



Shining for the Fall

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As summer quickly fades in Arkansas, the focus shifts to the upcoming academic fall semester and the challenges that ensue. With anticipation, fall of 2012 will bring SHINE in the River Valley. This innovative program seeks to improve the economic viability of women employed as housekeepers within a 50 mile radius of Russellville Arkansas. Sharing Housekeeper Issues Not Examined in the River Valley will assist 40 female housekeepers to prepare for job readiness, develop industry related skills, and provide job training through American Hotel Lodging Association sponsorship. In addition, the SHINE program will increase economic and financial literacy and teach

budgeting skills. This program will be a multi-faced endeavor involving numerous key members of the community including educators, hotel management staff, banking personnel as well as medical professionals. With possible funding from the Women's Foundation of Arkansas, this intensive training will bring more students into the hotel and hospitality industry. In addition, hoteliers will have a more knowledgeable staff equipped to handle issues within housekeeping, as well as augment the entire lodging industry. This program will be an exciting opportunity for the entire state, as well as increase awareness of this diverse population of employees.

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