



EAST STROUDSBURG UNIVERSITY

Hospitality, Recreation &
Tourism Management



2023 HRTM Highlights

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Internship and Career Opportunities

MESSAGE FROM DR. STANLEY CHIANG, CHAIR HRTM

This year we celebrate transformation, transformation is the act of change or the state of being transformed. Whether you are transitioning from high school/associate degree to university, seniors graduating and entering the industry, and/or alumni taking on a different career opportunity; we are here for you.

Within the HRM department, we offer quality education, professional development, certification, career exploration, and strong networking to help you succeed, transform, and achieve your full potential.

We are excited about our upcoming semester and gearing up for another exciting and productive year. I encourage you to join the Hospitality and Tourism Club as we frequently invite industry guest speakers, career development, and property tours to find your interest and explore different options and opportunities in the hospitality, recreation, and tourism industry.

In Hospitality,
Dr. Chiang



I. New Credly Badges Unlock Oppourtunities

- Since 2021, the HRTM department has launched the digital credential platform leader Credly. It is best known for verifying skills and knowledge earned through specific coursework. Credly makes talent more visible and opportunity more accessible for those who earn the proficiencies. After completing specific curricula in areas of expertise, electronic badges will be awarded endorsing knowledge gained in these specific areas. Badge earners may share it on their resumes, job applications, and job posting sites to gain a competitive advantage.
- New badges added in 2023:
 - Contemporary Legal and Ethical Aspects of Hospitality & Tourism Management
 - Recreation Organizations
 - U.S. National Park
 - Information Systems for Hospitality Management
 - Beverage Management
 - Recreation Services Internship
 - Hospitality and Tourism Internship

II. New Curriculum Development - Beverage Management

- Beverage management is a vital part of the hospitality industry. Currently, there are several food-related courses offered but ESU offers few beverage courses. To address this gap, the department began offering an advanced class on wine. By offering a more introductory course, students could begin to learn about beverage management earlier in their studies. They could also explore other aspects of beverage service such as coffee & tea, that are equally relevant to hospitality but may not require the depth of a full semester.
- This course introduces students to the major alcoholic and non-alcoholic beverage categories. Topics explored include coffee, tea, beer/wine/spirits, mixology, cider, and other related adult beverages. Students gain a broad understanding of production methods, regional influences, and service procedures.

Upon completion of the course, students will be able to:

- Explain the coffee roasting & brewing process and explain broad sensory differences between growing regions.
- Identify and explain the aroma & flavor profiles of various types of tea.
- Explain the production processes for beer, wine, sake, spirits, and hard cider.
- Implement ethical and safe alcohol tasting, handling, storage, sales, and services and define and apply common terms used in the wine and beverage industry.

III. Hospitality & Tourism Institute



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- The primary purpose for establishing the Hospitality and Tourism Institute is to provide leading educational, career, and research development programs and activities that are committed to fostering lifelong learning and career advancement within the hospitality community.
 - The hospitality, recreation, and tourism management department has been engaging with the community since the Pandemic and has heavily engaged with the community in rebranding hospitality in our local community. There is a growing demand for education workshops, community partnership programs, and continuing education programs from our local community. In addition, the institute will also help rebrand hospitality, recreation, and tourism management in our local community.
 - The education goal of the institute include:
 - a) To offer lifelong learning opportunities for hospitality professionals with an industry-accredited program.
 - b) To provide education and professional development workshops at industry partner properties.
 - c) To promote instructional resources that are accessible for stakeholders within the hospitality and tourism community.
 - d) Provide internship opportunities for regional, state, and international students.

IV. Hospitality Data Analytics Workshop



- The College of Business and Management have renewed data analytics workshops with Stroudsburg Area School District for the third year and will be providing cutting edge data analytics programs to support Stroudsburg High and Junior High School curriculum. This would be the third year the program was led by Hospitality, Recreation, and Tourism Management faculty. These work shops will benefit business, social science, and math studies.
- This year we will be integrating social media analytics, travel and tourism, cost control and financial management curriculum into the workshop sessions.
- This program is led by Dr. Ju, Dr. Meitner, and Dr. Chiang of the Hospitality, Recreation, and Tourism Management Department.

V. P&J's Restaurant News



P&J's Restaurant has partnered with the Arts + Media + Design department in the recreation of the iconic P&J mural that was in the old P&J Restaurant. The original concept was using the iconic P&J stained glass from the original restaurant. Prof. Cindy Vojnovic, Arts and Design Professor was the leading professor overseeing the project. Alexandria Gonzalez, an Arts and Design major came up with the concept and executed the project. Design department in the recreation of the iconic P&J mural that was in the old P&J Restaurant. The original concept was using the iconic P&J stained glass from the original restaurant. Prof. Cindy Vojnovic, Arts and Design Professor was the leading professor overseeing the project. Alexandria Gonzalez, an Arts and Design major came up with the concept and executed the project.

A formal induction celebration will be held on 9/21 in the P&J's Restaurant.

VI. HRTM Industry Guest Speakers

The HRTM industry guest speaker 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 are guest speakers spoken in our classrooms and/or on property tours from Fall 2022 to Spring 2023.

Anita Strycky - Senior Demand Generation Analyst II, 2U

Ashley Law - Director of Sales, Hampton Inn & Suites

Ben Koff - General Manager, Mount Airy Casino

Bill Colavito - GM, Great Wolf Lodge

Dave Makarsky - Managing Director, Camelback Resort

Fernando Alcantar - Director of Student Engagement Student Activity Association

Hassan Moneim - VP of Resort Operations, Mount Airy Casino



Kelli Stack - HR Manager, Camelback Resort

Kirsten Leili - Guest Communications Coordinator, LEGOLAND New York Resort

Janine Budzius - GM, Philadelphia Country Club

Jeff Rudder - GM, Skytop Lodge

Jen Felegy - GM, Lehigh Country Club

Joe Akob - Executive Director of Student Activity Association, ESU

Jordenne Butler - Corporate Recruiter, Kalahari Resorts and Convention

Julia Gramling - Guest Services Manager, Hilton Harrisburg

Linda Forte - Owner, Stroudsmoor Country Inn

Lucy Gussman - Sales Manager at Kalahari Resorts and Conventions

Mary Popovich - VP of Human Resources, Camelback Resort

Nicole Sohns - Regional Director of Revenue Mgmt, InterMountain Management

VI. HRTM Industry Guest Speaker Series

Peter Gramling - Assistant Front Office Manager at Eden Resorts & Suits

Roger Spotts - Environmental Education Coordinator, Kettle Creek Environmental Education Center

Ryan Smith - Director of Aquatics, Camelback Resort

Susie Chamberlain - Specialty Camp Director of Camp Speers YMCA at Greater Philadelphia YMCA

Tim Bayer - VP of Facilities, Camelback Resort

Terri Lutz - VP of Marketing, Camelback Resort

Peter Luck - Pocono Day Trippers

Scott Peckins - CEO, Pocono YMCA

Sean Callahan - GM, Jasmine Porch Kiawah Island Golf Resort

Sean O'Hara - GM, Springhill Suites by Marriot



Quetcy Dueno - Recruiting Manager Camelback Resort

Trip Ruvane - Co-Founder & President, Barley Creek Hospitality Group

Taylor Olszyk - Marketing Manager, Mountain View Vineyard, Winery Brewery & Distillery

Zackrey Rotz - Gorilla Grove Manager, Kalahari Resorts & Conventions



VII. HRTM Event Planning Activities

Students in our event planning courses have been exposed to necessary event planning skills such as: designing the meeting experience, strategic planning, site, and venue selection, negotiating contracts, budgeting, and marketing the meeting. Students have also helped plan departmental and campus-wide events as well as completed professional events and meeting planning internships in resort and convention centers.

The RECR 350 Special Event and Programming students partnered with The Arts + Media + Design and Health Sciences Department to host and execute the Empty Bowls fundraising event at P&J's Restaurant.



Students raised nearly \$3000 for the Warrior Food Pantry! The Pantry provides food and other necessities to ESU students who do not have enough money to buy nutritious food.

Guests received a handmade pottery bowl made by Professor Wes Brown, his students, and community volunteers. They also enjoyed a delicious bowl of soup with dinner rolls prepared by Dr. Chuck Meitner and Special Event and Programming students.

VII. HRTM Event Planning Activities

Students in HRTM 436 Meeting & Convention Management planned the 2022 Alumni and Industry Professional Networking Event. The event invited past to recent alumni and graduates to share their professional careers and providing career guidance and opportunities for our students.

Attended speakers:

Chris Barrett, CEO, Pocono Mountains Visitors Bureau

Bill Colavito, GM, Great Wolf Lodge Poconos

Danica Boyd, Head Global Local Sales and B2C Sales Teams. Sonder Inc.

Susie Chamberland, Specialty Camp Director of Camp Speers YMCA at Greater Philadelphia Area

Madison Chandler, Digital Sales, ADP

Maureen Furlong, Human Resource Coordinator at Aramark

Lucy Gussman, Sales Manager, Kalahari Resorts & Conventions

Taylor Olszyk, Marketing Manager at Mountain View Vineyard

Nicole Sohns, Regional Director of Revenue Management at InterMountain Management

Carly Zumar, Social Media & Content Marketing Strategist, NBA



VII. HRTM Event Planning Activities

Hospitality majors in our meeting and event planning course hosted the College of Business Management (COBM) Annual Minority Scholarship Golf Fundraising Event at Skytop Lodge.

This event benefits first-year minority students in COBM, after an afternoon of golf, a reception, dinner, auction, and awards ceremony were followed.

Together we raised over \$30,000 USD from Sponsorships to Golf registrations!



VII. HRTM Event Planning Activities



Gimbles Program



2022 Pickle Me Festival



Kalahari Property Tour



Stroudsmoor Country Inn

VIII. Stony Acres

Recreational leadership students completed the challenge course training at Stony Acres. The training encompasses leadership development, group dynamics, and trust-building activities through experiential learning and leadership activities. The two-day training also encompasses basic belaying, low elements challenge course, and lead processing/reflecting training to help future leaders develop the capacity to lead a variety of outdoor leadership initiatives in a challenge course outdoor recreation setting.

Students passing the written and practical exam will be receiving a Stony Acres Teambuilding on Low Elements and Basic Belaying Badge.



IX. Hospitality Leadership Development Summer Camp

This summer, the HRTM department had a successful Hospitality Leadership Development Summer Camp this past month. A big shout-out to corporate sponsors for supporting our first Leadership Development Summer Camp for our future hospitality leaders. The emphasis of our program is to help students understand the diverse culture in the hospitality industry through leadership development activities, guest speakers, and property tours to better understand the various career pathways and opportunities within the hospitality, recreation, and tourism industries.

Special thanks to our corporate partners: Christopher Barrett, PMVB; Diana Stanukenas and Katelynn Hoffmann, Kalahari Resorts and Conventions; Jeffrey Rudder and the executive team, Skytop Lodge; David Makarsky, Mary Popovich, Rachele Wilkinson, Ryan Smith, and Nicholas Smith Camelback Resorts; PPL Foundation Sustaining Grant and ESU Foundation; Dr. Sylvester Williams, Dean of the College of Business and Management; Chuck Meitner, and Yongwook Ju, HRTM Faculty; Maddy Constantine, Stony Acres; Gianna DiLauro and Emma Stephens, HRTM Camp Counselors.



X. Touring Abroad - Costa Rica

Five students taking Perspectives of International Tourism Management spent a week in San Jose, Costa Rica. The students visited hotels, restaurants, theatres, coffee farms, and government and tourism agencies learning the hospitality and tourism industry and parttake in environmental education programs.



XI. 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.

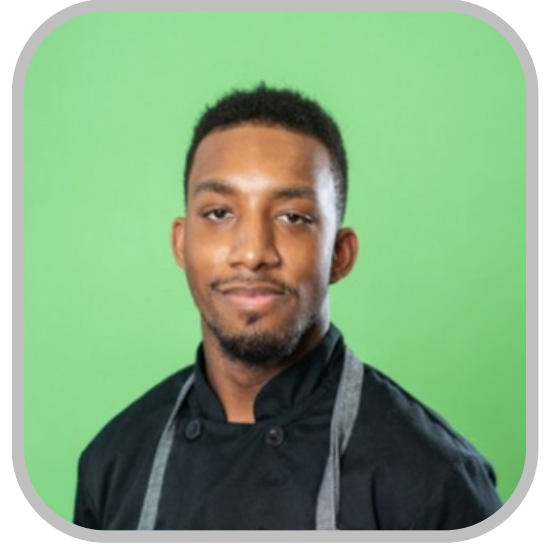
We are honored to share that the HTMC club received the education program award for our outstanding effort in bringing HRTM majors and the industry together! Students interested in joining the HTMC can do so by searching and adding "Hospitality and Tourism Management Club" in Warrior Link.



XI. Hospitality & Tourism Management Club (HTMC)

A Message from the President:

Hello everyone, my name is Kiondre Kenner and I am the Hospitality and Tourism Management Club president for the upcoming Fall 2023 semester. Hospitality Tourism and Recreation Management is my major. This is my second year at ESU being a transfer student starting in Fall 2022. It has been incredible thus far, I have been able to join a handful of organizations including the Men of Color Alliance (MOCA), Eta Sigma Delta (ESD), Latin American Association (LAA), Black Student Union (BSU), and the Student Government Association (SGA). All have provided me with opportunities to create new bonds with the community. Leadership roles have been crucial in providing valuable challenges to overcome (and still are). Discomfort being most common for many is so important to prevail over. Getting yourself out of your comfort zone will give you growth, confidence, and the spirit to cross that finish line, wherever it lies!



I am anticipating our upcoming semester, feel free to reach out to me about anything about any of the organizations mentioned, or any opportunities to get you more accustomed to ESU! I look forward to meeting new warriors and strengthening our connections throughout our journeys.

XI. Hospitality & Tourism Management Club (HTMC)

A sample of our the clubs tours and activities, to find more please follow us on Esu Hrtm Dept on facebook and Instagram.



XII. 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.

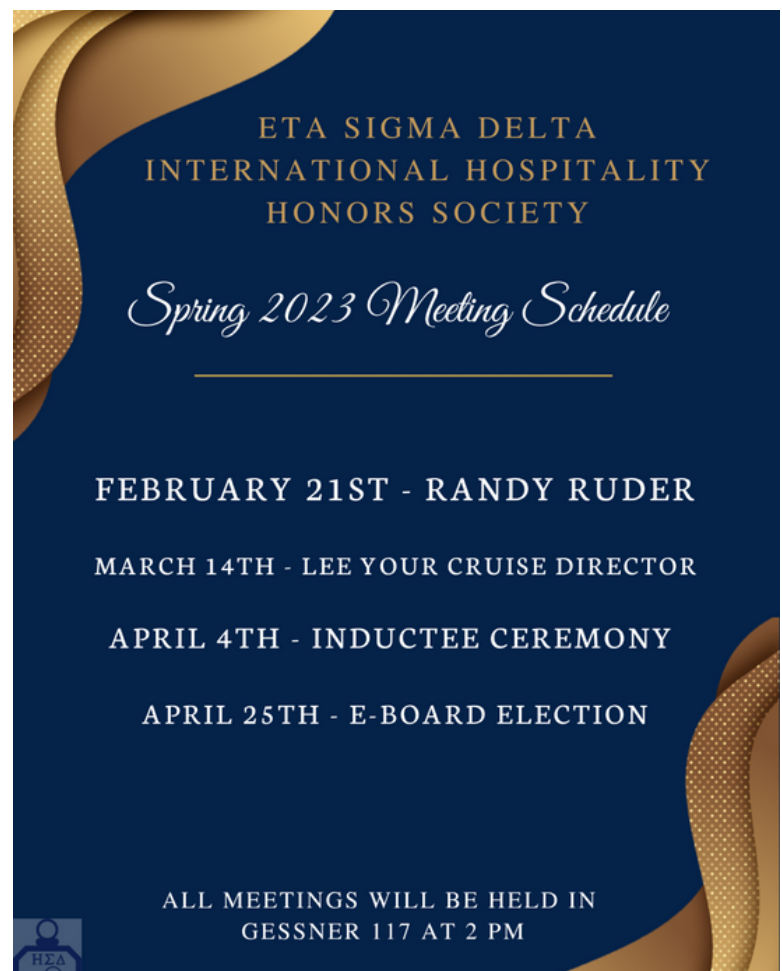
Eta Sigma Delta has grown to have over 90 chapters. These chapters allow members to distinguish themselves from others in the hospitality field, job recruitment, and educators.

There are six points of honor that ESD students will recognize and shine including Creativity, Diversity-Equity-Inclusion, Ethics, Excellence, Leadership, and Service. To join the society, students need to declare themselves as HRTM majors with a cumulative GPA of 3.0+ and a junior/senior status.

Guest Speaker - Joe Massaro
CEO of PR & LA



Wednesday, November 2nd
Gessner 317
2 PM



XII. Eta Sigma Delta International Hospitality Honor Society



In Spring of 2023, Eight new members were inducted to the ESU Eta Sigma Delta Chapter, International Hospitality Management Society. It was our esteem pleasure to welcome Melissa Onorato, Director of Sales and Catering from Great Wolf Lodge and Morgan Koerber, Alumni Engagement Coordinator from ESU Foundation were our induction ceremony guest speakers. They shared their perspectives of the hospitality industry, leadership, and career guidance to our inductees and ESD members.



Melissa Onorato



Morgan Koerber



ESD Induction Ceremony

XII. Eta Sigma Delta Hospitality Honor Society: ESU Chapter



XIII. Internship Spotlight: Shannon Washburn

I was accepted for two internship over the summer working at Reeves International Inc. Breyer Division and Leigh Valley Country Club. I was able to create original video content for product and event promotion which resulted in a 70% increase in engagement on their TikTok account. I also assisted in the planning and preparation of BreyerFest held in July at the Kentucky Horse Park as well as online.

My Special Project included producing 30+ original videos to be used during the live broadcast the weekend of the event.



As an Events Intern at Lehigh Country Club, I got the

opportunity to plan and execute banquets and member social events.

I also assisted in event setup, execution, and breakdown. I got to take the lead on many

decorations set-ups for

member events and found that these types of events were my favorite! I got to be part of a large variety of events and gained lots of new experiences I can carry with me as I move forward in the Event Planning industry.



XIII. Internship Spotlight

Mahogani Hurley

The big question is “Why do an internship?” Speaking of my experience, I think an internship is important for all many reasons as it can help create new skills and opportunities that we may not receive otherwise. During my internship at Stroudsmoor Country, I was a Front Desk/ Operations Intern where I gained practical and technical knowledge while working at the front desk and sales function.

I really value my internship experience at Stroudsmoor Country as it helped me develop and understand a vast variety of responsibilities and skills required to achieve my career goals. Particularly, Stroudsmoor helped me apply knowledge learned from the classroom and apply it to the real world, in our hospitality industry.



My internship experience also helped me develop important soft skills, time management, organizational skills, adaptability, problem-solving, group dynamics, and teamwork. I want to thank Linda Forte for mentoring and guiding me along the way. It was a pleasant and wonderful experience interning at Stroudsmoor Country Inn.



XIII. Internship Spotlight

Billy Been

During the summer of 2023, I interned at the Chocolatier, a restaurant entering its third year located at the front entrance of Hershey Park. During the summer, on average, The Chocolatier sees anywhere from 1200-1500 guests per day.

Being somewhere I grew up going to as a kid, I felt the Hershey Company is an exceptional opportunity for me to learn and grow not only in my career but as a person. I spent my summer as a Culinary Intern, further developing my culinary skills while also gaining significant leadership experience.

The Chef team did an immaculate job on giving me real world experience and helping me accomplish my goals I set forth for myself.

I highly encourage ESU students to consider the Hershey Company as a place to complete your internship. There is so much opportunity with Hershey, it is called the sweetest place on Earth for a reason!



XIV. Alumni Spotlight

Paige Amrien - Class of 2022

Dear Current HRTM Members,

My name is Paige Amrein, and I am a recent graduate of the ESU hospitality program. Upon concluding my studies in December 2022, I had a job lined up with the Marriott Voyager Program to start as a front desk voyager at the Westin Newport in Jersey City in June 2023. In the meantime, I will be working at the River House at Odette's, a boutique hotel in New Hope, PA, where I have completed my internship.

My main responsibilities included working as a front desk agent, housekeeper, housekeeping inspector/supervisor, and concierge guest services. I also assist with our exclusive ROOF which is the River House's membership and hotel guest-only restaurant and bar as one of the few hostess/concierge/member service contacts. During the few months I have been back, I have assisted with membership renewal for the property and the company which also has a property in Stone Harbor, New Jersey called the REEDS. This time has taught me a lot.



A little piece of advice that I would like to give is to make as many connections as possible during your time at ESU, your internships, and job opportunities as they will help you along the way. Also, learn as much as you can as it will only assist you with your future career path and goals. Good luck with the rest of your journey!

All the best,
Paige Amrein



XIV. Alumni Spotlight

Carly Zumar - Class of 2022



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Hospitality, Recreation &
Tourism Management

Carly Zumar
Social Media &
Digital Marketing
Manager
Class of 2022
National Basketball
Association

Carly's job is to manage social and digital marketing efforts for officially licensed NBA merchandise on @nbastore and @nba. Her main responsibilities include building social media strategies, planning social media calendars, and creating content at live events to engage online fans and drive merchandise revenue.

XIV. Alumni Spotlight

Lucy Gussman - Class of 2021



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Lucy Gussman
Class of 2021
Sales Manager
Kalahari Resorts
and Conventions

Lucy Gussman's main role is to sell group rooms of 10 or more to the SMERF (Social, Military, Educational, Religious, and Fraternal) Market Segment and up to 205,000 sq ft of convention space for different types of events. While building relationships with her current clients, she also will allocate time to prospecting new clients to bring them to the biggest water park in the Poconos.

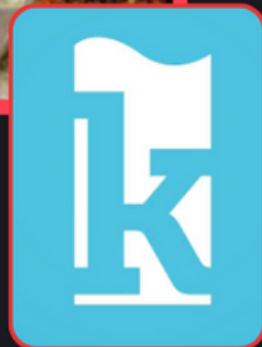
XIV. Alumni Spotlight

Matthew Schaffer - Class of 2015



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Hospitality, Recreation &
Tourism Management



Matthew Schaffer
Hiring Manager
Class of 2015
The Kartrite Resort
and Indoor Waterpark

Matthew's responsibilities include assisting with the development, implementation, and pre-selection activities and managing all labor relations activities by administering union contracts and ensuring compliance. He also administrates all Human Resource functions at Kartrite Resort.

XV. Scholarships

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 corporate sponsors for supporting HRTM scholarships!

2023 HOSPITALITY SCHOLARSHIP AWARDS



Gianna DiLauro

Camelback Ski Corp Endowed Scholarship
Hotel, Restaurant & Tourism Annual Scholarship

Robert Martino

Jack Jones Memorial Endowed Scholarship

Kiondre Kenner

James T. Kassel, Jr. '86 Memorial Endowed Scholarship
Edmund A. Strickland Endowed Book Award

Crysta Heffner

Todd and Shari Nelson Family Foundation Annual Scholarship

Justin Vidot

Colin Brett Orodener Memorial Endowed Annual Scholarship

Kaeli Weatherford

Pocono Mountains Visitors Bureau Bob Uguccioni
Endowed Scholarship

Hannah Strunk

Pocono Mountains Visitors Bureau Recreation
Annual Scholarship

Charles-Olivier Godin-Blier

Alice Hartinger Shelly '04 Annual Scholarship

XV. Scholarships



Congratulations to our AHLA Scholarship awardees! What a great opportunity to have Joe Massaro, CEO and Ben Fileccia , VP of Pennsylvania Restaurant & Lodging Association as our honors guest speakers to provide their professional insight in the industry and the many career and opportunities await our majors!



XVI. 2022-2023 Internship Sites

Hospitality, Recreation and Tourism Management majors have completed internships at the following sites during 2022-23 academic year:

Camelback Resorts

Delta Hotels by Marriott, Allentown

Developmental Education Services of Monroe County, Inc

Disney World & Resorts

Downingtown Area Recreation Consortium

Hershey Entertainment & Resorts Company

Kalahari Resorts and Convention

Kiawah Island Resort

Lehigh Country Club

New Story School District

Philadelphia Country Club

Pocono Mountains Visitors Bureau

Reeves International, Inc

Serentie Management LLC

Stroudsmoor Country Inn

Woodloch Resort

Marriot International Voyage Program

