

## **HOSPITALITY EDUCATION**

**February 2010**

**Rhonda Sanborn**

**Hospitality Education**

### **EDUCATION**

#### **Industry Partnership**

Leadership St. Petersburg is one of several programs in the county that are designed to promote and enhance community leadership through in-depth introduction to social, economic, business and political issues. These programs are typically six months to a year and involve intense, interactive participation in civic engagement. Classes have approximately 30 people from various sectors of the business community and must be invited to participate through a sponsor. During these programs they offer a number of opportunities to hear from leaders across Pinellas County who provide a perspective on the issues which matter the most to their organizations. These are opportunities to gain an understanding on how all sectors intertwine to further develop the economic growth in our County. I was invited as part of a panel on Business, Sports and Tourism which included Brett Dulaney, Director of ESPN/St. Petersburg Bowl, and Brian Auld of the Tampa Bay Rays, Connie Falvo, Director of External Affairs for Transitions Championship and Kevin Smith, Sports Commissioner.

For the CVB's participation for the In-Service Day, I organized a tour of the public art in downtown St. Petersburg. Whenever I offer familiarization tours for our front line hospitality staff, I often include information about the enhancement of public places that support tourism and enrich the quality of life for Pinellas County residents. I felt like this information would also be useful for our staff as they promote our destination. I invited a docent from the Dali Museum who also does public art tours, to lead us. She shared her knowledge of the history behind these art works, their civic importance and integration into our parks. We toured on Surrey's which are bicycle like vehicles that fit four to eight people and are pedal powered. Also joining us at the end of our tour was Peter Belmont, who guides historic walking tours throughout St. Petersburg and is on the Waterfront Parks Centennial Committee. He gave us wonderful background information on the waterfront and significance of preserving our history for the future. Here are the places we saw and learned about:

- 1) ST. PETERSBURG MUSEUM OF HISTORY – NEWSBOY
- 2) MILLENIUM GATEWAY – BAYWALK
- 3) SIGNATURE PLACE CONDOMINIUMS
- 4) SOUTH STRAUB PARK
- 5) O WAVE SCULPTURE – OVATION CONDOMINIUMS
- 6) BOTERO FIGURES – MUSEUM OF FINE ARTS
- 7) BEACH DRIVE – THE ORCHID & NEW CHIHULY SPACE
- 8) TRUTH SCULPTURE – NORTH STRAUB PARK
- 9) BEACH BALLS - NORTH SHORE POOL
- 10) RENAISSANCE VINOY – DALE CHIHULY CHANDELIER

Tampa Bay Beaches Chamber of Commerce co-hosted a community event with the City of St. Pete Beach on Healthy Communities. I was asked to participate to represent some of the county

wide initiatives that we provide our citizens and visitors. Many of the participants who were local full and part-time residents were surprised to learn about our efforts to promote environmental stewardship both from business, residential and tourism perspectives. I had information from the County Extension and their range of classes from Florida Friendly Landscapes to Nutrition and Money Management. I also distributed the County's recycling brochures; Being Green at Home and Work flyers; as well as made sure they knew about our Blue Water beaches; hotel soap recycling efforts; Southwest Florida Water Managements Water Champs conservation programs that save millions of gallons of water each year and public recreation spaces to explore. As much as we assume people have access to information, it was much appreciated by all those who stopped by that we were there as a public service.

### **Professional Development**

Toastmaster's weekly meeting and officer training  
Working with Eckerd College Intern, Alex Fernandez

### **Value of Tourism Presentations**

Gulf Coast History Museum County Volunteers  
Clearwater Regional Chamber Welcome Centers

## **HOSPITALITY**

### **VSPC Representation**

St. Pete/Clearwater Airport Renovation Celebration Planning (2)  
BACA (Bay Area Concierge Association) (2)  
Women in Tourism  
Condo Alliance lunch meeting  
Clearwater Regional Tourism Committee & Hotel Partners  
Tampa Bay Beaches Chamber Board of Directors Monthly Meeting  
Tampa Bay Beaches Chamber Learn and Lunch  
Green Government Education County Partnership  
Toastmaster Humor and Table Topics Competition  
Exempt Meeting  
Hands Across the Sand – protect our beaches support & rally  
Baywalk Plaza new business opening & networking event, St. Pete Chamber of Commerce  
BIG C Meeting  
Attended public premiere screening of the locally produced award winning film “A More Perfect Yellow” at The Postcard Inn, filmed locally  
Earth Charter Awards

### **VSPC Planning**

Telephone Customer Service Skills class for Pinellas County HR Dept.  
National Tourism Week Luncheon  
County Volunteer Appreciation Meeting with team leads  
Project outline for 13 week internship, Katie Marvin – UF Tourism, Sports & Recreation Major  
Arts Express Familiarization Tour (FAM)  
USF Library to watch footage of downtown St. Pete in the boom days