

# Student Spotlight Weekly: Carolyn Roth

STUDENT SPOTLIGHT WEEKLY ISSUE 1 ABOUT ME



**Carolyn Roth**  
Website Development  
Chair

**Birthdate:** April 1, 1988

**Hometown:** Abington, PA

**Major:** Tourism and  
Hospitality Management

## FAVORITES

**Quote:** "Don't go where  
the path may lead, go  
instead where there is  
no path and leave a  
trail." – Ralph Waldo  
Emerson

## CONTACT

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I have been passionate about event coordinating for many years, which is reflected in my industry experience. I have assisted with the planning of many different types of events, from weddings to catered dinner parties and many fundraising events. I began my career as an assistant to the owner of Weddings on the Vineyard during my first summer on Martha's Vineyard, in Massachusetts. This experience allowed me to not only help plan these large-scale affairs but also ensure each event was successful by working during each party.

My catering experience enabled me to view first-hand how good advance planning leads to seamless events. I oversaw set-up and breakdown of each event and supervised all staff. My experience at Annie Foley Catering allowed me to not only help plan events, including the menu, but also allowed me to interact with guests in a different manner. The planning process consisted of researching new menu ideas based on the clients' wishes and expectations. Serving guests was a great way to gather informal feedback from party-goers. I have found that guests do not hold back on expressing their feelings when around staff, so by observing and listening to their comments, I was able to report my findings back to my boss and work to fix our weaknesses.

Each event I worked on helped me to strengthen my skills and build my confidence and creativity. Although I have had my fair share of crises, I have found that each difficult experience has allowed me to flourish and grow. I hope that one day I can use all of my skills to create my own events instead of assisting others. All of my experiences will hopefully prepare me for my future career as a coordinator.

## My Most Memorable Industry Experience

During the summer of 2008, I helped to coordinate and cater a party celebrating the beginning of the 2008 summer Olympics in Beijing. The event was a fundraiser for Vineyard Energy, a local coop which is researching renewable energy to help sustain Martha's Vineyard. The event included a celebrity chef and politicians, rock stars and many other high profile supporters. A well-known Hollywood creative personality arrived several hours late, and I was given the task of serving Mr. Larry David. Unfortunately, by the time he arrived, all of our utensils and serving instruments were already cleaned and packed away, so I took matters into my own hands! I somehow managed to prepare him a plate of luke-warm Chinese food, which he RAVED about! This experience made me realize that the service industry will always surprise me! I felt like I was on an episode of Seinfeld or Curb Your Enthusiasm!

## Future Goals:

1. Coordinate large-scale events for a major corporation or city. Ideally, I would love to incorporate fashion in the planning of fashion industry events into my career.
2. I hope to become successful (or lucky) enough to be able to visit Martha's Vineyard each summer!
3. I am deeply appreciative of the trust, guidance and patience my mentors have shown me. I look forward to having the opportunity to *pay it forward* by mentoring passionate students wishing to do this exciting work



## Prior Industry Experience

Assistant Event Coordinator,  
Kim Rosen Events  
Elkins Park, PA:  
01/08-12/09

Assistant Event Coordinator,  
Weddings on the Vineyard  
Edgartown, MA:  
05/08-08/09

Intern/Assistant  
Annie Foley Catering  
Edgartown, MA:  
05/08-08/09

## Volunteer Experience

Event Coordinator,  
Variety Club Camp  
Worcester, PA  
01/08-01/09

Event Coordinator  
Penn State's Dance-a-THON  
School of Hospitality  
Management  
University Park, PA:  
11/06-02/08