



SCHOOL OF HOSPITALITY,
SPORT AND TOURISM
MANAGEMENT

Adventures in Hospitality

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

Inside

Volume 5 | Issue 1

Cover.....1

Conversation with Senator Collins
Interview with the Dean Hansen

Meet Our Students.....2

Vanessa Kent

Olivia Smith

Colby Downes

Andrew Curran

Hospitality & Sport Management
Club Events3

Kthe Cross Insurance Cente.....4-5

Community Connections.....6-7

2015 Governor's Conference

Bangor Parks & Recreation

Husson University Career Fair

Interview with the Dean cont'd....

Chamber Of Commerce Dinner

From the Desks of.....8

The Director

The Program Manager

Conversation at the Center for Family Business with Senator Collin



From left: Beth Patterson, Stephanie Ament, Aaron Willis, Kathrine Medeiros, Lindsay Grotton, Jennifer Tracy, John Butler, Senator Collins, Josh DeLima, Shelby Whitman, Luciano DeLima, Marisa Prestinari, Brandon Reilly, Ashley Reynolds, Dr. Speronis

On February 18, 2016, Dr. Nancy Forster-Holt held a lunch-hour Conversation session with Senator Susan Collins at the Center for Family Business at Husson University. Students from the College of Business attended as Dr. Forster-Holt asked Senator Collins questions about her family's business and what it takes to run a family-owned business, especially in the State of Maine. Senator Collins gave the students a lot of great advice; telling them to always follow their dreams and to go for it. After the question and answer session students had the opportunity to ask Senator Collins their own questions and to meet her personally.



Interview: Dr. Marie Hansen, Husson University Dean of the College of Business

Q. Please discuss the strengths of the business and hospitality programs offered at Husson University.

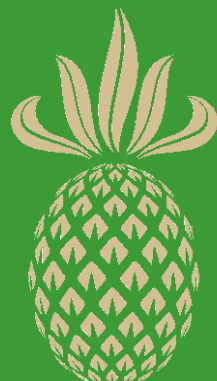
A. The School of Hospitality, Sport, and Tourism Management resides under the College of Business at Husson University. For a student interested in pursuing a vibrant career in hospitality, there are a variety of degree options. A student can follow the traditional bachelor degree in Hospitality and Tourism Management or, with only one more year (30 credits), a student can earn both a BS and MBA degrees with a concentration in Hospitality Management. Further, students can accelerate course work and complete a 4-year bachelor degree in three years or a 5-year BS /MBA degree in four years.

An undergraduate student can choose a concentration in Sales and Marketing or Small Business Management in addition to bachelor's

degree courses. Students from other majors can pursue a minor in Hospitality Management, Tourism or Recreation or a certificate in Sales with a hospitality-based internship.

Q. How do our hospitality programs differ from programs offered at other schools? What makes our program special, and why would students choose to come to Husson for this program instead of somewhere else?

A. There are several distinguishing factors of our Hospitality Program. First, the faculty bring a broad array of experience from the real world into the classroom, such as restaurants, economic development, tourism, hotel, small business and management, in addition to strong academic credentials. The faculty still maintain connections to their hospitality related occupations.



Continues Page 7

Meet Our Students



Vanessa Kent

I came to Husson University after retiring from the Maine Air National Guard. I am finishing a BS/MBA in Hospitality and Tourism Management expecting to graduate in December 2016. I live in Glenburn with my husband and my two daughters and work as a part-time sales

and marketing trainer for an online retail company marketing environmentally safe products. I am an active member of The Rock Church in Bangor, mentor individuals looking to reach personal and professional goals in their leadership abilities.

Recently, I completed my internship at the Bangor Region Chamber of Commerce working with two fantastic fellow classmates to help plan and organize the largest sit-down dinner north of Philadelphia; BRCC Award's Dinner, 2016. Working in hospitality is exciting and rewarding because we get to help people and watch large scale plans come together and impact the community. I am interested in the challenging and fast-paced environment of GM for a large hotel or event planning for major events. I am looking forward to graduating and helping the community grow travel and tourism in Maine. It has been a blast getting to know my fellow students, watching everyone grow and work together to achieve goals as we move forward toward a prosperous future.

Colby Downes

I am from Brewer, Maine, and when I graduate I will have a master's degree in Hospitality and Tourism Management. I fell in love with the hospitality industry when I started working at my current job at a hotel in Bangor. The following semester, I changed my degree program..

Based on work experience and knowledge of the industry, I have been able to learn every position at my current job and move up the ladder to my current management position. I give a lot of credit to my education at Husson University because of the professors and the experience they bring to the classroom. Without them I would not have the management skills that I now use on a daily basis. Husson University has provided me with the knowledge I need to be successful as well as putting me on the right path in the industry while still in school; giving me the great opportunity to put into practice what I am learning in the classroom. My skills will allow me to continue to rise in my current job and open doors in other areas as I build a successful career .



Olivia Smith

I am from Calais, Maine, and this is my first year attending Husson University in the Sport Management Program. I chose this major because of my passion for athletics.

I am currently a member of the Husson Softball Team which allows me to continue active involvement in sports while working towards my degree. I chose Husson because of small class sizes and personable professor who are willing to guide you throughout your academic career.

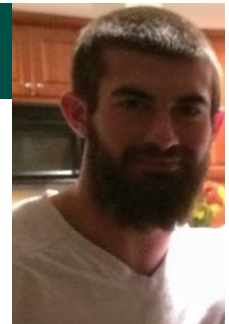
In my future, I plan to work as an activities director at a tropical resort. I look forward to the internship opportunities that Husson can provide. I know my education at Husson University will prepare me for my dream job.

Andrew Curran

I am from Hampstead, New Hampshire and in my 4th year at Husson in the Sport Management Program. Sports have been a major part of my life growing up and continue to be important to me to this day. I feel this program is a great fit where I can use my love of sports and make a career out of it.

All of the professors at Husson are great and really go above and beyond for students. Last year they helped me find a great summer internship opportunity at Seacoast United in Hampton, New Hampshire, where I gained a lot of valuable experience in real world situations. I have played on Husson's baseball team for four years and had a work study job for the athletic department this past year. I have been able to build great relationships and give back to the community through numerous volunteer opportunities at places like the Ronald McDonald House and the Chamber of Commerce dinner.

The programs at Husson do a great job of getting students ready for life after graduation. They work hard to make it as smooth of a transition as possible. After I graduate with my master's degree I hope to start working toward my goal of becoming an athletic director. The combination of education and experiences I have received here at Husson have given me all the tools I need to achieve my goals.



Hospitality Association and Sport Management Club Events

Hospitality and Sport Management students volunteering in the community and attending events...



Students wrapping gifts to raise money for the Bangor Homeless Shelter



Students Volunteering at the St. George Greek Orthodox Church Dance



Students purchasing Christmas presents for Adoptive and Foster Families of Maine, Inc.



Guest Speaker Dennis Lewin talking with Hospitality and Sport Management Students



Students attending the Boston Celtics Career in Sport Speaking Series



Students showing school spirit at Husson University Homecoming



Students cooking dinner at the Ronald McDonald House in Bangor

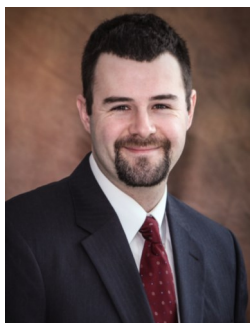


Students volunteering at the Taylor Tip-Off Classic

The Cross Insurance Center Working with Husson University



Offering first class hospitality and providing an unparalleled experience, the Cross Insurance Center offers something for everyone. Our arena, grand ballroom, and meeting rooms total over 52,000 sq. ft. of meeting and entertainment space. The venue plays host to concerts, basketball games, trade shows, meetings, consumer shows, banquets, and much more. Cross Insurance Center is the largest multipurpose facility in the state of Maine and there is a lot that goes into managing a facility of this kind and size.



Joe Imbriaco
General Manager

Spectra, the management company overseeing Cross Insurance Center, has enjoyed a fruitful relationship with Husson University in several areas that directly affect our operations. For us a role that we hold in

very high regard is serving as the home of Husson's commencement, but it is our interaction with Husson students before graduation day that is really special.

I have had the opportunity to work in several university venues along the east coast and the support and quality of students we receive from Husson are superior, bar none. Working with Dr. Speronis we've been able to solve several staffing challenges while providing a real work environment for student workers. Being a hiring manager in a unique field, I'm always looking for real world experience on resumes so that I know there is some understanding of the dynamic environment that we operate under.

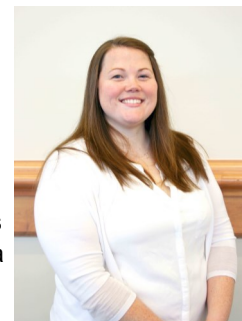
Thanks to our partnership with Husson, I have no reservations about Husson students. I have had several opportunities to visit campus and speak in various classes. I have been very impressed by the class content and structure. We continue to look forward to finding new ways to find synergy between our building and Husson.

Tiffany Sun
Director of Sales and Marketing

As the Director of Sales and Marketing for the Cross Insurance Center, my responsibilities are to oversee the sales for the convention center space and advertise and promote the venue and the events taking place within the facility. To do this job, I have a staff of four full-time employees and one intern.

I've worked in the hospitality and events industry for over eight years and I have to say that we're very lucky to have Husson University in our back yard. The principals of the Hospitality and Tourism Program at the University are a perfect match for a venue such as ours. We strive to operate the Cross Insurance Center with an economic-conscious mentality, and to provide a clean, safe, and well-maintained facility with an unmatched unique experience. The knowledge and experience with which the Hospitality and Tourism students graduate is substantial, and I can personally say that I've seen it firsthand. Both employees in the marketing department at Cross Insurance Center are Husson University Graduates and they were able to flawlessly step into their full-time roles when hired. We've also had the pleasure of having several interns from the program over the last 21/2 years who have helped us with developing marketing reports, generating sales leads, growing our database, creating email templates for sales outreach, working events, and much more.

The professors at Husson prioritize getting their students hands-on experience in the workplace by helping them find internships, having guest speakers from the industry in their classrooms, and by involving them with events such as the Bangor Region Chamber of Commerce Annual Dinner, so they graduate as hireable individuals. I look forward to watching our relationship with Husson University, in particular the Hospitality and Tourism Management Program, grow over the years and watching the students from the program grow into professionals with jobs in the Bangor Region.



The Cross Insurance Center Working with Husson University



Yasmeeen Badich, Marketing Coordinator, 2014 BS Hospitality Management

When I first started applying to colleges, I always thought leaving Maine was the path I was going to take. If you asked me then where I would have seen myself going to school and working afterwards, I would have never said Husson University and Bangor. Flash forward 6 years and staying in Maine, going to Husson University, and working in Bangor is my reality and it has been the best decision I could have made. I started in the Business Administration program with a concentration in Marketing. Marketing was always what I wanted to do and no one could change my mind. I went to see Dr. Speronis hoping that he would take me on as his advisee, and he changed my mind. I became a student in Hospitality Management with a focus in Marketing. There was no marketing concentration or minor in the Hospitality program, but Dr. S assured me he would do what he could to tailor my classes to what I wanted to do.

During my time at Husson, the hands on experience I had and classes I took, both Hospitality and Business / Marketing definitely propelled me to where I am now and the successes I have accomplished. I left school with the skills I needed to secure a job right out of school, which is a true accomplishment. I was able to complete two internships at the Cross Insurance Center before graduating. Being able to apply the skills and knowledge I received from Husson eventually led me to a part-time position at the venue as a Marketing Assistant and shortly after a full-time position as a Marketing Coordinator. My job at the Cross Insurance Center blends my love for and understanding of Marketing and Hospitality perfectly. I am lucky to be able to enjoy my job daily while connecting with people, building relationships, presenting superior guest service while applying my marketing brain promoting, advertising and selling events that take place at the Cross Insurance Center.

Chris McGrail

Groups and Premium Services Manager, 2012 BS Sport Management

Originally, Husson University wasn't even on my radar as far as education, so I left Maine and attended a school in Massachusetts. I decided to transfer to Husson after my first semester, which was probably the best decision I could have made for myself and my career. When I arrived on the Husson University campus, I instantly felt comfort knowing that my education was in great hands. I couldn't quite nail down a degree track, and changed several majors my first three of four semesters, until I landed in the Sport Management Program. During my time at Husson it became clear that arena management was the direction I saw my career path going.

Husson provided me with numerous opportunities in the sport management field of study. This included gaining experience in the Husson athletic department, an internship with the University of Maine athletic department, and an internship with Georgia Games in Atlanta, GA. I am now the Groups and Premium Services manager at the Cross Insurance Center. My main responsibilities are to sell group tickets for family shows and work with our club seat holders to ensure that they have all of the information regarding every arena show.

I strongly believe that my professional success is directly related to the time spent at Husson. Networking is a crucial part in finding a job after graduation and with the help, connections, and guidance of Dr. Speronis and Dr. Collins, I found a job with the Cross Insurance Center in 2013. One of the best parts about this particular job is that not one single day is like the last, which makes it easy to love what you do. Advice I can give is to always listen to your professors, network and develop relationships with people in your industry, focus on your internships, volunteer your time, and work as hard as you possibly can. As an extremely proud graduate of Husson University, I can honestly say that I wouldn't be working in this career field without the guidance and encouragement of the many people I had the pleasure of meeting during my time at Husson University.



Jennifer Tracy Sales & Marketing Intern, 4th Year MBA Student

I started Husson University in a different degree program, but under the guidance of Dr. Speronis learned that the hospitality field was a better fit for me. In 2014, I enrolled in the 5-year MBA program in Hospitality, Sport, & Tourism Management which opened the door of opportunity to intern at the Cross Insurance Center. I worked with the event managers in my first internship and was asked to continue as an assistant in the Marketing and Sales Department. Through the partnership between Husson University and the Cross Insurance Center, I have been able to gain valuable work experience in various departments in the hospitality industry before I graduate.

2015 Governor's Conference on Tourism: March 18, 2015 Augusta Civic Center

*Marie Hansen, J.D., Ph.D.
Dean, College of Business*

Thank you to Dr. Lee Speronis and Marilynne Mann Stinson for sharing their experience with students at the Governor's Conference in 2015.

The Governor's Conference on Tourism is a yearly statewide event promoting the number one industry in the state. The event is sponsored by the Maine Department of Economic Development and the Maine Office of Tourism. Our students have been awarded 10 scholarships to attend this conference each of the last 5 years. Husson University acts as a sponsor and has a booth at the conference promoting our Hospitality, Sport, and Tourism Management degree programs.

The students work in several booths during the trade show and attend various workshops and seminars. Husson University College of Business also donates a \$500 certificate as an award presented by the Maine Office of Tourism and Husson to an attending business for use by an employee toward enrollment in a business course. The 2015 drawing winner was the Bar Harbor Inn.



Pictured from left: Carolann Ouelette, Director of the Maine Office of Tourism, joins Husson's Dr. Lee Speronis, Timothy Smith, Jordan Codrey, Colby Downes, Casey Scott, Laura Brown, Jennifer Snow, Lindsay Grotton, Vita Gould and Marilynne Mann.



*Submission by Tracy Willette
Director of Bangor Parks & Recreation*

The relationship we have developed with the faculty at Husson University has created a great resource for us. It has connected us with students from the Hospitality and Sports Management program that have been employees, volunteers, along with working with us through the internship program. In addition, members of our staff have been able to speak to a variety of classes which allows us to make a connection with potential professionals in the Parks and Recreation field. The continued rapport we have with faculty and students in the Hospitality, Sport and Tourism Management program at Husson University has been a great asset for Bangor Parks and Recreation.

Hospitality, Sport & Tourism Management Career Fair, Husson University

Husson University student Marisa Prestinari organized the 2016 Hospitality, Sport & Tourism Management Career Fair. Held at the Center for Family Business located at Husson University on March 1, the Job Fair represented an impressive list of over 150 hospitality properties. Approximately 130 students took full advantage of the opportunity to network and search for potential internships and careers. Potential employers included: Ocean Properties, Bangor Parks & Recreation, Darling's Waterfront Concerts, Hollywood Casino, Maine Course Hospitality Group, and many others.



Pictured from left: Kristina Hoke, Lindsay Grotton, Vita Gould, Jennifer Snow, Colby Downes, and John Butler.

Connections

Interview: Dean Hansen (continued from page 1)

Second, students pursuing hospitality degrees engage in internships. The majority of internships are paid positions which often lead to jobs post-graduation. Third, students continue experiential learning in the classroom and through opportunities on campus. For example, The Center for Family Business is an “experiential learning laboratory” that provides an option for students to learn event planning and coordination of small to large audiences while volunteering or interning. Finally, the number of connections that can be made through working with faculty, students and the community are endless. Every year we have more requests for students to fill jobs than the number of students available. Hospitality continues to be one of the fastest growing industries in the United States and Maine in particular.

Q. How are Husson University students management-ready upon graduation?

A. Hospitality undergraduate and graduate courses emphasize management and leadership in courses which include team projects, community volunteer opportunities and a minimum of two internships. Courses such as Supervision in Hospitality Management, Sales and Sales Management, Organization Management, Small Business Management, Management Communications, Leadership in Business and Professions, Advanced Front End Operations, Managing Service, and Global Strategic Management, all contribute to a strong knowledge base for students to be management-ready when they graduate.

Q. Can you please discuss the articulation agreements Husson University has in place?

A. The undergraduate hospitality program accepts credits in hospitality or culinary courses from Regional Technical Centers in Augusta, Caribou, Lewiston and the United Technologies Center in Bangor. Further, students in associate degree programs at Eastern Maine Community College, Central Maine Community College, Southern Maine Community College and York County Community College find that credits easily transfer upon graduation to make achieving a bachelor's degree possible in two years or less.



SCHOOL OF HOSPITALITY,
SPORT AND TOURISM
MANAGEMENT

All the Pieces of the Puzzle

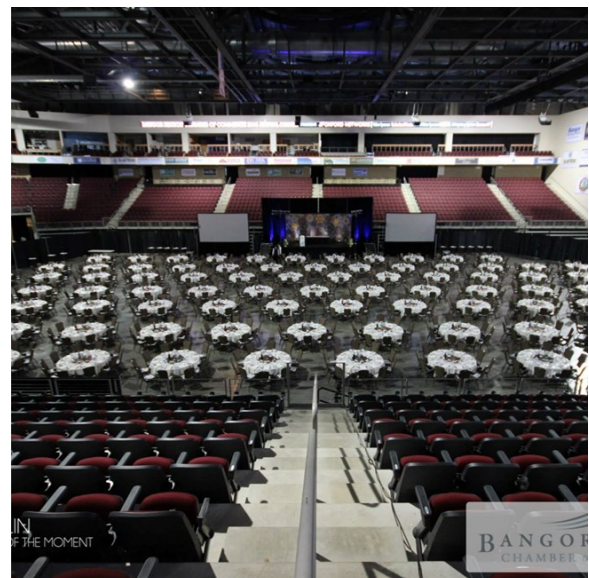
Bangor Region Chamber of Commerce Annual Dinner 2016

The Bangor Region Chamber of Commerce entertained more than 1040 business professionals at the Annual Awards Dinner in January 2016. As the largest annual dinner north of Philadelphia, a great deal of time and focus was spent in the planning process, building from a glimmer of an idea into an event not to be missed. The volunteers provided by Husson University's Hospitality Program and the Baseball and Softball teams are the only reason the Chamber can fulfill its vision to serve the business community in such a magnificent way.

Vanessa Kent served as lead intern for this year's project working closely with Shelley Sund and Kate Fray at the Bangor Chamber. Caroline Snow and Brandon Reilly were the assistant interns helping to make sure all the details were fulfilled to make the event a smooth process from beginning to end.

Starting right after Christmas, the interns worked hundreds of hours creating, cutting, organizing, counting, and packing the many different items needed to create the perfect atmosphere. Vanessa was also responsible for making sure there were at least 67 volunteers scheduled and prepared to work the event. After countless hours and emails, with the help of Caroline and Brandon, the Chamber had over 80 volunteers step up to help make this event the best dinner yet.

To all the volunteers who sacrificed many hours to promote Husson University, we send out a heartfelt thank you. Please know you are appreciated. A special thank you to Dr. Lee Speronis for his guidance and leadership to make this event a great opportunity for the students to impact the community in a real and powerful way.



From The Desks Of...

The Director & Assistant Professor

Lee Speronis (Dr. S)

As we pass the mid-point of the academic year, 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.

Twelve students and faculty will participate at the 2016 Governor's Conference on Tourism at Sunday River in March. The 2016 School of HSTM job fair topped last year's event showcasing 125 students and employers representing over 150 properties.

The State of Maine recognizes hospitality as its #1 employer and revenue generator. Husson students are finding excellent career opportunities upon graduation. The School of HSTM offers 2 BS degrees, 2 concentrations, 3 minors, 2 5-year BS/MBA degrees and an MBA degree. The newest programs are a BS in Sport Management/MBA and BS in Hospitality Tourism Management with a concentration in either Sales and Marketing or Entrepreneurship/Small Business. We are very excited to offer Hospitality Tourism Management degrees at our Southern Maine Campus and the MBA program offers classes for employee at Hollywood Casino.

National affiliation with the American Hotel and Lodging Association allows our students the opportunity to earn certifications in specific areas of study. International membership of ICHRIE provides access for our most successful students to join the prestigious Eta Sigma Delta Honor Society. Our programs use professional simulations from prestigious educators RedGlobal and STR.

Faculty continue to add to their qualifications academically and professionally in their respective areas of study. Off-campus relationships continue to benefit students with opportunities. Four adjunct professors are directors/managers in their fields and two are Hospitality MBA graduates.

Our amazing HSTM students participate in a multitude of community service activities showing dedication to "giving back." 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, McDonald's House, the Bangor Animal Shelter and Bangor Homeless Shelter.

Leaders even before they graduate, HSTM students are employed part- or full-time before while in school. In fact, our tremendously successful internship program is placing graduates at a rate of 98%. From graduates 2009-2015, come 5 general managers of hotels and 14 assistant managers in casino operations, food & beverage and hotel operations. The School of HSTM has placed students in management positions in sales, marketing, human resources, customer relations, finance and event planning. The skill-set HSTM graduates develop is readily integrated into any management position. Thank you to these amazing young people and our industry partners who impact and improve our world. Husson students/graduates are working all across New England, in New York, Pennsylvania, Maryland, North Carolina, South Carolina, Georgia, Florida, Texas, Arizona and Utah!



Program Manager - Sport Management

Richard Fabri

As we progress towards the end of the 2015-2016 academic year, we continue to expand our students and curriculum growth on and off campus. Our students continue to enjoy exciting internships and community service opportunities. We have continued to maintain strong relationships with community partners, such as Bangor Parks and Recreation Department, Maine Seacoast United, and Hampden Parks and Recreation Department, while continuing to develop additional collaborations. This past year, we have developed internships and experiential projects with the Old Town/Orono YMCA, Cross Insurance Center, Old Town Recreation Department, the Portland Red Claws, the Muscular Dystrophy Association Summer Camp, and the Maine Basketball Hall of Fame. All of these organizations have wonderful internship opportunities to offer students.

Our Sport Management (SM) students continue to make a difference within our community through hundreds of hours of community service. This year they gave back to the Bangor Community participating in several community events, including the Taylor Tipoff Classic, volunteer coaches at the Old Town/Orono YMCA, Old Town Recreation Department, and assisting with several community Halloween events and festivals.

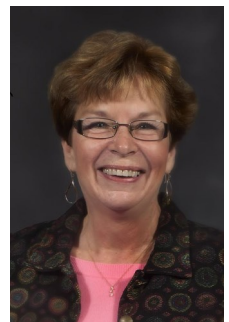
One of the more interesting projects we became involved with is the development and implementation of an economic impact study with the Senior League World Series held each summer at Mansfield Stadium. SM students assisted with the development of the implementation of the research project. The final step will include presenting the results to the Bangor Parks and Recreation Department as well as at Husson University's Research and Scholarship Day. We have also been asked to perform a second economic impact study for the 2016 Kenduskeag Stream Canoe Race.

I would like to thank our community partners and students for their hard work. I continue to encourage our students to become active participants in their learning and professional development. Continually seek out new opportunities to become involved within your community and continue to build your resume. Join professional organizations and expand your learning by reading professional journals and books. Together we can build a stronger future for all of us.



Kathrine Medeiros, Student

Editors



Marilynne Stinson, Faculty