



EAST STROUDSBURG UNIVERSITY

Hospitality, Recreation & Tourism Management



2021 HRTM Highlights

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- II. New Programs in HRTM
- III. PMVB Hospitality Data Analytics Internship
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Rewarding and Challenging Year

MESSAGE FROM DR. STANLEY CHIANG, CHAIR HRTM

There is dynamism for every academic year. It is a time of great anticipation and renewal, a big congratulations to all our majors and our graduating seniors that have made it thus far. We adopt new learning environments and persevere throughout the semester. We need to adapt, accept challenges and embrace perspective-taking in this new environment. I wish you all a great semester and wish you a successful academic year.

Yours in Hospitality,
Dr. Chiang



I. HRTM Education Badges

June 25, 2021 - The College of Business and Management at East Stroudsburg University of Pennsylvania announced its partnership with Credly, the digital credential platform leader best known for verifying skills and knowledge earned through specific coursework, making talent more visible and opportunity more accessible for those who earn the proficiencies.

- **HOSPITALITY DATA ANALYTICS**
- **CLUB MANAGEMENT**
- **EVENT PLANNING MANAGEMENT**
- **COMMERCIAL RECREATION SERVICES**
- **F&B OPERATIONS MANAGEMENT**
- **HOSPITALITY AND TOURISM FINANCIAL MGT**
- **HOSPITALITY & TOURISM HUMAN RESOURCE MGT**
- **HOSPITALITY & TOURISM MARKETING**
- **LODGING MANAGEMENT**

According to Dr. Sylvester Williams, Dean of the College of Business and Management "ESU's partnership with Credly will enable students to complete very specific curriculum in areas of expertise in addition to earning their undergraduate or graduate degree. Completion of these courses will allow the students to earn electronic badges from Credly, endorsing their knowledge in these specific areas. Badges then may be used on electronic resumes, job applications or with online job posting sites to get a competitive edge."

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**STUDENTS WILL BE ABLE TO
SHARE DIGITAL CREDENTIAL
THROUGH LINKEDIN AND
OTHER SOCIAL MEDIA
PLATFORMS**

II. New Programs in HRTM

- Beginning Fall 2021, HRTM department will be offering two minors: Event Planning Management Minor and Park Management Minor.
- The Event Planning Minor** covers a wide array of topics in budgeting and finance, promotions, site selection, food and beverage management, contracts and vendor selection, technology, negotiations, and hospitality law. The minor consists of 12 credit core courses and 6 credit elective courses. The minor prepares students for a career in the event and meeting planning industry.
- The Park Management Minor** emphasizes the planning and designing of recreation facilities, examines sustainable practices, investigates trends in environmental education, and analyzes the ecological diversity of the National Park services and agencies. The 18 credit minor helps students prepare a career in outdoor recreation and park management.
- Wine Appreciation and Wine Management Course** introduces wines from major regions around the world including sparkling, white, rose, red, dessert, and fortified wine. The emphasis is placed on varietal differences and production methods, climate and weather impacts, beverage tasting and sensory analysis. Students completing the course may have the opportunity to sit for the Society of Wine Educators (SWE). This credential is highly regarded in the hospitality industry.



CRN 97533
HRTM 213

WINE APPRECIATION AND WINE MANAGEMENT

This course introduces wines from major regions around the world including sparkling, white, rose, red, dessert, and fortified wine.

Wine service is also explored, including alcohol regulations, product knowledge, storage, and tableside presentation.

MUST BE 21 YEARS OR OLDER BY
THE FIRST DAY OF CLASS.

III. PMVB Hospitality Data Analytics Internship

The HRTM department has partnered with The Pocono Mountain Visitors Bureau to provide a distinct Hospitality Data Analytics Internship to students in the HRTM program. Students will:

1. Gain hands-on work experience witnessing firsthand day-to-day job duties that hospitality data analysts encountered in their chosen field.
2. Explore a potential career path and work opportunities in the desired field, Develop and refine skills needed in the workplace and in leadership positions. Through a strategic business project, job shadowing, and feedback from established professionals, students will build important communication, leadership, problem-solving, and teamwork skills.
3. Students will have an amazing opportunity to learn from industry veterans, the opportunity to network, ask questions, and potentially impress leaders who could one day be future colleagues or connections to future opportunities.
4. Increase marketability. Most organizations prefer that candidates have some professional experience even for entry-level jobs. The program will increase students' marketability, making them stronger candidates for jobs after graduation.

for more information please contact:

Prof. Chris Barrett, President & CEO of Pocono Mountains Visitors Bureau

email: cbarrett@poconos.org

IV. ARAMARK Internship



Aramark Internship

The Hospitality, Recreation, and Tourism Management department has partnered with Aramark, Residential & Dining Services at East Stroudsburg University to provide unique internship opportunities for HRTM students with experience in residential and retail operations, client relations, safety, catering, human resources, food production, and marketing. Students will also partner with the marketing team in the development and execution of the marketing plan for the brand including social and print media, events, and LTOs. Students will help prepare ingredients, adhere to safety and sanitation standards, arrange garnishes, and portions of food according to established guidelines and maintain excellent customer service. Upon completion of the internship experience, students will have the opportunity to attend Aramark career fairs and job placements.

PEPSI Marketing Internship

The Pepsi Marketing Internship Program provides students with the unique experience of working with the Pepsi Bottling Group at East Stroudsburg University. A marketing plan will be developed and implemented by the intern to promote and increase awareness of the role that Pepsi has in the development of the community. Interns will work directly with on-campus organizations and departments in the construction of marketing initiatives and strategies that are intended to enhance the Warrior community at East Stroudsburg University.

For more information please contact:

Janine D'Esposito, General Manager ESU Dining Services

email: desposito-janine@aramark.com

V. HRTM Industry Guest Speaker Series

The HRTM industry guest speaker series invites notable and influential industry professionals to our courses, clubs, and meetings to share their expertise such as senior management experiences, resume building, coordinating events, best practices in the industry, career and employment opportunities.

Below is a sample list of guest speakers who were invited From Fall 2020 to Spring 2021:

Neil Ross - Assistant GM, Vernick Fish at Four Seasons Philadelphia at the Comcast Center

Deniz Dorbek Kocak - VP Global Revenue Mgmt Operations, Wyndham Hotels & Resort

Zack Meister - Adventure Center Manager, Skytop Lodge

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**GUEST SPEAKERS
INFLUENCE STUDENTS TO
ASK QUESTIONS,
INVESTIGATE, APPLY, AND
PROVIDE DIFFERENT
PERSPECTIVES**



Jeff Robertson - Vice President, Compass Group

Nicole Sohns - Regional Director of Revenue Mgmt, InterMountain Management

David Salcfas - General Manager The Algonquin Hotel Times Square

Kristin Kimberlin - Director of Event Planning, W Philadelphia

Len Simard - Private clubs Search Executive & Club GM, Kopplin Kuebler & Wallace

Maizee Freeman - Event Coordinator, MSG Promotions

Kelly Daly - Camp Speers YMCA, Executive Leader

Josh Allison - Vice President of Casino Marketing & Chief Experience Officer, Baha Mar/Cove Haven Entertainment Resorts

Sean Callahan - GM Jasmine Porch, Sanctuary Hotel at Kiawah Island Golf Resort

V. HRTM Industry Guest Speaker Series

Brandon Rhodes - Recruiter,
Walt Disney World

Jim Butler - Chief Executive
Officer, Club Benchmarking

Tom Olson - Upper Midwest
Executive Director, Club
Benchmarking

Dustin Gunderson - United
States Park Ranger, National
Park Service, Delaware Water
Gap.

Mary Popovich - VP of Human
Resources, Camelback Resort

Lori Bloch - Entrepreneur,
Owner of Emig Mansion Bed
and Breakfast

Jackie Irving - Front Office
Manager, Kartrite Resort &
Indoor Waterpark

Lilie Horner - Quality Assurance
Specialist, Wyndham
Destination



Justin Wusinich - Meeting
Procurement Professional & LinkedIn
Expert, Helms Briscoe

Roger Spotts - Environmental
Educator, Kettle Creek

Allison Tews - Park Ranger, Promised
Land State Park

Kevin Adams - Director of Group Sales,
Shawnee Mountain

TrudyAnn Buckley - Program Director,
Stroud Regional Open Space
Comission

Trevor Coughlin - VP of Marketing,
Jonas Club Software

Scott Reilly - Head Golf Professional,
Philadelphia Country Club

Dan Meersman - Chief Planning
Officer/Director of Grounds and
Facilities, Philadelphia Cricket Club

Dan Jiorli - Territory Sales Manager,
Pocono ProFoods

Deniz Dorbek Kocak



Nov. 11th
1:30 pm

Meeting ID:
81055294731

Password:
HRTM21

Vice President of Global Revenue Management
Operations
Wyndham Hotels & Resorts

V. HRTM Industry Guest Speaker Series



Stacy Valancy - Career Coach & Interview Consultant, Next Level Career Coach

Emre Erdogan - Director of Market Strategy, Marriott International

Dr. Ko Mishima - Professor, Political Science & Economics, ESU

Dr. Minkyoo Lee - Assistant Professor, Sport Management, ESU

Annette Kaiser - VP Corporate Communication, Water Gap Wellness

Lauren Forster - Environmental Education Specialist, Jacobsburg Environmental Education Center

Dave Decoteau - Program Director, Riverside Adventures

Maddy Constantine - Program Director, Stoney Acres, ESU

Dr. Dave Buckley - Professor, Physics Department, ESU

Emre Erkul - Former Senior Corporate Executive, Seminole Hard Rock

Vanessa Drews - Owner of Cheesecake Funk

Jamie Kizer - Director of Entrepreneurship, ESU

Emin Aygun - Revenue Manager, Mandarin Oriental Hotel Group

Jim Brown - Director of Human Resources, Kalahari Resorts and Convention

Peter Davis - Former Housekeeping Director, Rittenhouse Hotel

Kristin Kimberlin - Director of Event Planning, W Philadelphia

Debbie Smith - Director of Career Development Center, ESU



VI. Faculty Spotlight



Dr. Tevfik Demirciftci's

research interests include revenue management, hotel branding, tourism technology, and online distribution. He has published manuscripts in *Tourism Economics*, *Journal of Hospitality and Tourism Technology*, and *Journal of Revenue & Pricing Management*.

Topics include:

- Understanding the gap between university revenue management courses and the job market.
- Content analysis of information technology and revenue management.
- Online reviews and travel magazine awards: their influence on willingness-to-pay.



Dr. Fredrick (Chuck) Meitner's

research interest focuses on culinary arts, beverage management, club management, and restaurant operations. Recently published and presented in *Club Director*, *National Club Association*, *ICHRIE*, and 3rd biannual *Tourism Intelligence Forum International Conference*.

Topics include:

- Service quality: what is it and how do you measure it?
- How to improve member loyalty at your club.
- An examination of overlooked routes to member satisfaction and loyalty: psychological ownership, group identity, and attraction.

VI. Faculty Spotlight



Professor Chris Barrett President & CEO of Pocono Mountains Visitors Bureau (PMVB) has over 35 years of management, executive and leadership experience. Chris was the Executive Vice President/COO/CFO for Target Media and Target Digital, a leading East Coast media and advertising firm headquartered in Harrisburg, PA. Prior to Target Media and Target Digital he held multiple senior management roles ranging from sales and marketing to theme park operations with Hershey Entertainment & Resorts for over 20 years.

Prof. Barrett spearheaded the PMVB and Hospitality Data Analytics Internship program with local resorts and casinos. Beginning Fall 2021, Chris will be providing training in data analytics and placing HRTM students with our local industry partners. The internship utilizes a strategic leadership framework during the 12 weeks of the internship. Interns will work within their assigned functions towards the completion of a strategic business project that will directly support business initiatives.

VII. HRTM Fulbright Scholar

Dr. Claire Lu, currently the director and chair of the department and graduate school of tourism management for the business school at the Chinese Culture University in Taiwan, has join ESU's hospitality program for Fall 2021.

"Dr. Lu has a tremendous background in hospitality and we look forward to having her bring new experiences and excitement

to our program," said Sylvester Williams, J.D., dean of ESU's college of business and management. "She brings depth to the student educational experience based on her own background with organizations like American Airlines and China Airlines as well as her knowledge base that includes certification in food baking, wine and spirits, tea, guest services and more."

Dr. Lu earned her bachelor's degree in psychology from the National Cheng-Chi University, a master's degree in education and human development from George Washington University, a doctorate from Rutgers University and a second doctorate from the School of International Business Management at the Chinese Culture University in Taiwan. Her areas of specific expertise are service quality inspection for airlines and hotels, Asian food and beverage preparation and tourism human resources allocation. Lu also has significant publication experience and has attended/presented at symposiums and research conferences around the globe.

The Fulbright S-I-R Program assists U.S. higher education institutions in expanding programs of academic exchange, by supporting non-U.S. scholars through grants for teaching at institutions that might not have strong international components and/or serve minority audiences.



VIII. Hospitality & Tourism Management Club (HTMC)

The Hospitality & Tourism Management Club (HTMC) allows students to gain actionable advice from a wide variety of industry experts.

The HTMC provides networking and career contacts. The club hosts field trips to trade shows, casinos, hotels, restaurants, etc.

We are excited about this academic year with students back on campus.

We are planning more engagement activities and field trips with our members.

Students interested in joining the HTMC can do so by searching and adding "Hospitality and Tourism Management Club" in Warrior Link.



Chuck Meitner - Advisor



Carly Zumar - President



Anthony Villano - Vice President

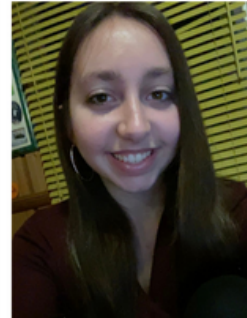
FALL 2021 HOSPITALITY & TOURISM MANAGEMENT CLUB

Officers

Elizabeth Bennici - Secretary



Amanda Ciarlante - Treasurer



Paige Amrein - Public Relations



HOSPITALITY & TOURISM MANAGEMENT CLUB

Fall 2021 Meetings & Events

September 15th - Meeting
September 29th - Meeting
October 13th - Great Wolf Lodge Tour
October 27th - Kalahari Tour
November 10th - Meeting
December 1st - Meeting

All meetings held in Senate Chambers at 2PM!

Career Development, Hospitality Guest Speakers, Giftcard Trivia & More!

VIII. Hospitality & Tourism Management Club (HTMC)

A Message from the President:

Hi! My name is Carly Zumar, from Levittown, Pennsylvania. I am the President of the Hospitality & Tourism Management Club and a senior in the Hotel, Restaurant & Tourism Management program. The HTMC has benefitted me by allowing me to understand the various career paths in the hospitality industry, see new places, and build my professional network. Not only that, but it has been a great club to better connect with my peers who are taking the same courses as me. Be sure to attend our meetings and events for firsthand information on internships, the chance to win prizes, the opportunities to tour unique hotels, restaurants, casinos, and much more! I enjoy meeting new people, so feel free to reach out to my email with any questions or just to say hi!

Email: czumar@live.esu.edu

IX. Eta Sigma Delta Hospitality Honor Society: ESU Chapter



The Eta Sigma Delta ESU Chapter was introduced to East Stroudsburg University in 1990, and since then has helped hospitality students become better leaders and prepared for success in the industry.

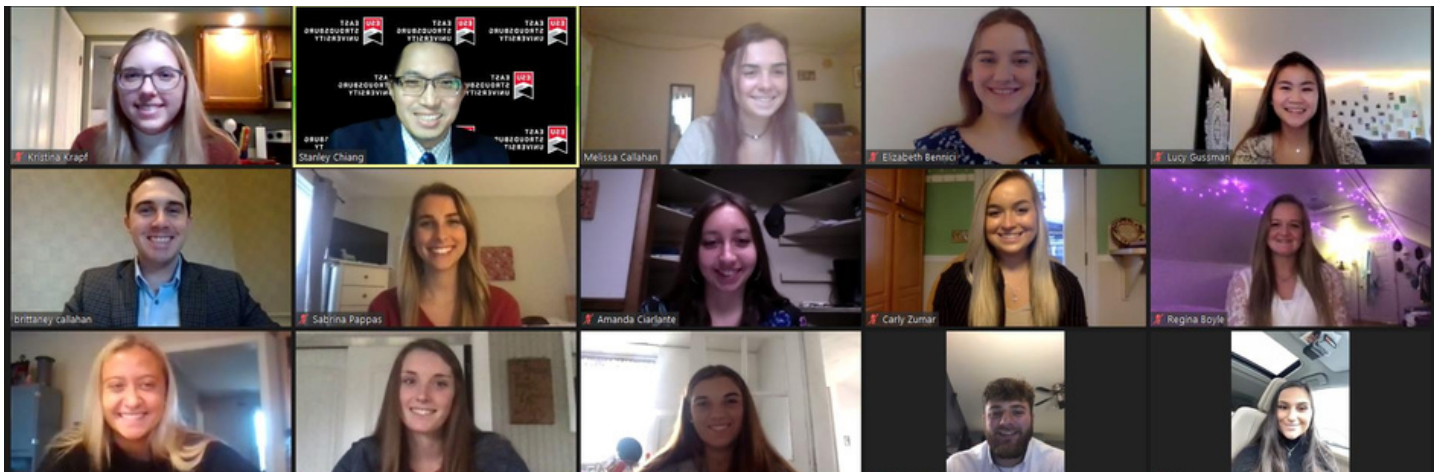
ESD society is also administered by the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) and is devoted to hospitality and tourism education.

Through this international association, Eta Sigma Delta has grown to have over 90 chapters. These chapters provide members with the opportunity to distinguish themselves from others in the hospitality field, job recruitment, and educators.



During Fall 2020 and Spring 2021, the HRTM Department has inducted 21 new members to the society.

Sean Callahan, HRTM Alumni, GM of Jasmine Porch, Sanctuary Hotel at Kiawah Island Golf Resort was our guest speaker during our Fall 2020 induction ceremony.



IX. Eta Sigma Delta Hospitality Honor Society: ESU Chapter



Celeste Veenstra, ESD President. I am a senior from the Netherlands pursuing a bachelor's degree in Hotel, Restaurant, and Tourism Management and minoring in communication and event planning. I would love to be an event planner at a private club or a versatile venue.

Carly Zumar, ESD Vice President. I am a senior in the Hotel, Restaurant & Tourism Management program. I'm interested in the marketing side of hospitality and I'd love to pursue that as a career. This year, I am living in the Sycamore Suites. Come say hi!

Kristina Krapf, ESD Public Relations Chair. This year, I am excited to graduate with my degree. I am currently working to gain experience in different aspects of the hospitality industry.

McKenzie Gaghan, ESD Secretary. I am a senior from Long Island, NY. I am also a member of the woman's lacrosse team here at ESU. My future goal is to become a flight attendant and travel the world while helping people when they are traveling.

X. Internship Spotlight: Elizabeth Bennici

I applied for an internship at Woodloch Pines Resort, one of the top-rated family resorts in America. Woodloch's industry-wide accolades and overall reputation are what initially piqued my interest. Throughout my internship, I have mainly been working at the front desk under the supervision of a manager, Abbey Richter. My role at the front desk involves day-to-day operations. Upon guests' arrival, I familiarize them with the resort. Explaining the amenities including 30+ daily activities, dining options, resort map, and the Resort's app.

Additionally, I completed all traditional front desk tasks including check-ins/check-outs, assisting with guest billing, as well as answering phones, resolving general issues, and answering questions, all in the effort to create the most hospitable environment for the guests.



In addition to the front desk, I had opportunities to shadow and work in a variety of departments including group sales, reservations, housekeeping, dining services, and the kitchen.

I look forward to the additional opportunities I will experience before my internship comes to an end. I cannot be happier with my decision to complete my internship at Woodloch Pines Resort.

X. Internship Spotlight

Olivia Planer

On March 24th, 2021, I received the position of being an intern at Shawnee Inn and Golf Resort in Wedding and Event Sales. Shawnee Inn is in the Pocono Mountains which overlooks the Delaware Water Gap. There are many things to do here, for example, golfing, archery, axe throwing, canoe/boat trips, enjoying the day at the spa, getting married, visiting the brewery, holding different events here, etc.

I heard about this interning position on the D2L page that Dr. Chiang runs. As soon as it was first posted, I jumped on the opportunity and emailed the wedding and event sales coordinator, Tabitha Miller. The interview with her went so well, I got the job on the spot and she had me start with her the day after the Spring 2021 semester ended on May 8th.

The main department that I have been working in is Sales. Everyone here is so nice and willing to help me learn everything and anything. Due to COVID, the hotel has been a little understaffed, so I have learned a lot of new positions other than in sales. For example, banquet, conference, and serving.

Tabitha has taught me a lot during my time here. I have been able to finally see the behind-the-scenes of weddings and the ins and outs of them as well.



Besides the fact of the actual wedding day and what there is to do then, I have also learned how to sell a wedding! You must start with a tour of the property and sell the wedding venue and explain to them all the different options on where to have their ceremony, cocktail hour, and reception. Also, discuss with them about backup areas due to weather. After the tour, bring them back to the office and discuss menu/bar/catering options.

I have learned about pricing, different menus options, discounts, overnight stays, each step to complete the day of the wedding, and so much more!

X. Internship Spotlight

Carly Zumar

In the winter of 2020, I began my internship with Hemsworth Communications as a Public Relations Intern, specializing in hospitality and travel accounts. My passion for travel, writing, and the media was a perfect fit for this position. After my welcoming orientation, I learned how to perform fundamental PR practices, such as how to build an effective media list, press release, and media kit.

I also learned how to navigate PR technology, such as Cision and HARO. These programs allowed me to search for media contacts within any organization and receive word when journalists were interested in writing a story that could relate to my clients. Throughout my internship, I worked on several accounts.

A sample of these includes Waipapa Bay Winery in New Zealand, Kenefick Ranch Winery in California, Discover Dunwoody, HomeToGo, Massanutten Resort, PuroClean, and Your CBD Store. By the end of my time with Hemsworth,



I had secured several media placements for these companies and influencers who could elevate their brands. Hemsworth sure does infuse their love for food and travel into their client's programming.

From working with private jet brokers and cruise lines to destination resorts and hotel ownership groups, they have a deep understanding of all facets of the tourism business.

I've learned so much about the hospitality industry through this internship, but I've also learned tons about myself! In the future, I hope to inspire and engage travelers through a career in digital marketing.



X. Internship Spotlight

Susie Chamberlain

On May 7th, 2021, I accepted an internship opportunity with Camp Speers YMCA, located in Dingmans Ferry, PA.

I started working for Camp Speers in 2019 as an Outdoor Education Instructor. During the summer, I was allowed to start out being the Waterfront Director. Now I am the Assistant Camp Director.

I work with kids and adults from all over. Our campers primarily come from Philadelphia, New Jersey, and New York City. We also have a camp within Speers called DragonFly Forest. This camp serves kids and adults up to the age of 24 with Nero Diversities.

I have been able to expand my skill set so much this summer. I have learned about budgeting, working with the kitchen at camp, and what it takes to write grants for non-profit Camps.

I have been able to work with programs offered at Camp Speers: Day Camp, Overnight Camp, and DragonFly Forest.

My advice to future interns is to take whatever job you applied for, even if it is something you do not want to do, and crush it. I started the summer doing something I had no idea how to do. I did my research and asked for help when I didn't know how to do something. I am now in the role I wanted to be in and will work hard and keep moving up.

The most rewarding thing for me has been learning many new skills and knowledge during my internship, such as understanding how the "Back office operations" of the camp run.



X. Internship Spotlight

Megan Lee

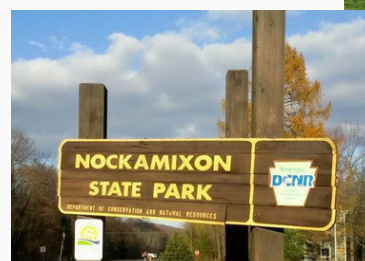
This past summer, I interned at Nockamixon State Park. I have volunteered in the Friends of Nockamixon Group in the past, so when I asked if I could do my practicum here, they were more than happy to agree to it. I worked with some of the volunteers and employees at the park to gain a variety of experiences.

I worked collectively with Mike Quinn, chairperson of trail maintenance, clearing and cleaning up the trails as they are usable for people walking, biking, and horseback riding. Mike was able to provide general guidelines on how to use and fix trail equipment if they were to break down.

I also worked with Carey Friel, the head of the wildlife projects. We conducted bat counts and surveys throughout the park to see what species are living in the park as well as the population size of each species. I learned that big brown bats emerge earlier in the evening compared to little brown bats.

I also learned that if the weather is stormy or there is a full moon, the bats will not come out at night because it is too dangerous for them. I also got to work with Esther Salata, the educator, as well as Trevor Blackwood, a ranger at Nockamixon. Together, we ran programs for the community.

I also got to practice my program planning skills as I created an "it's a bug's life" program for children ages 6-8. Esther and Trevor let me lead the event and they were there to help me out if I needed it. I greatly enjoyed working at Nockamixon State Park and would recommend others interested in working at a National Park to start at the state level!



X. Internship Spotlight

In March 2021, I received the reservations intern position with Hershey Entertainment and Resorts. When I saw the job posting on Indeed, I jumped on the opportunity and applied right away. The reservations department was very responsive and reached out to set up an interview with me right away. After my phone interview, I received an email the next day letting me know that I got the internship! At this point, I was beyond excited to begin working for the summer. Due to COVID, this position was remote. I was a bit nervous at first, but it ended up being a great experience considering I felt as everyone in the reservations department was right there with me while working.

My position was in the reservations department. I got the chance to work closely with not only other interns and reservations agents but the coordinators and managers in the department as well. Everyone was beyond helpful, and always by my side if I needed anything at all. My specific job is to assist guests with securing overnight accommodations, plan vacations, and work with department managers to lead an enrichment activity. I also assisted guests with reservations other than rooms, including cabanas, golf tee times, dining, and more!



The most rewarding part of this internship for me would be the fact that I got to help so many people. I have talked to hundreds of people on the phone and got to help them with everything they need. When a phone call ended, I felt like I had accomplished so much when I helped a guest make their reservations and plan their trip to Hershey!

The advice that I would give to future HRTM interns would be to stay open-minded. You never know what opportunities will come your way, so it is important to be open to every option you may have. Another piece of advice that I would give would be to push yourself and choose something you may be afraid of.

As I said, I was nervous to accept this internship with it being remote, but it ended up being such a unique and exciting opportunity that I enjoyed.

X. Internship Spotlight

Hospitality, Recreation and Tourism Management majors have completed internships at the following sites during 2020-21 academic year:

Aronimink Golf Club
Baymont Inn
Berks County Parks & Rec
Bluegreen Vacations
Camelback Resort
Cove Haven Entertainment
Greenville Country Club
Greenville County Parks, Rec & Tourism
Grey Oaks Country Club
Hemsworth Communications
Hersey Park Entertainments
Kalahari Resorts & Convention
Kettle Creek Environmental Education Center
Kirkridge, Inc.
Minerals Hotel at Crystal Springs Resort
Montage Mountain Resorts
Mount Airy Casino
Murph's Hideaway
Peninsula Golf & Country Club
Pleasant Ridge Camp & Retreat Center
Pocono Brewing Company
Shadow Wood Country Club
Shawnee Inn & Golf Resort
Sight Seeker's Delight
Skytop Lodge
The Country Club of Darien
The Sanctuary at Kiawah Island Golf Resort
Tri Town YMCA
Water Gap Wellness
Woodloch Resorts

Mount Airy
Casino ♦ Resort



XI. Commencement Ceremony Speaker



May 7th, 2021 - Julia Rickard represented HRTM department as the College of Business and Management Commencement Ceremony speaker. Julia mentioned that she had meaningful experiences both on and off-campus during her time at ESU. Her academic major taught her how to give others a home-away-from-home experience while also showing all the possibilities and opportunities the industry has to offer. She worked as a student mentor in the Career Independent Living and Learning Studies (CILLS), was a member of the ESU Honors Program and had two off-campus work experiences, as a travel agent intern at the American Automobile Association (AAA) and in reservations at Carousel Resort and Condominiums.

Julia's speech was insightful and provided great direction for our graduates. During the speech, Julia quoted Conrad Hilton "Success seems to be connected to action. Successful people keep moving. They make mistakes, but they don't quit," which provided a great illustration for our graduates. Graduating is not the end but a new beginning, we cannot stop, as Warriors, we need to keep fighting the next battle ahead of us. We may experience ups and downs down the road but we learn from our mistakes and keep moving.

XII. Scholarships



**EAST
STROUDSBURG
UNIVERSITY**

Scholarships provide financial support to students that have achieved academic success within the Hospitality, Recreation, and Tourism Management Department. Each year, HRTM scholarships are posted on esufoundation.org. Applications are open from March through April for applicants to apply. Each scholarship may have specific scholarship requirements.

We want to thank our alumni, industry partners, and sponsors for supporting HRM scholarships!

- Bushkill Group Annual Scholarship
- Camelback Ski Corp Endowed Scholarship
- Christopher Hartman '98 Annual Scholarship
- Hotel, Restaurant & Tourism Annual Scholarship
- Jack Jones Memorial Endowed Scholarship
- James T. Kassel, Jr. '86 Memorial Endowed Scholarship
- Todd and Shari Nelson Family Foundation Annual Scholarship
- Colin Brett Orodener Memorial Endowed and Annual Scholarships
- Pocono Mountains Visitors Bureau Bob Uguccioni Endowed Scholarship
- Alice Hartinger Shelly '04 Annual Scholarship
- Edmund A. Strickland Endowed Book Award

COBM Golf Fundraising Event Sponsors

Gold Sponsors

- Barley Creek Brewing Company
- Camelback Resorts
- Credit Union
- Emerald Advisers, LLC
- ESSA Bank & Trust
- Fulton Bank
- John Diggins
- Kalahari Resorts and Conventions
- Martin's Snacks
- Member's 1st Federal Credit Union
- Mount Airy Casino Resort
- NEPA Community Federal
- Phil Calamia
- Pocono Mountains Visitors Bureau
- Pocono Raceway
- Rockwood Insurance
- The Hershey Company
- TRIOSE
- Vigon International

Bronze Sponsors

- Boston Market
- Mountain View Vineyard



Warrior Sponsors

- Jeff Robertson
- RLB Accountants
- Sylvester Williams
- Turkey Hill