

## Barber-Scotia Offers New Hospitality Management Program

Beginning this year, Barber-Scotia College will be offering N.C.'s first four-year bachelor's degree in hospitality management.

But what is hospitality management?

"It's managing hotels, restaurants and institutions," says Joe Behm, a former hotel and restaurant manager who will direct the hospitality management program at Barber-Scotia College. "But it's also travel and tourism or any work providing services to guests."

Behm says that there are a number of two-year programs offered across the state. The difference, he adds, in two-year and four-year programs is the difference in single unit management and multi unit management.

"Nine out of 10 hospitality operations fail within the first five years because they don't have the ability in money management, people management, and technical skills," says Behm, who taught hotel and restaurant management courses at the University of Minnesota at Crookston and Widener University's School of Hotel and Restaurant Management in Wilmington, Del. "We provide that strong liberal arts background. The need for expertise in things like purchasing and accounting is great in this business."

The travel and tourism industry, which includes hospitality, is the second largest industry in the country behind the grocery industry, according to the American Hotel & Motel Association in New York. The travel and tourism industry, employs about one out of every 15 working Americans and accounts for about 10 percent of the goods and services produced in the United States, the AHMA says.

"There's a big demand for this kind of program because the hospitality industry is growing so rapidly," says Behm. "There is a need for qualified management personnel in this industry," he continues, "and the average graduate could expect between five and 10 job offerings."

"Hospitality is coming of age as professionalism," Behm says. "It's been in its infancy, mom and pop organizations."

"It took great initiative on the part of Barber-Scotia College as another important market to address."

"We're really fortunate because of our close proximity to Charlotte, to be near a rapidly growing industry in that area."

Behm says that he has concentrated for the past month on meeting with industry and business people in Charlotte and Concord.

"They've helped me create the program," he explains, adding that community response has been outstanding. "The people have been really excited, enthused and willing to help."

In addition to helping with setting



Joe Behm  
..Program director

up the curriculum, local people will serve as an advisory board for the program.

"It is most important for me to be able to create an advisory board that will consist of local and regional hospitality managers, local and regional corporate representatives from the hospitality industry and nationally recognized hospitality educators," Behm says.

The 55-course program at Barber-Scotia College, according to Behm, which will offer a bachelor's of science degree, is "not just a cooking school." The program, in which students will take liberal arts and business courses, will be "reality oriented and emphasize hands-on experience," says Behm.

"Some schools are so idealistic that they don't get their hands dirty," muses Behm.

He feels the three required internships totalling 350 hours of work, combined with classroom work and the "hands-on" aspect, should make for outstanding candidates for management positions.

"We will be inviting in the community so we can practice dining in our restaurant," he adds.

Behm is quick to stress that hospitality management is as much hard work as it is glamour.

"The difference between a job and a career is the difference between 40 hours and many more," he says. "If they're going to be successful in our industry, they have to make a career of it."



Mrs. William Mitchell Burris  
.....She was Miss Donna M. Holsey

## Holsey-Burris Vows Exchanged

Donna Michele Holsey and William Mitchell Burris cited vows of marriage, September 1 in First United Presbyterian Church.

The Rev. Raymond Worsley officiated at the 4 p.m. ceremony. The bride is the daughter of Mr. and Mrs. Walter H. Holsey of 2327 English Drive. The parents of the bridegroom are Mr. and Mrs. Samuel Burris of Griers Grove Road.

Given in marriage by her father, the bride selected Denise Toatley of Charlotte as her maid of honor. The bridesmaids were Janice Blount of Mobile, AL; Cheryl Hunt of Charlotte; Jean Burris of Cleveland; and Doretha Griffin of Kannapolis. Kizzy

Burris of Charlotte was the flower girl.

The bridegroom selected Wilson Black as his best man. Ushers were Chris and Larry Burris, Jerry and Terry Griffin, Curtis Ross and Jeffrey Yongue. Roderick Young was the ring bearer.

The bride is a graduate of West Charlotte High School and UNC-Charlotte where she received a degree in political science. The bridegroom graduated from Harding High School. He attended Alabama Lutheran and Barber-Scotia Colleges.

The couple will reside in Poughkeepsie, NY.

## Delta President Hails Physician

Washington, D.C. - National President Hortense G. Canady, of Delta Sigma Theta Sorority, Inc., today hailed Delta Edith Irby Jones, M.D., president-elect of the National Medical Association (NMA).

"We are extremely proud," Mrs. Canady declared in a statement issued at Delta headquarters here, "that next year's first woman president of NMA, an organization of the nation's black physicians, will be our own Edith Jones. An outstanding physician and Delta, Edith Jones has always been a high achiever and it is fitting that she lead NMA." She is a board member of Delta's Research and Educational Foundation.

Dr. Jones has announced that her goals for NMA are to increase membership and to cooperate with other black health professionals to improve health care for black America.

Dr. Jones specializes in internal medicine in her private practice in Houston, TX.

The first black graduate of the

University of Arkansas Medical School, Dr. Jones practiced in Hot Springs from 1952-59. She took her residency in internal medicine at Baylor-Affiliated Hospitals and settled in Texas.

She is married to Dr. J. B. Jones, a professor of psychology and guidance at Texas Southern University, and a member of the NMA Auxiliary.

Delta Sigma Theta, the nation's single largest black women's organization, has more than 712 chapters throughout the U.S. and abroad.

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