2017–2018 ACADEMIC YEAR

FACULTY & STAFF

Dr. Wayne Smith, Ph.D.
Chair & Associate Professor

Dr. John Crotts, Ph.D.
Professor

Dr. Steve Litvin, D.B.A.
Professor

Dr. Bob Frash, Ph.D.
Associate Professor

Dr. Brumby McLeod, Ph.D.
Associate Professor

Dr. Daniel Guttentag, Ph.D.
Assistant Professor & Director, Office of Tourism Analysis

Jeremy Clement, M.B.A.
Instructor & Internship Coordinator

Melinda Patience, M.S.
Research Coordinator, Office of Tourism Analysis

Adam Swalley
Administrative Coordinator

CONTACT INFORMATION

Physical Address:
5 Liberty Street, Suite 300
Charleston, SC 29424

Mailing Address:
Department of Hospitality & Tourism Management
School of Business, College of Charleston
66 George Street
Charleston, SC 29424-0001

Phone:
843-953-7992
MISSION STATEMENT

The Department of Hospitality and Tourism Management, in the School of Business, at the College of Charleston will be a world-class program in undergraduate and graduate studies by providing students a high-quality comprehensive education supported by faculty research and extraordinary experiential learning opportunities, made possible by its premier global tourism destination location, with the intention that its students become life-long learners who are guest-focused, ethical, innovative, globally aware, computationally fluent, and effective communicators who will flourish through synthesis of the modern dynamic business environment.

DEPARTMENT GOALS

The Department of Hospitality and Tourism Management has worked closely with the School to ensure the four goals stated have been incorporated into our courses to enable the students to utilize these skills.

COMMUNICATION SKILLS:
Students will demonstrate the ability, via both the written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

QUANTITATIVE FLUENCY:
Students will demonstrate real-world development of relevant computational skills.

GLOBAL CIVIC RESPONSIBILITY:
Students will be able to integrate knowledge and skills in applications that facilitate student articulation and response to social, ethical, environmental and economic challenges at local, national and international levels.

INTELLECTUAL INNOVATION AND CREATIVITY:
Students will be able to demonstrate their resourcefulness and originality in addressing unscripted problems by applying and building upon knowledge and life experience.

STRATEGIC PRIORITIES AS THEY RELATED TO THE COLLEGE'S STRATEGIC PLAN

- Develop Nationally Recognized Graduate Programs
- Develop and Retain a Highly Qualified and Diverse Faculty and Staff
- Recruit, Enroll and Retain an Academically Distinguished, Well-prepared and Diverse Student Body
- Enhance Co-Curricular and Extracurricular Programs For the Holistic Education of Students
- Collaborate with Local, National and International Institutions To Leverage Higher Education For a Stronger South Carolina
STRATEGIC HIGHLIGHTS

The Strategic Pathway to Excellence for the Hospitality & Tourism Management includes:

Clements, Jeremy
1. Integrate Experiential Learning into:
   HTMT/ARTM 362-Events Management
   HTMT 360-Project Management
2. Development of Events for HTMT 362/HTMT 360
   ISTTE Annual Conference
   Charleston Opportunity Fair
3. Election to ISTTE Executive Board
4. Negotiations for MOU with Dublin Institute of Technology
5. Use of FluidReview software to streamline Internship Process

Crotts, John
1. Sabbatical in Fall of 2017
2. Experiential delivery of HTMT 352, 353 and 355
3. MBA 560-Negotiations Skills, Personal Selling and Sales Administrations
4. Scholar teaching courses in Austria (HTMT 352, 355)
5. North American Regional Editor of Tourism Management
6. Hospitality and Tourism Book in process

Frash, Bob
1. HTMT 488 revisions and improvements
2. Negotiations for MOU with Universities in Austria
3. Servis1st donation to HTMT 488 capstone awards
4. Contributions to MBA program on Revenue Management
5. Named Honorary Commander by US Armed Forces at Joint Base Charleston

Daniel Guttentag
1. Director of Office of Tourism Analysis
2. Taught HTMT 210 and MBAD 531, both new preps
3. Editorial Board: Tourism Recreation Research and Journal of Tourism Futures
4. Commenced various research projects, mostly focused on Airbnb
5. Over 500 citations since 2017

Litvin, Steve
1. Fulbright Ambassador
2. Over 2000 citations on Google Scholar
3. Bachelors Honors Advisor
4. Meritorious Status from College of Charleston
5. "Most Awesome Scholars in Tourism" from Women Academics in Tourism

McLeod, Brumby
1. Study Abroad -Destination Management in Iceland (HTMT 360)
2. Study Abroad- Adventure Tourism in Banff, Canada
3. Recruitment of MBA students
4. Significant research in Short-Term Rental Market
5. U. S. Fulbright Scholar
6. 3-year $180,000 grant - Measure and Monitoring Program for Short-Term Rentals.
7. Short Term Rental Compliance Program with City of Folly Beach and the CACVB

Smith, Wayne
1. $250,000 raised for HTMT programs
2. Hosted REACH Students in HTMT 210 and HTMT 310
3. First Year Experience Learning Community and offered course in Fall 2015/Spring 2016 with English 110/HTMT 210
4. Lowcountry High School Teachers Workshop for local education in HTMT
5. Host 2017 International Society of Travel and Tourism Educators Annual Conference
6. Directed Hospitality Innovators Fellowship and secured funding for student entrepreneurs
Our program continues to attract students from all parts of the United States and abroad. This growth remains possible with the collaboration of faculty and the prized location of the College. Charleston has been recognized as the number one tourism destination in the country and the world several years running. The newest retail growth spurt has given our students a greater number of career opportunities and made our program even more attractive. We have one of the largest advisory boards at the College, which gives us the opportunity to grow and change but still supports our students, with awards, scholarships, various types of internships and other workplace experiences.

"Growing Pains"
Currently, Charleston is experiencing an enormous growth spurt, and with the addition of fifty new residents each day it gives the hospitality and tourism sector new challenges. Charleston is still the #1 city in the world for hospitality and is thus highly regarded for work and leisure. Hotels, resorts, restaurants, cruise ships, conferences, event planning, attractions, recreation sports, and airlines are among some of the employment opportunities available.

With growth comes growing pains, and the Hospitality and Tourism Management Department is working diligently to help meet these growing needs. Being part of an AACSB accredited business school and having world-renowned researchers give our program the needed appeal to attract national and international students interested in pursuing a career in the hospitality industry. The HTMT major, minor, and concentration now has over 350 students, including a concentration in the MBA program. Our courses have a quantitative focus with a hands-on approach.

The Hospitality and Tourism department recognizes the need for a global perspective to remain competitive and maintains partnerships and relationships across the world. This includes, but is not limited to, faculty and student engagements in Austria, China, Germany, Dubai, and Iceland.

The department was pleased to host two major events this academic year: The International Society of Travel and Tourism educators national conference and the Hospitality Opportunity Fair planned and executed by our event management courses. Our two HTMT list servers and Facebook also keep the students and alumni engaged with the College and program, even after their time at the college has concluded.

The Hospitality Industry and our HTM Advisory Board continue to support the program with various scholarships each year. Partnership with national and local industry leaders provides the students with material resources such as scholarships, internships, and mentorship opportunities.

The Hospitality and Tourism Management Department has 7 full-time permanent members whose background includes foodservice, lodging, geography, statistical expertise, accounting, research and strategic planning and budget management.
In Spring of 2018, the HTMT 360 Event Practicum course held the Charleston Opportunity Fair. Sponsored by the Charleston Convention and Visitors Bureau, this event is geared towards reaching students with an interest in Hospitality and Tourism job placement. The Opportunity Fair hosted over 40 different companies and an attendance of close to 1000 registrants.

The Hospitality and Tourism Department faculty and staff were supporters of the Bachelor of Professional Studies initiative currently offered at the College of Charleston’s North Campus beginning next year. It has the benefit of reaching non-traditional students in a market that will be filled, either by the College of Charleston or by a competitor.

ADJUNCTS

The Hospitality & Tourism Management Department continues to recruit industry professionals to teach our special topics courses.

These courses have given our students the opportunity to expand their knowledge by learning from real-world situations taught by hospitality professionals willing to share their knowledge and experiences.

During the 2017-2018 academic year, the Hospitality and Tourism department has utilized Michael Seekings, a Charleston City Councilor, Michael Cohen, an Orthopedic Surgeon and wine expert, and Scott Neslage, a Revenue Management professional.

ACADEMIC DEGREE PROGRAMS

<table>
<thead>
<tr>
<th>Majors</th>
<th>Minors</th>
<th>Concentrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>256</td>
<td>26</td>
<td>65</td>
</tr>
</tbody>
</table>

INTERDISCIPLINARY PROGRAMS

ARTM/HTMT 362 Events Management

DEPARTMENTAL ENROLLMENTS

<table>
<thead>
<tr>
<th>Fall 2017</th>
<th>Spring 2018</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>504</td>
<td>582</td>
<td>1086</td>
</tr>
</tbody>
</table>

WORKLOAD PRODUCTIVITY

At this point, we are still without a clearly defined and unambiguous departmental workload target. Our enrollment numbers for 2017/2018 were quite strong, and we do not feel a relevant peer review would reveal any problems.
PROGRAM ACCOMPLISHMENTS

2017-2018 HAS AGAIN EXCEEDED THE HOSPITALITY & TOURISM MANAGEMENT DEPARTMENT'S EXPECTATIONS. THE DEPARTMENT HAS BEEN PRODUCTIVE OFFERING NEW EVENTS, COURSES, AND EMPLOYMENT OPPORTUNITIES.

Our students were given the opportunity to participate in the “Opportunity Fair”, and “Cheers to the Future” with numerous recruitment opportunities provided by Wild Dunes Resort, Kiawah Island Golf Resort, Marriott International, Marriott Vacation Club and Destination Hotels & Resorts. The Events Management (HTMT 362) class under the supervisor of Professor Clement arranged a “Fall Hospitality Social Network” event which was sponsored and attended by over 38 industries. We were pleased with the interest and the number of students who participated.

As the interest in the beverage industry continues to grow and the Hospitality and Tourism Management Department has expanded the special topic courses to include a wine, beer, and spirits. These courses are designed to give the students an overview of the wine and beer industry, including international trade regulations.

Dr. Michael Cohen has been teaching Essentials of Wine as a one-hour special topics course since fall 2011 and assisted numerous students with internships, scholarships, and employment opportunities in this field of interest. With the growing employment opportunities in the wine industry, Dr. Cohen has begun working on developing a new course which would enable our students to gain a more comprehensive knowledge of the industry and more competitive that field. Professor Jeremy Clement has made significant efforts to bring a more experiential element in this Event Management and Project Management courses. Students were given the task of conceptualizing, planning, implementing and executing major events for the HTM Department. The events served as a professional networking and recruitment opportunity for all the HTMT and School of Business students. The courses were well received and facilitated a greater level of comprehension and hands-on engagement for the students.

One of the Hospitality & Tourism Management greatest strengths is that we are part of an AACSB accredited school and are required to take business courses to complete our degree. It has been an ongoing challenge to ensure our students are equally prepared, and the ETS scores have shown we have accomplished our goal.

The Hospitality and Tourism Management department continues to grow and expand its international course offerings and global initiatives. Charleston is a growing metropolis and is an ideal destination for students to study the dynamics of the hospitality industry, and our faculty prepares them well for the opportunities here and beyond.
UNUSUAL CURRICULUM OFFERINGS

The Hospitality and Tourism Management Department has always been receptive to offering courses on subjects that we feel offer our students a competitive advantage. We have utilized our one-credit special topics courses and HTMT 310 (Current Topics in Hospitality and Tourism Management) to put this idea into practice.

Fall 2018

Three Credits
- Beverage Management Services - Michael Cohen

Two Credits
- Event Practicum - Jeremy Clement

One Credit
- Hospitality Innovation - Wayne Smith

Spring 2018

Three Credits
- Wine and Beer in the Hospitality Industry - Michael Cohen
- Adventure Tourism - Brumby McLeod
- Revenue Management - Scott Neslage
- Tourism Issues for Cities and Towns - Michael Seekings
- Meetings & Conventions Management - Wayne Smith

Two Credits
- Event Practicum - Jeremy Clement

HONORS THESES COUNSELING

Dr. Wayne Smith
Dr. Steven Litvin
FIRST-YEAR EXPERIENCE AND REACH

The College of Charleston FYE is an academic program designed to integrate new students into the academic and cultural community of the College. All of the courses give new students an opportunity to work closely with top-level faculty, to meet other new students at the beginning of the school year, smooth their transition to college, and provide them with the skills that will help them succeed throughout their academic careers. Dr. Robert Frash taught two of these FYE courses, introducing prospective students to the fundamental principles of hospitality. The Hospitality and Tourism major has 5 REACH Students and faculty are undergoing professional development to ensure they are well equipped to mentor and develop these students.

INSTRUCTIONAL CONTRIBUTIONS TO OTHER UNITS

The Hospitality & Tourism Management Department has worked closely with the Arts Management Department to offer an events management course that is cross-listed for both areas. Professor Jeremy Clement teaches this course with 25 seats allotted to the HTM Department and 10 to the Arts Management area. This course is an upper-level elective towards the Art's Management degree program as well as ours. This academic year Professor Clement transformed HTMT 360 project and HTMT 362 event management into a model which integrates experiential learning. Two event management classes successfully organized and managed both a career fair and alumni event. These events aligned with the departmental goals and created a positive learning experience for the students and furthered the evolution of the program with our industry partners.

DISTANCE EDUCATION OFFERINGS

The Hospitality & Tourism Management department continues to expand their online course offering and now teach both Principles and Practices of Hospitality & Tourism (HTMT 210) and Service Operations Management (HTMT 352) during the summer. The department also offers HTMT 210 in an online format during fall and spring semesters.
ONLINE COURSES

**HTMT 210 - Principles & Practices of Hospitality & Tourism - Dr. Brumby McLeod**
Hospitality and tourism is an economic sector composed of several interrelated industries (i.e., transportation, lodging, food and beverage, attractions, and destination marketing organizations). This course will examine the past, present, and future trends and issues in many of these sectors with special emphasis on the planning, marketing and management functions. Some of the leading corporations and destinations will be examined in the form of case study assignments and discussion so that you can gain an appreciation of the competitive environment in which these companies exist. This course is designed as an overview of the hospitality and tourism industry. The course is being delivered as a distance education course.

**HTMT 360 - Event Practicum Charleston Hospitality Opportunity Fair - Jeremy Clement**
This is a practicum course focused on the review, implementation, execution, and evaluation of The Charleston Hospitality Opportunities Fair to be held on Tuesday, February 27th at the TD Arena. The event is focused on bringing together all major figures in the local hospitality industry with the purpose of promoting the industry and facilitating hiring and employee health. Major partners are Trident Technical College, specifically the Culinary Institute of Charleston, the Career Center, and the CACVB as a representative for the Greater Charleston Restaurant Association (GRCA) and the Charleston Area Hospitality Association (CAHA). Students taking this course will be responsible for assuming a pre-existing strategic plan and developing the operational plans necessary to execute the event. We will establish an organizational structure, our best method for communications/information sharing, and then we will implement and execute this multifaceted career fair and all ancillary activities, to include: panel discussion, etiquette session for local high school students, lunch, 2 (HTMT & CIC) Board Meetings, a town hall-style event, and a cocktail reception. The Opportunity Fair will be happening simultaneously with many of these events and ideally, will provide an atmosphere for local hospitality organizations to offer full-time, part-time, seasonal &/or contract positions with their organizations, as well as promote and interview for internships and volunteer opportunities.

**HTMT 360 - Adventure Tourism - Dr. Brumby McLeod**
This course focuses on the operation and management of tour operators engaged in the leisure activity that takes place in an unusual, exotic, remote, or wilderness destination associated with high levels of involvement and activity by the participants in an outdoor setting. Banff National Park will serve as the winter alpine setting for this course.

We are working closely with other School departments to create new and interesting online courses.
INTERDISCIPLINARY COURSES
ARTM/HTMT 362 Event Management - Jeremy Clement

INTERNATIONALIZATION/GLOBALIZATION
The department has been very pleased to expand our list of international courses offered in 2016-2017. Our study abroad courses include Germany, Canada, and Iceland.

Worms, Germany - Dr. Robert Frash
Iceland - Dr. Brumby McLeod and Professor Jeremy Clement
Canada - Dr. Brumby McLeod and Professor Jeremy Clement
China - Dr. Wayne Smith

SHORT-TERM FACULTY LED OVERSEAS PROGRAMS
The HTM program currently has several exchange programs with partner institutions around the world that are available to our students. For each of these programs, students pay their tuition to the College of Charleston and then study with no additional tuition costs at the host institution (all College of Charleston scholarships, Life Scholarships, etc.). Our programs are located in Canada, Germany, China, and Austria. To learn more about HTM summer study abroad programs, contact the Student Success Center.

TEACHING ABROAD (OTHER UNIVERSITIES)
Austria- MIC University and schools-Dr. John Crotts

New Memorandums of Understanding and other collaborative agreements with overseas institutions:

Dr. Frash facilitated an MOU agreement with the University of Applied Sciences Worm (Fachhochschule), in Worms, Germany. The program was finalized and approved for the "Bachelor-Plus" which brought six German students in Fall 2017.

Jeremy Clement is in the process of setting up an MOU agreement with the Dublin Institute of Technology for an exchange of students between their institution and ours. This will mark the HTMT program's first foray into the Republic of Ireland.

PERSONALIZED EDUCATION
The following is a summary of the departments' contribution to a more personalized education:

<table>
<thead>
<tr>
<th>Bachelor's Essays</th>
<th>Independent Study Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Wayne Smith</td>
<td>Jeremy Clement</td>
</tr>
<tr>
<td>2 Fall</td>
<td>2 Spring</td>
</tr>
<tr>
<td>Dr. Steve Litvin</td>
<td>Dr. Wayne Smith</td>
</tr>
<tr>
<td>2 Fall</td>
<td>2 Spring</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Internships for Academic Credit</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Majors</td>
<td>23 Fall</td>
</tr>
<tr>
<td>Minors</td>
<td>5 Fall</td>
</tr>
</tbody>
</table>

| Majors          | 23 Fall | 51 Spring |
| Minors          | 5 Fall   | 8 Spring  |
An important component of the Hospitality and Tourism Management program at the College of Charleston is the work experience students gain while outside the classroom. It is our aim to give them the tools they need not only academically, but also professionally, to become future leaders in the industry. The hospitality and tourism management internship (minimum 120 hours) is a complementary source of learning and enhancement to the student's academic program and career objectives. This is achieved through experiential education engaging the student in a unique three-way partnership between an approved hospitality partner, the College, and the student.

With the new enhancements to the HTM internship include the continuous development of pre- and post-enrollment interactive video sessions and the implementation and integration of the new internship program management portal. The portal enables consistency and communication among the student, industry, and faculty. The overall improvements are a singular source for developing and submitting internship enrollment package, the ability to log in and out of the system, enables and requires host supervisor approval of Learning Contract and contract via an automated process.

The HTMT department, in partnership with the School of Business Student Success Center, spearheaded and funded the use of new software by FluidReview. This has made the internship application process easier for the students and more efficient on the administrative end.

The internship experience is a fundamental part of the Hospitality and Tourism Management program that helps our students to be successful in their future careers.

2017–2018 INTERNSHIP HOST PARTNERS

A & A Produce
A Charleston Bride
Belmond Charleston Place Hotel
Booster App
BRAVAS Worldwide, LLC
BrightSound Entertainment
Bubba Gump Shrimp Company
Calder Clark Designs
Center for Responsible Travel
Charleston Crab House
Charleston Harbor Resort and Marina
Charleston Marriott
Charleston Wine and Food Festival
Chase After a Cure
ClickGiant
College of Charleston Alumni Association
College of Charleston Alumni Office
Easton Events
Fox Events
Francis Marion Hotel
Gentry Hospitality Group
Glowfisch Hospitality Group
Harbourview Inn
High Cotton
Holiday Inn Charleston Historic Downtown
Indaco
Indigo Road (O-Ku)
Intrigue Design & Events
InventivEnvironments
Island Realty
JEM Restaurant Group
Jessica Rodgers
Jimmy John’s
King Street Hospitality Group
Know Allergies
Mac and B Events
Meeting Street Inn
MUSC Children’s Fund
MUSC Children’s Hospital
On Purpose Adventures
Ooh! Events
Patrick Properties Hospitality Group
Pearce Development, LLC
Phase 3
Planters Inn
Poogans’s Hospitality
Pure Luxe Bride
Renaissance Charleston Hotel
Residence Inn by Marriott
Scott Yielding
Striped Pig Distillery
Taziki’s Cafe
The Boulevard Company
The Burlap Elephant
The Dewberry Hotel
The Local Palate
Vickery’s Bar and Grill
Virginia’s On King - Holy City Hospitality
Wild Dunes
Yoj Events
STUDENT GROUPS

The purpose of CHAT (Club of Hospitality and Tourism) is to provide an arena for the intellectual and experiential growth of our members who are interested in the hospitality and tourism industry. (CHAT Constitution, Article II.)

CHAT provides professional and academic growth opportunities for our members through enrichment activities and philanthropy in the industry. Check out our announcements and calendar for some exciting upcoming events. There are no fees to join the CHAT club and most events are free.

CHAT is also in affiliation with the School of Business Student Club Network

CHAT OFFICERS 2017–2018

President: Emma Hart
Vice President: Brandie Hawkesworth
Director of Finance: Anjelika Servetas
Director of Social Media/Marketing: Kelsey Feltkamp
Director of Events: Cassidy Wasson
Faculty Advisor: Dr. Wayne Smith

CHAT EVENTS

This has been a very exciting and productive year for CHAT and the department. Listed below is a list of the meetings and guest speakers.

<table>
<thead>
<tr>
<th>Month</th>
<th>Guests</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2017</td>
<td>Randall Goldman, Patrick Properties</td>
</tr>
<tr>
<td></td>
<td>Colin Laverty, Havana Strategies</td>
</tr>
<tr>
<td>October 2017</td>
<td>Margaret Baxley, John Rutledge House</td>
</tr>
<tr>
<td></td>
<td>Amber Cote, Patrick Properties</td>
</tr>
<tr>
<td></td>
<td>Brittani Haun, Marriott</td>
</tr>
<tr>
<td></td>
<td>Bharet Malhotra, CVent</td>
</tr>
<tr>
<td></td>
<td>Cooking Class at Williams and Sonoma</td>
</tr>
<tr>
<td>November 2017</td>
<td>Charleston Power Yoga</td>
</tr>
<tr>
<td></td>
<td>Christmas Cards for Deployed Soldiers</td>
</tr>
<tr>
<td>December 2017</td>
<td>Christmas Party and CHAT elections</td>
</tr>
<tr>
<td>January 2018</td>
<td>Don Semmler, Hotel Bella Grace</td>
</tr>
<tr>
<td>February 2018</td>
<td>Mandarin Oriental</td>
</tr>
<tr>
<td></td>
<td>Garrett Garnos, Eclectic Cafe</td>
</tr>
<tr>
<td></td>
<td>Hotel Jerome</td>
</tr>
<tr>
<td></td>
<td>St Regis Aspen</td>
</tr>
<tr>
<td>March 2018</td>
<td>Paula Miller, Miller Hospitality</td>
</tr>
<tr>
<td>April 2018</td>
<td>Augusta Cole, Easton Events</td>
</tr>
</tbody>
</table>

OVERSEAS INTERNSHIPS

Dr. Litvin, Dr. McLeod, and Dr. Smith continually work with the industry and students to help make these work and internship opportunities possible.
CAREER NETWORKING EVENTS

Events Management course (HTMT 362) planned and executed two very successful events in "Fall Hospitality Network Social" (a job fair) and "Hospitality Oyster Roast" (alumni). The events produced were beneficial to the program in that they served as a professional networking and recruitment opportunity for all hospitality and business students. The "Hospitality Oyster Roast" served as a relationship builder among departmental alumni, faculty, industry professionals and current students.

The Charleston Opportunity Fair was held on February 6, 2018, at TD Arena and had companies all across the Lowcountry looking for talent across a broad spectrum of hospitality-based industries.

HTM ADVISORY BOARD

The HTM Advisory Board Meeting was held on February 6, and this year the Executive Board decided to enlist the aid of the full board to help fund the department programs with the current budget cuts. The department was excited with the addition of four new Executive Board members, which included two former graduates of our program.
INDUSTRY GUEST SPEAKERS

The Hospitality and Tourism Management department is "engaged" with the hospitality industry, and call upon to share their expertise with the students. Listed below are our 2017-2018 guest speakers:

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Role</th>
<th>Company/Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mark Schwartz</td>
<td>Founder/CEO</td>
<td>Quick Foxes</td>
</tr>
<tr>
<td>Stephen Parker</td>
<td>Hotel Manager</td>
<td>Francis Marion Hotel</td>
</tr>
<tr>
<td>Taylor Gates</td>
<td>Cofounder/CEO</td>
<td>Duvet</td>
</tr>
<tr>
<td>Katherine Schwope</td>
<td>Co-Owner</td>
<td>Brava Bowls</td>
</tr>
<tr>
<td>Alphonso Brown</td>
<td>Founder/Owner</td>
<td>Gullah Tours</td>
</tr>
<tr>
<td>Don Semmler</td>
<td>Owner</td>
<td>Andell Inn</td>
</tr>
<tr>
<td>Emily Emery</td>
<td>Human Resources</td>
<td>Marriott Vacations</td>
</tr>
<tr>
<td>Bharet Malhotra</td>
<td>Senior VP Sales</td>
<td>Cvent</td>
</tr>
<tr>
<td>Dawn Wells</td>
<td>Regional General Manager</td>
<td>Hotel Equities</td>
</tr>
<tr>
<td>Nancy Morris</td>
<td>VP Learning and People Development</td>
<td>Hotel Equities</td>
</tr>
<tr>
<td>Scott Neslage</td>
<td>Revenue Manager</td>
<td>Charlestowne Hotels</td>
</tr>
<tr>
<td>Gillian Zettler</td>
<td>Executive Director</td>
<td>CW+F</td>
</tr>
<tr>
<td>Tabitha Nall</td>
<td>Event Manager</td>
<td>PPHG</td>
</tr>
<tr>
<td>Amber Cote</td>
<td>Sales</td>
<td>PPHG</td>
</tr>
<tr>
<td>Katie Poole &amp; Chloe</td>
<td>Owner &amp; Planner</td>
<td>Burlap Elephant</td>
</tr>
<tr>
<td>Candice Hilse</td>
<td>Owner</td>
<td>Yoj Events</td>
</tr>
<tr>
<td>Kiki Cooper</td>
<td>Director of Special Events</td>
<td>Hollins Cancer Center</td>
</tr>
<tr>
<td>Kenda Sweet</td>
<td>Owner</td>
<td>Kenda Sweet Events</td>
</tr>
<tr>
<td>Dave Scypinski</td>
<td>EVP</td>
<td>Conference Direct</td>
</tr>
<tr>
<td>Augusta Cole</td>
<td>Event Manager</td>
<td>Easton Events</td>
</tr>
<tr>
<td>Lt. D. Bridges</td>
<td>Special Event Officer</td>
<td>CPD</td>
</tr>
<tr>
<td>Hannah Chapman</td>
<td>Catering Sales &amp; Ops Director</td>
<td>Jim n’ Nicks</td>
</tr>
<tr>
<td>Randi Weinstein</td>
<td>Creator</td>
<td>FAB Workshop</td>
</tr>
<tr>
<td>Laura Campbell</td>
<td>VP Development</td>
<td>Southern Shows</td>
</tr>
<tr>
<td>Jen Caruso</td>
<td>Freelance Festival &amp; Event Specialist</td>
<td>GoCo Events</td>
</tr>
<tr>
<td>Denise Boles</td>
<td>VP Sponsorship &amp; Investor Relations</td>
<td>Ooh! Events</td>
</tr>
<tr>
<td>Candice Lorraine</td>
<td>Senior Design Planner</td>
<td>CVent</td>
</tr>
<tr>
<td>McNeel Kennan</td>
<td>Sr. Director Product Development</td>
<td>Fox Events</td>
</tr>
<tr>
<td>Lauren Fox</td>
<td>Owner</td>
<td>Orient Express Hotels</td>
</tr>
<tr>
<td>Kim Bradford</td>
<td>Sales Manager</td>
<td>A. Caldwell Events</td>
</tr>
<tr>
<td>Alexandra Fisher</td>
<td>Owner</td>
<td>IceBox</td>
</tr>
<tr>
<td>Emily Fralinger</td>
<td>Sales Manager</td>
<td>Marriott Charleston Renaissance Hotel</td>
</tr>
<tr>
<td>Brian Wander</td>
<td>General Manager</td>
<td>Taziki’s SC Franchises</td>
</tr>
<tr>
<td>Joe Norton</td>
<td>Owner</td>
<td>Kautz Family Vineyards</td>
</tr>
<tr>
<td>Kate St. Hilaire</td>
<td>Brand Ambassador</td>
<td>Charleston Area CVB</td>
</tr>
<tr>
<td>Perrin Lawson</td>
<td>Deputy Director</td>
<td>College of Charleston</td>
</tr>
<tr>
<td>Laney Talbert</td>
<td>Assistant Director of Events</td>
<td>College of Charleston</td>
</tr>
<tr>
<td>Ann Looper Pryor</td>
<td>VP Alumni Affairs</td>
<td>College of Charleston</td>
</tr>
</tbody>
</table>