

# Business & Tourism Newsletter

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Mount students visit exhibitor booths at the 35<sup>th</sup> Annual Business and Tourism Conference and Dinner

## Kudos! Business & Tourism Department Brings Students and Employers Together

The Department of Business and Tourism works to provide a learning environment for students that combines the rigor of a university education with opportunities for hands-on involvement in the local business community.

These opportunities benefit students by providing practical hands-on work experience and the advantage of forging relationships with potential employers.

This year, panels made up of business owners and CEOs engaged students in discussions about entrepreneurship and life in the executive office. Human resource specialists discussed everything one needs to know about the job search process and addressed students questions one-on-one.

Students have engaged in class projects in the business community, honing their communications and business skills while also enhancing their resumes and portfolios.

The biggest and most successful event was the 35<sup>th</sup> Annual Business and Tourism Conference and Dinner that brought together business leaders and students from the Mount and the Nova Scotia Community College.

A good time was had by all, and students who attended got great first hand information on career opportunities and job search strategies. They also had the chance to collect business cards from potential employers.

Opportunities to engage the business community in the learning experience, combined with co-operative education and faculty who are experienced in the field, make the Mount business and tourism experience unique, while giving Mount grads the employment edge.

## Business and Tourism Society Newsletter

Contributed by Brianna MacDonald, President  
Business & Tourism Society

## 35<sup>th</sup> Annual Business and Tourism Conference and Dinner Great Success



Dr. Sandi Findlay-Thompson cuts the cake



Friends and colleagues from Nova Scotia Community  
College



One of the Human Resource Panels with student moderator Leone  
Dixon (right)

After months of brainstorming and relentless hard work, the 35<sup>th</sup> Annual Business and Tourism Conference and Dinner, “Leadership, Growth and Effectiveness,” brought together the business leaders of today and the student leaders of tomorrow for one celebratory event. Our theme of the day stressed the importance of leadership and business growth in the greater Halifax area and focused on the leadership that is so brilliantly depicted in our community.

The success of this year’s Conference could not have been greater. Over 300 attendees from Mount Saint Vincent University and Nova Scotia Community College campuses from across the province, faculty, and community members, came together to learn from one another. In addition to providing award winning comedic performances, keynote speakers Chris Webb and Bill Carr offered advice to conference participants on growing as professionals and giving back to the community. Over 45 panelists were able to offer guidance and direction to students on starting their professional career; insight from experienced business leaders that is invaluable to students stepping out into the corporate world after completing their education.

Having worked in collaboration with the Business and Tourism departments for several months to make the conference a reality, I can personally vouch for the effort put in by each person who had any hand in organizing the event. I can hardly express the depth of my gratitude for all of you who helped make the Conference possible – from Business and Tourism department faculty, to the student members of the Business and Tourism Society, the greater student population, and the local business people who so willingly offered their time and expertise to attend the Conference.

I feel I can speak on behalf of every student attendee when I say I would like to thank each and every person out there for making this opportunity a reality for us. Without your perseverance and belief in us as the Business and Tourism leaders of tomorrow, these opportunities and the doors that may have opened as a result of the conference would never have come to light. It is because of each of you that we students are able to take full advantage of our educational and professional opportunities here at Mount Saint Vincent University.

Finally, to all Business and Tourism students at the Mount and our extended community at Nova Scotia Community College, please take all you learned at the 35<sup>th</sup> annual Business and Tourism Conference and Dinner and run with it. As you can see from the level of professionalism and success evident in our community guests, they are well on their way to achieving lifelong prominence in both the workplace and local community. And that is something I believe every student should strive for.

## Business Who's Who: Panelists and Presenters List Impressive

Over the years the Mount's Department of Business Administration has worked hard to provide opportunities for students to interact with the business community. The biggest event is the Business and Tourism Conference and Dinner, which is held annually. But what many students may not know is that there are numerous other activities that go on all year long that provide networking and learning opportunities for students. These events involve leading business people and thinkers from the local business community and beyond and are listed in the newsletter and online. They are also announced in classes throughout the term. Below is a partial list of the business leaders who have visited our campus this year, through our conference or for special panel activities. The Department of Business and Tourism thanks all of those who took the time and effort to visit our campus and to interact with our students. In particular, they would like to thank student assistants Devin Woods and Nick Sharpe for their hard work this year in pulling together panels for classes and in working to make the conference a success.

### The Mount's Business & Tourism Who's Who

Jamie Reid, President, A.P. Reid Insurance  
Gary Powell, Ambassatours  
Chris Webb, Artist & Motivational Speaker  
Darlene Durant, Atlantic Wholesalers  
Alex Mielnik, ATV-ASN  
Jennifer MacIsaac, Bristol  
Bill Carr, Broadcaster, Motivational Speaker & Comedian  
Bruce English, Capital District Health Authority  
Craig Durling, Casino Nova Scotia  
Nathan Ward, CIBC  
Dawnetta MacDonald, Citadel Inn

Shery Dunn, Marketing Coordinator, CMA  
Amanda Mombourquette, College of Physicians and Surgeons of Nova Scotia  
Gail Boone, Dept. of Health, Public Service Commission  
Selma Rudderham, Emera Inc.  
Andrew Doyle, CEO, Extreme Group  
Paul Crowe, Extreme Group  
Kellie Hogan, Farmer's Co-operative Dairy Ltd.  
Lachie Maclean, CEO, Glenora Distillery  
Cathy MacDonald, Grant Thornton  
Richard Dawson, HSBC  
Kathryn Patterson, Maple Trade Finance Inc.  
Valerie Rouse, Maritime Travel  
Emily Coady, Marriott Hotel  
Janice Gaudet, MSVU  
Kim West, CEO/Partner, MTL Public Relations  
Kathleen O'Regan, O'Regans  
Linda Good, Pacrim Hotels Inc.  
Sharalynn Young, Public Service Commission  
Kim Crowell, PWC  
Greg Brennan, RBC  
Jim Gourlay, Saltscapes Magazine  
Wanda Queripel, Scotiabank  
Darren Stewart, CA, Sobeys  
Stacy Arsenault, Sunlife Financial  
Cathy Doig, TD Bank  
Glenda Hill, The Shaw Group  
Susan Malada, The Westin  
Mike Foran, CEO, Touch of Gold  
Genezieze MacInnis, Transcontinental  
Colatte Curran, World Trade & Convention Centre  
Chris Webb, Artist & Motivational Speaker  
Bill Carr, Broadcaster, Comedian & Motivational Speaker



## Upcoming Events

**BE SURE TO CHECK OUT THESE EVENTS.**

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

Friday, March 5<sup>th</sup>

Business & Tourism Society

**Fishbowl Friday at Boston Pizza**

1858 Granville Street, Halifax  
@ 7:00 PM

Friday, March 19<sup>th</sup>

**Metro University Relay for Life**

Cheer on the BTS team as they walk the Dalplex track for 12 hours to raise money for cancer research

**Vincent's Restaurant:**

Lunch: March 5<sup>th</sup> & 19<sup>th</sup>  
(11:00 AM-2:00 PM)

Dinner: March 2<sup>nd</sup> & 16<sup>th</sup>

Call 457-6516 for reservations  
(4:30-7:00 PM)

**ICANS CA Information Session:**

March 25<sup>th</sup> from 4:30-5:30 PM.  
(Room to be announced. Contact Miriam Gallan for more information by phone (457-6175) or via email (.))

With the academic year slowly (very slowly) winding down, the Business and Tourism Society have a few last events up their sleeves to go out with a bang! After the tremendous success of the 35th annual Business and Tourism Conference and Dinner, the BTS have decided to give back to the community and fundraise one last time to support the Canadian Cancer Society.

On **Friday, March 19th, 2010** ten to twelve members of the BTS will join together to participate in the **first annual Metro University Relay for Life!** Having committed to raise \$1000 as a team, each member is responsible for raising a minimum of \$100 to bring to the table – all of which goes to support the Relay and Canadian Cancer Society objectives. Together, the members of the BTS have dedicated their time to run, jog, and walk the Dalhousie Dalplex track for twelve hours (yes, that says twelve hours) to help to make cancer history.

And because we business and tourism folk are always up for a good time, the BTS have planned one last student social for all members interested in getting to know more about the Business and Tourism Society and the people who are involved. On **Friday, March 5th, at 7 pm, the BTS will be getting together for Fishbowl Friday at Boston Pizza**, 1858 Granville Street in downtown Halifax. All students interested in attending and up for some fun are welcome to join us!

From the first successful meeting involving free beer, through a massive fundraising initiative for the Angel Tree Network, to supporting the Canadian Cancer Society, the Business and Tourism Society has had a whirlwind year of fun, learning, and community involvement. I could not have been more fortunate this year than being allowed the opportunity to work with the fantastic group of students who committed to the BTS and brought about a breath of fresh air to the Business and Tourism student body. Together as a Society, we can only hope that our success will continue and push us triumphantly across the Relay for Life finish line, where our dedication will leave a permanent mark on the fight to end cancer.

Respectfully submitted,

*Brianna MacDonald*

President, Business & Tourism Society

## Vincent's Restaurant Nights Win-Win for Students and Mount Community



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 "nights" are opportunities for students to operate a full service restaurant for faculty, staff, students, and members of the Mount community. This year's menus and restaurant dates appear below. Note that menus are subject to change.

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!

### Vincent's 2010 Dinner Menu

#### Appetizers

Cream of Mushroom Soup	\$3.95
Guacamole and Salsa with Pita Bread	\$4.75

#### Main Courses

Salmon Bake with Pecan Crunch Coating served with baked potato and sautéed asparagus	\$10.95
Chicken Caesar Salad	\$9.95
Beef, Pepper, Mushroom and Red Onion Kabobs served with Rice Pilaf	\$9.95

#### Desserts

Chocolate Cake freshly made in our kitchen topped with Boiled Icing	\$3.95
Sweet Scones served with vanilla ice cream and strawberry coulis	\$3.95
Sundaes topped with our very own strawberry coulis or chocolate sauce	\$3.75

Dinner will be served on the following Tuesdays, February 9<sup>th</sup>, March 2<sup>nd</sup> and March 16<sup>th</sup> from 11:00 AM to 2:00 PM.  
Please Note: The menu is subject to change.

### Vincent's 2010 Lunch Menu

#### Appetizers

Cream of Mushroom Soup	\$3.95
Guacamole and Salsa with Pita Bread	\$4.75

#### Main Courses

Paprika Chicken and Orange Salad	\$9.95
Baked Eggs with Tarragon served with a Mixed Green Salad	\$8.95
Beef, Pepper, Mushroom and Red Onion Kabobs served with Rice Pilaf	\$9.95

#### Desserts

Chocolate Cake freshly made in our kitchen topped with Boiled Icing	\$3.95
Sweet Scones served with vanilla ice cream and strawberry coulis	\$3.95
Sundaes topped with our very own strawberry coulis or chocolate sauce	\$3.75

Lunch will be served on the following Fridays, February 12<sup>th</sup>, March 5<sup>th</sup> and March 19<sup>th</sup> from 4:30 – 7:00 PM.  
Please Note: The menu is subject to change.

**Call Us  
Email Us  
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**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 Blotnick at [Karen.Blotnick@msvu.ca](mailto:Karen.Blotnick@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.



## Focus on Faculty

**DR. BOB BAGG**  
B.A., M.B.A, M.P.A., Ph.D.

What does a hard rock mining helmet, cashews, and socks worn with sandals have in common? Anyone who has spent some time in the Mount's Department of Business and Tourism might be able to solve this riddle. The answer is, "Bob Bagg." These are all unique elements in Bob's Seton Annex office. However, rumour has it that he has actually worn socks with sandals to class, noted as a fashion faux pas by his students.

Dr. Robert (Bob) Bagg is a well-loved member of the department, having joined its ranks as a full-time management professor in 2002, having taught part-time for the Mount for many years. Since that time he has made his presence known in a variety of ways. He has taught no less than eleven courses, ranging from Intro to Business (Busi 1112) to the Management Topics seminar (Busi 4416).

One of Bob's greatest strengths is his ability to tell unique stories in class, all relevant to the topics at hand, and all based in his own varied life experience. After all, how many faculty members in university today can tell stories about their work as a hard rock miner, or a textbook sales rep, or a licensed securities agent?

Bob brings a wealth of experience into the classroom, having held a variety of challenging jobs over the years, including stints as a management consultant, university bookstore director (at Dal), and as project officer for human resource development (also at Dal). He was an underground miner and crew chief for the International Nickel Company of Canada in Copper Cliff, and he still proudly displays a mining hard hat, emblazoned with his name, in his office. Add to these such diverse occupations as bar services manager for Beaver Foods and apprentice paper machine operator for Crown Zellerbach Canada, and the eclectic mix of Bob's life experiences takes shape.

Bob translates his varied work experience into a delightful tapestry of learning for his students. His favourite courses to teach include those that deal with human resource management – his specialty and the focus of his doctoral dissertation (he graduated with his Ph.D. in Business Administration (Management) last October).

Bob is an avid reader and he can often be seen lugging books (everything from textbooks through to novels) into his Mount office. He is a proud member of The Folio Society, an organization that creates beautifully bound copies of some of the world's most loved books for distribution to its members. Given his love of reading, it is hardly surprising that Bob was also once the Senior Administrative Officer for the Canadian Learning Materials Centre, an organization with the mandate of increasing Canadian content in education.

Bob's research mirrors his course interests. He is very interested in learning more about the employment interview. His research focuses on the level of structure of interviews and the relationship between interview structure and the objectives of the interview. He also addresses questions concerning the personal characteristics of interviewers and the level of structure they use in their interviews. In addition, he is very interested in critical thinking and how it is impacted by positive and negative biases. Bob has also done research regarding decision-making, particularly in regard to cross-cultural management environments.

The depth and complexity of Bob's research topics can't hide his clever sense of humour and his ability to communicate effectively with his students. His students describe him as intelligent, hilarious, and interesting. It comes as no surprise that Dr. Bagg was listed as one of the Mount's most popular professors by Maclean's magazine.

Bob can be reached at (902) 457-6454, or via email at [Robert.Bagg@msvu.ca](mailto:Robert.Bagg@msvu.ca).

## Job Hunting Tips

Contributed by  
Mount Career Services

Finding a job can be a lengthy process, but with the right techniques you can make it easier for yourself! Start your job search early, many companies and organizations start recruiting months before the job actually begins.

The steps to go through when searching for a job are as follows:

1. Self-Assessment: Know what you want and what you can offer an employer
2. Identify Potential Employers
3. Research Potential Employers
4. Prepare your Promotional Tools: résumé, cover letter, interview skills
5. Make Contact with Employer

You should do a self-assessment to realize your interests (what you like to do), your values (what is important to you in a job), and your skills (what you are good at). Think about what skills you have gained from your education, work and life experience that would be relevant to an employer. This assessment will help you identify what jobs are a good match for you. Career Counsellors are available at the Career Planning Centre to assist you with this process.

Next in the process is identifying potential employers. Visit websites such as career beacon, read newspapers, or do a search on the career planning services page at [www.msvu.ca/careerplanning](http://www.msvu.ca/careerplanning). Job fairs are also a great way to identify employers. 80% of jobs are never advertised, which makes it hard for you to find them if you just use one strategy. So how do you find jobs that are not advertised? Networking is a big resource. Ask your peers, professors, and family if they are aware of any job openings that you would be interested in. You can also look at company newsletters or their websites; most will have new job openings posted. You can also use the Career Directory (2007 is most recent), which is available in Evaristus 217.

Researching a company can help you identify how you can contribute to their team. This is why it is important to do some company research before applying for work and going into an interview. Also, having knowledge of the company shows employers that you have interest in what they do. Research products and services that they offer, what they are looking for in employees, application methods, special initiatives, and recruitment schedules. You should be able to find most of this information on their website. Employer information is also available in Evaristus 217.

Another important step in the process is preparing your promotional tools (résumé, cover letter, interview skills).

Some short tips for writing a professional résumé are as follows:

- Keep your résumé to a maximum of 2 pages
- Should be done in point form – use bullets
- Avoid use of “I”
- Choose the format that best demonstrates you have the skills to do the job
- Include headings such as: Education, Relevant Skills, Employment, Extra-curricular Activities
- Use action verbs (i.e., monitored, supervised, tested) and accomplishment statements

Some short tips for preparing a professional cover letter are as follows:

- Always address your cover letter to the appropriate individual, call if you do not have a name
- Maximum 1 page
- Use “confident” language (i.e. “I am certain I am the ideal candidate for this position.”)
- Avoid passive context such as “I think” or “I feel”
- Always close by thanking them for reviewing your application

If you are applying for an advertised job, follow the application instructions. Some employers will not even consider your application if you did not follow the proper instructions. Send a professional résumé and cover letter tailored to the position. It is important to follow-up after you apply to ensure they received your information, to restate your interest in the position, and to find out their timeline for setting up interviews.

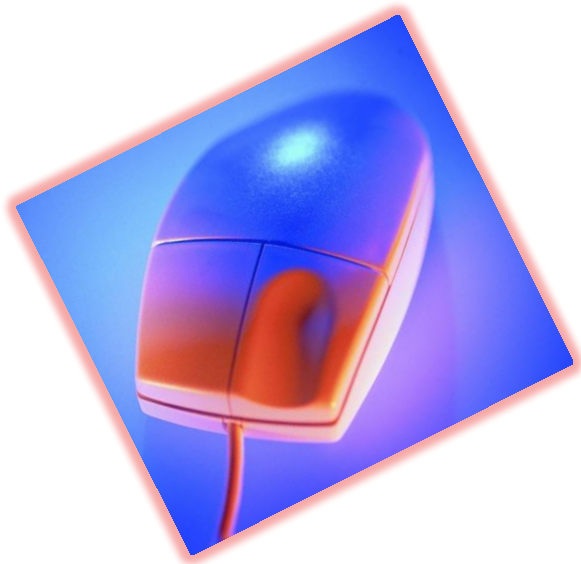
If you are applying for a job that was not advertised, make initial contact by mail, email, or telephone. The goal is to secure an in-person appointment with a hiring manager. When you are making direct contact with the employer, ensure that you have a résumé with you. Be prepared for an informal interview. When meeting with an employer directly, you can ask about employment opportunities, or you can ask for an information interview.

At Career Planning Services, student career assistants offer résumé and cover letter critiques to help you prepare for your job search. You can also set up an appointment with a career counsellor if you would like individual counselling, or if you want to do a mock interview to help you prepare. There are also a number of events throughout the year that help with job hunting, including workshops, panels, and career fairs.

For those who are graduating this spring, be sure to register for our Job Finding Club held daily from April 26 – 30. It runs from 9:30 am – 12:30 pm. The deadline for registration for this event is April 15.

Call Career Planning Services at 457-6567, email [careerplanning@msvu.ca](mailto:careerplanning@msvu.ca), or visit Evaristus 218 to learn more about the resources available and how they can help you prepare for your job search.

# Business and Tourism on Facebook: Update



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

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