HOSPITALITY EDUCATION
December 2011
Rhonda Sanborn
Hospitality Education

EDUCATION

Industry Partnership

December was a short but busy event month with only two weeks in the office due to vacation. Participating as a liaison to the Tampa Bay Beaches Chamber of Commerce (TBBCoC) I attended their board retreat at the Don CeSar. The guest speaker was Lance Pierce from the Florida Chamber of Commerce who shared current data and key issues on their radar screen. Following his presentation the group set out to focus attention on their vision for the TBBCoC. With a broad range of perspectives, a number of ideas were exchanged as to where goals should be focused. This forum was a good opportunity to sit with key representatives from the hospitality industry and discuss tourism in 14 of our coastal communities; both challenges as well as opportunities.

We are fortunate to live in a county like Pinellas with so many great qualities and areas to promote. As well, we have formal and informal ambassadors for the destination. Some are just residents who love living here and boastful to their families stuck up north. Others are front line hospitality staff whose job it actually is to be area experts on a variety of subjects. These are the Bay Area Concierge and they have a local association with the acronym BACA. They represent our larger properties with significant meeting space, as well as some corporate professional buildings, or the Convention Center in Tampa, International Mall and private clients. The association has approximately 80 members that also include direct service providers. They meet several times a month throughout Pinellas and Hillsborough County so they can learn more about venues to suggest to visitors. Most of them do so on their own time and at their own cost. They are key partners in our success to promote the destination and should be duly recognized. With the help of the current BACA president, Arian Robbins and Board of Directors, we will be offering a training and designation through The American Hotel and Lodging Educational Institute for Certified Guest Service Professionals.

HOSPITALIY

VSPC Representation

- Festival of Trees and Wreaths fundraiser with TBBCoC
- Clearwater Beach Holiday Breakfast
- Tampa Bay Beaches Chamber (TBBCoC) Volunteer Appreciation Luncheon
- TBBCoC Holiday Mixer at Hurricane Lounge & donation collection for PARC's wishlist
- Visitors Promotions Council meeting for St. Petersburg Chamber of Commerce
- Dertour Travel FAM from Germany to support the Leisure Travel Department
- Leadership St. Petersburg class of 2012, Orientation Dinner
- RNC Media Walk-Through at Tampa Convention Center, after social
- MADD Tree and Wreath Fundraiser with TBBCoC and City of St. Pete Beach
- BIG C monthly meeting
- Tour of Dolphin Tale Adventures
- RNC Hospitality Committee
- RNC Host Committee
- Exempt Meeting for Pinellas County
- Superior Small Lodging Holiday Celebration
- Pinellas County Volunteer Ad Hoc Trainer Appreciation

VSPC Professional Development

First Monday staff meeting special guest: Steve Arvey from Tampa Bay Musicians Co-op. Introduced song and video on Fort DeSoto