

## **HOSPITALITY EDUCATION**

**June 2014**

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Hospitality Education**

### **EDUCATION**

#### **Industry Partnerships**

For the same reason June is a good month for weddings, so be it for FAMs to see our destination. I know several of the CVB departments were hosting familiarization tours in the month of June and so was the education department. It's beautiful, weather not too hot, hopefully not too rainy but everything is green, lush and days are long. The tours I hosted were the BEAU University French interns working with the Chambers in Clearwater Beach and St. Petersburg, volunteers in the welcome centers in Clearwater Beach and the Tampa Airport Volunteer Ambassadors.

I had 16 French interns as well as three new CVB staff joining me in a tour that covered the entire County. In addition to the St. Pete and Clearwater Beach Chambers, these interns are going to work for several businesses in their communities and an awareness of the destination is essential. As a follow-up to the FAM, I did formal classroom presentations to show them how the numerous tourism partners all work together; from the US Travel Association, to Visit Florida, to DMO's to Chambers, in generating awareness for their respective constituents.

Clearwater Beach Chamber has been partnering with me for years to make sure their volunteers have a greater understanding of the destination past their beach front. Too much sun, rainy days, bored family members, all kinds of reasons to provide a better visitor experience and learn more about the County at large. As new volunteers come on board, I am thrilled to take them around Pinellas and brag about all that we have to offer. Same goes for the Tampa Airport Volunteer Ambassadors and making sure they have a better understanding of all the new developments in our destination. Because of the summer season officially starting, the June FAM for TIA was concentrated along our 35 miles of award winning beaches and showing the diversity of those communities.

### **HOSPITALITY**

#### **VSPC Representation**

- Tampa Bay Beaches Chamber Board meeting (TBBCoC)

- TBBCoC Mixer at Silas Dents
- Big C monthly Mayor meeting
- TBBCoC monthly Board meeting
- Florida Attractions Association Conference in St. Augustine
- Clearwater Regional Chamber Tourism Meeting
- St. Petersburg Preservation hosted tour of Babe Ruth and Spring Training
- Dali presentation with Jeff Goodby who created an app for exhibit, *Marvels of Illusion*
- FL Assoc of Destination Marketing Organizations (FADMO) – Daytona Beach
- Marketing St. Pete Arts meeting
- STP Police Dept Chef candidate forum
- Pinellas County Exempt Meeting
- Women in Tourism monthly lunch meeting
- TIA for inaugural flight of Alaska Airlines, Seattle to Tampa
- Retirement dinner for Tarpon Springs Chamber President, Sue Thomas
- Duke Energy Hurricane Summit
- Bay Area Concierge
- Yacht Starship ribbon cutting and mingle
- Freefall Theater for a Green Bench Conversation on Greenlight Pinellas. Special guests include St. Petersburg Mayor Rick Kriseman, Tampa Mayor Bob Buckhorn, Clearwater Mayor George Cretokos and Indian Rocks Beach Mayor R.B Johnson
- TBCoC Leadership Institute

### **VSPC Planning**

- Dolphin Trail project via Jolley Trolley
- Florida Concierge Conference
- FOCUS St. Pete – an Orientation Program for Business, Civic & Non-Profit Leaders
- St. Pete Chamber Good Burger awards event