



**Michigan Regional Skills Alliances (MiRSA®)**  
Department of Labor & Economic Growth (DLEG)  
Hospitality “Promising Practices” Webinar

March 25, 2008

**Questions and Answers**

**Sunrise Side Hospitality – Tom Ferguson:**

1. Will there be a cost involved for the classes from Sunrise Side Hospitality?
  - a. There is a \$40 fee for taking the class to cover materials, refreshments etc. We are checking into the possibility of providing scholarships.
2. How can we access the curriculum?
  - a. There is an outline and a video. The RSA staff will work with Tom and they will come up with a way to share this by e-mail or another method if the request is sent to the [rsa@michigan.gov](mailto:rsa@michigan.gov) email address.
3. Is the class targeted for employer’s employees?
  - a. Yes. The first class is targeted for employees. The new class in the fall will target employers, and the third class will focus on high schools and community colleges.
4. Does your training program direct any training to the general community and make it known how important hospitality is for every resident of a community?
  - a. At this time there is not a vehicle to deliver that training outside of a classroom situation, although we have done some news releases. It’s a great idea, because communities do have an impact, but not sure at this time how to involve everyone.
5. What about a web format for training?
  - a. Frankly, we haven’t looked into it at this time. Maybe in the future – there is no reason why it couldn’t be in a web format.
6. Where are the classes being held?
  - a. The classes will be held at the Michigan Works! Agency (MWA) Service Centers in the fourteen participating counties.
7. How will we be notified when the classes become available?
  - a. Information will primarily be in the local newspapers, Michigan Works offices, and the Chambers of Commerce. The DLEG will forward the information about upcoming classes, once the information is provided.

## **Where Hospitality Works! – Jane Bertsch**

1. For both presenters: Have you measured success of your program?
  - a. Jane: We do evaluations in each class and maintain that in a database. We use a 1 to 5-scale measurement over six questions and generally receive an overall rating of 4.5.
  - b. Tom: We ran a test class and attendees completed an evaluation, which helped make the decision to proceed with the training. We will continue to measure outcomes in the upcoming classes.
2. Will participants receive any sort of certification after the training? It would be nice on a resume.
  - a. A certificate of completion is presented and some of the participants are using it as a credential in their job search. There are also plans to present certificates from Travel Michigan in the future.
3. Will today's presentation be available in PDF format?
  - a. Yes, It will be sent to those who put in their e-mail address when logging in to the Webinar, and will also be available on the RSA website at [www.michigan.gov/rsa](http://www.michigan.gov/rsa).

## **Travel Michigan, Dave Lorenz:**

1. Does travel Michigan still have the radio show?
  - a. Yes, program airs on WJR, from Detroit on Sundays at 4:00 p.m. We usually tape the show on Tuesday and we are always looking for ideas and interesting events to feature, so if you have something just let me (Dave Lorenz know).
2. If gas prices aren't affecting travel, as stated in the presentation, why are the hotel occupancy levels so low?
  - a. There are many factors affecting the industry. The gas prices are affecting travel, but it is not tremendously. There are other factors that affect the amount that people travel. The hard truth is the further your community is from major population centers, the more significant the cost of gas becomes. There are worse days ahead as we have yet to see gas prices at \$4.00 a gallon. That is still at least a month to a month and half away. The UP will probably have a difficult summer.
3. Can we participate in the Boyne Training pilot? How can I register for the April 21<sup>st</sup> training in Boyne City?
  - a. Yes, send an email to Jane Bertsch at [bertsch@wherehospitalityworks.org](mailto:bertsch@wherehospitalityworks.org) about your interest, and she will be able to send you the information. Or you can wait until the training is offered in your area.

4. What is your opinion of the NEMCOG (Northeast Michigan Council of Governments) initiative to promote the Sunrise Side Heritage Route from Standish to Mackinaw? What is Travel Michigan doing to support this initiative?
  - a. The Sunrise Side Travel Association is supporting this as well. Travel Michigan appreciates these types of initiatives and special designations as a way to promote travel and tourism. Scenic trails are a unique way to bring people to the other less traveled areas of the State. There are driving tours on the [www.michigan.org](http://www.michigan.org) web site where people can see and research before they travel. There are driving tours on the website now. I can't say for certain if there is any thing on the site about this specific initiative but if there is something already written, we would be glad to post the link. If there is a write up and a link to a website, send it to [www.travelmichigan.org](http://www.travelmichigan.org) and we will include this on our site.

**Other questions:**

1. What types of topics will be covered in the training?
  - a. It is the basics of hospitality. It is a two-pronged approach. At first we deal with basics in customer service behaviors. Secondly, we will look at identifying, understanding and creating awareness of what the local points of interest are. It is a very interactive training, where participants get up and move around.
2. Does the hospitality training involve independents such as travel agencies?
  - a. Yes, we have had agents involved in past training. It is open to anyone who has an interest in hospitality training.