

A Reality of Dreams

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Volume I, Issue I
February 2010

Temple graduate Palumbo to "Impact" community

When he graduated from Temple University's School of Tourism and Hospitality Management in 2010, Ed Palumbo never thought his dream of designing and running his very own sports and entertainment complex would come true. Years later, after making all the right moves (and more importantly, meeting all the right people), Palumbo moves into this community, which has been fighting for the funds for a new family-fun facility for more than two decades now, and his dream has finally come true.

"Impact Sports and Entertainment Park" will be opening in January, offering a variety of family-fun entertainment, including a multi-purpose concert and event hall, a 2,900 seat ice rink for the local NCAA college teams to share, a 500-seat tennis stadium that is expected to host minor USTA tournaments along with support the local college players, and a 1,000-seat basketball facility for the local high schools. There will also be a multi-purpose pro shop, more than 16 locker room spaces, and five state-of-the-art projector theater rooms made available for party

rentals and team-building space.

"When I drew up the original diagram when I was 19 years old, I never thought it would look exactly as it does today," Palumbo said.

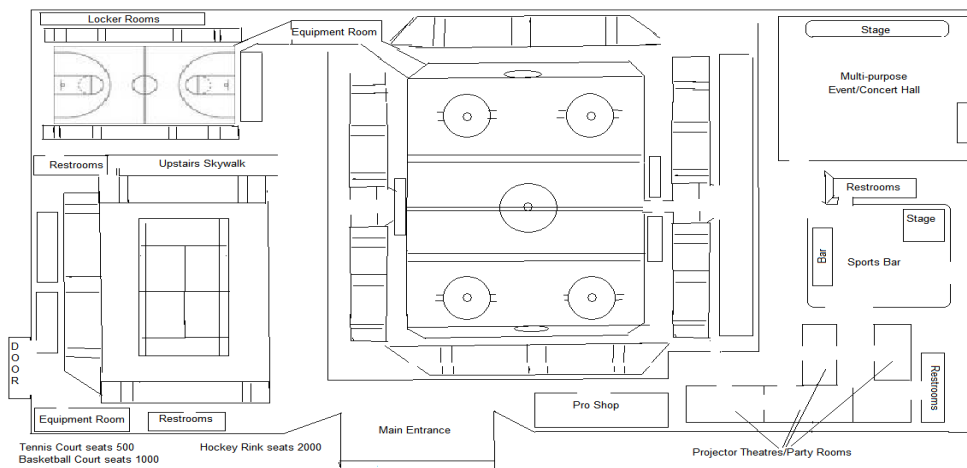
Palumbo's inspirations for the design of the park and its features include his high school basketball gym in Mechanicsburg, Pennsylvania, Philadelphia's Class of 1923 Ice Rink. The Grandstand at the Billie Jean King USTA National Tennis Center in Flushing Meadows, NY and Aviator Sports and Recreation in Brooklyn, New York.

"All these places played a major part in building this dream, and I've only seen pictures of Aviator and still want to go see the place one day."

Similar to the Aviator complex, which began as a series of airplane hangers on the old Floyd Bennett Field before becoming Brooklyn's largest sports complex in 2003, "Impact" was a collection of old warehouses that were decommissioned by the city in 2009.



Ed Palumbo was selected as the NHL's new marketing director this past week. Palumbo is known for his history as an "out-of-the-box" thinker who has a variety of experience that made him the right fit for the position. (Photo provided by NHL)



Impact Sports and Entertainment Park will open its doors this summer, featuring a 2,900-seat ice rink, a 1,700-seat USTA sanctioned tennis court, a 998-seat basketball gym among many other family-fun amenities. (Diagram provided by Palumbo and Partners)

NHL selects Palumbo as new league marketing coordinator

This past week, the National Hockey League announced the selection of Ed Palumbo as the new Director of NHL Marketing.

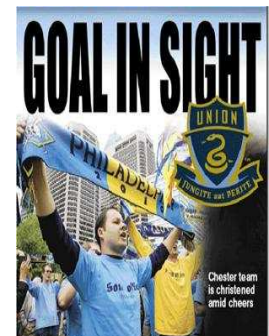
Palumbo, a 2010 graduate of Temple University, served a variety of positions during his college career. These include college marketing director at Comcast-Spectacor, marketing

assistant for the Philadelphia Freedoms (World Team Tennis), marketing coordinator for Temple's Sport and Recreation Professional Association (SRPA) and work study for Temple Athletics Marketing department. In each of his stops, Palumbo has contributed to tremendous growth in marketing, and has designed many interesting and fun promo-

tions, which is why the NHL decided to choose the out-of-the-box thinker for the position. "Hockey is a great sport with room to improve. It starts with getting a casual fan or a non-fan to one game. After that, we'll focus on getting them to a second, and a third... Small steps," Palumbo said.

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Chester team is christened amid cheers