By Antonio Crincoli

In early February, 24 students from Temple University’s School of Tourism and Hospitality Management (STHM) had the opportunity to attend the Sport Industry Networking and Career (SINC) Conference at George Washington University. The two day event was filled with lectures and seminars meant to connect students to over 50 industry professionals that came.

There were exciting keynote speakers like Lisa Baird of the U.S. Olympic Committee, Kevin Plank of Under Armour, and Phil de Picciotto of Octagon. All of the professionals in attendance had vastly different experiences and knowledge which they shared readily throughout the weekend.

After arriving back at Temple University on Saturday night, I had the chance to further research the organizations that had peaked my interest during the weekend. Tough Mudder, although an out-of-the-box idea, was just edgy enough to catch my attention. The website looked like an adrenaline junkie’s dream, a chance for people to prove they are the biggest, strongest, fastest, and toughest. Extreme races like the Tough Mudder, Warrior Dash, and Spartan Race have recently taken the world by storm. Extreme racing is not for the faint of heart; each course ranges from about 6 to 10 miles with obstacles throughout. Some of these obstacles include barbwire, muddy water, and electrified fences.

Think extreme racing is a bad idea? Tell that to the thousands of people in the United States and aboard that participate. Business is booming for extreme racing companies and there seems to be no end in sight. Each company has legitimate national sponsors that include Reebok, Under Armour, Dos Equis, Dial, Monster, and Miller Lite. Any person tough enough to race has to pay anywhere from 50 to 150 dollars just to compete. The racing companies have grown exponential and today, there are over 100 races worldwide.

Continued on page 2.
I would like to welcome fellow students and faculty members to read the first issue of The Connection for the spring 2012 semester.

My name is Andrew Jimenez and I am privileged and honored to be the president of Montague & Associates, and Senior Professional Development Seminar, Section II. As president I will oversee nine committees comprised within our organization. With the help of my Vice President, Lorena Morel Diaz, we will work in collaboration with Section I, their President, Lauren Caminiti, and their Vice President, Richard George.

The groundwork for success has previously been laid out by other Senior Seminar classes. I am confident that my committees and I will surpass everyone’s expectations and achieve every goal we have set out for ourselves.

We will not take any shortcuts in achieving our goals. It is in our best interest as an organization to take command and put forth our best efforts in an honest and ethical manner.

This semester we will learn to work amongst one another in a professional and business setting. We will be conducting many events that will engage and educate the student body, such as: hosting an Alumni Panel of industry professionals, who will share their experiences and the steps it took to get to their current positions.

We will also gain valuable skills and traits that we can add to our repertoire by developing our own personal websites, becoming CPR and First Aid certified, improving our writing and communication skills, and becoming more aware of global issues through presentations and guest speakers.

One of the greatest challenges we will be facing as an organization this semester will be the organizing, planning, and execution of our main event; Casino Night. This event will take place at the top of the Bell Atlantic Tower on Friday, April 13, 2012. Project Chair, Herbert Kandeh and his committee have their work cut out for them. Fortunately, the responsibility does not solely fall on their shoulders because our organization promotes teamwork. The challenge is shared amongst all committees so we must work as one cohesive unit and trust one another.

The upcoming months will be daunting, stressful, and pain staking at times. With a collective of diverse and talented individuals, I am certain that nothing will come our way that we won’t be able to overcome together. I am honored to have the opportunity to lead and guide such an amazing group, and I will do everything in my power to ensure our every success and prevent failure.

On the Road Continued...

The racing companies are trying to sell a way of life, not just a race. Extreme racing is no fad; soon you will see extreme races gain the same national attention as marathons. People are hooked to this new sport and it only seems natural. The sport of extreme racing is a lifestyle that people take home after the event. The basic principles of extreme racing, like camaraderie, dedication, and discipline, all translate to the world at large. If you believe you have what it takes, you may have to wait. The races are selling out quickly and only come regionally once a year.

The great thing about education opportunities like the SINC conference is they can open your eyes to something you have never thought of before. Sometimes students are so locked into working in professional sports or marketing, they lose out on the rest of the industry. The Sport and Recreation industry is enormous and always changing, we owe it to ourselves to keep an open-minded.
Presidential Address: Lauren Caminiti

First and foremost I would like to welcome everyone to the 1st issue of “The Connection” for the Spring 2012 semester. To introduce myself, I am Lauren Caminiti, the Class President for Section I taught by Assistant Dean Montague. On behalf of my classmates, I can safely say we are anxious to embark on this adventure called Senior Professional Development Seminar together.

Section I Vice President, Richard George, and I developed a mission statement for our section. Our mission statement details the direction and leadership we plan to implement throughout the semester which will foster a productive and successful environment.

“The Mission for section 001 of Montague & Associates is to understand the qualities an industry professional must possess to be successful. A realistic company environment will provide an opportunity to develop the skills, tools, and experience necessary to prepare for our future endeavors. Amidst this business environment, our mission is to compile the most effective business strategies that will ensure that the company stays within its budget, and maximizes all potential revenue streams. We will be able to fulfill our company’s mission by keeping in constant communication with the other section, and Dean Montague as well.”

I align my own personal goals with this mission statement in hopes to set an example for my fellow classmates. In order to prepare ourselves for the future, it is critical to develop the skills listed in the mission statement. Immediately, I can see many of the committee members rising to the challenge and taking necessary steps to ensure a thriving semester. Already, both sections Project Committees have been hard at work guaranteeing that each event will be successful and enjoyable.

A realistic company environment will provide an opportunity to develop the skills, tools, and experience necessary to prepare for our future endeavors.

A road to success is not always the easiest path to travel. That is why as a unit, we are going to lean on one another and learn from the mistakes and challenges that we will face. No one person has ever accomplished a difficult task on their own; it takes teamwork, communication, trust, and most importantly, passion, to succeed.

Although there are multiple moving parts to make this semester run smoothly, I believe that each student possesses the abilities above. Senior Seminar will provide the chance for STHM students to improve upon their personal weaknesses and to enhance their professionalism.

I am honored and elated to be Section I Class President, and I honestly believe that we can achieve the goals and objectives we set for ourselves. Enjoy the 1st issue of “The Connection,” and I look forward to your continued support throughout the semester.

Adventures in Tikal

By Samantha Spadea

During my freshman year in college I spent my spring break on a 10-day service-learning trip in Guatemala. The first weekend, we were given the opportunity to experience the Mayan Ruins in Tikal, Guatemala. These pyramids were located at Tikal Archaeological Park in the middle of the jungle. I have never hiked through a jungle before, so it was interesting to see wild life up close. We saw many different exotic birds, monkeys, and insects as we made our way to the Mayan attractions. Once we arrived at the area of the park with the pyramids, we were able to go to the top of each one. Most of the pyramids had regular steps to walk up, but some did not. I got a great workout that day after walking up about 1,000 steps total; I remember one pyramid being over 200 feet tall! The views were incredible and you could see the whole park from the top. It was definitely an adventure for me. I wish we would have had time to zip line through the jungle, but unfortunately we had to move on to our next destination.

I believe adventure tourism is very important to the tourism and hospitality industry, especially for third world countries like Guatemala. Places like Tikal Archaeological Park use the money they receive from tourists to restore and revitalize their destination. The prices are fairly reasonable when you convert the money into U.S. Dollars. Tikal is a large tourism destination, so they are greeting tourists from all over the world every day. Other parts of Guatemala are much poorer and rely on tourists who travel to Guatemala to participate in service-learning trips like I did. I enjoy traveling to destinations where I know that I am helping the infrastructure of that country and I really enjoyed Guatemala. I hope that I am able to experience more adventure tourism in the near future and possibly travel back to Guatemala.
RecycleMania Making its Mark on Temple’s Campus

By John Marziano

Temple University and its basketball teams are participating in an upcoming tournament this winter. The basketball teams are winding down their respectful regular season tournaments, making way for the conference tournaments and subsequently the NCAA tournament. Another intercollegiate tournament being held is known as RecycleMania. The men’s basketball team recently had a RecycleMania Night at the February 1st game against Fordham where the first 500 students received a free 2012 RecycleMania t-shirt to help promote Temple’s engagement in the recycling tournament. According to the Office of Sustainability, last year Temple placed first in the Atlantic Ten division for participation in an upcoming tournament this winter. Temple University and its basketball teams are participating in RecycleMania to see which campus can recycle the most and decrease the most amount of waste. Some of the local campuses that are participating consist of Temple University, Villanova University, Widener University, Saint Joseph’s University, University of Pennsylvania, Bucks County Community College, and Montgomery County Community College. The main emphasis is to recycle paper, cardboard, cans, and bottles. There is also a category for food service organics which measures the highest gross tonnage of recyclables, as well as first place in the waste minimization category for the lowest cumulative waste per person. In the end, this amounted to a grand total of 414,640 pounds of recyclables and 46.51 pounds per person of waste collected. This year, Temple strives to clock in an even better performance by recycling approximately 415,000 pounds and defending its first place titles.

The official RecycleMania competition kicked off on February 6, 2012 and runs for eight weeks through the end of March. 605 schools across the U.S. and Canada will be participating in RecycleMania to see which campus can recycle the most and decrease the most amount of waste. Some of the local campuses that are participating consist of Temple University, Villanova University, Widener University, Saint Joseph’s University, University of Pennsylvania, Bucks County Community College, and Montgomery County Community College. The main emphasis is to recycle paper, cardboard, cans, and bottles. There is also a category for food service organics which measures materials that are composted and redistributed for food banks or recovered for animal feed. With the technology world constantly changing, there is a new category for the 2012 tournament that consists of a recycling program for old and used electronics.

Participating schools can compete in other ways besides just recycling products. They can also develop new ways of reducing waste, such as replacing paper documents with online alternatives. Temple University has done well in the categories and plans to continue to make strides moving forward. A big push this year is to reuse your water bottle by filling it back up at one of the water refilling stations located throughout the University. Students can keep track of Temple’s progress online on the TLportal homepage. RecycleMania is a nonprofit organization that started as a competition between Ohio University and Miami University in 2001.

An Authentic Experience

By Elizabeth Holland

Imagine traveling to Earth’s most exhilarating destinations and being able to experience nature and all of the beauties of this planet. Well, for about 32 years now, International Expeditions has been doing exactly that, unlocking to its guests all of the wonders of the natural world. They recently expanded their tour lineup to more remote destinations such as Madagascar and Bali. Participants will have a once in a lifetime opportunity to become one with Earth.

Guests that are looking for an authentic experience navigating through the natural world have come to the right place by connecting with International Expeditions (IE). In a recent study, 26% of all travelers are in fact adventure travelers, whom purposely seek out anti-mainstream destinations. This is why IE is offering such incredible and “off the beaten path” destinations instead of general themed parks and resorts. 2012 will be a crucial year for IE, with new destinations being sought out by these new pioneer tourists.

The great thing about organizations similar to IE is their combination of the “do it yourself- backpacker” planning and a very organized tour operating system. There is still that genuine experience of being out in nature without having to stay in a less-than-fabulous hostel. Their main focus in 2012 is expanding their packages for the traveler to experience exotic wildlife, trek through trails and enjoy incredible food from the destinations. None of that “touristy” stuff here, folks.

What struck me is they manage to be very organized, while still having complex packages. For their guests it is a seamless journey from start to end — including the hassles of booking flights. Each experience brings authentic engagement with local people, as well as tour operators who have a vast knowledge of the lands visited.

Every guest’s response to their experiences were above and beyond what they had ever expected. Bringing home those long lasting memories and once in a lifetime experiences allow for International Expeditions’ motto to be: The World Leader in Nature Travel, bringing that incredible difference, setting its product apart from all else.

Volume 19, Issue 1
By Melanie Weisman

A stadium for any sports team tries to stand out amongst the rest. When sports fans leave a stadium, the owners want them to be impressed. Whether it’s the construction, the food, or the seating, owners want the consumer to have the best time in their stadium. The latest trend in stadiums is the “Going Green” initiative. This plan puts forth efforts to try and help make the country more environmentally friendly. Teams are taking this idea and revising their stadiums to match this eco-friendly lifestyle.

Many stadiums have been in talks to use solar panels and two stadiums have already put forth their efforts to make this plan a reality. Solar panels will help with the lighting, heating and cooling of a stadium. The Washington Redskins plan to have the largest solar energy installation in a National Football League stadium. Using a company in Princeton, New Jersey named NRG Energy they hope to complete 8,000 solar panels that would provide 20 percent of FedEx Field’s energy on game days and 100 percent on non-game days depending on weather conditions.

Another team that has wasted no time jumping on the green train is the Seattle Seahawks. Their solar arrays come from a Fremont, California company and are different compared to the Redskins’ solar panels. Their solar cells are shaped like tubes and will cover approximately 2.5 acres and 80 percent of Qwest Field. Their tube-shaped form captures, diffuses and reflects sunlight throughout the day without the need for a rotating mechanism. When the project is complete it is expected to generate enough electricity annually to power the equivalent of 95 homes, and result in a 21 percent reduction of the stadium’s utility cost.

These two stadiums will just be the beginning of stadiums going green. Paul Allen owns the Portland Trail Blazers, the Seattle Seahawks and co-owns the Seattle Sounders and has created The Green Sports Alliance. The Environmental Protection Agency and six professional leagues have already endorsed this effort. This alliance sets forth to promote eco-friendly practices for professional sports teams and their stadiums. Many teams have already taken the necessary steps to become more “green”, and as the years go on there will be more teams who will take part in this initiative. Before sports fans know it, every team in every league will be environmentally friendly.

Source: http://www.washingtonpost.com
It’s in the Cloud

By Herbert Kandeh

Look up in the sky! It’s a bird! It’s a plane! It’s…. an artificial cloud? Is there such a thing? The answer to that question is the University of Qatar’s artificial cloud system which will be used during the 2022 FIFA world Cup tournament. In their efforts to minimize the unfavorable climate conditions that will affect the performance of players during the world’s most viewed sporting event, the University of Qatar’s Mechanical Engineering department has designed a solar powered, light weight carbon structure that is filled with helium gas. This structure will be used as one of the measures to mitigate the blistering heat.

Imagine yourself seated at a stadium to watch a game of soccer (futbol), where the average temperatures is 122 ºF (50 ºC), and you are seated for a period of 90 minutes. The image which you just created in your mind represents one of the growing lists of safety concerns that the world’s governing body of soccer, FIFA, has been criticized about since awarding Qatar, the rights to host the 2022 FIFA World Cup.

The Middle Eastern country of Qatar experiences extreme heat during the summer months. Being that the World Cup is hosted between June and July, it will expose both sport tourist and players to fierce summer heat. FIFPro, which is the global players' soccer union, wants the 2022 World Cup tournament switched from its perennial summer schedule to a winter event. FIFPro’s thinking behind this request is thinking about the safety of its players’ and the travelling supporters. FIFPro’s request to change the games schedule was denied by FIFA.

The artificial cloud structure will be used to provide shade at the stadium and the training facilities that each nation will be using during the games. The cost to produce each unit of artificial cloud is currently $500,000 (£310,000), but will decrease when the artificial clouds become commercially available. Each unit will hover like a helicopter above the stadium to shield it from direct sunlight. The artificial cloud will be controlled by a remote and will also be programmed to continuously change its shield position according to the sun’s prevailing east to west path.

A similar technology to the artificial cloud system has been used before in the United Arab Emirates, another Middle Eastern country, for the purpose of providing rain to grow plants. Mr. Saud Abdul Ghani, the designer of the artificial cloud technology, believes that the technology will be used to provide shade at beaches, parking lots, or other shade less areas, and may even be controlled by cellphones in the future.

“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives.”

Andrew Carnegie

Illustration of artificial cloud
By Kelly Martin

This year, the Philadelphia Zoo is celebrating the Year of the Orangutan in an effort to promote awareness of palm oil production and its effects on local primate populations. The Orangutan, one of our closest primate relatives, can only be found on two islands in South East Asia, Sumatra and Borneo. Habitat depletion due to the agricultural expansion and urbanization on these islands has unfortunately brought about the dire estimate that these gorgeous and intelligent apes will be extinct in the wild in less than fifteen years. As one of the largest tourist destinations in the city, the Philadelphia Zoo is taking a stand to educate its guests about this situation and how it can be stopped.

Palm oil is a substance that is extracted from the nut of a palm tree and is frequently used as a trans fat substitute. It has numerous names and can be found in nearly all processed food products, soaps, shampoos, and cleaning supplies. Although palm oil itself is not a terrible thing, it is being irresponsibly harvested without respect to local rainforests and their inhabitants. Palm oil plantations are quickly taking over the native environments, and the lack of diversity is problematic to all surrounding wildlife. The demolition of the rainforest also creates greater opportunities for poachers and exotic pet traders to capture these creatures.

The goal of the Philadelphia Zoo is not to ban palm oil, but to simply persuade companies to choose to use responsibly grown and harvested palm oil in their products, and to thank the ones who already are. They are currently working to educate the population about his relatively new environmental crisis. They encourage guests to learn about the different names of palm oil and how to select products that are sustainably harvested. The Philadelphia Zoo is currently offering $10,000 to the university student who creates the best mobile app that will assist in teaching consumers about palm oil, please visit their website for more information.

Philadelphia Zoo and the Orangutans

“Leadership and learning are indispensable to each other.”

John F. Kennedy
By Edward Sockol

Recently in the field of Event Management, an interesting trend has developed with regard to sustainability initiatives pertaining specifically to large music festivals. The emergence of “Green Teams” over the past several years has awarded benefits to festivalgoers, event managers and the Earth as well. A typical green team is comprised of a handful of individuals that agree to work a specified number of hours after a festival has concluded in exchange for a full refund of the purchase price of their ticket for the event. The team is charged with the task of gathering and sorting all of the waste and recyclable matter at the conclusion of each individual event. Generally, a green team employee must commit between 15 and 25 hours of post-show time, which earns back their initial outlay of perhaps $200-300. Multi-day music festivals may have diminished in size since the golden age of Woodstock, but the industry has evolved to encompass a greater variety of events. In today’s day and age, multi-day festivals occur with much greater frequency than in decades past. In an era in which more festivals occur, initiatives such as green teams that contribute to the feasibility of having events return year after year are vital to the sustainability of both the earth and the festival business.

Green teams are especially important as the potential negative environmental impact of an improperly cleansed festival site is immense. At larger annual festivals, crowds in excess of 30,000-50,000 people gather continuously in a condensed area for three days or more. The daily mass of waste produced by that number of individuals is a sight to behold, and sorting the lot is no easy task. Green teams benefit various parties with each festival, as they can provide fantastic motivation for budget-conscious festivalgoers, environmental benefits to the host sites, and of course the general benefit of having a cleaner planet in that particular space. Potential host sites are often cautious with regard to the possible long-term detrimental effects that hosting and re-hosting a large-scale event might entail, but by employing a green team, festival managers receive a cost-effective solution and simultaneously dispel any concerns a site owner may harbor.

As summer festivals such as Bonnaroo and Coachella continue to grow in terms of length, attendance and notoriety, it is crucial that promoters take steps to ensure that they will both be invited back to their host sites and that they have at least a neutral overall impact on the environment throughout the course of their event. Hopefully, the initiative of green teams will not go unnoticed in the future and they will continue to contribute to keeping the festival industry progressing forward.

Volume 19, Issue 1
New Venue Complete for Paralympics

By Ted Elasser

With only 200 days left until the 2012 Paralympic Games, a new venue has been completed in London. The Eton Manor will hold the events for Wheelchair Tennis. Located to the north of Olympic park, it is the only venue designed specifically for the Paralympics. Construction began in April of 2010 and was finished on February 10th, 2012.

This years Paralympic Games will be the best one yet. There have been over 1 million tickets sold and the first Paralympic-only partners Sainsbury’s, a UK grocery company, and Channel 4, have signed on. Channel 4 will be providing the most televised coverage than any of the Games before. If there is no money coming in from other ways, it is almost irresponsible to turn down something that will help spur the economic recovery. On top of the economic benefits received from the tour companies, the tourists who visit the sites become more educated on the reality of the disaster and may be more inclined to donate or even help aid in recovery efforts.

Disaster tourism in its most basic sense involves travelling to the site of a recent natural, or sometimes man-made, disaster for the purpose of curiosity.

It is topics like this that continue to drive my interest in the field of tourism. The arguments I presented on both sides are fair and there unfortunately is no right answer as to what is the correct approach to take. The most important idea to remember is to be objective. It will allow you to see all sides of the argument, rather than the most convenient answer.

By Ted Elasser

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During the Games, Eton Manor will seat 10,500 spectators who will be watching 112 athletes compete for six medals. The venue includes nine competition courts and four warm-up courts. Another use will be during the Olympic games where the courts will be transformed into temporary training facilities for the aquatic events. There will be three Olympic-sized pools, a water polo pool and a pool for synchronized swimming. After the Games are completed all of the venues will enter ‘Legacy’ mode. The Lee Valley Regional Park Authority will fully fund and manage the complex. This will house the Lee Valley Tennis Centre and Lee Valley Hockey Centre. These centers will offer two rinks for the Hockey Centre, four indoor tennis courts and six outdoor tennis courts for the Tennis Centre. These facilities will help benefit the local community by providing new and improved recreational opportunities.

Accoding to The Olympic Delivery Authority (ODA), Chairman Sir John Armanit, “Eton Manor is a stylish new sports facility that will be centre stage during the Paralympic Games. It will re-pay every pound of the investment in it by also providing training facilities during the Olympics and then, after the Games, becoming an exciting new centre where local people can play sport for decades to come.”

Source: http://www.london2012.com/
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