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Project Committee: *Chair:* Kerry Boytin
Associates: Mitchell Leff, Janie Townsell, Shervonda Carr

A Message From Our Presidents

Another semester has ended in our college career. However, this semester in particular has a strong significance, as it is our last semester of classes and time with friends we have made over the past four years. Come January, Senior Seminar students, will be embarking on new internships, and for some, new cities. Our class, Senior Seminar, has proven to be both the challenging and character-building experience we expected it to be. As presidents of both Main Campus and Center City Senior Seminar classes, we have led our fellow classmates in the successful completion of two events, the 15th Annual STHM Career Day and the 4th Annual STHM Semi-Formal. In addition, we have helped our classmates in the development of business professionalism, volunteerism and networking experiences. We would like to thank our inspiring professor, Mr. Jeffrey Montague for his continued dedication to developing the future Tourism, Hospitality, Sport, and Recreation industry leaders. In closing, we would like to wish the best of luck to our fellow classmates in their upcoming senior internships and future careers.

Sincerely,

Amanda Ream

President of Main Campus Senior Seminar

Jeremy Seglem

President of Center City Senior Seminar

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School of Tourism
and Hospitality Management
TEMPLE UNIVERSITY

We Will Never Forget the Night in Cherry and White

By: Mitchell Leff



On the first day of Senior Seminar, a nervous tension filled the room. We were all sizing each other up, like a poker player trying to read the opponents. Who could be trusted? Who would step up and be the leader? These were the questions that were running through my head and undoubtedly others. As the semester went on the tension shifted from fear to comfort and confidence. We began to rely on one another instead of one person assuming all of the responsibilities.

Our true test of team work and professionalism came in the form of the Semi-Formal on December 1, 2006 at the Top of the Tower. Months of organizing, fundraising, marketing, and planning were finally going to be implemented in order to put on an STHM event like no other. If you were not fortunate enough to attend the Semi-formal, let me describe the evening's events. The event began with an elegant cocktail hour where beverages and food were served and the mood was set by a Jazz band, The Triple Chivas. Some of the stand out hors d'oeuvres were; lemon pepper chicken skewers, mini hot dogs, vegetable curry samosas, and mini pizza's that struck a striking resemblance to Joe Corbi's Pizza. Aside from the food, the cocktail hour gave us a chance to interact with professors, fellow colleagues, and family members in an elegant and non-business like setting.

The social hour ended and everyone made their way to the main dining room for dinner and presentations. Our class president, Mr. Jeremy Seglem, captivated the audience with his humor and commanding presence as the master of ceremony. If there was a Senior Internship for stand-up comedy, Jeremy would have already secured a position. The hard work of those who excelled in the class was also recognized. Awards were given to the most outstanding students for their hard work and dedication. Dorsey Spencer, the class fundraising chair, had the honor of handing over a check for \$5,000 to the School of Tourism and Hospitality Management's Associate Dean, Dr. Barber for a future student scholarship.

Senior Seminar would be nothing without our CEO, Mr. Montague. Our class president said it best when describing our leader, "Mr. Montague is, and has been, a teacher in every sense of the word." His guidance and experience inspires us to hone our skills and become as passionate about our careers as he is with his. To show our appreciation for all of the work he did for us, we presented him with a class gift. The gift was a Human scale ergonomic freedom chair that will replace his preexisting uncomfortable chair. I have sat in many chairs in my day, but nothing quite equaled the comfort and style of this chair. A name plate was also created for the chair. The inscription read, CEO Montague, TUCC, Fall 2006, and our class credo "Second to None." Kerry Boytin, project committee chair, ended the dinner with the closing remarks.

The hard-work was done, and now we could cut loose on the dance floor with the entertainment provided by Dance Party DJ's. Unfortunately there were no talent scouts from Dancing with the Stars because there were dance moves on the floor that everyone should have seen. The award for best dancer had to go to Scott Pristas who pulled out his best John Travolta moves and Gwendolyn Gailliard for her perculator dance. The lights came on around 11:30 p.m. bringing an end to the dance and the semester. We entered the semester as a class and left the formal as a family. This experience has been second to none. I wish the Senior Seminar Fall 2006 class the best of luck in the future and to never forget the good times the past has created.

Jackpot! : STHM Senior Seminar Poker Tournament

By: Elena Hekimian and Kiana Johnson

On Saturday December 2, The Senior Seminar Main Campus Class held a Texas Hold'em poker tournament at the Fox Gittis Room located within the Liacouras Center. The tournament started at 5pm and lasted 7 hours. In addition to the 70 pre-registered contenders, 38 poker players showed up at the event to battle it out for the grand prize of the innovative Playstation 3.

The biggest obstacle of creating this event was getting our hands on a Playstation 3. People were waiting in line for their Playstation 3 four days before its launch date on November 17th. Only 32 were in stock at the Best Buy on Columbus Boulevard in South Philadelphia, where two Senior Seminar students held spots 16 and 17 to purchase the \$600 system. With a combined class effort, we took shifts waiting outside through the weather that ranged from sunshine to heavy down pour. Eric McDade, Trent Merritt, and Olivia Shupp all took the night shifts and spent some time helping out during the day. Eric described waiting in line for 72 hours as "An amazing experience that I would not hesitate to do again. It was great for our classmates to come out and show their support." Three days after waiting in line, Eric, Trent and Olivia finally were able to purchase the Playstation 3 without any problems.

The next three weeks were filled with planning and marketing techniques. Jordan Manske was a critical factor in this planning process as he has previous experience in professional poker tournaments and imperative knowledge about the game.

When December 2nd approached it was time to implement the event. We had a fantastic turnout totaling 108 players and had enough resources to provide a full experience for everyone who wanted to

contend for the Playstation 3. With blind bidding amounts systematically increasing throughout the tournament, half of the 14 tables that started the tournament were eliminated within the first three hours. However, once we got down to the final tables and the players got closer and closer to the grand prize, the pace of the game began to slow down considerably.

The final table of eight competitors was an eclectic group full of people from all backgrounds and a sole female fighting for the game system. Slowly, the table was down to the final three that began battling hard at the late hour of 12am. The chip leader kept changing, but no one was quite willing yet to make the dangerous move to go "all in."

An hour later the players were hungry, tired, and on edge concerning who was going to pull away with the grand prize that sat prominently on the contenders table. Partially with skill and some luck, freshman Kevin Busted came out on top. Immediately concluding the reveal of his winning hand, he

immediately grabbed the Playstation 3 and gave it one big hug! Busted gladly took a captivating picture with his precious prize with the biggest grin possible.

The event came to close at 1am, and brought in over \$2800. Everyone who took part in the tournament was very impressed with the outcome. The event was implemented perfectly. There was not one glitch the entire night. This type of event is something that our class strongly recommends to future Senior Seminar classes. The sole key to the event's success is obtaining an exclusive grand prize such as the Playstation 3. Even if it requires waiting in line outside of Best Buy for three full days.



Inside Senior Seminar

TUCC Senior Seminar Committee Descriptions & Reflections:

Conference/ Membership Committee

Being a part of the Center City's Senior Seminar Conference/Membership Committee involved informing the class about upcoming, industry related conferences and making sure that they attended at least one. Our committee was also responsible for making sure each senior seminar student joined a professional organization. By enforcing both the conference and memberships the class is promoting both professional development, and resume building.

Volunteer / CPR / FIRST AID Committee

During the semester the Volunteer / CPR / FIRST AID committee was able to achieve its goals by coordinating a total of six volunteer events. To date most of the students in the class are both CPR/FIRST AID certified. The committee also organized a day for speakers to share their internship experience and give valuable advice on how the class should approach the next step of our academic carrier.

Project Committee

The committee produced the annual Semi-Formal: "Winter Masquerade: A Night in Cherry & White," an elegant event that took place at the Top of the Tower. The planning of this event gave me a true look at the dedication and time that it takes to put a great event together. My committee was a great help and the event would not have happened without their help. Senior Seminar and the Semi-Formal will be a memory from Temple that will remain with the class forever.

Marketing Committee

Being a chair-person on the executive board has benefited me in two ways. It gave me a lot of experience working with people of diverse backgrounds who all had unique personalities and different ideas to bring to the committee. It also kept me on my toes and up-to-date with what was going on in the class because of the regular meetings we had outside of the classroom. People may complain that every committee has that one individual who did not pull their weight but that was not the case with the marketing committee.

Fundraising Committee

This semester fundraising was phenomenal. The class did a total of eight different fundraisers. The goal was to have fundraisers that were both new and innovative. One of those included the first ever Homecoming Penny Wars between student organizations. Due to their hard work and dedication the class raised over \$11,000 this semester, not including ticket sales from the Semi-Formal."

Budget/Finance Committee

The support that the Center City Finance Committee received from the class made working together a pleasure and a worthwhile experience. The importance of keeping the budget and financial records up to date was invaluable to our overall success. Organization and communication were key in keeping everyone updated on each transaction. Our end result was a pleasant surprise to everyone and something that we will forever be proud of.

Newsletter Committee

The newsletter committee is the only committee in which Main and Center City Senior Seminar Classes work together on a project. Both classes combined efforts are put forth in order to produce four newsletters. Each member has been able to become familiar with the process and timely effort it takes to create a diverse newsletter for everyone to enjoy.

Main Campus Senior Seminar Committee Descriptions & Reflections:

Fundraising Committee

The fundraising committee was successful in its completion of multiple fundraisers. A few of the fundraisers involved selling lottery tickets and donation affair tickets. Producing events such as the Poker Tournament and the Athlete Date Auction were also fundamental to our success in raising over \$16,000.

Project Committee

The project committee's main responsibility was the planning, organization and running of the 15th Annual School of Tourism and Hospitality Management's Career Day. The planning of Career Day was a long process that tested all of us. However, in the end our teamwork, organization and hard work paid off with the successful running of Career Day on November 8, 2006.

Marketing Committee

In the beginning of the semester, three major goals were fashioned by the committee: to have the website available to students by October 1, 2006, to create a projected budget that is accurate to the actual budget, left a small margin of errors, and tremendously increase the attendance of students to the 15th Annual Career Day. Throughout the semester, the members worked together to implement and accomplish our goals. While all goals were reached, the attendance at Career Day far exceeded those of the past at nearly 100 more attendees than the projected goal. The experiences of the Marketing Committee have been successful and memorable ones and a major contribution to the class.

Budget/Finance Committee

During the semester I have found that the most important factor when working on the budget was to make sure it was always current and up to date. The constant changes, especially towards the end of the semester, always needed to be taken care of as soon as they occurred. Our budget did not end up as we

had anticipated in our original projections, however, this was expected, as it was only an estimate. We did our best to keep the class updated with any changes by sending out the budget whenever there were withdraws or deposits. We learned that organization was the biggest key to keeping the budget committee successful.

Volunteer / CPR / FIRST AID Committee

As the Volunteer/First Aid Committee, teamwork was the key to our success to accomplish our goals and tasks set forth. Planning and implementing volunteer events and coordinating first aid and CPR certification allowed us to see the importance of these tasks for our future. As a committee we know that volunteer work will always be a part of our lives and help us become well-rounded individuals. We successfully implemented and completed 11 volunteer events throughout the course of the semester and certified 38 students in CPR/First Aid and AED.

Conference/ Membership Committee

Being a part of the Seminar/Conference/Meeting and Membership committee has given us a well rounded experience of industry networking and professionalism. We have had the opportunity to take part in numerous conventions and special events in various settings. We have learned to work cohesively as a team with the members of our committee, and with our class as a whole. This learning experience has helped to shape and prepare us for our future professional endeavors

Newsletter Committee

The Newsletter Committee has effectively produced four newsletters with the coordinated assistance of the Center City Newsletter. This effective production was accomplished through teamwork, creativity, and focusing on our goals. Our responsibilities included creating, editing, and producing informative articles. It was also our responsibility to compile these articles in a consistent format. The articles had to meet a high standard while we ensured that they informed students of recent industry events and practical career information.

Featured Professional Organization of the Month

International Association of Assembly Managers

By: Eric McDade



Representing public assembly facilities from around the globe, IAAM Active members include managers and senior executives from auditorium, arenas, convention centers, exhibit halls, stadiums, performing arts theaters, and amphitheaters. Member facilities represent huge expenditures of public and private funds. They attract millions of patrons to an astonishing variety of events from football to basketball, from baseball to hockey, from rock concerts to conventions, conferences, ballets...the list is almost endless.

IAAM also counts more than 400 Allied companies among its members. These companies provide products and services used by managers. Through their IAAM membership, these Allied members are able to present their products to this vast market.

History

The International Association of Assembly Managers (formerly Auditorium Managers) was founded in December 1924 by six enthusiastic building managers with a vision of the future of public assembly facility management met in Cleveland, Ohio, on December 27, 1924, to discuss the important issues facing the auditorium management industry. From that meeting came the formation of the Auditorium Managers Association. What grew from a dedication to the industry is now known as the International Association of Assembly Managers, a world-wide organization that maintains the early commitment to their business and profession.

IAAM membership has risen sharply in the past twenty years. This increase in Association membership has paralleled a growing need for information, services and programs. To serve these interests and needs, the Association relies on the voluntary efforts of many committees to assist its staff and Board of Directors. As an adjunct to strong programs administered by the International Headquarters, seven Districts provide a support structure and information network for members in each District, permitting managers enclose geographical proximity to benefit from one another's experiences.

Mission and Objectives

In December 1994, the International Association of Assembly Managers adopted a Statement of Mission and Objectives which guides the organization's activities.

IAAM's mission is to provide leadership, to educate, to inform, and to cultivate friendships among individuals involved in the management, operation and support of public assembly facilities.

The objectives of the Association are to promote and develop professional management of public assembly facilities, to foster use of these facilities for the benefit, recreation and entertainment of the public, to cultivate acquaintance and communication among managers of such facilities, to circulate information of value to the members and the public so as to develop more frequent and efficient use of such facilities, to standardize practices and ethics of management and relationships with the public, to develop and maintain liaison with national and international organizations in allied fields and to provide such advancement of the Association.

The fundamental goal of IAAM is to contribute to the professional and personal development of public assembly facility manager members through promotion and development of quality programs and services. A number of excellent professional programs are held throughout the year. Many of these programs address broad management issues and industry-specific seminars and programs.

PBEO Conference

By: Jeffrey Rugg & Robert Brown



From December 2nd – 6th, Major League Baseball held their annual Winter Meetings at the Swan and Dolphin Resorts in Orlando, Florida. Within this event, the organization of Professional Baseball Employment Opportunities (PBEO) held its 13th annual job fair: attracting hundreds of students and job seekers around the country. This conference, consisting of seminars, job postings, and interviews, focused primarily on Minor League organizations, with only a few Major League Baseball organizations included.

The week's events began with a full day of presentations and seminars. With discussions ranging from job expectations, keys to success in Minor League Baseball, to experiences and advice from prominent Minor League executives. The School of Tourism and Hospitality Management was well represented at the conference, in addition to ourselves and Assistant Dean Jeffrey Montague, STHM alumnae Joe Rossi and Vic Romano were in attendance. Along with the high expense and significance of PBEO's events, came high expectations; expectations unfortunately left unfulfilled.

Most of the key points speakers touched on were already embedded into our minds as freshman in the STHM undergraduate program. The panel focused on issues such as the insignificance of being a fan of baseball or a specific team and how to be presentable during an interview with a Minor League executive. These novice remarks and topics being used for a professional conference, proves the professional development of STHM students is second to none.

During the job fair session, there were over 360 job and internship postings for both Major and Minor League Baseball. All opportunities listed were numbered and posing in one particular conference room. Applicants would then write the number of a particular posting on their resume and leave it for the employer. There were no face-to-face interactions with employers unless they granted you an interview. The selection process was strictly based on the applicant's resume and whether he/she was lucky enough to have their resume chosen.

The trade show consisted of a wide-range of exhibitors including: Aramark, Champion, Louisville Slugger, New Era, Nike Team Sales, Russell Athletic, Rawlings, and Wilson. Throughout the trade show, attendees were encouraged to network with these professional companies. However, the trade show was only held for two days. The trade show should have been open for the entire conference. Those who attended for only the first two days missed the opportunity to speak with these exhibitors.



Overall the PBEO conference did not live up to our expectations. Though it was an educational experience, the events themselves could have been organized and managed in a more professional manner. For those students who are graduating or have recently graduated, it is not an appropriate conference to attend due to the selection process for interviews.

For further information, check out their web-site at: <http://www.pbeo.com/>

“Minor League Baseball's Official Employment service provides a career network for job seekers looking to gain employment in professional Baseball by providing continuous access to Minor League Baseball and Major

League Baseball clubs”

<http://www.pbeo.com/>

Connections: Confirmed Senior Internship Sites

Senior Seminar TUCC

Jennifer Benson- Hyatt Savannah, GA

Kerry Boytin- Expert Events

Stacia Cleeland- Westin Savannah, GA

Jessica Cook –Hyatt LaJolla, CA

Tim Duggan – Philadelphia Sports Congress

Jennifer Goeta – Sesame Place. Human Resources

Kelsey Hachtmann –Hyatt Morristown, NJ

Ryan Hetzel – Ann’s Choice - Ericksons Community

Elena Hekimian – TSE Sport & Entertainment (NYC)

Melissa Henry – Company 20

Stephanie Hicks – Temple U. Campus Recreation

Kristen Hillenbrand – United Service Organization, PA

Vesna Hunter–The Hub, Philadelphia, PA

Kamila Jodzio – Greater Philadelphia Film Office, PA

Hoon K. Jung –Hyatt Penn’s Landing, Philadelphia, PA

Manabu Kawamura – Four Seasons Tokyo Marunouchi

Mitchell Leff – Sports Radio 610WIP

Yu Ting Liu – Phila. Convention & Visitors Bureau

Mary Magana – Avenue of the Arts, Philadelphia, PA

Jordan Manske – Burns Entertainment & Sports, Chicago

Sarah Mastrianni – Hyatt Regency Philadelphia

Doug Mazzocco – Philadelphia 76ers

Eric McDade – Atlantic 10 Sports Conference

Tashia Parker –The Ritz-Carlton, Philadelphia, PA

Jason Polinsky – Comcast Spectacor Wachovia Complex

Alicia Raffensberger – Hyatt Regency Philadelphia

Amanda Ream – Grand Hyatt New York

Jeffrey Rugg– Front Row Marketing

Aarti Sanghavi – Max & Erma’s Oaks, PA

Olivia Shupp – Hyatt Regency Long Beach, CA

Dorsey Spencer–LaSalle Univ. Athletic Advancement



Senior Seminar Main Campus



Good Luck to ALL the Seniors with their Internships! We wish you all the best!!

-From the Senior Seminar Newsletter Committee-