



Robin Harvey Professional Biography

Owner, Second Wind Tours

Robin Harvey is the founder and owner of Second Wind Tours, a group travel company that packages custom tours for groups of 20 or more. As a resident of the Myrtle Beach area, Harvey has been active in the hospitality industry for more than 25 years. She received a B.A. in urban affairs and planning at Virginia Tech in Blacksburg (1994) and an MBA at Kaplan University in Chicago (2011).

Harvey served as guest services manager at IMAX Discovery Theater and reservations supervisor at The Alabama Theatre. She also served as box office manager at The Palace Theater, where she spearheaded the development of the ticketing department during start-up operations and oversaw all aspects of the theater including the box office, gift shop, concessions and hosting staff.

Professionally and personally, Harvey is active in the Myrtle Beach area hospitality community. She served two terms as chairperson of Coastal Network Cooperative (CNC) and is currently serving as the CCU scholarship endowment liaison. The mission of CNC is to increase the growth of the tour and travel market into the Myrtle Beach area by developing cooperative promotional programs, educating local suppliers to the needs of the industry and presenting the area as the best destination in the United States.

In 2011, Harvey researched and coordinated with the Coastal Educational Foundation to establish the CNC scholarship endowment in memory of Matt Harper. Harper set the standard for hospitality and generosity, and the CNC membership will always strive to continue this legacy. He had more than 20 years of work experience in the Myrtle Beach area with emphasis in sales, marketing, and management and focused on sharing his experiences with others. He viewed mentoring students as an opportunity for him to invest in the future success of Myrtle Beach and the hospitality industry. Harper exceeded expectations in all he did by embracing the spirit of hospitality and the value of excellent customer service. The scholarship endowment awards an annual scholarship to a student majoring or minoring in hospitality and resort tourism.

In 2012, Harvey was event founder and director of the Matt Harper Scholarship Walk Fundraiser. She spearheaded the effort to raise \$20,000 by 2015 to fully endow the scholarship. CNC members organized all aspects of the Matt Harper Scholarship Walk Fundraiser including logistics, raffle prizes, T-shirts, advertising, sponsorships and registration. Due to an overwhelming success, CNC reached their goal in 2014.

She also created organizational bylaws for CNC and filed with the State of South Carolina for record. She also established procedures for the organization to update forms and records.

In addition to Second Wind Tours, Harvey is a teaching associate in hospitality management at Coastal Carolina University. She served as a Wall Fellows project faculty mentor. She participated in the Nancy Walton Laurie Leadership Institute of Chi Omega and is on the advisory board that established the Gamma Mu chapter of Chi Omega at CCU.

Harvey appreciates the opportunity to share her experience and knowledge in educating future leaders in the hospitality industry. To this end, she gives students the following advice about working in the hospitality industry:

Advance Your Career

Every experience, both professional and personal, has advanced my career. In my viewpoint, I'm constantly learning and striving to advance my knowledge in the hospitality industry. The value of experience in the work place is priceless. Embrace opportunities to learn and enhance your personal value in the workforce.

Succeed at CCU

Treat college like the start of your career. Consider each semester as an opportunity to advance in your career. Take advantage of the resources you have available at CCU and with your professors. Always conduct yourself in a professional manner and be accountable for your responsibilities. Networking is always good, for you never know when one connection may lead to another. Make the most of your internships, and research opportunities and diversify your experience by trying different positions or companies.

Expect Changes in Industry

I have seen a lot of changes since I entered the field in 1995. Technology advancements provide the consumer with an infinite amount of information and raise expectations. People are living longer and indulging in healthy lifestyles, which they also require when traveling. Travelers want to experience places rather than just see places. Reality television is a catalyst for travel, and people want to visit the places they have seen on TV. Special dietary needs are now incorporated into menu offerings. People are more interested in experiencing destinations off the beaten path and fulfilling their "Bucket List". Change can be challenging, but it can also be an opportunity to expand your mind and creativity.

True Hospitality = A Personal Touch

In an era where technology is king, I've always believed a personal touch and excellent customer service define hospitality. I want every customer to feel like they are the most important, and often this is accomplished with small gestures. Whether it is remembering someone's birthday or a candy treat for everyone at the holidays, these gestures are invaluable. Business is competitive, but it is hard to replicate the

genuine care of true hospitality. I believe in it, and I stand by it. I have been told time and time again by my customers that it is the genuine care they receive when planning a trip through my company that makes the trip a memorable one and keeps them coming back.

Adapt to Industry Trends

It is important to research and stay abreast of industry trends. The market reacts to the needs of the consumer, so if you are not adapting and changing then most likely you will lose your customer base. Constantly seek to achieve more. Ask yourself this: How can you or the business perform better or more efficiently? Take advantage of the feedback you get, the good, the bad and the ugly. The ability to learn or advance from feedback is critical.