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*Students during CUA Social Enterprise for a Day*

### **Greetings From The Chair!**

From Dr. Peter Mombourquette, Chair of the Business and Tourism Department

The Business and Tourism Department would like to welcome back all students from their spring break. Whether you spent this time with your family and friends, or took a little bit of time for yourself to feel rejuvenated, we are happy to have you back on campus.

We are three months into 2016 and many exciting things have happened already. Our students were successful in their Caritas Day food drive and in raising money during this year's CUA Social Enterprise for a Day for the Syrian Refugee Bursary Fund. If you didn't have a chance to attend these events, there are still more fun events around the corner.

I encourage you to take part in the events put on by the Business and Tourism Department. These events are designed specifically for students to provide you with hands on learning experiences that will benefit you throughout your university career.

To get to most out of your winter semester I also encourage you to seek out help from your instructors if you require it, get outside, and make the most of your time here at The Mount!



Students were treated to a wonderful day of learning, wine sampling, and great food during the annual fall wine industry tour in Annapolis Valley. Students and faculty visited Grand Pre, Lockett and Planter's Ridge vineyards and sampled the best in Nova Scotia wines. Ambassatours partnered with Grape Escapes to provide students with transportation and information on the history and the current state of the wine industry in Nova Scotia. A favorite event for both faculty and students



The second annual educational boat tour had students enjoying an afternoon cruise of the Halifax Harbour on Halifax's Harbour Queen I. They enjoyed the educational tour enhanced by guest speakers from Ambassatours Gray Line, Port of Halifax, Waterfront Development Corporation and the Irving Shipbuilding Inc.

## Looking Back at Fall 2015

The 41<sup>st</sup> annual Business and Tourism Learners and Leaders Conference was a great success with over 150 people in attendance including students from the Mount, NSCC and Holland College, faculty, alumni and business professionals. The audience was treated to a number of speakers throughout the evening including Tyler Hayden, Cleve Sauer, and Keynote Speaker Danny Graham Q.C. The 42<sup>nd</sup> Learners and Leaders Conference will take place October 27, 2016.



Career Week 2015 was a huge success! Students packed the auditorium for every one of the six panels. Highlights included a guest appearance by John Allen from Gryphon Bird Control, along with one of his falcons, which was a great hit with the students. Our Management panel received comments "That this was the best management panel I've ever heard" by our students.





# Business and Tourism Society Update

The Business and Tourism Society has had a very busy year so far and they aren't finished yet. As always they have been an instrumental part of the Business and Tourism Department, connecting with students, engaging in events with faculty and industry, all the while promoting the program and uniting students through all these educational yet fun filled events.

The Business and Tourism Society approached their fundraising efforts this year with consistency and much enthusiasm. All funds raised at all year's events will be donated to a local charity, Ronald MacDonald House (RMH).



When I spoke with BTS president, Joanie O'Leary, about the decision to choose RMH she said "No parent should ever have to be away from a sick child. The reality in Canada is that the majority of families live outside of a city with a children's hospital. The Ronald MacDonald House closes that gap and keeps families together when they need it most."

To date the Business and Tourism Society has raised over \$1400 through activities such as a raffle draw for a Valentine's Day basket, a bake sale, and a night out for students at Pacifico.

The RMH hosts over 20,000 Canadian families annually. The money raised by the BTS ensures the costs to families is minimized and the time spent with their children is maximized.

The Halifax Ronald MacDonald House is always looking for support through fundraising initiatives of individuals, teams or schools, or donations of items on their wish list. Check out [www.rmhccanada.com](http://www.rmhccanada.com) to find out how you can help.



# Tips for a Successful Summer Job Search

Contributed by Emily McLelland, Career Planning Services

Searching for a summer job can often seem like a daunting and tedious task, but there is no need to stress. As you are embarking to find a job remember these tips and tricks to help you along the way.

Keep your options open and be ready to apply outside of your comfort zone. With each employment opportunity you have there are always experiences to be gained and lessons to be learned. Taking on new challenges may open up a whole new world of opportunity for you.

When you begin your job search, remember that 80-90% of the job market is hidden. So, endeavor to make use of any networking contacts you have. Not only is it valuable to establish professional relationships while you are young, you will find that many of these contacts will have knowledge of employment opportunities that are in the “hidden job market”. Be proactive by reaching out to the company or organization by email, mail, or telephone. Remember your goal is to secure an in-person appointment with the intention of being invited for an interview. Above all, be prepared! When making initial contact with a company, or when going to an interview, make sure you are confident in your skills and are knowledgeable about the company.

If you are offered an interview, take some time to get to know the company. Take an in-depth view of the company’s website and learn key facts about what is important to them.

For example, learn the company’s mission and values, recent work they have accomplished, recent awards they have received, or an interesting fact about the company. If you know a little bit about the company, it will show you have a genuine interest in the position you are applying for.

Professionalism is one of the most important characteristics you can display when applying for, and being interviewed for, employment opportunities. Ensure your resume and cover letter are neat, tidy, properly formatted, and free from spelling and grammatical errors. When writing your cover letter, make sure it is tailored to the position you are applying for and that it is addressed to a particular person within the organization. If you are offered an interview, arrive on time, dress appropriately, don’t chew gum, and above all be confident in your skills and abilities.

These tips will help you to get started in your Summer job search. To help you further, MSVU has an excellent Career Planning Services department which you can access at any time. Some services that are offered include:

- Resume Critiquing Service
- Interview Preparation workshops
- Mock interviews
- Resource Library
- Individual Counselling

To access job postings, upcoming events, career planning services, and many more tips and aides to help your job search, visit [www.msvu.ca/careerplanning](http://www.msvu.ca/careerplanning).

# In The Spirit of Giving Back: Caritas Day 2016

For 65 years students have been celebrating Caritas Day in a number of selfless ways and 2016 was no different. Students from the Business and Tourism Society took part by giving back through community service initiatives and spread kindness throughout the city of Halifax at the same time. Students began early with a Food drive in the community surrounding the Mount, where they picked up almost 100 bags of groceries to support the Wellness Pantry on campus. Students and faculty also collected winter coats for Hand in Hand Shelter, made sandwiches for Out of the Cold Shelter, and volunteered at Adsum House and Hand in Hand shelters. Students had the opportunity to connect with the Sisters of Charity, the original creators of Caritas Day in 1951, during the initiatives undertaken that day.



The kindness of Caritas Day spread all over the Mount campus students and faculty got together to participate in volunteer initiatives. Groups gathered in the library to knit toques for the 25,000 toques campaign, which will be donated to Syrian Refugees. Departments across campus played a game of kindness tag, encouraging departments to pass on kindness to one another. Throughout the day students' spirits were brightened by the gift of free cookies, coffee and tea, throughout campus. Thrilled with the success of Caritas Day 2016, students are already thinking about how they can make 2017 even better!





# Social Enterprise for a Day #CUASE4D2016

The CUA Social Enterprise for a day brought together 150 students from The Mount and NSCC to learn about social enterprise and create a business of their own all within 24 hours. The Department of Business and Tourism collaborated with The Centre for Women in Business and CEED to provide students with a wealth of informative coaches, facilitators and guest speakers, to enhance student’s knowledge of social enterprise. The social enterprise expert panel included Sean Coutinho from ‘Such a Teas’, Sarah Andrews from ‘SattVa Boutique’ and Marie France LeBlanc from ‘Habitat for Humanity’. Keynote speaker Chris Webb, spoke candidly about his organization PAVIA Espresso bar and Café, and how they have incorporated social responsibility into their business model. Students also got a corporate perspective about creating a social enterprise when Scott Durling, VP of Member Services for Credit Union Atlantic (CUA), took the stage to speak.



Students created a vast variety of business and took to the streets of Halifax the morning following the conference. The weather was wet and cold, but the spirits were high and bright. Students were able to raise \$1, 468 dollars in just a few short hours.



*“This has been such a rewarding and fulfilling experience”*



All proceeds raised as a result of the student’s businesses were donated to the Mount Saint Vincent University Syrian Refugee Bursary Fund.

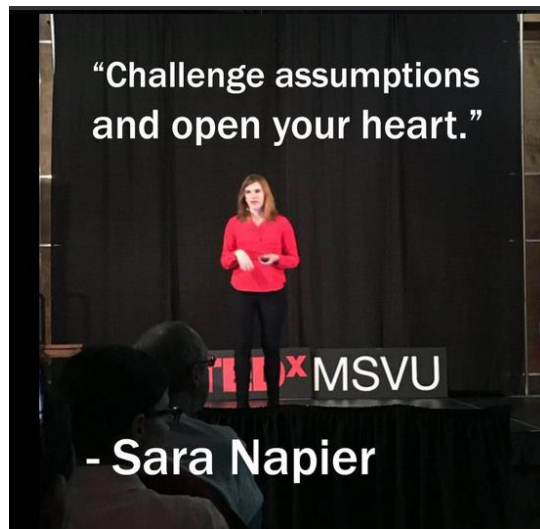
## Small Loan, Big Impact

CUA’s Microloan Program offers loans between \$1,000-\$5,000 so that you can start or grow your business in Halifax.

Unlike traditional small business loans, our microloans place a greater emphasis on your character, vision for the future, and the strength of your business plan. We’re here to help you get ahead.

Learn more: [cua.com/microloan](http://cua.com/microloan) | 902.492.6500





Each person in the room seemed to take away a little something different from every idea that was spoke of or life lesson that was shared.

Mark Smith inspired the crowd recounting his personal journey as a professional softball player from Nova Scotia. His words hung on the crowd like the fog of Halifax,

*“Every one of us leads something or somebody. Every one of us has the ability to change the lives of someone else”.*

With so much excitement and memorable moments from the night, we cannot wait to see what TEDxMSVU 2017 has in store!

TED is a non-profit organization committed to spreading ideas. This most often comes to life in the form of short talks from one to 18 minutes in length. TEDx is run as an independent means to spread ideas all over the world. On February 11, 2016 TEDxMSVU brought together speakers from a diverse set of backgrounds to speak to the topic of “Toward a better World”. The aim of the TEDx is to spark discussion between attendees and create a connection between the speaker and the audience.



The second annual TEDxMSVU did not disappoint as guests spoke to a packed house of enthusiastic students, faculty and community members.

Students, volunteers, faculty and community members left the event feeling motivated and inspired by the speakers who shared their personal struggles, triumphs, and perspectives.



# Sarah O'Connor

Tourism and Hospitality Management

Anticipated graduation: December 2016

Sarah O'Connor grew up in the small town of Lytton, British Columbia, situated at the convergence of the Fraser River and Thompson River. Quite a change from the East Coast city of Halifax she currently calls home.

When I asked her if it was an easy transition moving from coast to coast, she smiled "I've never met nicer people in the world than in this part of the country". Needless to say she has been settling in just fine.

Sarah has always had a love for tourism and after working summer jobs in tourism since the age of 15, she knew she had to pursue it as a career. After stumbling across the Mount's Tourism program online, Sarah decided this is where she wanted to be.

"I love how business heavy the program is, you learn all about tourism, but also about the business side of things too", Sarah said about her love for the program here.

Since beginning at the Mount, Sarah has excelled, volunteering with events like the Halifax Career Fair, involving herself in the local Rotaract Club and excelling academically.

Recently, Sarah was the recipient of the Canadian Hospitality Foundation Award for Hospitality Management. For this award she had the opportunity to travel to Toronto, Ontario and attend the CHF Gala and Awards Ceremony.



*"It was the biggest, fanciest event I've been to in my whole life!"*

Sarah said about her experience that night.

With a graduation date fast approaching, Sarah is beginning to narrow in on her post-graduation plans. Nothing is set in stone yet, but Sarah comments that she'll "go where the jobs are". She's done lots of traveling in her life and would like to continue to do so, so she isn't opposed to taking a job overseas.

"There are 175 countries I haven't been to, so I've got to get on that", she jokes about the potential to travel for work.

I asked Sarah to leave future or current students with advice for the Tourism program, she said:

"Network and utilize your professors, and utilize the people that you know, for connections because they are really going to help you meet the people you need to meet, to get where you want to go. With the Mount being such a small school you really have the opportunity to make those personal connections with your professors and have them know your name: you're not just a number!"



# Tourism Education Alliance of the Maritimes (TEAM)

**TEAM** began in 2014 as a vision of Glenn Squires, CEO, Pacrim Hospitality and Chair of the Tourism Industry Association of Nova Scotia (TIANS). The goal of TEAM is to provide funding in support of post-secondary tourism education at The Mount. The funds raised as a result of the TEAM event will directly impact students with the intent of advancing tourism education in our region by enhancing education and experimental learning.

The 2016 TEAM 'Under The Big Top' event was highly anticipated after the success of last year and it did not disappoint. Over 220 industry professionals and Mount Tourism and Hospitality students networked with one another at the Westin Nova Scotian on a rainy March 2<sup>nd</sup>.

A traditional red and white "big top" entrance and a red carpet led guests into the buzzing reception area. The room smelled of popcorn as students handed out freshly made bags.



There was excitement and surprise as wandering performers from Atlantic Cirque mingled among the crowd balancing swords, juggling, and walking on stilts. A big highlight for many was the SKAL sponsored acrobats serving bubbly drinks upside down from an acrobat wheel.

The evening continued to surprise and delight as Emcee, Cleve Sauer, entertained the crowd fully dressed as the evening's Ring Master.

Adding to the excitement of the night Tourism student, Laura Kennie, was awarded a scholarship from the Nova Scotia Tourism and Hospitality Human Resource Council.

Fundraising efforts ranged from a silent auction featuring over 60 items, a live auction with trips, door prizes, furniture and a balloon blitz that excited the crowd. The final prize of the night, awarded through a raffle draw, was a trip for two to Cancun Mexico, a 5 night hotel stay with \$500 spending money.

Thank you to the organizing committee, student volunteers and attendees for coming out to support the Mount!

# Spotlight on a BBA Student: Ariel Gough

Distance Education option. Anticipated graduation date Spring 2017



Ariel grew up in a small African Nova Scotian community in Upper Hammonds Plains, where pursuing post-secondary education was not the norm. Ariel was fortunate enough to have the unwavering support of her parents behind her encouraging her to do whatever she set her mind to. Passionate about giving back to her community, Ariel still volunteers there mentoring young girls and trying to lead by example. She said it can be a challenge, but she's passionate about encouraging other young women and minorities to pursue their dreams.

I first read about Ariel Gough in a Chronicle Herald article a few months back, and I was impressed by all that she had accomplished at such a young age. She was an active volunteer in her community, was working with the Provincial Liberal Caucus, a Mount student, and was involved with the youth leadership organization 'Global Vision'.

With an impressive CV like that I couldn't wait to sit down and hear more from her in person. Ariel stopped by on her way to speak with a group of young girls aged 12-15 about social media.

She combines her passion for youth leadership with her passion for social media management to speak with youth on topics like using social media safely and how to use social media to create your own brand.

Speaking with youth is just one of the activities Ariel is busy doing: she also studies Business Administration via distance at the Mount. To date, she has never stepped foot inside a classroom on campus, but has nothing but positive things to say about the program. The program appealed to her due to the flexibility in class times and the ability to do her entire degree from home. For someone as busy as Ariel, distance education was the perfect fit.

Ariel attributes her success in life to good organization and time management skills and aligning her goals with her interests. Ariel is fond of setting goals, "at least three big ones a year, academic, extracurricular and career". Strategically, Ariel chooses projects and activities that will help her accomplish the goals she has set.

The future looks bright for Ariel. She plans to return to her studies on a full time basis this summer and plans to pursue her dream of becoming an entrepreneur with a career in social media management. When I asked if Federal politics were in the cards, she said "I've never wanted to be a career politician. I find the best politicians have real world experience and can relate to their constituents, so before I even think about running I want to start my own business and have all these other experiences to bring to the table."

To find out more about the leadership organization Global Vision, visit [www.globalvision.ca](http://www.globalvision.ca)

# Winter Career Week



The Business and Tourism Department has just completed the second Career Week of the school year. This time with the aim of getting students prepared for their summer and post grad job searches.

From March 7 – 10<sup>th</sup> students were invited to a variety of panel discussions on subject matters ranging from Careers in Accounting to Entrepreneurship and Marketing.

Just over 25 industry professionals had been recruited to answer questions, share their personal experiences and offer advice to students entering their careers.

In addition to panels, the Business and Tourism Department partnered with Career Planning services to add a few special presentations to help support students in their search for a career.

Representatives from RBC gave a presentation about personal branding, and how to create an engaging, attention grabbing and career-worthy presence on social media.

A special guest from Enterprise, Erin Mullaly, co-presented with Christine Frigault, Coordinator of Career Planning Services, on the topic of “Networking Your Way to Success”. With so much happening, students are sure to be prepared and motivated for their upcoming job hunt.



# Focus on Faculty: Shawn Cleary

Department of Business and Tourism

Students have said that Shawn Cleary is the epitome of what it means to be a “cool prof”. He’s passionate and innovative and prefers to keep an open and honest relationship with his students. “If they know what’s going on in my life they will let me know what’s going on in their lives.”

Shawn never planned to end up at the Mount as a Professor. He’s worked in a variety of industries including owning his own construction company. A perfect fit it would seem as he’s actually passionate about working with his hands, over the past few years Shawn has undertaken renovating his own home. He said if he wasn’t currently teaching he would probably still be running his own renovation company.

Shawn has also worked in insurance, and as a political staffer in Ottawa. But it wasn’t until he was working at SMU as a Director of Alumni Affairs that teaching “crept into my life”. Before Shawn knew it he was applying for part time teaching jobs at SMU, which turned into a full-time position at NSCC and then a career at the Mount where Shawn has been a faculty member teaching a variety of management, HR, and entrepreneurship courses for six years.

Advice for his students “Just focus on learning stuff, stop trying to just earn your degree – the piece of paper. Take classes that interest you. The stuff you care about are the classes that will feel easy; then, you’ll get good grades and the degree will feel almost effortless.”



Students agree that being in the classroom with Shawn earning their degree can feel effortless. One student commented, “he is always finding one way or another to mix things up and engage everyone, you don’t even realize how much you’re learning at the time because you’re so busy having fun in the lesson.”

The style of Shawn’s teaching can be credited to a former mentor at NSCC, George MacLean, who used to say “Students don’t care how much you know until they know how much you care.” That has always stuck with him and really sums up his teaching philosophy and motivation to teach.

When I asked Shawn what he likes about the Mount he said, “I love the size and feel of the Mount. We’re small and you really get to know the people who work here and the students in your classes. We’re close, it’s like a big extended family.”

A final thought from Shawn “Be happy. Success comes after that, not the other way around.”