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Chairman's Message

We're very excited to share a bit of excellent MTEF news. This summer we received our official designation as a 501(c)(3), non-profit corporation. The effort to receive this status has been long and arduous with legal and governmental agency approvals required on state and federal levels. I never imagined it would be so difficult and lengthy to achieve.

What does this non-profit status mean? First of all, monies received by MTEF are not subject to federal taxes. Plus, you may take a federal income tax deduction for your donations toward MTEF's education efforts.

Adapting to Visitors' Expectations

Twenty-one representatives of ten Baltimore museums with the [Greater Baltimore History Alliance](#) completed a customer service program in July. The Maryland Tourism Education Foundation deliver the five-hour training class.

"This course teaches you how to be productive and adapt to the environment and technology as well as to be aware of your posture, attitude and how you come across to people," said one attendee. MTEF adds more to the materials by addressing the big picture of hospitality and tourism, the root of guest expectations and learning about the neighborhood and/or regional tourism assets.

"I found learning about the importance of knowing visitors' expectations and listening most helpful," another attendee added. "I can now better understand the way guests and visitors will perceive the museum. And the *Daily Smile Check* is a good idea!"

For information on adding the training to your regimen, contact [Karen Justice](#).

Maryland Governor's Tourism Industry Conference

The Maryland Tourism Education Foundation in cooperation with the Maryland Tourism Council and the Maryland Office

Therefore, as you consider how to help the industry grow and thrive and help create a trained, capable workforce, your donations will completely go toward furthering the programs, not toward the payment of taxes.

Achieving this non-profit status has given our MTEF efforts new energy and purpose which we will use to help you and the industry address the major challenge of a shrinking workforce in an expanding industry.

Stay tuned for more.

Dave Meloy

Maryland H&T Workforce Strategies Progress Report

Moving forward from January's Hospitality and Tourism Workforce Summit, industry leaders identified five key goals this summer to address in the near future. They are:

Goal 1. Create and implement an information campaign that promotes positive images of hospitality and tourism careers, professional advancement, benefits and compensation.

of Tourism Development have planned a fast and furious educational conference for November 14-16, 2007.

From the well-known marketing gurus of Punk Marketing to one of the [leaders](#) of Louisiana tourism's rebirth, our keynotes are dynamite. Anirban Basu and Mario Armstrong return with economic and technological insights to illuminate your future. Heritage tourism and family travel outlooks along with TIA Senior V.P. Dr. Suzanne Cook's revealing industry trends fill the 42 hour conference.

Watch your mail for the arrival of the blue and orange ***Illuminating New Horizons*** brochure or visit http://www.mdtourism.org/templ_content.php?area=GTIC for more information.

H&T School News

NAF-Baltimore

The National Academy Foundation - Baltimore High School will honor leaders in the hospitality and tourism, finance, and information technology industries at its 13th Annual Hospitality, Tourism, and Industry Awards on Monday, September 17, 2007 at the Renaissance Harborplace Hotel. Students will present awards to 11 industry professionals during the evening which begins at 6:00 p.m.. The 11 awards to be presented are:

- Chef of the Year
- Attractions Professional of the Year
- Hotel Professional of the Year
- Friend of the Academy
- IT Mentor of the Year
- Hospitality and Tourism Mentor of the Year
- Catering Professional of the Year
- Hospitality Professional of the Year
- Tourism Event of the Year
- Tourism Leader of the Year
- Finance Mentor of the Year

For more information, to purchase tickets or become a sponsor, visit www.baltimoreacademies.org.

Kennedy Krieger Joins Maryland Smiles Program

Students in Kennedy Krieger High School Career and Technology program are the newest participants in the five hour Maryland Smiles program. The course provides knowledge to help participants determine and meet guest

Goal 2. Strengthen partnerships between industry and education institutions and other public workforce service providers who deliver education and training needed by industry.

Goal 3. Create a state liaison office for immigration issues.

Goal 4. Expand industry's recruiting of nontraditional populations such as senior citizens, immigrants, the disabled, veterans, and ex-offenders.

Goal 5. Help small hospitality and tourism businesses find and use information/resources to improve their ability to attract, recruit and retain workers.

You can read more about the H&T Workforce Plan of Action by clicking [here](#).

expectations. In this course, they learn the true value of a Maryland smile in greeting guests and encouraging them to stay longer, see more and come back for another visit.

Gaylord and PGCC: Partnering for Progress

Gaylord Entertainment, developer of National Harbor on the banks of the Potomac River in Prince Georges County, has sponsored a scholarship for students in the new Hospitality and Tourism Institute at Prince Georges Community College. For more information, please call Troy Hengst, Director, PGCC Hospitality and Tourism Institute at 301-322-0703. To learn more about the program, visit <http://academic.pgcc.edu/hospitality/>

Keeping Your Customers

When their expectations are met and exceeded, your customers tell others how great you are. To keep your guests coming back, be sure your staff members serve them well and give them reasons to return. Be sure your staff has the knowledge to say, "But, wait, there's more!"

MTEF has a short training program on local tourism assets that can augment and enhance your existing training. Call 301-241-4720.



For more information about the schools available in Maryland and about MTEF programs, visit [our web site](#).