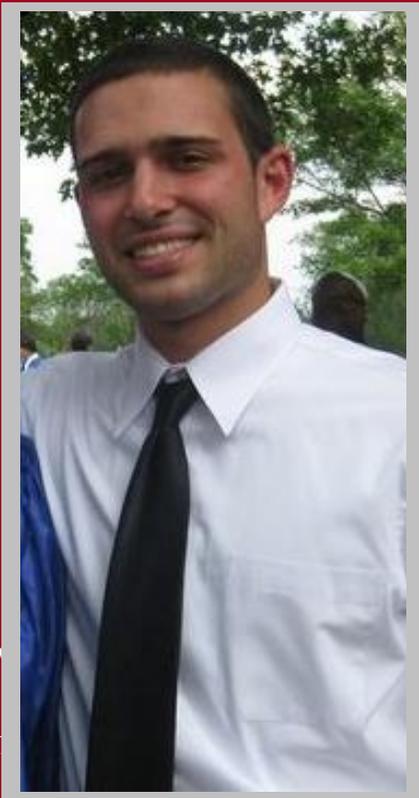


TAYLOR'S TALE

A NEWSLETTER DEDICATED TO TELLING YOU MY STORY



Taylor Joseph Forlano

Age: 21

Hometown: Norristown, PA

Major: Sport and Recreation Management

Year: Senior

About Me:

Hello, my name is Taylor Forlano. I am currently a senior at Temple University studying Sport and Recreation Management in the School of Tourism and Hospitality Management. To compliment my major I am also earning a certificate in Management Information Systems from the Fox School of Business.

I was born and raised in Norristown, Pennsylvania, a municipality just outside of Philadelphia. I am grateful for being brought into this world by a loving family that has always supported me, made me learn from my mistakes and inspired me to follow my dreams. Being extremely close with my family has developed me into the type of person that doesn't mind driving home for a weekend to catch up and spend time with them during the school year. Throughout my childhood I was exposed to many memorable sport and recreation experiences that ultimately influenced my passion in life, sports.

Since my freshmen year at Temple University I have been extremely involved in extracurricular activities. I've been serving as the director of events on executive board for both the Sport Marketing Association of Temple University and the Alpha Pi chapter of the Alpha Epsilon Pi Fraternity. I enjoy being in control from the conception of an event through its cleanup afterwards to say the least. I have volunteered over 800 hours of my time toward the development of my expertise in the sport and recreation industry through multiple internships over the past 3 years in the platforms of operations, sales and event management. I look forward to bringing the same drive and dedication to your organization with the hope to help in any way I can.

"THE PRINCIPLE IS COMPETING AGAINST YOURSELF. IT'S ABOUT SELF IMPROVEMENT, ABOUT BEING BETTER THAN YOU WERE THE DAY BEFORE." – STEVE YOUNG



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I have been volunteering with the Philadelphia Union since their inaugural season in 2010.

VOLUNTEER? COUNT ME IN!

Since my freshmen year at Temple University I have been volunteering with the Philadelphia Union during their home matchups at PPL Park. Not only do I enjoy what I do on game days with this organization but I will cherish what I've learned through the mentoring from game-day operations staff the rest of my life.

I started in 2010 as a member of the handout crew. Once positions opened up on the field I was eager to help out. Now, several years later I have experience in almost every on field game day role from visiting team liaison to stretcher crew I can perform at a high level in any game day position. Recently I've even mentored new volunteers on what to do on game days.

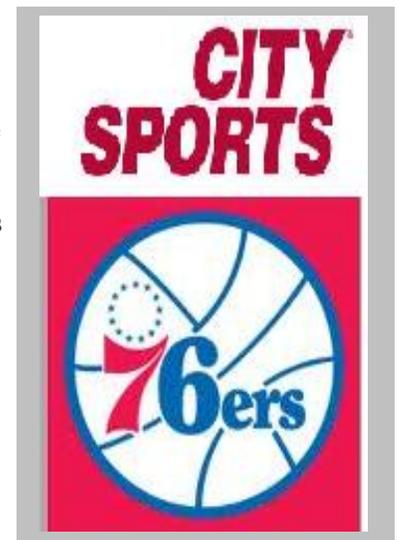
My positive attitude and dependability led me to an internship with the Philadelphia Union in the fall of 2011. In addition to the Philadelphia Union I have volunteered for a number of other organizations. I feel volunteering is the gateway into the sport industry.

SALES: TAKING IT TO THE NEXT LEVEL

As a young professional I've come to the realization that a great way to get into any industry is through the platform of sales. Organizations certainly value an individual that is not afraid to roll their sleeves up and passionately sell their product.

Passion is exactly what I bring to the table day in and day out when I am working in sales. If you don't believe me next time you are taking a walk in Center City Philadelphia stop by 1618 Walnut Street, a location I've been working at since March of 2011, City Sports. At City Sports I not only work for the company and a paycheck but for the customer. I greet customers energetically and enthusiastically the instant they step into the shoe department. Then instead of throwing the most expensive sneaker at them I determine the customer's gate when walking, jogging or running. I then give the customer three options, each of a different brand and explain the technological differences between all of the options. I let the customer choose for themselves while assisting them with any questions.

During my experience as a night sales intern with the Philadelphia 76ers I learned a great deal of hands on knowledge from industry professionals that excel in what they do. Unlike my experience at City Sports, this sales position consisted interaction with customers over the telephone. Rejection was much more consistent in this setting but one thing I've learned from my experience would have to be that in this industry, it is not about how hard you fall but how fast you can get back on your feet and perform.



I have sales experience with the two organizations above (The Philadelphia 76ers & City Sports)

I AM READY TO TAKE ON ALL CHALLENGES!

"We all have dreams. But in order to make dreams come into reality, it takes an awful lot of determination, dedication, self discipline, and effort." –Jesse Owens