

The Connection

Bringing Students and Faculty Together Since 1998

A Letter From Our Presidents...

Students, Faculty, and Alumnus,

We are excited to welcome you to *The Connection*. The Fall 2008 newsletter, which is created and produced by the Senior Professional Development Seminar, will surely be a memorable one. This semester, the students of Senior Seminar have the opportunity to develop their professional skills which will equip them for future career opportunities. On November 12th, the Main Campus class will put on a Career Fair where students will have the chance to learn about industry professionals. The Center City campus will host a Semi-Formal on December 12th, to say goodbye and good luck to our fellow classmates before they enter their senior internships.

By creating and producing these events, both Sport & Recreation and Tourism & Hospitality Management students will gain the collaborative experiences necessary for post-graduate life. Both events are great opportunities to network with peers and professionals in the tourism and hospitality industry; a very important aspect of professional success.

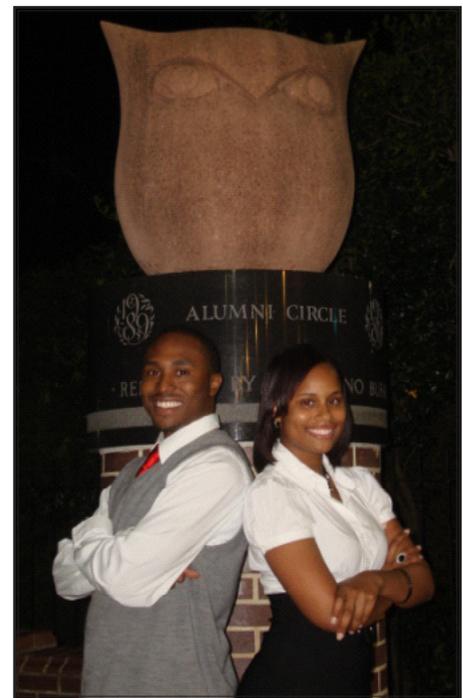
Not only do we need to improve as individuals, we also need to become “agents of change.” We are on the brink of a historic election and at the same time we are facing a struggling economy. With each presidential candidate speaking of change, we have to realize that we are the change that this country needs. We are the future and have no choice but to be the change that we want to see in the world. The Connection will serve as a medium for this change and will be a paradigm of our critical thinking in regards to society.

As the Presidents of Senior Seminar Fall 2008, along with our classmates, we will represent the class and the School of Tourism and Hospitality Management to the best of our ability. We look forward to a great semester and taking the class to new heights.

Sincerely,

Elan Dweck - Main Campus President

David Richardson - Center City President



David Richardson & Elan Dweck

Photo by: Michael King, STHM Senior

Upcoming Events

Career Day
November 12, 2008

Semi-Formal
December 12, 2008

Jonathan Tisch: Executive in Residence

Caitlin Druding

Temple University's School of Tourism and Hospitality Management (STHM) kicked off its Fall 2008 Executive in Residence program in true style by welcoming Jonathan Tisch, Chairman and CEO of Loews Hotels. Tisch addressed students, faculty, and industry professionals inside Temple's Rock Hall on Thursday, September 23.

STHM Associate Dean, Dr. Elizabeth Barber, began by introducing Meagan Kearney, STHM '08 alum and Loews Philadelphia hotel management trainee. Kearney shared a personal recount of her experiences working for Loews, and followed with the honor of introducing Tisch to a group of STHM students.

Tisch authored two national selling books: "The Power of We: Succeeding Through Partnerships," and



www.greatertalent.com

"Chocolates on the Pillow Aren't Enough: Reinventing the Customer Experience." Published in 2004, "The Power of We: Succeeding Through Partnerships," discussed six different partnerships: guests, co-workers, community, competitor, government, and fiscal duty.

His second book, "Chocolates on the Pillow Aren't Enough: Reinventing the Customer Experience," was published in March 2007 and was named a finalist for the Quill Awards, "Best Business Book of the Year."

In addition to being an accomplished author, Tisch also serves as Co-Chairman of the Board of Director's for Loews Corporation, a multi-billion dollar company founded by his father and uncle nearly sixty years ago. Loews Corporation is also one of the largest diversified corporations in the United States. Alongside Tisch's significant involvement with Loews, he is the treasurer of the New York Giants football team.

Following the presentation, guests received a copy of his newest book and had the opportunity to have it signed by Tisch. He left the STHM student with the following words of wisdom, "Touch the customer and make them feel important."

U.S. Sports Film Festival to debut in Philadelphia

Jeff Liebreich

In collaboration with the Greater Philadelphia Film Office, the inaugural U.S. Sports Film Festival makes its way to Philadelphia, October 23-26. With more than 50 featured films, this event stands as one of the largest sports film festivals ever to be held in the United States.

Sports fans will be exposed to a variety of films, ranging from classic favorites such as "The Rookie" and "Miracle" to documentaries about pin-trading.

The Festival will largely focus on documentaries, including a piece with rarely seen footage of Renzo Gracie, a Brazilian jujitsu master. A documentary about two college basketball players who teach basketball to young underprivileged Texas children will be sure to engage even a non-sports fan. Several other documentaries will be featured throughout the four-day festival, including "Kassim the Dream," a story about a Ugandan boxer who spent his childhood as a soldier.

The U.S. Sports Film Festival will have much more to offer than just films. Debuting on October 24, the event "Sports Making a Difference" will highlight the social change that participation in sports provides to various cultures. The event will feature a series of films, panel discussions, and interactive experiences with leaders of sports organizations, media, and sports celebrities.

For more information on the U.S. Sports Film Festival in Philadelphia, including information on tickets and volunteer opportunities, please visit <http://www.usportsfilmfestival.com>.

Baptist Temple Resurrected

John Kopp

Temple students have passed it every day for years. Few have had the opportunity to venture inside its historic doors.

The Baptist Temple, nestled between Mitten and Barrack Halls along Broad Street, closed its doors to the public in 1974. After a \$29 million dollar renovation to its interior are complete in January 2010, the Baptist Temple will re-open its doors in time to help the university celebrate its 125th Anniversary.

The temple is being transformed into a multipurpose performance center with ambitions to host arts and cultural productions, international speakers, symposia, commencement ceremonies and concerts. The temple will have a seating capacity of 1,200, including both balcony and floor levels.

While the future beckons, the temple is not short on history.



www.temple.edu

When it opened in March 1891, the temple was the largest Protestant Church in America, originally seating 4,600 people. Among its most famous speakers – Russell Conwell, Martin Luther King, Jr., Franklin D. Roosevelt, Dwight D. Eisenhower and Helen Keller.

Temple University purchased the temple in 1972 (the church's congregation decided to move to Montgomery County in 1970). In the 36 years since acquiring the building, Temple has toyed with renovating or demolishing the temple several times, but final plans never materialized.

Tropical Storm Hanna No Match for Energized Philadelphians

Amanda Rapp

Despite a rather soggy and muddy morning, fans came out in droves to cheer on the 34 man-made cars that made their way down “The Wall” in Manayunk on Sept. 6. This was the first time Philadelphia has hosted the Red Bull Soapbox Race.

Through downpours brought on by Hurricane Hanna, Philadelphians seemed to roar louder and louder as a pink high heel, a fire hydrant, and even a couple of cheesesteaks flew past. The 34 cars and their participants roared down a ¼ mile stretch of Lyceum Avenue lined with haystacks and a crowd eager to view some of the most creative contraptions on wheels.

Hanna's torrents of rain made the course slippery and the crowd even more enthusiastic and restless.

Speed, showmanship, and creativity were the three factors rated by a panel of judges, including YouTube celebrity Corey Blade, drag racer Gary Gardella, local skateboarder Ricky Oyola, radio personalities Preston & Steve, BMX rider Kevin Robinson, and beauty contestant Brianna Taylor. With the People's Choice Award, fans had their chance to voice their opinions on the car that best represented creativity and showmanship.

So which team came out on top? According to the judges, “Deuces Wild”, an oversized baby carriage driven by a Michael Jackson impersonator and co-piloted by a giant baby, embodied the perfect racer. Finishing with a time of 44.7 seconds (3.7 behind “Bank of IT” from Bloomsburg, PA) “Deuces Wild” and its team delivered a great run and excellent entertainment to the crowd.

The Red Bull Soapbox Race is a great example of new and exciting events being held in the Philadelphia area, especially events that can draw participants from out of Pennsylvania. Regardless of the current economic situation, the Philadelphia area has proven to be a great host city for events such as a soapbox race.

The great turnout in spite of a muddy landscape represents that great Philadelphia spirit. What better place to hold such an event?



www.redbullsoapboxusa.com

Traveling In the Right Direction

Aubrey Allen

With the U.S. economy taking one of the steepest dips in decades, the Tourism and Travel Industry sought, in recent months, new means of obtaining funds and drawing visitors to the States. The Travel Industry Association (TIA) announced the achievement of that unprecedented goal on Thursday, September 25th, when the U.S. House of Representatives passed the Travel Promotion Act.

The H.R. 3232 Travel Promotion Act of 2008, will tax international visitors to the U.S., a practice already used by many other destinations around the world. The money raised will be partnered with finances from private companies and used for development of international marketing and advertising campaigns. In addition, the Act will create thousands of new jobs within the U.S.

The TIA issued a press release on September 25th claiming \$140 billion in lost visitor spending and \$23 billion in lost tax revenue, all due to 'lost' visitors. Two million fewer overseas travelers visited the country in 2007 than in 2000. Reports stated that had the U.S. kept up with international travel trends, the U.S. economy could have seen a boost of over 300,000 jobs in the past year, all while decreasing the unemployment rate from 4.6 to 4.4 percent.

"The U.S. House of Representatives took decisive action today to jump-start Americas struggling economy and create thousands of new jobs by passing the Travel Promotion Act," said Roger Dow, President and CEO of the Travel Industry Association. "We now call on the U.S. Senate to act quickly to reverse the decline in overseas visitation to the United States and utilize the power of travel to strengthen the American economy."

Montague & Associates: Fall 2008

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Associates: John Kopp, Joseph Kline, Angela Lombardo
Website - Chair: Nicole Perera
Associates: Kaitlyn Finley, Long Pham

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