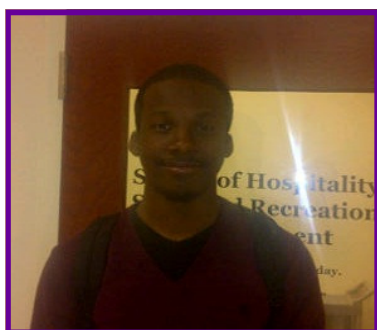


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SHSRM Digest

School of Hospitality, Sport, and Recreation Management
 James Madison University
 Godwin Hall, Harrisonburg, VA 22807

WHAT'S **COOL** ABOUT OUR SCHOOL?

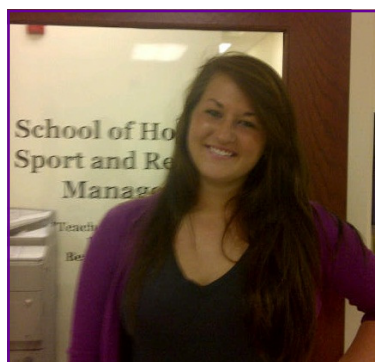


"The knowledge I have gained is very practical and applicable to the industry."

Frank Fleming
 Hospitality Management

"It's like a family. I love our professors and the students in the program are great."

Lindsay Brauch
 Sport & Rec Management
 Undergraduate Program



"Our school focuses on gaining practical experience in the job field while learning from those who have experience."

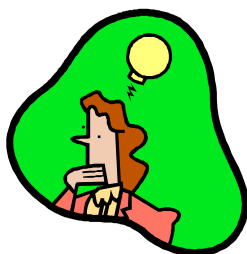
Adam Sutphin
 Sport & Rec Management
 Graduate Program



STUDENTS....WE NEED YOUR



As we near the middle of our second full year as the School of Hospitality, Sport and Recreation Management, we are seeking your assistance and involvement. The faculty is currently searching for a logo for the school. To encourage student involvement in this important task, we have decided to develop the "logo contest." If you create the logo that we select for the school, you can be given a monetary award of up to \$300 and the logo will be used throughout the school!



Here are the specifics:

- You must complete the logo/design and submit it to Erika Mabrey (Godwin, room 355) no later than Tuesday, November 29, at 5:00 PM.
- When you submit your logo/design, you also need to submit the waiver form (retrieve from SHSRM Office Suite). We will not accept a logo for the contest without the waiver form.
- The submitted logo/design must be your own original work.
- The logo/design can be hand drawn or graphically created by using computer software.

Alumni Spotlight



Sport and Recreation Management graduate **Christina “Corky” Julien** (2010) recently won a Pan American Games gold medal playing for Canada. Canada beat Brazil 4-3 on penalty kicks after regulation and overtime play ended in a 1-1 tie. Julien played every minute of regulation and the two overtime periods, but was not among the five Canadian players in the first and deciding round of PKs. The former JMU All-American was the 2008 Colonial Athletic Association Player of the Year. She completed her collegiate career ranked second on JMU’s career goals list (44), second on the career points list (102) and tied 18th on the career assist list (14). Julien scored a JMU-record 19 career game-winning goals.

SINC Conference

The Sports Industry Networking and Career (SINC) Conference will be held from February 10-11, 2012 in Washington, DC at The George Washington University. Students in SRM have benefited from this conference during the last several years. This year’s conference includes:

- Networking one-on-one with top sports executives
- Roundtable lunches with industry professionals
- Interview on-site with over a dozen companies
- Special Friday evening reception at the Verizon Center

Students in SHSRM will be extended a discounted price of \$99 if we have 20 or more students enrolled.

For more information, please contact Ben Baker
Email: bakerbe@dukes.jmu.edu or cell 240-446-3590

Library Resources

JMU Libraries (www.lib.jmu.edu) provides a collection of books, media and online databases to support the academic and professional interests of hospitality, sport and recreation management researchers. Here are some new and noteworthy titles:

- *Encyclopedia of Sports Management and Marketing* – This online encyclopedia provides definitions, explanations and analysis of key issues and topics related to sport management. Access this source through the library website.
- *Modernist Cuisine: The Art and Science of Cooking* – This six-volume print reference work delivers an overview of modern gastronomy through striking photography, illustrations and step-by-step instructions. Browse this series in the Carrier Library Reference Collection.
- *Street & Smith’s SportsBusiness Journal* – The leading news source for professionals and leaders in the sports industry. Read print copies of SBJ in Carrier Library.
- *Operations Management: A Hotel Case Study* – Follow the general manager, beverage manager, executive chef and executive housekeeper as they maintain their hotel’s workflow in this 30-minute online video documentary. Watch it online through the JMU Libraries website.
- *SBRnet* – Locate statistics on all things sport – participation levels, consumer spending, sports fans, television viewership, ticket sales and more. Use this database through the JMU Libraries website.
- *Secrets of the Sommeliers* – Learn how to taste, buy, store and serve wine with this career guide for aspiring wine professionals. Check out this book from East Campus Library.

Do you need research help with a class project or preparing for a job interview? Contact Jason Sokoloff, your HSRM librarian, who is always happy to connect you with the best resources.

Department: Carrier Library Public Services

Email: sokolojk@jmu.edu

Phone: (540) 568-5569

Office: Carrier 100E

MSC: 1704

Remembering Katie Mausteller



Katie Mausteller passed away on October 10 in Harrisonburg after a longboarding accident. Katie was a senior in the Sport & Recreation Management program. She was named to the JMU Dean's List in the Spring semester, was actively involved in coaching youth sport, and played drums in the band *Adam in America*. Mausteller was a 2008 graduate of Williamsburg Christian Academy where she led the basketball team to a state tournament appearance during her senior year and was named MVP of the Eastern Virginia Athletic Conference girls soccer tournament. Family, friends and faculty members gathered in Wilson Hall on Sunday, November 6 to remember and celebrate Katie's life. The memorial, which was planned by SRM students, included a slideshow of Mausteller with family and friends. Several SRM faculty members spoke during the ceremony and remembered her great smile and personality within the classroom. Following the memorial service, a candlelight vigil was held on the quad.



SHSRM Student Spotlight



My name is **Leigh Ashley Harden** and I will be graduating from JMU in December with a B.B.A. in Computer Information Systems (CIS) and Hospitality and Tourism Management (HTM). These two majors provide me with a valuable blend of high quality interpersonal skills, technological skills, and an in-depth understanding of management. When in a working environment, I strive to do the best work of my ability. I bring to the team an outgoing and positive personality as well as a lot of self-motivation, innovation, strong work ethic and an eagerness to learn. In my search for jobs, I wanted to find something that combined my majors and allowed me to work with people. Currently, I am considering job offers from consulting companies, whose clients are mostly in the hospitality industry. I hope to work with a company that provides a dynamic work-environment, a culture that fits my personality, and a position that allows me to use the skills learned from CIS and HTM courses.



Hello, my name is **Ida Donner** and I graduated from James Madison University, proud to say, from the College of Business with a major in Hospitality. Originally from Durham, North Carolina, I came to JMU because of tennis and then absolutely fell in love with the hospitality program. From knowing nothing about this field of study coming in, to leaving and being employed, I would say that I learned so much! I remember my first hospitality class where I learned what business casual meant to my class when I put on a tremendous event for over 100 people. This program nourishes you then puts you in the spotlight. Now, I will be working in Washington, DC as an Event and Meetings Planner for a company called Palladian Partners. I can start my new career with complete confidence because the HM program has prepared me to the fullest, and it's only getting better!

My name is **Brian Donahoe** and I will be graduating from JMU in December. As I approach this exciting time of my life I have to start making some very real decisions about my future. Many times these decisions can be very scary, but the HTM faculty have prepared me for the unknown of the future. Through all of my classes and experiences at JMU, I have learned how to adapt to new and different situations. Recently, I have been offered a position at a country club in Maryland. Although very exciting, it is now time for me to make a decision which will incorporate many variables and factors. Without the experiences gained at James Madison University, I would not be in such a wonderful position.



Advising Information

Game Day



SARA'S CORNER

Advising Updates from Sara Hodges, Academic Advisor and Practicum/Internship Assistant for SHSRM.

- January 17 Add/drop deadline
- February 1 Last day to submit (to me) an application for August graduation
- March 16 Course adjustment deadline
- March 19 Registration for summer begins
Add/drop deadline for second block
- April 3 Registration for fall semester begins
- May 4 Graduate commencement ceremony
- May 5 Undergraduate commencement ceremony

Follow

“James Madison University Sport and Recreation Management (SRM)” on Facebook and LinkedIn!



Above and below: SRM students in Alyssa Gerlando’s Sport Promotion and Sales course assist the JMU Athletics Marketing department in game day promotions during a recent football game.



James Madison University is an equal opportunity institution and does not discriminate against persons on the basis of race, color, sex, sexual orientation, religion, creed, national origin, age, veteran status, political affiliation, or disability.

Fall 2011 Practicums & Internships

Practicums:

Zoe Anthony, University Recreation
Mills Babb, JMU Duke Club
Stephen Barraco, JMU Athletics Marketing
Christopher Brooks, JMU Men's Soccer
Solomon Brown, JMU Duke Club
Jake Coolidge, Laurel Health System
Nicole Crivellaro, JMU Recreation Marketing
Cathleen Crouch, Richmond Flying Squirrels
Matt Curtis, University Recreation
Christine DeGeorgis, ProActive Travel
Patrick Downey, JMU Athletics Marketing
Matthew Gibb, JMU Athletic Faculties and Events
Aaron Harper, Gold's Gym, Harrisonburg
Brent Henchen, JMU Athletics Department
Nicole Jotso, JMU Athletics Department
Ryan Kendra, JMU Athletics Department
Kerby Long, Turner Ashby High School
Jake Lowery, JMU Athletics Communication
Amanda Mershon, Packsaddle Ridge
Greg Meyo, Lakeview Golf Course
John Moran, JMU Athletics Marketing
Ashley Musgrove, University Recreation
Kristen Rauch, Athletics Development, Special Events
Rick Reardon, JMU Women's Soccer
Thomas Sarro, Downtown Athletic Store
Brandon Schroth, Bridgewater College
Evan Scott, JMU Athletics Communication
Charles Shaban, JMU Athletics Communication
Justin Thorpe, JMU Student Athletic Services
Adam Toombs, JMU Athletics Communication
Joseph Wirth, University Recreation

Internships:

Matthew Barr, JMU Duke Club
Matthew Barr, Athletic Development/Outreach
DJ Bryant, East Rockingham High School
Darien Crews, JMU Women's Soccer

Kendall Doxie, JMU Athletic Ticket Office
Justin Epperson, Upper 90 Soccer
Ross French, Spotswood High School
Brian Greer, The Running Store
Lucas Hatcher, Fredericksburg Field House
Michael Larsen, National Foundation for Cancer Research
Justin Lawson, Averett University
Kevin Munson, Shenandoah Valley Baseball/Softball Academy
Steven Plante, JMU Lacrosse
Jonathan Rose, Boys and Girls Club
Kristin Ross, East Alabama Medical Center
Nicole Sakamoto, Student Athletic Services, JMU
Joshua Taylor, Northern Virginia Sportsplex
Ville Wahlsten, Point Break Academy

Interested in financially supporting the School of Hospitality, Sport & Recreation Management?

Your investment helps to develop programs & scholarships for our students.
 For more information, contact Dr. Michael O'Fallon (ofallomj@jmu.edu).

Graduate Deadlines

January 20: last day to submit an application to graduate in Spring 2012

March 16: Comprehensive Exams for Spring 2012 Graduates

Graduate Students: Are you aware of the Graduate Student Association? Check out their website:

<http://www.jmu.edu/grad/gsa/>

Contact Us:

Want to get in touch with SHSRM faculty?

Miguel Baltazar
baltazmb@jmu.edu

Ben Carr
carrbh@jmu.edu

Stephen Flack,
flackse@jmu.edu

Reg Foucar-Szocki
foucarrf@jmu.edu

Alyssa Gerlando
gerlanat@jmu.edu

Larry Ham
hamll@jmu.edu

Gary Juhan
juhangw@jmu.edu

Neil Marrin
marrinnd@jmu.edu

Cara McFadden
mcfaddcw@jmu.edu

Tassie Pippert
pippertl@jmu.edu

Dave Shonk
shonkdj@jmu.edu

Julie Wallace Carr
wallacje@jmu.edu

Director, SHSRM
Michael O'Fallon
540-568-5168
ofallomj@jmu.edu

Erika Mabrey
Sr. Support Staff
540-568-3051
mabreyel@jmu.edu

Mailing address:

James Madison University
800 South Main Street
MSC 2305, Godwin Hall
Harrisonburg, VA 22807

NEW FACULTY PROFILES



Miguel Baltazar joined the Hospitality Management faculty in the Fall semester and is currently teaching HTM 330: Hotel Operations and Hospitality Technology; and HTM 434: Purchasing, Cost Control and Financial Management. Mr. Baltazar holds a two year Masters degree of Management in Hospitality from Cornell University School of Hotel Administration. With extensive hotel management experience, including three General Manager positions, he taught hospitality management for more than ten years in Switzerland, Portugal, Spain, Puerto Rico, and the United States. Miguel is a member of the Cornell University Hotel Society & Alumni Association; an Associate of the Chartered Institute of Marketing; member of the HOSTEUR Editorial Review Board, the International CHRIE; and is Marriott Meetings Excellence Certified. He also brings some hospitality research experience and complete fluency in Portuguese, Spanish, French, and English.

Alyssa Gerlando joined the Sport & Recreation Management faculty as a full-time Lecturer in the Fall semester. Alyssa joins the faculty after serving as the Director of Marketing for JMU Athletics and previously taught SRM classes as an adjunct professor. She is a favorite of many SRM students and her lectures in the classroom fuel student passion for the sport industry and stimulates a variety of class discussions. Gerlando served as the Director of Athletics Marketing (2006-2011) and Assistant Director of Athletics Marketing (2004-2006) at JMU. Her previous experience also includes work in the front office of the Norwich Navigators Baseball Club as the Marketing & Media Relations Manager and Media Relations & Merchandise Assistant (2003-2004). Gerlando holds a B.A. in Journalism and Sports Communications from the University of Connecticut (UConn) and is a 2007 graduate of JMU with a degree in Athletic Administration. Alyssa is a current member of the Sport Marketing Association (SMA) and the National Association of Collegiate Women Athletics Administrators (NACWAA). She has been the recipient of a number of Awards from the National Association of Collegiate Marketing Administrators (NACMA), a member of the University of Connecticut's Crew Team, and has served as an Alumni Mentor for UConn's College of Liberal Arts and Sciences and as an Ambassador for the United Way of Harrisonburg and Rockingham County.



Dr. Gary Juhan joined the Hospitality Management faculty in the Fall semester as an Assistant Visiting Professor. Dr. Juhan teaches undergraduate courses in Human Resource Management and Leadership Studies and a graduate course in College Student Personnel. Gary brings to JMU a wealth of experience in Higher Education. He previously served as an Associate Professor (1995-2011), Vice Chancellor for Administration (2002-2010), and Vice Chancellor for Student Affairs (1995-2001) at the University of Virginia College at Wise. From 1987 to 1994, Dr. Juhan was an Assistant Professor (Social & Health Sciences) and the Vice President for Student Services & Campus Facilities at Lees-McRae College in Banner Elk, North Carolina; and he was the Dean of Students (1980-1984) and Acting Vice Chancellor for Student Affairs at the University of North Carolina at Wilmington. Dr. Juhan has made numerous presentations and has been a member of the National Association of Higher Education, the American College Personnel Association and the National Association of College & University Business officers.

SHSRM Student Organizations

Professional Convention Management Association

Throughout the past few years, the James Madison University Student Chapter of PCMA has grown to become a well-known event management organization on campus, especially within the Hospitality program. We are proud to say that we have grown from ten members our first year in 2004 to over 70 members at the beginning



of the Fall 2011 academic year. In the past, we have visited mainly hospitality and business classes to recruit these members, but this year we visited hospitality, business, communication, and sport and recreation classes. As our membership grows, we ultimately strive

to market to a larger and more diverse student base as well. It is our goal that during this coming year we as a chapter will continue to expand our membership, offer more opportunities to our members, and establish more connections with the PCMA in our attempt to become the leading event management organization at JMU.

For the second year in a row, the PCMA chapter at JMU was named National Student Chapter of the Year!

This year offers a great deal of promise and excitement for our chapter. We have expanded our goals to now provide one service event, one social event, one workshop, one fundraiser, and one guest speaker per month, along with our bi-weekly meetings. These new workshops provide us with great educational opportunities to teach our members about the many facets that are involved within PCMA, including CVB's, associations, suppliers, meeting/event planners, etc. These workshops will consist of activities such as menu planning, site selection, and vendor relationships. In November 2011 and January 2012, we will be sending members to the Capital Chapter of PCMA's Annual Meeting in D.C., and to PCMA's annual conference in San Diego. We are in the process of planning our second Hospitality Student Conference as well, which will be held in April here at JMU. This event, planned by 10 of our members, provides an excellent opportunity for students to gain great insight into the hospitality industry, meet other students, and network with many industry professionals. Although planned by PCMA, we encourage and warmly welcome CMAA, NSMH, and SLAM to collaborate with us so that we can make it an event that is relevant to all of the different interests within our school!

For more information regarding PCMA, please email us at jamesmadisonpcma@gmail.com, visit our website at www.jmucma.moonfruit.com, or "like us" on Facebook, JMU PCMA '11-'12



Sport and Leisure Association of Madison

The only club exclusively for SRM Majors!

SLAM is a group of people with a common interest in sports and leisure activities. They focus on offering networking opportunities for our members for different careers in sports, while also completing service to the community and providing a variety of social activities. They plan on developing lasting relationships outside and within the university. Please email jmuslim@gmail.com with any questions about the club.

The National Society of Minorities in Hospitality

"Today's students, tomorrow's leaders!"

NSMH is a national non-profit, student-run, professional organization with over 75 chapters of thousands of students across the country that continues to set the precedent for the future leaders of this industry.



It is the premiere, professional organization where we address diversity and multiculturalism, as well as the career development of our student members through programs and conferences, networking opportunities, scholarships, and career development services.

The purpose of this organization is to aid in the recruitment, retention and support of minorities in Hospitality education. Our objective is to build and maintain a working relationship between hospitality professionals and minority students. NSMH strives to prepare hospitality students for a diverse workplace! Thus, YOU DO NOT HAVE TO BE A MINORITY!

Upcoming Events

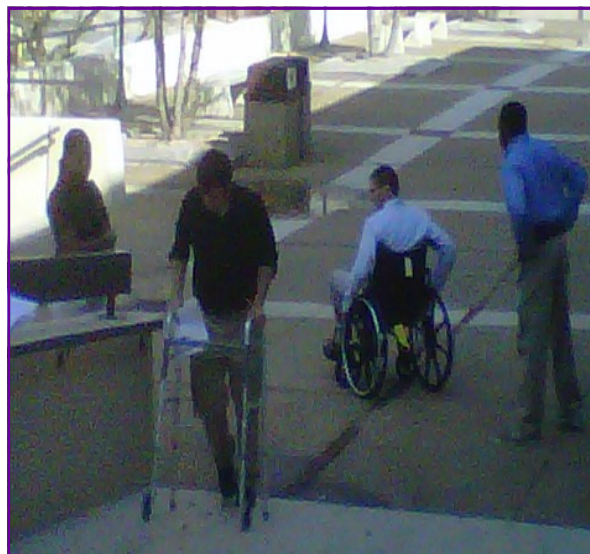
- December 1, 2011 at 6:30 PM—Tentative "Branding Yourself" Workshop (details coming)
- February 16-19, 2012—23rd Annual National Conference in Washington, D.C.

Please contact Kierra Jones at kierradjones@gmail.com or Miguel Baltazar (Faculty Advisor) at baltazmb@jmu.edu with questions or comments.

In the Classroom

An ADA Day of Learning

As part of their learning about the Americans with Disabilities Act (ADA) and Accessible Design, Neil Marlin's KIN 436 classes participated in a Disabilities Awareness Workshop, with the assistance of Dr. Tom Moran, an Assistant Professor in Kinesiology. The students conducted a review of the Godwin building to determine its compliance with the ADA, but also to go beyond compliance and look at functionality. To do this, students had to conduct their review while using wheelchairs and walkers. Roberts Home Medical (<http://www.robertshomemedical.com>) of Harrisonburg kindly donated the use of the equipment for the day.

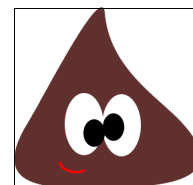


Above: KIN 436 students in wheelchairs

Hershey, the sweetest place on Earth



Recently, professors Tassie Pippert and Miguel Baltazar, together with Special Events & Meeting Management students, visited Hershey (PA) and Hershey Resorts Group. The purpose of this educational field trip was to present their group project to the executive management team of Hershey Destination Services (HDS). The challenge of the project was to role play as HDS and undertake an integrated hospitality special event and meeting project, where students formulated customized solutions to a profiled specific client and formulated creative business ideas (i.e., possible revenue generating ones!) to incorporate into their portfolio of offerings. Upon arrival, the students received an extensive tour of the Hotel Hershey which included the vast meet-



ing center and the fascinating Chocolate SPA. The group was also graciously offered a delicious dinner at TREVI 5, the property's new, contemporary traditional Italian cuisine restaurant. At the dinner, students interacted with GM Mr. Brian O'Day (father of two school alums and member of the school's industry executive committee), who addressed the group along with four other hotel and destination services managers. After a short, but very comfortable complementary night at the hotel, the students presented to a group of executive managers of HDS, including Mrs. Kimberly Schaller (Executive Vice President & Chief Marketing Officer), and Brian O'Day. There was still time for feedback and another panel discussion where several managers shared their job responsibilities and several professional experiences with clientele. (Continued on page 10)



Above: HTM 450 students at Bridgeforth Stadium

In the Classroom

Field trip: City or Resort? The Boar's Head Inn visit for our HTM 330 students

HTM 330 Hotel Operations and Hospitality Management students were given a choice of 2 properties to visit, a city or a resort hotel. The Boar's Head Inn resort hotel in Charlottesville was the students' choice. The focus of the trip was to conduct an extensive tour of a luxury property and expose students to the technology systems used within the various hotel departments. We were welcomed by Pat Burnette (Marketing Communications Manager) and Tracy Rejonis (Income Auditor), who led the tour of the property (including the Golf course, SPA and newly renovated rooms). Subsequently, the group went into the Coach Room for afternoon refreshments and presentations from the Executive Committee. Hotel manager presentations lasted for two hours with discussions of technology as applied to Sales, Rooms, Food & Beverage and Engineering. There were some great questions from students after which the group returned to JMU. Thanks to JMU student Alexis Rosenberg who made numerous contacts which made this visit possible. As she wrote to Mr. Matthew Harris expressing our gratitude, "we are so appreciative to the staff members who took the time out of their day to host us. It was a special day for us to leave campus and spend time out in the *real world* at your property!" Thanks also to the following individuals: Claire Gruenfelder (Director of Human Resources) who organized the visit and to all her staff that dedicated their time to our students; Carol Smith (Director of Sales & Marketing); Pat Burnette (Marketing Communications Manager); Tracy Rejonis (Income Auditor); Martin Winters (PGA Director of Gold); Brat Garrison (Director of Membership & Operations); JR Washington (Front Office Director); Courtney Roane (Food & Beverage Director); and Tom Rodriguez (Director of Engineering).

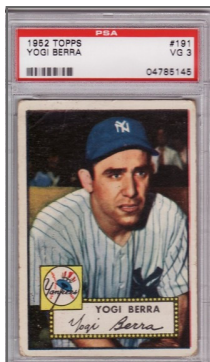


Above: HTM 330 students at Bridgeforth Stadium

There were some great questions from students after which the group returned to JMU. Thanks to JMU student Alexis Rosenberg who made numerous contacts which made this visit possible. As she wrote to Mr. Matthew Harris expressing our gratitude, "we are so appreciative to the staff members who took the time out of their day to host us. It was a special day for us to leave campus and spend time out in the *real world* at your property!" Thanks also to the following individuals: Claire Gruenfelder (Director of Human Resources) who organized the visit and to all her staff that dedicated their time to our students; Carol Smith (Director of Sales & Marketing); Pat Burnette (Marketing Communications Manager); Tracy Rejonis (Income Auditor); Martin Winters (PGA Director of Gold); Brat Garrison (Director of Membership & Operations); JR Washington (Front Office Director); Courtney Roane (Food & Beverage Director); and Tom Rodriguez (Director of Engineering).

Famous Quips & Quotes

"If you don't know where you are going you will end up someplace else."



Yogi Berra

Student Research

JMU students are encouraged to engage in various forms of faculty-student research projects. Below are just some of the projects currently in progress:

- ◆ **Student: Erin Parker (Undergraduate Honors Thesis)**
Topic: *The impact of social media on sport marketing*
Advisor: Dave Shonk
- ◆ **Student: Sharon Stiteler (Masters Thesis)**
Topic: *An investigative study of group exercise participants: Factors related to group cohesion, social support and membership retention*
Advisor: Cara McFadden

Faculty News & Notes

Outside of the classroom, SHSRM faculty are actively engaged in various teaching, research and service projects. Here is an update on some of those projects:

Reg Foucar-Szocki has been busy teaching both HM 212: PROWESS, and HTM 471: Hospitality Leadership. HM 212 is a required sophomore Hospitality Management class focusing on professional development and work skills. Students enrolled in the class gain work experience in theme dinners (Senior HM capstone learning); work 100 hours in a paid position with ARAMARK dining services; complete SERVSAFE, a national sanitation certification; TIPS national certification regarding the service of alcohol; create a LinkedIn profile and a career portfolio dealing with their academic and professional experiences. HTM 471 is a course where seniors execute their business plan (capstone learning); create a financial and operational analysis of their completed business plan; and complete 50 hours of community service along with creating their portfolio.

Alyssa Gerlando is serving as an Alumni Mentor for the University of Connecticut's College of Liberal Arts and Sciences, and as an Ambassador for the United Way of Harrisonburg and Rockingham County.

Cara McFadden strongly encourages students to participate in the Alternative Weekend Break Trip, occurring November 18-20. Sign ups are now open through the Office of Community Service Learning.

Cara McFadden and **Julie Wallace Carr** presented "Campus Recreation Toolkit for Conducting Focus Group Research" at the Virginia Recreational Sports Association Conference.

Larry Ham needs your help! Faculty in the Sport and Recreation Management program are in the pro-

cess of planning a first annual golf tournament to be used as a fundraiser for the program. The golf tournament is scheduled for Fall 2012 to be held in conjunction with one of the home football games, thus allowing alumni to return for the tournament and the football game on the same weekend. Students are now being recruited to assist Dr. Ham with the planning and the accumulating of prizes and awards. Let Dr. Ham know if you would like to help. This project will also be a great resume builder!

Tassie Pippert is working to build the HM Florence Study Abroad program. She recently hosted Alessandro Gentile (Director of Florence Study Abroad) and Dr. Diletta Frescobaldi (Professor, Wine & Food Culture) for lunch. Contact Tassie (pippertl@jmu.edu) for more information about the program.

Hershey (continued from p. 8)



After presentations and panels, there was a lunch at the local Houlihan's Restaurant where the corporate F.& B. manager joined students and talked about Hershey group F. & B. operations/brands, provided career advice and answered student questions. Before heading back, there was time to visit some of Hershey's local iconic places (e.g. The *chic* Hershey Country Club, The *yummy* Museum on Chocolate Avenue or the *captivating* ZooAmerica North American Wildlife Park), a few Hershey Entertainment & Resorts Company™ sites and other divisions (e.g., Hershey Entertainment Group, Hershey Restaurant Group and Hershey Commercial Group). This tour concluded our Hershey visit triangulation, since several of these sites were included in the students' three days of event proposals. We would like to express our immense gratitude to the hotel managers Mr. Brian O'Day, Lauren Eaton Imes (JMU SHSRM graduate), Renee Holloman, Angela Hess and Luke Kracke for their valuable contribution to this exceptional educational experience. Visit the Hotel Hershey website (<http://chocolatespa.com>).