



Additional 2008 Course

SSA201 "Going the Extra Mile: Service Skills for the Front Desk"©

WHO SHOULD ENROLL: Hotel, Resort and Motel Front Desk Guest Service Staff; Hospitality Management Trainees; Rooms Division Supervisors; and those interested in a career path in hospitality.

Prerequisite: None Class Time: 16 hours PPT Handout: English

Professor: Joan Burns CSEP

This class will cover service skills for Front Desk employees and give them the tools to read the guest's needs while maintaining guest security. Students will learn to deal with the challenges that may occur and learn how to handle themselves in all situations allowing the student to exceed exceptional customer service as the first point of contact for the guests. The class will incorporate hands-on activity, role play as well as classroom study.

SSA202 "G.R.E.A.T.: Guest Room Exceptional Attendant Training"

WHO SHOULD ENROLL: Hotel, Resort and Motel Housekeeping and Room Attendant Staff; Hospitality Management Trainees and Housekeeping Supervisors; and those interested in a career path in hospitality.

Prerequisite: None Class Time: 8 hours Handout in English

Professor: Joan Burns CSEP

This class will cover service skills for Housekeeping and Room Attendant employees and give them the tools to provide quality service in all aspects of the guest's arrival and stay at the property. The class will cover the essentials of guest security and the proper interaction with the guest while covering the basics of cleanliness and room inventory. The class will incorporate hands-on activity, role play, as well as classroom study.

SSA301 "Event Catering and Hospitality Services for the Event Manager"©

WHO SHOULD ENROLL? Event managers; dedicated catering and banquet professionals; venue managers; tent and rental professionals; event staff; food and beverage staff; or anyone in catering sales and marketing.

Prerequisite: None

Class Time: 16 hours

Handout in English

Professor: Debbie Thomas, CSEP, CDP

The event manager will gain a better understanding of the world of catering in relation to the on-premise or off-premise caterer. The course delves into the policies and procedures of catering—do's and don'ts that take a lifetime to learn.

This course reviews the following:

- Client expectations
- Management and mistakes
- Venue checklists
- Financial management and timelines
- Proposals–Budgets–Contracts
- Menus and tasting protocols
- Alcohol management and control
- Wine protocol and styles of service
- End-of-party procedures
- Catering trends and much more!

SSA 302 "Event Organization"

WHO SHOULD ENROLL: Event managers: dedicated catering and banquet professionals; venue managers; anyone in event sales, marketing and administration.

Prerequisite: None

Class Time: 8 hours

PPT handout: English

Professor: Alice Conway CSEP

The creative elements of event management must be carefully designed, planned and coordinated. This course applies basic project management principles to the creative event management process.

At the conclusion of this course, students will be able to:

- Define event organization principles, phases and career opportunities
- Develop event time management strategies
- Analyze and compare principles of event financial management
- Compare and choose sound human resource management techniques for events
- Identify technology and communication tools for events
- Recognize management components necessary to support creative process
- Predict consequences of event logistics and technical production management
- Develop event themes and choose appropriate creative elements

SSA 303 "Event Protocol"

WHO SHOULD ENROLL: Event managers; dedicated catering and banquet professionals; venue managers; anyone in event sales, marketing and administration.

Prerequisite: None

Class Time: 8 hours

Handout in English

Professor: Alice Conway CSEP

Course Description: The event management industry is focused on providing a positive experience for attendees in terms of comfort and hospitality. Whether the event is social or corporate, the way the attendees are treated is governed by protocol principles established over time by precedence. This course explores the development and implementation of these principles and offers pragmatic solutions and resources.

Course Objectives: At the conclusion of this course, students will be able to:

- Define and recognize basic protocol principles
- Identify protocol needs based upon event objectives and expected attendees
- Identify appropriate protocol for both written and verbal communications
- Recognize principles of military and diplomatic protocol
- Know basic principles of corporate protocol
- Compare different aspects of social protocol
- Design a protocol plan
- Examine aspects of personal protocol for business

SSA 304 "Social Event Management"

WHO SHOULD ENROLL: Event managers; dedicated catering and banquet professionals; venue managers; anyone in event sales, marketing and administration.

Prerequisite: None

Class Time: 8 hours

Handout in English

Professor: Alice Conway CSEP

Course Description: Social event management centers on the celebration of life-cycle events. This course is designed to focus on the understanding of social event guidelines and responsibilities.

Course Objectives: At the conclusion of this course, students will be able to:

- Conduct research to determine important elements of event
- Recognize the ethnic and religious influences influencing event
- Design a focus and outline for the event
- Create a plan to manage client and vendors
- Review contractual elements including pricing and legalities
- Form an appropriate evaluation and communication plan
- Review financial and legal elements necessary to create and run a social event management business
- Compose a marketing plan for an event management business

SSA401 "Wine Essentials"

WHO SHOULD ENROLL? Restaurant owners; managers; wait staff; winery employees; entrepreneurs; wine distributor sales employees; bar managers; bartenders; wine enthusiasts; food and beverage managers; and those interested in moving into hospitality-related careers.

Prerequisite: None Class Time: One day (8 hours) Handout in English

Professor: Tracey Wallace, Sommelier

This course reviews the following:

- Basic principles of winemaking
- New- and old-world wines
- Proper wine tasting techniques
- Understanding the world's most famous red & white grape varieties
- The nine wine terms you must know in order to communicate with success
- Food and wine pairing

SSA402 "Red, White and Bubbles"

WHO SHOULD ENROLL? Restaurant owners; managers; wait staff; winery employees; entrepreneurs; wine distributor sales employees; bar managers; bartenders; wine enthusiasts; food and beverage managers; and those interested in moving into hospitality-related careers.

Prerequisite: None Class Time: 16 hours Handout in English

Professor: Tracey Wallace, Sommelier

This course is a must for anyone who works with wine. This class will provide you with in-depth knowledge on the flavors and aromas of the world's most popular red and white grape varieties and sparkling wines. This class incorporates extensive wine tasting, so students must be at least 21 years old to attend.

This course reviews the following:

- Wine tasting techniques to evaluate wine quality
- How to read a wine label
- How to read a restaurant wine list
- How to correctly describe more than 20 different wine types and varieties
- Know what a wine will taste like, even before opening the bottle
- Learn the world's best producers

SSA403 "Scouting Wine Regions"

WHO SHOULD ENROLL? Restaurant owners; managers; wait staff; winery employees; entrepreneurs; wine distributor sales employees; bar managers; bartenders; wine enthusiasts; food and beverage managers; and those interested in moving into hospitality-related careers.

Prerequisite: Successful Completion of "Red, White and Bubbles"

Class Time: 24 hours Handout in English

Professor: Tracey Wallace, Sommelier

Take a geographic tour around many of the world's most popular wine producing countries and regions. Understand wine categories, labels, quality producers and vineyards. This class incorporates extensive wine tasting, so students must be at least 21 years old to attend.

This course reviews the following wines, countries and regions:

- **France:** Alsace, Bordeaux, Burgundy, Champagne, Loire, & Rhone
- **Germany:** Mosel-Saar Ruwer, Rheingau, Rheinhessen, Pfalz, Nahe, Franken, Ahr, Baden, Mittelrhein, Hessische Bergstrasse, Saale-Unstrut, & Sachsen
- **Italy:** Tuscany, Piedmont, Sicily, Sardinia, Lombardy, Umbria, Valle d'Aosta, Trentino-Alto Adige, Veneto, Emilia Romagna, Latium, The Marches, Abruzzi, Campania, Calabria, Apulia, & Consorzi
- **Spain:** Rioja, Penedes, Ribera del Duero, Priorato, Rias Baixas, Jumilla, La Mancha, Montilla Moriles, Navarra, Rueda, Tarragona, Valdepenas, & Cava
- **Portugal:** Douro, Vinho Verde, Minho, Dao, Bairrada, Estramaduro VO, Colares, Carcavelos, Bucelas, Setubal, Alentejo VO, Ribatejo, and Algarve VO
- **California:** Napa, Sonoma, Mendocino, Lake Central Valley, Sierra Foothills, Central Coast, and South Coast
- **Pacific Northwest:** Oregon & Washington States
- **Argentina & Chile:** Atacama, Coquimbo, Aconcagua, Valle Central, Sur
- **Australia & New Zealand:** South Australia, New South Wales, Victoria, Tasmania, South Eastern Australia, Western Australia

SSA404 "Food and Wine Pairing"

WHO SHOULD ENROLL? Restaurant owners; managers; wait staff; winery employees; entrepreneurs; wine distributor sales employees; bar managers; bartenders; wine enthusiasts; food and beverage managers; and those interested in moving into hospitality-related careers.

Prerequisite: Successful Completion of "Red, White and Bubbles"

Class Time: 6 hours Handout in English

Professor: Tracey Wallace, Sommelier

This course reviews the following:

Understand how food and wine can complement each other when paired correctly. The number one question most often asked by restaurant guests is related to which wine pairs well with their food choices.