CBR HOTEL/MOTEL MANAGEMENT PROGRAM A NATURAL FOR SOUTH FLORIDA

CBR's Hospitality Management Program may not have the cachet of Cornell's Hotel and Restaurant School — not yet, at least (Cornell, after all, is to hoteliers what Harvard is to MBAs). But we're not all that far behind, either. CBR has a Cornell graduate in charge of its Hotel/Motel Management program, and a location in the heart of the Gold Coast that beats Ithaca by a long shot when it comes to the hotel industry.

The 8-year-old CBR program produces some of the future managers of the nation's booming hotel industry.

HOMECOMING/ PARENTS WEEKEND APPROACHES

Take loads of enthusiasm, lots of vibrant youth, a touch of reminiscence, and a bit of thoughtfulness about the future — and you have the formula for CBR's second combined Homecoming/Parents Weekend, which will take place Feb. 15-17 on campus.

The weekend promises to be a convivial and memorable round of receptions, cocktail parties, continental breakfasts, brunches, picnics, and informal gatherings with the College's students, faculty, and administration. Enlivening the Saturday night dinner-dance that will climax the weekend is a Roaring Twenties theme, replete with Panama hats for the men, corsages for the women, and a band with the syncopation of that notable era.

And bring along your tennis racket and bathing suit, with the campus' courts, pools, and other recreational facilities at the disposal of guests throughout the weekend.

"We expect to just about double last year's attendance of 100 alumni and more than 100 parents," predicts Gregory Malfitano (CBR '73), director of alumni relations who planned the busy round of events and worked with alumni
and parent groups in the northeast, midwest and south Florida areas — where most of CBR's 3,500 alumni are located — to ensure the heavy turnout.

Last year's kickoff event, held under gay outdoor tents with a spirited country and western theme, also attracted another 250 or so students, adding to the sparkle, freshness and spirit.

"The combined homecoming and parents weekend is an original concept — something we're very proud of," says Malfitano. "It gives the parents a valuable opportunity to talk to the alumni and to gauge the future opportunities for their own sons and daughters.

Malfitano reports that he has reserved blocks of rooms at leading hotels in the area, including the Boca Raton Hotel and Club, three Holiday Inns, and the Hawaiian Inn — but attendees will need to make their own reservations directly with the hotels. "Do it well in advance," he cautions.

Registration fees for the weekend are $10 per person for alumni and $12.50 per person for parents. Registration forms for the weekend have already been sent out. In case you haven't received one, you may register by contacting Greg at the College.

The schedule of events for the gala weekend is as follows:

**Friday, Feb. 15**, 6 p.m. to 8 p.m. — Registration and welcoming cocktail party for alumni, hosted by College President Dr. and Mrs. Donald E. Ross, in the board room at Trinity Hall.

**Saturday, Feb. 16**, 10 a.m. to noon — Continental breakfast and alumni meeting in the boardroom, chaired by Greg Malfitano.

**Saturday, Feb. 16**, 10 a.m. to noon — Registration, continental breakfast, and welcome for parents, attended by the faculty and administration, in the library.

**Saturday, Feb. 16**, Noon — Picnic/luncheon for alumni and parents on the patio next to the Lynn Student Center, with informal sports activities with students to follow.

**Saturday, Feb. 16**, 5 p.m. to 6 p.m. — President's reception for alumni and parents, held in the Lynn Student Center.

**Saturday, Feb. 16**, 6 p.m. — Dinner-Dance for alumni and parents, with "Roaring Twenties" theme, in the dining hall of the Lynn Student Center. Dress will be semi-formal.

**Sunday, Feb. 17**, 10 a.m. — Outdoor mass celebrated on the patio of the Lynn Student Center.

**Sunday, Feb. 17**, 10 a.m. — Parting brunch for alumni and parents in the dining hall of the Lynn Student Center.
hotel, motel, and restaurant industries. It is patterned after the famed Cornell program and has become one of the College's most popular and respected academic offerings.

"With today's popularity of air travel and the spread of the international hotel chains," explains Assistant Professor and Program Coordinator Bart Bartholomew, "the hotel industry has mushroomed into big business, calling forth a need for modern management systems and the people trained to operate them. That's why the industry is increasingly turning to programs like the one at CBR to find its future managers."

Bartholomew, a Cornell graduate and veteran manager for Lawrence Rockefeller's Rock Hotels, took over the CBR program two years ago after a stint with that chain’s famed Dorado Beach Hotel in Puerto Rico. He is assisted by Mickey Warner, vice president of Interstate United, which manages food services for the Pompano Race Track.

The program's presence in the heart of one of the nation's top hotel and tourism markets has drawn many students who are thinking of a career in South Florida's important hotel industry.

And the proximity of the world-renowned Boca Raton Hotel and Club has been a special boon for the program, accepting students for a required 80-hour, 3-credit internship — called a "practicum" — of observation and activity in all the hotel's major departments. The invaluable experience is recorded and analyzed by each student in a detailed log, which is reviewed and graded by the instructors.

Currently, 55 freshmen and 35 sophomores — 40 percent of them women — are enrolled in the two-year, 60-credit program leading to an Associate of Arts degree. Some graduates go on to BS degrees in advanced hotel management, while others directly enter the hotel industry at entry-level positions tailored by the hotel chains as management development programs.

College of Boca Raton student Joe Marshall assists Convention Service Manager Jeff Stevens in preparing for a convention meeting at the Boca Raton Hotel.
"The main point about the CBR Hospitality Management Program," Bartholomew emphasizes, "is that it's not a trade or vocational course. The aim is to provide the educational background for management."

That's why, he adds, basic academic subjects dominate the program, including math, English skills, economics, psychology and other liberal arts courses. However, specialized technical courses play a critical role in the program, including courses in hotel administration, restaurant management, quantity food preparation, front-office procedures, laws of innkeepers, hotel sales and marketing, and all-important housekeeping - the heart of any worthy hotel. The courses use a series of textbooks authored by the leading authorities in these fields.

In helping turn out the hotel industry's future leaders, an important task is getting students to raise their sights and think ambitiously, Bartholomew says. "It's vital for students to get in the habit of visualizing themselves as managers and administrators, but that's not as easy as it may seem."

"The average student has always had menial jobs, so it's hard for him to see himself in the big chair. But we feel it's critical for us to instill this kind of more expansive self-image."

George Roy, vice president, operations, of the Boca Raton Hotel and Club, agrees that graduates of hotel management programs are taking over in the industry, more so than MBAs.

"This is the wave of the future in training management for the industry," he says. "In fact, it's already the wave of the present. More and more hotel chains are looking to schools with hospitality programs when they go out to find people they can develop as managers."

Evaluating the CBR students his famed hotel accepts as interns, Roy says, "We've had very good luck with them. They're not the usual bunch of kids going to school for the heck of it. They're very highly motivated."

Explaining the hotel's sponsorship of the intern program, Roy adds, "We believe students should get involved in internships in the hospitality industry rather than limit themselves to hearing lectures and reading books. They've got to be exposed - and it's one of the best exposures they can get at this stage of their careers."

TO OUR ALUMNI...

We hope you enjoy reading about CBR's activities and progress, but we'd also like to keep track of what you're doing. Won't you drop us a note with the latest news of your activities, travels, career, family and continuing education?

As space permits, future issues of CBR Report will include your news and that of your fellow alumni. So stay in touch!

Send your news to: CBR REPORT College of Boca Raton, Military Trail Boca Raton, Florida 33431