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School of Tourism and Hospitality Management

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Sarah Cooperson with Red Bull NASCAR racer A.J. Allmendinger at the 2008 Dover Race.



Sarah Cooperson sitting on a ledge at Abbey Road in London, UK in front of the Beatles Studio.

Student of the Month Nomination

“Excellence is the unlimited ability to improve the quality of what you have to offer.” - Rick Pitino.

Sarah Cooperson is being nominated for student of the month because she is not only an exceptional role model, but also because she continues to augment her experience and what she has to offer to the sport industry.

When Ms. Cooperson first came to Temple University, she was a Broadcasting Telecommunications and Mass Media Major. Now, she is a senior graduating in August 2010 with a bachelor’s degree in Sport and Recreation Management and a minor in Business.

She has had a wide variety of positions for Red Bull USA. She began as a member of the promotions team, and then was one of the key people in charge

of the 2008 Red Bull Soap Race in Philadelphia. For her junior internship, she was the Red Bull Collegiate Marketing Captain (CMC) in charge of nine student brand managers at various Greater Philadelphia Area University campuses.

It is important to be connected and engaging in the world of sports; therefore, Sarah is a member of the professional organization Women in Sports and Events (WISE), Phi Sigma Sigma, and is the Fundraising chair for the Recreation Parks and Leisure honors business fraternity Rho Phi Lambda.

The FIFA World Cup takes place this summer in South Africa, and Ms. Cooperson is one of twelve individuals who were picked out of hundreds as an international marketing intern.

Heather Barbara, a fellow Fox Business student describes

Sarah as, “A very hard working and dedicated student who not only makes time for all of her work, but also still finds time to be there for her friends and family. She is reliable and dependable and a joy to be around.”

Please vote for Sarah Cooperson on February 10th for student of the month and let her show you exactly how much she has to offer.



Sarah Cooperson, nominated for Student of the Month.

Following your Dreams by Sarah Cooperson

“Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do.”

This quote comes from Edison Arantes do Nascimento, better known as Pelé, and I completely agree with him. Not only is he my all time favorite footballer, but he has been an idol to me for my entire life, as I am sure he has been to many other soccer fans. Pelé’s words alone inspired me to go after my dreams and what I really want to do without letting anything hold me back. I love playing sports, watching them, and

more importantly being a part of their production. Having found my true calling, I am now a sport and recreation management major at Temple University. I am doing what I love to do and I love learning how to do it.

I am passionate about traveling and experiencing new cultures; this past summer, I studied abroad in London, UK. I have always been an avid soccer fan and player since I was about five years old. When anyone asks me what my dream job is, I always answer the same way, “I want to be a part of the event planning/

management for the World Cup.” This summer I am following my heart and I am going to South Africa for a marketing internship for the FIFA World Cup. I am not letting anything stop me for doing what I have always wanted to do, even though there are plenty of reasons that have made me somewhat hesitant. Opportunities like this only come once in a lifetime or never at all, so it is important for me to seize this moment and make my dream job become reality.

— Written by Sarah Cooperson

