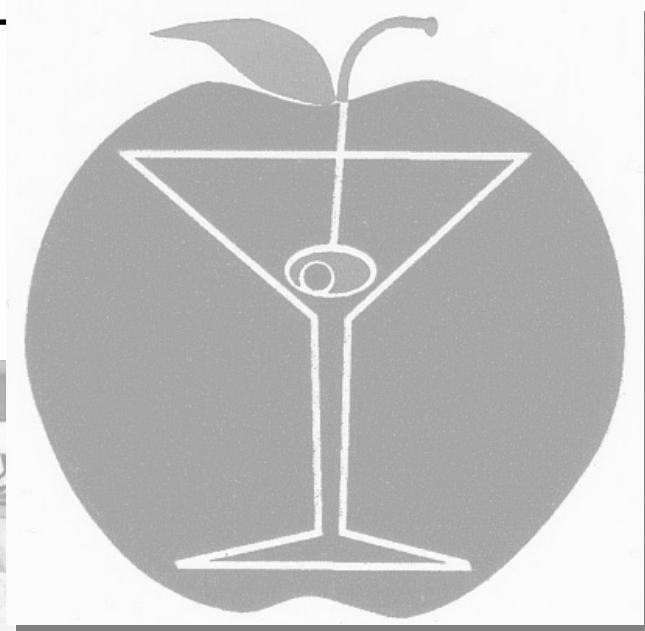




BARTENDING ACADEMY

COURSE CATALOG

2004—2005



East Valley Campus

1250 East Apache Blvd., Suite 111
Tempe, Arizona 85281
480 921- 9925
Phoenix, Arizona
602 957-3771

www.pbsa.com

- Mixology / Bartending
- Practical Bar Management
- Alcohol Awareness
- Master Flairtending
- Bar Magic

Manager/Director of Arizona Institution
Richard & Barbara Majdanski



Mixology / Bartending

40 Hours

The most complete Bartending training program available! Be able to work almost anywhere with the skills and confidence needed to make a profitable and rewarding career. The purpose of this course is to provide the student with the knowledge and skills required to perform as a competent bartender at the entry level. This course is forty hours in length. The lessons cover over one hundred and fifty drinks, as well as beers, wines, customer service, private parties, and responsible liquor service. The student will have daily quizzes tracking progress in class. The Final exam is a written test requiring 87% or better to pass, followed by a practical test in which the student will make 12 drinks in no more than 8 minutes with an acceptable score of 90 or above.

All lessons are conducted in exactly the same manner. First, the lecture is given by the instructor on the specific lesson for this class period, during which five (5) steps are followed in explaining each drink in the lesson. 1) Description, 2) Appropriate glass, 3) Ingredients and exact measurements, 4) Appropriate mixing method, 5) Proper garnish. The instructor then demonstrates the making of each drink in the lesson. During the remainder of the class time, all students practice making drinks, under the close supervision of the instructor.

Lesson #	Curriculum	Clock Hrs.	Description
Lesson #1	Cream Drinks	4 Hrs	This lesson teaches 16 after dinner cream and ice cream drinks.
Lesson #2	Martinis & Manhattans	4 Hrs	This lesson teaches 17 Martini's, ,Manhattan's, and Rob Roys These are served in the finest bars.
Lesson #3	Shooters	4 Hrs	This lesson teaches over 30 of the most popular shooters. These are the latest party atmosphere drinks.
Lesson #4	Tall Drinks	4 Hrs	This lesson teaches over 25 of the tall fancy drinks served in re sorts, hotels, nightclubs, and restaurants
Lesson #5	Testing	4 Hrs	Midterm testing will be used to analyze the students progress
Lesson #6	Highballs	4 Hrs	This lesson teaches over 30 of the most commonly ordered drinks, such as a Rum & Coke, Screwdriver and a Fuzzy Navel.
Lesson #7	2 oz. Cocktail After Dinner	4 Hrs	This lesson teaches 17 of the straight alcohol drinks popular everywhere, and the relaxing coffee drinks served everywhere.
Lesson #8	Margaritas Beer / Wine	4 Hrs	This lessons covers Margaritas, Sours, and Daiquiris. The student will also learn the basics of beer and wine service
Lesson #9	Alcohol Awareness	4 Hrs	Approved by the AZ. Dept. of Liquor Licenses and Control, this class covers the rules and regulations of the state liquor service.
Lesson #10	Final Testing Practical	4 Hrs	This class will determine the students' readiness and general knowledge. Passing grades of 87% are required.

Class Schedule

Classes can be completed in one or two weeks.

Morning Schedule	Monday to Friday	9:00 a.m to 1:00 p.m.
Afternoon Schedule	Monday to Friday	1:30 p.m. to 5:30 p.m.
Evening Schedule	Monday to Friday	6:00 p.m. to 10:00 pm



TO TALK TO A REPRESENTATIVE CALL: 480 921— 9925

Practical Bar Management

16 Hours

It all looks so easy. Pour drink, sell drink, ring-in the profits. In fact, extracting profits out of a beverage operation is quite challenging. Between waste, spillage, free drinks, over pouring, theft and other operational maladies, the mangers job is getting tougher every day. Covering virtually every aspect of a beverage operation, this class goes from analyzing bartender and server productivity to explaining how to use pour cost formulas to increase profits. This class delves into how to increase profits, reduce the establishment costs, raise the service bar and how to do it all in a step-by-step format.

Learn how to use simple math to achieve higher profits, how to protect the bottom line through portioning, the effective pricing methods to reduce costs and increase profits. The class covers hiring and retaining employees, avoiding the high costs of shrinkage and employee theft, and marketing to increase guest visitations.

Lesson #	Curriculum	Clock Hrs.	Description
Lesson #1	Establishing the Foundation	4 Hrs	Class covers Market Research, Mathematics of Profit, Facility Design, Beverage Equipment and Liquor Selection.
Lesson #2	Profitable Beverage Operations	4 Hrs	This lesson teaches Portion Control, Optimum Drink Pricing, Cash Control, Maintaining Health Standards, Drink Mixes, and Developing successful Beer / Wine Programs.
Lesson #3	Professional Beverage Management	4 Hrs	In this lecture, the student learns about Inventory Control, Analyzing Pour Costs, Productivity, Labor Cost and Staff Performance. Point of Sale Systems are also covered.
Lesson #4	Managing Human Resources	4 Hrs	This lesson covers the most important aspect of Bar Management, the employees. Topics include Hiring Practices, Preventing Internal Theft and Customer Safety issues.

Class Schedule

Classes are scheduled the last two weeks of the month.
Course availability is dependant on enrollment.

First Week	Tuesday and Wednesday	6:00 p.m. to 10:00 p.m.
Second Week	Tuesday and Wednesday	6:00 p.m. to 10:00 p.m.



Alcohol Awareness (Basic)

4 Hours

Bartenders, waiters, waitresses and other servers and sellers of alcohol must be aware of how alcohol affects people. Also, they must be aware of what their responsibilities are when serving and selling alcohol.

During this class session, you will learn how alcohol causes intoxication, how to intervene when you believe that your patrons are abusing alcohol, and what to do if a patron on your premises becomes intoxicated. You will learn the major laws, statutes, rules and regulations that govern the actions of all owners, managers, employees and patrons of licensed establishments.

This course is included in the Basic Mixology / Bartending course at no additional tuition.

Lesson #	Curriculum	Clock Hrs.	Description
Topic #1	Regulation of Alcohol	1 Hr	This section covers the D.L.L.C., Liquor licenses, and Risks both to the businesses and employees
Topic #2	Laws Regarding Establishments	1 Hr	During this session we discuss the Licensed Premises, Entertainment on the premises, and Violence on the premises.
Topic #3	Laws Regarding Age	1 Hr	We delve into the Legal Age in AZ., Identifying false I.D.s and Underage persons in Bars
Topic #4	Laws Regarding Intoxicated Persons	1 Hr	This section covers Intoxicated guests, Service Limitations, Knowledge of Alcohol, Monitoring Customers and Intervention Techniques and Management Policies.

Alcohol Awareness (Management)

4 Hours

All Managers, Licensees and Agents are required to attend a training class that has been certified by the Arizona Department of Liquor Licenses and Control. All material is taken from the Arizona Revised Statutes Title 4 and Title 13 and the Arizona Administrative Code Title 19.

Lesson #	Curriculum	Clock Hrs.	Description
Lesson #1	Management Training Program	4 Hr	Major topics included in this course are an Overview of the Arizona Department of Liquor Licenses and Control, Law Enforcement, Licensed Premises, Liquor Licenses, Management Requirements, General Business Practices, Disorderly Conduct and Acts of Violence. This lecture also covers Intoxicated Customers, Minors, and Dram Shop Liability.

The Alcohol Awareness Basic class is required before attending the Management Course.

Class Schedule

Classes are scheduled Fridays of each month
Course availability is dependant on enrollment.
Call for scheduled classes

Fridays	9:00 a.m. to 1:00 p.m. (Basic)
Fridays	1:30 p.m. to 5:30 p.m. (Mgmt)



Bar Magic

5.25 Hours

Great Ice Breakers to increase tips and popularity. Keep your customers entertained and in awe. They will keep coming back to you to see how it's done! (Of course, you'll never reveal the trick.) Everyone loves magic. Increase your popularity and be the life of the party!

The course tuition includes all props, equipment and detailed instructions taught by professional magicians. The student will be taught a minimum of (6) bar tricks to be used over and over.

Lesson #	Curriculum	Clock Hrs.	Description
Lesson #1	Floating Tricks	1.75 Hrs	This is truly one of the greatest magic tricks ever invented. Learn the techniques of floating items.
Lesson #2	Sleight of Hand	1.75 Hrs	Sleight of hand is the best way to learn basic magic. After learning the moves, it will be easy to do the same moves with other objects. Once you master this, you'll find it easy to perform many different types of tricks.
Lesson #3	The Miracle Gimmick	1.75 Hrs	Also known as the thumb tip, this is one of the greatest accessories invented for magicians. With this gimmick, you'll be able to perform close up tricks such as making a silk handkerchief vanish in your bare hands or cutting and restoring a rope.
Lesson #4,5,6	Combination Moves	1.75 Hrs	Using the previous lessons, the student will learn to amaze and entertain friends, family, customers and management.

Class Schedule

Classes are scheduled for the last Weekend of each month
Course availability is dependant on enrollment.
Call for scheduled classes

Saturdays 11:00 a.m. to 4:15 p.m.



TO TALK TO A REPRESENTATIVE CALL: 480 921-9925

Master Flairtending

5.25 Hours

The skills, knowledge, and confidence required to perform as a competent exhibition bartender are provided. This course will also increase the bartender's value to the establishment as well as increasing his/her income potential. The five hour course will cover flair techniques involving use of the mixing tin, beer bottles, liquor bottles and glassware.

The students will be expected to practice outside of class. Flairtending is an art, not a science. Everyone does things a little differently, and if it looks good, breaks nothing and makes the guest happy, then everyone wins

Lesson #	Curriculum	Clock Hrs.	Description
Lesson #1	Beginning Flair Knowledge	1.75 Hrs	A perfect place to start, these are the tricks used most often. The basics of flair are taught using Beer Bottles, Straws, Ice Scoops, Garnishes, Strainers and the Mixing Tins.
Lesson #2	Intermediate Flair Techniques	1.75 Hrs	Things are starting to heat up! This class starts to take on some style. You'll be using mostly full bottles and glassware to entertain your guests and adding tips to your pocket.
Lesson #3	Advanced Flair Practices	1.75 Hrs	Tricks during this portion take on a new dimension and the combinations are endless. This will teach combining the moves taught into a flawless routine.

Job Placement Assistance

While some students take our course for personal reasons such as meeting people, home use, or to bolster their restaurant management resume, most attend seeking a career. Job placement assistance is provided whether the graduate is seeking full time, part time, or private parties only.

The graduates enthusiasm, personality, people skills and aggressiveness determine how quickly they find employment. The graduate will have all the necessary bartending skills to work at the finest establishments. The school does give tips on finding employment, including dress code, conduct, and follow-up.

The school cannot guarantee employment, however the school receives calls from bar owners and managers who request our graduates for interviews. The school also calls local managers and owners to check on the progress of our graduates, as well as to check on any current openings that exist.

All fees paid are for tuition and registration only. The Certification of Completion will not be issued to a student unless all requirements, including payment of all fees, have been met. At the Student's request, upon successful completion of the course the school will assist each graduate in finding employment in the bar and restaurant industry.

The student simply contacts the school and lets us know what city he/she is moving to. We will then contact the school and set up an appointment for you to meet with their job placement director.

Arizona laws prohibits persons under the age of 19 from being employed as a bartender therefore any such person taking this course is doing it for their own satisfaction and enjoyment.

Enrollment Policies

The Bartending Academy maintains a complete open-door policy regarding admissions. The school reserves the right to require interviews with all applicants prior to acceptance. If, in the opinion of the Center Director, the applicant's chances of success are minimal, any tuition advanced by the applicant will be refunded in full. To maintain the integrity and high standards of the training programs no class credit will be awarded for previous service industry experience. The Bartending Academy accepts students without regard to race, religion, sex or national origin.

Calendar

Classes are held every week during the year. The school observes the following holidays: Memorial Day, Labor Day, Fourth of July, Thanksgiving Day, Christmas Day and New Years Day. Additional holidays may be declared by the School Director.

Attendance Policies

Students must complete the required hours of each curriculum to receive certification of workshop.

All students are required to sign in daily to receive credit. It is your responsibility to sign in. If you do not sign in, you will have to make up the class.

Lectures and demonstrations are scheduled for specific times. Please try to arrive 15 minutes before class begins to be sure you are here when the lecture begins. If you are late, you may have to make up the class.

Due to the limited size and availabilities of our classes, missing class is highly discouraged. If you miss a class session, you will be able to make it up at no cost, but will be dependent upon available openings. Check with your instructor for future class times and availability.

Student Conduct

Students are expected to conduct themselves in an acceptable manner, as mature adults, at all times throughout the course.

A student, who is disrespectful, intentionally disrupts or obstructs the presentation of the instructor or any other school activity will be considered for a dismissal from the course.

Activities deemed inappropriate include but not limited to:

- 1) Excessive profanity
- 2) All types of dishonesty including: Cheating, Plagiarism, or Forgery
- 3) Physical abuse of any person on school premises or at functions sponsored or supervised by the school
- 4) Theft or damage to the school premises or damage to the property of the member of the school staff on premises
- 5) Violation of the law on school premises in a way that affects the schools pursuit of its proper educational objectives. This includes, but is not limited to, use of alcohol beverages and / or controlled substances on the school premises.

Students will be suspended for the following conduct:

- 1) No attendance for a period of 30 days.
- 2) Continually disrupts lectures and class curriculum.
- 3) Does not follow class requirements for cleaning up and restocking
- 4) Attends class under the influence of drugs or alcohol
- 5) Theft from the instructor, students, or school

Any student suspended or expelled may not be able to complete the course. Each student will be evaluated on a case by case basis.

Probation is determined on an individual basis according to the nature and severity of offense. The student understands that all tuition is non-refundable in cases involving inappropriate conduct.

Tuition Policies

Applicant may cancel this contract and receive a full refund of all monies paid to date if cancellation is made in writing to Successful Bartenders L.L.C., d.b.a. Bartending Academy, and mailed/delivered to the East valley Campus address stated herein within (3) business days after the date of signature. All contracts not canceled within (3) business days after contract date of signature are valid and binding.

Students with valid and binding contracts who withdraw before scheduled class begins or before any kind of contract revision (i.e. start date, financing, times, etc.) shall receive a full refund of all monies paid less the \$50.00 non-refundable registration fee.

Students with valid and binding contracts who withdraw after scheduled class begins are responsible for full tuition and waive all right to a refund of any monies paid to date.

All credit card payments are valid and binding and subject to tuition policies.

Grievance Policies

If you have a question, complaint, grievance or dispute with the Bartending Academy, you must contact the school in writing at 1250 E. Apache Blvd., Suite 111, Tempe, AZ, 85281. If the student complaint cannot be resolved within 30 days, after exhausting the institutions, grievance procedure, the student may file a complaint with the Arizona State Board for Private Post-secondary Education. The student must contact the state board for further details. The state board address is: 1400 W. Washington, Room 260, Phoenix, AZ 85007.

Phone: 602-542-5709, Website: <http://azppse.state.az.us>

Any holder of this consumer credit contract is subject to all claims and defenses which the debtor could assert against the seller of goods or services obtained pursuant hereto or with the proceeds hereof. Recovery hereunder by the debtor shall not exceed amounts paid by the debtor (FTC Rule effective 5/14/75)