



**Senior Seminar Main Campus Presents,
“Open Minds, Open Doors”**

By: Katie Festa

Hotel sales, event planning, facility operations management, and park recreation...

These are just a few of the many career options which will be presented to the students of Temple University’s School of Tourism and Hospitality Management at its 9th Annual Networking Seminar. Every year, under the guidance of Assistant Dean Jeffrey Montague, the senior seminar class holds an exciting event which will allow students to network with professionals in the industries of tourism, hospitality, sport, and recreation. This year’s event is being held on Wednesday, April 16, 2008 at the Liacouras Center; conducted as four, fifteen minute roundtable discussions and will include two guest speakers.

The Networking Seminar provides students with the opportunity to network in a low pressure environment with representatives from organizations such as Harrah’s Casinos, Hyatt Hotels, The Philadelphia Eagles, and Turnkey Sports and Entertainment. Students and professionals are able to speak about career development, new industry trends, and recommendations for professional growth. In addition, vendors can field questions regarding their organization or the industry as a whole. Ultimately, it is an opportunity for students to explore their career interests through interacting directly with industry professionals.

This year’s Networking Seminar is themed, “Open Minds, Open Doors.” This production is led by the project committee chair and committee members with cooperation from the entire senior seminar class. An event of this magnitude could not be a success without full support from budgeting, fundraising, marketing and sponsorship efforts.

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Students experiencing the 2007 Networking Seminar



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Networking

(Cont'd from p.1)

The class has already begun implementing different fundraising efforts in order to finance all of the components of the event. The central goal of this semester is to raise a sufficient amount of money to fund the event, while contributing as much as possible to the Senior Seminar Endowed Scholarship Fund. This scholarship exists to financially assist a senior student's non-paid internship experience.



In order to make this year more successful than the previous years, the project committee plans to have at least thirty professional industries/companies encompassing different areas of the industry. With such diverse representation, you will be sure to make connections at the 9th Annual Networking Seminar.

Remember to save the date: Wednesday April 16, 2008 from 4pm-8pm. See you there!

Professionalism

Networking 101: How to Work a Room

By: Samantha Wilson

Are you planning to attend the Networking Seminar? Do you feel uneasy, nervous, and scared? While this is normal, it is important that these feelings do not overwhelm your ability to benefit from the Networking Seminar. In order to gain the most from the opportunities presented, preparation is essential. Here are some tips to get you ready to network!

(Cont'd on p.3)

Be prepared to step out of your comfort zone!

Often times individuals resign themselves to the fact that they are simply timid and not outgoing; traits that are a part of a personality and unchangeable. It is important to realize that attitude is everything when you enter a room for networking purposes. Thinking positively can help overcome some of the social roadblocks that stand in the way of your ability to take the lead in networking situations.

Practice, practice, practice!

It may seem silly, but standing in front of a mirror and practicing an introductory statement will help the words flow naturally and confidently when speaking with industry professionals. An introduction statement should be about 8-10 seconds long and can be as general as a name, area of study and field of interest, or something catered specifically to the company representative with whom you are speaking.

Get feedback on your networking style.

While it is recommended to branch out and separate from your friends and social circles, it can also be helpful to have someone critique your networking style. Pick a friend or even a business contact that you trust to be candid and honest. These people will be able to tell you exactly how you come across in conversations and ways that you can improve your style.

Keep in touch.

The business cards that you receive from networking are not meant for collecting. They are meant for practical use. The vendors that will be present at the networking seminar are potential internship sites and future employers. Making the connection *once* at the networking seminar is a step in the right direction but not the end of the road. Use the email address you acquire to send your “network” quarterly greetings and updates. This will let your contacts know what you are doing and what you’ve accomplished and most importantly keep YOU in the front of their mind.



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Dressing the Part

By: Yana Makhnovetsky

Hospitality is synonymous with professionalism. It is nearly impossible to walk into any hotel, casino, or fine dining restaurant without finding people in professional attire. Think of when you enter an establishment and are in need of help. Do you not always gravitate to the person wearing the suit and/or tie? The way they are dressed is not the only factor in conveying their authority, position, or influence; however, it certainly helps them play the part.

It is important for women entering the professional arena to understand what the corporate world has in store. Women should learn to stand out in a different way than showing off body features or bringing attention to their jewelry, make-up, or hair. A dark navy or black suit with a light-colored collared shirt is the perfect corporate-friendly attire. Skirts are appropriate of course, but pay attention to your hemline. A skirt should not hit above your knee, rather it should rest in the middle of your knee or right below. Slits should remain only on the side of your skirt or be non-existent.

(Cont'd on p.4)

(Cont'd from p.3)

A skirt with a slit in the back, no matter how loose the skirt; will rise and open too much, distracting from a professional look. A slit in the front will be difficult to sit and stand up in.

Shoes speak volumes about who you are. Scuffs show that you are in a hurry and overlook details, while polished medium high heels for women show that you are confident and prepared. A flash of color in your shoes or the bag you carry also conveys confidence and shows your individualism. Be careful of being too flashy; stick with the basics in your clothing and add a red briefcase to show some personality.

Men, you may think that you have it so much easier but the mistakes you make could really cost you. Learn to pay attention to details. Your socks must be dress socks and match the color of your suit. If you are wearing a dark suit, wear black socks. If the suit is grey or any natural color go with a nude sock or stick with basic black. Match your shoes to your belt, do not cuff your shirt, and if the button is there-use it. Be mindful of matching tie to shirt, then shirt to suit. Be able to play with color, and when in doubt, ask a woman.

Always keep your jewelry small and simple. Ladies, wear make-up to bring attention to your eyes, and use it to make you look alert and awake. Do not cake on make-up, or you will look like you are hiding the real you. Wearing the right suit won't get you the job, or allow you to keep it, but it could help. Walk out of your house each day and when you pass a mirror, if something catches your eye- take it off or tone it down.

How to Manage and Master Telephone Interviews

By: Meagan Kearney

There is nothing more nerve-wracking than a one-on-one interview, except maybe a phone interview. Historically, the main purpose of a telephone interview was to reduce traveling expenditures for out-of-town candidates. Today, this interview technique is regarded as a highly successful method of screening and eliminating potential job candidates prior to face-to-face interviews.

These phone interviews are not as easy as they seem; mostly because the interviewer must judge your entire character over the phone.

This critical conversation could make or break your chances of an interview in-person. However, here are some steps you can take to prepare yourself before and during this interview process:

- Practice your conversation over the phone. Ask a friend to ask the typical questions you may be faced with and if possible, record your conversation to see how you sound. It's only after you are caught on tape that you will notice the unprofessional "uhs", "ums", or "likes".
- Have your resume and cover letter in front of you during the interview for extra assistance.
- Compile a short list of your strengths, weaknesses, questions and accomplishments for review.
- Do not smoke, chew gum, or eat, while conversing with your interviewer.
- Do keep a glass of water handy! Nervousness and lots of talking can lead to a dry mouth.
- Sit or stand up. This makes your voice sound stronger.
- Smile. Smiling will help project a positive image to the listener and will change the tone of your voice.
- Speak slowly and communicate clearly.
- Use the person's title (Mr. or Ms. Smith). Never use "Mrs." - it's a mistake to assume a female is married!
- Take your time - the interviewer will understand if you need a moment to collect your thoughts.
- Use the technique of repeating or re-phrasing questions. It tells the caller that you listened carefully, and gives you time to think about your answer.
- Remember to show interest in the position and thank the interviewer before ending the conversation.
- And finally, follow-up with a thank you letter!



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Conferences

Exceeding Expectations

By: Nadia Forte

“Educate in order to aid in the recruitment, retention, support, and advancement of minority students in the hospitality industry. Build and maintain relationships between hospitality professionals and minority students in ways that encourage lifelong commitment to the organization.”

This is the organizational goal of the 19th Annual National Society of Minorities in Hospitality (NSMH) conference held in Pittsburgh on February 21st – 24th was an experience that exceeded all expectations.

Their annual event delivered this message and provided a wealth of information through various workshops covering topics such as “Women in Hospitality” and “Minority Franchising and Entrepreneurship.” An evening of networking was provided in suites hosted by Walt Disney World, Starwood Resorts, Hyatt Hotels & Resorts, and other widely known hospitality industry players. Additionally, a career fair hosted numerous companies across all fields and provided exciting opportunities to interview in private booths on the spot.

Twenty seven strong represented Temple University’s School of Tourism and Hospitality Management and embraced all that this three day event had to offer. The results were opportunities to network and interact with Human Resource Directors, General Managers, Regional Managers, and Vice Presidents; receiving on the spot interviews and for some, job offers!

Diversity is one of the most talked about topics today in the corporate world and companies are embracing the concept at all levels. This conference is just one example showing the commitment that today’s top executives in hospitality have in searching for tomorrow’s diverse managers and leaders.

A Wave of Change

By Jessica Tkachuk

What comes to mind when you envision flashing lights, bells, whistles, tacky carpeting, even an ocean view?

Atlantic City Casinos? Try the New Jersey Recreation and Park Association (NJRPA). The NJRPA held their 33rd Annual Conference in Atlantic City, New Jersey, appropriately entitled, “Waves of Change,” on March 3, 2008. The industry is finding itself battling inevitable changes in the areas of demographics, funding, politics, and technology. This transformation, along with the keynote speech by Ian Hill, embodied the theme of the conference.

Ian Hill delivered a heartfelt speech opening with, “You don’t need to be sick to get better.” Mr. Hill explained that as members to the industry, we must be prepared for change. The purpose of professionals in the park and recreation industry is to create and deliver experiences to the people; some who heavily depend on recreation and community centers. Transformation is required from everyone as everything around us is constantly changing, “If you are still leading how you were 10 years ago, you’re missing the boat.”

Change is frightening and complex. For some, it is easier to maintain the status quo rather than embracing and managing this transforming world around us. If industry professionals are unwilling to adjust, the people we serve lack enhancement and enrichment in their lives. To ensure the well being of these people, the NJRPA held a conference entitled “Waves of Change.” It serves as a tool for professionals to utilize and place into practice.

“Do what you’ve always done; get what you’ve always got.”



Ian Hill

www.thebanbanpoint.com

How Safe is Safe Enough?

By: Eric Fritz

Safety advocates and youth sports programmers are committed to applying pressure for drastic changes in the rules and equipment of youth sports. Pending legislation in New Jersey could make Little League Baseball a significantly different game.

Gregg Heinzmann, director of the Youth Sports Research Council at Rutgers University, presented some intriguing information at the New Jersey Recreation and Parks Association (NJRPA) 2008 Conference. Several pending laws in the state of New Jersey could radically impact youth sports, specifically Little League Baseball. One such law would prohibit the use of any non-wood bat, while another would require all children under the age of 13 to wear an athletic heart protector during games. A third adjustment to the rules would put a limit on the number of pitches little leaguers are allowed to throw per game, week, season, and year. *(Cont'd on p.6)*

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This law would also prohibit any type of breaking pitch (curve balls, sliders, etc.) from players 9-14 years old.

The main cause of these changes is the highly publicized cases of Commotio Cordis (CC). In Latin, this translates literally to “commotion of the heart.” Typically CC is the result of a sudden, blunt, non-penetrating trauma to the anterior chest resulting in immediate cardiac arrest and sudden death. Commotio Cordis is the second leading cause of death in young athletes. During each heartbeat or cardiac cycle, there is a 15-millisecond period of vulnerability. One would have to get struck at a precise location by an object with a great deal of force during this minuscule window to experience Commotio Cordis. Although it is very rare, it is the gravity of this condition that frightens many into action.

So what should the future professionals in the sports management industry do? Use softer balls? Ban all non-wood bats? Require kids to wear athletic heart protectors? Or follow Heinzmann’s plan to simply coach young athletes with the proper fundamentals; to always play hard, to the best of their ability, and the right way? Merely following Heinzmann’s example may be enough to minimize the risk.

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An Exciting Conference Preview

By: Chris O’Brien

On March 28th and 29th, approximately twenty Temple University students will commute to George Washington University for the Sports Events Marketing Experience (SEME). The SEME East Conference will provide the opportunity to network with industry professionals which could lead to senior level internships.

Taking place in Washington, D.C., the SEME East Conference will feature a panel of recognized industry leaders from around the country. The opportunities to network appear endless with speakers ranging from Donald Dell of SFX Sports, to Becky Heidesch, the CEO of Women’s Sports Services. Whether one is hoping to secure an internship in the NBA or simply exchange business cards with Dave Morgan, the Deputy Sports Editor of the Los Angeles Times, the SEME East Conference allows attendees unparalleled access to industry experts.

The two-day conference will include discussions on an array of topics including: Event Management and Marketing, Facility Management and Operations, and Sports Travel and Tourism. Attendees will be participating in interactive breakout sessions to discuss these various topics. A Career Fair will also take place, making available representatives from the four major league sports arenas such as the NBA, MLB, NFL, and NHL, along with many other organizations. This will be an excellent opportunity for students to market themselves in the hopes of attaining a highly-competitive internship or entry-level position. All of those in attendance will also

be given a tour of Nationals Park, the Washington Nationals newly-constructed \$611 million stadium, set to open this season.

The SEME East Conference is a tremendous opportunity for those aspiring to be major players in the Sport and Event Management industries. Between meet-and-greet opportunities with industry leaders, break-out discussions on major industry topics, a job fair, and a tour of a brand-new baseball facility, this experience will be highly beneficial for all who attend.

Editorials

Open Minds, Open Doors

By: Jessica Smeriglio



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As a freshman, I majored in Journalism. After a year of dry curriculum and basically no insight into future career possibilities from my peers or instructors, I decided it was time for a change.

During my sophomore year, one of my co-workers happened to be a senior in the School of Tourism and Hospitality Management (STHM), with a major in Sport and Recreation Management. When she spoke of her various internship experiences and hopes for the future, I was bowled over by her enthusiasm.

About a week later, I changed my major to Sport and Recreation Management and never looked back. Right away I noticed the difference between the other

school I attended within Temple in comparison to STHM. The difference was the STHM’s efforts to reach out to its students with opportunities for their futures.

One of the most effective traditions the school carries out is the Annual Networking Seminar, which is planned and executed by the Senior Seminar’s main campus branch. This networking event is pure genius, as it is planned by students for students.

Only students know what students want, and with which companies they would like to build careers. I have attended every networking seminar since sophomore year, and each year this event has truly opened my mind to the variety of opportunities available in our industry.

Take my advice; be sure to attend this year’s Networking Seminar, which is cleverly themed, “Open Minds, Open Doors.” These doors are now open; it is up to you to close them!

Expect the Unexpected

By: Brooke Esposito

Nervous. Anxious. Intimidated.

All three of these descriptors summed up my demeanor as I stepped into my first face-to-face interview with an industry professional. This brief meeting would have a profound influence on my entire career! I maintained a smile on my face at all times, and I made sure to avoid using the words “um” and “like”.



www.agoracosmopolitan.com

As the interview progressed, I began answering general questions regarding my reasons for being a part of the hospitality industry, and I became surprisingly comfortable. The conversation flowed easily between me and the interviewer. Things were going well; I didn’t even have to force the smile anymore.

Until the interviewer hit me with this:

“The CEO of Sony comes to the front desk demanding a helicopter in three minutes, how do you handle the situation?”

The question was so unexpected. I looked at my interviewer like a deer in headlights and told him the first thing that came to mind, “Yes, sir”. Hospitality protocol, after all, is to never say “no” to a guest. After that, my nerves got the best of me and my brain shut down. I had no further explanation for the interviewer.

The interview did not last much longer after that, but I learned a valuable lesson – it is impossible for a hotel manager to get a helicopter in three minutes, but 30 minutes is manageable, especially for the CEO of Sony.

Senior Seminar Alumni Spotlight - Erin Drobny

By: Craig McAllister

Temple University is a school that prepares students for the future.

Erin Drobny can attest to that.

A September 2006 graduate from the School of Tourism and Hospitality Management, Erin used the skills learned in Senior Professional Development Seminar to land the position of Database Marketing Coordinator for Comcast-Spectacor. The main objective for Erin and her staff is to obtain consumer feedback for the Philadelphia Flyers, 76ers, Wings, and Phantoms in order to best serve the fans of each respective sport. Giving the fans exactly what they want is what drives Erin to succeed.

“Knowing what fans want and noticing the current trends ultimately lead to what the teams are looking for – ticket sales and customer loyalty.”

Erin desired to pursue a career in sports because of the creativity involved in the marketing the industry. Serving as a member of the fundraising committee in Senior Seminar, she developed her creativity while also improving her ability to work under pressure in a time-sensitive environment.

The Networking Seminar also proved fruitful for Ms. Drobny. At the event, Erin made the industry contact that would help begin her career, and is now delighted to be working for Comcast-Spectacor. She explained, “What I like best about this company are the friendly, outgoing, passionate people and the opportunities to advance and succeed. Would I recommend Comcast-Spectacor to future Temple graduates? Yes, very much so!”

When asked to give advice to the Temple underclassmen, Erin adamantly professed, “Work hard. Don’t slack. Keep all of the relationships you form. Always keep networking. Always write thank-you notes. Be sure to make a lasting impression. And do not mess up the opportunities Temple is giving you!”

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Upcoming Events

Purchase 50¢ Pretzels to support Main Campus Senior Seminar

Dates: March 26th
April 2nd, 3rd, 8th, 9th
Time: 10:30AM-12:30PM
Location: Student Activity Center

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

Dates: March 19th
April 7th
Time: 5PM-8PM
Location: IBC Center

Join us at the Draught Horse for a chance to win exciting items during the Donation Affair.

Date: March 27th
Location: Draught Horse

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

Special Thanks

Jodi Weisberg-
Program Manager of Communications and Creative Services
Fox and STHM Communications Department

Kyle Sawdey-
STHM PR/Marketing Intern
Fox School of Business

Peter Fenelon and Mark Skowron
(STHM Luncheon Invitations)
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(STHM Luncheon Commercial Director)
Temple University Film Student

Upcoming Issues

- Issue 3: Unique Opportunities in the Field
- Issue 4: Future of Philadelphia
- Issue 5: Senior Seminar Reflections

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