

## Greetings from the Program Chair Hospitality & Foodservice Management

Another semester is drawing to a close, where did the time go?

Well let me tell you...

I have had the pleasure of teaching five classes this semester, with the last eight weeks keeping me the busiest. Here is a recap of what activities the students in the **Hospitality Marketing & Sales** class, the **Front Office Procedures** class, and the **Hospitality Facilities Management** class have accomplished:

The **Hospitality Marketing & Sales** class has become a right of passage for future hospitality leaders with "The Project" being the make em' or break em' activity. This year students presented their money making ideas to a very distinguished panel of investors: Jamee Green – Executive Director Greater Dallas Restaurant Association (GDRA), Jerry Walker – President GDRA, Mark Bailey – Owner Original Pancake House, Phil Willis – City Place, Tammany Stern – Best of Guide, Windy Bernard – President Hospitality Sales & Marketing Association International – Dallas Chapter, and Andy Coolidge – Operations Director – Brooklyn's Pizza. Overall, the students did a wonderful job, it was obvious a lot of time and consideration was put into their projects, and this was noted by our panel.

The **Front Office Procedures** class (*see lovely picture below*) took a field trip to Hilton World Wide Reservations where they went on a tour and listened in on some call center reservations. In addition, this class is currently rotating around to seven different hotels in the Frisco and Plano area. Those hotels are: NYLO, Aloft, Marriott – Legacy, Embassy Suites, Westin Stonebriar, Comfort Suites – Frisco, Hampton Inn – Frisco. Students have been assigned three different hotels each where they spend time working on the front desk and in housekeeping.

The **Hospitality Facilities Management** class got involved with the Earth Day blogging by researching green initiatives in the hospitality industry and making recommendations as to how some of the hospitality initiatives could be used at the Preston Ridge Campus. We did go to the DFW Marriott to tour the engineering department and laundry facilities. At the property students were included in a "stand-up meeting" conducted by GM Bob Bula. Here the students got to see first hand how the hotel comes together each day to communicate daily events and activities.

In addition, to all these off-site activities the classes have had some remarkable guest speakers: Shannah Hayley – Urban Design Group, Lester Washington – Marriott International, Lance Brooks – HG Rice, Mike Murphy – Oncor, Ian Dockrill – Bostons Gourmet Pizza, Mark Brooks – Marriott International, Detective Sean White – Plano Narcotics, Rose Biase – Hilton, Chris Dahlander – Snappy Salads, and Windy Bernard – HSMIA/Dave & Busters.

The Hospitality Management & Culinary Arts Program will be helping out with the Wildflower Festival again – our 9<sup>th</sup> year of "Rock n' Roll Catering"! Many students are coming back from last year to help out again.

On April 23 I took pride in showing representatives from the **National Restaurant Association**, the **Texas Restaurant Association**, and the **GDRA** around the Preston Ridge Campus. Our first stop was the library where we showed our guests all the resources available to the Hospitality & Culinary arts students. We stopped by H231 so they could see a typical classroom at the Preston Ridge Campus. The last stop on the tour was the new culinary arts facility with which they were very impressed.

Finally, I just got my certification... I am now a **Certified Tourism Ambassador (CTA)**. The program is geared toward those who work on the front lines of the hospitality industry, with the goal to increase regional tourism by inspiring front-line hospitality employees and volunteers to turn every visitor encounter into a positive experience. I am now a facilitator for the program

### ABOUT THIS NEWSLETTER

This newsletter will let you know about upcoming activities and programs in the Hospitality & Food Service Management department and the Hospitality and Culinary Student Association (HCSA). For a format other than text for this newsletter please copy the link below:

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### PUBLISHER INFO.

This newsletter will be generated once a month and sent to all HAMG/CHEF students, faculty, staff and Advisory Board members. This mail is sent in format that should be readable from most any e-mail program. If you would like to be removed from the mailing list, please use the "Subscribe/Unsubscribe" box at the bottom of this newsletter.

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and will be working with the Frisco CVB to schedule classes for our students and local hospitality industry professionals. Classes will take place at the Preston Ridge Campus. For more information on the CTA program go to:

[http://dfwandbeyond.com/site\\_pages/certified-tourism-ambassador-program](http://dfwandbeyond.com/site_pages/certified-tourism-ambassador-program)



Students from the Front Office class at Hilton World Wide Reservations  
Picture taken by Samuel Philips –  
Hotel Relations Administrator

## Culinary Trends And Issues



### Becoming an Executive Chef – A Ten-Year Plan

*Chef Cheryl Lewis – Professor of Culinary Arts*

Some (probably most) Culinary Arts students work while they earn their diplomas or degrees. They work at jobs that allow them flexible schedules, and enough money to live on until they can look for that first post-graduation career position. While in school, it is so important to think about career goals in ten-year increments. If one's goal is to earn a Certified Executive Chef (CEC) certification, then a ten-year plan must be created to facilitate that goal. Here is an example of a ten-year plan that, if followed in a professional manner, will surely reap great results:

quantity production, portion control, product fabrication, and cooking techniques.

**Years One through Four: The goal is to learn heavy food production and quantity production: portion control, fabrication of proteins, vegetable preparation, stocks and base sauce production; development and execution of standardized recipes.**

Years One and Two:

Hotel banquet cook — both cuisine and pastries.

Year Three:

Production cook at a large chain hospitality operation – like P. F. Changs.

Year Four:

Production cook at a high-end food sector, like Whole Foods, Central Market or Market Place.

## CONTACT DETAILS

If you are interested in submitting an article, a thought, any events you want to promote within the hospitality and food industry, or if you simply like seeing your name in print, don't be shy, we would love to hear from you! For more information on any activity in this mail, please contact Karen at [kbolanos@cccdd.edu](mailto:kbolanos@cccdd.edu) For more information about CCCCD and its Hospitality & Food Service Management programs, please contact Karen Musa at [kmusa@cccdd.edu](mailto:kmusa@cccdd.edu) or 972-377-1672 or [visit the web site.](#)

**Years Five through Seven:** The goal is to achieve a sense of timing and execution for all line positions in various types of environments—while honing cooking techniques.

Year Five: Breakfast line cook.

Year Six: Restaurant chain line cook—all positions.

Year Seven:

Line cook: 5-Star hotel or fine dining operation.

**Years Eight and Nine:**

**Management position with luxury hotel chain — to be considered for Sous Chef position — in training for Executive Chef position.**

**Year Ten:**

Pursue employment as Executive Chef with large hotel/resort or other multi-unit food service operation.

## Learning the Basics of Baking and Business

*By Barbara Walch*



*Pastry arts professor  
Michele Brown*

**W**hen pastry arts professor Michele Brown advises culinary students to take business courses in addition to their other classes, she knows what she's talking about. When hired by Collin College to teach in their Hospitality Management and Culinary Arts Program, she brought with her over 25 years of experience in the food service industry, including running her own wedding cake business, Michele Brown Baking.

"I think that's important for culinary students to hear," Michele explains. "No matter what you do in life, you have to manage something—yourself, your home, your business. So that's why our newly upgraded program for pastry arts will also include courses that will help them in business."

Bitten by the baking bug at an early age, Michele's first job at age 14 was working in a bakery. She later went on to receive her bachelor's degree in food service management from the esteemed Johnson and Wales University in Providence, Rhode Island. Besides her own business, she has worked in several highly acclaimed restaurants, including River Café and Russian Tea Room in New York. But she says teaching is something she has wanted to do for a very long time.



Chief Michele Brown has won several awards for her sweet creations, including her S'mores tarts with espresso-flavored caramel sauce.

The hospitality program at Collin offers classes in pastry and culinary arts as well as hotel and restaurant management. Students completing the appropriate number of credit hours

can either earn certification in several specific disciplines or a full-fledged associate of applied science (AAS) degree which can be transferred to a four-year college. In the past, pastry arts have been offered as part of the culinary curriculum. Starting this fall, Collin will be offering a pastry arts program that will allow students to earn an AAS Pastry Arts Specialization degree as well as certification.



*Coconut Key Lime Cake makes an elegant statement when Chef Brown decorates it with fresh flowers.*

Currently, the hotel and restaurant management courses are taught at the Preston Ridge campus in Frisco while the culinary courses are taught at Allen High School. Michele explains, "Karen Musa is our program chair and the visionary for all of this. She started teaching in the hospitality program, then when the college wanted her to expand the program to include culinary, it just happened that Allen High School had office space and an extra kitchen they had built for their culinary classes. But we've outgrown that kitchen, so, starting in the fall, all of the programs will be in Frisco in the new culinary facility that is being built on the Preston Ridge campus. We will have three kitchens there—one for hot, one for cold, and one for pastry—and we'll have space for service." [Read more](#)

Try Michele Brown's Flourless Chocolate Cake recipe below or get more recipes [here](#)!

### **Flourless Chocolate Cake**

**8 oz.** dark chocolate

**1** stick butter

**5** extra large eggs

**1/2 cup** granulated sugar

**1 tsp.** vanilla

dash of salt

ice cream, ganach, or whipped cream

1. Preheat the oven to 325°. Melt dark chocolate and butter in the top of a double boiler over

simmering hot water.

2. Whip together eggs, sugar, vanilla and salt to full volume. Fold in the chocolate/butter mixture. Pour into a greased and floured 8-inch springform pan. Wrap bottom of the pan in foil, place into a roasting pan, and fill halfway up the sides with warm water. Bake for 25–30 mins. until cake soufflés.

3. Remove and let sit until cooled. Remove from pan and cut into small slices. (It's very rich!) Serve with ice cream, ganach, or whipped cream on the side.

## Announcements



[www.chef-talk.com](http://www.chef-talk.com)

**Hosting a live Q&A with James Beard Award winning Pastry Chef Gale Gand!**

**Next month it's Sarah Moulton and**

**On July, it's Collin College Culinary Advisory Board Member Bronwen Weber!**

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