

AH&LA

INSIDE 13 IH/M&RS UPDATE: CNN SPEAKERS ANNOUNCED

COMPETITIVE EDGE STUDENTS STRUT THEIR STUFF, SHOW INDUSTRY KNOWLEDGE

During the American Hotel & Lodging Educational Foundation's (AH&LEF) first Lodging Management Program Competition, several high school students were honored after demonstrating their knowledge of the U.S. lodging industry. AH&LEF hosted the three-day event at the Best Western Lake Buena Vista Resort Hotel in Orlando, Fla., in April.

Teams consisting of two to four students—representing Arkansas, Florida, Kansas, New Mexico, Pennsylvania, South Carolina, and Washington—displayed their proficiency while competing in three contests. Participants took part in the Knowledge Bowl, which involved questions and answers in a quiz format; Hotel Operations, a critical thinking and problem-solving challenge; and Hospitality Project, an event-planning scenario. The teams listed (right) became national champions as well as scholarship recipients. The awards totaled more than \$110,000 to the University of Houston, University of Delaware, Johnson & Wales University, and San Diego State University:

"These students exhibited and confirmed their commitment to the lodging industry as they showcased outstanding skills and abilities," says AH&LEF CEO Joseph A. McInerney. "Their excitement and eagerness was exhilarating. We commend them for their hard work and thank them for choosing our business as their career of choice. These are our future hoteliers, and we couldn't be prouder."

Lodging Management Program Competition is a national educational program for high school juniors and seniors, which provides classroom learning and real-life work experiences. Topics covered in the program include an overview of lodging management, front office and housekeeping management, leadership skills, marketing and sales, and F&B service. Through internships,

students can explore the wide variety of job opportunities open to them in the hotel industry.

Event sponsors included Diners Club International, Hilton Hotels Corporation, InterContinental Hotels Group, and Sealy, Inc. Grand prize sponsor Carlson Companies will provide complimentary accommodations for the winning team to attend the upcoming International Hotel/Motel & Restaurant Show (IH/M&RS), November 13-16, in New York City. The supporting sponsor was *USA TODAY*.

For more information about the LMP Competition, contact AH&LEF director of high school programs Faye Gayes at (407) 999-8160 or fgayes@ei-ahla.org. For 2005 event sponsorship information, contact AH&LA Vice President of Business Development Robert Craycraft at (202) 289-3154 or rcraycraft@ahla.com. Also, visit AH&LEF's web site at www.ahlef.org.

Overall Winner

FIRST PLACE: Erie County Technical School (*Erie, Pa.*)
SECOND PLACE: Ingraham High School (*Seattle, Wash.*)
THIRD PLACE: Colby High School (*Colby, Kans.*)

Hotel Operations

FIRST PLACE: Erie County Technical School (*Erie, Pa.*)
SECOND PLACE: Ingraham High School (*Seattle, Wash.*)
THIRD PLACE: Colby High School (*Colby, Kans.*)

Hospitality Project

FIRST PLACE: Erie County Technical School (*Erie, Pa.*)
SECOND PLACE: North Myrtle Beach High School (*Little River, S.C.*)
THIRD PLACE: Ingraham High School (*Seattle, Wash.*)

Knowledge Bowl

FIRST PLACE: Colby High School (*Colby, Kans.*)
SECOND PLACE: Hot Springs High School (*Hot Springs, Ark.*)
THIRD PLACE: Ingraham High School (*Seattle, Wash.*)