

The Connection

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A Message from Our Presidents

Go Green!

In our world of rapid business transactions and intense competition, increasing profits and market share have become key concerns for company leaders. In order to do this successfully, companies are creating programs that give back to the environment. However, as a result of this “fast-paced” world, there has been a massive increase in pollution which has slowly begun to alter our climate, and cause strange weather patterns.

Thankfully, some businesses have taken it upon themselves to make their operations more environmentally friendly and energy efficient. Not only will inventions such as solar panels, hybrid cars, and recycling have a huge impact on the environment, but they will also help to decrease company costs, and create a better quality of life for ourselves and future generations.

As future leaders in the fields of tourism, hospitality, sport, and recreation we must continue these energy-efficient trends, and try our best to conserve the earth. This edition of the newsletter will highlight innovative and creative companies that are trying their best to make a difference in the world.

Sincerely,

Anthony Giratore
 Main Campus President

Mackenzie Tolliver
 Center City President



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Sport

Football Facelifts

By: Tim Lilley



When you think of a school, one of its most recognizable features is the athletic programs. Men's football and men's basketball teams are usually the most visible face (or the "front porch") of the athletic department. Schools are constantly looking for new ways to meet the demands and interests of the surrounding communities and its diverse constituents. Thinking "outside the box" is a key component for successful innovation of a facility. For the University of Connecticut, upgrading their football facility was taken to whole new level.

The University of Connecticut recently built the Burton Family Football Complex. Designed by Jeter, Cook & Jepson of Hartford, Connecticut, the Burton Family Football Complex is a 165,000 square foot complex amounting to over \$40 million. The complex houses coaching offices and includes an academic resource center, team meeting rooms, a team locker room, a state-of-the-art sports medicine area, video facilities, a team dining hall, a student-athlete lounge and an equipment room. Most importantly, the new football complex meets the Green Building Council's Leadership in Energy and Environmental Design (LEED) standards for environmentally friendly facilities. This building marks the first university athletic project in the nation to ever earn this designation. The University of Connecticut has set a standard for other universities seeking renovations.

Meeting LEED standards is a very prestigious qualification. In order to meet these conditions, attention needs to be paid to the design and promotion of environmental sustainability. Environmental consciousness must be considered during the entire construction process. Eco-friendly considerations of construction include the site selection, building design,

selection of materials. The materials include indoor environmental quality, energy, and water conservation.

The synthetic surface for the indoor practice field and the framework for the building are composed of various recycled materials, including rubber from shredded tires and sneakers for the turf, and recycled steel for the structural support. These materials are made only 500 miles away from the site requiring less energy to produce and transport. Outside of the complex, permeable pavement is used as an alternative to concrete or asphalt. There are bio-retention ponds that surround the facility help filter rain water and reduce runoff which decreases the likelihood of sedimentation, erosion, and localized flooding.

Being LEED certified requires a huge initial investment. However, over the course of the building's lifetime, however, the University of Connecticut will recover those costs through energy efficiency. The University of Connecticut has improved its most valuable image and given itself positive exposure while helping the environment. What is better than taking the most recognizable feature of your institution and making it more environmentally efficient?

Tourism & Hospitality

In the Spirit of Benjamin Franklin

By: Morgan Finkelstein



"It's our green consciousness" says Ryan Berley, who owns the Franklin Fountain with brother Eric Berley, speaks of their new initiatives to build a "greener" business. The two brothers opened this old fashioned ice cream salon three years ago in Old City, Philadelphia in a building that dates back to 1898. As a business, they

believe it is their responsibility to help the planet in whatever way, big or small, they can. They do so in the spirit of Benjamin Franklin, an avid inventor who wanted to improve the world in every way possible, by inventing more efficient and effective products.

Since Americans live in such a fast paced, “to go” world, the Berley’s wanted to control where all their disposables went.

Take-out cups and spoons used are made from corn starch, which decompose safely in a matter of months. Their trash bags are also made from corn starch. All napkins and paper “to go” containers are made from post-consumer recycled paper. The Franklin Fountain takes pride in having the ultimate disposable container, the ice cream cone! There is no better way to save on paper waste by eating the food and the container holding it.

The shop uses small metal spoons for customers who wish to taste test their ice cream before deciding on a flavor. This way they can easily wash and reuse them. Unlike many chain ice cream stores, the Franklin Fountain uses metal tubs from the 1950’s. The tubs were first owned by Carvel. These too are washed and reused, saving pounds of paper waste a year. On an average week, the shop goes through 200 cans of ice cream, at a rate of \$.50 per can, an average saving of \$100 a week! Having these cans, as well as using metal utensils and dishes, provides jobs for back of the house employees.

The Franklin Fountain is not air conditioned and uses as much natural lighting as possible. Employees and customers alike sweat out the hot summer days. While saving energy, using natural heat and light adds to the vibe and authenticity of the shop.

The Berley Brothers want to do their part to help the world. As a small, independent company, every little bit counts. From using renewable items, such as antique furniture, previously owned equipment, and decomposable paper goods, the Franklin Fountain is playing their part in keeping our world beautiful and healthy, while revitalizing the past.

Future plans for the Franklin Fountain involve turning to solar power, green roofing and installing a root cellar. This cellar can be used in place of a refrigerator to store juices, chocolates, fruits, nuts, etc. This root cellar is about 50 degrees, therefore eliminating the need for a refrigerator. Hopefully other small businesses, like the Fountain, will take the initiative and make the move to a more eco-friendly business.

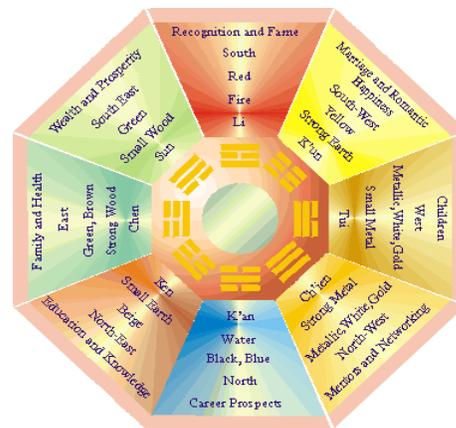
Visit the Franklin Fountains website, www.franklinfountain.com to learn more about this old fashioned ice cream salon and its latest endeavors.

“Feng Shui & ‘Green’ Lodging; Passing trends or here to stay?”

By: Dana Dommermuth

Feng Shui: We have all heard of it, but most of us remain absolutely clueless as to what it is and why it has continued to increase in popularity in the hospitality industry. As we progress toward a much more “eco-friendly” service world, we must consider innovative aspects of product development, increasing global competition, and more effective ways to please our new generations of customers. As growing professionals, it is essential that we come to understand how the concepts of Feng Shui and the new “green” lifestyles of our guests go seemingly hand in hand. Already put to use in various

Manhattan commercial properties by business mogul, Donald Trump, aspects of Feng Shui are expected to remain closely related to the future construction designs of hotels and resorts worldwide.



www.naturalcare.co.za/index.php?pr=Feng_Shui

With origins dating to nearly four thousand years ago, the design concepts roots lie deep in ancient Chinese philosophies. Translated in the literal sense as “Wind and Water,” and pronounced in English as “fung shway,” the philosophy advocates the creation of total harmony between inhabitants and their spatial living environment. According to consultant and specialist Adele Trebil, the first fundamental principle of Feng Shui is complete integration with nature. When hired to conduct her design services, Trebil begins by conducting an initial survey of the site. The initial survey allots a time in which the consultant is able to accurately create Fung Shui spaces that are specific to each individual building or location. Specialists such as Trebil are better able to focus their attention toward precise spatial and environmental areas of concern. The initial survey also provides the client with time to express his or her concerns in relation to the affects of the chosen designs, on factors such as customer satisfaction and positive business growth.

The results of these types of surveys remain essential to understanding how your building will

transition through a combination of design patterns and environmental aspects such as electromagnetic pollution levels. The survey's final product offers the client with what is referred to as an "energy blueprint" of the building. The blueprint aids the client's decision by pinpointing problematic and unused areas which have been found as well as providing recommendations for better use of natural landscape, space, light, and color.

So what does creating a Feng Shui inspired accommodation, amenity, or design have to do with reaching environmentally friendly standards? Utilizing new trends, such as Feng Shui, allows the hospitality industry to more easily attract and excite the "green" tourist market. It is relatively simple to keep guests content by enhancing basic amenities, but the integration of Feng Shui takes the term *accommodation* to an entirely different level. The implementation of a healthy flow of fresh air and an environmentally friendly landscape into rooms provides each guest with a much more close and personal form of comfort. The integration of Feng Shui concepts in design plans allows hotels and resorts to remain exclusively recognizable to their guests simply because of the unique structural and spatial environments they provide.

In recent years, the numbers of hospitality organizations who have taken a chance with Feng Shui have experienced dramatic increases in both customer satisfaction and brand loyalty. The renowned concept has gained significant popularity with luxury and eco-friendly lodging establishments, internationally in particular. From right here at home with the ultra-luxurious and "green" global hotel brand of *I Hotels*, to the Feng Shui inspired extravagant designs of Italy's Villa Casanova, the reputation of Feng Shui continues to reach all-time highs. So if you are an avid Feng Shui enthusiast, or are simply interested in getting a taste of the Feng Shui lifestyle throughout your future travels, just remember, the options are endless!

For more information on the hotels listed above please visit www.iresidences.com and www.casanovavenice.com.

"How Green Can a Skyscraper Be?"

By: Jessica Carolina

With the new Comcast Building hovering over Center City, it is incredible to learn it will be the tallest green building in the world when it is completed. However, looking at over fifty floors of office space being

built makes me wonder, "How green can a skyscraper be?"

The new Comcast Building prides itself by being the largest building in the world to not only be built using environmentally friendly materials, but also by using techniques and creating systems that will ultimately preserve energy using resources. This skyscraper was designed with lengthened floor heights on various levels to allow more natural sunlight into the building. It also contains carpets made from recycled materials, and conserves energy with a heating/cooling system that regulates the temperature, in attempt to conserve energy. (www.bizjournals.com). Comcast has been one of the first corporations to step up to the plate and heed Al Gore's warnings of what is happening to our Earth due to the over consumption and excretion of energy into our environment.

Philadelphia is becoming known as one the first cities to explore new ways to build green. So what is considered a Green Building? According to the Urban Green Partnership (a non-profit organization that is helping to complete this project), a green building "reduces the generation of pollution at the source" and minimizes the risk to human health and the environment" (www.biggreenbuilding.org). All over Philadelphia, new strides in technology are allowing more buildings to be constructed with the concept of being "built green." North Philadelphia is home to the Philadelphia Forensic Science Center, which was one of the first green buildings in the city in 2006. It was constructed by using basic strategies of conserving energy including, energy used by light fixtures by installing larger windows to let in more exterior lighting and installing better ventilation to decrease energy used to heat the facility (www.aiatopten.org).

In addition to the new Comcast Building, and the already finished forensic facility, comes the Big Green



www.biggreenbuilding.org

Building, which plans to make Philadelphia home to the greenest building in the world! The BGB will be a 700,000 square-foot building that will consist of apartments, office space, and retail store. Though smaller than the Comcast Building, the BGB is the "Go Green" winner. Its unique design that

allows the facility to generate as much energy as it consumes. The top of the building is designed with sun absorbing panels and wind spindles to convert sun and wind into sources of energy. The BGB will not only be a place for living and entertainment, but it will also have its

own backyard garden, containing a research center dedicated to discovering new ways to minimize energy usage and the impact urban life has on the environment. With all of these buildings located in Philadelphia, we will soon be home to the top green buildings in the world.

Since the tourism industry is associated with consumption, pollution, and land development, it is undeniable that hospitality establishments need to “build green.” Although there are hospitality industries that pride themselves on being “eco-friendly”, there are no current hotels or restaurants in Philadelphia that are designated “green.” With the construction of all the new green buildings, Philadelphia is attracting numerous organizations and corporations who wish to build green. This will soon change the way the hospitality industry in Philadelphia views urban development as a whole.

On the first Wednesday of every month, the Urban Green Partnership invites the citizens of Philadelphia to join them for Green Drinks at the Standard Tap, located in Northern Liberties. They discuss new ways that people can go green and become more eco-friendly. As citizens of Philadelphia, come join and discuss the future of your city.

For more information about the Urban Green Partnership, the Big Green Building, or ways you can go green, visit:

www.urbangreenpartnership.org

Major Decisions

By: Issac Satten



Temple University prides itself on offering students over 125 majors. But what happens when a student’s interests do not match up with what Temple has to offer? Combine two majors of course! This is exactly what junior Laura Stein has done. Taking her interest in both tourism and hospitality management and environmental studies, Laura has managed to combine her two course

loads into one common goal: helping tourist destinations become more environmentally friendly.

Originally just a tourism and hospitality management major, Laura joined the club Students for Environmental Action during her sophomore year. Enjoying her experience, she took a more active role in the club and began to take environmental studies courses. This culminated in her declaring herself a double major and becoming the president of Students for Environmental

Action. Of course, this was not the first experience Laura had with environmental awareness. Growing up in South Jersey, Laura grew up between the Pine Barrens and Atlantic City. She developed a respect for nature while playing in the woods close to her house, she also loved going to the shore during the summertime and seeing all the excitement tourism brought to the beaches.

This summer Laura studied abroad in Mallorca, Spain, where she was extremely impressed with their display of environmental awareness. Being a small island off the coast of Spain, Mallorca has embraced the concept of sustainability, and as Laura explained, “People understand there.” Having no natural resources, the small city’s hotels have gone all out to help the environment. This includes their low-flow showerheads, lights that turn off when a person leaves the room, and recycling bins everywhere.

After college, Laura wants to start a new career that combines her two fields of interest. She hopes to help various island resorts and tourist locations in understanding the importance of sustaining the environment. Many resorts need to understand that they have a duty to keep their areas clean and environmentally friendly if they hope to preserve it for the future. Additionally, Laura hopes to teach tourists how to travel in a way that positively affects the environment.

Currently, Laura is serving on President Ann Weaver Hart’s Sustainability task force; she has the honor of being just one of two undergraduate students on the committee. The taskforce has already implemented numerous changes on campus, Laura says, “We have the potential to set a really great example for the city of Philadelphia.”

Leisure

Top 5 Ways to GO GREEN for College Students

By: Jenna Heasley

In the fast paced college lifestyle we are all a part of, we often do not think about the choices we make and how they affect the environment around us. In our daily lives, there are many small adaptations we can all make to promote a more eco-friendly lifestyle:

1. **Recycle:** Instead of throwing your paper, plastic and glass in the trash, utilize recycling bins! Temple provides recycling bins in almost all

academic buildings. Take the extra second to throw it in the proper compartment. It's an easy task!

2. Go for "greener options" in the products you buy: Customers today can choose from a wide range of products that are equal in performance to traditional products, but can result in lower waste, fewer chemicals and lower energy use. Green options can also save you money. We all know how tight our budgets are so save some green!
3. Be "Bright" about Lights: It's rather simple, when you leave a room, turn off the lights. Artificial lighting accounts for a significant portion of energy waste and it's an effortless problem to solve. Also, rather than turning on a light, take advantage of the sun and open the shades in your dorm rooms. The sunlight will help brighten the room and your day!
4. Rethink your travel: Make it a habit to take the train, bus or subway when feasible instead of driving. Gas prices are nearly \$3.00/gallon and Philadelphia public transportation can take you almost anywhere you need to go! (Or check out Philly CarShare)
5. Buy locally produced organic foods: You already know your diet could use a bit of a face-lift, so start now! Organic food tastes better and it's kinder to the earth. 30% of the fossil fuel used on farms goes into the making of fertilizers. Put down that Taco Bell and Burger King and take a trip to Whole Foods. You'll be glad you did!



www.sierraclub.org

These are just simple ideas for you to help out the environment and GO GREEN! There are countless other options and ideas, but you have to start somewhere—so take the initiative and follow these easy suggestions. You'll feel good about yourself and the environment will be a cleaner place!

Rental Cars Become Eco-Friendly

By: Sara Nolan

Philly CarShare is a relatively new addition to the city of Philadelphia. The non-profit organization's services include temporary rental cars for people living in the city. Philly CarShare considers themselves to be "the most economical and environmentally friendly way to get

four wheels." Because the mission statement suggests the organization is interested in bettering Philadelphia, they do more than just rent cars. Philly CarShare offers grants to other organizations interested in improving the communities in which they reside. Projects that could potentially earn grants include vacant lot cleaning, civic and environmental education programs, street and neighborhood clean ups, and tree and garden planting. The organization also offers a volunteer service that connects interested volunteers to the organization that need their help.

Philly CarShare's mission is "To maximize the economic, environmental, and social benefits of reduced automobile dependence in the Philadelphia region through community-based car sharing." Their purpose is to offer an affordable substitution to buying a car. Because there is no requirement on how often you have to drive a car to keep a valid membership, it proves to be safer for the environment because members will not feel obligated to make up reasons for needing to borrow a car. Car rentals will be utilized by members that truly need a vehicle. Cars emit one of the most powerful and detrimental forms of pollution to the environment. Philly CarShare hopes that by providing a car to share with others, and only as needed, will help the overall environment. You have to start somewhere right?

Cars cost \$2.90 per hour, or \$29 per day, depending on which is the better deal to suit your needs. At this hourly rate, it is much cheaper than taking a cab anywhere. Each user must pay a monthly membership fee (which is discounted for student drivers). Businesses may join and add multiple drivers to their membership, providing employees easier access to transportation in and out of the city.

Over 90 percent of the cars used for Philly CarShare are hybrids, which prove to be much better for the environment. Included in the list of cars to choose from are BMW and Audi models, the Toyota Camry, Prius, Subaru Impreza, Mini Cooper, Tacoma pick-up, Mazda Miata, Sienna Minivan, and many more. Each car is operated by a single key, held only by Philly CarShare members. When members are finished using the cars, they are to drop the vehicle off at one of 70 designated locations around the city. If a specific car is requested for use by a member, Philly CarShare will arrange to have it dropped off at the most convenient parking spot. This is only one example of why Philly CarShare is convenient for the people that only need a vehicle sometimes.



In addition to being convenient and eco-friendly, Philly CarShare is affiliated with several bars and restaurants, shops, and entertainment venues. This means that members are able to receive discounts when dining or shopping at any of these participating places. Locations offering discounts include World Café Live, White Dog Café, North Star Bar, North Bowl, Helium Comedy Club, Center City Concierge, Sweat Gym, Massage Arts Center of Philadelphia, Please Touch Museum, and Institute of Contemporary Art. A complete list of participating venues can be found on the Philly CarShare website.

For more information about Philly CarShare, including volunteer opportunities, memberships, and discounts, please visit www.phillycarshare.org.

Featured Professional



Dr. Joe Goldblatt

By: Jared Price and Zachary James

The School of Tourism & Hospitality Management has been ever growing since 1998. It has developed into one of the most

respected and accredited schools geared towards Tourism, Hospitality, Sport, and Recreation in the country. STHM is the region's leading provider of management talent and a large part of the school's success can be credited to Dr. Joe Jeff Goldblatt, CSEP.

Dr. Goldblatt has been an integral faculty member of STHM since the spring of 2004. He brings a high level of enthusiasm and excitement into each class he taught. Dr. Goldblatt has connected on a personal level with many of his students in a way that many professors find impossible. Earlier this month, members of the newsletter committee, Zachary James and Jared Price, were able to sit down with the eccentric and jubilant Goldblatt to find out what fuels his enthusiasm, drives him to succeed, and what he plans to do during the next stage in his illustrious career.

Question: What are you going to miss most about Temple?

Answer: The students at STHM because of the diversity. They are harder working, committed, and more dedicated than any other university's students.

Q: How many different organizations have you been a part of while you were here?

A: Wow, too many to count; Philadelphia Convention Visitors Bureau, I founded the student chapter of the PCMA, founding president of the International Special Events Society (ISES), committee chair of the International Council for Hotel, Restaurant, Institutional Education, and I am a member of the International Festival & Events Association to name a few.

Q: Wow indeed! With all the things that you have done for Temple, what do you feel Temple has done for you and your career?

A: I have been able to become a better teacher here working with colleagues especially Dr. Elizabeth Barber. She has been a wonderful mentor, as well as Dr. Debra Blair, who helped me improve my skills in assessment, i.e. writing quizzes.

Q: What is going to be your new job title, job responsibilities and how will they be different from what you do here at Temple?

A: At the School of Business, Entrepreneur and Management at Queen Margaret University, I will still be lecturing and also be the founding director of the Global Centre for Eventology. The first like it in the world!

Q: What made you decide to take your career and travel abroad?

A: I have traveled to over 60 countries over my life and at age 55 I felt that it was a logical progression for my career to conduct research in a new country. I also have many friends in Europe and enjoy the festivals Europe conducts. The city of Edinburgh where Queen Margaret University is located has over 40 major festivals per year in comparison to ten a year in Philadelphia. It is known as the "Festival City of Europe."

Q: What is your main worry when you think about your change from living in the US to living abroad?

A: I have no worries. I have traveled so much that I am used to all the differences that come with traveling. And I don't have high expectations about living in Scotland; I just have realistic expectations, which helps make living abroad a little easier.

Q: What is your view of globalism and how important is it to someone's career?

A: In "The World Is Flat" Tom Friedman states that globalization is the major trend for all businesses.... Interculturalism instead of multiculturalism, through globalization, you get the since that it is one world, one business.

Q: What kind of legacy do you feel you have left at Temple and do you feel that legacy will continued to be looked upon remembered?

A: Gosh, I don't know if I left a legacy. Dr. Barber and Mr. Jeffrey Montague have established the legacy of STHM; I have been glad to aid and assist in all areas of my expertise.

Q: If you could leave our students with one statement or phrase, what would it be?

A: "Go Get Em" Your future is boundless as a result of the people you have met, the experiences you have gained, and the environment you have come from at the School of Tourism and Hospitality.

"Go Get Em Kiddo" is a phrase many STHM students have become oh so familiar with. Dr. Goldblatt uses his energy and hospitable nature to make lasting impressions on whomever he comes in contact with. Dr. Goldblatt's renowned certificate program will continue to be available at the Temple Board of Visitors.

Temple University and STHM will greatly miss Dr. Goldblatt's contributions to the faculty and staff and of course his witty style of communication. The Senior Seminar classes along with the entire STHM family wish Dr. Goldblatt the best of luck as he enters this groundbreaking field and know that he will represent himself and Temple University in the only way he knows how, with class and dignity.



SAVE THE DATE!

Pretzel Sale

Date: Every Tuesday
Time: 11:00 AM – 4:00 PM
Location: The Student Activity Center

TUCC Dinner Night

Date: November 16, 2007
Time: Whenever you get hungry
Location: Participating Qdoba

3 on 3 Basketball Tournament

Date: December 1, 2007
Time: 4:30 PM – 8:30 PM
Location: Pearson Hall, Room 100
\$20 per team of up to 4 players

Semi-Formal –

"Around the World in One Night"

Date: December 7, 2007
Time: 7:30 PM – 11:30 PM
Location: Top of the Tower

For all those people that enjoy writing and have a passion for the industry, please contact us with any interesting personal experiences, article ideas, upcoming events, or comments about the newsletter

Issue 4: The Future of the Industry

Contact: Rachel.Frankwich@temple.edu or Jessica.Stern@temple.edu

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