

LRITI Recruiting Research Assistants

The Lowcountry and Resort Islands Tourism Institute (LRITI), which operates from the USCB Hilton Head Island Campus, is recruiting student research assistants for the 2019-2020 academic year. The primary goal of LRITI is to investigate, examine, and interpret tourism information that will support the tourism directives for Beaufort County and nearby areas. Student assistantships have been in place through the institute since 2004, when local governments turned their attention to local festivals as a way to drive visitors to the area, especially during off-peak times of year. LRITI conducts festival research in order to measure the effectiveness of these efforts. The results are typically used to design festival marketing and promotions as well as for ATAX applications with local municipalities.

Student research assistants set up work stations, invite participants to take festival surveys and assist them, if necessary. Students who would like to be more involved, can take on more responsibility in building the survey instrument, leading other students onsite, facilitating communication between the festival organizer and the institute, helping with the reporting and analysis of the collected data, and participating in other LRITI research.

In addition to earning competitive wages, students improve their skill set with customer engagement, communication with the event management team, and proficiency with software like SPSS, PowerPoint and Excel. The entire LRITI student body consists of about 15 students with six to eight students typically working at each event.

To learn more about the student research assistantships, contact Lori Vargo, event coordinator of LRITI, at vargolj@uscb.edu or (843) 208-8272.

New Campus earns double Green Globe Certification



Andy Clark, lead architect for the HHI Campus building, presents the Green Globes award to USCB's HHI staff members after Dean Calvert's Hospitality Management Strategies class.

We all know that our new Hilton Head Island Campus is beautiful, but now we have even more to crow about. USCB's Hilton Head Island Campus has earned two Green Globes from the Global Building Initiative (GBI) for its environmentally friendly design. A 501(c)(3) nonprofit organization, the GBI is dedicated to accelerating the adoption of building practices that result in energy-efficient, healthier and environmentally sustainable buildings.

The report from the Green Globes assessment team lists many design features supporting the award, including the use of drought-tolerant and non-invasive plants in landscaping, planting of trees to shade the

parking lot, built-in bike racks and nearby bike trails, our electric car-charging station, automatic light shut-off sensors, energy- and water-efficient kitchen equipment, indoor air and sound quality measures, plentiful windows to maximize views of nature, and more.

Dean Calvert recently invited one of the architects of the building to speak to students in his Hospitality Management Strategies course. Students in the class will develop strategies to further strengthen our commitment to environmental stewardship and provide recommendations on how we can make sustainability a focus for our operations as a school and a conference center.



Reader Action for this Issue: *Help Grow Our Readership*

Please share this newsletter and encourage your colleagues and friends to sign up for future issues at <http://eepurl.com/ggn8vT>. It's a great way to stay connected with the happenings of the department and learn about upcoming events on the Hilton Head Island Campus.

Also, watch for a fresh, new look to the USCB website later this year. The new USCB logo is already in use, and the website will reflect new branding for the university.

More than 2,000 Island Ambassadors Now Certified



Keri Olivetti, director of USCB's Center for Event Management and Hospitality Training, leads the inaugural class of the Bluffton Ambassador program on a historic walking tour of Bluffton.

USCB's Center for Event Management and Hospitality Training reached an impressive milestone over the summer with the certification of the 2,000th Island Ambassador. The Island Ambassador program was established in the 1990s as a way to introduce hospitality professionals to the unique history, culture, and ecology of the island. Seminars are taught by USCB faculty and are offered at no cost to local businesses and organizations through a partnership with the Town of Hilton Head.

The center also celebrated the launch of the Bluffton Ambassador program in August with several seminars taught to groups, including Montage Palmetto Bluff professionals and local area realtors. Topics include the rich history of Bluffton, its neighborly culture, the town's organization, and plans for growth. The program was developed at the request of the Town of Bluffton, and although similar to the Island Ambassador program, it is tailored to fit the needs of Bluffton with its rapidly expanding industry and recent influx of new residents. Interest in the Bluffton Ambassador program is already strong with several organizations and individuals already signed up for sessions scheduled in the remainder of the year.



Instructor Kelly McCombs demonstrates a lab assignment in the new Food Science course.

Students are experiencing a new course this semester: Food Science. Kelly McCombs, senior instructor for the Hospitality Management and Public Health programs, is teaching both the lecture and lab component of this exciting new course. She will cover the scope and history of food science and technology, how food science ties directly in with many hospitality-management careers, the basic principles of food and beverage development and processing operations. She will also explore food-preservation methods, how to evaluate food composition, and the effects of food processing on food categories such as beverages, starches, fruits, vegetables, meat, dairy, and bakery products.

The course is being offered as an elective. It will appeal most to students planning careers in food quality, food safety, food waste reduction and sustainability, research and development, sales, marketing, manufacturing, teaching, or in government. There is something for everyone in this food science course. It provides skills and knowledge of the diverse environment of the food industry. Thousands of new products come onto the food scene each year, and our students and graduates will be directly or indirectly working with many of them.



Eta Sigma Delta Inducts New Members

The USCB chapter of Eta Sigma Delta, formed in 2016, welcomed its fourth class of inductees April 30. The induction ceremony and celebration were co-sponsored by Marriott Vacations on Hilton Head Island. They provided refreshments. Members of the Marriott team were on hand to network with the students. New officers were also elected along with the 11 inductees. The 2019-2020 officers are: President – Wyatt Lunsford, Vice President – Jordan Roney, Secretary – Emily Trammell, and Treasurer – Andrew Stock. The group's faculty advisor is Dr. Nancy Hritz.



Eta Sigma Delta inducts 11 new members.

FACULTY HIGHLIGHT: MEET OUR ADJUNCT FACULTY

Our Hospitality Management program is enhanced by our adjunct faculty members who have a wealth of real-world experience to share. Students benefit greatly from having access to such accomplished leaders. Each was chosen for a high level of expertise, unique qualifications and enthusiasm for excellence in education.



John Chiacchiero

John Chiacchiero, a licensed investment advisor representative, is Managing Director and partner of Oak Advisors, LLC, which he co-founded in 2005. He received his B.A. in Finance and also earned an MBA. Originally from Ohio, Chiacchiero moved to Hilton Head Island in 1984.

During his decade-long hotel career, John held several management positions with both Hyatt and Hilton hotels and ended his hotel career as Director of Training for Hilton. He taught as a university professor at the HOSTA Hotel & Tourism School in Leysin, Switzerland, and was featured in the book, "The Trust Equation," in 2003. He has also served on many advisory boards and committees for local industry groups and financial organizations; in addition, he has served as an adjunct lecturer with USCB since 1987.



Tom Henz

Tom Henz has served as Market President for Synovus Bank locally since 1992. He is a graduate of Miami University (B.S. in Business Administration), The University of Dayton (MBA), and The Graduate School of Banking at Louisiana State University. Active in the community, he has served on numerous local boards, including United Way of the Lowcountry

(past chairman), Hilton Head Island-Bluffton Chamber of Commerce, Rotary Club of Hilton Head Island, Sea Pines property owners association, Leadership Hilton Head, Yacht Club of Hilton Head Island (past commodore), Gullah Museum of Hilton Head Island, Boy Scout Troop 245, and the Port Royal Sound Foundation. For fun, Tom competes in triathlons. He has run in two Boston Marathons.



Dori Dennison

Dr. Dennison's B.S., M.S. and Ph.D. degrees are in nutrition and dietetics. She completed a dietetic internship and worked in the industry in between her M.S. and Ph.D. degrees and has teaching experience at both the community college and university levels. Dr. Dennison recently retired from East Carolina University after 30 years of administration,

teaching, research, and professional service. She is very much looking forward to teaching USCB students.



Maria Kramer

Maria Kramer is a veteran of the hospitality industry with more than 25 years of service. She started her career in hotel/resorts and transitioned into being a Meeting Manager for various companies. Her past experience includes working in many areas of the hospitality industry, including Travel Destination company, Golf Tour Wholesaler, Cruise Wholesaler, Convention

and Visitor Bureau, Amusement Park, Hotels/Resorts and Restaurants. Now, she plans meetings and events for Bank of America. She earned the Certified Meeting Professional designation in 2000. Having been an adjunct at USCB since 2011, she has taught Introduction to Hospitality Management and Hotel Management.

JOB BOARD

USCB's Hospitality Management students are highly sought after by local businesses. As a result, students and alumni have many work and internship opportunities available at any given time. Sean Barth, Ph.D., internship director for the program, receives and distributes job postings to current and past students who have signed up for the email blasts. Here are some examples of the exciting opportunities now available:

- **LRTI Research Assistant** (multiple openings)
- **Culinary and hospitality positions at Dataw Island**
- **Sales and Marketing internship at Marriott Vacation Club**
- **Multiple positions at Montage Palmetto Bluff** (including Spa, Reservations and Administration)
- **Internships at Kiawah Island Club**

If you would like to post a job for our students or receive the job email blasts, please contact Sean Barth at barthse@uscb.edu

Hospitality Student Association Sets Fall Schedule of Events



HSA members enjoy a tour of Harbour Town and the Sea Pines Resort

Spring 2019 was a busy semester for the Hospitality Student Association. HSA members volunteered with the national Hood to Coast race, visited Disney's Hilton Head resort, toured Haig Point on Daufuskie Island, and toured Hilton Head Health. The fall lineup is just as busy and already in full swing. Members kicked off the semester by hosting a booth at the Sharkpalooza student organization fair and taking a trolley tour of the Sea Pines Resort at the end of August.

Upcoming plans include: a Q&A with Shawn Bendig from JW Marriot, a tour of Montage Palmetto Bluff, a Savannah ghost tour, a tour of Disney's Hilton Head resort, a Savannah Trolley tour, and a Q&A

with a wedding event planner from Sea Pines. The organization is open to all USCB majors, so consider joining to explore more of the Lowcountry this semester!

In addition to the tours and events, members are invited to meet on the first Thursday of every month at 8 pm in Sci Tech 223 on the Bluffton Campus. The first meeting was delayed by Hurricane Dorian and no meeting will be held Sept 18.

To be added to the email communications list or if you have any questions or suggestions for future events, please contact Samantha Moore at sam19@email.uscb.edu or 803-741-8200. You may also follow the HSA on Facebook, Instagram, and Org Sync.

..... CAMPUS NEWS

Bikes Now Available

For those of you who missed it, 10 bicycles were donated during the spring semester earlier this year by Nick Wall of Pedals Bicycles, an alumnus of the program. These bikes are outfitted with baskets and combination locks, and are available free-of-charge to all students to use while on campus. Just see one of our DPS officers to sign a waiver and obtain the lock code.

Hilton Head Island has held Gold status from the American League of Bicyclists since 2015, making it one of the top 25 cities in the country for riding around on two wheels. With a bike path direct to the beach (less than one mile away down Pope Avenue) and shops, restaurants, a movie theater, and groceries just around the corner in Park Plaza, you have more reasons than ever to get pedaling!

Beach Shuttle

The Town of Hilton Head is building an expansive new public park in the Coligny Circle area. Because of this, some of the free beach parking typically used for Coligny beach access was not available. So visitors had the option this summer of parking at the Hilton Head campus and taking a free shuttle back and forth to the beach during peak times. This service ended after Labor Day weekend. However, USCB students are still able to take advantage of transportation with

the Breeze trolley service, which runs from 1 p.m. to 10 p.m. every day until October 15. The fare is usually \$1, but students and faculty ride free with a USCB ID card. Stops include Park Plaza, Cordillo Parkway, Coligny Circle, HHI Motorcoach resort on Arrow Road, the Village at Wexford and Shelter Cove. The closest stop to campus is in Park Plaza.

Note: Students may ride any Palmetto Breeze public bus for free, not just the trolley. Simply show your ID card to the driver when boarding.

Chompy Gets a Little Too Close

Students who have spent time on the deck looking out at the beautiful water feature and pond have no doubt seen one of our resident alligators. On July 25, one of them decided to go on a self-guided tour and was resting at the bottom of the steps to the main entrance of the building when DPS Officer Bruce Oliver arrived at work. Officer Oliver, who has experience handling alligators, was able to safely encourage him to move back to the pond. No one was hurt.

Alligator attacks are very rare. Most alligators do not want anything to do with humans. These animals are very common in our area, and it's easy to take them for granted. However, alligators are dangerous wild predators. It is illegal to feed them or antagonize them. Unfortunately, there is the



A resident alligator explores campus

occasional report of an attack, such as the recent alligator attack on a Sun City resident who was walking her dog at night near a pond, and the death of a Sea Pines resident who was trying to save her dog from an alligator attack last year.

Despite what you may have heard, it is not helpful to run in a zig-zag pattern when running from an alligator. Alligators are extremely unlikely to give chase on land, and although fast, a terrified human can usually outrun them in both speed and distance. Just run in the opposite direction until they give up, which will happen when you're outside of their territory.

If you're on campus and feel that an alligator is too close for comfort, do not get near it. Please call our DPS officers at (843) 208-4911.