

THE CONNECTION

Bringing faculty and students together since 1998

Montague & Associates 2006

CEO: Mr. Jeffrey Montague

-Main Campus-

President: Amanda Ream

Vice President: Jordan Manske

Finance Committee: *Chair:* Mary Magana
Associates: Jordan Manske

Fundraising Committee: *Chair:* Jessica Cook
Associates: Marcus Dunigan, Elena Hekimian, Stephanie Hicks, Kristen Hillenbrand, Douglas Mazzocco, Jennifer Owens, Olivia Shupp

Marketing Committee: *Chair:* Kiana Johnson
Associates: Emily Bauer, Robert Brown, Stacia Cleeland, Trent Merritt, Jeffrey Rugg

Newsletter Committee: *Chair:* Manabu Kawamura
Associates: Jennifer Goeta, Kamila Jodzio, Eric McDade, Robert Plunkett, Resham Vasandani

Volunteer/CPR Committee: *Chair:* Aarti Sanghavi
Associates: Jason Polinsky, Allyson Potochnick, Russell Zimmerlin

Conference/ Membership/Meeting Committee:
Chair: Hilary Taub *Associates:* Timothy Duggan, Matthew Goldstein, Alicia Raffensberger

Project Committee: *Chair:* Melissa Henry
Associates: Ryan Hetzel, Christina Higgins, Jared Loss, Eric Masters, Sarah Mastrianni, Yu Ting Liu

-Center City-

President: Jeremy Seglem

Vice President: Shervonda Carr

Finance Committee: *Chair:* Corey Leader
Associates: Volkan Akben

Fundraising Committee: *Chair:* Dorsey Spencer
Associates: Jennifer Benson, John Brennan, Tashia Parker, Melissa Turner

Marketing Committee: *Chair:* Daniel Golden
Associates: Gary Daniels, Gwendolyn Gailliard, Hoon Jung

Newsletter Committee: *Chair:* Kelsey Hachtmann
Associates: Shruti Parmar, Vesna Hunter, Scott Laughead, Volkan Akben

Volunteer/CPR Committee: *Chair:* Lucia Small
Associates: Mike Jucewicz, Scott Pristas

Conference/ Membership/Meeting Committee:
Chair: Cardella Newsone *Associates:* Ben Pawelak, Jeff Peikin

Project Committee: *Chair:* Kerry Boytin
Associates: Mitchell Leff, Jelanie Townsell, Shervanda Carr

Career Day Weathers The Storm

By: Ryan Hetzel and Melissa Henry

The 15th Annual School of Tourism and Hospitality Management's Career Day was held on November 8, 2006 at Mitten Hall. The event was well received by both exhibitors and students alike. This would not have been possible without the hard work and dedication of the Senior Seminar main campus class.

Continued on Page 8



Inside this issue...

- STHM TUJ Students at Main Campus
- Get to know...Seoki Lee
- International Hotel/Motel and Restaurant Show
- The Seventh Annual Woman's Entrepreneurship Conference
- Career Day Weathers the Storm
- Olympians in Town for 2006 Fall Festival
- Giving Back
- Everyone's a Winner: The Newest Trend in Baseball
- Organization of the Month: PCMA
- Red Cross Certification Changes
- Charlie's Section

TUJ students in Main Campus

By: *Manabu Kawamura*

The School of Tourism and Hospitality Management (STHM) initiated a program at Temple University Japan (TUJ) in 2004. The program is nicknamed “two-plus-two.” The program allows TUJ students majoring in STHM to spend two years studying at TUJ, taking all of the core requirements of the University and STHM introductory level courses offered in the summer. During the other two years, the students will come over to Philadelphia to fulfill requirements and courses that are not offered at TUJ. When asked of the importance of the initiative, Mr. Jeffrey Montague, Associate Dean of STHM responded: “Our plan for international Tourism agreements is critical, the initiative with TUJ was most logical.” The STHM community becomes more globalized as bringing TUJ students into the classrooms of Temple’s campus in Philadelphia.

Currently, there are seven students from Temple University Japan who are declared in the School of Tourism and Hospitality program. Out of these students, I interviewed three who came to Philadelphia during the fall 2006 semester: Asuka Hara, Toshiaki “Pooh-san” Enoki and Sean Teramoto.

Asuka is a junior who grew up in Japan and Thailand. After attending high school in Japan, Asuka had switched through three different schools until she finally arrived to TUJ’s STHM program. Through all the different environments Asuka has seen, her motto has remained the same: “Do in Rome as the Romans do.” Asuka prefers to use her experiences living overseas to manage cultural differences. Her goal while in Philadelphia is to gain job experience in several different tourism and hospitality-related firms outside of Japan, in order to become a consultant or tourism developer.

Sean Teramoto is also a junior from TUJ who grew up mostly in Australia and in Japan. He attended an international school because he found English is easier to study than Japanese.



From left to right: Manabu Kawamura, Toshiaki Enoki, Sean Teramoto, and Asuka Hara

Sean decided to begin at Temple Japan after living over half of his life outside the country. After taking the STHM introductory level courses with Dr. Shapiro and Dr. Goldblatt this summer, he found the two professors’ lectures most influential towards his future career. This was most evident during the Special Event Planning class with Dr. Goldblatt. Sean says, “After taking that class, I am seeking to progress my future career opportunities in event management in Japan.”

Toshiaki, “Pooh-san” is another junior who grew up in Japan. He went to a school in Japan and was raised in the Japanese educational system. “English was one of my weakest subjects,” Toshiaki says. Unlike the other two students, Toshiaki started out at TUJ’s Academic Preparation Program (APP), a three-level program that teaches academic English and develops the necessary skills and knowledge of Western academic culture that students will need after entrance into an English-medium undergraduate program. After a difficult year of APP, Toshiaki joined the STHM program to fulfill his passion to re-develop Japanese tourism in the future. After a train-trip conversation with an American visitor in Japan, Toshiaki realized the lack of knowledge he had about his own country. From there, he realized the significance of Japan and wants to expose foreign visitors into Japan. Making his second trip into the U.S., Toshiaki feels as he is being exposed to the different diversity and significance of the different culture. He treasures every moment of living in the U.S. and seeks to

implement the influence of first insight and exposure in a foreign country while converting that experience to his future clients as they visit Japan for their first time.

The three students have found one common difference in classroom atmosphere between TUJ and Temple Main Campus. They have found that in United States classroom. In the Japanese educational system a teacher's words are definite and not debatable. Even though TUJ professors provide the open debate atmosphere, the Japanese students are not exposed to the open discussion classroom that Main Campus students see daily. Now that the setting has changed for these three students, they are challenged to listen to what other classmates are saying, while understanding the speaker's thoughts. In the new classroom atmosphere, the TUJ students have struggled, but have also adjusted, and give their own opinions from time-to-time.

Besides the different educational environment, the School of Tourism and Hospitality Management has created new opportunities for Temple University Japan students with interests in the Tourism and Hospitality industry. Being one of the first TUJ students to declare in the "two-plus-two" deal and coming close to the end of the program, STHM has opened the doors for a start of a successful career providing me with networking and professional development. The STHM's "two-plus-two" program, non-existent in Japanese Universities, will certainly continue to support the opportunities to current and new TU Japan students.

SCHEDULE AN ADVISING APPOINTMENT ONLINE

School of Tourism & Hospitality
Management's Advising Office
Appointment System!

<http://tourism.temple.edu/sthm/advising/main/login.aspx>

*Temple University Center City
Senior Seminar
cordially invites you to attend...*

*The Winter Masquerade
A Night in Cherry & White*



*An evening of dining and dancing
amidst glowing city lights*

*Friday, December 1, 2006
6:30pm-11:30pm
Top of the Tower
1717 Arch Street*

*Please contact Kerry Boytin at
kboytin@temple.edu for more information.*

Get to know Dr. Seoki Lee

By Kamila Jodzio



Dr. Seoki Lee is a Financial Management and Research Methodology professor who joined the School of Tourism and Hospitality Management this year. He became interested in the hospitality field after discussing current options with his relatives.

After he came to America from Korea, he investigated different educational and professional positions in the hospitality industry available to him after graduation. Dr. Lee earned a Master of Science Degree in Hospitality Business and a Master of Science Degree in Accounting from Michigan State University. After passing the American Institute of Certified Public Accountants (AICPA) examination, he realized that he wanted to return to the hospitality industry. As a result of this he enrolled in a doctorate's program at Pennsylvania State University and earned a P.H.D in Hospitality Management.

Aiming to combine accounting with the hospitality industry, he started looking for open professor and scholar positions at different universities. While he received offers from many schools, he chose Temple University because it offered him the opportunity to continue his research and teach at the same time. During the fall 2006 semester, he is involved in graduate and undergraduate learning as a professor teaching Financial Management to graduate students and Research Methodology to undergraduate students. To get more insight of his experience at Temple, the newsletter committee decided to interview him. During the meeting he was asked following questions:



Dr. Seoki Lee and his undergraduate students

I: What is your experience so far working with Temple Students?

Dr. Lee: I am impressed by the quality of the students at Temple University. Before the semester started I was a little worried about the Research Methodology class because it is my first time teaching, it is undergraduate program, and it meets at 8:40 in the morning. After a few classes working with seniors I am very pleased with the students' work ethic and see that they work very hard on their projects.

I: As a professional researcher what do you think is the most important part in the research process?

Dr. Lee: One of the most important things in doing research is you really have to understand the basics of your study and the industry that you are interested in. If you are in the tourism industry you have to understand how they are working and what kind of issues they have. What ever you are trying to do in your research it should be directly related to the industry's hot topics so that industry practitioners are interested. They want to know the results of your study and use them for their practices. Everything you do should benefit the industry.

I: What are your goals for the future?

Dr. Lee: I want to be a better teacher and a better researcher. I do not want to settle with the skills I

have and that is why I chose Temple. After the first interview I already learned a lot from faculty members about their experiences as researchers as teachers with students. I am so happy to be here and take this chance to develop.

I: Because research classes have the reputation for being boring what is your advice for students who take this class in the future?

Dr. Lee: I believe that the word research is not familiar to students and they may feel like it is just something that professors do. Research is just another way to say problem solving. As future managers in a field they will have to solve a lot of problems so they should learn how to handle certain situations using some scientific methods. Hopefully students will see research as a one of the tools they can use for their future careers.

POKER TOURNAMENT

1ST PLACE WINS A... PLAYSTATION 3!

WHEN: Saturday, December 2nd from 5:00PM until we crown a winner.

WHERE: The Liacouras Center's Fox-Gittis Foyer – 1776 N. Broad Street

WHAT: Texas Hold 'Em No Limit Poker Tournament

WHY: You just got back from Thanksgiving break and you don't want to start studying for finals until study days come around OR you're a poker expert and you want that PS3!

REGISTRATION: Registration is \$20 per participant (one time option to re-buy chips for \$10). All participants please RSVP to trentm@temple.edu or emcdade@temple.edu with cell phone numbers and email addresses. Please direct all questions to these same addresses.

Check out Main Campus Senior Seminar's our website at www.temple.edu/sthm/seniorseminar

Restaurant Show

Unique New York

By: Stacia Cleeland and Olivia Shupp



The weekend of November 11-13 was full of hotels, restaurants, research, and learning experiences. Thirty-eight Senior Seminar students attended the International Hotel/Motel and Restaurant Show (IHMR&S) held at New York City's Jacob Javits Convention Center. The purpose of the event was to see vendors and businesses from all around the world display their products and services for countless industry professionals, and students.

Left to right: Hilary Taub, Jared Loss, Sarah Mastrianni, and Emily Bauer represent STHM



Saturday at the Javits Center, students learned more about research in a forum where the keynote speaker was Dr. Fesenmaier of Temple University. He spoke about research, future trends, and why research is important in any field, especially the Tourism and Hospitality industry. His speech was then followed by selected research papers and

projects done by students from Widener, Penn State, University of Delaware, and Temple. The topics were very interesting and unique, with topics ranging from dueling piano bars to full service hotels in Turkey.

Sunday and Monday were devoted to exploring IHMRS and the thousands of exhibitors showcasing their talents and products. The number of different exhibits seemed endless, with exhibits featuring: silverware, combination ovens, accounting services, air conditioning systems, bar equipment, beds and bedding, electronics, china and glassware, carpets, cabinets, doors, patio furnishings, restaurant and hotel furniture, fountains, and graphic design. There were full kitchen lines and equipment, management companies, schools and colleges, linens, magazines, associations, and much more. Things that students didn't even realize had anything to do with this industry were there displayed proudly and vendors were giving all the information they had to anyone who wanted to know.

There were some very interesting new displays that I noted, among them was ScentAir and Guestroom 2010.

ScentAir is a company that specializes in product branding as it relates to scent. I spent a good deal of time talking with one of the gentleman who works with this company. Smell is the sense that is tied closest to memory, and memory often influences emotion. The purpose of ScentAir is to work with companies and businesses to create or match a scent to what they feel their image is for their business. For example, Lucky Brand stores want their customers to feel that their image is rustic and vintage, outdoorsy and fun. They use the scent of woodchips all around their stores and have had wonderful responses to this from their customers. Some of their other clients are hotels, including Westin, Hyatt, Hilton, and Marriott, as well as stores and spas. Westin has

worked with ScentAir to develop a signature scent. They use a specially designed machine to circulate the scent at the front door to the lobby, at the registration desk, and at the elevators. Other hotels position the scents in different places, but the main idea is to give the guest a fuller experience and entice the senses even more while hoping to create fond memories of their property that can be remembered the next time a familiar scent comes around.

Hospitality Finance and Technology Professionals (HFTP) has created a simulation of a futuristic guest room. It is called Guestroom 2010 and is full of innovative and advanced equipment to make a guest feel at home and incredibly comfortable during their stay. Some of the features include a retina scan to get in the door instead of a keycard, a mattress that molds and conforms, a TV in the mirror of the



bathroom as well as in the shower, a toilet that opens and closes itself, and a smart chair where you can relax and recline as you work on your computer. There is also a robot that mops the floor if it gets dirty, an alarm clock that you can set and when you hit snooze it rolls off your nightstand and hides somewhere so when it goes off again you have to go and search for it, as well as an in

room clothing refresher using steam. There are many more items in this room that are just amazing and exciting to see. These new additions are becoming more and more popular in the hotel industry. Hopefully someday soon, more hotel rooms will look like this one.

While students were not exploring the show, they worked in shifts with STHM recruiter Rob DiMeo and Stephanie Shettel, Advisor, as they manned the STHM booth in the University section of the IHMRS. STHM students talked to people who were interested in Temple's STHM program for both undergraduate and graduate studies, and gave

them advice as well as significant information about the school and program.

This was an incredible opportunity for our students in this industry as it is one of the largest shows of its kind. Every year there are new innovations and displays to see and learn about. Anyone interested in the hospitality and tourism industry can benefit from seeing the exhibitors, talking to industry professionals, and learning all that they can about the countless parts of this industry that all come together for one week in one amazing venue in New York.

The Seventh Annual Woman's Entrepreneurship Conference

By: Alicia Raffensberger



Besides the fact that our dean, Betsy Barber, is on the League for Entrepreneurial Women and gave the opening remarks for the conference, I was enthused to be attending such an important event that supports entrepreneurial women in the Philadelphia area. Elizabeth Mullins, the Area General Manager, and Vice President of the Ritz Carlton for the Midwest region, was the keynote speaker and to me the most inspirational of all the days orators. Ms. Mullins has over twenty years of management experience at the Ritz Carlton hotels around the world. She started the conference by explaining how she entered the hospitality industry. On her way to see *The Nutcracker* one evening, her father wanted to stop and have tea at the Ritz Carlton first. While at the Ritz Carlton, Ms. Mullins was overwhelmed by the ambience of the hotel, how the waiter knew that she would prefer hot chocolate to tea, and a brownie compared to a scone. It was at this time, she told her father she wanted to work at

the Ritz Carlton when she grew up. Her father told her, “you can be anything you put your mind to,” and eventually her dream came true. I believe her life story was a great example on pursuing dreams, no matter how far fetched they may seem at the time.

There were panel discussions that offered other women entrepreneurs an opportunity to discuss their accomplishments and goals; one attendee that stood out was Tammy Reid, (the wife of head coach for the Eagles, Andy Reid) who is on the Advisory board for the Laurel House. The Laurel House is located in Montgomery County and serves as an emergency domestic violence shelter, which is the only one in the area. Mrs. Reid is extremely dedicated to promoting and expanding the Laurel House and its programs to other regions of the country.

After Mrs. Reid’s presentation, Susan Mudambi from the Fox School of Business announced the essay winner to be from the Ester Boyer’s School of Music and Dance, Takiyah Nur Amin. The League of Entrepreneurial Women offered a \$500 scholarship for any student who could produce an outstanding essay on the question, “If Philadelphia is the next ‘best city,’ how do we get there? What kinds of new business ventures can make Philadelphia a great place to live, work and play?” A relative question that directly affects the up and coming business women that are graduating this May.

During the closing remarks, three inductees who were all Temple graduates each gave their opinion on what made them successful. Besides their degree from Temple University, one speaker, Marjorie Brody, summed the conference up with three important goals she used to become successful; one must have passion, perseverance and remember to surround oneself with others who have the same goals in mind. I think the best words anyone could take away from this conference would have to be “carpe diem” or seize the day!

Career Day Weathers The Storm

Continued from page 1

On behalf of the Senior Seminar class we would like to thank Facilities Manager, Rodney Timmons for the assistance he provided us during the planning of Career Day. There were three sponsors for this year's Career Day who contributed to the success of the event. Senior Seminar main campus greatly appreciates the support of our sponsors, Erickson Retirement Communities, E&J Electrical and Techneal.

The Senior Seminar students learned to adapt to the unforeseen circumstances presented during the event. For instance, the guest speaker, John Brazer, was caught in traffic and was not able to be at the venue when originally scheduled. The event went on as planned with the exception of the guest speaker being moved to the end of the Career Day. We would like to express our gratitude to John Brazer for imparting his industry knowledge on the STHM undergraduate community. The Senior Seminar class greatly appreciates Career Day being commenced by the motivational words of Dr. Elizabeth Barber, Associate Dean of the School of Tourism and Hospitality Management.

Career Day would not have been possible without the participation of the exhibitors. The industry professionals volunteered to network with the STHM students in addition to increasing their knowledge of the industry and the opportunities available. Once the event concluded the exhibitors, dignitaries and Senior Seminar students enjoyed a catered meal by Broad Street Caterers.

The planning of this event has given the Senior Seminar students the opportunity to better their communication, organization and leadership skills. This opportunity would not have been possible without the guidance of Mr. Jeffrey Montague. The 15th Annual School of Tourism and Hospitality Management's Career Day was an event to be remembered.

Olympians in Town for 2006 Fall Festival

By: Mike Jucewicz

The Special Olympics athlete motto states "let me win. But if I can not win, let me be brave in my attempt." For all athletes participating in the Special Olympics, they know that if they try their best, then they have not failed. The 2006 Fall Festival was no exception, as athletes braved the chilly weather to compete against each other in several Olympic events. These special athletes displayed their skills on November 3- 5, during the Special Olympics of Pennsylvania 18th annual Fall Festival at Villanova University. Special Olympics is an international organization dedicated to empowering individuals with intellectual disabilities to become physically fit, productive and respected members of society through sports training and competition. This year, over 1,000 athletes from 44 counties in Pennsylvania will participate in a state wide competition. The Special Olympics of Pennsylvania provides training for over 18,000 athletes in 23 athletic events. Each year, 3 Olympic style games are held: winter, summer and fall. Opening and closing ceremonies, a parade, and victory dance were also part of these Olympic Games.

For the 2006 Fall Festival, athletes of all ages competed in several events that tested strength, skill, endurance, and agility. Delegates participated in volleyball, power lifting, bocce, long distance running, roller skating, roller hockey, and soccer. They could choose to participate in individual skills tests or team competition for soccer, volleyball, and roller hockey. Distance running, power lifting, volleyball and soccer events were held throughout Villanova's campus. Bocce ball and roller skating events were held at off campus venues. Unlike other Olympic type games, every athlete goes home a winner. Good sportsmanship is displayed throughout the day. In a world where many of today's professional athletes put the "ME" in team, it is a refreshing sight to see teamwork take precedence over individual accomplishments.

Over 2,500 volunteers from Villanova, Temple, and the surrounding community helped make these

events memorable for the athletes and their families. They assisted with the games in several ways, from retrieving runaway soccer balls to providing lifters a spot in the power lifting competition. Most importantly, volunteers were invited to encourage and praise the athletes as the games wore on. Anyone interested in attending these games next year, have no fear, for the dates have already been set. November 2nd to the 4th is the tentative date for the 2007 Special Olympics Fall Festival. Be sure to stop by and cheer on athletes who are passionate about their sport and play for the love of the game.

Giving Back

By Allyson Potochnick



To volunteer is to willingly sacrifice your time in order to beneficially serve individuals other than yourself. Volunteering comes with the acknowledgement that you may not receive any form of compensation in return for your actions. It is an influential part of life. Both direct and indirect impacts are felt on individuals throughout society. Volunteering directly affects the volunteer and the recipient of the volunteer's actions. The indirect effect of volunteering is felt through the beneficial outcomes of serving others throughout the community and those who are closely related to the volunteer experience.

The advantages of volunteering are numerous. Everyone should want to experience the act of volunteering. Through volunteering you place others before yourself, improve the quality of life for everyone involved, give back to the community or organization, and fulfill a sense of personal duty. Financial and career related volunteer experiences are also benefits that may be fulfilled. These are all great motivators to get an individual to volunteer.

Volunteering opportunities are endless. There are always organizations or individuals looking for a helping hand throughout each and every community. There are all types of volunteer experiences and activities that one can get involved with. Try something that interests you and volunteer in that area, then both you and the recipient will get

something from the experience. Having trouble finding the right place for you? Try this website: <http://www.volunteermatch.org/>

So I ask you, how can benefiting others, serving your community, giving back, fulfilling a responsibility, getting compensation, and adding to your career be negative? Exactly, it can't. So what are you waiting for? The opportunities are limitless. Get out there and volunteer!

Everyone's A Winner: The Newest Trend in Baseball

By: Jeremy Seglem

With the St. Louis Cardinals' World Series Championship win this October, Major League baseball has its seventh different champion in as many years. Compare that with the number of different championship teams between 1993 and 2000, an era dominated by a dynasty, the four-time champion New York Yankees, and it looks as if this newfound parity is here to stay.

Essentially, dynasties are teams that have won more than three titles in a decade, either collectively or in a row. Some of the most recognizable teams in sports history, like the New York Yankees, have transcended the term "dynasty" and have essentially mastered the art of dominating multiple decades. The Yankees, with their win-at-all-costs mentality and twenty-six world championships, have become the tool for which all other professional sports franchises are measured.

In addition to the Yankees, other dynasties ruled the 1990's in each of the other major sports, namely, the NFL's Dallas Cowboys, the NBA's Chicago Bull's and the NHL's Detroit Red Wings. These teams were equally as popular as they were feared, and kept up the trend of homogenous winning passed down from 1980's dynasties like the San Francisco 49er's, Los Angeles Lakers, Boston Celtics, and Edmonton Oilers.

As the 1990's came to an end, and new dynasties began taking over other sports, a different trend began to emerge in Major League Baseball. The Yankees dynasty, as well as the growing trend of

economic and competitive disparity throughout the Major Leagues, inspired Commissioner Bud Selig to implement a sport-wide luxury tax in 2004. Big spenders like the Yankees were forced to curtail their wild spending habits, lest they be forced to pay exorbitant fees on top of the huge salaries they offered. By essentially limiting the Yankees' financial reach, Major League Baseball indirectly helped cash strapped and otherwise weak franchises get out of the basement.

Teams also started taking a new approach in the evaluation and acquisition of players in the late 1990's. Through statistical analysis, poorer teams like the Oakland Athletics, Florida Marlins, and Minnesota Twins have leveled the playing field by determining and identifying the exact players which fit their style of play and economic standing. Rather than simply overpaying high-profile athletes, as the Yankees have and still do, these teams spend more time searching for the right player. This method seems to be working, as championship teams like the 2001 Arizona Diamondbacks, 2003 Florida Marlins, and 2006 St. Louis Cardinals have had very few, if any, recognizable players.

Major League Baseball is not the only professional sports league which recognizes that parity is the only suitable method for continued success on today's sport landscape. The NFL and NBA instituted salary caps in their leagues in 1994 and 1985, respectively. More recently, the NHL enacted a cap in 2005, after a player strike nearly bankrupted the league. However, these leagues, designed to encourage parity, have struggled to eliminate dynasties. The Chicago Bulls and Los Angeles Lakers of the NBA won a combined nine titles between 1991 and 2002. In the NFL, the New England Patriots won three Super Bowls between 2002 and 2005.

Perhaps these other sports should examine the approach Major League Baseball has taken towards winning in order to further increase the popularity of more teams, and thus, of their leagues. While some may argue that dynasties breed a more competitive spirit, the days of the sports monarchy are coming to a close, with a new, balanced, and democratic method taking over.

Featured Professional Organization of the Month

Hello and Welcome from Temple University Chapter Professional Convention Management Association

By: Jennifer Benson

Temple Chapter PCMA Vice-President

Temple University's Professional Convention Management Association (PCMA) Student Chapter is entering its second year of existence. The PCMA Student Chapter is an opportunity for Temple University School of Tourism and Hospitality students to learn about the meeting industry's career options, network with industry professionals, develop leadership opportunities, earn well-deserved recognition, and network with peers.

STHM strives to offer proper education and training to best prepare it's motivated students to succeed in an extremely competitive meeting and convention industry. Through working with the Greater Philadelphia's Chapter of PCMA, student members gain multiple benefits. Upon becoming a member, students receive a copy of *Convene*, PCMA's official journal, access to PCMA Membership Directory, scholarship, employment, and internship opportunities, and special rates to attend meetings.

Each new year finds PCMA growing and developing. Through dedication and student involvement, the organization strives to gain new members, acquire sponsorship, and achieve our educational and financial objectives. Furthermore, the Temple University Chapter strives to increase efficiency, professionalism, and experiences of our members by participating in events hosted by the Greater Philadelphia Professional Chapter of PCMA. Of the numerous educational opportunities our chapter offers each year, our most attended and appreciated event is the Professional Convention

Management Association Annual Convention. This year, the International Conference is in Toronto, Canada where numerous industry professionals from across the world will meet to share industry related knowledge, educate themselves on the trends in the meeting and convention industry, seek out new marketing strategies, and network with thousands of industry leaders.. We hope to send several members, which upon their return can share their experiences.

Temple University's PCMA Student Chapter is looking for new members to help cultivate its influence in the School of Tourism and Hospitality Management. If you are interested in becoming involved with Temple University's Student Chapter of PCMA, please contact our advisor, Dr. Joe Goldblatt: joe.goldblatt@temple.edu

The Red Cross Certification Changes

By: Russell Zimberlan



On November 28, 2005 the Red Cross changed the certifications for Adult Cardiopulmonary Resuscitation (CPR). The standard procedure for CPR in previous years was to first, check the scene of the accident for hazards, than call 911 and care for the victim. This process is commonly referred to as Check-Call-Care. When there is a non-breathing adult who has an unblocked throat, the responder administers CPR by giving the victim fifteen compressions and then two breaths until help arrives or an Automated External Defibrillators (AED) is available. The AED is a machine which aids responders and is capable of delivering a shock to the victim's heart. The shock will get the heart pumping so that blood will begin to circulate through the victim.

This past year the Red Cross has changed those requirements. The new procedure advices instructors to complete thirty compressions after every two breaths. Research shows, the blood which delivers the oxygen to the vital organs is circulated more efficiently with the increased amount of chest

compressions. The Red Cross changed the requirements based on new scientific evidence conducted by the International Liaison Committee on Resuscitation (ILCOR) and the American Heart Association. In addition, the new requirements will make it easier for the public to learn CPR and other life-saving skills. Over 130,000 Red Cross instructors nationwide have already been trained with the new certifications.

The Red Cross examines their current life saving techniques about once every five years to continually stay up to date with medical breakthroughs and scientific research. Every responder must have completed instruction with the new requirements by December 31, 2006. The Red Cross is largely a volunteer based organization, which provides emergency response and relief to victims of natural disasters. The new guidelines will help responders save more lives by preparing people how to respond to life threatening situation.

Upcoming Events

Event: Senior Seminar Poker Tournament

Date: December 2nd

Time: 5:00 PM Onwards

Location: 1776 N. Broad St., Philadelphia

Event: March of Dimes Signature Chef's Event

Date: December 4th

Time: 5:30 – 8:30 PM

Location: Sheraton Society Hill Hotel, 1 Dock Street, Philadelphia

Event: Graduate Information Session

Date: December 13th

Time: 12:00 – 5:00PM

Location: 1700 N. Broad St., Room 412

**Chef Charlie's Recommended
Restaurant of the Month**

TWENTY MANNING



Photo courtesy of Jamesmuspratt.com

“Executive Chef, Kiong Banh’s Asian French Fusion cooking has been tantalizing Philadelphia Diners at this chic Rittenhouse Square restaurant for four years. The beautiful outdoor Café seating compliments the New York style interior. A combination of intimate dining, large community dining tables, late night bar, and café scene makes this one of the city’s most popular restaurant.”
~ Chef Charlie

Dining Style:

Casual dining

Location:

261 South 20th street
Philadelphia, PA 19103

Price Range:

\$31-\$50
(Appetizer & Entree)

Webpage:

www.twentymanning.com

**Chef Charlie's Recommended
Recipe of the Month**

**CARROT GINGER,
LEMONGRASS SOUP**

Yield 56oz

- 2 lbs. Peeled carrots cut in ¼ inch rounds
- 48 oz. Chicken stock, warmed
- 1 small onion medium diced
- 1 stalk lemongrass both ends trimmed off lightly
Beat with back of knife, cut into 1 inch lengths
- 1 Small piece ginger, peeled
- 1 tbl. Honey
- Salt and pepper to taste

Methodology:

- ~ Add ginger and lemongrass to warmed stock and very lightly simmer on low for 1 hour
- ~ On medium heat begin to sauté carrots and onion for about 20 minutes or until carrots are soft, season lightly with salt and pepper
- ~ Remove ginger and lemongrass from stock and add to pan with carrots and onion
- ~ Bring to a low simmer and cook for about 45 minutes
- ~ Puree mixture to a silky texture and add honey
- ~ Taste to check for seasoning
- ~ Serve or chill for re-heating at another time- this soup also freezes nicely.