

**FOR IMMEDIATE RELEASE**  
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**National Restaurant Association Educational Foundation Launches New  
Collegiate Education Program in Partnership with American Express  
and Pearson Prentice Hall**

*NRAEF ManageFirst Program™ created with extensive industry and academic input*

**CHICAGO – February 2, 2006** – The National Restaurant Association Educational Foundation (NRAEF) today debuted the NRAEF ManageFirst Program, a unique, competency-based certificate program developed for colleges and universities. Created with input from more than 200 industry experts, including academics, operators, trainers, hiring managers and executives, the NRAEF ManageFirst Program focuses on 12 topics deemed essential for management success in the restaurant, foodservice and hospitality industry. The program is being offered exclusively through a partnership with Pearson Prentice Hall and is made possible by the generous contribution of Founding Partner American Express.

“Our goal is to offer educators and students a flexible program that covers the right topics and helps build the right skills that employers are seeking,” said Mary M. Adolf, President and Chief Operating Officer of the NRAEF. “The NRAEF ManageFirst Program is unique in that it focuses on content specifically identified by the restaurant and foodservice industry as essential for success and enhances our industry’s position as the cornerstone of career-and-employment opportunities.”

The NRAEF ManageFirst Program includes 12 competency guides (published by Pearson Prentice Hall), exams, instructor resources, certificates, a new credential, and support activities/services. Each competency guide aligns with one on-campus course, and an NRAEF exam is written for each guide topic. The NRAEF furnishes a customized certificate to students who pass each topic’s exam. Students can also earn a new credential – the NRAEF ManageFirst Professional™ – that designates their mastery of a set of core competencies in the NRAEF ManageFirst Program. For more detailed information on the program, please visit [www.nraef.org/managefirst](http://www.nraef.org/managefirst).

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“The NRAEF ManageFirst Program is an incredible resource for talent development within the industry, and American Express is proud to stand with the NRAEF in this critical effort,” said Hans Lindh, Vice President, Restaurant Industry, American Express Establishment Services. “Programs such as the NRAEF ManageFirst Program and the ProStart® Program are an important part of American Express’ strong commitment to the industry’s future.”

The NRAEF ManageFirst Program puts strong emphasis on management skills such as communication, financial and accounting skills, ethics and problem solving to better prepare students to meet career challenges. Educators also have the flexibility of pairing an NRAEF ManageFirst Competency Guide with the textbook of their choice. The NRAEF ManageFirst Program can be used at two- or four-year restaurant, foodservice, and hospitality programs, proprietary schools, and technical/vocational career education schools.

"We are excited about our partnership with the National Restaurant Association Education Foundation," said Robin Baliszewski, President of the Career, Health, Education and Technology Division of Prentice Hall. "Through this partnership we are able to provide a full suite of curricular solutions to enhance the teaching and learning experience for both instructors and students, while at the same time preparing students for successful management careers in the hospitality, restaurant and foodservice industries. The NRAEF Manage First Program represents the gold standard in industry driven content, and we are proud to partner with the NRAEF in bringing this exciting new program to the marketplace."

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For a printable version of this release, our news release archive or more information about the restaurant industry, please click on the link below:

[http://www.nraef.org/headline/headline\\_X.asp](http://www.nraef.org/headline/headline_X.asp)

*The National Restaurant Association Educational Foundation (NRAEF) is a not-for-profit organization dedicated to fulfilling the educational mission of the National Restaurant Association. As the nation's largest private sector employer, the restaurant and foodservice industry is the cornerstone of the American economy, of career-and-employment opportunities, and of local communities. Focusing on three key strategies of risk management, recruitment, and retention, the NRAEF is the premier provider of educational resources, materials, and programs, which address attracting, developing and retaining the industry's workforce. Sales from all NRAEF products and services benefit the industry by directly supporting the NRAEF's educational initiatives. For more information on the NRAEF, visit [www.nraef.org](http://www.nraef.org).*

**About American Express**

*Establishment Services is the merchant network of American Express, which acquires and maintains relationships with millions of merchants around the globe, which welcome American Express-branded Cards. American Express Company ([www.americanexpress.com](http://www.americanexpress.com)) is a leading global payments, network, travel and banking company founded in 1850.*

**About Pearson Prentice Hall**

*Pearson Prentice Hall is the world's largest publisher of academic and reference textbooks and is committed to providing the most innovative, flexible, and powerful educational materials available today.*