

# THE CONNECTION

*Bringing faculty and students together since 1998*

**Montague & Associates 2007**  
**CEO: Mr. Jeffrey Montague**

**-Main Campus-**

**President:** Yuri Kurashima

**Vice President:** Kamille Edwards

**Finance Committee:** *Chair:* Amy Gatter

*Associates:* Jeffrey Stumpf

**Fundraising Committee:** *Chair:* Stephanie Schafer

*Associates:* Elisabeth Bender, Lauren Johnson, Thomas McCullough, Megan Sheaffer, Timothy Thiess, Nicholas Ventrola

**Marketing Committee:** *Chair:* Erika Bitzer

*Associates:* Danielle Coleman, Fakhri Methamem, Adam Thomas

**Newsletter Committee:** *Chair:* Stepheny Booker

*Associates:* Philip Canosa, Stephanie Hanlin, Erena Joseph, Jennifer Scattene, Kathy Tsai

**Volunteer/CPR Committee:** *Chair:* Kristen Cortez

*Associates:* Matt Aukett, Nikola Millen, Kelly Yemm

**Conference/ Membership/Meeting Committee:**

*Chair:* Sharanya Pattabi

*Associates:* Nathan Gullo, Ami Hoshino, Christina Luciani

**Project Committee:** *Chair:* Kamille Edwards

*Associates:* Mark Grossman, Alison Kreitz, Allison McDermott, Kyle Parks, Amber Thomas

**-Center City-**

**President:** Lucy Foerster

**Vice President:** Joshua Mann

**Finance Committee:** *Chair:* Nicole Smith

*Associates:* Kevin Daniels

**Fundraising Committee:** *Chair:* Rachel Sultzer

*Associates:* Dan Brady, Michael Willey, Kenneth Krantzer, Scott Pristas

**Marketing Committee:** *Chair:* Joe Kaer

*Associates:* Adam Preston, Bridget Clark, Daniel McNeil

**Newsletter Committee:** *Chair:* Michael Lembo

*Associates:* Nick Kraynak, Randall Cobb, Katharine Marshall, Gregory Parchment

**Volunteer/CPR Committee:** *Chair:* Kristin

*LoBiondo Associates:* Anthony Nelson, Justin Scariato, Shawn McConaghy, Russell Zimmerlin

**Conference/ Membership/Meeting Committee:**

*Chair:* David Madochick

*Associates:* Denise Bailey, Kevin Rafferty, Derik Comalli

**Project Committee:** *Chair:* Elaine Kourkoumelis

*Associates:* Andy Carl, Robert Stimmel, Matthew Marmorato, Daniel Fratantoni

## A Message From Our Presidents

There are three more weeks until we as seniors say goodbye to our classmates and step into the real world. Main Campus successfully finished its Networking Seminar Event and now it is Center City Campus's turn to put on the STHM Student Luncheon.

Synergy is defined as the interaction of two or more agents or forces so that their combined effect is greater than the sum of their individual. The two sections of senior seminar have learned that working together as a class will help produce better results. Support is a key ingredient when trying to pull off events like the networking seminar and the luncheon. With the synergy that has been produced, the goals and vision that we set up at the beginning of the semester have been surpassed.

The Main Campus group wishes best of the best for the Center City group on their Luncheon.

Sincerely,

Yuri Kurashima  
 President of Main Campus Senior Seminar

Lucy Foerster  
 President of Center City Senior Seminar



### *Inside this issue...*

Tourism News.....	2 - 3
Sports News.....	3 - 5
Hospitality News.....	5 - 6
Recreation News.....	7
Tales from the Industry.....	7 - 8

## Tourism

### Wireless Philadelphia

*By: Lauren Johnson*

In midst of a booming technological age, there are endless opportunities for growth and innovation. With much ambition and optimism, Philadelphia has embarked on a new mission for transformation and development by way of technology. The nation's most elaborate wireless network is being built right here in Philadelphia. This is no surprise considering it was here that Benjamin Franklin conducted many experiments that laid the framework for electrical development.



The mission of Wireless Philadelphia is to make high-speed internet more available and affordable in hopes of transforming from one of the least connected cities to becoming the most connected. The plan is called "Digital Inclusion" which is a process that will distribute affordable internet accounts to low-income households in order to help improve educational, employment, health and life opportunities within the community. The benefits of such a plan are endless but include greater accessibility to information, greater mobility, and faster, more convenient communication.

There will also be ten miles of "wireless hot spots" throughout the city including the Philadelphia Independence Mall area, Love Park, Benjamin Franklin Parkway, Washington Square, Reading Terminal Market, the Pennsylvania Convention Center, and other locations. All that you need to take advantage of these hot spots is a wireless computer or a handheld device. Wireless Philadelphia began a campaign launch in February titled "Make A Digital Difference", in which red banners were put around Rittenhouse Square, and will be moved throughout the city over the next couple months as means to help promote the "Digital Inclusion". They will also be organizing public events such as "Hot Spot Happy

Hours" to expose the new services they are embracing.

This plan helps citizens, businesses, schools, and the general community. Most importantly, it helps develop the tourism industry here in Philadelphia by helping enhance the experience of future tourists. They will be able to access information easily on a handheld device, get directions, make reservations for dinner, and much more. This is just another way that Philadelphia is becoming a strong and competitive leader in the industry.



DOUGLAS STEPHEN PLASTICS, INC.

### Adversity University: The Obstacles of an International Student

*By: Kevin Rafferty*

Going to college is hard enough for a lot of people. Now try to do it in a country of which you are not accustomed to. That would probably scare a lot of people away, and they would not take that risk. However, Temple University *has* those students who took the risk, and they are now getting a college education as an international student.

Their lifestyles, customs, and languages are just a few of the barriers that International students have to overcome in order to get their degree. I know that it takes a lot of guts to make the choice to go out of your comfort zone, but it has great rewards.

I know first hand what it takes to live in a foreign country while receiving an education. I spent six years living in Japan, including all four of my high school years. I had the advantage of going to a school that spoke the same language as me, but it was still tough living there. I am very thankful that I had the chance to be an International student in high school.

Since the world is becoming more global, students should have to study abroad at least one semester in their collegiate career. By taking the



risk and going to an unknown place, this allows the students to become more cultured, and they will learn valuable life lessons. Students need to also take advantage of all the International students that attend Temple. You can learn a great deal from someone who has traveled or grew up in other countries.

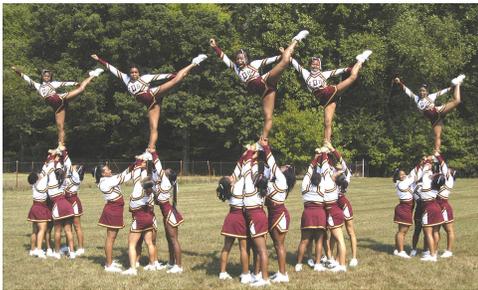
## Sports

### Cheerleading:

#### Beyond the Glitz, the Glam, and the Skirts

*By: Stepheny Booker*

When most people think of cheerleaders, they immediately think of bouncing, bubbly girls on the sidelines. Or perhaps you might think of George W. Bush, Katie Couric, Jamie Lee Curtis, Michael Douglas, Samuel L. Jackson, Vanna White, or Aaron Spelling, since they are all former cheerleaders. But the world of cheerleading has transcended this archaic reputation and is no longer a stationary activity on the sidelines to support other teams. Many cheerleading teams on the high school and collegiate



level are competing for national championship titles. Not all cheerleading teams are competitive, but for the

teams that are, they should be recognized for their athleticism. Noncompetitive cheerleading teams' main goal is to entertain the crowd on the sideline. It is fair to say that this is not a sport based on the definition of sport.

Cheerleading is not all glitz and glam. Yes, presentation does account for a portion of the team's score when competing, but more importantly, every cheerleading team strives to showcase their skills. Football players are recognized as athletes. Cheerleaders are merely recognized as the peppy

people on the sideline. Aside from the team-inspired makeup, death-defying stunts, and metallic pom-poms, cheerleaders are very similar to the athletic teams in which they root for every game.

Many competitive cheerleading teams practice as often as their football teams. When the football players are sprinting, the cheerleaders are hitting the pavement as well. When the player is not performing to the best of his ability, he drops down to the ground and gives the coach ten pushups. Cheerleaders are not exempt from this policy either. Football teams compete on the field to earn the respect of being the best; cheerleaders step on the mat to vie for the coveted title against other talented squads. Cheerleaders do not use weights for lifting; they prefer lifting people. Cheerleaders perform stunts that require a "flyer" to be lifted and catapulted in the air by a "base". Risky stunts like these require extreme concentration and skill. When it is time for training camp, football players and cheerleaders pack their bags for a skill building and team building experience. The only difference is that on the bus to camp, the cheerleaders are most likely singing at the top of their lungs. Every cheerleader must keep the spirit up at all times; it is the golden rule of the sport after all!

Despite the similarities that exist between the two teams, why must cheerleaders fight to be recognized as athletes? The same amount of blood, sweat, and tears goes into the sport of cheerleading. Cheerleaders do not use balls or other sporting equipment to play their game, but the spirit of competition and athleticism within the sport still very much exists.

### Curse in Philly?

*By: Amber Thomas*

Philadelphia sports fans need to come to the realization that Philadelphia hasn't won a championship since 1983, when the 76ers reined over the LA Lakers in a four game sweep. We have all heard the curse of the Bambino in Boston and curse of the Billy Goat in Chicago, but have you heard the curse of William Penn?



The curse was set when Philadelphia decided to build One Liberty Place in 1987. See, the city had a gentlemen's agreement (not written into law) that they would not build a building that stood taller than that of William Penn, atop City Hall. With the building of One Liberty Place, they broke that agreement, and it is believed that Penn, in his fierceness, fired back by ruining the one thing this city truly loves; it's professional sports! I'm sure a lot of you are not willing to face the facts but here they are: The Phillies last championship was in 1980; and only to win the pennant in 83' and 93'. The Flyers had back to back Stanley Cup wins in 74' and 75', and since then, they mire glimpses of championships to only watch it fade away into a new season. And, our beloved Eagles... enough has been said.



Even the horses that come out of our great city seemed to be cursed. Let me take you back to the 2004 Belmont Stakes. Smarty Jones was about to take the Triple Crown, only to lose to Birdstone, that horse thief! Then we have our much-loved Barbaro (R.I.P). He was favored to capture the Triple Crown in 2006 when the horse suffered a fractured right hind leg at the Preakness Stakes. Through pain staking surgeries and therapy, he was unable to be saved. He was euthanized on January 29, 2007.

I have presented you the facts and it is up to you whether you want to believe in the curse or not. But as an avid Philadelphia sports fan, I get tired of each year being let down. Maybe that makes us TRUE fans, though.

**Student-Athlete from Temple University's School of Tourism & Hospitality Management Drafted into the WNBA**

*By: Kelly Yemm*

Kamesha Hairston, a student athlete at Temple University, was drafted on April 4<sup>th</sup>, 2007 into the WNBA. After a long weekend of showcasing her skills in the leagues pre-draft camp, Kamesha was picked 12<sup>th</sup> overall in the first round by the

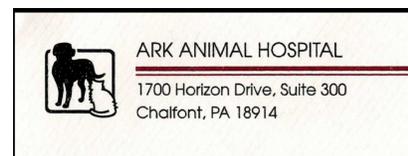
Connecticut Sun. In an interview with OwlSports.com head coach of the Connecticut Sun, Mike Thibault stated, "We're very happy with what we got in the first round. Kamesha Hairston is a terrific shooter, ready to shoot coming off screens, plays the two or three spot, has long arms and can defend. She needs to get a little stronger, but she fits the type of player we want. She's a good athlete."

Only one other player from Temple University Women's Basketball program has ever been selected in the first round draft to compete in the WNBA. Kamesha is a student in the School of Tourism and Hospitality Management and is studying for a degree in Sport and Recreation Management.

Kamesha began her collegiate basketball career after graduating in 2003 from Bowsher High School in Toledo, Ohio. Since then, Kamesha has been a Temple Owl Women's Basketball player. She has been able to increase her abilities at Temple University by learning from head coach Dawn Staley. At Temple, Kamesha has had a prosperous career where she has been able to lead the Temple Owls to many victories. This season, Kamesha has lead the A-10 conference in scoring, received A-10 player of the year, was consistently ranked in the top 20 for scoring in the nation, was named to the A-10 first-team and the A-10 defensive team, and helped her team make it to the second round in the NCAA playoffs.



The Connecticut Sun begin their training camp play on April 23<sup>rd</sup> and their season opening game is May 19<sup>th</sup> in Washington, D.C. Best of luck to Kamesha in her upcoming endeavors.



## Featured Professional Organization of the Month

### Information Technology: Managing Facilities and Business

*By: Mike Willey*

In order to manage a sports facility properly, a manager must be educated in theoretical practices as well as practical practices. Professionals today require a deeper library of knowledge than found in textbooks and research journals. Regardless of the industry, information technology is important in building and managing a business. According to the Information Technology Association of America (ITAA), information technology is: "the study, design, development, implementation, support or management of computer-based information systems, particularly software applications and computer hardware."

Sports I.T. ([www.sports-it.com](http://www.sports-it.com)) is a leading provider of information technology that enhances efficiency, productivity, and profitability in facilities and recreation centers in the sport management field. This company, which currently has five clients, is an example of increased desire of educational materials within the sport management field. The company primarily focuses on providing management products for members, clients, and schedules.

One of the most popular products provided by Sports I.T. is SAM 4.0. This product has been proven to increase efficiency, productivity and profitability in sports facilities and recreation centers. Organization is critical with this product, as it balances multiple aspects of managing a business and facility. Some of the managerial features of SAM 4.0 include security, facility scheduling, customer/member databases, web page development, and sales reporting.

In addition to software products, Sports I.T. has a variety of hardware products through association with the online company Totalbarcode.com. Items that businesses and facilities need are provided at Totalbarcode.com. Point of Sale

Systems, such as swipe readers and barcode scanners are available at their website.

Industry professionals can take their businesses and facilities to new heights with the help of information technology providers like Sports I.T. Information Technology consists of a broad range of applications throughout business. The application of technology within the Sport and Recreation field continues to be strong, as evidence by popularity of companies like Sports I.T.



## Hospitality

### Interviewing as an Art Form

*By: Nathan Gullo*

More often than not, the process of interviewing is associated with fear, anxiety, and the drudgeries of adopting a professional demeanor. Apprehensions of failure, appearance, and performance serve as a catalyst for failure and usually succeed in doing so. Interviewing, as I see it, is an art form such as music or theater that is comprised of many nuances that, when mastered, yield success and a unique feeling of excitement and self satisfaction.

Describing this framework requires a chronological examination of the interviewing process as a performance. The first stage is preparation. Any seasoned performer knows that the fastest road to success is practice and preparation. The same is true for interviewing. Selecting the right clothes, resume and cover letter preparation, developing business cards and researching the employer is integral to



success. In addition, it is imperative to know yourself, what you have to offer and be able to express those traits and qualities coherently. Once you have rehearsed until supreme confidence has been reached, you can let the show begin.

The first act of an interview is the greeting. Not unlike a painter, you have the ability to create an image of yourself. By making eye contact, giving a confident handshake and offering a sincere greeting with a smile you can create an image of yourself within others that is marketable and desirable. The importance of the greeting is unparalleled because first impressions are everything.

The second act is the actual interview. Due to my inability to prognosticate exactly what interviewers will ask, I can only offer advice on flow. Flow is the process of being totally engaged with your interviewers or audience. This engagement should be so encompassing that bad behaviors such as knuckle cracking and toe tapping are under control. I liken flow to the sounds of jazz. Just like jazz, you have to be able to roll with the punches and improvise. When they *bee-* you *bop*. Articulation under unexpected circumstances denotes poise and intelligence.

The third act is the dance. Now that you have finished answering the questions you have the opportunity to ask them. Up until this point you have been led around by your interviewers, now you have an opportunity to take the lead and show them your moves. You must ask substantive questions that concern you and make your interview unique. Showing that you can both reply to questions and ask them properly and intelligently shows you cannot only be led, but have the ability to lead. If only dancing were this easy.

The finale of our performance is the farewell. Leaving a business card shows professionalism while providing another firm handshake and fond farewell show grace and empathy. This is your curtain call so make sure you leave a lasting impression.

Hopefully this comparison will lighten the anxiety of the interviewing process. Remember that there are no intermissions so you must be on your game. If you do follow these tips and are able to express your desire to succeed in your industry an encore will be demanded: a job offer.

## The 8<sup>th</sup> Annual Networking Seminar “Back from the Future: Reflections of Alumni”

### Sponsor Spotlight

*By: Tom McCullough*

The 8<sup>th</sup> annual Networking Seminar, “Back from the Future: Reflections of Alumni” took place Wednesday April 4<sup>th</sup>. The event was a great success and proved to be very beneficial to the undergraduate



community as well as the vendors in attendance. Thank you to each and every student for attending and to each vendor who gave up their personal time to help with the development of the School of Tourism and Hospitality Management undergraduate community.

This event would not have been possible without our vendors and student body in attendance. However, it is vital to recognize and thank the sponsors of the event, without which the event would not have been possible. The Main Campus Senior Seminar class would like to extend a genuine heartfelt thank you to the following sponsors:

This year’s featured sponsor is Dutch Umbrella. It is brand new company, which launched its product in the Fairmount section of Philadelphia this April. Dutch Umbrella is taking advantage of



cutting edge technology to provide their clients with an innovative form of advertising. The company has created an umbrella sharing system in which the general public can take and use a Dutch umbrella and later return it to another

participating location. The company has devised a way to track their umbrellas with a new form of technology, giving them the ability to present their clients with information detailing the locations where the umbrellas have been taken and returned to.

Dutch Umbrella has created a competitive alternative to print advertising by providing advertisements on each pane of the umbrella, a comprehensive website capable of directing the

public to a variety of participating business, and finally acquiring data regarding the location and circulation of each client's umbrellas. For more information on this exciting new company, please visit: [www.dutchumbrella.com](http://www.dutchumbrella.com).

## Recreation

### Philadelphia: One Big Park

*By: Mark Grossman*

Not too long ago we had a brief taste of spring weather. Everywhere you looked, you could see people breaking out their sandals and dusting off their shorts. Footballs were being tossed, grass was occupied by readers and loungers, windows were open and park benches filled. But as soon as you could say, "Spring is here!" - Mother Nature dumped another heap of snow on us. Sandals were traded

#### *Save the Date!*

*Tuesday, April 24:*  
Rock-Paper-Scissors Tournament  
Maxi's Bar  
TU Main Campus, Liacouras Walk  
8:00 PM – 11:50 PM

*Wednesday, April 25:*  
STHM Greek Date Auction  
6:30 PM – 9:30 PM  
The Draught Horse  
TU Main Campus

*Saturday, April 28:*  
STHM Student Luncheon-  
11:00 AM – 2:00 PM  
Hyatt Regency Philadelphia at Penn's  
Landing

back for boots and footballs for shovels. Well things are starting to look up again (for a longer spell we hope). Those unsightly mounds of off-white snow are gone and the air is warmer. So once again we can throw on our sunglasses and take advantage of the outdoors. And what better way to enjoy the climate then by going to one of Philadelphia's 200 parks.

Start off with one of the city's most famous, Rittenhouse Square. This 6 acre park is located in the heart of the city and hosts a passive atmosphere where dog lovers and artists share strolls. Or you can take the L train to the east side of the city and check out Washington Square named after our first president and the monument to the soldiers of the revolution. Looking for some more action? Then grab

your bike and take a ride down Kelly Drive alongside the Schuylkill River. For the lovebirds out there, head over to the Reading Terminal where you can browse the vast quantities of shops for food to throw in your picnic basket. So whatever your preferences may be, Philadelphia's Fairmount Park system has a park for you. Give one a try. They are easily accessible, can be found almost everywhere, and best of all- they are free.



### "Temple B. Moore" Community Service Event

*By: Matt Aukett*

On Saturday, March 24, 2007, the Temple student community banded together to assist our neighboring North Philadelphia community. The "Temple B. Moore" community service event attracted about 1,000 student-volunteers to help clean up the surrounding community. Playgrounds, schools, housing communities, and streets were met by Temple students ready to eliminate the trash and debris. The trash was collected, flowers were planted, playgrounds were restored, and walls were painted. The Temple students did their part to keep the North Philadelphia area as clean as the campus itself.

While cleaning up a playground on 11<sup>th</sup> and Montgomery, I was surprisingly visited by one of Temple's figureheads. Al Golden, the head coach of our Temple football team, strolled over to assist in cleaning up. It was interesting to see such a busy man take the time out to give back to the community. He greatly appreciated seeing so many dedicated students come out on a Saturday morning to eliminate the filth that surrounds the area. Overall, the "Temple B. Moore" event was a great success and I look forward to another



## Tales from the Industry

*We've all been there. It's your first day on the job, and you've already had the worst day of your life. By the time 9 AM rolls around, you've spilled coffee on your suit, broke the new company fax machine, and called your boss by the wrong name. Here are some first-hand accounts of industry bloopers, bizarre stories, and sentimental tales.*

“Working game day operations with the Phillies, I learned that anything can happen. I found out during one game just how important it is to be able to act quickly when something goes wrong. We were doing an on field presentation to award trophies to the winners of the baseball and softball Carpenter Cup Championships. The teams were all-star high school players who competed by region in a week long tournament. The two teams were called out in the middle of the 5<sup>th</sup> inning, assembling along the third base line. We waited in the third base tunnel as their names were called, and were instructed to bring out the trophies after the last name was announced.

Sure enough, half way through the announcements, the bat in the hand of the men's trophy became loose and fell off. Everyone looked at each other wide eyed wondering what we should do next. Quick thinking, I noticed that one of the ball girls was chewing gum. I thought to myself, “this is the type of thing that only works in the movies”, but I figured it was worth a shot. I quickly asked the girl for her gum, and she handed it over with a puzzled look. The looks that my co-workers shot me suggested that they also thought I had lost my mind, but we all figured it was worth a try. It wasn't perfect, but sure enough, it held. We fastened the bat into the hands of the trophy using the gum, and were able to bring out a (somewhat) normal looking trophy for the presentation. After the ceremony, we took the trophy back to find a more permanent solution to the problem. This just confirmed for me the importance of being able to embrace a sticky situation. ”

- Phil Canosa

“I am a true Jersey girl at heart who has lived in a small town all of my life. My junior internship

experience at an entertainment law firm required me to be in Center City Philadelphia because that is where the office was located. I was nervous from the start, and the fact that I did not know my way around the city made me extremely uneasy. One day, my boss asked me to run to a cell phone store that was a few blocks away to make a purchase for him. A feeling of utter dread washed over me, but I quickly recovered and told him, “No problem.” I was confident that I knew where I was going, and I walked out the building and began my journey. And a simple trip to the cell phone store was truly a journey! I ran back and forth for 45 minutes between streets trying to find this store that was only supposed to be 2 blocks away! Just as I was about to admit defeat, I found the store and quickly made my purchase. When I finally returned to the office, the other interns were telling me that the boss was about to send out a search party for me. My boss thought it was hilarious that I could not find my way around the city! I don't know if I could say the same thing!”

- Stepheny Booker

“In Tokyo, especially during the frenzy of rush hour in one of its major train stations, the bustling traffic of people resembles more of a wildebeest stampede than commuters. One summer morning, I was wearing my pair of black heels with no strap-support backing. Typically, I take the train to work. Even though the commute is only two stops, I must leave at least an hour before work begins. Because the morning train becomes over-crowded, white-gloved station attendants either push people or use a soft pole to poke commuters into the train. One morning during my commute, I was stepping out of the train and someone from behind stepped on my shoe. Unfortunately, my shoe fell off my foot and into the gap between the train and the platform! Until that man returned with help, I stood at that location on one foot for about ten minutes.”

- Kathy Tsai

*If you have any funny, crazy, or heartwarming tales from the industry that you would like to share, please submit to Philip Canosa at [pcanosa@temple.edu](mailto:pcanosa@temple.edu). (To all of you professionals already working in the industry, don't be shy. We would LOVE to hear from you too!)*