

Business & Tourism Newsletter

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In this issue:

New Year's Resolutions

2010 Business & Tourism Conference:
PLAN TO BE THERE!

Upcoming Events

10 Days Study in China = ½ Arts Credit!
Check it Out

Vincent's Restaurant Serves up Great
Restaurant Experience

Business & Tourism Society Newsletter

Focus on Faculty:
Dr. Karen Blotnicky, Marketing

The Mompreneur and the Dawn of The
Naughty Cookie

Sconestone Pays it Forward

Business and Tourism on Facebook:
Been there yet?



New Year's Resolutions

As you enter the first term of a new decade, how prepared are you? What, if anything, would you change to make your life more manageable? How can you make your studies more enjoyable, including the nuisance courses (those courses you really don't want to take but don't have any choice)?

According to Naomi Rockler-Gladen, a freelance writer for Suite101.com, the key to keeping New Year's resolutions is to make realistic ones.

Consider resolutions that make your life easier or more enjoyable, such as getting more sleep, or reading a book *for fun*.

Or, make some resolutions to enhance your university performance. Try getting to more of your classes. Believe it or not, the cost of a single hour in an undergraduate class at the Mount is more than \$15, not including extra fees and books. You do the math.

Are there other things that you can do to make your life more livable while going to university? Rockler-Gladen recommends eating breakfast every day. That would probably be a great start!

Visit Rockler-Gladen's recommended list of new year's resolutions for college students at http://collegeuniversity.suite101.com/article.cfm/student_new_year_s_resolutions

35th Annual Business & Tourism Conference: PLAN TO BE THERE



Student Ticket Price
\$20!

See Miriam Gallant in
Seton Annex 5

On February 4 the Department of Business and Tourism will host its 35th Annual MSVU Business & Tourism Conference and Dinner. The conference theme is “Leadership, Growth & Effectiveness: A Connected Circle.” The theme creatively captures the importance of leadership in growing businesses and communities.

Registration begins at 9:00 a.m. in the multipurpose room, Rosaria, followed by opening remarks. Chris Webb, a motivational speaker, will provide humorous anecdotes and wise insights to students during a morning talk.

The conference provides a unique and valuable opportunity for students to hear and engage HR professionals in discussions related to career opportunities, job interviews, and how to make a great impression on future employers. Over 30 HR professionals are attending, and represent various functional business areas. There will also be panels for both accounting and marketing, as well as a leadership panel made up of leading CEOs from regional businesses. The event will provide two networking breaks for students to touch base with members of the business community during the conference day. Networking will also be possible during the dinner.

The event includes lunch, with guest speaker Mr. Dan MacDonald of InNOVAcorp, and a delicious buffet dinner with keynote speaker, Bill Carr. The event will close with a Business & Tourism Society party at Vinnie’s. The party will be a great way to let off some steam after a full day of networking and learning.

This event is valuable for all students to learn more about business and leadership. It is also a very valuable networking event for students, particularly those who will be graduating this year.

The cost of the event for students is only \$20 – the lowest cost in years. Tickets are available from Miriam Gallant, department secretary, in Seton Annex 5 – *while they last*. Space is limited. Don’t be disappointed – get your ticket ASAP!



Upcoming Events

BE SURE TO CHECK OUT THESE EVENTS.

Take the time to fill up your Learning Passport, or to take advantage of some unique and enterprising opportunities.

January 25

-Networking Your Way To Success session with a representative from Enterprise Rent-a-Car, discussing the company, how to get a job and preparing for the Business and Tourism conference. Session taking place at 2:00 p.m. in Rosaria 105. E-mail careerplanning@msvu.ca to register.

January 27

-If you're a soon to be university grad who's ready for a new challenge, grad@Loblaw is for you. Loblaw's 18-month, paid program lets you see the company from different angles and get an up-close-and-personal feel for the business. Your final placement may be in store management, marketing, product development, merchandising, supply chain, IT, human resources, or finance. Loblaw's is hiring 1,000 grads in the next 5 years and the next round of 100 grads will start in June 2010. Loblaw's is holding an information session at 5:30 p.m. The information session is taking place at Dalhousie University's Student's Union Building, Room 303. RSVP by e-mailing careerplanning@msvu.ca

-Dalhousie University MBA Information Session being held at 2:00 p.m. in Rosaria 105, Mount Saint Vincent University.

January 28 – Winning Resume Workshop at 2:00 p.m. in Rosaria 404. E-mail careerplanning@msvu.ca to register.

February 2

-St Mary's University MBA Information Session being held at 2:00 p.m. in Auditorium D, Mount Saint Vincent University.

-Finding a Summer Job and Preparing for Summer Job Fair Workshop being held at 12:00 p.m. in Rosaria 105. E-mail careerplanning@msvu.ca to register.

February 3

-Speed Monitoring Session at 3:00 p.m. in the Multi-Purpose Room, Rosaria. E-mail careerplanning@msvu.ca to register.

February 4

-CPS Road Show (On-the-Spot Resume Critique) from 10:00 a.m. – 12:00 p.m. in the RBC Seton Link.

-Business and Tourism Conference at Mount Saint Vincent University. This year's conference will include 35 HR specialists, an accounting panel, social media session, panel of successful CEO's, keynote addresses from Bill Carr and Dan MacDonald, silent auction, and dinner. Tickets are \$20 each for students and available starting Monday, January 18, from Seton Annex 5 – Business and Tourism Office.

February 5

-Finding a Summer Job and Preparing for Summer Job Fair Workshop being held at 12:00 p.m. in Rosaria 105. E-mail careerplanning@msvu.ca to register.

February 9

-Summer Job Fair 2010 taking place at St Mary's University, Loyola Conference Hall from 10:00 a.m. – 3:00 p.m. Visit <http://www.smu.ca/administration/sec/SJF2010/> for more information.

February 12

-Interview Preparation Workshop at 12:00 p.m. in Rosaria 404. E-mail careerplanning@msvu.ca to register.

Do you have an event you would like to include in our newsletter? If you do, email the details to Karen.Blotnick@msvu.ca. Be sure to include the word Newsletter in the subject line.

10 Days Study in China = ½ Unit Arts Credit! Check it Out

The Mount's China Summer Institute Program at Ginling College will take place this spring. The program runs from April 28 - May 19, 2010 and includes tours of Beijing, Nanjing and Shanghai. In addition, students spend 10 days studying Chinese culture, language and art at Ginling College and receive an Arts credit (.50) upon completion.

The trip is organized by the Mount's International and Exchange Office and Paula Barry, International & Exchange Student Advisor, will be accompanying students. This program provides an excellent opportunity for students to travel in a group and explore a very interesting part of the world. The cost is \$3,000 and includes airfare, tuition, visa, meals and sightseeing tours. The application deadline is January 22, 2010 and applications are available online. If you miss the opportunity to apply this year, keep it in mind for 2011!

For more information and itinerary, students can visit



Vincent's Restaurant Serves up Great Restaurant Experience



Vincent's is a teaching kitchen that supports education for students enrolled in Tourism and Hospitality Management courses.

Students have an opportunity to engage in learning as they experience working in a commercial kitchen, operating a restaurant business, or planning and organizing a catering event.

Vincent's Restaurant will be opening soon, serving customers great meals at affordable prices. Vincent's Restaurant "nights" are opportunities for students to operate a full service restaurant for faculty, staff, students, and members of the Mount community.

Tentative dinner dates include: Tuesday, February 9, Tuesday, March 2, and Tuesday, March 16.

Tentative lunch dates include: Friday, February 12, Friday, March 5, and Friday March 19.

For more details, or to reserve a table, leave a message at the reservation line at 457-6516. Please leave name, contact information, date and time, and the number of people for the reservation. A Vincent's Reservations Assistant will confirm reservations as soon as possible. Bon appétit!

Business and Tourism Society Newsletter

Contributed by Reid Allen
Business & Tourism Society



It's finally 2010 and there is a lot going on!

First of all the Business and Tourism Society would like to thank all those who took part in the pub-crawl fundraiser this past December. We were able to raise \$800 for the Angel Tree Network, and we couldn't have done it without your support!

Now, in an attempt to keep all faculty and students in the loop, the Business and Tourism Society would like to mention a few of our upcoming events. On January 25 at 2:00 p.m. in Rosaria 105, there will be a networking workshop with Enterprise Rent-A-Car. This event will be a great opportunity for students to gain networking skills necessary for career advancement or for those looking to make future contacts and to learn some skills along the way. This will be open to all students, including those attending the 35th Annual Business and Tourism Conference and Dinner.

The Annual Business and Tourism Conference and Dinner 2010, taking place on February 4, is our 35th annual event and it will feature a variety of guest speakers and panels from the business community. The panel list includes those in the Accounting and Marketing communities, as well as Human Resources. This event will run the entire day, with a dinner in the evening and a party at Vinnie's Pub later on that night. This conference will allow students to gain firsthand knowledge from these professionals in their respective fields. Tickets are being sold in the Link and are \$20 per ticket, a small price to pay for such a worthwhile experience. Students are able to pick up tickets from Miriam Gallant in Seton Annex #5 until they are sold out.

In early March, The B&TS will be having a night out on the town. This will take place on March 5 at 7:00 p.m. and will be at Boston Pizza on Granville Street in downtown Halifax. This is open to everyone and will give those students who may be interested in joining the B&TS an opportunity to see what we do. We're not just all work and no play!

Towards the end of the semester and just before exams, the Mount, along with the B&TS will be involved in the Relay for Life event. This will be held on March 19 and will run from 7:00 p.m.-7:00 a.m. the next morning. Tickets are \$10 per student, and the event is open to anyone looking to get involved in a very good cause. More information is available on the Relay for Life website.

Focus on Faculty



DR. KAREN BLOTNICKY
B.A. (Hons), M.B.A, Ph.D.

Karen joined the Department of Business and Tourism in September 1988 following a three-year stint teaching in the Marketing Department at Saint Mary's. She holds an honours BA and an MBA. She also recently completed her Ph.D.

Her journey into the business field was convoluted. Her undergraduate degree was in Sociology (honours) with an English minor. However, as she graduated with her BA she realized that many of the jobs relevant to her sociology degree, which had focused on criminology, no longer appealed to her. So she decided to try an MBA. The rest is history.

One of Karen's greatest challenges in life has been trying to decide what she wanted to be when she grew up. This is an issue that still puzzles her despite the fact that she is now middle aged and a grandmother. Perhaps that is why, until recently, she wore many different hats. One of her favourite sayings is, "Never say never, because you don't know what opportunities will come your way, or what you might end up doing tomorrow."

Karen and her husband, Michael, started a full-service marketing research and consulting company in October 1993. That company, The Marketing Clinic, is still serving customers, including government, for-profit, and not-for-profit organizations, graduate students and faculty. It has also led to many other opportunities, and helped Karen to keep her skills fresh in the "real world" to benefit her teaching and her students. Karen designs surveys for TMC, completes research designs, conducts sophisticated market analysis, and is responsible for report preparation. She has also designed, moderated, and analyzed more than 100 focus groups across Atlantic Canada. She has more than 20 years of experience in marketing research and consulting.

The consulting company led Karen down roads she would never have considered taking in life. She was the Eastern Canada business columnist for CBC Radio One from 2005 through 2007. She was on-air delivering business news and advice in cities across Canada, including: St. John's, Halifax, Charlottetown, Moncton, Fredericton, Saint John, Montreal, Thunder Bay, Saskatoon, Regina, and Edmonton. She also wrote the weekly Small Business column for The Sunday Herald newspaper from its launch date in 1998 through December 2009. She has delivered numerous keynote and luncheon presentations for a variety of organizations.

Karen has had the experience of doing some really interesting consulting jobs over the years. Highlights include sales training for the Team Atlantic Trade Mission companies, conducting sales and marketing training for professional accountants, and working on behalf of small businesses and entrepreneurs who face challenges due to economic circumstances or government policy issues. She is a past member of the Centre for Women in Business and the university Senate, and she sits on the Board of Governors for Mount Saint Vincent University.

Karen teaches marketing principles, marketing research, sales force management, and direct marketing. She also supervises honours theses and directed studies. Her research interests involve tourism management, the impact of marketing orientation on business success, the impacts of the marketing of gambling on youth, workplace stress, and gender in advertising. Karen, along with colleague Candace Blayney, recently won an Outstanding Research Award for their research on leadership and profitability in the Canadian hotel industry. Also, she and co-author Stephen Grant of UNB-Fredericton wrote the Canadian edition of Houghton-Mifflin's Marketing textbook, which used in a number of university and community college programs.

Karen can be reached at (902) 457-6197, or via email at Karen.Blotnicky@msvu.ca.

**Call Us
Email Us
Visit Us**

**Newsletter
Contributions
welcome!**

Do you have information you would like to see printed in our newsletter? We also invite you to submit ideas for stories about students, grads, faculty and staff. Simply email Dr. Karen Blotnicky at Karen.Blotnicky@msvu.ca. Be sure to include the word "Newsletter" in the subject line. Submissions must be related to the Mount, to the Business or Tourism programs, the Business and Tourism Society, or to the Dept. of Business and Tourism. Feel free to drop in to Seton Annex 5, or call us at (902) 457-6175. We look forward to hearing from you.



The Mompreneur and the Dawn of The Naughty Cookie

Contributed by Melissa Macleod, BPR
Centre for Women in Business

Growing up Dawn Emson never dreamed that making biscotti would become her future career. But this Mount Business and Tourism student found that what started as a nice relaxing activity has quickly proven to hold the recipe for success.

Living in Vancouver, Dawn, a mother of two, began baking as a way to relax. After trying her hand at many different goodies she started working on her biscotti recipes. Over the next few years Dawn continued working and mastered her secret recipes in her spare time. After two more children and much thought about her business, Dawn was transferred to Halifax, NS. Dawn continued to think about her potential cookie empire, but she put the idea on the backburner to concentrate on her career and settling into a new home.

Unfortunately, the company that had moved Dawn and her family to the east coast decided to close its offices in Nova Scotia leaving her devastated. "I knew I would have to start over again from the bottom if I found a new job," recalls Dawn.

Dawn decided to view the loss of her job as an opportunity. She enrolled as a distance student in the Business and Tourism program at the Mount and in January 2008 she began the intro to business administration course. "We were given a networking assignment to complete and I decided to interview three mompreneurs – a new word in business at the time," she says. "After speaking with them, I really started thinking I could do it."

After completing the assignment Dawn felt so inspired she mentioned her own business idea, The Naughty Cookie Co., to her professor. She never could have imagined what would happen next. She took her story to the Public Relations department at the Mount. Before she knew it, there was a story about her in the Bedford Sackville weekly paper. By April of that year she had her first client, a local café looking to be supplied with her delicious treats.

"It blew me away," Dawn says. "That would not have happened as quickly in a bigger city."

Dawn's connection to the Mount also put her in contact with the Centre for Women in Business. After doing some initial research, she saw value in what the Centre was doing and called for more information. "I have always been a people person. When I make connections with people, I try to hang onto them," says Dawn. "I thought the Centre had great opportunities for expanding my network."

Dawn soon learned about the Centre's Blueprint for Success workshop series. Designed to teach participants about the elements of a business plan and to guide them through the process to create a successful start to their business. Even though she was already in business Dawn saw this program as an opportunity to put a solid foundation under her plans for her company.

"This is a fabulous program for those not yet in business. It really tells you what you need to do, how to do it and allows you to meet other people with great ideas," Dawn says. "It helped to enlighten me as to what I need to make my business plan, and the time and effort I would have to put into it."

Dawn also sees value in being a member of the Centre for Women in Business. Membership offered her yet another way to connect with other business women, something she feels is critical to business success. "Women business owners can be your best friends and your best allies. If you ask them for an opinion, most will tell you exactly what they think," says Dawn. "But that's what you need to run a successful business."

Above all, Dawn says the most important ingredient in keeping her business successful is remembering that she is a mompreneur, which means she is a mom first and an entrepreneur second. "All of this is for our futures: university, weddings, retirement. Other moms look at me in awe, but to me this is just what I am doing. I want them to know we can do it all and balance everything," she says. "We can bake our cookies and eat them too."

Sconestone Pays it Forward



Lori Cox – President of Sconestone.com

Imagine a hand-carved stone sculpture that is a symbol of kindness. Add to that a cadre of willing people, including celebrities, who wish to become Keepers of the stone, and you have the beginning of what could be an endless chain of kindness and good deeds. That is what Sconestone is all about.

Lori Cox, a fourth-year Mount honours BBA student, is President of Sconestone.com. Cox is one of the founders of Sconestone.com, but the real story of the stone began more than 5,000 years ago in ancient Scotland. The Scots made stone orbs that have mystified thousands over many generations. One of those mystified was Warren MacLeod, a business man with a passion for art, from Windsor, NS.

MacLeod decided to use his talents to create his own stone orb – the Sconestone – to represent kindness and good works. He carved the Sconestone out of African soapstone in 2008. He started the tradition of handing the stone to other Keepers when he gave it to his wife, Kari. Since then, the Sconestone has been shared across a global landscape spreading kindness and goodwill.

The MacLeods and Cox founded Sconestone.com, the non-profit organization that has been created to manage the stone as it travels around the world, with a series of Keepers.

There are five simple rules governing keepers of the Sconestone:

1. Do at least one act of kindness to a person, animal or anything that is good for the planet as a whole.
2. Keep the stone for no more than 7 days.
3. Encourage friends and strangers to touch the stone and pledge to an act of kindness. Be creative!
4. Pass the stone on to a person you trust will honour the purpose of the stone.
5. Submit your Sconestone story to Sconestone.com.

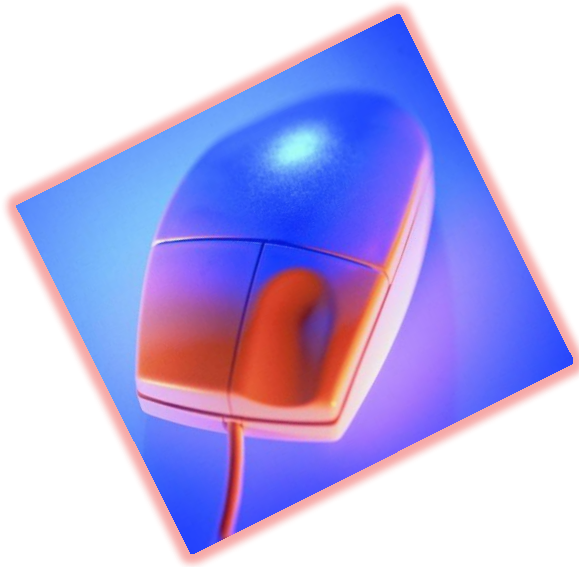
The Sconestone began its whirlwind tour last August at the Year of the Homecoming Celebration in Perth, Scotland with over 15,000 Celtic Rock fans of the band Runrig and Scotland's First Minister, Alex Salmond. The Sconestone has traveled throughout Nova Scotia, and it has visited Czechoslovakia, Scotland (Dundee, Glasgow and Scone Palace), Toronto, New York City (on September 11), Long Island (NY), Indiana, Hungary, Romania, Slovakia, and Austria. Thousands of acts of kindness have been completed, and pledged, in those locations. The Governor of Indiana declared a Day of Kindness inspired by the stone. Everyone in the world can share the story and watch the journey unfold in real time at www.sconestone.com.

The stone has also had a variety of keepers, many of whom are well known. These names include the Honourable Peter MacKay, MP, and singer George Canyon. The Sconestone has also become partnered with a number of charities associated with its Keepers, and located in cities around the world. The ultimate mission of Sconestone is to help charities which are in need by bringing attention and support to their important humanitarian efforts.



Please visit and register to be a member at www.sconestone.com
to support this global journey of kindness.

Business and Tourism on Facebook: Been there yet?



facebook®

Over 300 people have joined the Mount's Business and Tourism Facebook. This site provides up-to-date information about such things as conferences, panels, job search tips and other services offered to Mount students.

The Business and Tourism Facebook account:

- provides a new way to communicate between business and tourism students and the academic department
- keeps students "in the know" about upcoming events
- assists senior students with their job search following graduation

Just search for "Mount Busi Tourism" on Facebook. Visit soon!

Publication Information

The Business and Tourism Newsletter is published by the Department of Business and Tourism at Mount Saint Vincent University. The primary purpose of the newsletter is to communicate items of interest and event information to students, faculty, and staff. The newsletter is provided both online and in hard copy, bimonthly from September through April. Information in the newsletter is created by faculty editors and contributors. Images are obtained from contributors and Microsoft Office. Inquiries about the newsletter's form, or its content, should be addressed to Dr. Peter Mombourquette, Chair, Dept. of Business and Tourism, MSVU.

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