

**FOR IMMEDIATE RELEASE**

**Media Relations Contacts:**

Chad Jaecques, (660) 831-4172, [jaecquesc@moval.edu](mailto:jaecquesc@moval.edu)

## **MVC ADDS HOSPITALITY AND TOURISM MANAGEMENT DEGREE TO CURRICULUM**

*B.S. degree to be offered in Fall 2009.*

**Marshall, Mo.** (March 4, 2009)—Missouri Valley College President Bonnie Humphrey has announced the addition of a bachelor's of science degree in hospitality and tourism management to the MVC curriculum. MVC and Pfoodman have partnered to begin the degree program in Fall 2009.

The new major, which is part of the business division, will add 10 new classes to the MVC curriculum and be offered in Fall 2009. Business Division Dean Larry Stockman says this is a great addition to the business program.

"The business division of Missouri Valley is delighted with the opportunity to add a hospitality and tourism management degree to our division majors," Stockman said. "With the help of Ralph Pfremer and Pfoodman it was a smooth process to incorporate the specialty classes of hospitality management on top of the solid business of our division core. We in the division believe hospitality management offers a valuable and sought after degree credential for Valley students."

Pfoodman will support the program by providing the space and financial support for the adjunct faculty needed for the first years. After the third and fourth years of existence, new faculty members will be added to the program.

"We are truly excited to play a role in the education process at Missouri Valley College," Pfremer said. "Helping to shape the hospitality standard in our community is an honor and a privilege. We will explore destination tourism and agri-Missouri concepts along the way, encouraging the use of local products and most importantly, local talent."

The partnership between MVC and Pfoodman began in the summer of 2001 when the company was hired to manage the MVC cafeteria and catering service.

"The partnership of Missouri Valley and Pfoodman provides an excellent opportunity for our students to learn from industry professionals," Humphrey said. "I believe Pfoodman and its employees are the best in the hospitality industry, and I am thrilled they are willing to share their knowledge and skills in an educational environment. We look forward to further development of the program."

In addition to the business administration core, students majoring in hospitality and tourism will take new courses including: introduction to hospitality management; HACCP/sanitation management; hospitality nutrition; culinary fundamentals; food and beverage labor cost management; strategic revenue management; hospitality topics; professional development; commercial food production management; and capstone/case studies.

### **ABOUT MISSOURI VALLEY COLLEGE**

Missouri Valley College is a liberal arts college that provides educational, social and cultural experiences in a decidedly Christian environment. Established in 1889, MVC offers 28 majors and 7 pre-professional programs, and 12 sports and 20 varsity teams. The most popular majors include business and education, and the newest major is nursing, which will begin in Fall 2009. The liberal arts heritage focuses on scholarship, critical thinking and academic excellence to prepare students to become members of a responsible citizenry. For more information, call (660) 831-4000 or visit [www.moval.edu](http://www.moval.edu).

### **ABOUT PFOODMAND, INC**

Pfoodman Holdings, LLC is a food service management and consulting company with an expanding presence in the food service (more specifically, restaurant) industry. The business has grown rapidly since its founding and in

particular, the past two years have seen significant growth. More importantly, the company has spent the past several years laying the foundation for a future with very aggressive growth. The company is in the “good food” business and this has become a hallmark of their programs. Accounts include higher education, K-12 private schools, senior living, corporate dining, restaurants, and a consulting practice; which includes design work and branding programs. The company is known for innovation, having a unique culture, and quality operations. Pfoodman also has a reputation for building strategic partnerships with customers, suppliers, and others to produce a “win/win/win” for all parties. Execution, “over-delivery”, and excellence are all part of the fabric of the company.

**Media Relations Contacts:** Chad Jaecques, (660) 831-4172, [jaecquesc@moval.edu](mailto:jaecquesc@moval.edu)