college of hospitality, retail and sport management
"We believe in our vision: The College of Hospitality, Retail and Sport Management prepares leaders and scholars who drive the economic engines of South Carolina, the nation, and the world. We need your support to meet our far-reaching goals."

Brian Mihalik, Dean
“The fast-growing hospitality industry is very much in need of skilled workers. Thousands of workers will benefit from the outreach, English literacy, and occupational skills.”

- Elaine Chao, US Secretary of Labor (2001-2009)

More than one-third of South Carolina’s workforce is represented by majors at the College of Hospitality, Retail and Sport Management (HRSM). That’s a level of positive economic impact few universities in the United States, public or private, have ever been able to claim – but since its founding in 1801, the University of South Carolina has always been a central factor in the academic, political, and social quality of life in our state. We’re proud of the significant part our College plays in continuing and expanding that tradition.

We help provide the people power and research essential to many economic sectors in South Carolina including the tourism sector, an enterprise that generates more than $14 billion a year in South Carolina alone. The retail sector employs over 200,000 people in the state. Our presence is felt across the nation and internationally as we educate new workers and drive innovations to build on the most sustainable and promising areas of economic endeavor.

Through a mix of outstanding classroom instruction and workplace experience, HRSM graduates have long been fully prepared to have an immediate impact as they enter the restaurant and hospitality, retail, fashion merchandising, sport, entertainment, and information technology industries.

HRSM consistently ranks among the nation’s top schools in sport management, retailing, live entertainment, hospitality, and tourism. The potential is here for so much more, but with state support falling, a successful capital campaign is more critical than ever to keep our promise to produce the future leaders of tomorrow.

THE CAMPAIGN for the UNIVERSITY OF SOUTH CAROLINA
“By completing industry-focused internships with top companies and world-class events, our students are placed in a variety of different facets of operation closely aligned with our HRSM majors. These students benefit enormously from the different hands-on learning opportunities, each of which also adds a nice boost to any resumé.”

Cathy Gustafson, School of HRTM
“I started out at Marriott much the same way our young people do today. I worked after school and during the summer. It wasn’t called an internship back then, but I knew it was a great way to get experience and learn the business.”

- J.W. “Bill” Marriott

Within the framework of the College of Hospitality, Retail and Sport Management, the School of Hotel, Restaurant and Tourism Management (HRTM) has a well-defined, three-part mission.

First, to give undergraduate and graduate students the tools to excel in challenging careers in the hospitality and tourism industry. Second, to arm them with the resources needed to conduct applied research that impacts the hospitality and tourism industry on a global level. And finally, to inspire them to provide professional and community service that promotes economic development – in South Carolina or wherever their careers lead them throughout the world.

The HRTM program’s comprehensive curriculum includes courses in general education, business, and hospitality and tourism management, combined with relevant operational and management experience under the guidance and supervision of industry professionals and program faculty.

We’re committed to preparing our students not only for the operational rigors of a demanding profession, but also for responsible citizenship in business and society. Every member of the HRTM faculty gives uncompromising individualized attention to meeting the educational needs of our students, and they assume active roles in student success.

Our reputation in industry and academic circles, already enviable, increases with every graduating class. With your support, we will succeed in our commitment to keeping our school high on the short list of the nation’s finest professional education programs.
“Progress is often the result of recognizing and capturing opportunities, and we need to develop new economic engines – areas that will generate diverse job opportunities for all South Carolinians. For example, one of the most effective ways to boost rural economies is to attract retirees as new residents, many of whom first visit the state as tourists.”

Simon Hudson,
Director of SmartState Center for Tourism
“All saints can do miracles, but few of them can keep a hotel.”

- Mark Twain

HRSM is home to one of the prestigious new SmartState Centers of Economic Excellence, where scholars and researchers come together to inspire a new generation of career professionals while expanding the boundaries of possibility.

And Simon Hudson, a professor of tourism and marketing, and an internationally respected expert in travel and tourism, is certainly no stranger to expanding boundaries.

He came to HRSM as an endowed chair to launch the Center of Economic Excellence in Tourism and Economic Development after teaching in Canada, Austria, Switzerland, Spain, Fiji, and New Zealand. He also worked in the tourism industry in Europe for several years, and authored books on ski, golf, and Canadian tourism.

Now Hudson has turned his focus to helping South Carolina develop its economic status by expanding the boundaries of its tourism messaging. “Tourism is our largest industry,” he says, “but our own research tells us that we, like most tourism marketers, have been neglecting the biggest piece of the market.”

For South Carolina, economic excellence in tourism, says Hudson, can be found in appealing to the 70-some million Americans who have nearly 80 percent of the nation’s wealth: those age 55 and over.

With your support, HRSM will continue to attract and retain forward-thinking educators whose well-traveled expertise – and whose unflinching eyes on both traditional and new markets – enhance both the College and the economy.
“The only way to run a restaurant is to know everything about how a restaurant works – from choosing ingredients to bussing tables, from menu planning to payroll processing. And for that kind of ‘soup-to-nuts’ understanding, there’s no better ‘classroom’ anywhere than McCutchen House. Our undergrads get a taste of it all, and frankly they have a lot of fun becoming seasoned professionals in the process.”

Neal Smoak,
Director of the McCutchen House
“I’m not a TV guy. I’m a restaurant chef and a businessman.”

- Emeril Lagasse

Built in 1813, it was the second faculty residence on the South Carolina College campus. Professor George McCutchen, for whom the building is now named, lived there with his family from 1915 until World War II. Extensively renovated in the 1970s, the McCutchen House is now an acclaimed restaurant, open to the public and operated by the School of Hotel, Restaurant and Tourism Management.

Under the close supervision of the director and professional chefs, HRTM students prepare and serve a gourmet lunch buffet four days a week during the fall and spring semesters. The McCutchen House is available for private or professional events.

In addition to being a one-of-a-kind learning environment for HRTM students, the restaurant is helping to pave the way for the future of food service locally and globally. The McCutchen House was one of the very first restaurants in South Carolina to “go green.” And according to the SC Department of Health, it was the first university food service restaurant to be green certified. It’s a distinction that involves setting up a “green team” to develop policy; pursuing environmentally preferred purchasing; recycling; reducing waste; using sustainable food; energy efficiency; and monitoring water efficiency and air quality.

McCutchen House is also a partner in the South Carolina Department of Agriculture’s “Fresh on the Menu” program. Their chefs and students agree to prepare menus that include at least 25 percent Certified South Carolina Grown foods and products in season and feature the Fresh on the Menu brand. This program will work to use our greatest resources to help ensure that South Carolinians can act progressively and think competitively in the global economy of our future.

When you add your story – and your legacy – to the HRSM story, you’ll have a positive long-term effect not only on the College and the lives of its students, but on the very foundation of the economy in South Carolina and beyond.
“The education and practical work experiences I gained from the SPTE program were invaluable to my position as Vice President for AEG China. The Facilities class, taught by John Bolin, really made an impact on me and helped me find my true professional passion. I have been in and around the facilities industry for nearly 20 years.”

Eric Cuthbertson, VP of Operations
“...the world is changing quickly and, as global citizens, we have to be ready to compete. That’s true of business, that’s true of education... and that’s certainly true of sport.”

- Peter Ueberroth

The Sport and Entertainment Management Department (SPTE) prepares undergraduate and graduate students for a variety of positions in the sport and entertainment industry – and it makes USC unique as the first major University to create a separate department for the study of sport and entertainment with a solid business curriculum.

SPTE graduates frequently step directly into an exciting array of rewarding, high-visibility careers – from marketing professional sports teams to managing multi-million dollar sport and entertainment complexes. Their educational credentials and their potential are recognized and respected by industry powerhouses.

“The University of South Carolina continues to produce extraordinarily talented young men and women who have quickly come up through the ranks in our company,” said Global Spectrum Chief Operating Officer John Page. “The experience they receive in Columbia puts them at the head of the class in our industry. Graduates of the SPTE program excel quickly within our company. We are particularly proud of the outstanding work that the University of South Carolina’s SPTE program is doing for our industry.”

Sport and Entertainment is a fast-growing sector in the global economy, and for SPTE graduates, the opportunity for success is limited only by their imaginations.

Your support will help ensure HRSM continues to inspire success in its students and enthusiasm among its faculty with world-class programs and curricula, and real-world experience.

THE CAMPAIGN for the UNIVERSITY OF SOUTH CAROLINA
“We’ve had a great relationship with USC for a long time, and HRSM is my ‘go-to source’ for new staff. We have about 50 HRSM alums – in my opinion the cream of the crop – working at Feld today. Michael Pfeffer, ‘entertaining’ the elephants in this photo, is a great example. He began as a student applying for an internship. Now he’s one of our regional managers.”

Jeff Meyer,
Senior VP of Event Marketing & Sales
“A person should set his goals as early as he can and devote all his energy and talent to getting there. With enough effort, he may achieve it. Or he may find something that is even more rewarding. But in the end, no matter what the outcome, he will know he has been alive.”

- Walt Disney

Our outstanding core of contributors continues to grow, with each supporter motivated by his or her own story and commitment to the study, understanding, and improvement of their industries.

Feld Entertainment is the longtime producer of Disney on Ice and the Ringling Bros. Barnum & Bailey Circus. It’s also emblematic of the real-world value of an HRSM Sport and Entertainment Management education at USC.

The Virginia-based company is a longtime supporter of HRSM, helping to sponsor the annual Sport Entertainment and Venues Tomorrow (SEVT), an international sport and entertainment business conference. Feld provides an executive to teach an upper-level management class and, perhaps most telling of all, the company continues to hire HRSM graduates to fill a wide range of positions nationwide.

Entertainment industry leaders recognize the strength of the SPTE curriculum: Our students graduate already armed with exceptional knowledge, professional preparation, a strong alumni network, and the confidence to assume leadership positions.

While a great many HRSM graduates go on to careers where cheers and standing ovations are an everyday experience, most of the generous contributors who support HRSM are satisfied with the quiet appreciation of our faculty, staff, and students for making our College exceptional. Please join them.
“It’s not just finding a job, but finding a career that really excites me, and I think I speak for a lot of other people who feel the same way about their experience with HRSM and USC.”

Steven Wilson, Operations
“Profits must come through public confidence, and public confidence is given to any merchant in proportion to the service which he gives to the public.”

- James Cash (J.C.) Penney

It took a major change to get him where he is today – in charge of operational performance at Target stores in five states.

Steven Wilson, ’04, was majoring in what is now Integrated Information Technology at HRSM when one of his professors, Tina Weaver, saw something in him he didn’t know was there. She suggested he consider a major in retailing instead. He took her advice and it led Wilson straight into a career that currently has him responsible for 61 of the retail giant’s stores in the Carolinas, Georgia, Tennessee, and Virginia.

And now he’s giving back.

Professor Weaver is now director of alumni relations at HRSM and Wilson serves on her alumni board, participating in social and networking activities aimed at helping current students prepare themselves for their own launch.

“I try to stay involved and meet with students whenever I can,” he says from his Charlotte office. “It’s a different economy now than when I graduated in 2004, and I’m not so far removed from being in school that I don’t remember how it is for them.”

Your support for HRSM during the Carolina’s Promise campaign can help provide evolving programs, scholarship support, and improved facilities for promising students ready to make smart academic choices, solid career decisions, and an impact on the future.
“Companies in South Carolina and the U.S. are facing a growing shortage of information technology (IT) talent. The Integrated Information Technology Program at HRSM is working with South Carolina industry, through the Consortium for Enterprise Systems Management (IT-oLogy), to address this critical need.”

Elizabeth Regan, iIT
“Information technology and business are becoming inextricably interwoven. I don’t think anybody can talk meaningfully about one without talking about the other.”

-Bill Gates

Business today thrives on the effective management and use of information technology, and few areas of contemporary life are as dynamic and far reaching. IT is transforming business practice from the likes of retail supply chains, sports management, travel reservation systems, and social networking to the delivery of modern healthcare.

The Integrated Information Technology Program (iIT) at HRSM is dedicated to helping fill the growing number of openings in the IT field in the state and around the region. Addressing this critical need requires the school and its faculty to be constantly on the leading edge and always looking ahead – anticipating advances, pushing limits, and preparing students to thrive in a world of rapid change and innovation.

But technology is expensive and programs to attract students require resources. “Our combination of intensive study and real-world experience prepares our students to hit the ground running when they leave USC,” program director Elizabeth Regan says. “Supporters of the HRSM capital campaign will help build not only a stronger college, but a stronger university and brighter future for South Carolina.”

Your gift to HRSM will help ensure the college’s ability to evolve as fast as technology itself, attracting superior students and faculty and providing the facilities, equipment, and other support they need to expand what’s possible in local and global economies.
“At every level, in every discipline, USC’s College of Hospitality, Retail and Sport Management is focused on providing practical experiences and a top education taught by a staff that has real-world experience. How can you not support that in today’s world?”

Jerry Gepner,
CEO of Services Division
“Dreams are extremely important. You can’t do it unless you imagine it.”

- George Lucas

“USC remains the place that ‘lit the fuse’ for me.”

That’s how Jerry Gepner summarizes his experience working at ETV while studying Media Arts at HRSM. His graduation in 1979 was the launch pad for a career that now has him as Division Chief Executive at Vitec Group Services Division, a high-end production services company that, among other things, holds the patent on the yellow line projected onto the field in televised football games.

Gepner is far from alone in his fond dedication to USC – and to HRSM in particular. In fact, while his major in Media Arts is no longer a part of the College, he feels a great measure of pride in seeing his Alma Mater evolve and expand.

He and many of his peers are among our most ardent – and appreciated – supporters. They know that by committing to their studies and then making the most of their education in noteworthy careers, they are forever an important part of the college’s rise to national and international acclaim.

Outstanding alumni are the school’s legacy, and some of our most dedicated supporters. Add your gift to theirs through the Carolina’s Promise campaign.
“My experience with HRSM taught me the skills needed to be successful in the restaurant industry. I learned many valuable lessons, especially the importance of working with others. I try to give back in any way I can with my time, resources, and financial gifts in the hopes that others will enjoy this career path as much as I have.”

Cliff Arthur, ’86, JVP Bonefish Grill
School of Hotel, Restaurant and Tourism Management
• Ranked top 10 worldwide for academic leadership by the Journal of Hospitality and Tourism Research
• 1 of only 2 Club Management Specializations worldwide endorsed by the Club Management Association of America
• Student internships with Marriott International, Walt Disney Parks & Resorts, SREE Hotels, Darden Restaurants, Compass Group USA, and many more

Department of Sport and Entertainment Management
• 1st department at a major university created specifically for the study of sport and entertainment management with a solid business curriculum
• Largest undergraduate program of its kind in the country
• Student internships with AEG Facilities, Feld Entertainment, Global Spectrum, Live Nation, NASCAR, Ticketmaster, and many more

Department of Retailing
• Faculty ranked #2 by American Collegiate Retailing Association
• Home to the Center for Retailing – provides consulting and innovative sponsored research to communities, development organizations, agencies and businesses
• 100 students participate annually in paid internships with companies such as Gucci, Nordstrom, Betsey Johnson, and many more

Integrated Information Technology Program
• One of the fastest-growing programs at the College of HRSM
• Founding member and partner with IT-oLogy (Consortium for Enterprise Systems Management)
• Job placements with organizations such as SCANA, Palmetto Health, SC Department of Education, US Attorney’s Office, BlueCross BlueShield of SC, and many more
“Globalization matters to the College of HRSM. I have continually informed our students that during their professional lifetime, the events globally and, specifically in China and India, will continue to impact their careers. Thus to better prepare our current and future students to compete in a global economy, we need resources to endow student travel scholarships.”

Brian Mihalik, Dean
“Do not kiss your children so they will kiss you back but so they will kiss their children, and their children’s children.”

- Noah benShea

The College of Hospitality, Retail and Sport Management at USC offers one of the most exciting, diverse, and promising degree programs in the academic world, preparing students for high-growth careers in retail entrepreneurship, resort management, athletic administration, and IT network design and support. Companies and individual business people here and abroad work with us to make our internship programs among the best in the country, and the people that come out of them among the best prepared.

Your support helps sustain these academic programs:
- Hotel, Restaurant and Tourism Management
  (Hospitality Management, Tourism Management)
- Sport and Entertainment Management
- Retailing (Retail Management, Fashion Merchandising)
- Integrated Information Technology
- Bachelor of Arts in Interdisciplinary Studies

And these notable institutes and centers:
- SmartState Center of Economic Excellence in Tourism and Economic Development
- Alfred P. Sloan Foundation Travel & Tourism Industry Center
- International Tourism Research Institute
- Center for Retailing
- International Institute for Foodservice Research & Education
- Culinary & Wine Institute at Carolina

To lend your support, please contact: Director of Development, HRSM
www.HRSM.sc.edu or (803) 777-0843
University of South Carolina, Columbia, South Carolina 29208 USA
to the college of hospitality, retail and sport management

CarolinasPromise.sc.edu

THE CAMPAIGN for the UNIVERSITY OF SOUTH CAROLINA