

# The Connection

Bringing Students and Faculty Together Since 1998

Volume 13, Issue 1

February 2009

## Major Senior Seminar Events:

- Senior Seminar Networking Seminar  
April 15th  
5:00 P.M.—8:00 P.M.  
(Liacouras Center)
- Senior Seminar Student Luncheon  
April 18th  
11:00 A.M.—2:00 P.M.  
(Moshulu Restaurant)

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## From Owl to Raptor: A Fond Farewell to Jennifer Thiel

By: *Caitlin Condon*

There are few times in one's scholastic career that one may stumble upon an administrator who truly dedicates their time to the betterment of the student body. Jennifer Thiel, former academic advisor for STHM was that person for me. She genuinely cares about all the students she works with and her passion shines through everything she does. I have never had someone provide the individual attention, guidance, and availability that Jennifer provided for me and all her students. She is a large part of my successful transition as a transfer student and I feel sad for the underclassmen that will never have the opportunity to get to know Jennifer as an advisor and a friend. In her honor I conducted a short question and answer session to reflect on her time at Temple and also find out what lies ahead for this wonderful woman.

**Q:** How long have you been at Temple?  
**A:** "I have been with

Temple for nine years; two years with the office of undergraduate admissions and the other seven with STHM. My husband always thought I would be a lifer!"

**Q:** What is one of your favorite moments at Temple?  
**A:** (Long pause of thought) "It has been a steady constant way of being. It is a series of people not moments, my moments have faces."

**Q:** What are you going to miss about Temple?  
**A:** "The students, you all have been my driving force these nine years."

**Q:** What advice do you have for the graduating seniors?  
**A:** "When I first started at Temple, Mr. Montague stressed relationships, its all about relationships, and I agree. You need to know about everyone in different areas."

**Q:** What advice do you have for the new advisor(s)?  
**A:** "Just say No! In all earnest, you have to prioritize and balance, you all are

why I am here, and I am first and foremost an advisor."

**Q:** Where are you headed next?  
**A:** "Rutgers University Satellite campus in Camden. I will be Assistant Dean of the College of Arts and Science."

Jennifer will be starting her new position in March and is optimistic and excited to take this great step in her career. I feel confident in speaking for the STHM community in saying she will be greatly missed and hard to replace. We wish her the best in her new endeavors and look forward to seeing her again.



Jennifer Thiel

## Job Listings

### **Ed Snider Youth Hockey Foundation**

Supervising the delivery of Ed Snider Youth Hockey Foundation ice hockey programming—Part-time  
Apply Online:  
<http://comcast-spectacor.teamworkonline.com/teamwork/r.cfm?i=20116>

### **Radnor Township Parks and Recreation Dept.**

Assistance for summer recreation programs  
Summer Positions  
Contact: Tammy Cohen,  
Program Coordinator  
[tcohen@radnor.org](mailto:tcohen@radnor.org)

### **Liacouras Center**

Box Office—Part-time  
Contact: Stephen Nally,  
Assistant Box Office  
Manager  
[snally@global-spectrum.com](mailto:snally@global-spectrum.com)

### **Philadelphia Sport and Social Club**

Location: 19<sup>th</sup> & Chestnut Street  
Referees for touch football (training will be provided for rules) and softball (strong knowledge of softball or baseball is required)  
Contact: Eric Long to setup a brief interview  
[eric@sportandsocialclubs.com](mailto:eric@sportandsocialclubs.com)

## **Economy Forcing Some Seniors to Wait Until Fall to Complete Senior Internships**

*By: Paolo Terlazzo*

The current recession is not just causing problems for those already in the workforce. Seniors in the School of Tourism and Hospitality Management are faced with economic decisions even before graduating and searching for their first position in this tough job market. The senior internship experience is being pushed from this summer to next fall for some Senior Seminar members in order to find the funds to pay their final tuition bill.

In an economic climate that practically eliminates paid internships in the fields of sport, recreation, tourism and hospitality management, many seniors are opting to use the summer to save

money and wait for the more readily available financial aid that is offered in the fall semester. According to the University's Office of Student Financial Services, the University, State and Federal grants, scholarships and loans that many students rely on to pay their tuition bills are likely not available for their use in the summer. For instance, if students use all of the Stafford Loan money that is made available to them in their 2008-2009 financial aid award in Fall 2008 and Spring 2009 semesters, then that year's Stafford Loan eligibility is all used up and no longer available for the Summer 2009 semesters. Because of this, the students

must wait until the Fall 2009 semester for a new year of financial aid eligibility to become available.

Financial aid is such an importance means of helping to pay STHM students' final tuition bills because combined with the Senior Project, the Senior Internship makes up a 15 credit semester. Lack of financial aid may not be an issue for some students when they are only taking 3 – 6 credits in the summer but when the bill is for 15 credits it becomes much more expensive. According to the University's Bursar's Office a 2008-2009, full-time semester including university-wide fees for an in-state STHM undergrad is \$6,165 while that same semester for an out-of-state student increases to \$11,042. When charged per credit hour, as is done during the summer semesters, an in-state undergrad would have to pay \$6,810 for 15 credits and an out-of-state student would pay \$11,475 excluding any university-wide fees. When the tuition for completing the Senior Internship is even higher in the summer than it is in a regular semester and financial aid is nowhere to be found, it is no surprise that many STHM seniors are willing to delay their graduation by another five months.



"How long did you intern with Grandma before you became a full-fledged Mom?"

## Meet The Faculty: Dr. Jeremy Jordan

**By: Melissa Chilutti**

Dr. Jordan came to Temple from the University of Florida where he taught and was the Director of the Sport Administration Program. He decided to come to Temple based off of a recommendation from fellow colleague, Dr. Aubrey Kent. Dr. Kent had just recently accepted a position at Temple in the Tourism and Hospitality Management program and he told Dr. Jordan about the wonderful opportunities not only at Temple, but in Philadelphia.

When Dr. Jordan and his wife came to visit Temple, they attended a Camden Riversharks game with Mr. Montague and a few students. A student, who shall remain nameless, was in charge of setting up the transportation to the game. According to Dr. Jordan, “the bus ride there was fine, but when the game was over, the bus driver had changed clothes and was dressed to go out for the evening. She had also picked up her date and he was sitting in the front of the bus. He did not speak to anyone or have any eye contact with anyone. We proceeded to drive back a completely different

way.” It typically takes about twenty minutes to get to the stadium. It took about forty-five minutes to get back to Temple. Dr. Jordan quoted Mr. Montague on that bus ride home, “I’ve never been here and I don’t know where we are but I know we should not be here.” Needless to say, they all made it back safely from that trip and after all that, Dr. Jordan still decided to come to Temple.

Dr. Jordan is currently teaching one graduate class and one under-

graduate class for the spring semester. The graduate class he is teaching is Athletic Governance, which examines different sports organizations and how they operate. At the undergraduate level, he is teaching Current Issues in Sport, which is considered a capstone class in the new curriculum. He will be teaching Law and Ethics in Sport in the fall semester.

When asked about his teaching technique, Dr. Jordan joked, “It’s extremely boring.”

As a former student of his, I know from experience that his class is far from boring. It is very hands on and even during lectures participation and discussion is encouraged.

Though he is new to Temple, Dr. Jordan has already begun to make an impact. He has played a crucial role in the development of the Sport Industry Research Center (SIRC) and will be collaborating with non-profit community organizations to manage and assess one-day events, such as mara-

thons. (Did I mention that he is a part-time marathon runner and will be running the National Marathon this March in Washington, D.C.?)

His advice to graduates: “Get a job that pays!” he says jokingly, and then continues, “but seriously, don’t draw a little circle where you want to go. Try to be open to going where the best work opportunity is. Your first job isn’t going to be your dream job.”



Dr. Jeremy Jordan



**Check out the SIRC!**  
The Center will be a venue for conducting research about how sport is impacting people within the community. It is located on the 3rd floor of Speakman hall and will be opening its doors this Spring.

## Big Game Bailout

By: Kyle Martinelli

When the game clock struck zero at the end of the thrilling NFC Championship game, that pinned the “been-there-before” Philadelphia Eagles against the “new kids on the block,” Arizona Cardinals, Super Bowl-bound Cardinals fans celebrated a victory and set their sights on sunny Tampa Bay, Florida. As the University of Phoenix Stadium in Glendale, Arizona cleared out, signaling the end of the Championship Game, though, many Cardinals fans were unsure of how they would get their hands on the coveted tickets, let alone the finances they would have to come up with to pay for them.

For as long as most can remember, Super Bowl tickets have been associated with inflated prices in the secondary markets, and fantasies of experiencing the game first-hand; however as today’s economy depletes the discretionary income of sports fans, it is also affecting ticket prices.

For Super Bowl XLIII, the National Football League actually raised the face value of tickets to \$800 and \$1000. “To say [\$1,000] is overpriced, I would disagree with any-

body,” according to NFL Commissioner Roger Goodell. While these raises from \$600 and \$900 last year might appear to be counterproductive in terms of profitability in this rough economic period, the reality is that Super Bowl hopefuls never had a better chance to catch a deal than in this year’s secondary markets.



According to a Stubhub.com spokesperson, the average ticket price for this year’s game was low, at only \$2,488, compared to last year’s price of \$3,526 and the 2007 Super Bowl at \$4,004. Consequently, the NFL decided to cut the price of 1,000 seats in Raymond James Stadium, host of the Super Bowl, this year to \$500. This year’s Super Bowl saw an unprecedented supply exceeding demand for a game that many felt could never out price itself in any economy.

With corporate leaders unable to justify unnecessary entertainment on their struggling bottom lines, and the average fan just getting by, this year’s game offered a great opportunity for discounted tickets even leading up to the game. LiveStub.com

reported that on Saturday January 24, 2009, 2,285 tickets were available through their site and the NFL’s ticket exchange. By Sunday, that figure rose to 2,536, and even to 2,665 on Monday before the big game. When you take into account the fact that ticket prices for this Super Bowl were the lowest in years, availability was endless, but corporations held off, and the NFL even lent its sympathetic hand in a small way. The reality is that this year’s game spoke to the needs and current situation of the average sports fan. Whether one was lucky enough to get to the big game or not able to attend, the current recession in the United States is beginning to show the importance of the average fan to the overall success of what most thought to be untouchable events for the everyday-regular guy.



Raymond James Stadium

*“To say [\$1,000] is overpriced, I would disagree with anybody.”*

*-Roger Goodell on Super Bowl XLIII ticket prices*



## One Recession-Proof Panini, Please?

**By: Jeannie Cheng**

Casual restaurants are getting creative during the recession.

Everyone is feeling the economic woes and all industries are feeling the pinch; however, some creative restaurants are advertising to their customers by showing sympathy.



There are a lot of food bargains available to enjoy, even during these tough economic times. Casual restaurants are offering “recession specials”. Restaurants in business districts, usually packed during lunch hours, are offering the “working Joe’s” a corporate discount, which gives the express business lunch special an entirely new meaning.

*Chick’s Café and Wine Bar*, located on 614 S. 7<sup>th</sup> Street in Philadelphia, offers a “Recession proof \$5 dollar Panini” on Tuesdays. Guests can enjoy hot sandwiches with dried fig, gorgonzola and caramelized onion or wild mushroom and taleggio for only five bucks. Also, for only three dollars more, soup, salad or fries are offered.

These restaurants, among others, are chang-

ing their business strategies. By lowering their food pricing, casual restaurants are betting on traffic and volume to bring in more revenue. Customers want more value and comfort during a weakened econ-

omy. Places likely to be hit will be high-end restaurants who market themselves as exclusive and expensive.

“Food portions are getting smaller and prices are going up. I can’t believe it,” explained Wilmer Ramirez who works in the restaurant industry and is an avid diner. “I refuse to go to places that are getting more expensive. They try to change themselves to fine dining, and it doesn’t work. Portions are small, and they just call them ‘tapas.’ Since when are cheesesteak spring rolls considered tapas?”

Restaurants often rely on their wine and alcohol sales to cover some of their food costs. Wine and alcohol usually cost very little to a business compared to the high return and great

profit they generate.

“Wine and drinks are getting ridiculously marked up,” Wilmer responded. “I’ve seen \$14 for a martini here in the city. This isn’t New York. It’s Philadelphia! No one will go to a place like that. People are trying to find a deal. They can’t charge that much for alcohol when this is the time when we need it the most.”

When times are uncertain, most people try to stay optimistic about the future. Those who are creative may have more of a chance to survive. Expect restaurants to become more casual and be brought back to the basics of caring for their customers.



**“Places likely to be hit will be high-end restaurants who market themselves as exclusive and expensive.”**

## Job Listings

### Sheraton Suites Airport Hotel

Greeter—Part-time  
Groundskeeper—Part-time (Landscaping)  
Apply Online:  
<http://www.starwoodhotels.com/corporate/careers>

### The Inn at the University of Pennsylvania

Penne Restaurant Dining Room Attendant  
Part-Time /Full-Time  
Apply Online:  
<https://careers.hilton.com/psc/hrprd/?cmd=start&>

### Tria Wine and Cheese

Location: Corner of 18<sup>th</sup> & Samson Street  
Server (2 positions)  
Host/Support Staff (2 positions)  
Cover letter and Resume required

### Akoya Restaurant / Pearl Lounge

Location: 19<sup>th</sup> & Chestnut Street  
Event Planner/ Reservationists  
(Full-time)  
Email resume to kris-  
ten@mypearlphilly.com  
(need on year of experience in F&B event coordination)

### London Grill

Location: 2301 Fairmont Ave  
Server(s)  
Full-Time/Part-Time  
Bring resume Monday-Friday between 2-4 pm

## Spotlight on an Underclassman: Gregory Javardian

**By: Caleb Mezzy**

*Gregory Javardian is a Sophomore in the Sport and Recreation Management program. He transferred to the School of Tourism and Hospitality Management from the Fox School of Business where he majored in International Business. Gregory grew up in Huntingdon Valley, PA and went to Lower Moreland High School where he played Varsity Football and Basketball. He is currently employed in the Temple Sports Information Office.*

### **What compelled you to switch your major to Sport and Recreation Management?**

I felt as if it was the safe choice to be in the Fox School of Business when I got started at Temple, but as time progressed I realized that I need to do something I enjoy and that I am interested in and that's when I came about Sport and Recreation Management.

### **What aspect of the Sport and Recreation Management field do you want to primarily focus on?**

Well, I think I want to stick with collegiate athletics for a little after I graduate, but I'm not exactly sure yet about my career in life.

### **Do you intend to combine your interest in International Business with Sport and Recreation Management?**

I've considered it and it is a possibility. I still don't know exactly what I want to do when I graduate, but I'm always thinking about ca-

reers and the idea of being involved with sports and traveling always comes up.

### **Did your history of playing and passion for sports help you make the adjustment in switching majors?**

Yes, definitely, 100%. It was a no-brainer for me to switch to a major which I knew I would be extremely passionate about and already know a fair amount about.

### **What have you been doing in the field to "get your foot in the door"?**

Basically just talking to other, mostly older, students in the field and working at the Temple basketball games for the Sports Information Office has helped me get started and understand what I'm getting into.

### **How has it been working with Sports Information Director Larry Dougherty and Senior Alex Samuelian?**

It really has been a fantastic experience. At my job I get to see everything that goes on behind the scenes in marketing and executing a large sporting event. Some of my responsibilities include setting up for press, setting up and taking down stat monitors, handing out stat sheets during media timeouts, making copies of stats and delivering them to locker rooms. Working under Alex, a former STHM grad has been great - my job is basically to shadow him. Mr. Dougherty exemplifies what it takes to be true professional in the business and I am constantly learning from him as well. They're both abso-

lutely great individuals to work with.

### **How has your experience with the School of Tourism and Hospitality Management been so far? Teachers? Classes?**

So far, I'm only enrolled in one course directly for the major, "Intro to Sport and Recreation Management". The course has been interesting thus far. I'm looking forward to getting deeper into the major and learning even more about sport and recreation management.

### **How do you like Temple Men's Basketball's chances on winning the A-10?**

The A-10 has about five teams that have a solid chance of winning the league title, but I think the Owls' advantage is that they have experience and know how to win the A-10. The team is full of players who know how to get it done and know how to beat these other A-10 teams. I truly like their chances for the repeat as long as they continue to play smart "Fran Dunphy basketball."



Gregory Javardian



## How To Make Lemonade in Today's Economy



**By: Jessica Kunesh**

Although the current status of our national economy is often in the spotlight of many negative media headlines, there are ways for hospitality companies to remain successful. We all know about the importance of quality service in the hospitality industry, but now, more than ever, outstanding customer service is essential to a hotel or restaurant's bottom line. Many hospitality companies have lowered daily rates and menu prices to stimulate the business from customers who have perhaps cut back on their own leisure spending. These discounted prices have given hotels and restaurants the opportunity to get guests in their doors, but for customers, price isn't all that matters. Cer-

tainly, a large proportion of a customer's willingness to do business is based on the quality of *service* he or she receives.

This recession has caused all levels of hospitality companies, from luxury brands and Five Star facilities to "economy" properties (and even fast food restaurants), to compete for business within roughly the same customer base. Decrease in demand has led to this severe increase in competition within the industry, causing customer service to become a very significant factor in advertising properties and acquiring customers.

If guests are agreeing to spend their precious paychecks at a chosen establishment, the responsibility therefore lies on service providers to truly impress guests, with not only an increased

selection of amenities but also with exceptional service. The importance of excellent customer service also continues far past this current economic slump.

By providing guests with unexpected, outstanding service, hotels and restaurants are also securing business for the future (when our economy is finally stimulated and the amount of travel is increased once again). This unfortunate economic situation has presented many challenges for the hospitality industry; however, no one can argue that lower prices + remarkable service = guest loyalty. These days, the need for spirited, quality service is indisputable. Though the hospitality industry may have been given lemons, now is the chance to do something with them by investing in top-notch service.

### UPCOMING EVENTS

<u>Event</u>	<u>Date</u>	<u>Time</u>	<u>Location</u>
Student/Faculty dodgeball	Week of March 16th (tentative)	TBA	Pearson Gym
*Qdoba	Wednesday, March 18th	5:00-9:00 PM	Qdoba
Battle of the DJs	Thursday, March 19th	9:00 PM-12:00 AM	Pearson Gym
North Bowl	Tuesday, March 24th	7:00 PM-9:00 PM	North Bowl Lounge
Open Mic Nite	Monday, March 30th (tentative)	TBA	Saxbys
Dinner & Donation Affair	Week of April 6th (tentative)	TBA	TBA: The Field House
*Jimmy Johns	Wednesday, April 8th	5:00-8:00 PM	Jimmy Johns
Spring Fling Pretzel Sale	Wednesday, April 15th	10:00 AM-2:00 PM	Liacouras Walk/ Bell Tower
Networking Seminar	Wednesday, April 15th	5:00-8:00 PM	Liacouras Center
**Student Luncheon	Saturday, April 18th	11:00 AM-2:00 PM	Moshulu Restaurant

\*A portion of proceeds from purchase go to Senior Seminar. Coupons must be presented at time of purchase. Coupons are available through students in Senior Seminar class!

\*\*Tickets must be purchased from senior seminar students

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 Associate- Sabrina Haney

**Sudoku**

	9	1						4
2		4		7				
			8	2		9	6	
	4						2	6
			1	7				
6	3						8	
	2	5		1	9			
				3		6		9
9						3	5	

**Alfadoku**

B								T
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	B	T				I	H	
	H			I	L		S	
L								P

**Riddle of the Month**

Three people check into a hotel. They pay \$30 to the manager and go to their room. The manager suddenly remembers that the room rate is \$25 and gives \$5 to the bellboy to return to the people. On the way to the room the bellboy reasons that \$5 would be difficult to share among three people so he pockets \$2 and gives \$1 to each person. Now each person paid \$10 and got back \$1. So they paid \$9 each, totaling \$27. The bellboy has \$2, totaling \$29. Where is the missing \$1?