



The Connection

Bringing Students and Faculty Together Since 1998

Phan of the Phanatic?

By: Robert DeBlasio

Sports mascots are a vital ingredient of sport organizations on both the professional and collegiate levels. These energetic team representatives function as a symbol of motivation and inspiration. Their primary role is to inject the home crowd with enthusiasm by dancing, cheering, and performing stunts. Even when a particular team is not performing up to its fans' expectations, it is the team mascot's role to fire them up and maintain their interest. Pursuing a career as a mascot is a unique and creative approach to breaking into the sport and recreation industry.

On a professional level, a career as a mascot is much more competitive and rewarding than it once was in the past. Currently, Major League Baseball mascots earn a starting salary of approximately \$28,000 per year with the potential of exceeding \$100,000 annually by the culmination of their career. This raise in pay is due to the increased demand for the position. There are many young applicants who are qualified with more advanced gymnastic skills than the competitive field of the past. These careers are becoming more physically demanding, as mascots are pushing the limits of entertainment by taking more risks. The addition of a mascot on a professional or collegiate team resembles the recruiting or drafting an athlete. Not only are they becoming stronger, faster, and more agile, they also have to climb their way up the ranks, starting in the minor leagues.

David Raymond is a name that is unrecognized by most; however, he is infamous to sports fans under his alter-ego, the Phillie Phanatic. (For more about Mr. Raymond, see page 2).

(Phanatic, Cont'd on pg. 2)



http://holydogwater.files.wordpress.com/2007/07/p1_phanatic.jpg

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School of Tourism
and Hospitality Management
TEMPLE UNIVERSITY®

Emperor of Fun & Games: Mr. David Raymond

By: Sarah Cohn



<http://www.raymondg.com/bootcamp.cfm>

Have you ever wondered what it is like to be inside a furry, fuzzy mascot costume on a steamy, 100 degree August day? Sounds a bit oppressive, but this was a starting point for one professional in the Sports Industry.

Recently named the number one mascot in sports, the Phillie Phanatic has been a main attraction at Phillies' games for young and old. Although he doesn't talk, he sure loves to dance, eat popcorn, and shoot hotdogs to hungry fans.

Mascot expert Dave Raymond gave life to the furry green creature over 30 years ago. Since then, he has gone on to create his own company, Raymond Entertainment Group, to develop, brand, and train other mascots. Affectionately known as "The Raymond Bunch", their job titles include a Goddess of Design, Wizard of Dollar and non-Cents, Lord of the Deal, Road Squire, Jester at Large, and Emperor of Fun and Games.

Raymond has been organizing mascot training for more than ten years. His goal is to promote better mascot performance through meetings, seminars, and his renowned "Mascot Boot Camp." The boot camp lasts two days and features a multitude of classes, including:

- "Oh my God where is that odor coming from?" -- Wearing and Caring for the Costume
- "I can't believe I ate and drank that whole thing!" -- Nutrition and Health Concerns for the Performer
- "You want me to put that where?" -- Basic Skills for the Performer
- "You mean I can get paid, we can make money doing this?" -- How to Stop Treating Your Mascot Like a Hobby and Make It a Career
- "Don't call me superficial, I have feelings too!" -- Developing a Character

These jobs aren't all fun and games, but with a big, lovable, furry mascot by your side. how could you ever have a bad day at work?

(Phanatic, Cont'd from pg. 1)

The Phillie Phanatic is one of the most renowned sports mascots in the world. He can be seen at Philadelphia Phillies' baseball games shooting hotdogs into the crowd while riding around the field on his red four-wheeler. He is also known for interacting with fans by signing autographs, shaking hands, and taking photographs. He makes special appearances at events around the country, in addition to his service work in surrounding Philadelphia communities.

With all these responsibilities, mascots must also fulfill their duty of being positive role models. Children look up to these characters as if they were best friends. For this reason, it is essential that mascots act in a manner that is visually appropriate for an audience of children. While adults are merely entertained by these energetic characters, it's important to remember that children are influenced by them.

Unique Opportunities

A Roll of the Dice

By: Samantha Flottemesch



It is 3:00 AM. You have just received a call from the night manager. Your biggest spender demands three bottles of Cristal and dinner delivered to his room immediately. This is not a call most of us would receive, but is just another day at the office for a casino host. Casino hosts hold the important task of taking care of their special guests and ensuring their stay is memorable enough to bring them back. Surprisingly, the job requires more than comping rooms and making friends.

The position of the casino host is central to the player development department of most casinos, but also holds close ties with the marketing department as well. Perhaps one of the key misconceptions is that a host is simply a resource for obtaining free rooms, meals, and shows at the expense of the casino. The nature of the job is actually much more complex. Hosts are responsible for rewarding their best players while earning the loyalty of these guests to ensure continued play at the casino.

Landing a gig as a casino host is perhaps one of the most challenging jobs to attain in the gaming industry. This opportunity only becomes available after many years of experience in other departments of the casino - if you are lucky. The greatest asset a host maintains is their client list, which is developed through the continual building of a strong reputation within the industry. Potential hosts have many years of guest contact, excellent personal skills, communication skills, a professional appearance, and most importantly, confidence.

Perhaps the greatest benefits of becoming a casino host are the perks. Most of the hosts' work is done off-site and involves whatever it might take to ensure a guest returns to that casino. Whether it consists of a night at the hottest club, a trip to the Super Bowl, or a five-star meal; the job of the casino host is anything but boring!

Hunting For Hotels?

By: Sunyoung Park

Ready, aim, shoot! Please use your eyes as the weapon for this hunt. Hotels are your targets; your mouth the tool for selling your game. Take a photograph with your eyes and hold this picture in your mind. Communicate every detail of the mental picture through descriptive language to inform and persuade your boss to spend millions on a new hotel acquisition.

Hotel hunting requires extensive industry knowledge and a superior eye for selecting developable corporations with which to merge. In the hospitality field, it is common for individual hotels to purchase another facility's design or system. Companies, including small corporate and private hotels, purchase and sell unique methods of managing employees, and system design.

Training programs are intended to make novice hunters aware of the distinctive system and design features their hotel has to offer. Once educated, hotel hunters seek out merging contracts in order to provide better financial support, branding, and quality of employees' services. Hotel hunters will inadvertently provide positive affects to the tourism industry by offering higher quality hotel experiences throughout the world.

Tourism Journalists are More than Just Local News

By: Megan McTeague

Have you ever referred to the internet when planning a trip? Have you ever attended an event you saw advertised in your local newspaper? The chances are you have, and you are not alone. Many people research their future outings on the Internet or plan trips around information received from others. Journalism is not simply reporting the local news and weather anymore. Travel and tourism now play a key role in today's news!

Tourism journalists work *and* play hard in an attempt to promote destinations and events to potential tourists across the globe. In some cases, an article in a reputable newspaper may speak volumes over a travel guidebook. Who wouldn't value the opinion of someone who traveled overseas to assess a Beijing restaurant simply to tell you if it is worth your while?

In addition to the persuasive power that they possess, journalists lead appealing lives. They are often required to explore new-found areas and meet with captivating individuals in order to report their findings to their at-home audiences. A job as a tourism journalist eliminates the 9:00 to 5:00 schedule and allows the world to be your office.

Well-traveled, cultured, and interesting are just three of the qualities you can acquire through experience as a travel and tourism journalist. It requires strong writing skills and flexibility, but most importantly, an open mind.

'Develop' Yourself

By: Jillian Ashton

As the students of the School of Tourism and Hospitality Management wind down the four (plus) years of their lives at Temple, they come to a realization: "I have no idea what I want to do with my life." Or, many students *think* that they know exactly what they want to do only to find out during their junior and/or senior internships that it is not what they had in mind. There may also be a time during those internships in which the student decides

to explore other departments. Here is a suggestion to those students who want to pursue a different direction by combining many different loves and molding them into a unique job opportunity- Fan Development.

Many professional sports teams contain a department called Fan Development. Not many are aware of what this position entails, but it is certainly one of the most *fun* of all divisions making up a sports organization. First and foremost, Fan Development deals directly with the fans. The objective of this job, however, is not to develop a fan base, which some may assume because of the name. This division's goal is to *connect* with the fans.

Predominantly dealing with children, Fan Development is in charge of connecting the sports team with the children in the community. If you



www.thegiftofdyslexia.com

enjoy children, you should become familiar with this opportunity. Let's look at an example: the Philadelphia Phillies' Fan

Development department is responsible for its Junior Phillies Club members (children 14 and under), Baseball Academy for children, and the Phanatic Birthday

Club. The individuals involved with the Phillies' Fan Development mainly interact with the sports teams' "beginner" fans. The objective is to attract these youngsters and maintain them as fans for the rest of their lives!

This *fun* department is involved with helping the teams give back to their young fan base. Fan Development offers fun-filled days at the sports arenas, picnics, photo opportunities, instructional tutorials, and much more. It is imperative to remember that there are many more careers in the sport and tourism industry than may meet the eye. It is up to you to match our degree with your personal interests in order to find your perfect fit!

Taking Events to the Extreme

By: James Murphy

It is an extremely rare opportunity in life to have the chance to combine a personal passion with a career. Nonetheless, it is certainly achievable with a degree in Tourism and Hospitality or Sport and Recreation Management.

Imagine planning and coordinating an off-road skiing and snowboarding trip as a means of team building for a corporate enterprise. Envision developing a BMX or skateboarding freestyle event for a fundraiser or a non-profit organization. If you are successful, you may ascend to the top by assisting in the planning and development of the event which put extreme sports on the map, the X-Games!



www.eeande.com

Everything Events & Entertainment is a company which provides event production, logistics, and management for corporations around the world. They brand themselves by incorporating extreme sports and unique concepts into their events. EE&E produces & manages corporate events, company meetings, and parties, grand openings, sponsored events, publicity events, and stunts, sports and entertainment events, promotions, corporate retreats, film premieres, concerts, and other special events that build brands, introduce new products, present strategies to target audiences or honor company employees. Working with this company enables you to influence every aspect of an event by adding your own unique twist!

Unique Locations

Backstage Pass

By: Seth Blume



www.studiomateastfalls.com

Philadelphia is a hot bed for music. First, it has a prime location along the northeast corridor. Any band traveling to New York and Washington will also stop in Philadelphia. Consequently, there is an abundance of musical venues in the city. Just within the city there is The Fillmore at the TLA (Theater of the Living Arts), The Trocadero, The Electric Factory, The Tower Theatre, and the Kimmel Center, not to mention some smaller venues. Johnny Brenda's and the North Star Bar are two great scenes to catch up-and-coming bands or local talent.

Many people have a passion for music without having any musical ability; a Tourism and Hospitality degree is a great way to get involved in that industry. Great news, many of the established venues in Philadelphia offer internships and employment opportunities in a variety of capacities. One option is to become involved with promotion and production. Electric Factory productions, which is now a subsidiary of Live Nation, promotes and produces shows throughout the city and region. There are also smaller, independent firms located in Philadelphia. Freshout and Goodie Productions, team together to run a weekend long Hip-Hop Festival every summer while utilizing a plethora of different locations throughout the city. Other festivals include Jam on the River which takes place every Memorial Day Weekend at Penn's Landing and All Points West Music Festival at Liberty State Park in Jersey City.

These are all wonderful opportunities to get your foot in the door of the music business. A Tourism and Hospitality Management degree can still be very useful in helping to achieve your dreams, even if you possess a passion outside of hotels.

Tourism- For the Birds?

By: Erin Stokes

Bird Tourism. Does such a thing exist? Shockingly enough, it does!

Bird Tourism is a new phenomenon that has hit the nature preservations of Kenya, Africa. In 2006, the Tourism Trust Fund (TTF), granted Kenya roughly \$300,000 to market their bird wetlands. Chests puffed with pride, Kenya has the privilege of housing over 200 species of birds which has certainly grabbed tourists' attention. Currently, only an estimated several hundred eco-tourists visit the bird preservations each year; however, the number of visitors is slowly but surely increasing. Known as 'Important Bird Areas', various African attractions such as the Dunga Papyrus Wetlands, Kinangop Plateau Grasslands, and Kakamega Forest are steadily generating tourism revenue, as well as providing jobs for the country natives.



www.seasands.co.za/kingfisher.jpg

What is next for Africa's Bird Tourism? "The birds will literally bring the tourists to our country," states Dr. Kagagi, Chief Officer of the TTF. An avid bird watcher and nature preserve activist, Kagagi believes through global campaigning, a proper bird guide curriculum, well-educated tour guides, and steady development of Important Bird Areas, bird tourists will undoubtedly take interest in Africa.

Cruise into a Career

By: Dana Dimitri

Have you ever dreamt of working for nine months with three months off?

Did you nix the thought of becoming a teacher because of your passion for hospitality and tourism, but envy friends who are in education for being able to enjoy their long summers?



<http://www.cruiseshipjob.com>

What if you could have a teachers schedule while working in the hospitality industry?

Hundreds of cruise lines are hiring motivated, energetic, outgoing professionals with a dedication to customer service every year! Positions are available in nineteen departments including hotel operations, food and beverage, and entertainment. For hospitality professionals looking to advance their skills in a unique setting, a position working for a cruise ship just may be the perfect fit.

Contracts with cruise lines range from three to nine months, leaving employees with plenty of vacation time for family, traveling, or a seasonal/part-time job for extra cash. However, the part-time job may not be necessary, since cruise lines pay for all expenses including food, room and board, airfare, and health insurance- on top of a competitive salary. Imagine nine months of no expenses with steady income!

Working on a cruise ship provides the opportunity to see the world, or at least many parts of it, at no charge. Traveling *is* your job. If this sounds like a good match for you, take the risk. The doors to the cruise line industry are always open, but don't think that thousands aren't knocking on them.

“Healthtels” Add Special Dimension to the Recreation and Tourism Industry

By: Caroline Dundon

Wellness hotels have long established their position in today’s market by catering to “healthy” guests. These enthusiastic vacationers fall anywhere along the life spectrum from baby boomers searching for the perfect luxury spa and life enhancement programs to the younger, more modern traveler looking for the comprehensive fitness facility. But what about the traveler desiring wellness in the form of a medical cure? “Healthtels” are a new concept that blends the appeal of luxury hotels with the medical expertise required to address health issues.

Health and wellness tourism is in a relatively early stage of growth with only eight “healthtels” located throughout the United States. The demand for these luxury resorts, dually posing as full health maintenance facilities, is exceeding industry expectations. Their aims are to make patients of the Mayo Clinic comfortable while receiving attention for their health needs. According to the hotel’s regional director, Bruce Fairchild, guests arrive from all over the globe for the “one-of-a kind amenities that are conducive to medical treatment and healing.”

The Four Seasons in Westlake Village, California is an additional “healthtel” resort with direct access to the *California Health and Longevity Institute*. Guests receive individual care from doctors offering services such as diagnostics, cosmetic dentistry, and DNA testing. A team of “Life Advisors” target each guest’s health challenges to create a personalized healthy-living program.

Health and wellness tourism is a growing opportunity in the 21st century that covers a vast array of interests reaching far beyond the typical spa resort. From Western medicine, including sports and fitness, to Eastern healing arts, the “healthtel” is just one more developing career opportunity for graduates.



www.outdoors.webshots.com

Editorial

I Do Not Major in Sports

By: Lindsey Waters

As the only girl out of all my cousins, sports were force fed to me since birth. Without me, the teams were uneven at our family gatherings, and as the oldest cousin, I was always one of the first drafted for the annual “Christmas Bowl.” A four sport athlete in high school, it came as no surprise to my family when I changed my major to sports. Except that I do *not* major in sports.

If you ask my mother, I am majoring in event planning. If you ask my father, I am majoring in sports business. If you ask my uncle, I am majoring in working twice as hard for half as much. If you ask me, I am majoring in sport and recreation management.

So then why would a bank ever want me on its payroll? I don’t possess any hidden talent for financial forecasts, and while I am good with people, I can’t imagine the independently wealthy would want me managing their portfolios. Interning at a bank, as most majoring in “sports” would imagine, had never even warranted a second thought in my mind.

My ideas about working at a bank all changed after reading a job description for a public affairs intern with Citizens Financial Group. This intern would not only be a liaison between the Philadelphia Phillies and Citizens Bank, the naming sponsor of the Phillies home ballpark, but the intern would serve as the coordinator for all ballpark bankers in addition to handling the Phillies Rookie League. Citizens Financial Group would be providing an intern with the opportunity to acquire skills that could stretch across the business world.

Companies are finding it increasingly important to better manage their customer relationships, and who better to do that than an employee with a degree from a school of tourism and hospitality management? Degrees are starting to only be proof of work ethic, and experiences like internships are taking the spotlight.

My parents’ generation is unaware of the different opportunities presented to an employment hopeful carrying a sport and recreation degree. While naturally, they believe this degree provides the background to run a recreation center, manage a stadium, or be the next “Jerry Maguire,” many are finding themselves working for banks, pharmaceutical companies, and other Fortune 500 companies.

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Upcoming Events

Purchase 50¢ Pretzels to support Main Campus Senior Seminar.

Dates: April 8th, 9th
 Time: 10:30AM-12:30PM
 Location: Student Activity Center

Enjoy a refreshing smoothie to benefit the Main Campus Senior Seminar!

Date: April 7th
 Time: 5PM-8PM
 Location: IBC Center

Join STHM for "Dollar Dog Night" at the ballpark.

Date: April 15th
 Time: 7:05PM
 Location: Citizen's Bank Park
Purchase tickets from Jillian Ashton (jashton@phillies.com)

Make connections with industry professionals at the 9th Annual Networking Seminar!

Date: April 16th
 Time: 4PM-8PM
 Location: Liacouras Center

STHM Student Luncheon.

Date: April 26th
 Time: 11AM-2PM
 Location: Citizens Bank Park Diamond Club

Contact:

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