

Introducing Samantha L. McCullough

"Don't ask yourself what the world needs, ask yourself what makes you come alive. And then go and do that. Because what the world needs is people who are alive." – Howard Thurman

Back to the Basics

Growing up in Coatesville, Pennsylvania, a small suburb located approximately an hour west of Philadelphia, played a prominent role in my passion for sports and recreation. Watching and participating in athletics has been tremendously ingrained in my family and community. Therefore, I knew that I needed to explore what made me excited and find a way to incorporate it into a future career.

As a senior majoring in Sport & Recreation Management in Temple University's School of Tourism and Hospitality Management, I am very confident in my ability to create a positive impact on the industry. With a high degree of varying interests including sport, recreation, and tourism; I am extremely excited to enter into the workforce and begin the journey of becoming a valued professional.



-On a cliff overlooking the water in the Gulf of Mexico while visiting the Mayan Ruins

Due to the education I have received throughout the duration of my college career along with high individual standards including a commitment to excellence, ability to work well with others, perseverance, and strong organizational skills; I believe I will be able to successfully serve

the communities that I am part of both personally and professionally. I am eager to begin learning first-hand about what it takes to be successful in these industries and to start taking strides to accomplish the personal goals I have set.

TEAM: "Together Everyone Achieves More"

One of the biggest strengths I possess is not only my ability to work cohesively with groups of people, but even greater is my desire to do so. I enjoy brainstorming with others and taking an idea and

working together to create something positive. Because I played team sports for over fifteen years, I have been forced to realize how important it is to respect the ideas of every team member while still

recognizing when I need to step up and be a leader or sit back and allow another individual to take the reins. As Helen Keller said, "Alone we can do so little; together we can do so much."

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Current Goals:

- Make the Dean's List for the seventh consecutive semester
- Complete my final undergraduate courses
- Obtain a meaningful internship for the summer
- Gain employment in the industry

Top 5 Personal Character Traits:

-The ultimate Team Player

- Ability to Adapt

- Strong organizational and time management skills

-High performance standards

-Eager to learn through experiences

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

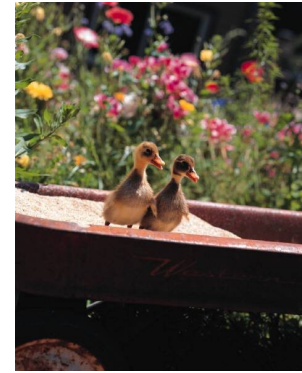
While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that pro-

motes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also

"To catch the reader's attention, place an interesting sentence or quote from the story here."

profile new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose

and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



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Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com



Organization

Your business tag line here.



This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.



Back Page Story Headline



Caption describing picture or graphic.

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition

or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a

biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.

