45th ANNUAL

HTM CAREER DAY
IGNITE YOUR FUTURE
FEBRUARY 26, 2019

UMassAmherst

ISENBERG
SCHOOL OF MANAGEMENT
Dear Company Representative,

On behalf of the Department of Hospitality & Tourism Management (HTM) at the Isenberg School of Management, University of Massachusetts Amherst, we cordially invite you to attend our annual HTM Career Day on February 26, 2019. This special event is a student-run, not-for-profit Career Day that has been held for over 40 years. As we continue to grow, we are proud to inform the community that this tradition is the largest student-run career fair on the East Coast!

The students who enroll in our Hospitality and Tourism Management Program are ambitious, eager to gain industry experience, and ready to network with recruiters. We strongly encourage each and every one of our future leaders to attend and grow from this experience. This year’s slogan, Ignite Your Future, provides the access that encourages exploration of career opportunities. Whether you are seeking hourly associates, interns or full-time employees, we can assure you that Isenberg’s HTM students will be your top choice!

The HTM program at UMass Amherst is consistently ranked as one of the best in the country. In 2018, Isenberg School of Management was ranked:

• #1 Public Undergraduate Business Program in the Northeast
• #15 for Best Undergraduate Business School in the Nation
• #7 for “Recruiter Satisfaction” among all public universities

These continued accomplishments greatly contribute to what makes our program stand apart from other universities. The satisfaction that recruiters find with Isenberg students is evidence of successful placement and we are excited for you to experience it with us this year. Consistent with all Isenberg School of Management students, those enrolled in the HTM Program are prepared, enthusiastic and provide their employers with an unrivaled work ethic. They are ambitious to learn and are passionate about succeeding within the collegiate atmosphere as well as in a professional environment to enhance the hospitality culture of your firm.

Our annual Career Day is one of the most highly anticipated events within our department and within the Isenberg School of Management altogether. Each year, we build upon our existing foundation to create the best possible experience for our recruiters. Career Day provides:

• Multiple networking opportunities
• Two complimentary meals
• Senior Reception access
• Space for information sessions prior to Career Day
• Private interview rooms and suites for the day following Career Day

This year we will also be holding our third “Spring Rapid Recruiting” event. Our Career Day Committee is dedicated to meeting each company’s individual needs as we strive to make those recruiter/student connections happen immediately. We look forward to providing your business with a personalized and unique experience during your time on our campus.

Everything you need to know regarding the 2019 HTM Career Day is enclosed here with accompanying materials. Registration is currently open on our IsenbergWorks website with discounted prices for companies who register before January 1st, 2019. If you have any further questions or need additional information, please do not hesitate to contact us at careerht@gmail.com. We look forward to having you join us at the 2019 HTM Career Day.

Best Regards,

Kevin Dunne
Committee Chair

Muzzo Uysal
HTM Department Chair
Why Recruit at Isenberg?
What Our Students Can Offer Your Company

The University of Massachusetts Amherst’s Department of Hospitality & Tourism Management is one of the most prestigious and oldest educational hospitality programs in the country. For over 40 years, the annual HTM Career Day has been entirely planned, organized, and executed by a student committee. This group provides our department the opportunity to showcase both our educational and event management expertise through hands-on hospitality learning experiences. The Career Day Committee, consisting of ten HTM students, work year round to make sure this event is conducted professionally. With the help of fourteen Key Volunteers and over 100 student volunteers throughout the day, the HTM community works together to ensure high recruiter satisfaction.

As part of the Isenberg School of Management, the Hospitality & Tourism Management Department consists of over 500 students, all of whom are eager and willing to engage in a challenging curriculum as well as a wide variety of extracurricular activities related to the industry.

Our 2019 Career Day is going to be a unique occasion for your company to recruit from an elite selection of students at UMass Amherst. In addition to your booth exhibit during Career Day, we offer complimentary use of our facilities to conduct information sessions. However, to maximize attendance, we encourage that you host your Information Session during the few days prior to our Career Day or to sign up for our “Spring Rapid Recruiting” event!

As a diverse community of students, we thrive by working in a variety of sectors within the hospitality industry. With a range of concentrations available to students such as:

- Hotel & Lodging Management
- Casino Management
- Food & Beverage Management
- Event & Convention Management
- Club Management
- Property Management
- Tourism Policy & Planning
- Revenue Management

The recognition of excellence that the HTM Department continuously receives is largely due to the enthusiasm that our students display. By joining us at our 45th Annual Career Day, you will be able to see this firsthand by connecting with these inspiring personalities, and allowing your company to advance through quality recruitment.

“Coming to HTM Career Day is one of the highlights of my recruiting season. Marriott International loves to hire HTM students from UMass as they are poised, prepared, and passionate about our industry. I also love getting exposure to students in multiple ways—Rapid Recruiting, the HTM Career Day, and the Senior Reception. This allows me to truly connect with students on multiple occasions and build strong relationships with them. It is as an event I am sure not to miss!”

Sarah D’Angelo
Recruiting Manager
Marriott International, Inc.

“While MGM Springfield is a new employer to the region, it’s clear that the UMASS HTM program knows what it’s doing when pulling together their Career Day. The students are beyond prepared with polished resumes, asking recruiters fact-finding questions, and dressed to impress. To top it off, the Rapid Recruiting session that they host offers an employer a great opportunity to give their sales pitch to prospective employees, in a fun and informative format.”

Jason Randall, Isenberg Alumni 00’
Director of Human Resources
MGM Resorts International
Registration Fees

To enhance your Career Day experience, your exhibit booth will have multiple amenities that are included within your registration fee, and upon request, we may provide you with a variety of additional items to assist with your recruiting.

Registration Includes:
• 2 Recruiters
• Information Session
• Interview Room
• Senior Reception Access
• Wi-Fi
• Breakfast and Lunch
• Parking

Additional Items Available Upon Request*:
• Additional Recruiter
• Access to Electrical Outlet**
• TV/DVD Players
• LCD Projector for Information Session
• Information Session Flip Board
• Extension Cord

Registration Fee Before January 1st: $400
Registration Fee After January 1st: $500

*Additional items may be requested on the day of, but are not guaranteed due to limited supply
**Electrical hookups will only be available to companies that request access prior to Career Day

Sponsorships

We invite you to participate as an HTM Career Day sponsor which will enhance your experience and recruiting efforts. We offer sponsorship packages in the hopes that we can meet each company with the absolute highest level of service and satisfaction.

<table>
<thead>
<tr>
<th>Platinum Sponsorship</th>
<th>Diamond Sponsorship</th>
<th>Gold Sponsorship</th>
<th>Silver Sponsorship</th>
<th>Bronze Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>All Marketing Materials and Extra Promotion</td>
<td>All Marketing Materials and Extra Promotion</td>
<td>All Marketing Materials</td>
<td>All Marketing Materials</td>
<td>3 total Social Media Posts from the time of registration to Career Day</td>
</tr>
<tr>
<td>Promotional Video Showcase</td>
<td>Promotional Video Showcase</td>
<td>5 total Social Media Posts from the time of registration to Career Day</td>
<td>4 total Social Media Posts from the time of registration to Career Day</td>
<td>Website &amp; Career Day Booth Recognition</td>
</tr>
<tr>
<td>10 total Social Media Posts from the time of registration to Career Day</td>
<td>7 total Social Media Posts from the time of registration to Career Day</td>
<td>Website &amp; Career Day Booth Recognition</td>
<td>Website &amp; Career Day Booth Recognition</td>
<td>Website &amp; Career Day Booth Recognition</td>
</tr>
<tr>
<td>Website &amp; Career Day Booth Recognition</td>
<td>Strategic Booth &amp; Interview Room location available until December 1st, 2018</td>
<td>Strategic Booth &amp; Interview Room location available until December 1st, 2018</td>
<td>Strategic Booth &amp; Interview Room location available until December 1st, 2018</td>
<td>Strategic Booth &amp; Interview Room location available until December 1st, 2018</td>
</tr>
<tr>
<td>Strategic Booth &amp; Interview Room location available until December 1st, 2018</td>
<td>6 Additional Recruiters</td>
<td>5 Additional Recruiters</td>
<td>2 Additional Recruiters</td>
<td>1 Additional Recruiter</td>
</tr>
<tr>
<td>6 Additional Recruiters</td>
<td>5 Logo Projections</td>
<td>5 Logo Projections</td>
<td>5 Logo Projections</td>
<td>4 Logo Projections</td>
</tr>
<tr>
<td>Invitation to our “2019 Spring Rapid Recruiting” event</td>
<td>Invitation to our “2019 Spring Rapid Recruiting” event</td>
<td>Invitation to our “2019 Spring Rapid Recruiting” event</td>
<td>Invitation to our “2019 Spring Rapid Recruiting” event</td>
<td>Invitation to our “2019 Spring Rapid Recruiting” event</td>
</tr>
<tr>
<td>Invitation to our “2019 Fall Rapid Recruiting” event</td>
<td>Attendance to VIP breakfast on Career Day</td>
<td>Invitation to speak at the HTM club of your choosing</td>
<td>Attendance to VIP breakfast on Career Day</td>
<td>Attendance to VIP breakfast on Career Day</td>
</tr>
<tr>
<td>Invitation to our “2019 Fall Rapid Recruiting” event</td>
<td>Invitation to speak at the HTM club of your choosing</td>
<td>Invitation to speak at the HTM club of your choosing</td>
<td>Invitation to speak at the HTM club of your choosing</td>
<td>Invitation to speak at the HTM club of your choosing</td>
</tr>
</tbody>
</table>

We would like to “Thank You” for your continued support of the HTM Department and Isenberg School of Management at the University of Massachusetts Amherst, and we look forward to welcoming you to the 2019 HTM Career Day. Should you have any questions or concerns regarding our sponsorship opportunities, please contact our Corporate Relations Chair, Suzy Tekin, at stekin@umass.edu for more information about our sponsorship program.
Spring Rapid Recruiting Night:

This year, the 2019 HTM Career Day Committee will hold the third “Spring Rapid Recruiting”. Think “Speed Dating” or “Speed Connecting” - obtaining maximum exposure for your firm in a relaxed and personal environment where you will be guaranteed the ability to meet all students attending.

We invite all sponsors to participate in our unique Rapid Recruiting setting that we hope to be fun, lively, and time efficient. This method will allow each company to promote, educate and hire during the recruiting season. This event will take place the evening before Career Day, **February 25, 2019 from 6pm - 8pm**. Food and drink will be available before the event from 5:30pm - 6:00pm!

The evening will allow you to quickly pitch your company and break the ice with small groups of students who rotate from recruiter to recruiter station. Your company will have a table where you can make a 4-5-minute presentation to show students your company overview, positions you’re recruiting for and provide any literature you’d like to hand out. The sessions are highly interactive and engaging. Student ambassadors will be available to help at each station and if you are not able to attend, an ambassador can be assigned as your company’s Rapid Recruiting Representative for the evening.

Sign up now through the Registration Questionnaire, but be aware – space is limited to the first 15 companies that sign up. You will receive a link to the Registration Questionnaire when you complete your initial registration in IsenbergWorks. Should you have any questions, feel free to contact our Registration Chair, Alexxis Young, at ajyoung@umass.edu with any questions.

Information Sessions:

Hosting an information session prior to Career Day is a great way to educate students about your company and promote employment opportunities that you are currently offering. Information sessions provide a personal environment and help to create long-lasting professional relationships with students.

*Information sessions are complimentary and can be requested during your initial registration in IsenbergWorks.*

Interviews:

Interview rooms, conveniently located on campus, will be available for the following days on February 27th and 28th. We welcome you to take advantage of our facilities here at UMass.

*Interview rooms are complimentary and can be requested in the Registration Questionnaire.*
Senior Reception

The annual Senior Reception is the Hospitality & Tourism Management Department’s premier networking event, hosted to enhance interaction amongst our seniors, recruiters, faculty and alumni. Boasting a relaxed, yet sophisticated environment, the Senior Reception is a time where recruiters can come and get to know our graduating students on a personal level, and celebrate all of their accomplishments.

Through this highly talked about social networking event, we invite you to experience a truly hospitable night with us. Indulge in exceptional hors d’oeuvres, specialty cocktails, and irresistible desserts, specifically designed and crafted for this event by our own Chef Jenafer Andrén-Kazunas and her culinary team of our HTM undergraduate students.

This elegant celebration allows us to not only highlight our sponsors, alumni, and local partners, but also to showcase our skilled student volunteers and future graduates.

Signifying the finale of our 45th Annual HTM Career Day, the Senior Reception will be held from 3:30pm - 5:30pm, in the Marriott Center located on the 11th floor of the Campus Center. We sincerely look forward to welcoming you into our “home” on February 26th!

Schedule of Events

Spring Rapid Recruiting
Monday, February 25, 2019
Pre-registration required
5:00pm - 5:30pm
Arrival & Set Up
5:30pm - 6:00pm
Networking & Appetizers
6:00pm - 8:00pm
Rapid Recruiting

HTM Career Day
Tuesday, February 26, 2019
9:00am - 11:00am
Company Registration
9:00am - 11:00am
Recruiter Breakfast
11:00am - 3:00pm
Career Fair
12:00pm - 2:30pm
Recruiter & Faculty Luncheon
3:30pm - 5:30pm
Senior Reception
Hotel UMass
Convenience in the Heart of Campus

Embrace convenience during your visit by staying in the middle of campus at Hotel UMass, accessibly located in the same building as the career fair and Senior Reception. We have coordinated with Hotel UMass to make a room block available to our recruiters. At Hotel UMass, you can experience the stunning views of the Connecticut River Valley while enjoying various provided amenities such as complimentary continental breakfast, internet, and convenient parking.

Reservation Method: Attendees should contact the hotel directly by January 29, 2019 to secure a reservation at the group rate of $125 per night, plus taxes and fees. Request your room using the hotel block code: HTM19C. You may continue to call for room reservations after January 29, 2019, however rooms and rates are not guaranteed after the deadline.

1 Campus Center Way UMass Amherst, Amherst, MA 01003-9247
(877) 822-2110
www.umasshotel.com

Chase Career Center
Isenberg School of Management

The Chase Career Center, located in the Isenberg School of Management, is the undergraduate and graduate office for student professional development. Isenberg students build new and innovative skills across eight critical disciplinary areas, setting our students up for success in any business environment. The Chase Career Center offers students a multitude of resources through dynamic internships, professional networking, interview skill enhancement, and an emphasis on personal branding. Students in the Isenberg School of Management get the best possible career launch through corporate involvement and a network of well-connected alumni. For more information, please contact Melissa Salva, Director of Recruiting and Operations, at msalva@isenberg.umass.edu, or by calling 413-545-5598.
To Register or Learn More:
To reserve your place at the 2019 HTM Career Day at UMass Amherst, please click here to register on IsenbergWorks.

General Contact Information
UMass Amherst | HTM 107 Flint Lab
90 Campus Center Way, Amherst, MA 01003-9247
T. 413-545-2535 | F. 413-577-3900

As of January 1st, please use:
UMass Amherst | Isenberg School of Management
HTM Department Suite 223
121 President’s Drive, Amherst, MA 01003-9247

Committee Members:
Kevin Dunne
Committee Chair
kevindunne@umass.edu

Suzy Tekin
Corporate Relations Chair
stekin@umass.edu

Emma Dietz
Facilities Chair
edietz@umass.edu

Elizabeth Leivi
Finance Chair
eleivi@umass.edu

Olivia Hammond
Food and Beverage Chair
ohammond@umass.edu

Amy Weiner
Interview Chair
aweiner@umass.edu

Morgan Smith
Marketing Chair
morsmith@umass.edu

Alexxis Young
Registration Chair
ajyoung@umass.edu

Hannah Williams
Student Relations Chair
hanwilliams@umass.edu

Alysha McCluskey
Volunteer Chair
acmccluskey@umass.edu

Additional Contacts:
Muzzo Uysal
Department Chair & Professor
HTM Department
413-545-2061
muysal@isenberg.umass.edu

Kate Godfrey
Faculty Advisor, Director of External Relations & Engagement
HTM Department
413-545-4049
kgodfrey@isenberg.umass.edu

Will Foley
Faculty Advisor, Lecturer
HTM Department
413-545-4046
wjfoley@isenberg.umass.edu