

Canadian Hotel & Restaurant



the magazine for foodservice
and lodging management

481 University Ave., Toronto, Ont., M5W 1A7
Tel: 416-596-5782

January 13, 1981

*planned - OK by Feb. 24
up to 600 words*

Professor Martin Bucher
Chairperson
Cariboo College
900 McGill Road, P.O. Box 3010
Kamloops, British Columbia
V2C 5N3

Dear Professor Bucher:

Canadian Hotel & Restaurant magazine is planning its annual Education Edition for this March. We will give a full account of the requirements, courses and expected starting salaries offered or suggested by each of the colleges and universities in Canada offering instruction in the hospitality field.

This outline will be somewhat "bare-bones" and we would like to offer you the opportunity to flesh out the picture of your institution's program. Would you write us a 500-word piece that addresses itself to the following considerations:

- (1) What are the particular attractions of the courses you offer? For example, what is your placement success? Is there any ratio available on number of graduates/positions taken in fields related to their training? Are there any particularly noteworthy success stories among your graduates?
- (2) What are the problems you see in the educational sector? For instance, how much cooperation do you receive from the industry itself in training and placement?
- (3) What do you see the future of the industry to be? What kind of job market, what kind of salaries, what kind of advancement, can young people going through your training program expect?

We would also like to have a 5 x 7 black and white photo of yourself to run with your piece in the magazine.

We are working to deadline and must have your piece no later than February 10.

Thank you very much for your cooperation. Together we can provide a much needed service for our industry and for the young people we need for it.

Yours sincerely,

Robert W. Kemp,
News Editor