

Final Written Report
Professional Development Grant
Chicago National Restaurant Show 2017
Chicago, IL
May 20-23, 2017

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B. Restatement of Professional Enhancement Opportunity

The purpose of this trip was for Hospitality Administration students to have the opportunity to attend the 2017 National Restaurant Association Restaurant (NRA) Hotel-Motel Show. The NRA Hotel-Motel Show was held May 20th to May 23rd at McCormick Place in Chicago, IL. This annual event played host to over 2,000 companies and was the largest foodservice show in the hospitality industry. This event afforded an excellent opportunity for Arkansas Tech University hospitality majors to not only meet and greet hospitality professionals and educators; but also to, see first-hand the World Culinary Showcase, listen to educational break-out sessions, visit award-winning exhibitions, participate in the food experimental studio, and much more.

C. Brief Review of the Professional Enhancement Opportunity

By attending and participating in the NRA Show, ATU hospitality majors were able to network with professionals in the industry and discover work experience and internship opportunities related to their career goals. The students also had the opportunity to network with the industry's leading restaurateurs and discovered what's new in equipment, food, technology, and education and training.

D. Summary of Findings and Experiences

This trip was to expose ATU Hospitality Administration students to current hospitality trends at the National Restaurant Association (NRA) show and students were allowed to discover and experience various career opportunities in the hospitality fields.

Students could have network with hospitality professionals that were attending the show and become aware of current hospitality trends including food, technology,

education and equipment. In addition, they gained additional knowledge and experience in the hospitality industry. Overall, it was a great trip for hospitality majors.

E. Conclusions and Recommendations

This trip was good for students and my professional development. I was able to speak to hospitality professionals and students were able to find internship positions or to find future jobs after graduate. Through the NRA show trip, students brought first-hand knowledge back to current students and encouraged future students to attend future NRA show. In addition, they remain active in Hospitality Administration Program. The NRA show has been gaining popularity in the PRHA Department and continues to motivate and inspire hospitality majors.