

REINCARNATION: DEFINITION OF PROFESSIONALISM

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Contact Information

Email: marc.gordon@temple.edu



Photo by: Felicia Simon

Marc Gordon at the National Society for Minorities in Hospitality 2009 National Conference

Event Opportunities:

- Dare To Be Aware: HIV/AIDS Awareness
- Temple University Alter Hall's Opening Reception
- Urban Philly's Professional Networking Mixers
- Ardent Meeting & Event Management's Philly Neighborhood Food Week Kick-Off

Spotlight—Marc A. Gordon

Marc A. Gordon is a senior at Temple University's School of Tourism and Hospitality Management. Marc, a previous Economics major at Temple University's Fox School of Business, transferred to the School of Tourism and Hospitality after his first academic year. A member of Temple University's collegiate Men's Div. 1 Soccer program, Marc's freshman and sophomore years demanded him to be discipline with time management and organization as a student-athlete.

After life as a student-athlete, Marc became more productive in extra-curricular activities and his involvement with student professional organizations and clubs. Marc became an active member and later a delegate representative of National Society for Minorities in Hospitality. In addition, Marc is on the executive board of the Student Organization for Caribbean Awareness and Temple University's Club Soccer, including his active effort as one of the founders of the club.

- Why did you choose the hospitality industry?

I chose the hospitality industry because since a young age I've been exposed to event coordination. My mother did catering for events so customer service was no stranger to me. Furthermore, I believe it complements my outgoing and charismatic personality. In addition, I've always been a mobile person, I love to be on the move. However, there is no greater joy than seeing the expression of satisfaction on a customer's face and knowing that their experience was fulfilling due to your help.

"Success seems to be connected to action. Successful people keep moving. They make mistakes, but they don't quit."

Personal quote adopted from Clarence Taylor

- What do you favor about the hospitality industry?

First, I admire that within the industry as a customer service professional you have to be prepared.

Consciousness is a primary factor of becoming and remaining successful in this industry. Especially, as an event producer in an industry where trends and client preferences are always changing, there's never a dull moment.

- What are your future aspirations?

My long term goals consist of becoming an entrepreneur of both a restaurant and a night-club. Though as for short term, my goal is to become a catering sales coordinator of a major establishment in the hospitality industry. My interest are based around producing corporate and social events. Therefore, whether in a major company or independently my passion lies in the production of events/programs.

- Where does your motivation come from?

My mother (Andrea Gordon) is definitely my inspiration. Just by witnessing what she has established as an entrepreneur is astonishing. Especially, the sacrifice she endured in support of my decision to abandon collegiate soccer. She is my motivation towards success.

Industry Exposure — Ardent Meeting & Event Management

My exposure to the event industry came at Ardent Meeting & Event Management for a junior internship. The intern opportunity with the company was as an Events Assistant. The opportunity to intern at Ardent gave me greater insight on the planning process and research in developing both



an event and a client's venue. I acquired knowledge of venue development through market research for Hibachi restaurant. In addition, understanding the tools in designing a major event (Philly Neighborhood Food Week) from the stages of planning to implementation.

In addition, collaboration alongside Urban Philly has educated me

on the efficiency of event-based marketing in these rough economic times. I recognized the importance of venues—African American Museum, Ms. Tootsie's lounge—establishing partnerships with a social empire like Urban Philly. Specific reason is that in return of hosting Urban Philly's Professional Networking Mixers, these venues acquire a shared target demographic who are loyal to Urban Philly.

Interesting Facts:

- Marc is an international student from the country of Jamaica
- Marc was a member of the Youth National Soccer pool in the country of Jamaica