New Member Spotlight

We would like to thank all of our returning SIP partners as well as featuring our newest members!

Most recent to join our team is Buzzed Bull Creamery. Although their team is born and raised in Cincinnati, this team has expanded all over the US - and even opening a new location soon in Charleston! Buzzed Bull Creamery was founded to create a unique ice cream experience that serves a premium product for any celebration life brings. Although anyone can enjoy their creations, they specialize in alcohol-infused ice cream & milkshakes that start at a 5% ABV for those over 21. We can't wait to promote and work alongside this innovative, made to order ice cream experience that Charleston has been missing.

Similarly, we are pleased to announce that we had the opportunity to meet with another new member, Mr. C Hotels. Their General Manager and Director of Human Resources were invited to our #GetConnected Recruitment event (read more on the next page). Being SIPs partners gave them the advantage to attend this smaller, industry specific event to network with high quality hospitality students the night prior to the college-wide Career Expo.

Besides these newer members, we also hosted Kiawah Island Golf Resort, Acme Marinas, Francis Marion Hotels, Bulldog Tours, Wild Dunes Resort, Charleston Wine + Food, and Makeready Hospitality Group at the recruitment event.
**Study Abroad**

This year marks the fifth international travel program to Banff National Park for the Department of Hospitality & Tourism Management. Study abroad opportunities are funded by the contributions made by SIP partners. This year, students are being led by Senior Instructor Jeremy Clement and his co-director Brumby McLeod. The program is part of a Meetings & Convention class that is taking a familiarization (FAM) trip to Canada’s first national park as consideration and development of a conference for professionals and college students engaged in creative arts and travel writing. The students also participate in numerous winter activities and site visits during their spring break travels in early March. Banff is home to the Banff Center for Arts and Creativity. One of the major outputs of the center is the Banff Centre Mountain Film Festival. Students cap off the course by attending the film tour in Charleston, SC. With contributions like yours, students are able to go on more trips like these which will enhance their real world knowledge of the industry in time for their jobs post graduation. It is our department’s goal to prepare students for the real world as much as possible so they are able to successfully work at organizations much like yours.

**On Campus Events**

On March 28, Professor Jeremy Clement’s Event Management students held their #GetConnected recruitment event. The purpose of this event was for hospitality specific employers to network with students interested in the industry prior to the college-wide Career Expo. At this networking event we hosted many SIP partners in order for them to get an exclusive networking opportunity with our most quality students, free of charge. In preparation, half the class is divided into teams: logistics, marketing, project management, and student stakeholder. Students work amongst their teams for the entire semester in order to adequately prepare and see what a real life event planner must go through. Each team has a checklist of what must be completed before the event as well as what will be done day of. Later in the semester, the other half of the class will plan and coordinate a Scholarship Gala.
Guest Speakers

Every semester, Dr. Litvin invites representatives from our SIP partners at Explore Charleston to come and guest speak in his classes. This semester we were lucky enough to host Laurie Lynn Smith (Vice President of Operations/COO) who presented on "Destination Marketing for the Charleston Area" in multiple sections of the introductory HTMT 210 classes. Similarly, Catherine Dority '99 (Director of Marketing) spoke to Hospitality Marketing students about "Marketing the Charleston area". By putting their foot in the door in the classroom, Explore Charleston and other SIP partners are able to get more interns and employees from CofC students than other local industry partners.

Besides SIP partners, Dr. Litvin enjoys inviting alumni to guest speak in his classes. This semester, Kelley Travers '18 spoke to Hospitality & Tourism Marketing students (pictured left). She informed students about her time at CofC and how she was able to get involved with the School of Business's Interdisciplinary Center for Applied Technology (ICAT). This program provides student entrepreneurs with the finances and support they need to see their business grow. Kelley started Bloom Bak which aimed to prevent wedding and event waste by collecting the flowers that would have been thrown out after the event and using them to make handmade products. She now works on the sales team at Resy and informed students on how to be successful in either career path.

Help Us Help You

Connect with us on social media to communicate your needs or job posting to make sure they are being addressed: