

HAFH/HFTM Alumni Association - November 23, 2017

Attendees: Lora Bender, Melody Lau, Adam Fikis, Nina Mueller, Statia Elliott, Shawn Goh, Colin & Dave Grant

Absent: Patrick Cook and Daniel Chang

1. Fall Social

a. Feedback from attendees

- 8 people that gave feedback
- all were extremely satisfied and everyone would recommend the event in the future
- venue was appropriate for attendees
- enjoyed that it was engaging as well as networking
- Issues: AV had multiple issues at the venue

b. Successes and Learning Lessons for 2018

- AV issues – come up with a backup plan
- start planning earlier and moving the date back (a week) a bit to get organized
- we made approximately \$1000 on Silent Auction & registration amount
- attendance numbers: approx. 50
- For next year, do \$10 ahead of time and \$15 at the door
- Bring Hornblower next time!

c. Board general feedback

- new award look was great – promote this on Facebook
- source venue earlier – ideas: Cactus Club, Rec Room, Drake & Broadview Hotel
- Future Date: October 23, 2018
 - Check for banners for next time

2. Financials

- We would like to do 2 scholarships (\$1000/each) and 1 bursary (\$500) – we need \$2500 to be able to give these away this year. This is financially viable
- planned to give for March awards – Adam has already spoken with Patrick to look into it and get to the deadline for January
- Hornblower – full page – split cost with 50th anniversary (\$250 for alumni)
 - option to submit an article, feature some of our past award winners

3. Alumni Careers Night

- Taking place Wednesday, January 24, 2018
- Dinner in PJs and Reception after event (also in PJs)
- LinkedIn in profiles in descriptions (keep that)
- Add logos ahead of time to generate interest (student reps are already doing this)
 - HTMSA will also be doing career night prep (networking, resume builder, elevator pitch, resume one-on-one workshop and critique, how to approach an employer, encourage LinkedIn as well, etc.)
 - taking place the first week back at school (January 10 & 12th)
- silent auction? Live auction? IF we had 2-3 prizes perhaps OR create a raffle during the careers day
- sponsorship? Donated sponsorship wine? Problem: has to go through their liquor license – must be a cash donation. ****Focus efforts here****

- An alumni was interested last year in sponsorship – Adam to reach out to him again
- Coordination of the event: Lisa Fodor, Patrick Cook & Amy – Helen, Shawn & Colin (Student rep), Michelle (career centre staff).
 - Registration to open sooner for careers night: Patrick Cook; Adam to speak to him
- Rooms for different tables – make it back in MAC Hall
- Look into having another Skype session; Adam to contact an overseas alumni
- Also try to get a fair amount of younger alumni as well
- Statia to speak with Lisa about booking MACs for the night – AV in all classrooms

4. Social Media – Strategy

- - #TBT Content - Statia to reach out to Alison to get 50 year anniversary photos
- Profiled Alumni - target for careers night
- Alumni association - send Nina photos from their year
- LinkedIn
 - Ambassador's for 50th year - advertise and ask for ideas via FB & LinkedIn
 - alumni careers - check for website + registration
- Look into a snapchat headline (Careers Night)

5. HFTMSA

- Think pink, Raised over \$1000
- Hurricane relief – currently selling red t-shirts by donation
 - also looking to have an online auction for the relief fund
- looking for bench sponsorships for \$2500 – this coming from within UoG
- Currently providing \$1000 towards an HTMSA scholarships for the past 5 years; next year it will be up to the new council to continue this or not as they have already pre-paid one year

6. School of Hospitality, Food & Tourism Management

- Gryphons on the Green – negotiate a revenue sharing that each Alumni Association goes back to you – Dates: timing? Likely Fall 2018 if not Spring 2019
- Gryphons on Wall Street – taking place in NYC
- Gryphons on Bay – already taking place in TOR in April
- Hospitality Leadership Certificate
- Wine & Spirit Education Trust (WSET) Certification & Seminars available
 - Nina to promote on Social Media
 - Masters of Science in Tourism and Hospitality – now offers an semester exchange program in Savoy, France and Heilbronn, Germany
 - hoping to build the appeal of the program
 - Longos food innovation lab is 3rd floor at MACs to do research on how people have shopped – doing this with google glasses, etc.
 - Looking to do consumer studies but its more along the lines of how to present nutritional information to consumers
 - also have a computer lab sponsored by Schneiders – Statia to send more info to Nina for Facebook content

7. Spring Social 2018

- piggyback off of Gryphons at a Jay's Game (beg of July)

- open to all alumni from the University of Guelph
- looking to promote it and get our own HAFA section
- Get some Eat. Sleep. Travel merchandise (incorporate into ticket price)?
- Do we make any money off this? Question for Patrick.

Future Ideas:

Vancouver Chapter: Shawn Goh to move back after this school year – option to lead.

HAFA Alumni Day: Vancouver vs. Toronto