

# School of Hotel, Restaurant and Tourism Management

<http://hrtm.nmsu.edu> • 575-646-5995 • [hrtm@nmsu.edu](mailto:hrtm@nmsu.edu)

## Mission Statement

The School of Hotel, Restaurant and Tourism Management's mission is to serve the needs of our constituents through innovative teaching, research, service, professional applications, and partnerships in a multicultural and international environment. As part of the College of Agricultural, Consumer and Environmental Sciences, we are part of an engine for economic and community development for the state of New Mexico. The four pillars for this are food and fiber production and marketing, water use and management, health of New Mexicans, and environmental stewardship.



## Providing Compost for the ACES Greenhouse

In Chef John Hartley's HRTM 363 – Quantity Food Production and Service class, students are exposed to sustainable practices by supporting a composting program run by the Plant and Environmental Science Graduate Student Organization. During Fall semester 2019, over 400 pounds of kitchen waste produced during the production and service of lunches in 100 West Cafe was diverted from landfills and turned into compost used to fertilize crops in the ACES Greenhouse.

## Excellence in Assessment Award

The School of Hotel, Restaurant and Tourism Management received the NMSU Excellence in Assessment Award at the Spring 2019 Convocation Ceremony. The award recognized the department's achievements in analyzing and improving student learning that fulfills its mission, goals and objectives. In the Excellence in Assessment report, authored by Dr. Keith Mandabach, it describes how HRTM has imbedded educational practices such as writing throughout the curriculum and effectively uses measurements of the intended outcomes to improve its courses. Feedback from students and the school's Board of Advisors have been an essential part of the process to ensure that the program prepares students for lifelong careers in the hospitality industry.

## Experiencing the World of Entertainment Business and Venue Management

Four students from Julie Correa's Entertainment Business and Venue Management class had the opportunity to see first-hand how a large concert was put together. They attended the Aerosmith "Deuces are Wild" concert in Las Vegas, NV, where they were able to spend the day seeing how (and why) they do stage set-up, sound checks, VIP tours and walkthroughs. They shadowed the production manager, Steven Dixon, an alumnus of NMSU and HRTM. They saw what a day in his life is like and how they could have careers in the entertainment industry.

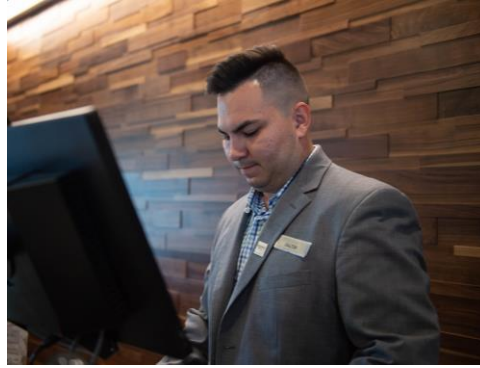
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## Selected Partnerships and Collaborators

- American Culinary Federation
- American Hotel and Lodging Association
- Center for the Advancement of Foodservice Education
- El Paso Hotel and Lodging Association
- Greater Albuquerque Hotel and Lodging Association
- International Council of Hotel, Restaurant and Institutional Educators
- Las Cruces Chamber of Commerce
- Visit Las Cruces and its Industry Partner Group
- New Mexico Department of Agriculture
- New Mexico Hospitality Association
- New Mexico Restaurant Association and National Restaurant Association
- New Mexico Wine
- Society of Wine Educators

## Employers Recruiting HRTM Students and Graduates

- 4UR Ranch
- Atrium Hospitality
- Courtyard by Marriott Las Cruces
- Enterprise
- Hotel Encanto
- Hyatt Regency Tamaya Resort and Spa
- Jason's Deli
- Labatt Food Service
- Las Cruces Convention Center
- Marriott International
- National Distributing
- North Fork Ranch & Fishing Lodge
- Out West Restaurant Group/Outback
- Pappas Restaurants
- Paseo Del Norte Hotel El Paso
- Plaza Hotel Pioneer Park
- Salud! De Mesilla
- Sun Capital Hotels
- Sun Travel
- Xanterra Travel Collection



## Hospitality and Tourism Training in Silver City

Dr. Jean Hertzman, Director of the School of Hotel, Restaurant and Tourism Management and Judy O'Loughlin received an \$18,000 Freeport-McMoran Community Investment Fund Award. The grant's goal is to develop the workforce for one of Silver City's biggest industries by delivering food and beverage and guest service training workshops. The grant has paid for Food Handler or ServSafe® Food Safety Manager certifications for over 150 people. Hertzman provides workshops on the interpersonal, communication, and employability skills needed to succeed in the hospitality and tourism industry while Rebecca Martin from Visit Silver City educates participants about local tourist attractions and events.

## Impact of the Government Shutdown on the Hotel Industry in New Mexico

Dr. Betsy Stringam has enhanced her research to include utilizing data and big data as an example and reference for our students. Her first study in this area has been to examine the impact of the Federal Government Shutdown on the Hotel Industry in New Mexico. The results of the study project showed that the New Mexico lodging industry lost \$8,268,844 in room revenue. Results were shared with our State tourism partners to assist them in working with our governmental representatives and at an international hospitality educators conference.

## Faculty and Staff Expertise

**Jean Hertzman:** Director and Professor, hospitality and culinary education

**Daren Bloomquist:** College Assistant Professor, sustainable facilities management, marketing

**Priscilla Bloomquist:** Professor, tourism and hospitality law

**Julie Correa:** College Assistant Professor, hospitality and event management

**Chef John Hartley:** College Assistant Professor, culinary arts and restaurant management

**Keith Mandabach:** Professor, culinary education, restaurant and bar management

**Chef Pete Mitchell:** College Assistant Professor, culinary arts and restaurant management

**Betsy Stringam:** Professor, educational technology, hotel and resort management

**Andrea Arrigucci:** Program Coordinator, Marriott Hospitality Futures Center

**Jacqueline Talavera:** Administrative Assistant

**Janelle Vasquez:** Program Assistant, Marriott Hospitality Futures Center