

HOSPITALITY EDUCATION

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Hospitality Education

EDUCATION

Industry Partnerships

In April the CVB and Pinellas County Emergency Management, held a workshop to raise awareness of the counties communication plans and how and why decisions are made when a tropical storm threatens. This was a result of last summer's near miss of Hurricane Fay and several of our hotel partners questioning the communications over this several day period that resulted in a number of hotel evacuations. The workshop was called the 'Accommodations Hurricane Preparedness Workshop' and was a half day program with experts from a variety of backgrounds and first-hand disaster experience. Guest speakers included the Director of Emergency Management, Sally Bishop and Dan Noah, the Warning Coordination Meteorologist from National Weather Service. Our panel of experts also had a wealth of information to share with us including Sanibel City Manager, Judie Zimomra who recovered and rebuild her community after Hurricane Charley in 2004 and Wilma in 2005. DT Minich also addressed the audience based on his experience during these storms as the executive Director of Lee County, noting the lines of communication between governing bodies that helped relief efforts go more smoothly. Stephen Dorcy, GM of the Marriott also had lessons learned to share having experienced six hurricanes during his professional career. Jimmy Guzman the Systems Storm Coordinator from Progress Energy and Daniel Burns from SERVPRO added valuable information on planning, and recovery expectations we should consider. We had 75 attendees and provided laminated emergency contact sheets as takeaways. In addition, we created a hurricane preparedness page with valuable links and the taped session at www.pinellascvb.com/storm. We also continue to distribute the laminated contact sheets to our hotel partners as we are out in the community and attending events for those who could not attend the workshop.

One of the roles of the education department is to share information with the hospitality industry that exists from other areas of expertise. The UF Extension, Progress Energy and Southwest Florida Water Management District (SWFWMD) are all conservation experts and active partners in the community promoting best practices and holding workshops to share ideas which I try to attend when possible. The Hillsborough County Hotel and Motel Association partnered with SWFWMD to offer "Going Green Can Keep You Out of The Red". This was a half day program to learn how properties could conserve and protect Florida's natural resources and save money. Presentations consisted of: new ways to conserve energy from Total Energy Concepts, water conservation best practices (just fixing one dripping faucet saves 30 gallons a day), the impact of

participating in the Green Lodging program (if ¼ of the hotel guests in Florida opted to reuse towels & sheets, the industry would save \$22 billion a year in addition to the water conservation). The Tradewinds Resort shared how to achieve the 2nd and 3rd levels of the Palm Certifications as well as their water saving opportunities with commercial Florida-friendly landscaping. TECO unveiled a program to encourage ‘power partners’ in decreasing their carbon footprint by paying an additional \$5 per month which would go to renewable energy sources. Buying even one block (200kWh) offsets the same amount of carbon dioxide as not driving an average passenger car for three months. Three blocks offset the same amount of carbon dioxide as planting an acre and a half of trees. Another interesting fact we learned that surprised the audience was it is 8x cheaper to save energy than to produce it.

Another group that has formed to have regular meetings is the Sustainable County Education committee. This is a forum to share information and compile best practices information discussing relevant green government practices in Pinellas County. The goal is to have quarterly meetings to share ideas and successes and to promote green government practices. We have representatives from municipal and county government.

HOSPITALITY

VSPC Representation

Honda Grand Prix Volunteer

Seminole Kiwanis Club Volunteer, “Every Child a Swimmer”

Women in Tourism

Sloppy Pelican Bartending for Charity

BACA (Bay Area Concierge) FAM to Dunedin

Hospitality Sales and Marketing Executive Forum, Marriott Suites Sand Key

Jacobson Culinary Arts Academy Grand Opening, Tarpon Springs High School

Chart House Suites on Clearwater Bay

St. Anthony’s Triathlon Volunteer

Hospice Charity Golf Tournament, Crescent Oaks Country Club Tarpon Springs

VSPC Planning

National Tourism Week CVB Luncheon

BIG EAST and Value of Sports Tourism

Discover Natural Pinellas FAM

Value of Tourism Presentations

Bartlett Park – South St. Pete

Kiwanis Club – St. Petersburg