



EAST STROUDSBURG UNIVERSITY

Hospitality, Recreation &
Tourism Management



2022 HRTM Highlights

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- II. Hospitality & Tourism Institute
- III. Hospitality Data Analytics Workshop
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Internship and Career Opportunities

MESSAGE FROM DR. STANLEY CHIANG, CHAIR HRTM

In 2022, we celebrate 31 of our HRTM students completing their bachelor's degrees and students who completed their internships at high-profile hospitality organizations.

A journey of a thousand miles begins with a single step, and this single step begins with completing the 400-hour industry experience that is required before the internship. This will allow students to experience and decide which sectors of the industry they are more interested in. Within the program, we offer industry certificates that will help students gain a competitive edge in landing a future internship/position.

As a new semester begins and gearing up for another exciting and productive semester, I encourage you to find your interest, explore different positions and areas of the industry, obtain a certificate/badge, and persevere for personal success and growth.

In Hospitality,
Dr. Chiang



I. How to succeed first two weeks of college

- Attend and have the necessary materials for all your classes.
- Close cell phone during classes, writing assignments and reviewing for tests/exams.
- Consider putting assignment/test/project due dates on your schedule planner and/or calendar.
- Take care of yourself, gain adequate sleep, and be involved in extracurricular activities such as attending Hospitality and Tourism Management Club meetings, property tours, and attending guest speaker lectures.
- Foster a good relationship with your advisor and instructor by visiting and asking any questions you may have.
- Study with other students to review materials to prepare for exams.
- For the university-wide tutorial program, and peer-to-peer support please visit the department of academic success.

II. Hospitality & Tourism Institute



East Stroudsburg University

**HOSPITALITY
INSTITUTE**

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- The primary purpose for establishing the Hospitality and Tourism Institute is to provide leading educational, career, and research development programs, and activities that are committed to fostering lifelong learning and career advancement within the hospitality community.
 - The hospitality, recreation, and tourism management department has been engaging with the community since the Pandemic and had since heavily engaged with the community in rebranding hospitality in our local community. There is a growing demand for education workshops, community partnership programs, and continuing education programs from our local community. In addition, the institute will also help rebrand hospitality, recreation, and tourism management in our local community.
 - The education goal of the institute include:
 - a) To offer lifelong learning opportunities for hospitality professionals with an industry-accredited program.
 - b) To provide education and professional development workshops at industry partner properties.
 - c) To promote instructional resources that are accessible for stakeholders within the hospitality and tourism community.
 - d) Provide internship opportunities for regional, state, and international students.

III. Hospitality Data Analytics Workshop



The College of Business and Management faculty had completed the second workshop in data analytics with Stroudsburg High School faculty. The faculty covered different ways to integrate data analytics into the high school curriculum. These areas include business, social science, and math studies.

We have received outstanding reviews from their faculty and administration. Dr. Metiner, Dr. Yue, and Dr. Chiang for their outstanding job working and servicing our local school district.

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AS WE MOVE TOWARDS A CULTURE OF ANALYTICS, IT IS IMPORTANT TO UNDERSTAND HOW DATA ANALYTICS MAKE BETTER DECISIONS AT EVERY LEVEL OF ORGANIZATIONS

IV. ARAMARK Internship



Aramark Internship

The Hospitality, Recreation, and Tourism Management department has partnered with Aramark, Residential & Dining Services at East Stroudsburg University to provide unique internship opportunities for HRTM students with experience in residential and retail operations, client relations, safety, catering, human resources, food production, and marketing. Students will also partner with the marketing team in the development and execution of the marketing plan for the brand including social and print media, events, and LTOs. Students will help prepare ingredients, adhere to safety and sanitation standards, arrange garnishes, and portions of food according to established guidelines and maintain excellent customer service. Upon completion of the internship experience, students will have the opportunity to attend Aramark career fairs and job placements.

PEPSI Marketing Internship

The Pepsi Marketing Internship Program provides students with the unique experience of working with the Pepsi Bottling Group at East Stroudsburg University. A marketing plan will be developed and implemented by the intern to promote and increase awareness of the role that Pepsi has in the development of the community. Interns will work directly with on-campus organizations and departments in the construction of marketing initiatives and strategies that are intended to enhance the Warrior community at East Stroudsburg University.

For more information please contact:

Janine D'Esposito, General Manager ESU Dining Services

email: desposito-janine@aramark.com

V. HRTM Industry Guest Speaker Series

The HRTM industry guest speaker series invites notable and influential industry professionals to our courses, clubs, and meetings to share their expertise such as senior management experiences, resume building, coordinating events, best practices in the industry, career and employment opportunities.

Below is a sample list of guest speakers who were invited From Fall 2021 to Spring 2022:

Anita Strycky - Senior Demand Generation Analyst II, 2U

Aly El-Bassuni - Chief Executive Officer at Yugo

Breanna Betarie - Director, ESU Career and Workforce Development

Bob Chapeloni - GM, Martz Bus

David Yanovitch - Head Golf Professional, Lords Valley Country Club

Denise Maiatico - Vice President, Meyer Jabara Hotels

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**GUEST SPEAKERS
INFLUENCE STUDENTS TO
ASK QUESTIONS,
INVESTIGATE, APPLY, AND
PROVIDE DIFFERENT
PERSPECTIVES**



Join our meeting with
DENISE MAIATICO
VICE PRESIDENT, MEYER
JABARA HOTELS OF THE
LEHIGH VALLEY

Learn from this hands-on leader with decades of hospitality experience!

Deniz Dorbek Kocak - Vice President, Global Revenue Management

Operations, Wyndham Hotels & Resort

Diana Stanukenas - Director of Human Resources, Kalahari Resorts & Conventions

Nicole Sohns - Regional Director of Revenue Mgmt, InterMountain Management

Len Simard - Private clubs Search Executive & Club GM, Kopplin Kuebler & Wallace

Lucy Gussman - Sales Manager at Kalahari Resorts and Conventions
Susie Chamberlain - Specialty Camp Director of Camp Speers YMCA at Greater Philadelphia YMCA

Rebecca Brand - Director of Member Relations at Rockaway River Country Club

Tom Olson - Upper Midwest Executive Director, Club Benchmarking

V. HRTM Industry Guest Speaker Series

Kirsten Leili - Guest

Communications Coordinator,
LEGOLAND new york Resort

Julia Gramling - Front Desk

Agent at the Cork Factory Hotel

Peter Gramling - Assistant Front

Office Manager at Eden Resorts
& Suits

Taylor Olszyk - Marketing

Manager, Mountain View
Vineyard, Winery Brewery &
Distillery

Zackrey Rotz - Gorilla Grove

Manager, Kalahari Resorts &
Conventions

Richard Walter - Director of

Resort Operations, Northeast
United States, Wyndham
Destinations

Monday March 21st, 2022 2pm

HΣΔ

Julia Gramling
Front Desk Agent
at The Cork
Factory Hotel

Peter Gramling
Assistant Front Office
Manager at Eden
Resorts & Suits

Guest Speakers

Zoom: 679 309 2641

David Yanovitch - Head Golf

Professional, Lords Valley Country Club

Lucy Gussman - Sales Manager,

Kalahari Resorts and Convention

Fernando Alcantar - Director of

Student Engagement Student Activity
Association

Roger Spotts - Environmental

Education Coordinator, Kettle Creek
Environmental Education Center

Come learn about internship
and job opportunities with
Kalahari Resort's Gorilla Grove!
All students are welcome!

March 16th | 2pm | Gessner 317
Contact Carly with questions -
czumar@live.esu.edu

Kalahari
RESORTS &
CONVENTIONS

Carly Zumar

Stanley Chiang

Aly El-Bassuni

Madyson DeAngelo

Kristina Kranf

Paine Amrein

VI. Event Planning Activities

Students in our event planning courses have been exposed to necessary event planning skills such as: designing the meeting experience, strategic planning, site, and venue selection, negotiating contracts, budgeting, and marketing the meeting. Students have also helped plan departmental and campus-wide events as well as completed professional events and meeting planning internships in resort and convention centers.



ESU Pride Rally



66th Porsche Parade Kalahari Resorts



Vibes from Let's Glow Crazy

VI. Event Planning & Activities



2021 ESU Homecoming



College of Business and Management
Golf Fundraising Event



Stony Acres Challenge



VII. ESU HRTM Co-op Program



The ESU Co-op program provides students with an opportunity to gain a broader understanding of hospitality and apply skills developed from the coursework at ESU. Students will gain a deeper insight into how the business operates and work on projects that contribute to the organization's goals and objectives.

The co-op internship experience is to provide students an opportunity to work in multiple areas within the firm, students will receive regular feedback and be supervised by the supervisor of the selected property. Upon completion of the co-op program and final project, students may be eligible for a \$1000 scholarship after meeting the threshold criteria.

Firms and properties participating in the co-op program:

1. Pocono Mountain Visitor Bureau
2. Great Wolf Resort
3. Camelback Resort
4. Woodloch Resort
5. Stroudmoor Country Inn
6. Kalahari Resort
7. Mount Airy Resort
8. Skytop Lodge
9. PoconoRaceway

Please contact Dr. Chiang for additional information about the co-op program

VIII. Hospitality & Tourism Management Club (HTMC)

The Hospitality & Tourism Management Club (HTMC) allows students to gain actionable advice from a wide variety of industry experts.

The HTMC provides networking and career contacts. The club hosts field trips to trade shows, casinos, hotels, restaurants, etc.

We are honored to share that the HTMC club received the education program award for our outstanding effort in bringing HRTM majors and the industry together! Students interested in joining the HTMC can do so by searching and adding "Hospitality and Tourism Management Club" in Warrior Link.



Chuck Meitner - Advisor



Paige Amrein - President



Shannon Washburn - Vice President

FALL 2022 HOSPITALITY & TOURISM MANAGEMENT CLUB

Officers

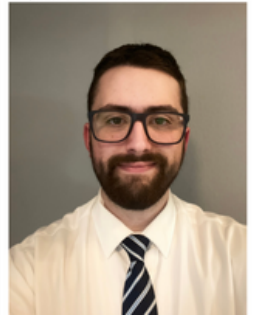
Klint Harpel - Secretary



Billy Been - Public Relations



Josh Brazevicke - Treasurer



VIII. Hospitality & Tourism Management Club (HTMC)

A Message from the President:

Hi Everyone, My name is Paige Amrein and I am the Hospitality and Tourism Management Club president for the Fall 2022 semester. I major in Hotel, Restaurant, and Tourism Management with a minor in Business Management. During my time at ESU, I have gotten involved in many clubs which have led me to make memorable connections, and learn about myself, have a say in the ESU community and obtain leadership positions such as this one. The HRTM club in particular has helped me to make industry connections, develop my LinkedIn profile, understand more about local hospitality properties, and grow a relationship with my fellow hospitality major students.



As we enter into this exciting semester, feel free to reach out to me about anything pertaining to the HRTM major, the HRTM club, Eta Sigma Delta (ESD), or anything else about ESU! I look forward to meeting new warriors and reconnecting with those of you I already know.

Here is to a successful semester!

Sincerely,

Paige Amrein

VIII. Hospitality & Tourism Management Club (HTMC)



HOSPITALITY & TOURISM MANAGEMENT CLUB

Fall 2022 Meeting & Event Dates

September 7th - Introductory Bingo

September 21st -

Skytop Tour

October 5th - Kalahari Tour

October 19th - Blue Ridge Winery Tour

November 2nd - CEO of PR&LA Speaker

November 16th - TBA

November 30th - Goodbyes & S23 Plans

All meetings held in Gessner 317 at 2
PM

IX. Eta Sigma Delta Hospitality Honor Society: ESU Chapter



The Eta Sigma Delta ESU Chapter was introduced to East Stroudsburg University in 1990, and since then has helped hospitality students become better leaders and prepared for success in the industry.

Eta Sigma Delta has grown to have over 90 chapters. These chapters allow members to distinguish themselves from others in the hospitality field, job recruitment, and educators.

There are six points of honor that ESD students will recognize and shine including Creativity, Diversity-Equity-Inclusion, Ethics, Excellence, Leadership, and Service. To join the society, students need to declare themselves as HRTM majors with a cumulative GPA of 3.0+ and a junior/senior status.



HΣΔ

Monday February 21th, 2022 2pm

Anita Stryisky

Senior Demand Generation Analyst II & ESU Alumna

<https://www.linkedin.com/in/anita-stryisky-a8b52983/>

Zoom: 679 309 2641

Guest Speaker

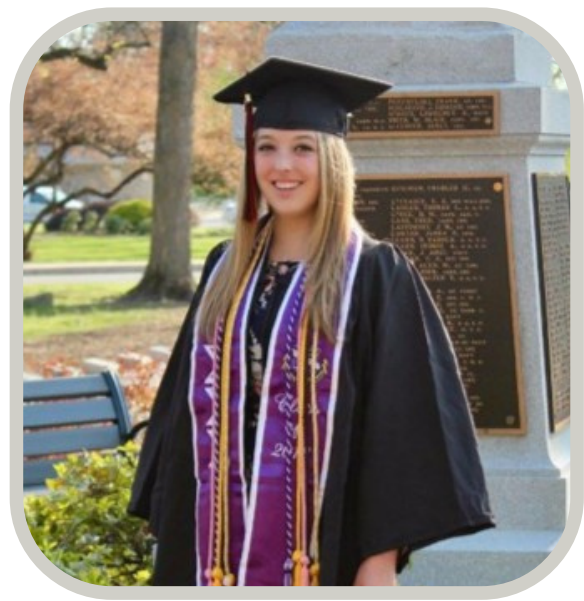
IX. Eta Sigma Delta Hospitality Honor Society: ESU Chapter



In the Fall of 2021 and Spring of 2022 semesters, ESD inducted 16 new members to the society. We welcomed Nicole Sohns, Regional Director of Revenue Management, InterMountain Management and Rebecca Brand, Director of Member Relations at Rockaway River Country Club as our induction ceremony guest speakers.



Nicole Sohns



Rebecca Brand



ESD Induction Ceremony

X. Internship Spotlight: Morgan Mesenbrink



GREENVILLE
COUNTRY CLUB

During Summer 2021, I worked as a management intern at Greenville Country Club in South Carolina. I chose this club because it is one of the top clubs in the country and because I am thinking about clubs as a possible career. During my internship, I rotated through eight different departments learning about standardized recipes, baking, and quantity food production in the kitchen. Helping with social media campaigns while working in the membership department. Having a newfound appreciation for the agronomy department as they showed me how the course aerification is done and why it is important. The accounting team taught me how to prepare reports using their accounting software. I learned about retail management and merchandising in the tennis and golf departments. I enjoyed helping with the kid's golf camp too. The HR department showed me how to strengthen my resume to “get noticed.”



I especially liked working in the HR and membership departments. I could see myself having either one of these jobs, being successful, and enjoying coming to work every day. Throughout the internship experience, I achieved my goal of obtaining a better understanding of the club industry and what it means to work in private clubs. I am so thankful for the opportunity to spend the summer at Greenville Country Club.

X. Internship Spotlight: Madyson DeAngelo

Madyson accepted the Hyatt House Hyatt Place internship on December 6th, 2021 at Allentown Lehigh Valley and had worked and shadowed the front office manager and AGM. In addition, Madyson had the opportunity to shadow and work in the Sales, Event Planning, Food and Beverage, Human Resources, and housekeeping departments.

Madyson has been offered a full-time position and received a promotion based on her excellent work and leadership at the property!



X. Internship Spotlight

Daiona Grier

April 22nd, 2022. From Fall 2021 to Spring 2022, I worked as a catering intern and worked alongside Rachel Woods, catering sales manager for Aramark at ESU. During my internship, I worked on a variety of projects and gained insight into how to manage day-to-day activities as a caterer. Throughout my experience, I have learned and helped develop a student catering guideline for students and campus organizations to have a successful event; create a recipe book for the kitchen helping our kitchen staff to keep track of all the catering recipes; in addition, I have learned how to read and design a BEO, schedule events, communicate, and resolve obstacles that we may face when catering, planning for an event.



In the future, I could see myself working towards a catering manager position as I enjoyed the BEO meetings and how team members work together to plan and execute an event.

My internship has been a fantastic learning experience and provided me with numerous individual projects that assisted me in achieving my objectives, such as improving my organizational and time management skills and gaining a better grasp of what I want to do in the future.



X. Internship Spotlight

Mathew Pritchard

On February 21st, 2022, I moved into Flamingo Crossing's Village, the Disney College Program housing to begin my internship with the Walt Disney Company. Within my position, I am responsible for checking in guest's reservations, and seating guests at Topolino's Terrace within Disney's Riviera Resort - a Walt Disney World signature dining experience and the number-one character dining experience on Disney property. I have been interested in this internship opportunity since I was a young child, and the Walt Disney World College Program is the reason why I began studying hospitality and tourism management in the first place.

The internship experience has helped me break out of my shell as a person and has forced me to utilize all of Disney's five keys to create the best experience for both myself and guests alike.



Since beginning this position in tropical Orlando at Walt Disney World's number one character dining experience: Topolino's Terrace - I have felt nothing but joy and purpose inside my body while I leave work and reflect on the day. I had dreamt of being a part of something much larger than myself that would allow me to find purpose and financial independence along the way, and this internship with the Walt Disney Company has been a life-changing opportunity for my career.

Within the past couple of months, I have since been promoted as a registered trainer and then to the assignor and general teller at the Disney Vacation Club's Riviera Resort at Walt Disney World.



X. Internship Spotlight

Madison Kutza

On February 18, 2022, I began my internship with the Disney College Program at the Walt Disney World Resort in Orlando, Florida. This program was a great opportunity to combine my love and knowledge for Disney, as well as my love for hospitality. Completing this program has been a goal of mine since my first year of college. I worked in attractions, mainly as a maid at the Haunted Mansion. At this attraction, I learned roughly 20 different positions in order to operate the ride. I was also trained in Parade Audience Control and Firework Crowd Control.



I've gained skills including guest service, responsibility, problem-solving, and self-confidence. This internship has exceeded my highest expectations. I am so thankful for this opportunity and looking into continuing my career with them in the future.



X. Internship Spotlight

Paige Amrein

This summer I took on the position of a Rooms Division Inter at River House at Odette's, a boutique hotel located in New Hope, PA. The position involved managing the front desk at a hotel, providing concierge services to guests, and working with the housekeeping team to provide exceptional service to our guests.

The hotel is owned by Refined Hospitality. They also own the Reeds at Shelter Haven in Stone Harbor, New Jersey, and the Grove at Centerton, located in Pittsgrove, New Jersey. As the twelve weeks passed, I learned a lot more about the hospitality industry than I thought imaginable. I also was able to develop phenomenal life-changing connections with each of my co-workers. Most employees at the River House have also worked for all sorts of hospitality companies such as Marriott throughout the world.



By the end of the experience, I learned so many different valuable skills that I will continue to expand on throughout the rest of my life. I cannot thank the team at Refined Hospitality and the River House at Odette's enough for all this experience has taught me. It not only furthered my love for the industry but provided me with the guidance needed to make the most informed decisions that I can in the future.



Alumni Spotlight

Melissa Callahan - Class of 2021

Soon after Melissa completed an internship at Kiawah Island Golf Resort, SC. Melissa landed a managerial position at Aqimero located at the Ritz Carlton located in Philadelphia, PA.

Aqimero is situated in the lobby of the Ritz Carlton. Aqimero by Chef Richard Sandoval, provides fresh Latin flavors while serving carefully handcrafted cocktails. The atmosphere in the lobby is unlike no other in the city. Our main mission in representing the Ritz Carlton is being ladies and gentlemen serving ladies and gentlemen.



THE RITZ-CARLTON®
HOTEL COMPANY, L.L.C.

The HRTM program prepared me to personalize every guest experience that I encounter. My main mission throughout my career is to continue to motivate others to be the best they can be and persist in my leadership role in the industry.

Alumni Spotlight

Anthony Villano - Class of 2022

As the amenities manager at Exploria Resort, my main responsibilities are to lead the amenities department, which includes staffing, scheduling, controlling costs, purchasing, marketing, overseeing guest relations, and overall operations of the amenities department. Within the amenities department at Exploria Resorts,

I also oversee the golf course, magic carpet, Blue Lighting, and Treeventures. I enjoy what I do and looking forward to endless opportunities at the resort.



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**THE HOSPITALITY PROGRAM PREPARED
ME WITH THE SKILLS I NEED TO BE
SUCCESSFUL IN THE HOSPITALITY
INDUSTRY**

EXPLORIA[®]
R E S O R T S

XI. Scholarships



EAST STROUDSBURG UNIVERSITY

Scholarships provide financial support to students that have achieved academic success within the Hospitality, Recreation, and Tourism Management Department. Each year, HRTM scholarships are posted on esufoundation.org. Applications are open from March through April for applicants to apply. Each scholarship may have specific scholarship requirements.

We want to thank our alumni, industry partners, and sponsors for supporting HRM scholarships!

- Bushkill Group Annual Scholarship
- Camelback Ski Corp Endowed Scholarship
- Christopher Hartman '98 Annual Scholarship
- Hotel, Restaurant & Tourism Annual Scholarship
- Jack Jones Memorial Endowed Scholarship
- James T. Kassel, Jr. '86 Memorial Endowed Scholarship
- Todd and Shari Nelson Family Foundation Annual Scholarship
- Colin Brett Orodener Memorial Endowed and Annual Scholarships
- Pocono Mountains Visitors Bureau Bob Uguccioni Endowed Scholarship
- Alice Hartinger Shelly '04 Annual Scholarship
- Edmund A. Strickland Endowed Book Award

XI. Scholarships



Five of Our HRTM students, McKenzie Gaghan, Taylor Vara, Derek Lederer, Shannon Washburn, and Carly Zumar, attended the 13th Annual Scholarship Dinner at Stroudsmoor Country Inn, hosted by the ESU Foundation and presented by PSECU and The Haverford Trust Company. These students received scholarships from generous donors who support the foundation. They enjoyed a plated dinner followed by dessert and student speeches.

XII. 2021-2022 Internship Sites

Hospitality, Recreation and Tourism Management majors have completed internships at the following sites during 2021-22 academic year:

- Camelback Resort
- Cove Haven Entertainment
- Exploria Resorts
- Keymanna Management
- Hersey Park Entertainments
- Hyatt Place Hyatt House
- Walt Disney World® Resort
- The Sanctuary at Kiawah Island Golf Resort
- Water Gap Wellness
- D. Plump Consulting Event Production LLC
- Hawk Mountain Sanctuary
- River House at Odette's
- Woodloch Resort
- Holiday Inn Express Pittston Scranton Airport
- Exploria Resort



XIII. COBM Golf Fundraising Sponsors

Gold Sponsors

- Pocono Mountains Visitors Bureau
- Rockwood Insurance
- Phil Calamia
- Chris Paradysz
- ESSA Bank & Trust
- Mount Airy Casino
- Emerald Advisers
- Futon Bank
- John Diggings
- Magmaverse
- Members 1st Federal Credit Union
- Woodloch Resort
- The Shawnee Inn and Golf Resort
- Kalahari Resorts and Convention
- Great Wolf Lodge

Bronze Sponsors

- The French Manor Inn & Spa
- Eric Wyatt

Warrior Sponsors

- RLB Accountants
- Pocono Raceway
- Ernst & Young LLP

