

# **President's Orientation**

**Dr. Arturo Cervantes, DBA MBA**

## **AGENDA:**

### **MEET & GREET**

### **12 PIECES OF ADVICE TO YIELD A HIGH RETURN ON YOUR INVESTMENT AT THE *CULINARY INSTITUTE LENOTRE***

- **Introductions:** New CIL Staff (in the Amphitheater)
  - **Students:** SAY YOUR NAME, WHERE YOU ARE FROM AND GUESS IN WHICH SEGMENT OF OUR INDUSTRY YOU THINK YOU WILL SUCCEED IN AND BE FULFILLED ONCE YOU GRADUATE FROM CIL
- **Flash Drive:** Catalog XIV + Student Handbook + RESUME TEMPLATE (Q&A)
- **International Students/Country Flags:** Let us know your home country
- **Veterans:** Have customized requirements and responsibilities we assist and advise



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## **TIPS:**

1. **CIL WILL HELP YOU PLAN YOUR FUTURE NOW: WHAT IS YOUR DREAM?**
  - a. **WHAT IS YOUR DREAM?**
    - **To be an entrepreneur and own your own restaurant/bakery/catering**
  - b. **FIND, THEN FOLLOW A MASTER/MENTOR**
    - **Get Inspired by A ROLE MODEL**
      - i. **Who is your mentor & what was their journey**
  - c. **TO ACHIEVE THESE DREAMS BEGINS WITH EDUCATION...COMPLETE IT!!!**

## **CAMPUS SECURITY**

Culinary Institute Lenotre has appointed a Security Committee to enhance the safety of both the students and the employees at both buildings. You can avoid auto break-in by not leaving valuables visible in your car. Safeguard your personal belonging when in class.

In October of each year, all active and enrolled students will receive a copy of the Annual Campus Crime Report. Anyone may access a copy of the Annual Campus Crime Report on our website at [www.culinaryinstitute.edu](http://www.culinaryinstitute.edu). All students and employees are encouraged to report crimes, suspicious activities, or other security concerns immediately to management at CIL.

# President's Orientation

## d. Read success story examples

- Meet Andre Soltner – Alumnus and New York Restaurant Owners  
<https://www.lenotrehub.com/post/meet-arnaud-acaries>
- Meet Roland Mesnier – 25 years Executive Pastry Chef at the White House
- Meet Lorena Valdivia – Alumnus and Staff Member Baking & Pastry  
<https://www.lenotrehub.com/post/meet-lorena-valdivia-miranda>
- Meet Jamie Orlacchio – Alumnus and 2020 Truffle Masters winner as well as Etoile cuisine et Bar with master chef Phillippe Verpiand  
<https://www.lenotrehub.com/post/meet-jamie-orlacchio>
- Meet Nickey Price-Moore - Alumnus 2011 AAS Baking and Pastry  
<https://www.lenotrehub.com/post/meet-nickey-price-moore>

Meet Chef Matthew Shaw - Alumnus 2001 currently a Coast Guard Chef  
2022 ACF National Award Winners

<https://wearechefs.com/announcing-the-2022-acf-national-award-winners/>

Meet Chef Jesus Rosas - Alumnus 2016 Baking and Pastry currently entrepreneur

Puebla, Mexico

[Instagram: \*\*jesusrosas.chef\*\*](#)

- Chef Carroll – Read his books, listen to his DVD
  - *Leadership Lessons From A Chef/Finding Time To Be Great*
  - *Tasting Success/Your Guide To Becoming A Professional Chef*
  - *Recipe*
- Chefs Story (25 biographies of famous chefs in the U.S.)
- Becoming A Chef
- Welcome to Culinary School (All students receive it)
  - A culinary student survival guide to being read the first week at CIL (notice job descriptions at the end).
- Professional Magazines
- GALE DATABASES:
  - Culinary Institute Lenotre subscribes to the Academic One File section of the GALE database service provided by Cengage Learning. GALE provides access to many commercial publications that are not available on the CIL Network and Internet. They include materials on culinary arts, small business, hospitality, tourism, marketing, etc.
  - GALE can be accessed ONLY through the CIL Website. Click on the link “About Us” and select “Library.” When the Library page appears, scroll down until you see “Access GALE” (which is just above the contact
  - GALE is accessible both on campus and remotely. If you are using a school computer, you should not need a password; however, if you are signing on remotely, you will be asked to provide the password:  
LeNotre1
- If you have questions or encounter any problems, please contact Connie Pine, at [cpine@ciaml.com](mailto:cpine@ciaml.com).



# JESUS ROSAS

Pastry Chef

## CONTACTO

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TELÉFONO:  
2227536953

My passion for pastry arts led me to make the decision to leave my country and study abroad at, what I believe to be, the best pastry college in the United States...Culinary Institute Lenotre. The experience of having received my training at this great college has been very valuable academically alongside learning from great chef instructors who helped me achieve my dreams and be competitive.

During my academic journey, I knew that being a graduate with an associate degree in Banking and Pastry Arts was the avenue to reaching my greatest dreams, which was to have my own pastry shop. Today, I am proud to say that I achieved it when I opened my own shop that I named *Chef Jesus Rosas' Pastry*. The shop provides customers with a unique experience in sensory emotions to those who taste my desserts.

Another dream and initiative was to build my own hotel which I am happy to announce that it will open its doors the second week of November 2022. The hotel will be called Casa Loreto, being an 8-room boutique hotel with a traditional Mexican theme, offering an exchange of culture for our guests.

In the same way, Casa Loreto will have its own Coffee Shop, which will have traditional French pastries on the menu combined with Mexican products and sweets, as a delight to the palate.

The gastronomic arena is very noble one and allows one to experiment and innovate, such as in textiles, which I will be releasing the first week of January. My collection of chef jackets with embroidery and designs are unique and reflect the artisans from the state of Puebla.

Without a doubt, good training is important as well as believing in your dreams and persevering them is the key to materialize your goals.

I hope my path will help you achieve your goals and fulfilled them...never doubt.

Thank You! - Chef Jesus Rosas

## **President's Orientation**

2. WHAT IS A CHEF? 4 WORDS TO NAME THEIR MAIN ROLE AND ATTRIBUTES:

1)\_\_\_\_\_ 2)\_\_\_\_\_ 3)\_\_\_\_\_ 4)\_\_\_\_\_

A small business owner has to play all these roles / CIL is a great place to learn about them.

3. THE MOST IMPORTANT TOOL

- Practice at home! Duplicate one or two recipes you learn during the week. You only learn each recipe one time!

4. ATTENDANCE IS IMPORTANT FOR GOOD GRADES

- Grading - SET A GOAL TO BE AN 'A' STUDENT ~ AN HONOR STUDENT.  
A DIPLOMA OR DEGREE AT CIL IS \_\_\_\_\_.

## **SCHOLARSHIP OPPORTUNITY**

<https://www.lenotrehub.com/scholarships>

**PAGE 13 OF THE STUDENT CATALOG**



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### *Alumni/Ambassador/Active Student Referral Scholarship*

*Applicants must have been referred to CIL by an alumnus and/or active student.*

#### Scholarship Guidelines

**All applicants must provide a completed application, which includes the following:**

- General Scholarship Application
- Letter of referral from CIL alumni or active student
  - The required one page typed essay
  - Copy of your driver's license or picture ID

#### **The award amount for this scholarship is the following:**

- \$500 is awarded to the applicant as a scholarship and deposited to the student's account toward federal loan reduction

*Applicants must complete the first term of the program for both parties to receive credit. If applicant drops or withdraws from classes on their 1<sup>st</sup> term, both parties will lose the scholarship credit.*

*The scholarship is unlimited. Once an applicant becomes an active student, he/she may refer unlimited students to enroll as long as the 1<sup>st</sup> term is completed by the new application.*

To apply go to: <https://www.lenotrehub.com/refer-a-friend>

# **President's Orientation**

## **CIL Initiatives and Community Outreach Programs**

### **Hotel Extended Stay Discount Program for CIL**

<https://www.lenotrehub.com/cil-news>

***Love, Charlie* Documentary Previewed at CIL Amphitheater November 7th (Netflix on Nov 17th)**

### **Ukrainian Refugees Educational Initiative**

### **Content Creation Contest**

#### **5. CREATE AND BUILD A PORTFOLIO ON YOUR CIL USB (START NOW)**

- Photo/of your dishes taken especially at the time of your final exams
- Bio (Yours and Your Instructor's)
- Articles (From the place that you work)
- Awards – Competition / Perfect Attendance / Honor etc.
- Letters of Recommendation (From each of your 4 Chef Instructors, Practicum Place, Internship Place, Employer)

#### **6. USE THE PORTFOLIO FOR CUSTOM CAKE AND CATERING SALES**

#### **7. SHOW YOUR PORTFOLIO TO FUTURE EMPLOYERS AND IF BORROWING MONEY, SHOW THE BANKS YOU WANT TO BORROW FROM I.E. (PART OF YOUR BUSINESS PLAN) WITH SBA LOANS, 90% FEDERALLY GUARANTEE**

# President's Orientation

- (SBA) Small Business Administration

Main SBA Website: [www.sba.gov](http://www.sba.gov)

Houston SBA Office Website: [www.sba.gov/offices/district/tx/houston](http://www.sba.gov/offices/district/tx/houston)

Houston SBA Office Phone: 713-773-6500

## 8. TO SUCCEED IN YOUR CAREER WORK ETHIC IS KEY (CHARLES CARROLL EXAMPLE)

- Complete every job better than it was...
- Become better than the Chef de Partie or Sous Chef that you are working under
- No idle time (Have only professional conversations while at the Institute)
- If you are on time you are...
- WE ARE WHAT WE REPEATEDLY DO - EXCELLENCE THEN IS NOT AN ACT BUT A ...  
 ARISTOTLE (450 B.C.)
- Diploma/Medal/Sash

## 9. PARTICIPATE/CREATE A NETWORK NOW AND VOLUNTEER

- Student - Alumni Community: Charelle Grant – Student Services
  - 713-358-5094 <https://www.lenotrehub.com/alumni-sucess-stories>  
<https://www.lenotrehub.com/alumni>
- Join Chef Association Chapters
  - TCAH/Texas Chefs Association of Houston
    - [www.texaschefassociation.org](http://www.texaschefassociation.org)
- Competition Participation Examples:
  - SYSCO – Food distributor Marketer
  - Martin Food
  - Miscellaneous Competitions hosted by CIL

# **President's Orientation**

## **10. WHAT IS THE VALUE OF A TWO-YEAR COLLEGE DEGREE? A GREAT RETURN ON YOUR INVESTMENT IF YOU GRADUATE FROM CIL**

- **MEDIAN NET GAIN OF MORE THAN \$495,000 DURING A 45-YEAR WORK LIFE COMPARED TO THAT OF A HIGH SCHOOL GRADUATE.**

*(NATIONAL CENTER FOR EDUCATIONAL STATISTICS)*

**- LIFETIME RETURN ON YOUR INVESTMENT IS \$680,000 (THE AVERAGE FOR 6 SCHOOLS IN TEXAS)**

- **THE SECRET: DO NOT DROP, NEVER, OR YOU WILL LOSE THAT MONEY. IN LAB IF YOU HAVE TO COMPLAIN – A) DO IT WITH YOUR CHEF, B) ESCAPATE TO YOUR PROGRAM DIRECTOR, CHEF CHRISTELLE PRADAT (BAKING & PASTRY), AND DEPUTY PROGRAM DIRECTOR, CHEF SEBASTIEN BONNET (CULINARY).**

- **Graduate debt-free**  
**Free Weekly Scholarship Seminar – Call Financial Aid for an appointment at 713-358-5100 or drop-in and ask to see an officer**

**For dates and times go to [www.culinaryinstitute.edu](http://www.culinaryinstitute.edu) / Scholarship Information or [www.lenotreHUB.com](http://www.lenotreHUB.com)**

## **11. RESPECT OTHERS / HAVE A GOOD ATTITUDE**

- **Your attitude is your...**
- **Uniform (Honor Student)**
- **Be Dignified on our campus**  
**IF YOU WANT TO BE A CHEF, START HAVING THE PROFESSIONAL LOOK OF A CHEF**
- **Janitor/Stewards Relationship**  
**(Say hello / scrape pots & pans / use the rack / no sharp tools)**

## **12. SPECIAL TOPIC/MISCELLANEOUS**

- **Sign up for and read the HUB weekly <https://www.lenotrehub.com/>**





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## *Value of a College Degree*

**NCES National Center for  
Education Statistics**

*The National Center for Education Statistics states that those with Associate Degrees earn on average nearly \$11,000 more per year, or nearly \$500,000 more than those with high school degrees in their career.*

[www.eicc.edu/future-students/our-programs/associates-degree-value.aspx](http://www.eicc.edu/future-students/our-programs/associates-degree-value.aspx)



# CULINARY INSTITUTE LENOTRE®

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### ***Best Practices for Students in College***

- Recognize that the only limits you face are those you set for yourself.
- Be the BEST that you can be.
- Recognize that YOU are responsible for your successes and failures.
- You must earn your way.
- Build your brand.
- Seek help and do not give up.
- Strive for excellence...not perfection.
- See the glass as half-full rather than half-empty.
- Look to praise, rather than to criticize.
- Look for ways to succeed, rather than excuses to fail.
- Commit yourself to constant improvement.
- Understand how important education is to succeed.
- Learn what is being taught, but most importantly learn “how” to learn.
- Develop other information sources to verify, or challenge, what you are being taught. “History” is routinely twisted or rewritten to support a particular point of view. Get other ideas.
- Treat teachers, administrators, and fellow students, as you would like to be treated.
- Choose your friends wisely.
- Develop your mind in school, but also develop other skills and interests, including music, art, and physical fitness.
- Reduce TV – read professional books and magazines as much as possible.
- Study Language(s).
- Speak and write English correctly.
- Appreciate other cultures by learning another language.
- Be honest in your approach to learning.
- Resist the temptation to cheat – cheating and plagiarism is not tolerated...you are only hurting yourself.
- Develop a keen interest in the outside world.
- Pay attention to news. The “real” world can be very different from the student world you live in today.
- Avoid the temptations of alcohol, smoking, drugs, gangs, and irresponsible personal behavior.
- Understand the steps you take today have lifelong implications.
- Do what you can to make the instructor’s job easier, not harder. Teaching is one of the most important, most difficult, and most under appreciated professions in the world.
- Participate! Get involved! Contribute to a community outreach program!

# CIL STRONG

Persevere. Never give up.

When life happens, press on.

When it gets overwhelming, press on.

When you don't feel supported, get help. Just never, ever, give up.

You are the one who will determine your future.

You are the one who will make your dream a reality.

You alone determine your destiny.

Persevere. Never, ever give up.

*- Dr. Cervantes, CIL College Director*

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# CULINARY INSTITUTE LENOTRE MISSION STATEMENT

## CULINARY INSTITUTE LENOTRE

aspires to be recognized as providing the best possible  
diploma and associate degree programs through:

Intensive hands-on training

Low student/instructor ratio

Challenging students to learn a maximum in a minimum amount of time

Classic and innovative training from internationally experienced Chef-  
Instructors

Helping each student to reach his / her full professional potential

Preparing students in leadership and management positions

Applying its philosophy of **COOKING WITH EXCELLENCE**



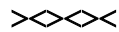
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# CULINARY INSTITUTE LENOTRE

## STUDENTS ARE...

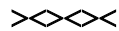
The most important people on campus,  
without them, there would be no need for the institution.



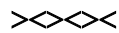
Not cold, impersonal enrollment statistics,  
but flesh and blood human beings with feelings and emotions like our  
own.



Not people to be tolerated so that we can do our thing.  
**THEY ARE OUR THING!**



Mutually dependent on one another.



Not an interruption of our work, but the purpose of it.



We are not doing them a favor by serving them,  
**THEY ARE THE PURPOSE OF OUR SERVICE!**



# President's Orientation

- This is the Lenotre Student and Alumni Network, a dynamic Students and Alumni Platform serving the Culinary Institute Lenotre community that aims to:
  - ✓ support you in your career goals
  - ✓ promote our network and our successful alumni
  - ✓ keep you in touch with other students and alumni

## CONCLUSION

WE ARE IN A PROFESSION OF SERVICE / WE ARE THE LADIES AND GENTLEMEN SERVING.....

### CIL MISSION STATEMENT

CIL STUDENT CREED - "*STUDENTS ARE*"

