

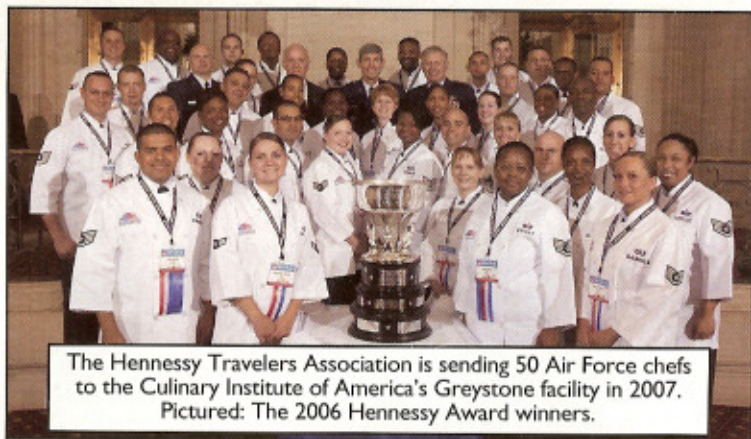
Hennessy Rewards 50 for Its 50th

During its successful festivities at the National Restaurant Association (NRA) Restaurant Hotel-Motel Show in Chicago in May, the Hennessy Travelers Association (HTA) selected 50 Air Force Food Service professionals to attend a special educational event at the Culinary Institute of America (CIA). The association also announced the creation of an educational foundation to fund the trip and future scholarships, as well as the need for benefactors.

According to Jim Krueger, HTA treasurer and secretary, the association used a past, present and future approach to celebrate its 50th anniversary. "We celebrated our past, marveled at how the awards have grown over the years and shared memories with a large crowd of past travelers and previous award winners. Our future approach was our sending piece with the announcement of the HTA Educational Foundation and our first educational seminar at the Culinary Institute of America (CIA), Greystone in February 2007," he said. Our goal is to expand the HTA recognition program for these Air Force Food Service professionals. All of our past travelers felt the need to do more and wanted to offer an opportunity for those within industry to also contribute towards our educational initiatives," he said. "We've established an educational foundation where companies and corporations can donate funds to us so we can do more. We know that great brands and companies always have an emotional component and want to support community. Our initial project was to create a unique opportunity for 50 folks celebrating our 50th anniversary. We quickly concluded that we can make this a lasting educational foundation, to continue to do more just like this."

The educational program, set for Feb. 19-23, 2007, at the CIA in Greystone, Calif., will be "very intense," according to Krueger. He said that the attendees will be instructed in a variety of skills including Hospitality Business Principles; Career Discovery; Finance; Flavor Emersions; Menu & Marketing; Successful Management Principles; Operational Logistics; and Professional People Management. "We're finalizing a CEO roundtable, where the CEOs will provide their insight on industry in both a panel setting and an individual setting, and mentor and discuss how they got into the industry," he said. "What we found, through really a discovery process, is that many senior industry leaders have direct connections back to the military; some of them have served their country prior to getting their own careers started."

In addition to teaching skills that will be useful for their current Air Force careers, Krueger said that the program will also educate the participants for a life after the military. "Hopefully what we are doing here is building a road map for them to use when they do separate from the Air Force. After all, everybody has to leave the service at some point, if you do four years, or 24 years or 30 years; you can walk into industry, better educated and



The Hennessy Travelers Association is sending 50 Air Force chefs to the Culinary Institute of America's Greystone facility in 2007. Pictured: The 2006 Hennessy Award winners.

better voiced on just how valuable they really are to the industry."

Krueger also said that the program will teach the participants skills they can use, even if they do not pursue a career in the food industry. "In service-oriented business, you have to be a good communicator," he said. "You have to want to provide services to folks who sometimes aren't appreciative of it. And when you master those traits and skills and you're able to manage customers, you can be pretty successful in life. The military is a great place to grow up and master people skills. I think, in our business, food service, lodging and hospitality, you're forced to learn these skills at a very young age. I've seen some kids come out and be schoolteachers or go into business themselves in the private sector. They may not have gone into the hospitality or food industry, but they have the gift to communicate and satisfy customers and it worked out well."

SUPPORT NEEDED

The Hennessy Travelers Association is an all-volunteer organization.

"Our intent is to provide scholarship and educational opportunities for the youth of Air Force Food Service for the next 50 years," said Krueger. "Industry has been generous and supportive of the HTA's initiatives. 100% of contributions go directly to support the troops."

He also added that more sponsors are needed to ensure that their initiatives can continue. The cost for sending one student to the CIA seminar is \$2,500, all inclusive.

We are extremely thankful for our major sponsors to date:

Diamond Level (\$20K and Up):

American Express, Nation's Restaurant News, and Government Food Service Magazine.

Platinum Level (\$13K - \$19,999K):

Rose Packing Company and Hobart-Traulsen.

Gold Level (\$6K - \$12,999K):

Rare Hospitality International, World Marketing and Coca-Cola.

For more information about the program, or to offer support, visit www.hennessyaward.org/Sponsorship.htm