

BE A PART OF

Hospitality and Tourism





# Make a Difference: A Career that Matters

“The opportunities for students to excel in the hospitality industry are endless. Whether you’re interested in cooking, management, or owning your own business one day, the hospitality industry has a place for you in South Carolina.”

— South Carolina Restaurant and Lodging Association

**D**o you enjoy cooking, preparing the perfect meal for guests? How about 600 guests at once? Or does planning the perfect vacation appeal to you? Maybe you could get paid for that. You also might be the kind of person who enjoys researching and designing a museum exhibit or pulling together all of the details and arrangements for a major corporate conference. From restaurant owner to event planner, the career opportunities range broadly in the hospitality and tourism industry.

Right here in South Carolina is a great place to start such a career. South Carolina is internationally known for its cultural and natural attractions, and more than 30 million people a year travel here to take advantage of all we have to offer.

One of the state’s largest sectors, the hospitality and tourism industry, supports the jobs of about one in seven South Carolinians. In Horry County alone, for example, there are about 38,000 jobs involved directly in tourism, with another 20,500 in Charleston County and nearly 10,000 in Richland and Lexington Counties, according to the S.C. Department of Parks, Recreation & Tourism.

The hospitality and tourism industry is focused on welcoming visitors – whether to a restaurant or a state – and helping

to ensure they have a good time. It’s a broad field, taking in amusement parks and museums, hotels and clubs, state parks and convention centers, just to name a few examples.

Management of the industry itself attracts talented professionals, such as those involved in marketing tourism destinations or developing attractions such as historical heritage corridors.

Entrepreneurs are at home in South Carolina, with small businesses owned by individuals or partnerships dominating the restaurant business, but also prevalent throughout the hospitality trade. Eating and drinking establishments are among the highest ranked (by sales volume) of minority-owned enterprises.

While hard work is standard, the settings of many of these jobs alone make them attractive. In addition, engaging, enterprising people-pleasers find themselves at home in this industry, with many rewarded handsomely with excellent salaries and job security. With an aging population and a renewed focus on multi-generational travel, hospitality and tourism could be a great career choice for a long time to come.



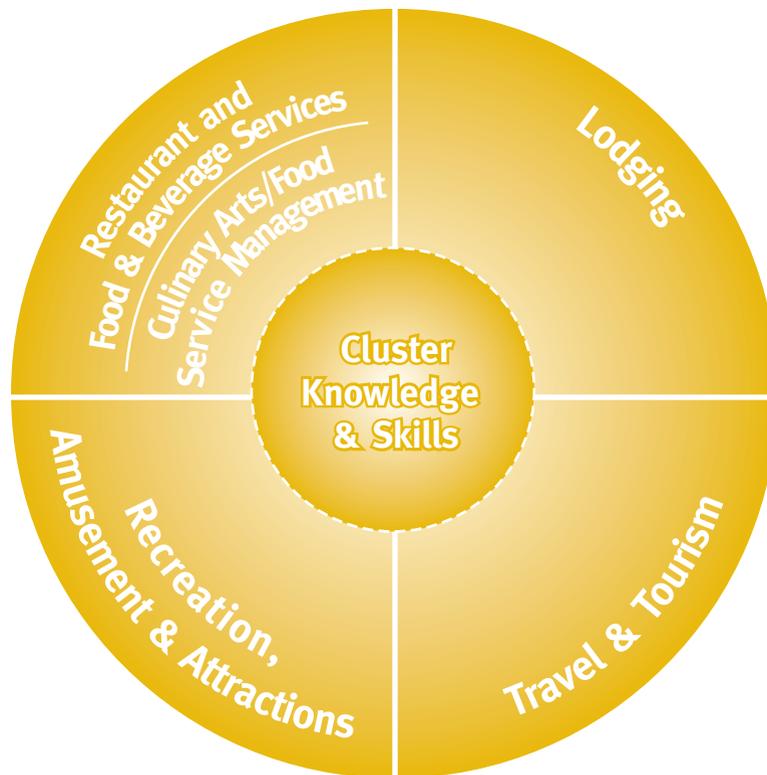
# THE HOSPITALITY & TOURISM CLUSTER

**C**areer clusters are tools to help you decide where to focus your education and training as you formulate and then act on your career goals. The Hospitality and Tourism Cluster is divided into four majors – each of which is based on groups of professions that require similar talents, aptitudes and skills.

These four majors are Restaurant and Food & Beverage Services (also referred to in the industry as Culinary Arts/Food Service Management); Lodging; Recreation, Amusement & Attractions and Travel & Tourism. These majors all involve working with people, making them feel welcome and serving their “home-away-from-home” needs while entertaining, feeding and housing them.

In addition, meeting and event planners are part of this cluster, as well as park rangers and interpreters, the latter often formally trained as historians. Technology also plays an increasing role, as people plan their trips and execute those plans online. As a result, information technology systems continue to grow in importance and complexity at tourism and hospitality businesses of all kinds.

The career possibilities in the Hospitality & Tourism Cluster are endless and the choices are very exciting and promising.





# RESTAURANT AND FOOD & BEVERAGE SERVICES

## Culinary Arts/Food Service Management

People employed in the Restaurant and Food & Beverage Services major, also referred to in the industry as Culinary Arts/Food Service Management, work in a wide range of establishments, from corner restaurants to vast convention/resort facilities. They either serve guests directly, manage those who do, or provide support services, all geared toward enhancing the experience of each guest.

The variety of jobs in this major can seem endless. Consider the scale of food and beverage services required at institutions such as hospitals and military posts. However, this major is not always mass production, as there are growing legions of kitchens of sous and pastry chefs and intriguing ethnic and regional restaurants, which feature elaborate and enticing special menu offerings.

In South Carolina, Charleston, Greenville and Columbia are seeing bursts of restaurant creativity. In addition, the Myrtle Beach area boasts of more than 1,500 eating establishments ranging from golfers' pancake houses to high-end dining rooms with sommeliers and sous chefs.

### Education/Credentials

The education of chefs has changed dramatically in recent years, becoming more intense, and in many cases, more formal. Nationally, there are recognized certifications such as Food Service Management Professional (FMP) that can be obtained, as well as chef certifications from the American Culinary Foundation.

In South Carolina, high schools and career centers across the state offer specialized classes, training and

hands-on experience. One such program is ProStart,<sup>®</sup> which teaches students how to cook and how to manage aspects of the industry. ProStart offers a national Certificate of Achievement (COA) for advanced job placement and college articulation credit, as well. For more information, see your guidance counselor about the ProStart program or visit their website ([www.goprostart.com](http://www.goprostart.com)). At the college level, examples include the International Culinary Schools at the Art Institute of Charleston and the Culinary Institute of the Carolinas at Greenville Technical College.

### Sample Tasks & Responsibilities

- Check the quality of raw and prepared food to ensure standards are met.
- Estimate amounts and costs of required supplies and oversee their ordering.
- Determine how food should be presented and create decorative food displays.
- Hire, train and supervise cooking and serving staff.

### Required Skills

- **Service Orientation** — Actively looking for ways to help people, including pleasing customers.
- **Negotiation** — Bringing others together and trying to reconcile differences.
- **Instructing** — Teaching others how to perform the tasks in their jobs.
- **Management of Financial Resources** — Determining how money will be spent and accounting for these expenditures.

## Sample Career Options

Associate's Degree or Less	Bachelor's Degree	Bachelor's Degree Plus Graduate Degrees and/or Certifications
<b>Annual Salary Range \$30,000-\$50,000</b>	<b>Annual Salary Range \$50,000-\$100,000</b>	<b>Annual Salary Range \$100,000 +</b>
<ul style="list-style-type: none"> <li>• Kitchen Manager/Sous Chef</li> <li>• Supervisor</li> <li>• Waitress/Waiter</li> <li>• Cook/Dishwasher/Steward</li> </ul>	<ul style="list-style-type: none"> <li>• Entrepreneur</li> <li>• Regional/District Manager</li> <li>• Food and Beverage Director</li> <li>• Catering/Banquet Manager</li> <li>• Executive Chef</li> <li>• Unit Manager</li> </ul>	<ul style="list-style-type: none"> <li>• Owner</li> <li>• President/CEO</li> <li>• General Manager</li> </ul>

*NOTE: Salary may differ according to industry, county, region and state.*



# LODGING

People employed in the Lodging major help operate facilities that cater to overnight and long-stay guests. They may have direct contact with the guests or work in background services that support and enhance the experience of each guest.

These employees are responsible for the day-to-day operation of such businesses as hotels, motels, resorts, lodges, inns, campgrounds and RV parks, to name a few examples. Service occupations account for almost two-thirds of the jobs in this industry sector, providing entry-level opportunities for people starting out in their careers.

## Education/Credentials

As hotel operations become more complex and demanding, the education requirements and specialized training demands are increasing, as well. A good way to get ahead is with professional certifications, such as the Certified Rooms Division Specialist designation from the Lodging Management Program of the American Hotel and Lodging Association Educational Institute.

Statewide, there are programs in schools also geared toward helping students prepare for a career in this field, such as the lodging management program at the Garrett Academy of Technology in Charleston and college-level programs such as the University of South Carolina's School of Hotel, Restaurant & Tourism Management in Columbia.

## Jobs Outlook & Growth Potential

Limited-service hotels are growing in popularity but offer limited employment opportunities because they tend not to have restaurants, bars and similar services. However, at the management level, the growth of lodging chain affiliations will provide new opportunities at group and regional levels. The BLS expects the largest employment opportunity to be in full-service luxury hotels and resorts because they employ more people.

## Sample Tasks & Responsibilities

- Make and confirm reservations.
- Greet, register and assign rooms to arriving guests at hotels and resorts.
- Perform bookkeeping activities such as balancing accounts and conducting nightly room audits.
- Post charges to rooms, including food, telephone calls and other services.
- Record and refer guest comments to managers or handle them as the manager.

## Required Skills

- **Personal Service** – Knowledge of principles and processes for providing customer service.
- **Social Perceptiveness** – Being aware of others' reactions and understanding why they occur.
- **Clerical** – Ability to use such systems as word processing and managing files and records by computer.
- **Assisting and Caring for Others** – Providing personal assistance, medical attention, emotional support, or other personal care to others, including co-workers and customers.

Sample Career Options		
Associate's Degree or Less	Bachelor's Degree	Bachelor's Degree Plus Graduate Degrees and/or Certifications
<b>Annual Salary Range \$30,000-\$50,000</b>	<b>Annual Salary Range \$50,000-\$100,000</b>	<b>Annual Salary Range \$100,000 +</b>
<ul style="list-style-type: none"> <li>• Concierge</li> <li>• Executive Housekeeper</li> <li>• Front Office Manager</li> <li>• Supervisor</li> <li>• Waitress/Waiter</li> <li>• Front Desk Clerk</li> <li>• Housekeeper</li> </ul>	<ul style="list-style-type: none"> <li>• Food and Beverage Director</li> <li>• Executive Chef/Pastry Chef</li> <li>• Catering/Sales Manager</li> <li>• Chief Engineer</li> </ul>	<ul style="list-style-type: none"> <li>• President/CEO</li> <li>• Owner</li> <li>• Regional/District Manager</li> <li>• Executive Consultant</li> </ul>

*NOTE: Salary may differ according to industry, county, region and state.*



# RECREATION, AMUSEMENT & ATTRACTIONS

The Recreation, Amusement & Attractions major is for people who would like to work where others play and learn. This includes theme parks and state parks, museums and aquariums, zoos and interpretive centers. Culture- and nature-based tourism, such as paddling outfitters and heritage site operations, also are included in this broad category.

Tourism and hospitality is a leading employer in South Carolina due to the large number of various attractions across the Palmetto State. These include the state parks and nature-based businesses in the Blue Ridge Mountains; the various museums, botanical gardens and zoos throughout the state; Colonial and antebellum historical sites; and the many attractions that have grown up along the coast from Hilton Head to Myrtle Beach.

## Education/Credentials

Many jobs in this major require only a high school diploma. However, management and supervisory jobs generally require college degrees. People interested in becoming park rangers and managers can major in Natural Resources or in Parks, Recreation and Tourism Management at Clemson University. Zookeepers often are zoology or biology majors, whereas, historic site interpreters often are holders of undergraduate and graduate degrees in history. There are opportunities in specialized areas, such as therapeutic recreation and aging and leisure, that can be enhanced with certifications from the National Recreation & Parks Association.

## Jobs Outlook & Growth Potential

The Bureau of Labor Statistics says faster than average growth is expected for recreation workers in the coming

years, with excellent job opportunities for part-time, seasonal and temporary recreation workers.

Those with graduate degrees are expected to have the best opportunities for supervisory and administrative jobs in this major.

## Sample Tasks & Responsibilities

- Sell tickets and collect fees from customers.
- Record details of attendance, sales, receipts, reservations, or repair activities.
- Monitor activities to ensure adherence to rules and safety procedures, or arrange for the removal of unruly patrons.
- Confer with management to discuss and resolve participant complaints.
- Research and coordinate construction of a museum exhibit.
- Ensure the proper care and feeding of a zoo animal population.

## Required Skills

- **Communicating with Supervisors, Peers or Subordinates** – Sharing information by telephone, in writing, by e-mail or in person.
- **Performing General Physical Activities** – Climbing, lifting, balancing, walking short and long distances, and handling materials of various weights and sizes.
- **Learning Strategies** – Using training and instructional methods and procedures appropriate for the situation when learning or teaching.
- **Public Safety and Security** – Knowledge of equipment, procedures, policies and strategies for the protection of people and property.

Sample Career Options		
Associate's Degree or Less	Bachelor's Degree	Bachelor's Degree Plus Graduate Degrees and/or Certifications
Annual Salary Range \$30,000-\$50,000	Annual Salary Range \$50,000-\$100,000	Annual Salary Range \$100,000 +
<ul style="list-style-type: none"> <li>• Equipment Operator</li> <li>• Park Manager</li> <li>• Docent</li> <li>• Park Interpreter</li> <li>• Park Ranger</li> </ul>	<ul style="list-style-type: none"> <li>• Club Manager</li> <li>• Department/Division Manager</li> <li>• Museum Exhibits Developer</li> </ul>	<ul style="list-style-type: none"> <li>• President/CEO</li> <li>• Owner</li> <li>• Executive Consultant</li> <li>• Parks/Garden Director</li> </ul>

*NOTE: Salary may differ according to industry, county, region and state.*



# TRAVEL & TOURISM

People involved in the Travel and Tourism major are involved in the research, development, packaging, promotion and delivery of a traveler's experience, whether it's a visitor from around the world or across town.

Careers in this major include meeting planners at convention centers and trip planners at agencies and large destinations. Tour operators, reservation specialists and welcome center professionals also come under this umbrella.

## Education/Credentials

Anything from a high school diploma to an advanced degree in tourism economics can be a requirement in this broad major, depending on the job. The state's major institutions of higher learning nearly all offer degrees of various kinds in tourism and travel – including the University of South Carolina with its College of Hospitality, Retail & Sport Management. Specialized areas such as event planning have their own credentials one can earn, such as Certified Meeting Manager and Certified Meeting Professional.

## Jobs Outlook & Growth Potential

Overall, tourism and travel is expected to generally grow in the years to come, fueled by baby boomer retirement and population growth. New opportunities are expected to continue to develop in Web-based and social network marketing and meeting planning, while at the same time, the role of the traditional travel agent and agency has been greatly altered by the explosion in electronic search and booking functions. Still, the Bureau of Labor Statistics predicts there will be more than 100,000 travel agents working in the U.S. as this decade draws to an end, and that people specializing in specific destinations, luxury,

group and ethnic travel will have the best chance of success. A particularly bright spot is meeting planning, which is expected to grow faster than many other areas of the economy.

## Sample Tasks & Responsibilities

- Inspect event facilities to ensure they conform to customer requirements.
- Coordinate event services, such as participant transportation, signage and displays, security and meeting room arrangements and equipping.
- Greet and register visitors, distribute brochures and provide audio-visual presentations.
- Describe points of interest to group members and respond to questions.
- Work with community stakeholders to develop and execute a comprehensive tourism marketing and promotion plan.

## Required Skills

- **Sales and Marketing** – Knowledge of principles and methods for promoting and selling tourism and destination products and services.
- **Service Orientation** – Actively looking for ways to help people.
- **Problem Sensitivity** – The ability to tell when something is wrong or likely to go wrong.
- **Judgment and Decision Making** – Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- **Management of Personnel Resources** – Motivating, developing, and directing people as they work, identifying the best people for the job.

Sample Career Options		
Associate's Degree or Less	Bachelor's Degree	Bachelor's Degree Plus Graduate Degrees and/or Certifications
Annual Salary Range \$30,000-\$50,000	Annual Salary Range \$50,000-\$100,000	Annual Salary Range \$100,000 +
<ul style="list-style-type: none"> <li>• Spa Manager</li> <li>• Meeting Planner</li> <li>• Wedding Coordinator</li> <li>• Airline Attendant</li> <li>• Travel Coordinator/Agent</li> <li>• Visitor Center Specialist</li> <li>• Fairs/Festival Event Planner</li> <li>• Club Event Planner</li> </ul>	<ul style="list-style-type: none"> <li>• Travel Manager</li> <li>• Airport Director</li> <li>• Sales Manager</li> <li>• Development Director</li> </ul>	<ul style="list-style-type: none"> <li>• President/CEO</li> <li>• Agency Director</li> <li>• Executive Consultant</li> </ul>

NOTE: Salary may differ according to industry, county, region and state.



# FAST FACTS & CAREER LADDERS

## Restaurant and Food & Beverage Services

**Fast Fact:** Among retail establishments owned by African Americans and Hispanics, eating and drinking establishments rank second, based on sales volume.

President/CEO/Owner.....	\$50,000 - \$350,000
General Manager .....	\$42,000 - \$150,000
Regional/District Manager .....	\$40,000 - \$100,000
Executive Chef/Pastry Chef.....	\$35,000 - \$100,000
Food and Beverage Director .....	\$35,000 - \$85,000
Catering/Sales Manager/Director .....	\$25,000 - \$75,000
Unit Manager .....	\$30,000 - \$70,000
Kitchen Manager/Sous Chef .....	\$27,000 - \$55,000
Supervisor.....	\$19,000 - \$33,000
Waitress/Waiter .....	\$6.50-\$20.00+
	per hour including tips
Cook/Dishwasher/Steward .....	\$6.50-\$15.00 per hour

Source: National Restaurant Association Educational Foundation

## Recreation, Amusement & Attractions

**Fast Fact:** The leisure and hospitality industry in South Carolina is projected to add almost 37,000 more jobs over the next ten years, a projected growth rate of nearly 20%.

Park and Gardens Director.....	\$61,000 - \$105,000
Club Manager .....	\$35,000 - \$100,000
Fairs/Festival	
Promotional Developer.....	\$31,000 - \$66,000
Museums/Zoos Aquariums	
Exhibit Developer .....	\$18,000 - \$65,000
Park Manager .....	\$23,000 - \$46,000
Park Interpreter	
(historical and wildlife).....	\$21,000 - \$29,500
Fairs/Festival Event Planner.....	\$17,000 - \$27,000
Club Event Planner.....	\$15,500 - \$25,000
Museums/Zoos Aquariums Docent .....	\$19,500 - \$24,000
Park Ranger .....	\$19,000 - \$23,000

Source: South Carolina Restaurant and Lodging Association

## Lodging

**Fast Fact:** Roughly three out of five foodservice and lodging managers have a household income of \$50,000 or more.

President/CEO/Owner.....	\$100,000 - \$500,000
Regional/District Manager .....	\$65,000 - \$200,000
General Manager .....	\$42,000 - \$150,000
Executive Chef/Sous Chef.....	\$35,000 - \$100,000
Food and Beverage Director .....	\$35,000 - \$85,000
Catering/Sales Manager/Director .....	\$25,000 - \$75,000
Chief Engineer .....	\$35,000 - \$51,000
Executive Housekeeper .....	\$21,000 - \$45,000
Front Office Manager.....	\$20,000 - \$40,000
Supervisor.....	\$19,000 - \$33,000
Waitress/Waiter .....	\$6.50-\$20.00+
	per hour including tips

Front Desk Clerk/Housekeeper/

Cook/Dishwasher/Steward .....

Source: American Hotel and Lodging Institute

## Travel & Tourism

**Fast Fact:** One of every seven South Carolinians is employed directly or indirectly in the Hospitality & Tourism Cluster of Study because of people traveling to or within our state.

Chief Executive Officer.....	\$57,000 - \$100,000+
Airport Director.....	\$45,000 - \$91,000
Sales Manager .....	\$40,000 - \$80,000
Travel Manager .....	\$55,000 - \$79,000
Golf Pro/Course Manager .....	\$31,000 - \$69,000
Spa Manager .....	\$37,000 - \$57,000
Meeting Planner .....	\$38,000 - \$50,000
Airline Attendant.....	\$18,000 - \$30,000
Visitor Center Specialist .....	\$17,500 - \$28,000
Travel Coordinator/Agent.....	\$18,000 - \$23,000

Source: National Academy Foundation of Travel and Tourism

# BY THE NUMBERS

# Hospitality and Tourism

Here is a look at employment specifics from the BLS:

Occupation	Annual Median Salary (2010)	Hourly Pay (2010)	2010 Employment	2020 Projected Employment	Employment Change	Percentage Change
Air Traffic Controllers	108,040	51.94	27,000	26,200	-800	-3
Airline and Commercial Pilots	92,060	44.26	103,500	115,000	11,500	11
Lodging Managers	46,880	22.54	51,400	55,700	4,300	8
Meeting, Convention and Event Planners	45,260	21.76	71,600	102,900	31,300	44
Chefs and Head Cooks	40,630	19.53	100,600	99,800	-800	-1
Flight Attendants	37,740	18.14	90,500	90,300	-200	0
Travel Agents	31,870	15.32	82,800	91,100	8,300	10
First-Line Supervisors for Food Preparation and Serving Workers	29,270	14.07	801,000	1,049,300	248,300	15
Demonstrators and Product Promoters	23,110	11.11	90,100	105,900	15,800	18
Recreation Workers	22,260	10.70	339,100	403,400	64,300	19
Janitors and Building Cleaners/Housekeepers	22,210	10.68	2,310,400	2,556,800	246,400	11
Animal Care and Service Workers/Zookeepers	19,780	9.51	234,900	288,900	54,000	23
Manicurists and Pedicurists	19,650	9.45	81,700	95,300	13,600	17
Dishwashers	18,460	8.88	510,000	778,800	268,800	9
Food and Beverage Serving and Related Workers	18,130	8.72	4,110,400	4,602,000	491,600	12

## Hospitality and Tourism in the Military

The military route can provide not-so-basic training for young people interested in on-the-job training in hospitality and tourism. After completing basic training, for instance, the Army offers its Hospital Food Specialist program. That branch of service also sponsors the Partnership for Youth Success (PaYS) program, where soldiers can leave the Army with access to priority hiring programs with such top companies as the Hospital Corporation of America and the Travel Centers of America. Information on training options is available at each military branch's website.

# RESOURCES



- American Hotel & Lodging Association: [www.ahla.com](http://www.ahla.com)
- Benedict College: [www.benedict.edu](http://www.benedict.edu)
- Career Technical Education (CTE): [www.careertech.org](http://www.careertech.org)
- Clemson University: [www.clemson.edu](http://www.clemson.edu)
- Columbia College: [www.columbiasc.edu](http://www.columbiasc.edu)
- Convention Industry Council: [www.conventionindustry.org](http://www.conventionindustry.org)
- Kuder: [www.kuder.com](http://www.kuder.com)
- Limestone College: [www.limestone.edu](http://www.limestone.edu)
- Mapping Your Future: [www.mappingyourfuture.org](http://www.mappingyourfuture.org)
- Meeting Professionals International: [www.mpiweb.org](http://www.mpiweb.org)
- Midlands Education and Business Alliance: [www.mebasc.com](http://www.mebasc.com)
- Midlands Regional Education Center: <http://recs.sc.gov>
- Midlands Technical College: [www.midlandstech.edu](http://www.midlandstech.edu)
- National Recreation and Park Association: [www.nrpa.org](http://www.nrpa.org)
- National Restaurant Association Educational Foundation: [www.nraef.org](http://www.nraef.org)
- O\*Net: [onetonline.org](http://onetonline.org)
- Professional Convention Management Association: [www.pcma.org](http://www.pcma.org)
- ProStart: [www.goprostart.com](http://www.goprostart.com)
- Society of Government Meeting Professionals: [www.sgmp.org](http://www.sgmp.org)
- South Carolina Chamber of Commerce: [www.scchamber.net](http://www.scchamber.net)
- South Carolina Department of Education: [www.ed.sc.gov](http://www.ed.sc.gov)
- South Carolina Department of Parks, Recreation and Tourism: [www.scprt.com](http://www.scprt.com)
- South Carolina Restaurant and Lodging Association: [www.scrla.org](http://www.scrla.org)
- South Carolina Independent Colleges & Universities: [www.scicu.org](http://www.scicu.org)
- South Carolina Career Information System: [sccis.intocareers.org](http://sccis.intocareers.org)
- South Carolina State University: [www.scsu.edu](http://www.scsu.edu)
- South Carolina Technical College System: [www.sctechsystem.com](http://www.sctechsystem.com)
- South University: [www.southuniversity.edu/columbia](http://www.southuniversity.edu/columbia)
- Southern Wesleyan University: [www.swu.edu](http://www.swu.edu)
- University of South Carolina: [www.sc.edu](http://www.sc.edu)
- Webster University: [www.webster.edu/columbia](http://www.webster.edu/columbia)

# HOSPITALITY AND TOURISM RELATED RESOURCES IN THE MIDLANDS

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