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## A Message From Our Presidents

The first half of the semester has ended and both senior seminar classes have taken steps towards their major events, the Networking Seminar and STHM Student Luncheon. Throughout our academic careers, we have all taken many steps. Whether it would be our junior internship or challenging exams, it takes hard work to excel in these endeavors.

The Main Campus Senior Seminar Class is learning the importance of communicating and networking through alumni to have a successful event. The goal of the Networking Seminar is to open the door for new learning opportunities within our respective industries. We are providing a platform for you to make a connection for your future.

Looking further into the semester, the Center City class will be providing a place to celebrate successful first steps at the Hyatt Regency Philadelphia at Penn's Landing. This opportunity has motivated the class to create new bridges of communication with professionals in the tourism and sport industries. This event is open to the whole STHM community to spend time together in a social environment.

We are looking forward to seeing you all at our upcoming events and hope you are as excited about them as we are.

Sincerely,

Yuri Kurashima  
 President of Main Campus Senior Seminar

Lucy Foerster  
 President of Center City Senior Seminar

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## Tourism

### The Philadelphia Flower Show

By: Erika Bitzer



Travel to where the leaves are green and the flowers are always blooming. The Philadelphia Flower Show opened its doors yet again to offer an enviable display of

landscape and floral design that certainly put yards around the Philadelphia area to shame. From March 4<sup>th</sup> – 11<sup>th</sup>, the Pennsylvania Convention Center was transformed into a luscious labyrinth of displays created by the top floral design and landscape architecture companies in our area. This year's theme turned the always awe-inspiring show into a playground of Irish gardens, music and dance. There was a variety of rolling hills, Irish castles, garden parties, towering trees, plant displays, Irish singers, dancers, stunning floral arrangements and storytellers. The show consisted of more than 10 acres of gardens, flowers and entertainment celebrating the Emerald Isle.

The Philadelphia Flower Show is an annual event that boasts the largest indoor flower show in the world as well as the oldest flower show in the United States. It is also the second largest trade show held in Philadelphia. The main attraction was comprised of exhibits produced by world-renowned floral designers. The exhibits range in size from elaborate landscape installations to individual specimen. Each year there is a theme that serves as the inspiration to the larger exhibits. These exhibits are submitted for judgment in many categories, which are highly competitive. Categories included: Best In Show, Best Use of Color, Best Dramatic Display, Best Lighting, Mayor's Choice, etc.

A large portion of the convention floor was

devoted to show merchants that offered a variety of horticulture related products and plants in addition to cut blooms for purchase. All revenue generated from the show benefited Pennsylvania's Horticultural Society.

In addition to the exhibits, there was a series of events to encourage community involvement including: Coming to the Flower Show with Children, Girls' Night Out, All Things Irish, and A Gardener's Delight. Christopher Woods, guest designer and former executive director of Chanticleer in Wayne, Pennsylvania, put together a series of displays inspired by Ireland's forests, glens, and stately walled gardens.

This year was the 178<sup>th</sup> year that the show has been in existence and surely was a crowning achievement. Anyone interested in gardening or those just looking for an afternoon filled with the sights and smells of a garden should plan on attending next year!

### Boundless Philadelphia: An Outdoor Experience

By: Nathan Gullo

As winter draws to a close and spring around the corner, many Philadelphians and tourists alike are ready to get out of the house. Luckily for them, the Philadelphia region has a wealth of outdoor activity. To capitalize on this unique resource, The Greater Philadelphia Tourism Marketing Corporation (GPTMC) is launching a three-year campaign that showcases the ease of combining a city visit with the great outdoors.

Boundless Philadelphia is a \$1.7 million dollar campaign that is aimed at showing the diversity of outdoor activities available in Philadelphia. It was developed in light of an 18 month survey commissioned by the GPTMC which noted that while outdoor tourism is a fast growing segment, many visitors and residents are not aware of what there is to offer. The effort is being funded mainly by a \$1 million dollar grant from the William Penn Foundation. In addition they have also received funding from the Growing Green Fund Program administered by the Bureau of Recreation and

Conservation, Pennsylvania Department of Conservation and Natural Resources.

The campaign will focus on marketing through specific channels to showcase the region's outdoor hot spots. The main focus of the campaign will be an updated internet resource at [www.gophila.com/outdoors](http://www.gophila.com/outdoors). The new content will include more than 150 pages covering 10 categories, and is offered to help visitors and residents discover the region's outdoor attractions to help plan their visit.

With constant updates, this site will have information about rentals, bathroom access, contact details, and much more for every activity. Also, visitors will be able to plan their trip through the site by booking hotels and researching activities. The GPTMC will also focus efforts into advertising, buzz marketing, public relations, and research to make Boundless Philadelphia a success.

So what does Philly offer? The Philadelphia region offers a multitude of outdoor landscapes such as Fairmount Park, one of the largest city parks in the country, Longwood Gardens, the Schuylkill and Delaware Rivers, as well as other historical and state parks. Within these areas people can enjoy running, hiking, bicycling, hunting, fishing, and much more. The region also hosts many outdoor events such as the Dragon Boat Races, the Philadelphia Triathlon, and the Philadelphia Marathon, in addition to outdoor festivals and gardens. For more information visit the official site for Greater Philadelphia at <http://www.gophila.com>.

## Sports

### **Boys Playing On Girls' Sports Teams**

*By: Kamille Edwards*

Society is based upon an ever changing idea about just who can do what, who should do what, and where they can and can't go. There is a strong presence of opinion by each of us as to what is right or wrong. When does it become right for a boy to play on a girl's sports team and vice versa? Women

fought for years for equality, as Title IX was later established. As time has progressed, society has digressed from the language of the original amendment. As far as mental and physical attributes are concerned, men and women were not created equal. Neither is superior, however the differences between a man and a woman could affect how they participate in competitive sports when physical strength is a primary factor.

Just when exactly is it okay for a boy to play on a girls' team? Legal counsel Alan Boynton states that when "you prevent boys and girls from competing or practicing, you are making a distinction based on gender, and that's discrimination". So often, society can pick out the discrimination at hand when faced with an issue of a female versus a male, but when the male is the victim of discrimination, we brush it off without hesitation and call it something else.

The popularity of Men's Field Hockey is quickly growing in Central Europe and in certain parts of California. The fast growing fad is trickling into the U.S and is reaching males between the ages of 14-21, who are then faced with the question of whether or not to play the sport that is historically dominated by females in this country. There have been several stories throughout the country of High School boys breaking the glass ceiling in these traditional women's sports and doing remarkable things. There are also a number of males who have given up the sport they loved, resulting in participation elsewhere.

Gabe Grab is a 17 year old field hockey player of 4 years at Central Dauphin High School. Being the only male on the team and in the district, Grab was subjected to great speculation and received harsh criticisms by his peers, parents of the opposite teams, and coaches. Similar to most girls that fight the rules to play on their high school football and wrestling teams, boys like Gabe face the scrutiny that comes with an athlete's drive to play a sport that they love.

Although individual districts can set their own policy, the Pennsylvania Interscholastic Athletic Association (PIAA), the governing body of high school athletics in the State, is barred from establishing a rule preventing boys from playing on girls' teams and girls playing on boys' teams due to a

1975 court injunction based on the Equal Rights Amendments. While the state's equal rights amendment was initially and primarily focused on women's rights, the issue of boys playing on girls' teams may have been an "unintended consequence" of the amendment.

Our society has come a long way in breaking past the barriers against women. Now it is time to re-break the barriers that are in place for these male athletes, who have no other opportunities to participate, except to play with the girls.

## **Countries Settle Differences Over a Game of Cricket**

*By: Sharanya Pattabi*

Sports: a form of life, a competitive career, a source of entertainment, a leisure activity, an enormous business industry. It has many faces and affects people's lives in many ways. Sports even play a major role in the field of politics. It has brought about communication between countries at war, helped resolve political issues, and created a sense of harmony between them. An example of this would be the sport of cricket and how it has helped develop relationships between two countries, India and Pakistan.

India and Pakistan have had cross border issues with each other since their partition in the year 1947. The main reason for this partition was religion. This Hindu-Muslim divide caused bitterness, bloodshed and, heartache on both sides. It also led to many other political problems between the two countries like the fight for the state of Kashmir since the year 1947, which in turn led to cross border terrorism. These political issues have caused wars, and immense hostility between the two countries, but the sport of cricket has displayed the capacity to break down some of this hostility. The passion for the game of cricket has created a sense of mutual appreciation and respect amongst the people of these two countries. It has helped foster friendships between the players and spectators alike. It has brought the people of India and Pakistan together again, even if it is just for a few hours, to enjoy a game of cricket.

In the year 1999, Pakistan visited India to play The Friendship Series. Pakistan and India played for the first time against each other in twelve years. This series created news all over the world. It helped improve relations between the two countries, paving the way for future communication between politicians on both sides. It also led to many peaceful resolutions between Pakistan and India, something the highest officials could not accomplish. The India-Pakistan Cricket Friendship Series has led to interactions between other sports teams. Recently, India and Pakistan have had The Friendship Series in field hockey and tennis as well.

Sports have helped these two countries work harmoniously together again. It has saved lives, created a sense of unity, and set an example for the rest of the world. It truly helped two fighting countries resolve some of their issues in a peaceful manner.

## **Billion Dollar Homes**

*By: Tim Thiess*

Building a professional sports stadium is by no means a small endeavor. Nowadays, it has become a billion dollar venture. What was once a business of millions has now entered the realm of billions. There are currently three professional stadiums on the drawing board that will each end up costing more than one billion dollars. In the National Football League, the Dallas Cowboys broke ground on a new stadium in September of 2005 and more recently unveiled their finalized plans. Meanwhile, the New York Giants and the New York Jets have recently agreed on a 50/50 partnership to build a new stadium in northern New Jersey that will house both organizations. Not to be outdone by their NFL counterparts, the New York Yankees of Major League Baseball recently broke ground on a new stadium this past August.

The Dallas Cowboys proposed a stadium that will cost in excess of one billion dollars and is scheduled to open in 2009. The new stadium will be located in Arlington, Texas and is expected to hold 80,000 fans, with the ability to expand to as much as 100,000. The new stadium will also feature a

retractable roof that when open, resembles the look and feel of Texas Stadium with the famed hole in the roof. The Cowboys' new home will also have two 60-yard video screens hanging over the middle of the field and dozens of field-level luxury boxes.

The New York Giants and New York Jets are building their new stadium on the back of a historic and first of its kind 50/50 partnership in which both teams will own the stadium and share the revenues. The new stadium will cost approximately 1.4 billion dollars and is scheduled to open in 2010. The partnership between the two teams came about after funding for the Jets' proposed stadium on Manhattan's West Side fell through. That stadium was expected to cost around two billion dollars. The Giants-Jets new stadium is going to be built in the parking lot of the current Meadowlands Sports Complex and will break ground in the near future. The stadium will seat approximately 82,000 spectators including 10,000 club seats and 217 luxury suite boxes.

The New York Yankees' new ballpark is set to open in 2009 and will cost an estimated 1.02 billion dollars. The new stadium is being built across the street from historic Yankee Stadium in the New York City borough of the Bronx. The new stadium will be an open-air ballpark that will seat approximately 51,000 fans. The new stadium will have fewer seats than the current capacity at Yankee Stadium, but will have more luxury boxes. Much of the design of the new stadium will resemble Yankee Stadium as designers have planned to restore several elements of the original stadium. The exterior design of the new stadium will resemble the pre-renovation exterior of the original Yankee Stadium. The new stadium will also keep the same field dimensions as Yankee Stadium and will house the famed Monument Park, which contains a collection of Yankees monuments, plaques, and retired numbers.

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Triumph Brewing Company, one of the region's most unique dining destinations, has opened the doors to a new location in Old City, Philadelphia. Philadelphians now have access to the eclectic American Progressive cuisine and award-winning, freshly brewed beer that those of Princeton, NJ and New Hope, PA have experienced for years.

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## Hospitality

### Sally Webb of The Special Event Company

*By: Kathy Tsai*

On Thursday, March 1st, our very own Dr. Goldblatt, event-planning expert from the School of Tourism and Hospitality Management, gave us the privilege of hearing an extraordinary woman speak. Within just one hour, this woman proved to us her success, ambition, and confidence as the entrepreneur of one of the largest and first event companies in the UK.

Ms. Webb started out with a limited education, but found herself in a Public Relations company. Back then there was no educational program for event coordination. Therefore, after a general education you would only have your own vision and drive to lead you on. After gaining a few years of experience, she moved on to starting her own event planning company, known today as The Special Event Company. Today, she is the founder, managing director, and chief executive officer. Producing events for more than 20 years, many of her international events have been on the receiving end of various awards. She received the International Event Professional of the Year award in 2004. We are proud to have Ms. Webb as an Executive of Residence here at Temple University.

Ms. Webb gave a presentation on how to be a successful event planner. Her critical points included, having a unique selling point, having a story (of how you started), the differences between you and your competitors, branding your organization, and building your portfolio. When asked by a student how Ms. Webb dealt with her career and family life, she modestly but confidently answered: "When you are in the Special Events industry, you build your life around it. My close friends are all within the same industry. I had my kids placing programs on tables when they were only seven. I incorporated them into my event planning world, so that we would not be far from each other." Ms. Webb is an exceptional

example of a successful businesswoman in our world today.

## **A Word on Professionalism**

*By: Jeff Stumpf*

With so much pressure to uphold a level of professionalism in this industry, I believe it's necessary to keep some things in mind regarding our responsibilities to whatever organization we choose to work with as our careers begin. It is important to realize that there is a fine line between management and leadership within any organization. The ability to blend the two together, while meeting an end that allows subordinates to feel comfortable with their superiors and the responsibility invested in them, is a complicated and often disorganized endeavor. Leadership is the ability to influence people toward the attainment of organizational goals. However, initiative and development must first start with the individuals who make the decisions and continue its way down to each and every person a guest sees before they leave a hospitality establishment, including the employees the guest does not see at all. Leadership occurs among people. It is an activity that involves the use of power, although it can exist amongst those that possess similar and related responsibilities. The major differences that exist between the leader and the manager relates to their source of power and level of compliance. Management power comes from an organizational structure and promotes stability, order, and problem solving within that structure. Leadership power comes from personal sources such as internal interest and value in the company, as well as individual goals.

Within the leadership framework, an individual promotes vision, creativity, and change. All things considered, it is entirely possible that the line between management and leadership is so clearly defined and heightened that it is impossible for certain individuals to cross over into another realm. With that said, the existence of organizational hypocrisies needs to be dissipated and attention must be given to rectifying the matters at hand, as they arise. The concept of whether employees can rely on management to meet their needs and expectations

must be brought to light as well. We should instill in our staff the skills and resources to do their jobs effectively and efficiently, but we need to be sure that, as potential managers in future organizations, we appropriately use our own skills and resources to make their jobs easier. Strong management reliability is vital to the success of a hospitality organization. The company's vision comes down from the top through communication, modeling, and monitoring expectations and standards. Lack of strong leadership qualities will affect every aspect of the facilities' operations: associate productivity, teamwork, quality of food and beverages, quality of entertainment, facility maintenance and cleanliness, guest service, and profitability. It's necessary for management to continually ask themselves what they want their associates to say about them as a reliable leader. As students, interns, and new managers, we must constantly evaluate ourselves and our level of professionalism.

## **Recreation**

### **Senior Seminar Gives Back**

*By: Kristin LoBiondo and Anthony Nelson*

As the spring 2007 Senior Seminar class begins to embark on careers as young managerial professionals, we are reminded of our current and future role to the community that surrounds us. In order to fulfill the class' responsibility to the greater community, several individuals of the Center City branch of Montague and Associates participated in an afternoon of Bingo at the Veterans Affairs (VA) Nursing Home in University City. On March 3rd, with prizes in tow, the class arrived at the nursing home to be greeted by an enthusiastic crowd of veterans. From the moment of arrival, the afternoon was filled with laughter, competition, and fellowship between two generations: that of the School of Tourism and Hospitality's senior class and that of the Armed Forces' senior class.

***Save the Date!***

**March 31:**  
**3 on 3 Basketball Tournament-**  
 Gym 145, Pearson Hall  
 1:00 PM – 4:00 PM

**April 4:**  
**STHM 8<sup>th</sup> Annual Networking**  
**Seminar-**  
 "Back from the Future:  
 Reflections of Alumni"  
 5:00 PM – 7:30 PM  
 Liacouras Center Lobby

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

Only Anthony had ever been to this particular nursing home to volunteer before. The rest of us had been to other homes, but I think we all felt that giving back to a group of people who have given so much of themselves to our country was a unique experience. It was a pleasure for

Anthony to be able to share something with his classmates that he knew would be a rewarding experience.

As the volunteer chair, Kristin was proud to see her fellow students take time out of not only a Saturday afternoon, but the one before Spring Break. The six students besides her and Anthony would all agree that it was well worth it. Denise Bailey headed off to work at the Philadelphia Zoo after she spent the day calling the bingo numbers for the group. She did a wonderful job and the veterans really seemed to enjoy her spunky attitude. Mike Willey took on the task of handing out prizes to the winners which had him running around the room quite a bit. Derik Comalli, Dave Madochick, Daniel McNeil, Gregory Parchment and us writers all paired off with at least one of the participants to make sure they were able to see their boards and hear the numbers that were called. It was funny to see how quickly we rivaled one another in hopes to see our partners win a round and receive prizes. It was also nice to witness some of the veterans donating the second and third prizes to their friends who had not won anything.

It was the groups goal to bring fun and games to the VA, but in the end the group of students were able to walk away with something much greater, the feeling of admiration for our veterans and the knowledge that while we gave back with a social event of bingo, these men and women performed the greatest service event of all, for our country.

## **The Dawn Staley Foundation Helps Secure the Potential Future of North Philadelphia Communities**

*By: Kevin Daniels*

In 1996, Philadelphia and women's basketball icon Dawn Staley, established the Dawn Staley Foundation in order to give back to the community and direct adolescents to a positive future. The goal of the foundation is to produce a prosperous outlook for inner-city youths, while building conscientious citizens. This benefits the community of North Philadelphia as a whole. The Dawn Staley Foundation consists of mentoring programs, a summer basketball league, and after school programs for young girls. The vision of the programs is to generate an atmosphere geared towards education and sports. This challenges the minds of the youth and creates awareness. These young women are placed in an environment where the goals are to help build character, assist in academic development, and make social and physical enhancement.

The Foundation has developed an annual daylong event, which focuses on celebrating and bringing the community together called "Day in the Park". The goal of the day is to build pride within the community and bring families together. This is all done while enjoying and appreciating North Philadelphia. Interaction amongst citizens could possibly help decrease crime and violence in the local communities. Over 2,500 citizens have attended the annual event since 1996. The event is made up of a day full of fun activities, free food, free giveaways, entertainment and music.

North Philadelphia needs the Dawn Staley Foundation to help the community, most importantly the children. The after school program provides girls between the ages of 11-14 that attend middle schools in North Philadelphia, a stable station for learning life skills, productivity, and



becoming a community leader. The summer basketball league and mentoring program assist in the aims of developing social skills, discipline, good sportsmanship, and teamwork. There are over 100 girls who benefit from the summer basketball league and mentoring program.

## 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.***

"Many years ago I checked into a hotel in Atlantic City at 11am. A desk clerk with gray hair waved at me from across the lobby and said, "Welcome, we have been expecting you!" She then asked, "What would you like to do first?!" When I said, "go to my room", she checked the computer, then smiled warmly and said, "Would you be my guest for continental breakfast while we prepare a wonderful room for you?" Of course, she meant that at 11am the room was not ready, however, her warmth and enthusiasm made my final room even better."

- Dr. Joe Goldblatt

"When I decided to intern with The Ritz-Carlton here in the heart of Philadelphia I knew I was going to have a truly valuable experience. Throughout the course of my internship I performed many duties, gave presentations, attended meetings, and learned a great deal about delivering five star services. As my internship was coming to a close, I was content with taking what I had learned and had no expectations of any going away gifts. The last day had come and I felt that it would be nice to leave a good impression by buying pizza for my co-workers. So I picked up a couple pies and treated everyone. I figured that this would not only leave me in their good graces but also get me out of the office early on my last day. Unfortunately, I was approached by a co-worker who

wanted me to make somewhere around the area of a thousand copies for her. Needless to say, I was perturbed. So, I grabbed the papers and went into the copy room. "Surprise!" To my amazement, in a daze of annoyance from my menial task, the whole office was waiting for me with food and gifts. I was very flattered that they considered me somewhat important and surprised they actually gave me anything. Ironically, everyone else was embarrassed because I bought pizza and all they had were chips and chocolate. The point of my tale is that if you do a good job, people will appreciate you. The tourism industry isn't only about being friendly to your customers, but your co-workers and friends as well."

- Nathan Gullo

"Some time ago, I had been working at a T.G.I. Friday's, where outside of the restaurant it's any other day of the week, but inside it's Friday. One weekend night, I was serving a table of 10 bachelorettes and one bride-to-be. As rowdy, intoxicated girls sometimes get for a bachelorette party, they had asked me to dance on the table. However, this was not that type of establishment. What I did do was indulge them a bit by gathering all of the male servers together and quickly choreographing a rendition of "You've Lost That Loving Feeling" by The Righteous Brothers, as was depicted by Tom Cruise in "Top Gun". After a few minutes of rehearsing, we went to the table and preformed our bit. Needless to say, it was a huge hit and the girls went wild. What was even more interesting about the matter was that periodically, new parties of bachelorettes would come into the restaurant and ask for me to serve them and do the "Top Gun" bit for the bride. Each time, I asked the women how they knew about it, and each time, I was told that they had either been in the restaurant when I was performing my song and dance, or they had been told by a friend. It just goes to show you what a little personality and a bit of extra effort can do for you in the hospitality industry."

- Jeff Stumpf

***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!)***