



FOR IMMEDIATE RELEASE ---

Contact Info:  
Timothy Lam, Director  
702.947.7200, ext. 201  
[tlam@tiso.com](mailto:tlam@tiso.com)  
[www.tiso.com](http://www.tiso.com)

## The International School of Hospitality and the National Association of Catering Executives, Las Vegas to Offer Food & Beverage Selling Skills Course

*Las Vegas, August 27, 2009* – The International School of Hospitality (TISOH) today announced that the 2009 Art of Food & Beverage Certificate program will begin September 22, at TISOH's training facility in Las Vegas, close to McCarran Airport. Classes meet Tuesday evenings from 6-10 pm for a period of twelve weeks. Enrollment is limited.

The certificate program developed by TISOH's faculty in tandem with the National Association of Catering Executives benefits those in hotel, restaurant or off premise catering. The course updates skills in selling the food & beverage as a total experience. Participants learn how to sell food & beverage and learn how to integrate world and regional American cuisines with beverage pairing techniques.

Participants learn how to design menus to meet client expectations. They become confident in talking about cuisines as commodities and to develop menus after the course. At the conclusion of the program, participants will leave the program with 10 fully thought out menu concepts designed to wow guests and put their competition off guard.

The program features modules covering 10 cuisines. For each cuisine, students will learn the types of concepts within the cuisines (including: greatest hits, regional, contemporary and vegetarian options), evaluating the dishes within each, evaluating their suitability to a banquet setting, menu conceptualization, unique techniques, the pros and cons of the cuisine, upsells and upgrades, beverage pairing and concept proposals. The 10 cuisines covered will include French, Italian, Chinese, Southeast Asian, Fusion, Gastro-pub, Central American, Regional American, Indian and Spanish.

The Advisory Board overseeing the food & beverage courses at TISOH draws experts from the food and beverage world to address the dynamics of this fast-paced industry. Board members include Annie Kang-Drachen CPCE, (Chair) Private Dining Sales Manager of Bouchon at the

Venetian, Lisa Lynn Backus CPCE, CMP, Catering & Convention Services Manager at Trump International Hotel, Gary McCreary CMP, CPCE, CSEP, Executive Director of Catering & Convention Services at the Venetian, Michele Polci CMP, CPCE, Director of Catering and Restaurant Sales at Harrah's Entertainment and Cheryl Sgovio CPCE, Director of Catering & Convention Sales at Thomas & Mack Center.

The International School of Hospitality (TISOH) was founded in 2005 by professors from the University of Nevada Las Vegas. The mission of the school is to offer practical, short-term hospitality training programs developed for industry by industry. Along with class instruction, most courses include site visits and working internships. The school curriculum includes conference management and event planning, meeting & event catering, event design & production, hospitality leadership and supervision, wedding coordination and design, the art of concierge, hotel operations and hospitality human resources. Students may elect to study on site or enroll in TISOH's special online courses.

###