September 16, 2015

Dear Montana Board of Regents,

During the academic year of 2015-2016, Missoula College will be submitting a proposal to you for the addition of an Associates of Applied Science in Hospitality Management. This new area of study will be the sister program to the very successful Foodservice Management and Culinary Arts program at Missoula College.

The proposed hospitality curriculum will give students the fundamental understanding in all areas of operations in lodging and foodservice, with courses geared to accounting principles, marketing and sales, customer service, sanitation, and management. The program would fill the need for trained professionals to enter the hospitality industry in Montana.

In the spring of 2015, Missoula College successfully passed a Professional Certificate in Hospitality Management. The courses are being taught this semester with great enthusiasm from the student body and the administration at the University of Montana. The AAS Degree will give the students the opportunity to continue their education past the certificate level and advancement to a four-year degree with two-plus-two opportunities partnering with the Gallagher School of Business Administration at the University of Montana.

I am currently the president of Destination Missoula. We are the recipients of the Bed Tax money for Missoula as well as having our own private funding from our members dues. In addition we work in concert with the Missoula Tourism Business Improvement District (TBID). TBID consists of local hoteliers and its sole function is to market the Missoula area to bring in tourism, conferences and events in order to benefit local hotels which also benefits the rest of the local economy immensely. Destination Missoula also works towards increasing tourism for the benefit of its members and the local economy in general.

In discussing member needs one item that always comes up with our hotel and restaurant members is the need for qualified personnel. The culinary program at the Missoula College is excellent. By adding the Associates of Applied Science in Hospitality Management to the Missoula College curriculum you will enhance the ability of local businesses to employ qualified personnel from our local area. I cannot think of a better win win situation for local residents and businesses.
Thank you in advance for your support of this new program and thank you for your service on the Board of Regents.

Sincerely,

[Signature]

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