

# THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT

In academic association with Ecole hôtelière de Lausanne



Issue Nine, January 2011



## Graduation 2010



# THE ACADEMY



## A message from the Managing Director

This is the time of year when I look back and marvel that we have packed so many events and achievements into the past months. We have a lot to be proud of in our accomplishments during 2010.

This has been a year of contests and awards—our student team under the expert tutelage of Director of Culinary Arts Michael Kitts won second prize in the prestigious MLA Black Box Challenge for 2010. An individual student, Sharihan Mashary, won a bronze medal in the Emirates Salon Culinaire, and the Academy was named second runner up for glass collection in the Emirates Environmental Group recycling awards for this year. Recognition such as this is pleasing in itself of course, but to me it also signifies an active, engaged academic community, and if we have succeeded in creating that, then we truly have succeeded. Within the Academy, events like the annual flambé contest and best project competitions in some courses, as well as the Dean's List ceremony (now called the Recognition Ceremony to reflect its broader nature) all contribute to an environment where every student can strive for excellence in his or her own way. I extend warm congratulations to all award winners.

I would also like to acknowledge the current Student Council for its active participation in all spheres of Academy life during 2010. Other students have made a difference too: for example, Baha' Darwish and Jijo John (now graduates) established a student website, dubbed The Dubai Pie, for one of their courses and it has become a thriving interactive medium for student communication.

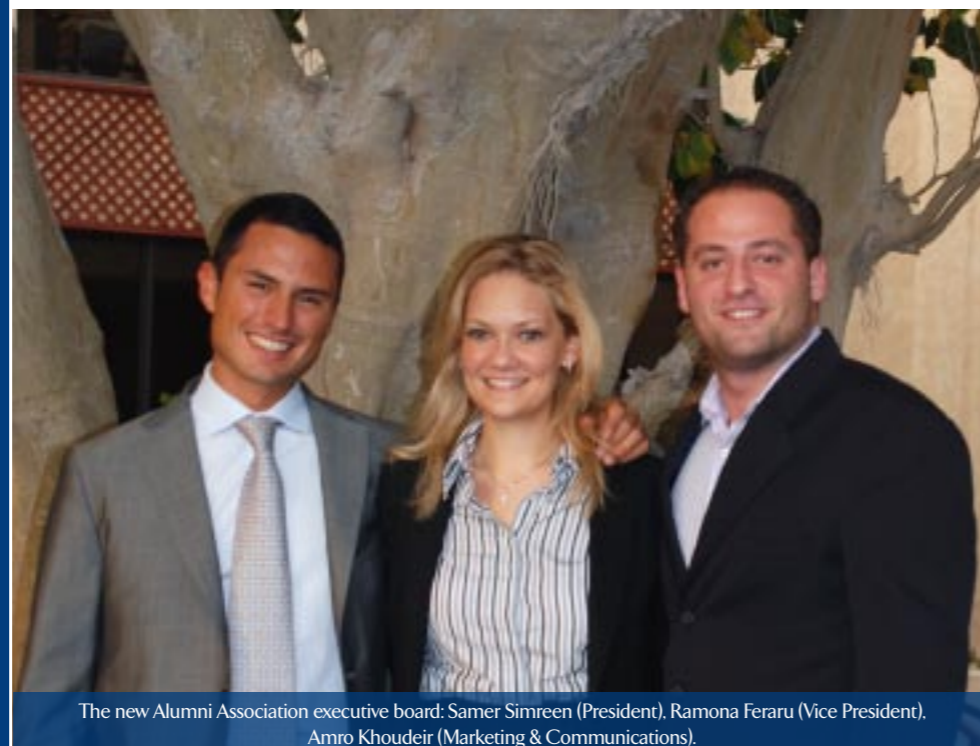
With the new academic year came some interesting changes on the academic front. Our Master's degree in International Hospitality Management was launched in September, and the undergraduate programme has a new face, with three trimesters instead of two semesters, allowing students to complete an honours degree in three years.

Our student exchange programme developed in a very satisfactory way last year, with several new agreements signed, and existing ones renewed. Particularly gratifying is the fact that Dean Johnson of the Cornell School of Hotel Administration approached us to see if we were interested in entering into partnership for exchange visits and other projects. I am happy to announce that the first Cornell exchanges—both to and from—will take place during this academic year.

Perhaps the most satisfying recent accomplishment in my view has been our accreditation by the Institute of Hospitality. Recognition by the leading professional hospitality organization worldwide makes a very strong statement about the Academy's high standards and performance.

I extend a heartfelt thank you to everyone who contributed to our successes in 2010, and I look forward with confidence to what the new year will bring.

**Ron Hilvert**



The new Alumni Association executive board: Samer Simreen (President), Ramona Feraru (Vice President), Amro Khoudeir (Marketing & Communications).

## Celebrating at the 2010 Graduation Congregation and Ball



Karina Nielsen was awarded the prize for top student, by (left) Ron Hilvert (the Academy's MD); Gerald Lawless (Executive Chairman of Jumeirah), and keynote speaker Sir David Michels (Deputy Chairman of Easyjet PLC, Marks and Spencer PLC and Deputy Chairman of the Jumeirah Group). Karina gave the valedictorian speech.



Grimming graduates (no more dissertations!): Amar Hussain, Samantha Mendonca, Majid Serrag, Omar Aoun, Ahlan Bolooki, Dana Kamber, Hamid Al Balooshi.



In their finery at the Graduation Ball: Sarina Dayani, Maria Luisa Silva, Genene Barraclough.

## Where are they now?

Of this year's 56 graduates, three-quarters have accepted jobs in the hospitality industry while an unusually high 22% have opted to further their studies. More than half have chosen to start their careers in Dubai.

Just a sampling of first post-graduation jobs:

- Karina Nielsen is Front Office Manager at the Hanks Fjordhotell & Spa in Norway.
- Samantha Mendonca and Veronika Moser were chosen for the competitive Future Leaders Programme in the Intercontinental Hotels Group; Samantha is working in Festival City, Dubai while Veronika is in Muscat.
- Juliana Mpanza is Coordinator, Training, for the Jumeirah Zabeel Saray on the Palm Island; Saloumeh Rowshan is Assistant Manager for Guest Relations at the same hotel.
- Jijo John Keerankuzhy is a management trainee at the Armani Hotel in the Burj Khalifa, Dubai.
- Max Moeller is in Baku, Azerbaijan, working as a corporate trainee for Hyatt.
- Chris Dutt is a Junior Lecturer at the Emirates Academy of Hospitality Management!



Not yet graduates but celebrating at the ball nevertheless (all first years unless otherwise specified). Back row, left to right: Mohamed Essawy; a guest; Amandeep Tuteja (master's programme); Omid Fatemi; Omar Khan (peeking from behind); Kamel Agnied; Nazar Abulkhanov; Askar Muratbaily. Front row, left to right: a guest; Nina Jenkins; Lina Rahmanian; Sanne Van't Hoen; Sam Moul; Sauran Daulyov.

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but warm thanks to all.

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# First year student “snapshots”



Silveria, Manjit and Christopher looking studious in the library.

The Academy's first year students typically come to us directly from high school. However sometimes it is exposure to the industry that sparks someone's interest in pursuing a hospitality management degree. Several of our 2010 freshmen came to us with substantive experience in the hospitality industry. We asked them why they chose to return to school.

**Silveria Gansallo** ran her own successful catering business in Lagos, Nigeria, after attaining a post-secondary diploma in cake baking and decorating. She started by supplying cakes and confectionary to schools and community organizations, and then moved on to providing full meals for big corporate events, weddings, anniversaries and a wide range of other events. After seven years of this she felt that, for personal satisfaction and career development, she wanted to further her education and learn more about the hospitality industry.

**Manjit Singh** grew up in a family that owned and managed hotels. He started work at a hotel front desk at the age of 16, and then at 18 started a three-year, full-time stint at the Wyndham Hotel. It wasn't surprising that he chose to study hospitality management at Humber College in Toronto, Canada, where he earned two diplomas in the field. He worked part-time all through his studies, at the Hilton and Marriott hotels, and then for a special events company. On top of all that, he completed internships in Dubai, as assistant food & beverage manager for two hotels. In spite of all his experience, he came to feel that a bachelor's degree would be an asset in the highly competitive hospitality industry, and that led him to the Academy. Manjit is determined to follow his father's footsteps and run his own enterprises when he graduates.

After **Nina Jenkins**, from the UK, graduated with 3 A-levels, she took a job as a receptionist in a small hotel. She was quickly promoted to the HR department, and by the time she left to come to the Academy, she was in charge of personnel recruitment for four hotels. Her work experience confirmed that hospitality was the career for her. She opted to come to the Academy rather than continuing to work, because she wanted to learn everything about the hospitality industry, so she had more choices in terms of career development.

Norwegian **Christopher Jarodd's** interest in the industry started at the age of 10, which led him to study "hospitality and food processing trades" in high school. He completed a two-year apprenticeship as a chef. The requirement was for one year, but Christopher was enjoying it so much that he extended. During his last year of high school, he had a part-time job as a cook in a specialty food store, and started his own catering business with a friend. Although he loves food & beverage work, his long-term goal is to be a hotel manager, and his studies at the Academy will prepare him for that.

**Teresa Wangombe** has hardly stopped studying since she finished high school in Kenya. After acquiring certificates in computer studies and secretarial studies, she discovered hospitality, and completed a course in food & beverage service and sales. For five years she worked at the Hyatt Hotel in Dubai, in various departments. She decided to further her education to ensure that she could progress as far as she wanted in her career. Her aim now is to go into banqueting and events management when she graduates: "events work brings the best out in me".

# An update on Student Council activities

by **Genene Barraclough**

In the last few months, the Student Council (SC) has been working hard on several projects and exciting plans for the future. We recently welcomed five new members to the team: Samuel Moul, Chris Pieri and Manuel Schneider as our new 1st year representatives, Marcus Gronvall as our new 3rd year representative and our very first Master's course representative: Mathias Varga. We also gladly welcomed back Annelie Bea and Anna Mellstam for a second term in office.

Reflecting on recent activities, the SC would like to acknowledge all the support we received from the student body and faculty. Our first event of last semester was the Earth Hour held on the rooftop, which helped create awareness and showed our contribution to the environment. Then there was 'La Noche Latina', described below. We already have plans for more themed social events, such as an Arabian night and a Midsummer party .... Watch this space!

Aside from social events, the SC also supported academic activities. Several members became temporary paid Library Assistants so the Library could open on Fridays during the busiest part of the semester. Two fourth year SC members painstakingly produced a yearbook for the graduating class, which was distributed at the graduation ceremony.

Finally, we are excited to announce the launch of our new logo: the EAHM Falcons! We held an SC "welcome back barbecue" at the beginning of the academic year, at which a sample of new merchandise carrying the logo was modeled. These items will be available for purchase next trimester.

We would also like to highlight our efforts to install a donation box for unwanted clothes and shoes in the student residence. During the Eid holidays this year, 105 kilos of clothing were transported to a charitable organisation for distribution to those in need. A big thank you to all who donated! The box is now a permanent fixture.

For more information and to keep up with all the exciting upcoming events, or simply to share your ideas, check out our popular fanpage on Facebook, 'The Emirates Academy Student Voice'. Also don't forget to contact us anytime on our new email address: StudentCouncil@emiratesacademy.edu.



Some of the current SC members:  
Back row: Marcus Gronvall, Sam Moul, Christopher Pieri, Bernd Knaier.  
Front row: Genene Barraclough, Anna Mellstam, Annelie Bea



Genene trying out the donation box

# La Noche Latina

Santiago Vazquez Manjarrez (an exchange student from Mexico) and Baha' Darwish (then a 4th year student) had a great idea while sitting around the pool: why not hold an evening event that is not only fun but also teaches people about Latin culture and food? Student Council was approached, and in no time the idea became a flurry of organizing activity. An authentic Latin menu was devised and cooked up by a team of enthusiastic student volunteers. Among other delicacies, nine different types of salsa were prepared, using chilis shipped in from Mexico for the purpose (thanks to Santiago's mother!). The almost one hundred guests enjoyed their tequeños, pollo pibil, tinga, and arroz con leche (and other Latin American specialties) while watching demonstrations of cumbia, salsa and bachata dancing. It wasn't long before the braver students joined the experts on the dance floor.

At the end of the evening, Santiago and Baha' concluded that their idea had been a success, and it appears that the participants were in full agreement!



Chefs Santiago and Jijo

# Young Hoteliers Summit @ EHL

by Chris Dutt

Liz Naglestad and Chris Dutt were the first Academy students to attend the Young Hoteliers Summit (YHS) organised and hosted annually by Ecole hôtelière de Lausanne. The event brings together students from leading hotel schools worldwide and industry leaders such as (this year) Guy Crawford, CEO of Jumeirah Group. The main event of the 2010 summit was a creativity challenge set by Jumeirah Group: 'generate a new strategy for promoting demand without reducing prices'. Over the course of the two days, competing teams devised, developed and finally presented their strategies. In between the demanding strategy meetings, there were many seminars hosted by EHL students and industry professionals about various hotel companies and issues in hospitality management. In total, 41 students from nine schools around the world participated in the summit.

The first day was mostly spent at BrainStore, the 'idea factory'. The concept here was to come up with as many ideas as possible on how to offer new hospitality products, increase demand, and boost guest satisfaction. In order to do this, we played with Play Doh, cut pictures out of newspapers, and ran around writing ideas on sheets of paper, anything to make us think! Over 3000 ideas were generated, which could later be used as part of the challenge.

For the remainder of the day we planned our presentation on how to increase demand without cutting prices. The presentations on the final day were stressful and intense; five hours to generate suitable strategies and then only eight minutes to present them! The winning team chose a customised room strategy whereby guests would have the opportunity to custom-select certain attributes in their room prior to arrival. The prize for this team was a stay at Madinat Jumeirah!

In between strategising for our own presentation we managed to attend a session by Michael Levie, CEO of Citizen M, a European hotel concept. Two seminars, one on revenue management and one on making guests into hotel ambassadors, rounded out the professional programme. A gastronomy dinner at EHL's student restaurant, Berceau des Sens, was on the recreational agenda one night.

Overall, it was a really fun and challenging experience. We definitely advise that this becomes an annual excursion for two stalwart Academy students!

# Competitions & awards



The winning team: Sharihan Mashary, Manuel Hesse, Gabrielle Thompson, Nadeem Massoud, Richard Newell, Nipul Laxman

## Student chefs shine again

For the second time, the Academy's student team has made an outstanding showing at the MLA Black Box Culinary Challenge. Sponsored by Meat & Livestock Australia, the event brought together 60 young chefs from 15 top hotels in Dubai, and students from the Academy. Just 24 hours before the Awards Ceremony and Gala Dinner, the teams were presented with "black boxes" containing all the ingredients needed to produce a four course meal. Within one hour they had to devise a menu. By the next evening they had to create a stunning table display and produce a meal for 30 (plus judges) based on their menu.

The Academy's team comprised three student chefs: Sharihan Mashary, Nipul Laxman and Nadeem Massoud, headed by Executive Chef Michael Kitts, and three servers: Richard Newell, Manuel Hesse and Gabrielle Thompson, headed by Food & Beverage Lecturer Haresh Mohinani. In the short time provided they managed to produce results that garnered them third place for table display (with an eco-friendly theme), best main course and second place overall! In 2008, when the Academy's team became the first academic institution ever to enter the competition, they placed third overall. There's no place to go but up for the next Black Box Culinary Challenge!

## And another student award...

Second-year student Sharihan Mashary won a bronze medal in the fish and seafood category of the Emirates Salon Culinaire organised by the Emirates Culinary Guild. She had one hour to prepare a complete meal, including filleting the fish. The competitors were professional chefs from around the world.



Michael Kitts, Karina Nielsen, Veronika Moser, Stephanie Hannay, Noureen Feerasta, Nargiz Suleymanova, Gary Rhodes holding the trophy, Helen Morris and Haresh Mohinani (both EAHM lecturers).

## A gastronomic triumph

A little healthy competition among the members of one class is sometimes just as motivating as an external contest like the Black Box Culinary Challenge, as the students of a new elective on Gastronomy discovered recently. A team of five senior Academy students won the Nestle Gastronomic Trophy and a six course meal in celebrity chef Gary Rhodes' restaurant Mezzanine, for their exceptional performance in the course.

The Gastronomy course aimed to develop the students' appreciation of good food and beverages as well as their technical skills. Such topics as the sociological and cultural aspects of food and dining, current food trends, and how to combine food and beverages successfully were taught by a team of both academics from the Academy and practitioners from Jumeirah. The students were assessed on four activities completed in teams, culminating in the planning and preparation of a six-course dinner for 30 guests.

The members of the team with the highest overall standing were Karina Nielsen, Veronika Moser, Noureen Feerasta, Nargiz Suleymanova and Stephanie Hannay. Although they all like cooking at home, none of them had ever worked as a chef and most of them have no plans to make a career in food and beverage. "It was a great course even though I don't plan to specialize in F&B", said Karina. "I think about food in an entirely different way now". But what the winners may remember most about the course is meeting Gary Rhodes when he came out and congratulated them in person!



## Where are they now?

**Elisabeth Eliassen** (Torp), Class of 2007  
In-House Sales Manager, Clarion Hotel Royal Christiana,  
Oslo, Norway

Elisabeth and Mads Eliassen graduated only three years ago but both have already established exciting careers in events management, with impressive experience in three very different parts of the world.

Neither Mads nor Elisabeth had decided to study hospitality management when they graduated from high school in Norway. Instead they took some time to have adventures: they were ski instructors at a mountain resort, and spent a season skiing in France. Mads did his year of military service, and taught school for six months. Elisabeth worked as maitre d' hôtel in a restaurant. Both this experience and a summer job as head chef at a summer camp (where she and Mads met in 2001) set Elisabeth on the path to a hospitality career, while for Mads, the ski resort job sparked an interest. When they heard about the Academy at an education fair in Oslo, they were hooked. They joined the third intake in 2003, spent a study abroad year at Ecole hôtelière de Lausanne, and graduated in 2007.

The couple began their post-Academy work life in London, where "the hospitality industry is large and there are endless opportunities if you are willing to work hard". Elisabeth worked as Events Manager at the British Museum, for a company called DO&CO. From there she moved to the Hilton London Metropole as Conference & Events Sales Manager. In the latter job, Elisabeth coolly coped with large events for 400 or more delegates!

Mads was first Conference & Banqueting Coordinator, then promoted to Senior Conference & Banqueting Coordinator, at the Royal Garden Hotel. When they decided to get married, they agreed

**Mads Eliassen**, Class of 2007  
Sales Manager MICE Sales, Scandic Hotels Head Office,  
Oslo, Norway

it was time to go back to Norway. Elisabeth is now In-House Sales Manager for the Clarion Hotel Royal Christiana, in charge of both large and small events at the hotel. Mads has a challenging post at the headquarters of Scandic Hotels, as Sales Manager, MICE Sales, with responsibility for the MICE market (meetings, incentives, conferences and exhibitions) for the fifteen Scandic Hotels in Norway.

According to Elisabeth, the combination of their studies and their work experience was good preparation for the real world of work. They both had part-time jobs while they studied, working for a team-building company which held events for many large UAE companies, and also occasionally for a restaurant at Nad al Sheba race track. "It didn't pay much but the experience was invaluable". The study abroad year was also useful, as it gave them a broader perspective on the industry.

Although they enjoyed studying at the Academy, "the moment that sticks out is on the final day, after presenting our finance project and all the work was done, and we jumped into the pool in our uniforms. It was a fantastic feeling to know that we were finally finished!"

What does the future hold? Mads is very happy working at Scandic headquarters for the moment. "Eventually I'd like to move into the strategic area of new openings and be part of the expansion of a hotel chain". "We have discussed starting a family hospitality business", says Elisabeth, "but this is still a few years in the future. However, we are expecting a baby, so if not a family business, at least we are building a family!"



Marianne (left) with adjunct lecturer Julie Jackson at the Graduation Ball.

## Focus on faculty: Marianne Saulwick

Marianne joined us as a Senior Lecturer at the beginning of the 2010/2011 academic year. An Australian, she comes to us with such an eclectic and interesting career history that we had to share it!

### The first thing new acquaintances usually ask each other in Dubai is "Why are you here?"

I've always had an interest in the Middle East, and when I heard that there was a job at the Academy, it seemed like the chance of a lifetime. I'm looking forward to travelling around the region and just immersing myself in the culture: food, poetry, arts, architecture ...

### Were you involved in the hospitality industry in Australia?

Actually my first career was in nursing. I put myself through university by working as a midwife. But when I got married we moved to Byron Bay, a seaside town, where we opened a beach café. For the next twenty years I ran the café and then a fine dining restaurant called The Orient. It specialized in "mod Oz cuisine".

### That's quite a change, from beach café to fine dining...

Both were great fun. And through the restaurants I got involved in all sorts of food-y community activities: I started an annual food festival, and became a restaurant reviewer. I even co-founded a theatre company. I also found time to raise two sons and a daughter!

### How did you get into academic life?

After completing a master's degree in education, I got a job teaching business subjects at the University of New South Wales. Because of my restaurant background I found myself working at The Hotel School too. It wasn't very different to what I'm doing here.

### What's next for you?

Well, for the next few months I just want to enjoy Dubai, but I am planning to start a PhD in September. I've also just agreed to write a regular food column for BBC Food magazine. I'm looking forward to becoming thoroughly involved in Dubai life. There's DIFF coming up, and I haven't seen Karama or Bastakiya, and there are all the art galleries ... It's great to be here!



## The end of an era

We said goodbye to long-time colleagues John Mowatt and Ofelya Gokoyan recently, as they moved on to new adventures. Both John and Ofelya came to the Academy in 2002, to set up and run the Communications Department, with a mandate to teach business communication to the first year students.

But John's creative mind never stayed idle for long. He came up with the idea of running a series of "hospitality summer camps" designed to introduce hospitality as a career option to Emirati high school students. In three summers, 300 young men and women attended the camps.

As the next logical step, the Maharat programme was launched in 2005. It targeted Emirati job seekers, and again, aimed to encourage them to enter the hospitality industry. In 2007, a parallel programme, the retail Menhaty, was held for the first time, and in 2009, the Idad, or job readiness, series was added.

By the time they left the Academy, John and Ofelya had trained 1200 nationals for employment in hospitality and other service industries. Even more impressive, 90% of their graduates received job offers and found work with companies such as the Al Futtain Group, Hyatt, Rotana and many others. In 2007, John and Ofelya, on behalf of the Academy, accepted an award from Tammia for their efforts.

"It wasn't just a job" says John. "We saw the programmes as a contribution to the community". With the departure of John and Ofelya, the Emiratisation programmes have been moved to the Academy's Training & Consultancy Department.

After almost 20 years of working in Dubai, neither John, an Australian, nor Ofelya, an Armenian married to a Scot, is ready to leave. "So much can be done to take the process of developing local talent a step further. I want to be involved," John asserts.

We look forward to hearing the next installments in their stories.



# A letter from Ithaca

by Dean Stuart Jauncey

To further develop the Academy, promote its programmes and benchmark its syllabi against other leading hospitality programmes, the Managing Director, Dean, and other members of the Executive Team sometimes visit other universities. I thought it would be nice for us to occasionally write a letter from the places we visit, describing our adventures and achievements.

In December I had the great pleasure to visit Ithaca in New York State. Ithaca is home to Cornell University, which is ranked as the 12th highest university in the world and its School of Hotel Administration is frequently cited as being the leading hotel school.

Last year the School's Dean, Michael Johnson, visited the Academy and expressed an interest in developing a student exchange programme. As a result of his visit, two students, Bernd Knaier and Florian Kriechbaumer, will be studying at Cornell for this coming spring semester.

The principal purpose of my visit was to determine the programme that students from Cornell will follow when they study abroad at the Academy. The model that has emerged is that their students will come to us in the spring trimester. Each week they will spend two days on an internship in a five star hotel in Dubai, and then three days studying our courses at level two or three. This should mean that they will be able to take home about nine academic credits and that they will also experience the levels of hospitality and service that can only be found in Dubai's five star hotels.

I also met with the Cornell Executive Education Team, who offer world-renowned management development programmes. They suggested that Dubai and the Academy might be a good location for them to run their Management Certificate Programme. This helps junior managers to develop their managerial potential through a combination of on-line courses and in-class learning.

Other discussions focused on the new idea of using the Academy's accommodation and facilities over the summer months to host a

summer camp for researchers and academic writers. Summer camps would be designed to facilitate interaction among those writing dissertations or crafting scholarly articles or books for publication, giving them an opportunity to share experiences, resolve problems and clarify concepts.

Cornell's School of Hotel Administration has its own hotel, and I met with the General Manager, Mr Rick Adie. Rick explained that students who were committed to careers in hotel management were placed on the hotel's Leadership Programme. They worked about two shifts each week in the hotel, initially in operative positions, but then developing into supervisory roles. This is an interesting concept and I wonder if it is something we could look at developing at the Academy, perhaps to follow on from the internship, giving students an opportunity to gain further experience and develop leadership skills.

I also had time to walk around the campus of this 150-year old university. It is a magnificent campus full of trees and historic buildings, with squirrels running wild across the lawns. I did find that minus 5 degrees Celsius was rather too cold for me, and I had to quickly acquire some gloves, a scarf and a woolly hat. One of the places that I really enjoyed visiting was the on-campus Art Museum, and their featured display of tree-focused art. The main part of the art gallery is also interesting, with some superb paintings largely acquired through alumni donations.

I do hope that you have enjoyed reading this first letter from a visited destination. Visits of this nature not only facilitate opportunities for students, but they also give us the chance to learn from other institutions and to reflect on what we do and could be doing in the future.

Best wishes from The School of Hotel Administration, Cornell University, Ithaca, US.

## News & Events

### The Academy helps hotel group boost competitiveness



Karyn Williams-Sykes, Manager, C&T, at the Cinnamon Hotel in Maldives

The Academy's Consulting & Training Department (C&T) has entered into an exciting new three-year contract with the John Keells Hotels Group (Cinnamon and Chaya brands). With ten hotels in Sri Lanka and the Maldives, the Group aims to become more competitive in an evolving tourism market. That's where the Academy comes in: over the next three years, C&T Director Shaun Harper and his team will be providing a package of services, starting with a thorough revision of the hotels' standard operating procedures and followed by a series of training courses and professional visits. Delivery of the programme will be split between Dubai and Sri Lanka or Maldives where the hotels are located. "We expect to train around 240 people this year alone" says Shaun. "The company wants their hotels to be the best in Sri Lanka and the Maldives, and we are confident we can help them reach this goal."

### Eco-friendly initiatives at the Academy



Recycling comes to the dorms: Student Council members Genene Barraclough (left), Kirby Daughdrill (third from right) and Bernd Knaier (right) with Administration department staff (left to right) Muru, Andreas (Director of Operations and Projects), Abdul, Mirza, July

The Academy's efforts to run an eco-friendly campus are being recognized outside our walls: we were named second runner up in the Emirates Environmental Group's glass collection campaign for 2009/2010. Never content to rest on our laurels, the Academy recently introduced colourful green recycling bins on every floor of the student residences. Although a recycling centre has been available on campus for years, it was felt that more people would use the facility if it were more conveniently located. Looks like we'll win the EEG award in all categories next year!

### Academy students in global challenge



Florian and Bernd

Third year students Bernd Knaier and Florian Kriechbaumer were among the over 3000 competitors in Google's recent "Online Marketing Challenge". The Challenge, aimed at undergraduate and post-graduate students worldwide, was to design an online marketing campaign for a local small business using a Google product that maximizes the number of visits to a website. A Dubai catering company agreed to be Bernd and Florian's client, and over a three-week period, the two managed to increase traffic to the company's website by 76%!

Bernd and Florian decided to enter the competition because, although they were familiar with the theoretical side of e-marketing, they wanted to increase their hands-on skill with online marketing tools. For their efforts, they will receive six academic credits for their work as part of the consultancy project requirement for the honours bachelor's degree. And the client was so happy that he has hired them to do online marketing on an ongoing basis.

### Students become 'Armani Ambassadors'

The first Armani hotel in the world opened in Dubai last April, and forty Academy students were a part of it! According to Graham Challenger, Director for Industry Liaison and Recruitment, the hotel approached the Academy because they needed "ready-made" staff for their opening - trained, well-groomed and intelligent - and they had heard of our reputation for producing just such individuals. During the first month of operations, students worked at the hotel after class, greeting and escorting guests, giving tours of the hotel, as well as serving in the restaurants and clubs. Some worked at special events like the fashion show at the opening. One of the student team leaders, Liz Naglestad, says "It was a great experience being involved in an opening, especially in a one-of-a-kind hotel like this one. There were lots of little side benefits too, like seeing the Dubai Fountain show from the 38th floor." David Humphrey, an exchange student from Canada, agreed. "One of the coolest things about spending a semester abroad has been this job. Just to see all the special features of the hotel has been an experience: the furniture and staff uniforms designed by Armani, for example". There's an additional benefit too: the students now get to write "Armani Ambassador" on their resumés.

# News & Events

## Students 'attend' Formula 1

by Katharina Ebert

In November, Abu Dhabi hosted the final race of the Formula 1 world championship, which the German driver Sebastian Vettel won for the first time. But it was also an exciting weekend for some students of the Emirates Academy of Hospitality Management, because many of them worked at the special events taking place as part of the race weekend. Some students were assigned to work at the launch of a new Ferrari car, in the recently opened Ferrari World; others were servers on the exclusive yachts in the marina or at a charity event on a private island nearby, while the rest assumed various roles in the Yas Hotel. For many students, this meant a three-day work marathon with long hours, but everyone was rewarded with the great experience of having worked for such a prestigious event.



## Luftansa goes Arabic

In November the Academy welcomed fifteen Executive Chefs from Luftansa LSG Skychefs, for a course on Arabic-style cooking. Led by the Academy's Director of Culinary Arts, Michael Kitts, and Ghassan Khattar, Executive Chef, Oriental, Conferences & Incentives, Madinat Jumeirah, the Luftansa chefs learned how to craft tasty Arabic salads, main courses and desserts. Feras Almelhem, Arabic beverages expert from the Jumeriah Beach Hotel, demonstrated how to make Moroccan tea and other liquid delicacies. "At the end of the day the chefs said they were keen to put it all into practice", said Chef Kitts.

## Academy's MD goes (back) to high school

In the autumn, Ron Hilvert, the Academy's Managing Director, made a tour of several private high schools in Germany. His aim was to spread the word about the Emirates Academy of Hospitality Management and about hospitality as a career choice. Judging by the interest his presentations generated, we should see even more German students at the Academy in coming years.

## Academy students join the AHIC Advisory Board

Twelve fourth year students attended the Advisory Board meeting of the Arabian Hotel Investment Conference held at the Academy in November. The meeting's aim was to generate ideas and come up with a plan for the next conference, to be held in May 2011. The students' official role was as note-takers and moderators of small group sessions, but the top hoteliers, owners and investors who comprise the Board seemed happy to have them take an active part in the discussions. "Not only was it a learning opportunity" says one of the student 'advisors', Chris Lund, "but we were able to hear about things you just can't read about in magazines or the press: what is happening right now and what will happen in future". For their efforts, the students all got free tickets to attend AHIC.

## The winning photo



The winner

Organisers of the student website - Dubai Pie - held a contest to find the best student action shot taken by a student or staff member within the Academy. Third year student Kirby Daughdrill's photo of the clubhouse at night won the first prize, an underwater camera.