



Erica in America

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Thank you suburbs: Small town girl makes it in the big city



Erica (pictured right) with her mother, Kathryn, after her graduation ceremony

By Kathryn Riecke

Growing up in a small town where everybody knows your name is not always an easy thing. This is not the case for recent Temple grad, Erica Schlegel. As a young girl, Ms. Schlegel established a standout role in her community by becoming an involved individual.

Erica's former softball coach explains, "The more Erica got involved in local activities, the more her peers noticed a developments in her personality, well roundedness, and compassion."

After graduating high school, undecided about where she saw

herself in the future, she attended community college and decided to declare her major in business administration. In the mean time, Erica immersed herself in doing what she loved most – volunteered with different organizations and planned events, gatherings, parties, and fund raisers.

Margaret Johnson, coordinator of the West Jersey Volunteers for Animals non-profit organization recalls a fund raiser Erica organized with other volunteers.

"She loved assisting with the organization of our benefits! She worked well with sponsors and benefactors and was very professional in requesting donations for our Chinese Auction committee."

So where is she going now? This future industry leader hopes to take the hospitality arena by storm.

"I started at Temple with the aspirations of becoming a big-time special event planner. However, I feel like the experience and skills that I gained during my time at Temple allows for flexibility in what I have to offer. Do I want to work in a hotel? Yes! Do I want to be a special event planner? Yes! Do I want to try everything in my industry? Definitely! I feel like I am on top of the world, and can go in any direction that I please!" Erica excitedly declared.

From bust to blitz – a look at Hyatt's latest sales and marketing maneuver

This time last year, the Hyatt Regency, on Penn's Landing, along with many other Philadelphia hotels, noticed a steep decline in meeting and event sales. The Hyatt sales team decided to take a creative approach toward a solution by collaborating with some very talented School of Tourism and Hospitality Management students, Hyatt meeting sales have substantially increased.

These students were able to gain firsthand experience with event sales by soliciting phone calls with the Hyatt's current and prospective clients and attending the sales calls they scheduled. Some even got some experience with "cold calling".

Student, Erica Schlegel, explains, "This was a great experience! We had to study and know exactly what we were selling, and how the Hyatt's offerings and mission could facilitate the ideal meeting or event for them."

Erica was also excited to demonstrate what she learned from the day's assignment by actually speaking to a client on behalf of the Hyatt.

According to DeSheilds, all of the students utilized their knowledge of the hotel industry to captivate and impress sales associates and clients. Use of industry terms and protocols often came up in interaction with the Hyatt sales team.

With the sales calling, public