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Chair’s Welcome

Dr. Peter Mombourquette

The Department of Business and Tourism wishes students a Happy New Year and welcome back to campus. The New Year will bring new challenges, accomplishments, and opportunities.

We are holding a number of events this winter, including Social Enterprise for a Day, Mock Interviews, Caritas Day, and Career Week. Each event gives students the chance to engage with other students and faculty and experience interactive learning through our Learning Passport Program.

This year we are thrilled to have our TEAM (Tourism Education Alliance of the Maritimes) event on April 4th. This event is great for students to meet several Tourism and Hospitality Management industry professionals from across Atlantic Canada.

I encourage students to take advantage of this new year to set goals for yourself, try something new, get involved on campus with events or our Business and Tourism Society, or give back to the community.

I wish you all the best this winter and good luck!

Business & Tourism Society: Welcome!

The Business and Tourism Society (BTS) would like to welcome students back to campus for another semester.

Meet our Executive Team:

President – Abbie Hodder

VP Marketing – Beth Connell

VP Finance – Zureena Rubaine

VP Administration – Bilal Khawaja

VP Management – Layona Millett

VP External Events – Rebecca MacDonald

VP Internal Events – Riley Chisholm

Faculty Advisors – Rhonda Burse & Dr. Gabrielle Durepos

A Look Back on fall 2018:

Our fall semester was one of the best yet for the BTS. We had a total of 22 new members join! There were several fun events and activities including the Pizza Social, Roller Skating Social, Annual Learners and Leaders Conference, Halloween Bake Sale, and a Holiday Social at Vinnie’s Pub.



BTS at the Annual Learners and Leaders Conference

Weekly Meetings:

Wednesdays, 4:30-5:30 p.m., Seton 306

Winter 2019 Schedule:

Study Hall:

- The BTS will be hosting a study hall for students to come, connect with our Business and Tourism students while working on assignments, studying, etc.
- Dates: February 13, March 20, and April 3 – at 4:30 pm – 5:30 pm in Seton 306

Stay tuned to social media for more exciting events!



BTS at Lockett Vineyards during the Sustainable Business Tour



/MSVUBTSociety



@msvubsociety



@msvubsociety



btsociety@msvu.ca

Learning Passport Program: Overview

What?

The Learning Passport program is a free program available to all Business and Tourism students with the goal of providing the opportunity to extend their learning beyond the classroom through various events and activities.

Why should I participate?

1. Opportunity to gain educational experiences relevant to your program of study.
2. Earn points toward your final grade in eligible Business & Tourism courses.
3. Network and make connections at events.
4. Get a learning passport certificate to add to your portfolio.

When?

Learning Passport program commences January 15, 2019 and concludes March 28, 2019.

Booklets must be submitted by March 28, 2019 at 4:30 p.m. for your passport to be valid.

How many points can I earn?

Two activities = 1 Bonus point

Three activities = 2 Bonus points

Four activities = 3 Bonus points



For more information visit:

Learning Passport Moodle site

<http://msvu.ca/learningpassport>



Students on Local Entrepreneur and Cultural Tourism Tour

Steps to participate:

Step 1: Complete and submit the Photo/Video Release and LP Sign-Up forms in McCain 405 or via the LP Moodle site.

Step 2: Sign into the LP Moodle site and plan your activities.

Step 3: From January 15 to March 28, 2019 participate in eligible LP activities.

Step 4: Ensure your booklet or activity page(s) have been filled out correctly in its entirety.

Step 5: Return your booklet to Miriam Gallant or Colleen Blacker by the LP deadline (March 28, 2019) for the Winter LP Program.

Online/Distance students will submit completed Activity Pages to Moodle.

Step 6: The committee will notify your professors of the number of bonus points you earned by April 12. Students are advised to check with their professors to ensure points have been awarded.

Students are advised to check with their professors to confirm the course is a LP eligible course. There may be additional criteria in order to be awarded LP bonus points for a course.

Upcoming Learning Passport Events

Summer Job Fair

- Wednesday, February 6, 11 am – 3 pm at the Cunard Centre
- Open to all Students
- Students will meet representatives from various organizations and learn about available careers and how to apply to full-time, part-time, Co-op, and summer job opportunities.

Caritas Day

- Wednesday, January 30, 8:30 am – 1:00 pm
- Open to all students
- Visit McCain 405 to sign up or email business@msvu.ca
- Students will volunteer at one of three volunteer locations: Prescott Group, Sisters of Charity, and Hope for Wildlife.

Professional Dining Etiquette Luncheon

- Tuesday, February 12: 11:00 am – 12:30 pm
- Tickets \$10 per person
- *Limited tickets available – can be purchased via [Career Connects](#)
- Students will learn about dining in a professional setting and network with Mount Alumnae.
- This event is organized by Career Services and Alumnae Relations



Career Week Tourism & Hospitality Management Panel fall 2018

BUSINESS & TOURISM WINTER LEARNING PASSPORT	
FIRST NAME:	<input type="text"/>
LAST NAME:	<input type="text"/>
EMAIL:	<input type="text"/>
STUDENT #:	<input type="text"/>
PROGRAM:	<input type="text"/>
LP CERTIFICATED:	<input type="checkbox"/> YES <input type="checkbox"/> NO
DEADLINE TO SUBMIT MARCH 28, 2019	

Mock Interviews

- Friday, February 1 and Friday, February 8 at 1:00 pm
- Open to all students
- Email business@msvu.ca
- Students will participate in a Resume & Critique Workshop and then interview one-on-one with an HR professional in their area of study.

Career Week

Non-Profit Leadership Panel:

- March 4, 10:30 am - Seton 404/405

Accounting and Finance Panel:

- March 4, 1:30 pm - Seton 404/405

Tourism and Hospitality Management Panel:

- March 5, 12:00 pm - Seton 404/405

International Business Management Panel:

- March 5, 3:00 pm - Seton 404/405

Marketing Panel:

- March 6, 12:00 pm - Seton 404/405

Human Resource Management Panel:

- March 6, 3:00 pm - Seton 404/405

Entrepreneurship Panel:

- March 7, 10:30 am - Seton Auditorium A & D

Non-Profit Leadership Panel:

- March 7, 1:30 pm - Seton Auditorium A & D

Tourism and Hospitality Study Tour: Orlando, FL

In the fall 2018 semester, 14 students and a faculty member spent seven days in Orlando, Florida as a part of their volunteer tourism course: Tourism and Hospitality Study Tour.

While in Orlando, students volunteered with two organizations that significantly influence Central Florida and beyond, as well experienced the city as a tourist.

One of the organizations students had the opportunity to work with was Give Kids the World Village (GKTW). GKTW works with wish foundations across the United States to grant wishes and provide a place for families to stay and experience Orlando's attractions. Students visited the Village for two mornings to assist with breakfast, this included serving, bussing tables, working the coffee cart, and helping on the Village train. Students interacted directly with families and experienced the impact of the Village.

The second organization that hosted students was Second Harvest Foodbank of Central Orlando. Second Harvest is more than a foodbank in Orlando, they help to engage, empower, and feed the community. Along with their meal distribution program, they run a Culinary Training Program that provides at-risk and economically disadvantaged adults the opportunity to learn the culinary skills that will help them gain employment in the culinary industry. Students participated in meal prep, which included, packaging meals and snacks for delivery to schools in Orlando. Following their volunteer work students toured the facility to learn more of the work of Second Harvest and its operations.

In addition to their volunteer work, students visited Walt Disney World and explored Orlando.



Visiting Walt Disney World



Volunteering at Give Kids the World Village



Volunteering at Second Harvest Food Bank of Central Florida



Tourism Education Alliance of the Maritimes (TEAM)

The Tourism Education Alliance of the Maritimes (TEAM) was established in 2014 with the mandate to invest in Tourism & Hospitality professionals in the Atlantic Canadian region. TEAM is a collaborative initiative to address the labor shortage and support local tourism education programs.

Over the past few years, TEAM has worked closely with MSVU in support of the Tourism & Hospitality Management program. Funds raised for the Mount are used for program enhancements, improving program resources, and supporting students to attend annual volunteer and educational tours.

The department of Business & Tourism is grateful for TEAM's contributions and were delighted to receive a donation of \$58,000 from the 2018 event! The grand total raised since 2015 is \$168,000!

"We are thrilled and overwhelmed by the generosity of TEAM. The donation will help us continue to provide our students with remarkable opportunities in and outside the classroom." – Dr. Peter Mombourquette, Chair.

This year's TEAM event will take place on March 21, 2019. The theme is "Celebrating Nova Scotia."

Social Enterprise for a Day (SE4D)

What is SE4D? What is a Social Enterprise? According to the Social Enterprise Network of Nova Scotia (SENNS), "a social enterprise is a business operated to address social, cultural, environmental or economic challenges. Most profits are reinvested to support that purpose."

The Event. The Mounts Social Enterprise for a Day is a collaborative event focused on providing knowledge to our students about the concept of social enterprise and then tasking them with creating a product or service that they can "take to the streets" to inform the public about social enterprise.

What it's All About?

Day 1 – Students will hear from a non-profit organization, work in teams and engage in developing ideas for a social enterprise and work to develop their product for Day 2.

Day 2 – Students will "hit the streets" of HRM between 12:00 – 2:00 pm to educate the public about their social enterprise product or service. Funds earned are donated to the non-profit organization of choice.

Date: March 14 & 15

Pre-registration required: Please see

Fee: \$10 per student

Miriam Gallant, McCain 405

TOURISM EDUCATION ALLIANCE OF THE MARITIMES PRESENTS

Celebrating NOVA SCOTIA

AN EVENING IN SUPPORT OF
MOUNT SAINT VINCENT UNIVERSITY'S
BACHELOR OF TOURISM AND HOSPITALITY
MANAGEMENT PROGRAM

THURSDAY
MARCH 21, 2019
AT 6PM

CUNARD CENTRE
961 MARGINAL RD.
HALIFAX

TICKETS:
TABLE \$1,595
(9 seats + 1 sponsored
seat for a student)

TICKETS:
INDIVIDUAL
\$175 +TAX

Dinner, Entertainment, Live and Silent Auctions & Much More.

INVESTING IN THE NEXT GENERATION OF TOURISM & HOSPITALITY MANAGEMENT PROFESSIONALS IN ATLANTIC CANADA



To purchase tickets please
call 902-457-5537
or email pr@tourismeducation.ca
tourismeducation.ca

Student Spotlight: Shannon Paquette

Shannon Paquette is a second year Tourism and Hospitality Management student. She graduated from High School in Cape Breton, Nova Scotia and prior to the Mount was a Biology student at Dalhousie University. Shannon quickly came to realize that her motivation was deteriorating and decided to take some time off. Before discovering the Mount she traveled through South East Asia and Europe, and lived in the Netherlands all funded by full-time waitressing in Halifax.

The Mount has become a very special school for Shannon, “it is like a hidden gem.” She loves the small class sizes, faculty, and opportunities. She has participated in the Learning Passport Program, Learners and Leaders Conference, TIANS Conference, SKAL Dinner, and endless networking opportunities that have helped set her up for success. Shannon is incredibly excited to have the opportunity to attend the Hotel Association of Canada Conference in Toronto this February, as one of the students representing MSVU.

Currently, Shannon volunteers each month to collect monetary and non-perishable donations. In November, she participated in a Pad Party under the campaign titled Dignity Period. For three days, she collected donations while spreading awareness of period poverty on social media and the Mount. In five days, donations totaled \$1,260, enabling her to purchase 2,200 pads, 4,320 tampons, 50 deodorant sticks, and 36 razors, distributed by Feed Nova Scotia.

Soon after, Shannon started another fundraiser for the YWCA December 6th Fund. The fund provides non-interest-bearing microloans to women wanting to flee domestic violence and reduces homelessness. Shannon comments, “Because I grew up in an abusive home witnessing my mother suffer, this cause was close to my heart and by sharing my personal story with violence, I was able to raise \$3,500 in only eight days!”



This past summer, she completed her first co-operative education work term as a Tour Director for Atlantic Tours. In this position, Shannon was responsible for creating her own tour commentary, catering to passenger needs, maintaining an on-time schedule, and many administrative tasks while on a tour. It was important to Shannon that guests had an enjoyable trip and thus made the effort to make each guest feel welcomed and integrated with others on the coach. Shannon says, “This co-op challenged me emotionally, mentally, and physically but having a great deal of autonomy and receiving feedback from passenger evaluations made it a very rewarding job.” Shannon will be returning to Atlantic Tours for her second co-op work term this summer.

Shannon is excited with the possibilities that lay ahead of her time at the Mount and aspires to be actively involved in the Nova Scotia tourism industry. Most important to her is sharing Nova Scotia’s history, beauty, and culture with people from around the world.



Faculty Focus: Jennifer Guy

Jennifer is a lab instructor with specialities in health, food, culture and education. Prior to joining the Department of Business Administration and Tourism and Hospitality Management, Jennifer worked in the food and nutrition industry nationally and internationally.

Jennifer is a familiar face at the Mount having taught undergraduate and graduate courses, in the Applied Human Nutrition Department and Faculty of Education at MSVU. She also provided faculty supervision to nutrition students during their dietetic internship placements in foodservice management, nutrition care and community nutrition. Her collaborative work on the MSVU Dietetic Bridging Project in 2011, informed the development of a Sustainable Dietetic Bridging Process for the Atlantic Territory and received the IQN Innovation Award from Citizenship and Immigration Canada in 2015.

Jennifer is a two-time graduate from the Mount, a Bachelor of Science in Applied Human Nutrition with internship and a Master of Education in Studies in Lifelong learning. Obtaining two MSVU degrees, playing varsity soccer, and taking on various roles in both professional and collegial capacities not only demonstrates Jennifer's dedication to MSVU, it has provided her with a strong sense of the Mount's history, current atmosphere and future vision. Jennifer is drawn to the Mount's support of experiential learning and inclusive learning environments, its strong sense of community and progressive approaches to education and learning.

Currently enrolled in the Nova Scotia Inter-University Doctoral Program, Jennifer has worked as a SSHRC research assistant to Dr. Patricia Gouthro and received a variety of graduate assistantships. For her doctoral work, she wants to explore how practical learning activities influence the social integration of newcomers into life and work in Canada. As a member of the Dietitians of



Canada Jennifer has taken on the role of Provincial Nutrition Month Representative in both 2015 and 2016. Jennifer is a registered dietitian who has held a variety of positions on the Board of the Nova Scotia Dietetic Association (NSDA) and is a member of the continuing competency committee for the NSDA and the multi-stakeholder group for Internationally Educated Dietitians in the Atlantic Region. Jennifer is a co-faculty advisor for the Intercultural Food Bridging Society (IFBS), member of the Caritas day committee, and TEAM event committee here at MSVU.

Along with her personal experiences raising four children, living and working internationally, Jennifer's inter-disciplinary approach draws on her professional experience working in the fields of education, business, as well as nutrition and dietetics. "Drawing on my innate qualities of curiosity and compassion I support ongoing multidirectional feedback while following institutional requirements and course learning objectives. I attempt to create equitable learning spaces, ignite individual self-efficacy, appreciate diversity, and foster inclusivity. Ultimately, I hope to build capacities at the Mount that go beyond the classroom to enable individuals and communities to participate fully in society".

Jennifer encourages students, "to be gentle on themselves as well as others, try not to take things personally, recognize how every experience and interaction in life serves as a learning opportunity for the future, and live by the notion of constant and never-ending improvement."

Graduate Profile: Dave Reynolds

Dave Reynolds graduated with a Bachelor of Business Administration from Mount Saint Vincent University in 2008. Following, he pursued a Masters Certificate in Project Management at York University, an MBA in Marketing at California Coast University, and began work on a DBA at California Southern University.

Shortly after completing his BBA at the Mount he moved to the states to enhance his sales background. This experience provided him the confidence to pursue QuickSnap, a product he invented while in university. QuickSnap is a shoe clip that made it so you never need to tie your shoes again. Dave appeared on season three of Dragon's Den and secured \$125,000 for 50% ownership in the company. This launched his products into 100s of stores within Canada and the US with online sales from around the globe. Later he sold all his shares in QuickSnap to work for Glentel, starting as a sales associate Dave worked his way up to a Team Lead position. Recently, he moved back to Atlantic Canada to work for Eastlink in a national position helping with sales plans and communication in launching the retail chain.

Dave currently works as a District Sales Manager for Glentel. He says what he enjoys most about his position is, "The job is really something that forces you to wear many hats, hiring, training, accountability."



His time at the Mount has been foundational to his success. Dave commented, "The small class sizes encourages you to know people and gave more support and opportunities to be involved." For the fall 2018 semester, he returned as a Part-Time Instructor for Consumer Behavior. Dave enjoyed teaching the students how consumer behavior has evolved over time. He mentions, "Even when something is changing and developing doesn't mean it's not a success. Learning new marketing tactics you are not accustomed to, is a focus of Consumer Behavior."

Dave encourages students to be social, "Ask a lot of questions, asking questions gets you great answers. Do not always be looking for answers, when you make mistakes learn from them. Try to figure things out on your own." He says a great way to be social is to be involved with entrepreneurship, "A lot of people graduate and go looking for companies to work for but you can go develop your own business and work for yourself."

Celebrating 40 years of Co-operative Education at the Mount

This January, Mount Saint Vincent University will mark an impressive milestone with the 40th anniversary of its co-operative education program. The longest-standing nationally accredited co-op program in the Maritime Provinces, the Mount began offering an optional co-op program in 1979 for students in the Bachelor of Business Administration program. Four decades later, more than 8,000 Business Administration, Public Relations, and Tourism & Hospitality Management students have taken their learning from the classroom to the workplace, completing paid work terms in industries related to their field of study (today co-op is a required part of the Public Relations and Tourism & Hospitality Management degrees). Since 2014, the Mount Co-op Office has also enabled experiential opportunities for Arts and Science students through an Arts & Science Internship Program. Throughout 2019, the Mount will be sharing stories of co-op successes via social media channels and on its website with the hashtag #peopleofmountcoop.

“Each year, almost 300 students gain valuable co-operative work experiences locally, nationally, and internationally,” notes Mount President and Vice-Chancellor Dr. Mary Bluehardt. “Countless more benefit from practicum and internship opportunities across other Mount programs. These experiences can be transformative for students as they develop their professional networks and apply what they’ve learned in the classroom.”

One such student is Ploynapas Jirarungroj, who came to the Mount from Thailand in 2015. As an Accounting major in the Business



Ploynapas Jirarungroj, business administration co-op student, appreciates the opportunity to study and work in Canada.

program, she quickly realized the benefits of gaining on-the-job training as part of her degree and applied to the co-op program. Asked about her experience thus far, Jirarungroj is enthusiastic. “It’s remarkable and rewarding! The co-op program gives me opportunities to show the professional world what I am capable of.” Jirarungroj also appreciates the opportunity to gain industry experience in Nova Scotia, noting that while international students can face barriers to entering the Canadian workforce, such as language difficulties or cultural differences, “participating in the co-op program can greatly benefit international students in overcoming their fears and challenges and making themselves competitive” in the local job market.

Mount alum Scott Verret completed the Public Relations program in 1988 and has been hiring and supervising co-op students in various communications roles within the federal government for ten years. His strong commitment to mentorship and fostering a supportive work environment has led to multiple nominations for the Mount Co-op

Employer of the Year award by his former co-op students. As Verret notes, the benefits of co-op are not just one-sided. “Our communications unit operates very much as a team, and we really enjoy welcoming a new student every four months. Each student brings different ideas and experiences that enrich and refresh our whole team. The benefits to co-op are many. Not only do we get enthusiastic and capable students that help better serve our clients, but we build a pool of candidates from which we can recruit for future positions, and we develop friendships.” Verret also appreciates the support he has received from the Mount Co-op Office throughout the hiring process, and says the co-op team has “listened to our suggestions and has been responsive to the needs of employers. I’m very happy with the relationship that we have built over our many years of working together.”

Mount Tourism & Hospitality Management Program Coordinator and Associate Professor Dr. Candace Blayney sees the co-op program as an excellent way to compliment and enhance the skillset students gain in the classroom. “The work experience ensures a good, well-rounded education with hands-on experience, in addition to theory. Through co-op, students have the opportunity to test drive several potential career paths before they graduate, while employers can recruit potential future hires.” Together with the Co-op Office, Mount faculty support students in achieving their academic and professional goals by offering career advice, information about various industries, and opportunities to connect with employers on campus.

“For four decades now, the Mount Co-op Office has been helping the learners of today become the leaders of tomorrow across Nova

Scotia, Canada, and the world,” says Co-operative Education Manager Scott Daniels. “The co-op program has provided students with the support and experiences needed for career exploration, promoted an environment where diversity is celebrated and valued in the workplace, maintained a network of strong employer partners, and developed skilled professionals to strengthen the workforce in new and innovative ways.” Recent co-op service expansions include the addition of three dedicated interview rooms on campus in 2015 (when the program moved into its new space in the McCain Centre) and the launch of Career Connects in 2018, an online portal allowing students and employers to post jobs and applications, arrange interviews, and make and accept job offers with ease.

The benefits of co-op are evident beyond graduation as well. In a survey of recent Mount co-op graduates, 100% of respondents said they felt prepared for the workforce after completing the co-op program, and 90% secured employment in their field of study within six months of graduation. Bluehardt commends the program for its past successes and future endeavours. “I congratulate the Co-op Office on the program’s 40th anniversary, and look forward to many more successful experiential learning connections for our students in the years to come.”



Halifax Chamber of Commerce

Students in the Business & Tourism program at the Mount are members of the Halifax Chamber of Commerce.

With this membership, students can attend chamber events and receive benefits such as:

- Discounts from Benefit Providers
- Connections in the business community and access to the Member Directory
- M2M Marketplace offers
- Halifax Chamber of Commerce e-newsletter

Attending Chamber events is also a part of the Learning Passport program.

“Attending the Halifax Chamber of Commerce Dinner is one of the many ways MSVU is teaching me to be a professional in the business community. Networking is one of the most important aspects of any business, and experiences like these put students like me on the path for a successful career in business!”

– Beth Connell, MSVU student



Halifax Chamber of Commerce Annual Fall Dinner



About

The Halifax Chamber of Commerce is a best-practice and business advocacy organization, recognized as the first Chamber in North America, and is certified to ISO 9001:2015.

The Chamber focuses on creating positive business environments, growing the workforce, and accelerating the success of Chamber members through providing networking events, benefit programs, advocacy to governments, education, and information.

Approximately 1,600 businesses and over 65,000 employees are members of the Chamber.



Students attending Halifax Chamber of Commerce Annual Fall Dinner