In Honor of...

Women’s History Month

This issue of The Connection highlights successful women in business and their accomplishments, and also takes an in-depth look into the impacts of major events.

Featured above are 3 of the 10 Most Powerful Global Women in Business (CNN Money)

Female Inspirations

By Amanda Dinan

Businesses from the past, as well as the present, have tried to discourage women from entering the work force through many techniques. However, it is this forceful push to keep women out of the business world that has driven so many females to work diligently to get to the top.

There are several remarkable women who have paved the way for other aspiring women around the world. (Continued on Page 4)
Impact of Major Events

Events and the Environment
By Chelsea Brooks

Large-scale events hold the power of attracting a great number of visitors from around the globe for a brief period of time. Although these events leave positive impacts on the hosting destination, true concern needs to be directed towards the negative impacts the events have on the environment.

The negative impacts large-scale events have on the environment are astronomical. Planning committees in hosting destinations prepare months, and even years, in advance for major sporting events; however, it is difficult to predict the impact these events will have on the environment during the planning process. While it is possible to attempt to reduce the negative effects on the environment, the only way to truly ensure the vitality of the environment is to stop planning major events.

Visitors’ travel to and from the event location greatly impacts the environment. All forms of transportation can have damaging long term effects on nature, even the “environmentally friendly” vehicles because: planes, trains, and automobiles emit harmful gases into the earth’s atmosphere.

Aside from transportation, events alone have damaging effects on the environment. During the course of an event, guests will bombard, and essentially overcrowd a city. Even if efforts are put forth for environmental protection, it is highly probable that the given destination will not be able to accommodate all guests while protecting and preserving the surrounding area.

To become more conscious of the harmful effects that events and people as individuals can have on the environment, check out Conservation.org. Here you can also calculate your carbon and eco footprint to learn how you personally can help conserve and protect the environment.

The New York Travel Show
By Tim Swierczek

The earth is too large of an area to try to fit under one roof. However, at The New York Times Travel Show convention managers would say differently. This unique hybrid convention allows travel providers to network, while providing consumers the opportunity to see and hopefully purchase their travel products.

Each year at the Jacob K. Javitz Convention Center in New York City, over 550 diverse vendors convene to form the travel show, such as travel associations, destinations, tour operators, outfitters, retail outlets, technology services, tourism boards, and transportation providers. This past February, five School of Tourism and Hospitality Management students made the journey to New York City to experience this fabulous travel show and gain invaluable networking opportunities.

There are two components of the travel show that appeal to travel professionals. The first component provides an opportunity for companies to build business to business relationships, while the second permits vendors to market and sell their respective travel products to consumers.

Experiencing the New York Times Travel Show firsthand was a very eye opening event. Global travel and tourism is a growing industry, which shows no signs of slowing as evident by the attendance of over 18,000 individuals for the show. By attending this travel show as a young professional about to enter into a lifelong career in recreation, I know my opportunities will be global.

Tim Swierczek is an avid outdoor recreationalist and enjoys high risk sporting activities. He would like to develop a career in adventure recreation by starting his own guide outfitter service.

Chelsea Brooks is a small town girl from North Eastern Pennsylvania, who always dreamt of being in a city one day. She loves Temple and STHM! She is also a member of the Temple Cheerleading team.
2010 FIFA World Cup On The Local Economy

By Gordon Riley

Every four years, the FIFA World Cup Soccer Finals attracts millions of people from around the world to the host nation of the tournament. In 2010, South Africa hosted this event for the first time in the tournament’s history and did so with great success. An estimated 2.7 million spectators watched the sixty-four matches at stadiums across the country.

South Africa is a developing nation that teeters in-between first and the third World countries. Two decades after the fall of Apartheid, the country continues to struggle to develop a new identity.

Danny Jordan, the Chief Executive Officer of South Africa’s Bidding Committee, reflecting on the impacts of FIFA on South Africa stated:

“The dream of a nation has come true. Some South Africans may not have food or a job, but they now have hope. FIFA has said Africa is worthy. It is wonderful to be an African today.”

Many South Africans have hope today because of the millions of dollars that were injected into the local economy after the World Cup to create thousands of jobs that will help reduce poverty and improve the country’s infrastructure. In addition to direct economic impact, the country will also profit from the worldwide media exposure generated by the event. This worldwide exposure is bound to attract more tourists than ever before to visit South Africa.

It is estimated that the World Cup Finals contributed over $10 billion dollars to the country’s Gross Domestic Product (GDP). This will be a major benefit for South Africa in the long run by generating more jobs annually, boosting the country’s public and private sector productivity, and by reducing the country’s inflation. In addition, the improved GDP will also increase economic growth and development and potentially lead to greater foreign investment in the country.

Here’s To A More Fruitful 2011

By Neal Cook

How does the upheaval in Libya and domino effect occurring in several countries in North Africa and the Middle East have an impact on how heavy your wallet is? How do the droughts in Russia and the floods in Australia and Northern Europe impact your spending habits? There is one terrifying answer: inflation.

Over the past year, the global community has had to adapt unwillingly to the spike in price for basic commodities. The 70% rise in price of wheat and corn during the second half of 2010 is only one example of the elevated price of goods (www.npr.org). The United States Department of Agriculture also predicts that food prices in America will rise 3.5% in the second half of 2011. (www.delawareonline.com).

This inflation of food costs affects the entire world. As the demand for food grows, less is available for the billions of humans on this planet. The catastrophic storms and droughts that have hit leading agriculture producers, such as Russia and Australia, have been a factor in the public uprisings in Morocco and Yemen. (www.pbs.org). These public protests have led to the removal of the leaders in Tunisia and Egypt.

In Pakistan, it is estimated that 46 cents of every dollar spent by families is used to purchase food; this is followed by Kenya where 45 cents of every dollar is spent on food. (www.nation.co.ke). In China consumer prices rose 4.9% in 2010 and food prices have increased by 10.3% in the past month. Because of the rising cost of food, families in these countries are in a constant struggle to survive.

Russia’s wheat growing region was hit with the largest drought in 2009 that it has seen in one hundred years. (www.npr.org). This subsequently led to Russia banning the export of wheat to all nations in mid August, which inevitably increased the prices of commodities throughout the world.

The rising prices of raw goods are reflected in the price of products manufactured by companies around the world. To put this in perspective, the price of your Big Mac from McDonald’s could go up by 2.5% this year as McDonalds and other leading companies, such as Kelloggs and Smuckers, have indicated that they ultimately plan to pass the increase in food costs and fuel expenses onto you, the consumer. (www.afp.com).

As the consumer, obligated to pay higher prices to survive, what alternative exists to the problems at hand?

Neal Cook cares about all living organisms, especially animals and people. The one psychic he ever went to told him “Animals are attracted to you and your aura”. Neal also loves hockey, reading, and seeing new countries and cultures.
Condoleezza Rice as Commissioner of the NFL?
By Greg Javardian

In consideration of Women's History Month and the women who have made distinct marks in U.S. history, former U.S. Secretary of State, Condoleezza Rice should come to mind. Rice was the second woman in U.S. history to become secretary of state and the first African-American woman to hold the position. She also is an avid sports enthusiast who is devoted to the National Football League (NFL). You may be thinking, “She is a sports fan, so what?”, but her attachment to the NFL goes much farther than just being a fan.

What many people are unaware of is the fact that Rice was once in consideration to become the Team President of the San Francisco 49ers and more prominently, the Commissioner of the NFL. This should not come as much of a surprise to those who know her well. Rice’s immense knowledge of the game and her past position as Provost at Stanford University overseeing the university’s athletic budget made her an ideal candidate.

In a 2002 New York Times article titled “Dream Job for Rice: NFL Commissioner”, Rice claims that she focuses on the offensive line and the secondary the most when watching games, two areas she believes are most important in American Football. She also spends so much time consumed with the NFL that she once lightheartedly said, “I would have written several more books if it had not been for the NFL.”

When former NFL Commissioner, Paul Tagliabue, retired in 2006, Rice was mentioned as a potential candidate, but she was still serving as Secretary of State and could not pursue her dream at the time.

When Rice was invited to speak at an NFL meeting in 2009, current NFL Commissioner, Roger Goodell jokingly said, “I’ve invited somebody who wants my job in front of the same people who hired me.” Goodell also, perhaps not so jokingly, thanked her that she was busy three years ago when they selected a commissioner.

Condoleezza Rice as the Commissioner of the NFL would have been an astounding story and certainly would have made history for women everywhere. Of course, her dream can still become a reality down the line, if she is still up for the challenge.

Women Executives

(Continued from Page 1) Indra Nooyi, Ursula Burns, and Carol Bartz are three inspiring females, who are CEOs of Fortune 500 companies. (Women CEOs article from CNN.com). As of today, a total of only fifteen women have this honor.

Indra Nooyi is the Chairman and CEO of PepsiCo, which is currently ranked 50th in the Fortune 500 ranking. Since 2006, she has experienced the company through tough economic times. She is also working with Michelle Obama on Ms. Obama’s campaign to solve child obesity.

Ursula Burns is the CEO of Xerox. Burns has set significant benchmarks in Fortune 500 history; she was the first African-American woman CEO of a Fortune 500 company and the first female CEO to replace another female CEO. Burns began working for Xerox in 1980 as an intern, and from there climbed her way to the top of the corporate ladder.

Yahoo CEO, Carol Bartz is yet another female inspiration. Bartz is currently making changes to the well known website in order to develop a stronger email server and content for their users.

The achievements of these three strong women in business have helped pave the way for women to come. Their success has the power to inspire and motivate females to strive for and achieve their goals, regardless of their sex.

Amanda Dinan is a Tourism and Hospitality Management major and works in the Banquets Department at the Doubletree Philadelphia in Center City. She hopes to find an internship in the Banquet or Sales Department of a hotel.
Women Executives

Where Have All the Bachelors Gone?
By Michelle Blash

While sitting in tourism and hospitality classes in the School of Tourism and Hospitality Management (STHM) at Temple University, it is hard to ignore the uneven ratio between males to females. It may appear strange that there is such a staggering dominance of females in the classroom, considering the hospitality industry is still predominantly managed by males due to the past effects of the “glass ceiling” women face.

According to the annual report released by the Education Department’s National Center for Education Statistics, in less than a decade women will account for 59 percent of total undergraduate enrollment and 61 percent of graduate enrollment at colleges across the country. This means that women are not only the majority population in Temple’s STHM, rather they are the majority of students earning a college degree nationwide.

With women building impressive resumes while in school and becoming more adapt towards the possibility of more prominent career opportunities after college, there will be a noticeable increase in the number of women in higher management positions than ever before. This generation will undoubtedly see women overcome gender stereotypes, break through the hospitality “glass ceiling,” and become the driving force behind equal pay. For the first time, our industry will experience a balance between the genders in management positions.

A word of advice towards women who regret selecting a major where there are few bachelors available: a bachelor degree is a greater takeaway from college than an actual bachelor in this day and age…

Michelle Blash is a Philadelphia native and went to an all Girls Catholic High School: John W. Hallahan. She used to be a competitive Salsa Dancer and still loves to go out dancing. Her career goal is to one day become a professor that will inspire college students to go after their dreams.

One on One with Dr. Debra Blair
By Brian Osborne

BO: Since March is Women’s History Month, what kind of impact does that have on you as a woman in the sport and tourism industry?

DB: Oh yeah. Absolutely.

BO: Enrollment in the School of Tourism and Hospitality Management (STHM) is growing gradually, is there anything that you would like to see improve for future STHM students?

DB: Personally, one of the courses that I teach that is dear to my heart is the Leisure and Tourism for a Diverse Society. I think the seriousness of the issues that potential managers have to deal with are rising, specifically disabled customers or patrons. I would ideally like it to have students see that this is an issue that needs to be addressed.

BO: I have noticed you specialize in Disability Management. What made you go in that specific field?

DB: I always saw myself as kind of a nurturer. The feeling I got working with kids with disabilities was so rewarding. Then I realize that industry is taking care of itself, but it’s the other industries that need to catch on.

BO: As we go off the topic, there are some rumors circulating around STHM and I would love to get your side of the story. Is it true that you play Wii?

DB: Actually, I do.

BO: Now we have to know, what is your game of choice?

DB: It would have to be Guitar Hero.

BO: Really? Wow. I’m pretty sure you just shocked many of your students. Do you have a “go-to” song?

DB: I really enjoy playing Hotel California by the Eagles, especially on the guitar.

BO: That’s awesome. Let it be known: Professor Blair jams out.

BO: Lastly, is there any advice you would give seniors preparing to graduate?

DB: I would say keep your options open. Be prepared. Get out of your comfort zone. I feel like many students have a specific field they are interested in, which limits them to the exposure they potentially could get from all of the other options in this industry.
Impact of Major Events

Terrorism in Tourism
By Esther Choi

Continuous terrorist activities have occurred in the tourism industry in recent years. Tourists are often targeted by terrorists because they are known for being unaware of their surroundings, simply because it is not their place of residence.

Recent terrorist acts in India, and protests in Thailand have negatively affected their tourism industry and destinations. Tourists now must ask whether these countries are safe places to travel before planning their trip. It is crises like these that make people think more about their personal safety when traveling.

Hospitality businesses today face the pressure of improving and updating their safety standards. Well-known resorts such as Shangri-La Hotels and Resorts claim they now screen vehicles and luggage and use metal detectors to check visitors. Other properties have also added extra armed security to watch the inside and outside of the hotels. All of these extra safety precautions have to make people wonder:

Are vacations not meant to be a get away from the stresses of daily repetitive life?

While some guests may feel more secure with the additional security, the screening process may offend some visitors. Vacations are meant to be relaxed, safe, and fun, so it is up to tourism and hospitality businesses to find a way to keep vacations as such, despite the threats of terrorist activities.

Eun (Esther) Choi is a first-generation Korean American born and raised in the greater surrounding area of Philadelphia. She is currently a senior in the School of Tourism & Hospitality at Temple University and is hopeful that her education and experience allow her to contribute a great deal to the hospitality industry in the future.

All-Star Weekend
By Megan Kita

Every year in February, the National Basketball Association (NBA) recognizes the most talented players in the League during All-Star Weekend. This year Los Angeles was the host city coordinating all of the activities that took place during this large scale event.

While All-Star weekend is a sporting event, it also has impacts on the tourism and hospitality industries. Super star athletes and basketball fans alike from all around the world stay in the host city for this event. Intensive preparation has to be completed by Los Angeles to cater to all of these fans. Hotels, restaurants, bars, and clubs, to name only a few types of establishments, had to prepare to cater to the players as well as the different types of audiences that would invade LA the weekend of February 18th.

Because All-Star weekend was promoted with effective marketing and public relations, Los Angeles attracted fans from near and far into the city for the event. It was the combined effort of the host city’s accommodations, dining facilities, tourist attractions, etc. that made All-Star weekend a phenomenal experience for fans to travel to experience. A host city that successfully works together and provides fans with a positive experience will be left with a feeling of pride and accomplishment, in addition to hopes of hosting another large scale event in the future.

Megan Kita is a senior majoring in Sport and Recreation Management with a concentration in Sports Management. She is looking forward to gaining experience in her senior internship either this summer or fall in a new city. She hopes to intern for a sports team in their team operations department.
Internships
Interactive Design Intern—Sportsdigita (Edina, MN)
Brewers Baseball Club (Milwaukee, WI)
Sponsorship Intern—Ultimate Fighting Championship (Las Vegas, NV)
Internship Available in All Departments—AEG (Los Angeles, CA)
Video Production Intern—Kansas City Chiefs (Kansas City, MO)
Marketing Intern—Cincinnati Reds (Cincinnati, OH)

Jobs
Corporate Sales and Service Coordinator — Oakland Athletics (San Diego, CA)
Staff Accountant — Ladies Professional Golf (Daytona Beach, FL)

Volunteering
Eastern Pennsylvania Youth Soccer Association (EPYSA) — (Plymouth Meeting, PA)

* Visit TeamWorkOnline.com for many more opportunities within sports and live events.

Internships
Customer Service and Hospitality and Tourism Intern—Eurostars Grand Marina/Hotel (Barcelona, Spain)
Hospitality Intern Program — Hershey Resorts (Hershey, PA)
Marketing and Operations Intern—Lake Austin Spa Resort (Austin, TX)
Market Coordinator Intern — Splendia LLC (Miami, FL)

Jobs
Suites Supervisor — Levy Restaurants (Louisville, KY)
Sales Executive — Westin Hotels (Rome, Italy)

Volunteering
Shelter, Food, and Health — Marriott Hotels (Various Locations, USA)

* Visit STHM.Experience.com for many more opportunities within tourism and hospitality.
Employees of the Month for February were selected based upon their dedication and commitment to Montague & Associates

Randy Johnson, Section 1  Evan Trenkner, Section 1  Curtis Phair, Section 2

Congratulations!