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The International School of Hospitality and the National Association of Catering Executives, Las Vegas Introduce New Certificate Program - The Art of Food & Beverage

Las Vegas, July 28, 2008 – The International School of Hospitality (TISOH) today announced the expansion of its professional training curriculum to include The Art of Food & Beverage Certificate Program that was co-developed and sponsored by the National Association of Catering Executives (NACE), Las Vegas. “The goal of this program is to teach the skills necessary in planning, managing and selling F&B,” explained Timothy Lam, Director of The International School of Hospitality. “It is designed primarily for convention sales and service managers, catering/banquet managers, restaurant personnel, and those in hospitality management or supervisory positions.”

The inaugural program begins September 16, 2008 at TISOH’s training facility in Las Vegas, close to McCarran Airport. Classes meet Tuesday evenings from 6-9 pm for a period of twelve weeks. Enrollment is limited.

Based on industry research, TISOH found that working professionals in the food and beverage industry want to increase their knowledge in culinary terminology, trends, menu creation and beverage pairing. With demanding client expectations, food & beverage managers are not only expected to be up-to-date on trends, but more innovative to stay ahead of the competition. This program of study provides the training necessary and is integrated into three modules. Students can take individual modules or all three to earn the certificate.

A special curriculum committee drawing experts from the food and beverage industry designed the program to address the dynamics of this fast-paced industry. Committee members include Chef Michael Napolitano, Renaissance Catering; Kathy Baldieri CPCE, Director of Catering, Lake Las Vegas Resort; James Filtz, Catering Manager, Loews Lake Las Vegas Resort; Kathy Clark-Dyke, Director of Catering, Cili Restaurant at Bali Hai Golf Club; Robyn Mathis, National Sales Manager, AWG; Annie Kang-Drachen CPCE, Private Dining Sales Manager, Bouchon at the Venetian; Patti Shock CPCE, Director of Distance Learning, UNLV; and Timothy Lam, Director at The International School of Hospitality.

Chef Michael Napolitano is the course developer for this new certificate program. Michael owns Renaissance Catering and Market Café in Las Vegas. He is a graduate of the Culinary Institute of America in New York, has worked in top hotels and restaurants in New York, San Francisco and Las Vegas, and is an active member of the Las Vegas Chapter of the National Association of Catering Executives (NACE). Students will benefit from Chef Napolitano's talent and expertise, meet other guest speakers and take part in site visits, tastings and demonstrations.

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, hospitality leadership and supervision, wedding coordination and design, the art of concierge, hotel operations, and guest relations. Students may elect to study on site or enroll in TISOH's special online courses.

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The Art of Food & Beverage Certificate Program – Course Descriptions

Culinary Terminology & Trends Module

This module is designed to conceptually teach the basic methods of food preparation, as well as the meaning of contemporary foodservice terminology. This knowledge will enable front-of-house sales and service professionals to do a better job answering staff and customer questions regarding how food is prepared, service methods and what constitutes quality, and what is hot and trendy in food service.

Menu Planning & Event Logistics Module

After this module, participants will be able to explain menu terminology, food origin, basic food and wine pairings, as well as the quality and taste preference of today's customers.

Beverage Pairing Module

Beverage sales are a very important revenue center. With a myriad of choices and continuously changing popularity among types and brands, this module marries food and the beverage pairing. Through lectures, discussions and tastings, participants should leave with knowledge of the history and current trends in non-alcoholic beverages, liquor and wine. The module will conclude with knowledge on the best practices of bar management.