

**MINUTES OF THE AEHT EXECUTIVE BOARD MEETING
HELD ON MARCH 12TH 2011 IN THE HAGUE, THE
NETHERLANDS**



Members of the Executive Board, the Council of Elders and the Competition Commission gathered on the stoop of the Roc Mondriaan School in the Hague

A) The following National Representatives and Presidium members were present:

COUNTRY/PAYS	Name/Nom
AEHT Head Office Siège de l'AEHT	KOMANICKA Natalia
AEHT Head Office Siège de l'AEHT	RUSSEGGER Hans
AEHT Head Office Siège de l'AEHT	SCHINTGEN Nadine
AUSTRIA AUTRICHE	ENENGL Klaus
CROATIA CROATIE	BARANASIC Vesna
DENMARK DANEMARK	BECK Christian
ESTONIA ESTONIE	RAND Neeme
HUNGARY HONGRIE	DEVENYI Csilla
ICELAND ISLANDE	PEDERSEN Helene H.
IRELAND IRLANDE	O'HARA John
ITALY ITALIE	MERLONE Rinaldo
LATVIA LETTONIE	OZOLINA Silva LOCMANE Ilze (translator)
LUXEMBOURG	ROBERT Louis
FYR of MACEDONIA ARY de MACEDOINE	NIKOLOVSKI Zoran
THE NETHERLANDS PAYS-BAS	ENGERING Brigitte P.J.
NORWAY NORVEGE	ANDREASSEN Stig
POLAND POLOGNE	PIENKOWSKA Bogusława
PORTUGAL	PAIS Ana Paula
RUSSIA RUSSIE	KAGAKINA Irina
SLOVENIA SLOVENIE	SPEC Jana
SWEDEN SUEDE	LARSSON Arne

COUNTRY/PAYS	Name/Nom
TURKEY TURQUIE	CELIKTAS Aydin represented by ARDA Serpil
UKRAINE UKRAINE	VOLKOVA Anna (late arrival because of difficulty in obtaining a visa)

B) Apologies were received from:

COUNTRY/PAYS	Name/Nom
BELGIUM BELGIQUE	SIEBENS Herman
FINLAND FINLANDE	NIEMINEN Marit
FRANCE	DROMZEE-LE BRAS Laurence
GERMANY ALLEMAGNE	WEBER-POHL Sibylle
SLOVAKIA SLOVAQUIE	Jozef SENKO SOTAK Marek
SWITZERLAND SUISSE	GARTMANN Marc

C) The following members of the Council of Elders and the Competitions Committee were present:

COUNTRY/PAYS	Name/Nom
AUSTRIA AUTRICHE	BAUER Romana
AUSTRIA AUTRICHE	STEINDL Adolf
FRANCE	GAILLOT Michel
ICELAND ISLANDE	O. VATNSDAL Ásdis
ITALY ITALIE	BENVENUTO Alfonso
GERMANY ALLEMAGNE	CLAUSEN Jürgen
THE NETHERLANDS PAYS-BAS	VAN SASSEN Roy
SLOVENIA SLOVENIE	CVIKL Helena

1. Introduction

Firstly Klaus Enengl expressed his most sincere thanks to the ROC Mondriaan, and especially to Brigitte Engering and to Remco Koerts; he then welcomed the new Hungarian National Representative Csilla Devenyi, who replaced Akos Sasvari, as well as the other members of the Executive Board, the Council of Elders and the Competitions Committee. After the traditional introductions around the table, Klaus Enengl thanked Nadine Schintgen for preparing the meeting documentation, which included the new AEHT presentation brochure. Because of the many changes which had taken place following the 2009 elections, this brochure had taken a year and a half to produce, and was already out of date, following the unfortunate departure of our Swiss representative Marc Gartmann. Marc had devoted much energy to the AEHT for many years, and the previous year he had organized the first seminar on Higher Education; it was a great shame that he was leaving his school and was thus obliged to give up his role as Swiss National Representative.

2. Agenda for the Executive Board meeting

Klaus Enengl suggested bringing forward the report from Vice-President Louis Robert so that Louis could leave to hold a meeting with the Competitions Committee and the Dutch organisers to prepare for the competitions at the forthcoming Annual Conference; the same would apply to the report from Adolf Steindl who would leave to attend the meeting of the Council of Elders also to be held that morning.

3. Minutes of the previous meeting (Lisbon, October 7th 2010)

The minutes were unanimously accepted as a true record of the meeting.

4. Report from the President, who is responsible for the general representation of the AEHT, as well as for Higher and Continuing Education

- 2010 activities in general

Klaus Enengl felt that 2010 had seen many highly successful events, in particular the new Youth Parliament in Bad Ischl, the Lisbon Annual Conference, Christmas in Europe in Ponta Delgada in the Azores, the first seminar on Higher Education in Chur and the new competition aimed at Higher Education students held in Lisbon ...

- The 'Youth in Action' programme and the AEHT Youth Parliament

The application submitted in 2010 to the 'Youth in Action' programme had not been successful. The Luxembourg agency had suggested separating the application into three projects, namely the Youth Parliament, the Annual Conference in The Hague and Christmas in Europe in Rhodes. The application relating to Christmas in Europe in Rhodes had been submitted early in the year by Louis Robert, who would reveal in his report the outcome of the selection procedure.

Iceland had accepted to host the next Youth Parliament: a select committee meeting that afternoon would discuss the organizational arrangements and the submission of a funding application to the 'Youth in Action' programme. Following the Youth Parliament in Iceland the Executive Board would need to decide on the frequency of this event – whether it should be held

every year or every two years. Klaus Enengl thanked the National Representatives for promoting the event in their respective countries. It was very heartening to see thirty young people leaving Bad Ischl to return to the four corners of Europe, *carrying the AEHT spirit in their hearts*. The December 2010 Newsletter contained an article relating the experiences of the young parliamentarians in Bad Ischl, and many of the participants remained in touch using Facebook. The Presidium was currently assessing the opportunities and risks involved in opening an AEHT Facebook account.

- The 'Higher Education' portfolio

When Annie Collinet retired the previous November Klaus Enengl inherited the Higher Education portfolio. As it was a new field for him, he called on Adolf Steindl to give a report; Adolf was a member of the Council of Elders and had already been active in the Higher Education field for several years.

Adolf Steindl gave an account of the history and functions of the Council. It was formed in Kuressaare in 2008 and consisted mostly of retired ex-presidents and ex-vice-presidents; it dealt with matters for which the Presidium members had insufficient time because of their full-time posts in their schools. Currently the Council of Elders devoted most of its time to the following three areas of activity:

1. Extending the AEHT's programme of activities to cover Higher Education institutions;
2. Preparing for the AEHT's 25th Anniversary celebrations in 2013;
3. Improving the range of services offered by the AEHT to its membership to make the Association even more attractive.

In relation to the first area, the Council sought to organize activities for EQF (European Qualifications Framework) level five and above, even if the AEHT's activities would continue to be focused on secondary education. The object was to make better provision of the member schools which offered programmes at EQF level five and above, and thus to attract, or better integrate, those schools providing higher education programmes.

The activities proposed included:

- Training the trainers
- Setting up competitions for EQF level five and above;
- Organising a Higher Education seminar such as the one organized on April 6th-9th this year in Athlone at a school run by a former AEHT President. By holding this seminar the AEHT aimed to improve **the quality of teaching of hotel management** provided by member schools at Higher Education level (EQF 5 and above); the interactive approach had the following main aims:
 - To set out and compare the **teaching programme content**: business plan, key statistics, case studies, etc.
 - To share experience and **to share examples of good practice**, such as teaching methods which were effective in this context;
 - To teach students the **appropriate English terminology** for the international hospitality industry.

The programme included a lecture given by an external expert on hotel management in Ireland and a visit to a large hotel in the region. The seminar was subsidized by the AEHT, the AIT (Athlone Institute of Technology) and by Fáilte Ireland. Up to now only six people had registered and Adolf Steindl appealed to the meeting to promote this seminar with the teachers of hotel management and of English in their schools and/or in their respective countries, because the event would make a considerable contribution to the 'quality management' of schools.

5. Report from the Vice-President responsible for fixed events and for relations with the OIF (Organisation Internationale de la Francophonie, international association of French-speaking countries) (Louis Robert, LR)

- Annual Conference and Christmas in Europe

This year communication, principally between the organisers and the AEHT Head Office, was working very well. In order to avoid recurrent problems at the competitions, for several years the competitions committee had been holding meetings each spring with those responsible for running the competitions at the conference to be held later that year. The competitions committee also had the task of supervising the contests and of intervening when there were problems with running the competitions – not always an easy task.

Another important aspect of the Annual Conference was seeking sources of funding. A year and a half ago Adolf Steindl had suggested submitting to Brussels an application to the 'Youth in Action' programme for financial support for all the AEHT's activities. As Klaus Enengl had already mentioned, this application had not been accepted by the European Commission. After consultation with the Luxembourg agency for the programme, the project was divided into three parts. The part relating to Christmas in Europe was submitted at the end of January 2011. Louis Robert thanked all the National Representatives who had acted so quickly to the request to become partners in this project by sending their letters of intention in record time. Only the first 13 of the score of letters received had been added to the application so that it could be completed in time. The application had just been approved and would also enable the AEHT to cover part of its administrative costs. EU co-financing of the project was subject to certain conditions:

1. The minimum duration of six days of activities plus the arrival and departure days had to be adhered to. An extra day had therefore had to be added to the usual length of Christmas in Europe. The extra cost involved would be entirely covered by the project.
2. The event could accommodate up to 60 students and 18 teachers accompanying them. These numbers were more or less the same as the usual numbers of people who took part in this event.

In addition to the payment of the additional cost of an extra day which would be made to the organisers, the AEHT would also pay €100 per participant to cover travel expenses. This payment would be made to all participants, even those who are not specifically mentioned in the project application. Any schools which had signed the letter of intention but which were now no longer able to attend Christmas in Europe 2011 were asked to inform Louis Robert or the AEHT Head Office as soon as possible, so that they could be replaced by another school from the same country.

Applications for funding for the Annual Conference and the Youth Parliament would have to be

submitted to the agency of the organising country. In order to save time the partnership forms would be handed out at the end of the meeting and the National Representatives would be asked to complete them there and then. These forms were all the same; only the footnote indicated the project to which it related|:

Action 1.1: Youth exchanges

Action 1.3: Projects for Youth Democracy

Action 3.1: Cooperation with countries bordering the European Union.

Signing these forms did not mean a firm commitment by the school which signs – the school could be replaced by another school from the same country. As the programme would have a funding allocation until 2013 the AEHT would try to submit an application each year until then for the funding of the above-mentioned activities. However, it was not certain that all the AEHT's applications would be accepted, and the subsidies paid by the AEHT to the organisers and to the participants would depend on the success or otherwise of each application.

6. Report from the Vice-President responsible for professional placements (Bogusława Pienkowska, BP)

The ACCOR hotel chain had just suspended for a year its programme of cooperation with the AEHT. There were several reasons for this:

- Formerly our contact Gilles Honegger had handled the periods of observation within the ACCOR group essentially for teachers from AEHT member schools. Since Gilles' retirement four successive people had replaced him, and all of them had had as part of their duties the organization of placements for French hotel schools.
- An increasing number of AEHT teachers were requesting a placement in units in English-speaking countries; unfortunately the ACCOR group was unable to respond to this demand, and fewer and fewer applications were being received.

In early 2011 Herman Siebens had contacted the Starwood hotel chain to discuss possible cooperation. There would be a second meeting with the Starwood group's placements officer in Brussels on March 31st. AEHT members would be informed by e-mail and via the internet of the outcome of these negotiations. Bogusława Pienkowska warmly thanked Herman Siebens for having made contact with this large hotel chain. Negotiations with Starwood would in no way detract from the cooperation with the ACCOR group, and the AEHT hoped that arrangements with ACCOR would resume in 2012.

7. Report from the Vice-President responsible for seminars and occasional events, for publication of information about national education systems and for EU education programmes (Ana Paula PAIS, APP)

Ana Paula praised the wide and rich variety of activities set out in the events calendar which had been distributed to the meeting:

	EVENT
MARCH	
March 16 th -20 th	Seminar entitled 'Ston Oysters – a Mediterranean gastronomic challenge', Dubrovnik-Ston (HR)
March 25 th -26 th	Competition entitled 'Il piatto verde (the green plate) – herbs and witches', Riolo Terme (IT)
APRIL	
April	Seminar entitled 'Dining with the Nuraghe people – their gastronomy, culture, history, art and music', Oristano-Cabras, Sardinia (IT)
April 1 st	Young Bartender competition, Bled (SLO)
April 4 th -7 th	13 th Bartolomeo Scappi competition, Castel San Pietro Terme (IT)
April 6 th -8 th	Flavours and Film – Algarve'11, Faro (PT)
April 6 th -9 th	Seminar for teachers of hotel management in Higher Education institutions (EQF 5 – 7), Athlone (IRL)
April 17 th -20 th	Gastro2011, Supetar on the island of Brač (HR)
MAY	
May 3 rd -6 th	Claudio Ventimiglia food and wine trophy, Alassio (IT)
May 5 th -8 th	6 th contest for hotel reception employees and 4 th city tourism contest (theme: Celebration of the Unification of Italy), Giulianova (IT)
OCTOBER	
October 6 th -8 th	Seminar entitled 'Gastro Futura – Time Devoted to Ecology', Maribor (SLO)
Late October (tbc)	AEHT Youth Parliament
October	Seminar on relations between schools and employment, Ischia (IT)
October – November	Eurocup 2011 – 19 th Young Bartender competition, Prešov (SK)
NOVEMBER	
November 7 th -12 th	24 th AEHT Annual Conference in The Hague (NL)
DECEMBER	
December 9 th -11 th	Atlantic Chocolate Festival, Praia da Vitória, Terceira Island, Azores (PT)
December	20 th Christmas in Europe, Rhodes (GR)

Vesna Baranasic, speaking on behalf of the Croatian organisers, reminded the meeting that places were still available for the GASTRO2011 competition to be held on April 17th-20th in Supetar on the island of Brač near to Split (Croatia). Jana Spec and Ana Paula Pais pointed out that candidates could still register both for the bartender competition on April 1st in Bled and for the ‘Flavours and Film Festival Algarve 11’ in Faro on April 6th-8th.

The AEHT Head Office had just received part of the documents relating to the competition and seminar entitled ‘Gastro Futura – Time Devoted to Ecology’ to be held in Maribor (Slovenia) on October 6th-8th. The documents would be uploaded to the internet and sent out by e-mail only once all the documents had been brought together and checked.

Meanwhile Nadine Schintgen gave the meeting an outline of the seminar programme:

DAY	ACTIVITIES
Thursday October 6 th	Arrival Participants are shown to their accommodation Dinner at hotel (ecological menu) Evening welcome reception in the <i>Rožmarin</i> wine cellar with finger food and wine tasting
Friday October 7 th	Breakfast at the hotel, then transfer to the Faculty of Agriculture and Biotechnical Studies Conference and workshops: <ul style="list-style-type: none"> - Accreditation of the participants, distribution of materials - Welcome address by the organisers - Presentation of work programme <ul style="list-style-type: none"> Martina Bavec (Ecology in Slovenia) Aci Urbajs – Demeter wines (organic wines) Restaurant Krištof – ecological produce used in gastronomy Irena Fonda (Fish farm – Piran bar) Hanni Rutzler (Food psychologist – future trends) Tasting of ecological produce from the region. Workshops: <ul style="list-style-type: none"> - Slovenian organic wines – wines made biodynamically - Awareness-raising of ecology in tourism Visit of Maribor and old wines Stroll across town to the Piramida Hotel Dinner and wine tasting at the Vida tourist farm
Saturday October 8 th	Breakfast at the hotel Transfer to Vocational College for Catering and Tourism Maribor Presentation of the finalists’ projects Transfer to the hotel Visit to an ecological farm (in the Pohorje region), presentation of produce with wine tasting Farewell dinner with musical entertainment, declaration of the competition results (at the <i>Naskov dvorec</i> Castle).
Sunday October 9 th	Departure

The second part of this event consisted of a competition to start in advance of the seminar, in accordance with the following arrangements:

The team competition was open to current students and teachers from AEHT member schools. Each team was made up of two students and one teacher who acted as tutor. Each school may register one team per category.

A document must be sent to the organising school by August 31st 2011, relating to the following management problem:

Situation:

There is an abundant range of high quality ecological and local produce in your region. However, the restaurant owners do not take advantage of it. Your restaurant buys produce which has no guarantee of origin and therefore no organic credentials. The range of produce on offer does not result in high quality, and therefore gives no competitive advantage. By awarding an organic score to your restaurant you would increase its ecological credibility and give it a long-lasting brand.

Task:

Your task consists of establishing long-lasting links with purveyors of local organic and other high quality produce. On the basis of these links with food producers your F&B department must develop a range of meals based on the sale of the above-mentioned produce. The range of meals thus developed must form the basis of the sales strategy and of the other activities which will have an impact on the success of the restaurant.

Ana Paula Pais encouraged organisers to send an article with photographs after each event, for possible publication in the AEHT Newsletter.

Nadine Schintgen also requested the National Representatives to try to locate former winners of the AEHT Annual Conference competitions who would be prepared to grant her an interview to be published in the Newsletter.

Klaus Enengl emphasized the importance of these periodical publications, which in 2010 had enabled the AEHT to obtain a considerable subsidy from the Austrian Education Ministry.

8. Report from the Vice-President responsible for promotion and for the AEHT Website (Neeme Rand, NR)

Neeme Rand presented the statistics relating to the AEHT website, which enabled a certain number of trends to be discerned: the number of visits to the site had tripled in three years, but the number of clicks per visitor had fallen since 2009. This reduction was probably explained by the introduction last year of a simplified structure to the website, enabling visitors to find more quickly the information they were looking for. Almost two-thirds of visitors were newcomers. The website must therefore be designed mostly with this public in mind and must always be updated quickly. While March was a fairly quiet time for the website, in the periods September-October and December-February a lot of activity could be observed on the site: this was probably to be explained by the Annual Conference and Christmas in Europe, which figured among the most frequently used keywords used in searches. Information about the reception and tourism competitions in Giulianova was another item frequently searched. The most frequently consulted content was first of all the

AEHT activities and the presentation of the AEHT, then Annual Conference and the European programmes, the competitions and the useful documents. The countries most frequently visiting the website were, in order of numbers, France, Italy, Turkey, Austria, the Netherlands and Portugal...

Further refinements had been made to the online Annual Conference registrations software and the registration form had been made more comprehensive. The AEHT was currently considering ways of updating its platform and database. As the number of Facebook users now exceeded the number using e-mail addresses, it was considered vital to open an AEHT Facebook account, but the precise arrangements for its use were still to be decided. Klaus Enengl took the opportunity to thank Neeme Rand and Ahti Paju for their excellent work.

9. Report from the Treasurer (Hans Russegger, HR)

Hans Russegger gave a brief commentary on the 2010 profit and loss table showing an overall figure of around €141,000. In 2010 the AEHT had received €92,000 in membership subscriptions, that is €10,000 less than in 2009. This reduction is to be explained by the exclusion or resignation of 35 schools. The Luxembourg government had continued to pay an annual subsidy of €20,800 to our Association. In 2009, the AEHT had still had available a reserve of more than €122,000, but this had been reduced to €103,000 by the end of 2010. Salaries, honoraria and on-costs made up the largest budget head in our Association's accounts. A considerable item of expenditure was represented by the publication on DVD of the 2010 Yearbook, which explains the increase in spending on administrative requisites in comparison with 2009. The subsidy granted by the 'Youth in Action' programme therefore came at the right time to put our finances in order.

10. Report on membership applications, resignations and exclusions (Hans Russegger, HR)

Hans Russegger presented the lists of possible exclusions, and of resignations and new membership applications.

A. Exclusions:

The exclusions would not be formally announced until the next General Assembly. The following schools were liable to exclusion for failure to pay their subscription for the previous two years:

CO01	Bogotá	I92	Novara
E09	Madrid	MK05	Tetovo
F02	Marseille	NL06	Heerlen
F16	La Rochelle	PL05	Rzeszow
F21	Nice	RMS01	San Marino
H11	Budapest	RUS09	Cherkessk
I148	Cutro	S53	Falkenberg

As of now the number of exclusions in 2010 was well below that of 2009: 14 in 2010 as against 35 in 2009. The schools which are liable to exclusion would all receive a payment reminder covering three years of annual subscriptions, with a copy sent to the National Representatives. The Representatives were requested to make contact with the schools in their countries in order to encourage them to retain their membership of the Association.

B. Resignations

I10	Fasano
E07	Sant Pol deMar
F50	Dinard
NL08	Middleburg

Given that the Annual Conference would be held this year in The Netherlands, it would be a shame to lose a Dutch school, and Hans Russegger asked Brigitte Engering to contact the Middelburg School to ask them to reconsider their resignation.

C. New members

New members who have already paid their subscription:

RO06	Lugoj, Judetul Timis
CH05	Lausanne
F91	Argenton-sur-Creuse
E19	Valladolid
RUS10	Irkutsk
CR23	Vinkovci
FIN20	Hämeenkyrö
CY02	Nicosia
B23	Mechelen
USA01-PROF	Philadelphia
P13	Oporto
A16	Warmbad Villach

New members who have not yet paid their subscription:

TR39	Ordu
TR38	Karpaz/Nothorn Cyprus
B24	De Panne
I159	Palermo
B25	Oostende
TR40	Bozuyuk/Bilecik

The Karpaz and the Bozuyuk schools had been excluded less than two years ago for non-payment of their subscriptions. In order to be readmitted they had two options: either to wait until the prescribed date (November 2011) or to pay their arrears now.

The following week the AEHT's outgoing accountant Norbert Richartz would hand over to Karin Eibl at the Bad Ischl School. Klaus Enengl thanked Norbert Richartz and Hans Russegger for their devoted service over many years.

11. 2011 Annual Conference

According to the AEHT's official calendar the 2011 Annual Conference was to have been held in Poznan. The Presidium had been relieved when Brigitte Engering had announced that she was stepping in to organize this event in The Hague (NL) from November 7th to November 12th 2011. The official conference website would soon be up and running at www.aeht.nl.

After being introduced to the organising team, the Executive Board was treated to a Powerpoint presentation and a video clip on the Annual Conference in The Hague.

Seven hotels located in Scheveningen had been selected to accommodate the participants, namely:

IBIS Hotel: <http://www.ibishotel.com/nl/hotel-1153-ibis-den-haag-scheveningen/index.shtml> (students)

Bella Vista : <http://www.hotelbellavista.nl/> (students)

Bilderberg Europa Hotel: <http://www.bilderberg.nl/hotels/europa-hotel/>

Badhotel Scheveningen: <http://www.badhotelscheveningen.nl/>

Carlton Beach Hotel: <http://www.carlton.nl/beach/>

Skotel: <http://www.hotelschool.nl/facilities/skotel-the-hague/rooms.html>

Kurhaus: <http://www.kurhaus.nl/>

All these hotels were within a ten minute walk from each other.

Competitions would be held in the following disciplines:

1. Culinary arts (96 places)
2. Pastry (32 places)
3. Cocktail bar (18 places)
4. Restaurant service (48)
5. Wine service (48)
6. Barista (18)
7. Reception/Front office (number of places to be announced)
8. Tourist destination (number of places to be announced)
9. Hospitality management (number of places to be announced)

The Roc Mondriaan School currently had 2700 students enrolled on its programmes, so that organising competitions for 300-350 students was not a problem for them.

The following subjects would figure on the Academic programme of the conference:

- total quality management
- learning through competency blocks
- professional training for teachers

The organisers were still in the process of preparing the workshops to be offered.

The programme would also include numerous excursions, namely:

- the Binnenhof including the seat of the Dutch government where the Queen's speech is delivered each year
- The Mauritshuis royal picture gallery – the art museum containing mostly works of the XVII century – the Dutch golden age – including works by Johannes Vermeer (View of Delft, the Girl with the Pearl Earring etc.) and by Rembrandt van Rijn (the Anatomy Lesson of Dr Tulp).
- One of the premises of FloraHolland, a Dutch cooperative of flower growers and the world's largest flower auction.
- The Heineken Amsterdam Experience, something more than a museum in one of the group's

former breweries offering four interactive levels of experience (visit <http://www.heinekenexperience.com/>).

The organisers attached much importance to social media; they would be using the website www.aeht.nl to be available very soon, as well as Twister and Facebook.

Klaus Enengl warmly thanked Brigitte Engering and her team for getting all this organization on the road in only a few months.

12. Date of the next Executive Board meeting

The next meeting of the Executive Board meeting was scheduled for November 10th 2011 in The Hague, The Netherlands.

Diekirch, March 18th 2011



Klaus Enengl,
President



Nadine Schintgen,
General Secretary