or of catching your own lunch; our mile of the Liffey and our 20 acres of lakes teem with wild salmon and trout. Afterwards, repair to the sublime elegance of the Byerley Turk Restaurant, or the convivial warmth of the K Club Restaurant, where our Head Chef, Michael Flamme, prepares food fit for the gods.

Or simply relax over a glass of nectar in the K Club Bar. Whatever your pleasure, do come and visit us. We promise you heaven on earth.



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