

Adventures in Hospitality

Dedicated to assisting and promoting the growth of hospitality and tourism in Maine.

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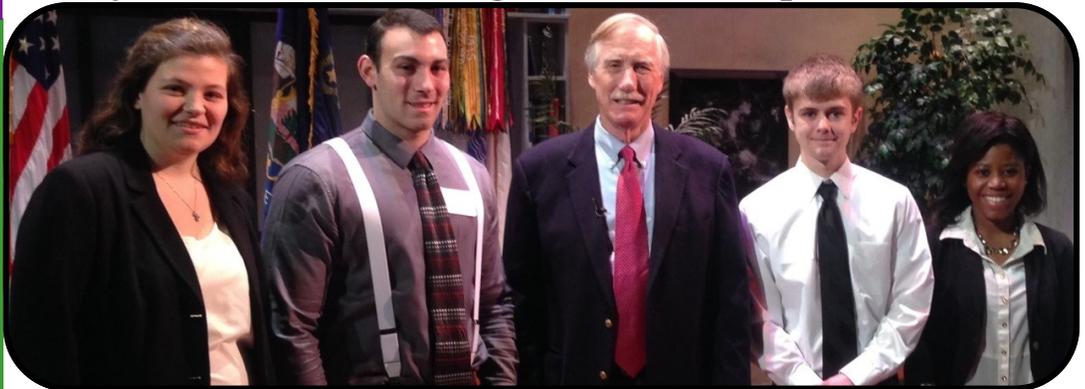
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Breakfast with Senator King ~ Husson Campus



Left to right: Husson students Jennifer Snow, Samuel Thomas, Senator King, Tyler Willey, and Vita Gould

Husson University School of Hospitality students greeted and registered guests attending “Breakfast with Senator King” on February 19, 2015. During the first hour of the event, the public audience enjoyed refreshments and conversed before heading in to the Gracie to listen to Senator King’s presentation entitled, “The 114th Congress: Where We Are and Where We Are Going—A Washington Update.” In his speech, the Senator spoke about the challenges and opportunities facing current members of the new congress, including environmental issues, health care laws, homeland security, and education reform. After the presentation, Husson students had an opportunity to meet with Senator King.

The “Maine Thing” is Hospitality Carolann Ouellette, Director *Maine Office of Tourism*

Each year, the Maine Governor’s Conference on Tourism presents an opportunity for our office to share the inside story on how our industry is engaging with potential customers, and the steps we are taking to attract both our most likely and most desired audiences. The 2015 Conference on March 18th will share new details about our campaign inviting visitors to find their “Maine Thing”, enjoy beautiful, natural surroundings while following their interests in a place that allows them to relax and be themselves.

Educating Maine’s tourism industry members on our marketing direction and tactics helps them coordinate and plan their own marketing efforts to benefit from the state’s larger program. Working together, we are successfully advancing the growth of tourism in Maine, with a 10.4% increase in visitation during 2014 over the previous year.

Everyone likes to get the inside scoop from the people who have the most informed take on what is happening. This is true for travelers as well as our industry

partners. In recent years, we have leveraged this preference by creating an “Insiders” marketing campaign that puts average Mainers in the limelight. Our Maine “Insiders” share their knowledge and excitement about the things they love best about our state, from hunting and fishing to surfing and skiing, to shopping and nightlife and more.

We believe our Maine “insiders” tell our story best. Husson’s hospitality and tourism students are on track to become our ultimate front-line “insiders,” playing a critical role as they welcome visitors to our state. Each will bring his or her own knowledge of Maine to the task of helping our visitors to discover their “Maine Thing”, and creating the overall vacation experiences that will help grow the tourism industry in Maine.

A critical component to creating a world-class vacation experience is providing exceptional customer service. Ellsworth M. Statler, founder of Hotels Statler Company, which was eventually purchased by Conrad Hilton in 1954, said – “Life is service. The one who progresses is the one who gives his fellow a little more— a little better service.”

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Meet Our Students

Andrew Farnsworth

My name is Andrew Farnsworth, and I am from East Machias, Maine. I am currently in my 2nd year of the Sport Management program at Husson University. I have been involved with sports since I could walk, and I wanted my love for sports to translate into a career.

The professors here truly have their student's best interests at heart, and go out of their way to make you feel comfortable. My two years have provided some amazing opportunities, such as doing a work study in my field, becoming a member of the Student Conduct Board, and becoming part of several smaller clubs and developmental organizations.

I plan to work at a YMCA in Rhode Island this summer, and intern with Seacoast United the following summer. My passion is to coach at the recreational level, so when I graduate from Husson, I plan to work in youth sports. My academic career is young, but I have high hopes and even higher expectations for the future.



Natasha Thompson

My name is Natasha Thompson and I'm a sophomore at Husson University where I am studying Sports Management.

I am from Skowhegan, Maine and I chose to attend Husson University because of its exceptional reputation, and its strong Sports Management Program. The teachers are remarkable, and go out of their way to make classes interesting and engaging. Coming to Husson University was

one of the best decisions I could have made for myself and it is a huge step in reaching my goal to become a coach and an athletic director.

While at Husson, I have become a member of two clubs; Hospitality, Sport & Tourism Management, and Student Government.

These clubs have provided a great experience for me. I have created relationships with people in the community and had the opportunity to give back to the community by volunteering in numerous activities and events for various organizations.

After I graduate with my master's degree in sport management and a minor in coaching, I plan to take any available opportunity that comes my way in order to reach my ultimate goal of becoming an athletic director at a university. This will be a challenging and rewarding road to travel, but I cannot wait to embark on that journey.



Vita Gould



Hi my name is Vita Gould, and I am from Saint Albans, Maine. I chose the Hospitality Management program at Husson University because the industry has always fascinated me.

I want to be able to travel and see the world as well as help other people who want the same experience by making it easier and more enjoyable for them.

One specific thing I really enjoy about my academic program is how the teachers encourage the students to enter the industry as soon as they can and how they are so helpful - not just with school work but also with finding internships and jobs as well.

After I graduate, I want to get a management position at a hotel or resort. I haven't decided if I want to stay in Maine or not, but if I do leave, I promise to return one day to help students like myself further their careers in this industry. I've also made a lot of friends through the program and I can't wait to see where everyone ends up.

Marisa Prestinari



My name is Marisa Prestinari and growing up in the popular tourist destination of Bar Harbor, Maine, I had a unique upbringing and an early exposure to the world of hospitality.

The work experience I had in Bar Harbor sparked my interest in what the hospitality industry had to offer, and Husson's School of Hospitality, Sport, and Tourism Management is helping me to explore my options.

The program at Husson University has provided me with an insight about the different branches of the industry, and has given me a comprehensive knowledge of its vast opportunities. Since my first semester at Husson I have had countless volunteer opportunities to get involved in the community and meet potential future employers and industry professionals.

The education and experiences I have had at Husson are invaluable and are the foundation I need for a successful career.

Hospitality, Sport, and Tourism Club News

Husson Volunteers: Bangor Parks and Recreation 2014 Halloween Bash



Left to right: Joe Chamberlain, Steven Hanscom, Brandon Grabkowski, Kai Pelchinn, Aisling Stevenson, Zach Barter, Rachel Freeman, Andrew Farnsworth, Cody Williams, and Patrick Ernst.

Students in the School of Hospitality, Sport, and Tourism Management volunteered their time to help the staff at the annual Bangor Parks and Recreation Community Halloween Party. Students assisted in various capacities, including running games and staffing the haunted house. It was a great opportunity for the club to connect to their inner child and have a great time while volunteering!

Holiday Gift Wrapping



Left to Right: Derek Walbridge, Jeff Turcotte

Each year Husson's Hospitality, Sport, and Tourism Club strives to demonstrate a sense of leadership in the community by hosting a signature event to benefit a local charity. This year they decided to provide holiday gift wrapping. Tips were solicited and all of the proceeds went to benefit the Bangor Area Homeless Shelter.

Husson University Homecoming 2014



Left to Right: Nick Russo, Natasha Thompson, Shelby Whitman, Jennifer Tracy, and Allana DeRusha

Students from the Hospitality, Sport, and Tourism Club volunteered to go the extra mile and connect with Husson alumni and homecoming visitors. Their job was to greet alumni and guests, provide them with directional assistance, give them general information, answer any questions, and promote Husson university.

Greek Dance



The St. George Greek Orthodox Church held its annual Greek Dance with the help of a group of Husson University volunteers. They took on a myriad of tasks including serving wine and food, supervision of children, and clean up. The students ensured that all of the guests were having a great time, and didn't have to worry about any details of the evening. It was a remarkable event that exposed everyone to an incredible Greek Dance culture.

The Husson Dream Team, Geaghan's Brothers Pub & Craft Brewery



Left to right: Peter Geaghan, Larry Geaghan, Andy Geaghan, Lisa Sturgeon, Donne Larrivee

Larry Geaghan, Owner

Husson Students have moved us forward in several areas of our business. When we started in 1975, running a business, while never easy, was far less complicated. In our first 20 years, we could not have foreseen the recent rapid growth of our business, the advancement of technology or the huge increase in government regulations. Our Husson graduates have been leaders in guiding us through these challenges. We have come to trust and rely on their business knowledge. They bring a wealth of knowledge to all discussions and know how to find answers to complicated and practical questions. Your former students have become the teachers.



Peter Geaghan, Owner

Geaghan's Pub and Craft Brewery is a high volume, fast paced environment. Quite often new employees can't keep up and are overrun by the pace. The Husson University students come in ready and able to hit the ground running. Their foundation seems to be built on a passion for customer service. An education focused on the hospitality industry gives these employees confidence and knowledge. Combining passion with this confidence and knowledge creates a powerful set of tools Husson University graduates bring with them. These graduates see the bigger picture in front of them. The fast pace is exciting and seems to spark ideas which has helped make us a better business. I believe in surrounding myself with smart, passionate, and hardworking people. My experience with Husson University graduates has shown me they are all that and more. They've become key members of our team and partners in our growth.

Andrew Geaghan, Owner/ Head Brewer

In an industry that is ever changing and developing with shifts in consumer and technological trends, I have found the students we work with from Husson University to be a huge asset in continuing to move us forward in positive and lasting ways. Regardless of the changing trends, however, the heart and soul of the hospitality industry and the key to success within it is always a deep care for people. This fundamental principle and understanding has tied all of our Husson students and alumni together and has been critical in their success. While there will always be learning curves necessary in transitioning text book ideals to real world practice, the students we have had the pleasure to work with and bring on staff have possessed both a solid grasp of the concepts and the wisdom to implement them into real world practice in effective ways. We are very pleased to have our connection with Husson University grow and will continue to look for qualified and passionate staff coming from their ranks as we continue to grow our business.



The Husson Dream Team at Geaghan's Brothers Pub & Craft Brewery



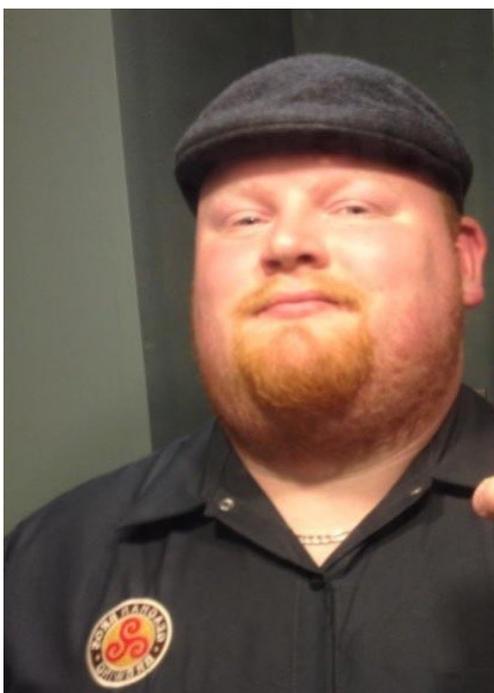
Lisa Sturgeon, Communications & Resource Manager, 2011 BS Hospitality Graduate, 2015 Graduate MBA Candidate in Hospitality

From a young age, I always knew what I wanted to do: exceed people's expectations and make their day a little brighter. Husson University was Husson College when I started my courses, and it is amazing how much we have both grown in a short time. Dr. Lee Speronis, director of the Hospitality program, is a great mentor and the growth he has brought to the program has opened many doors to new opportunities for Husson students. I was hired right out college with my undergraduate degree because of the skills Husson taught me and the connections I made with my internships. Two years after graduating with my undergraduate degree, I decided to continue my studies at Husson and I went back to pursue my MBA. I have since landed a great job with Geaghan's Pub and Brewery working on the communications and human resource side of the business. Every day I use the core principles of hospitality and how they apply to running a successful business like the Geaghan's Pub and Brewery.



Donne Larrivee, Assistant Brewer, 2014 B.S. Hospitality Management

Beginning my college career four years ago at Husson University was one of the best decisions of my life because it eventually led me to my dream job. I started as an undeclared major, but it didn't take me long to find the Hospitality Management Program. Joining the program and having Dr. Speronis as my advisor opened so many great opportunities for me. I recall telling him that I wanted to work in a local craft brewery and he immediately pointed me towards Brandon Kenney, a teacher at Husson and the Front-of-the-House Manager at Geaghan's Pub and Craft Brewery. Over time one thing led to another and I found myself working in the Geaghan's Brewery. I acquired skills from Husson such as communication, problem solving, the ability to work with a groups, and make sound decisions. Husson also requires community service hours which encourages students to get out into our community and meet new people. For example I have worked at the Chamber of Commerce Annual Dinner for the past three years and made many great connections. It is important to have experience in the community and not only in the classroom. I am extremely happy with the decision I made four years ago to attend Husson University, because it led me to my dream job; working in the Geaghan's Craft Brewery.



Brandon Kenney, MBA Front House Manager, 2013 B.S. & M.B.A Hospitality Graduate

In the spring of 2010, I made the official switch into the Hospitality, Sport, and Tourism program and very soon after joined the 5-year MBA program. It became crystal clear very quickly that restaurant operations was the direction I wanted my career to take me. At the time I was not only able to have the academic perspective of restaurant operations, but also had the privilege to acquire practical application through real-time management experience in my field of study. Communication, leadership, management styles, day-to-day functions, and exceptional guest service are among the countless numbers of skills that I am able to use in real-time. I love to see the effects of these skills on the staff members and guests that I come in contact with on a daily basis at Geaghan's. As a proud graduate of Husson University's Class of 2013, I can definitively say that I would not be where I am today if not for Husson University.



Tim Smith, 5th Year MBA Student at Husson

On Saturday, August 16, 2014, School of Hospitality students were honored for their generosity of service and time to the Eastern Maine Medical Center's Champion the Cure Challenge (CTCC). CTCC raises money and other support for research on new cancer treatments at the Lafayette Family Cancer Center. Tim Smith, a dual BS Hospitality and Tourism Management/MBA major, and Dean Marie Hansen accepted the award from Jonathan Henry, Vice President of Enrollment at Husson University and a cancer survivor. The presentation took place during the Survivor Ceremony following the completion of all of the races (road, bike and motorcycle). A great job to the hospitality students paying it forward!



A big thank you to Jen Snow for creating our logo.

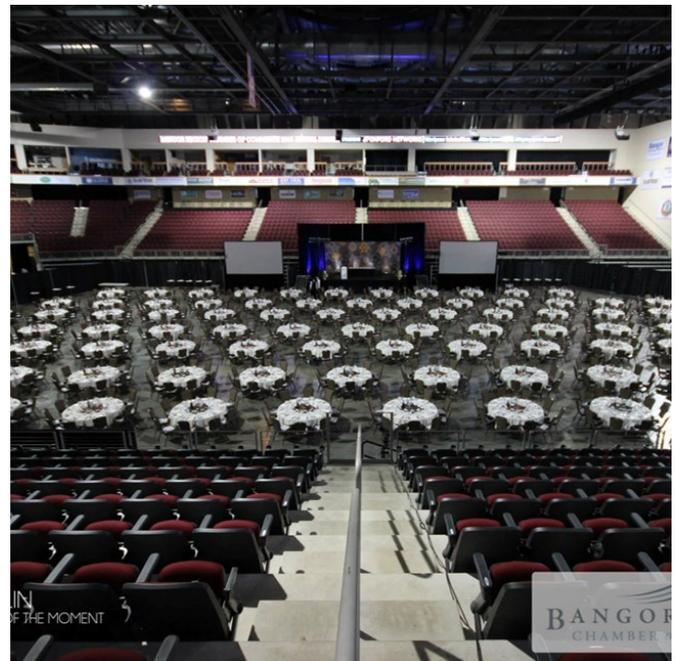
Husson University: Bangor Region Chamber of Commerce Partnership

The Bangor Region Chamber of Commerce drew more than 1000 business professionals to its Awards Dinner in January. As the largest annual dinner in Maine, an enormous amount of time and focus are spent in the planning process, building from a slow and steady pace in September to frenetic energy during the weeks leading up to the dinner. It is thanks to the Husson University's Hospitality Program that the Chamber can fulfill its mission to serve the business community in this key event.

The partnership that has been formed between Husson University and the Chamber of Commerce is one that serves both parties well. While Husson offers students the hands-on opportunity to work behind the scenes on a large-scale and important event, the Chamber benefits by having a number of willing volunteers to participate in the planning and implementation process.

Each year, several interns work from start to finish, helping to do everything from on-line research about gifts that will be given to attendees, to serving at the actual event.

To everyone who has served as an intern or volunteered for a few hours, a heartfelt thank you. Lee Speronis is a champion of the Husson program, advocating for getting students into the community through volunteer work and transitioning into good jobs upon graduation. It is the experience that they gain in the classroom and volunteer positions, that prepare students for life outside the classroom.



Connections

Continued from page 1: Carolann Ouellette The “Maine Thing” is Hospitality

The most valuable asset in the tourism industry is people. Success in the industry is related to growing individuals committed to providing world-class customer service. This means not only being friendly and welcoming, but truly understanding, anticipating and appreciating the individual needs of customers and guests. The combination of knowing your audience, telling your story and providing exceptional customer service will create not only a truly memorable guest experience, but also real business success.

Husson students are embarking on a wonderful journey and entering one of the top industries in the world. The travel and tourism industry connects people to people and other cultures, creates memorable experiences, and even enhances personal well-being, the well-being of familial relationships, and the well-being of the economy. We wish you all success in your careers, and our thanks for joining us in building this important industry in Maine!

Husson University Hospitality Career Fair



Husson University Hospitality students, Shannon Titcomb, and Shaye Domagala organized the 2015 Hospitality Career Fair located at the Center for Family Business at Husson University on March 4th. The event hosted 25 employers, representing over 120 properties. Approximately 130 students took full advantage of this opportunity to look for internships and future career opportunities. Potential employers included, Ocean Properties Limited, Lafayette Hotels, Epic Sports, The Sea Dog, The Migis Hotel Group, the Lucerne Inn and others.



Hospitality and Tourism Management Students Attend the Maine InnKeepers 2014 Annual Meeting and Conference

Students in the Hospitality and Tourism Management Program were able to attend the Maine InnKeepers Annual Meeting and Conference at Point Lookout in November, 2014, because of an award from the Provost's Office for SOARR (Supporting Opportunities to Advance Recruitment and Retention). Created as a competitive process, students submitted an essay for the opportunity to attend.

Jennifer Snow, Laura Brown, Lindsay Grotton, and John Butler attended general sessions and workshops and networked with the InnKeepers. Upon returning, they shared their experiences with hospitality classes, as an example of the quality of industry engagement students can expect while at Husson.



Left to right: Laura Brown, Lindsay Grotton, Marilynne Mann, Jennifer Snow, John Butler

Sport Management Partnership with Muscular Dystrophy Association (MDA)

The MDA, a nonprofit health organization specializing in sponsoring research to help individuals suffering from muscular dystrophy, has recently created internship opportunities for 4 or 5 Husson Sport Management students. The camp is designed to focus on each individual during a week-long stay and support them in attempting any activity their interested in. Run by volunteers and staff, the camp is offered to families at no cost.

For more information or to volunteer go to:
<http://mda.org/ways-to-help/volunteer>



From The Desks Of...

The Director & Assistant Professor Lee Speronis (Dr.S)

With the 2014-15 academic year nearing its end, our students, alumni, industry partners and faculty have enjoyed another fantastic year. Husson University's School of Hospitality, Sport, and Tourism Management (HSTM) continues to expand its sphere of influence both on and off campus in Bangor.

The state of Maine has recognized Hospitality as its number "1" employer and revenue generator. Husson students are finding excellent career opportunities upon graduation with their undergraduate and graduate degrees. The School of HSTM offers two BS degrees, two concentrations (2014-15), three minors, (2) five-year BS/MBA degrees and an MBA degree. The newest programs are the BS in Sport Management/MBA and BS in Hospitality Tourism Management degrees with a concentration in either Sales and Marketing or Entrepreneurship/Small Business. We are also very excited to offer Hospitality and Tourism Management degrees at our Southern Maine campus and our MBA program is offering classes for employee/students at Hollywood Casino.

Our affiliation with the American Hotel and Lodging Association, allows our students the opportunity to earn certification(s) in each area of study and as a member of ICHRIE our most successful students are invited to join the prestigious Eta Sigma Delta Honor society.

Our amazing HSTM students participate in a multitude of community service activities showing their dedication to "giving back." HSTM students took part in the Bangor Region Chamber of Commerce Dinner, Greater Bangor CVB Awards, NAC Conference Tournaments, Special Olympics, St. George Church dance, Susan G. Komen Race for the Cure, Champion the Cure Challenge, Ronald McDonald's House, Bangor Animal Shelter, and Bangor Homeless Shelter among many events. Twelve students are participating in various capacities at the 2015 Governor's Conference. Our 2015 job fair was attended by over 130 students and 25 employers representing over 120 properties.

Thank you to these amazing young people and to our industry partners who are making an impact by improving our world. Husson students/graduates are working all across New England and in New York, Pennsylvania, Maryland, North Carolina, South Carolina, Georgia, Florida, Texas and Utah!

Editors



Tim Smith, Student



Marilynne Mann, Faculty



The Program Manager Richard Fabri, Assistant Professor

We have enjoyed another exciting and successful year. We have witnessed many new and exciting accomplishments by our students and alumni. Recent graduates have gained employment with companies like the Philadelphia Eagles, a German football team, the University of Maine, and several other companies. Several of our current students have received academic and athletic honors, internship opportunities, and part-time employment opportunities with the sport field.

We continue to enhance our current curriculum and develop new opportunities. This fall, several new opportunities should be available to students. First and most exciting is the availability of a five-year Bachelor of Science in Sport Management/Masters in Business Administration degree program. Second, we are developing a minor in tourism and recreation management. The minor in tourism and recreation management will prepare students to pursue career options in the tourism and outdoor recreation field. The minor provides basic knowledge of recreation, tourism and park services, and an understanding of the benefits of leisure and recreation in our society. To complete the minor, students must take 18 hours of required courses which will provide undergraduates with the opportunity to explore recreation, parks, and leisure services. As part of this program, we are introducing an outdoor recreation programming class this fall. In addition, we still offer the coaching minor which satisfies the state of Maine coaching endorsement requirements.

This year, students have enjoyed new and exciting internship and community service opportunities. We have developed strong relationships within the past year with Maine Seacoast United soccer program, the Maine Red Claws, and Bangor Parks and Recreation. In addition, Hampden Parks and Recreation Program has hired two of our students to organize and lead their recreational programs.

I encourage all of our students to become active participants in their learning and professional development. Seek out new opportunities to become involved within the community, especially within the sport industry, join professional organizations, and expand your learning through reading professional journals and books. Together we can build a stronger future for all of us.



SCHOOL OF HOSPITALITY,
SPORT AND TOURISM
MANAGEMENT