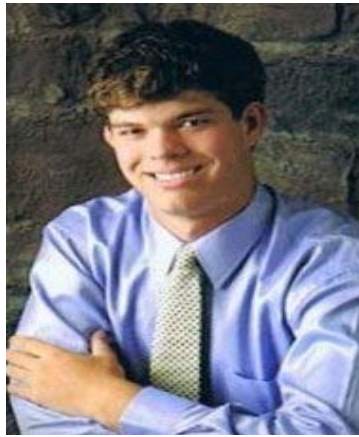

Cullen Lefchak: The Next Step

Since the first time Cullen stepped foot at Temple University, he has learned a great deal about many things that are critical to the later stages in his life. Cullen has learned a great deal of knowledge through his classes that has been taken at the school of tourism and hospitality management as he stated, “I have learned more about myself through simple growing up and being socially aware, and most notably I have learned what I want to do for the rest of my life.”

To see how far Cullen has come during his college years, such look to his years in employment. “To fulfill my industry hours, I have been employed by two organizations, the Philadelphia 76ers and the Lehigh Valley Iron Pigs. I was employed with the Sixers as a “greeter” from October 2007 to April 2009, and in that time I have quite a little bit to tell from that experience. I learned about various marketing strategies through working within the marketing department that the team would use to get people to come to the games. I have also learned a lot about our customers through greeting them at the front gate, and observed their habits inside the stadium and what type of entertainment was successful in increasing their experience with the team. A great achievement that I was able



to accomplish during my time there was that I was given the “greeter of the month” in first month of employment for the Sixers in November, 2007.”

Cullen was also allowed during his years in college to be employed at an outdoor facility, as the Lehigh Valley Iron Pigs hired me as a ticket usher in the summer of 2008. Though most of his time there was learning more about the customer, he gained some knowledge about the ticketing process, as well as get a broader base in different entertainment options during open time. In minor league baseball, there is much time to kill, so each half inning the Iron Pigs would have some fun activity for the fans to enjoy before the ball game restarts.

Along with his employments, the experience that has helped him be

prepared for life after college would be my junior internship, which was at Valley Preferred Cycling Center. Though much of the focus there was in operations and marketing departments, being employed by a smaller company allowed him to learn almost all facets of running a venue. He was introduced to how to communicate with sponsors, develop marketing strategies with the team of people, as well as prepare the venue to hold the race that night. The highlight of this experience for him however, was getting to know the riders who came to Allentown over the summer from foreign countries.

Last area to touch on about what has made him fit to go out into the world and contribute to the sports industry, his hours spend at Temple University. The staff and students of the School of Tourism and Hospitality have taught Cullen a great deal, and the direction that the STHM office gave me during his time in school will always be appreciated.” College is a time for one to grow, and Cullen can say he honestly has. His physical and emotional maturity in the four years he has been in school is evident, just ask his Lieutenant Cornel mother. Though some of the maturation comes naturally with the added years, he feels the diverse environment and the “go out and work in the city” attitude that Temple University promoted gave him more direction than anything else. Says Cullen, “I am thankful to say that I will be a Temple University graduate at this time next years, so far that I say “thank you.”
