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A Message from Our Presidents

Welcome to Philadelphia!

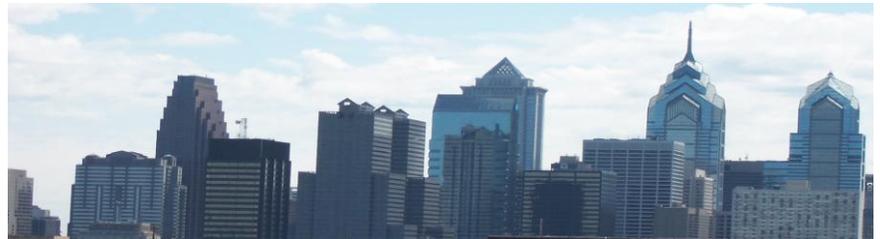
As America’s 6th largest city, Philadelphia is full of rich history and unique attractions. The city is culturally diverse with attractions such as Chinatown, the African-American History Museum, the Jewish Heritage Museum, and the Italian Market. Philadelphia is a prime location for exposure to various opportunities in our respective fields of Tourism, Hospitality, Sport, and Recreation. The city is one of the nation’s leaders in sports and entertainment venues; with numerous professional sports teams that represent the city, and an abundance of collegiate and recreational sports. For those interested in tourism and hospitality, there are plenty of quality hotels, museums, tourist attractions and restaurants in the city to please everyone’s palette.

Philadelphia is a catalyst for internship and career opportunities in our field of interest. Be sure to embrace the never ending list of locations that open their doors to our student body, and take advantage of what

Sincerely,

Anthony Giratore
 Main Campus President

Mackenzie Tolliver
 Center City President



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Sport

Penn Relays

By: Jason Colon

From Benjamin Franklin to Penn's Landing, the city of Philadelphia has established itself as a historical monument. One of the most unique historical aspects for Philadelphia is the Penn Relays. Established in 1895, the Penn Relays have grown into the largest track and field event ever held in the United States. This event brings a large amount of diversity in addition to a huge impact on the city's economic status.

Every April, the Penn Relays take place at Franklin Field, located on the University of Pennsylvania's campus. Not only does this event give the University tremendous publicity, it gives the city of Philadelphia the opportunity to host numerous cultures at one event. The Penn Relays have a huge impact on Philadelphia's tourism industry. Hotels are maxed out, and Philadelphia becomes a melting pot of athletes.

To those who are in the field of sport, recreation, tourism and hospitality this event is a dream come true. The Penn Relays consists of high school, college, and high profiled track clubs that come from all over the world. The Penn Relays bring something special to Philadelphia and it defines the city at its best. Inviting thousands of international athletes to compete in numerous track and field events, the Penn Relays display a collaboration of sports, tourism and hospitality.

More than a Mascot

By: Jared Price

As a native Philadelphian, I grew up going to Phillies games. Though the games were exciting, I always looked forward to seeing the Philly Phanatic. I loved how he would come out of the tunnel in right field, ride around Veterans' Stadium on his All-Terrain Vehicle and create an unexplainable air that spread through the fans like rapid fire. The entertainment and enthusiasm that the Phanatic brings is more than any other mascot in professional sports. This is the reason he was created back in 1977, by Erickson and Wayne Harrison. His name evolved as a tribute to the "fanatical fans of Philadelphia". The

Phillies wanted their mascot to represent the city through clean and fun entertainment, while promoting a family oriented environment. Through his playful antics, the Phanatic does just that. Currently wearing the big green suit is Saint Joseph (Bachelor's Degree) and Drexel University (Master's Degree) graduate, Tom Burgoyne (Burgoyne has also used the Phanatic image to create a hand-full of children's books).

The Phanatic has been deemed the best mascot in baseball and the first mascot to be inducted to the Hall of Fame. With the Phanatic's trademark pranks and activities, it's no wonder why he has been honored with this title. While the crowd cheers the home team, we find the Phanatic taunting the visiting team, dancing provocatively on the dugout and leading the crowd in an "attempt to hex the opposing pitcher".

To some, the Phanatic may just be a mascot, but to Phillies fans he is so much more. He is a representation of the fans and exemplifies the dedication to the team. Game after game you can see how the fans feed off his timeless character. Philadelphia is lucky to have a mascot that is considered an icon in professional sports. To the city of Philadelphia, he represents what we stand for.

Phanatic Profile:

Height: 6 ft.

Weight: 300 lbs. (mostly fat)

Waistline: 90 in.

Birthplace: Galapagos Islands

Physical Defects: Overweight, clumsy feet, extra-long beak, curled up tongue, gawking neck, slight case of body odor

Mom: Phoebe

Girlfriend: Adrian

Favorite Foods: Soft pretzels, hoagies, cheesesteaks and Tastykakes

Favorite Movie: Rocky

Favorite Song: *Motownphilly* by Boyz II Men (and *Take Me Out To The Ballgame*, of course!)

Most Memorable Moment: Riding down Broad Street in the 1980 World Series Championship Parade

http://en.wikipedia.org/wiki/Philly_Phanatic



Tourism & Hospitality

A Taste of Old Country Meets the City of Brotherly Love

By: Curtis Kaucher

When visualizing the epitome of the culinary world, many critics view cities such as Los Angeles, New York City, and Miami as the powerhouses of fine dining. Unfortunately, Philadelphia has been extremely overlooked as a contender in the race for fine cuisine. However, restaurateurs such as Steven Starr, George Perrier and Mark Vetri have implemented their expertise and passion for certain cuisines through their restaurants in hopes of making Philadelphia a major player in the world of fine dining.

Mark Vetri, chef and owner of *Vetri's*, located on Spruce Street in Philadelphia, illustrates his passion and obsession for Italian cuisine through his elaborately detailed menu. Chef Vetri has studied and mastered all aspects of the culinary world. While Vetri started out studying business at Drexel University, he then moved to San Francisco in hopes of being a professional musician. It was during this time, his obsession for fine foods developed. Determined to exemplify his passion for the culinary arts, he stood outside Wolf Gang Puck's restaurant for weeks - waiting for his opportunity to work in his *Granita* restaurant (in Malibu, California) even without pay.



Finally, after weeks of waiting, Wolfgang Puck was down one man. This opened the door for Vetri and his determination paid off. After becoming a full time employee for Chef Wolfgang Puck, Vetri set out for Italy to master the detailed world of cutlery. While in Italy, he studied under a Tuscan butcher. You can taste the roots of the old country as well as several different regions of the world throughout his eclectic cuisine. These, however, concentrate mainly on the traditional Italian style. His restaurant features Foie Gras on a rich savory toasted brioche, with sliced pastrami and meats such as Pancetta. Mediterranean branzino, a type of fish, can also be experienced at Vetri's.

Vetri's success can be measured by the fact that his restaurant has a month long waiting list for potential diners. Because of this, Vetri's decided to open a sister restaurant entitled *Osteria*, located on North Broad Street. This menu is similar to *Vetri's*; however, it is more commercial and caters more to the public. The passion and determination Vetri has illustrated through his entire career is apparent in the design and flavors of his newest location.

Philadelphia has made numerous attempts to post themselves as a major factor in the culinary world. Mark Vetri has been a key component of these efforts. *Vetri's* and *Osteria* are two restaurants which implement the ingredients and passion necessary to achieve this goal not only for themselves but for the future of fine dining in the city of brotherly love.

Philadelphia: Where Pharaohs meet Phanatics

By: Bethany Whitstone

Philadelphia is one of the most culturally rich, diverse destinations in the country that attracts millions of tourists ever year. Who could resist the fantastic dining opportunities, luxurious hotels, wealth of entertainment, and historical sites that Philadelphia has to offer? It is easy to see why so many people make the choice to travel to Philadelphia. But whose job is it to get people interested in visiting the birthplace of life, liberty and the pursuit of happiness? The Philadelphia Convention and Visitor's Bureau (PCVB).

When thinking about career opportunities after college I am guessing that most people do not immediately think of the PCVB; but maybe they should. The PCVB is one of the Tourism Promotion Agencies for the city of Philadelphia and is responsible for attracting tourists and conventions to the city. Billions of dollars of revenue are brought to Philadelphia each year as a result of the competition the PCVB engages in with other CVB's for worldwide business. Think that sounds like a big job? Well, it is. However, the PCVB's goals and mission make it unique from all other organizations and an exceptional one to be a part of.

The Philadelphia Convention and Visitor's Bureau has a clear mission statement that outlines what the organization works hard to achieve for the city. Some of the highlights include generating economic impact, attracting ethnically diverse convention and tourism cliental, delivering exceptional services and experiences for all visitors and increasing the quality of life for all Philadelphia citizens, stakeholders, and visitors. The PCVB sets out to achieve these goals by increasing hotel occupancy, engaging in creative sales and marketing efforts and supporting the city's entertainment, historic, and cultural treasures.

Besides supporting local business, the PCVB has the amazing responsibility of deciding how the city should be marketed to outsiders. They are the people that design the city's image to make tourists feel as if they are missing out by not coming to experience Philadelphia.

One of the PCVB's newest marketing strategies is to create fun, dynamic phrases that showcase two totally opposite features of Philadelphia at once. One example is, "Where Pharaoh's meet Phanatics: In Philadelphia both art and sport are king". The PCVB has used phrases like these to effectively tell outsiders that Philadelphia has a lot to offer them. What other company can say that their marketing efforts help shape Philadelphia's



image and generate billions of dollars for the city? Aside from the Greater Philadelphia Tourism and Marketing Commission, not many.

Students, as internships and graduation quickly approach, consider the Philadelphia Convention and Visitor's Bureau. Their efforts are revolutionizing the image of the city that we know and love; so do not miss out.

For more information about career opportunities at the Philadelphia Convention and Visitor's Bureau, visit: www.PhiladelphiaUSA.travel

Did You Know?

By: Jessica Stern

Do you remember your first job? Were you flipping burgers or mopping floors? Like many, you may have tried to block out that experience. Though your first job many have helped you gain knowledge of a particular industry or laid the foundation for the rest of your career choices, it may have been quite UN-glamorous. You are not alone! Celebrities are people too, and before "hitting it big" they had some humble beginnings. Many of these beginnings happened to be in Tourism and Hospitality. Can you match the celebrity with his or her first job?

1. Madonna (Singer)
2. Michael Eisner (CEO of Disney)
3. Chris Rock (Comedian)
4. Brad Pitt (Actor)
5. Quintin Mikell (Philadelphia Eagle)
6. Russell Simmons (Business Entrepreneur)

- A. McDonald's Employee
- B. Bus Person at Red Lobster
- C. Camp Counselor
- D. Orange Julius Employee
- E. Dunkin Donuts Employee
- F. Chicken Restaurant Mascot

Answers: 1=E 2=C 3=B 4=F 5=A 6=D

Featured Sponsor



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www.RiverSharks.com

Leisure & Recreation

To Gamble or Not to Gamble

By: Anthony Delgott

“N.I.M.B.Y.” (Not in my Backyard) is an acronym commonly being used today around Philadelphia when residents hear the word “CASINO”. Large corporations, such as Foxwood and Pinnacle Gaming have proposed casinos along a stretch of Delaware Avenue, bringing the gambling community a little too close to home for some. These casinos have submitted proposals to the city and are currently in the process of obtaining their licenses.

People from the surrounding communities are demanding that this process be stopped in order to preserve their community and prevent an increase in both traffic, crime, and addiction. The people of the community feel that along with gamblers, comes the “riff raff” that follows, plaguing the city the same way Atlantic City and Las Vegas are currently experiencing. The people opposed to the building of casinos feel that negative implications will outweigh the positive.

The casino companies are pushing to get approvals in order to capture some of the emerging gaming market, which is currently being monopolized by Harrah’s Chester Casino and the Philadelphia Park Casino in Bensalem. These two companies are posting record earnings and outperforming expectations in the area. Due to the

delay, thousands of dollars in tax revenues, and thousands of jobs are being put on hold while the land itself is just vacant wastelands.

The impact of these companies (along with others in talks with city) would be huge for the tourism industry, along with the School of Tourism and Hospitality Management. Eventually, the casinos will help open doors that never existed in Philadelphia. Only time will tell the future of this industry; hopefully we will all be able to take advantage of all the opportunities this industry has to offer.

What do you know about GreenPlan Philadelphia?

By: Michael Goldstein



Have you taken notice lately to the deplorable conditions of most recreational parks around Philadelphia? As a Sport and Recreation major, I tend to take notice to these types of problems. If you do not believe me, go to your local park and take a look around. Not only are most of the parks are completely covered with trash but there are countless safety hazards that even an untrained eye can see. This topic is very important because most people do not realize the impact recreation has on society, the environment, and the government.

Coming to the rescue is GreenPlan Philadelphia, which aims to redesign and recreate open, outdoor spaces to help rehabilitate Philadelphia’s Recreation Department. GreenPlan is an extremely advantageous venture that the city is willing to help finance, because it will help boost neighborhoods and the overall welfare of the general public.

GreenPlan Philadelphia intends to clean up neighborhoods and incorporate open, lively parks that bolster the image and value of the area. A study conducted at the University of Pennsylvania showed that there were major benefits to an area that built a “Green Park.” The study showed that once a “Green Park” was built, the home values in the surrounding area rose, and property values increased. These aspects combined created a \$16 million increase in value for the community.

COME EAT!

**10% of your Check will be donated to support
Main Campus Senior Seminar**

Where: Draught Horse

When: November 1, 2007

Time: 5:00 PM – 8:00 PM

Located on Cecil B. Moore

***Present this coupon prior to ordering ***

Alcohol excluded

In addition to the apparent financial benefits “Green Parks” have on neighborhoods, there is also an increase of safety. The same study conducted by the University of Pennsylvania, found that violent crime was reduced by 56%, and there were 48% fewer property crimes in inner city apartment buildings with surrounding “Green Parks.” From these facts it would be hard to argue that the addition of “Green Parks” would not be beneficial to all residents. Due to the run-down condition of Philadelphia’s Recreation Parks, it is easy to forget about the benefits of recreational and leisure activities. According to the GreenPlan website, those who regularly engage in physical activity will have a reduced risk of developing heart disease, hypertension, and colon cancer (to name a few). If Philadelphia was able to offer a park system that encouraged its residents to go out and be active, the city would be safer, healthier and economically friendly. Philadelphia has a large supply of recreation amenities that often go misused and poorly treated. Unfortunately, recreation facilities get overlooked and it is about time that something gets done.

If you feel compelled to join in and help, please check out the organization’s website at: www.greenplanphiladelphia.com

Featured Professionals

STHM Alumni Spotlight: Amy Gatter, Class of 2007

By: Kelly Golderer

Each semester the School of Tourism and Hospitality Management produces a graduating class full of aspiring industry professionals. This past August, Amy Gatter was among those graduates. After completing Senior Professional Development Seminar in the Spring of 2007, Amy took advantage of the many hospitality career opportunities available in Philadelphia and accepted an internship at the Hyatt Regency, Penn’s Landing as a Hotel Assistant Manager. As her internship came to an end and graduation approached, Amy was offered a position

within the hotel as Human Resource Coordinator. As she explains, her experiences at Temple and the School of Tourism and Hospitality Management have helped her develop into the industry professional she is today.

Amy first entered the School of Tourism and Hospitality Management with the interest of one day owning her own restaurant. However, as she progressed through the program, her interests began to broaden. When asked which specific courses had the strongest impact on her career thus far,

Amy replied that the classes on management and diversity have helped her the most. She has gained a better understanding of the unique people that visit her hotel from across the globe. Amy believes that her studies in the School of Tourism and Hospitality Management have instilled in her a better sense of professionalism and that the efforts she put forth to overcome challenges and obstacles in her academic career have had great benefit to her.

As a graduate, Amy has encountered both challenges and rewards in the hospitality industry. One of the most difficult tasks for Amy was learning how to cater to a wide variety of individuals with many different needs. Amy explains the challenges in managing a strong and capable work force; “I didn’t really associate the term ‘management’ with being the boss of people, but more so running a business. In work, I see that a manager’s biggest responsibility is taking care of his/her employees.” As a result of these challenges, Amy has gained many personal rewards, the most valuable being the professional relationships she has been able to build.

Amy was able to take advantage of one of the many career opportunities within Philadelphia. Her strong work ethic and sense of professionalism, supported with her education from the School of Tourism and Hospitality Management has prepared her with the tools needed to succeed in the hospitality industry.



Local Organics Founder in Philadelphia

By: Kristine Bompadre



As Americans have become obsessed with what we put in our mouths, organic food has continuously grown in popularity. Other than being a healthy alternative, these products are free from pesticides and cause less environmental harm.

Judy Wick, owner of White Dog Café, has welcomed these products into her culinary repertoire. Her choice to adopt these foods, in addition to other efforts to be environmentally friendly has given her national recognition.

She has made great strides in her eco-friendly efforts through her restaurant as well as Business Alliance for Local Living Economics (BALLE). She also received the living economy award from Business Ethics Magazine, and was the recipient of the humanitarian award from the James Beard Foundation in 2005.

Judy Wick was one of the first business women in Philadelphia to begin using organic produce. Wick's White Dog Café has a four part mission: to serve customers, employees, community, and the natural environment.

The café highly supports local farmers by using as many local distributors as possible. They serve all humanely raised poultry and meat. Any fish that is considered endangered or in the running for the list is not served in the facility. They have also adopted a 100% wind driven electricity system.

Wick feels that treating employees fairly is just as important as respect for the environment. She has implemented a "minimum wage" of nine dollars an hour. She also contributes twenty percent of her profit to the White Dog Community Enterprises and other non-profit organizations.

Judy Wick's approach to business is inspiring and has not gone unnoticed. With national recognition, Judy Wick should be the model for other

businesses. If more companies follow White Dog Cafes motto to make a positive impact, the world would be much better off.

<http://www.whitedog.com>

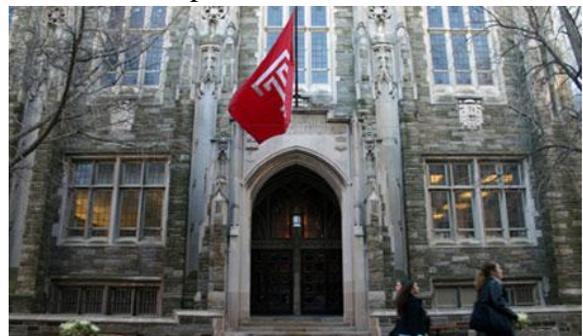
Industry Event

Career Day is on the Way

By:Kacee Lawver

The Senior Seminar Main Campus class of Fall 2007 is proud to announce the 16th Annual Career Day on November 7th, 2007. As a way to get underclassman engaged in their education and focused on their career, the senior seminar class invites professional organizations within the Sport, Recreation, Tourism, and Hospitality Management fields to attend Career Day to meet with students and discuss future career and internship opportunities. The School of Tourism and Hospitality continues to build strong relationships with professional organizations by producing well-prepared students for internships and eventually job placement upon graduation. Career Day is a great chance for students to truly see the varied opportunities within both sides of the industry.

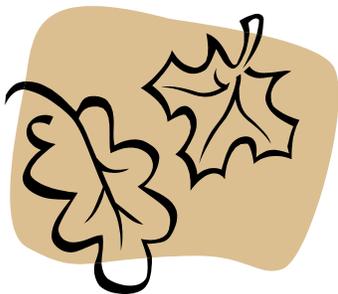
Having passion for one's career is the focal point for this year's senior seminar class. We present Career Day through the theme of "FALL in love with your career, so you never have to work a day in your life" because we believe in having passion for what you do. A job is a place you go daily to collect a paycheck; a career is a life-long journey which can take you places you never imagine. A career within our industry can take you around the world—with the right attitude and passion.



On November 7th, we will be welcoming some of the most respected organizations in the city and surrounding area to Temple University. Invited vendors include Starr Restaurants, Atlantic 10 Conference, Hyatt, the Philadelphia Eagles & Phillies, Philadelphia Film Society, Trump Casinos and more. In addition to the numerous vendors, Gerry Fernandez will be opening Career Day for all those in attendance. Gerry Fernandez is both the founder and president of the Multicultural Foodservice & Hospitality Alliance. Career Day will also be welcoming our guest speaker Rich Mozingo, Assistant General Manager of the New Jersey Lakewood BlueClaws to conclude Career Day.

The 16th Annual Career Day begins at 7:30AM for vendor registration and set-up. A welcome speech for the vendors and students will be at 9:00am where students can begin talking to vendors as the floor opens at 9:30 PM. Students are encouraged to come whenever they can between the hours of 9:30-11:30 AM, dressed professionally with intelligent and engaging questions..

Career Day is a wonderful opportunity for students to enlighten themselves about the industry and begin to focus on their career. College goes by fast and before you know it, graduation will be right around the corner. Prepare yourself for life and for a career that you will love.



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 3: Going Green!

Issue 4: The Future of the Industry

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

SAVE THE DATE!

The Costume “Bowl”

Date: October 28, 2007

Time: 7:00 PM – 10:30 PM

Location: St.Monica’s Bowling Alley

COSTUMES ENCOURAGED

16th Annual STHM Career Day

“Fall in Love with your Career”

Date: November 7, 2007

Time: 9:00 AM- 12:00 PM

Location: The Great Court at Mitten Hall

Semi-Formal

“Around the World in One Night”

Date: December 7, 2007

Time: 7:30 PM – 11:30 PM

Location: Top of the Tower

Soft Pretzel Sale

Date: Every Tuesday

Time: 11:00AM – 4:00 PM

Location: The Student Activity Center

2 for \$1.00

STHM Student Association

General Members Meeting

Date: November 8, 2007

Time: 4:40 PM

Location: SAC Room 440

Mini-Massages

Date: Every Wednesday

Time: 5:00PM – 8:00PM

Location: The IBC