Getting out of your comfort zone can be a difficult process for anyone. For some people getting out of your comfort zone means trying to change when change is hard. The book “Switch”, written by Chip and Dan Heath, discusses the challenges people face when trying to change. The book describes how peoples’ minds are controlled by two sources when making a difficult decision: the rational mind and the emotional mind. The Heath brothers state that, “The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine.”

A great example of someone getting out of their comfort zone in the sports world is Blake Griffin. During the NBA lockout in 2011, rather than limiting his talents to basketball, Griffin chose to pursue an internship at Funny Or Die, a comedy website co-founded by Will Ferrell and Adam McKay. Other players may have seen the lockout as an obstacle, but Griffin saw this as an opportunity to acquire a new skill in film production. According to The Huffington Post, Griffin helped write, shoot, edit and act in several videos for the website.

This semester, students at Montague-Ridall & Associates have also been given a chance to get out of their comfort zones. Before students can navigate the business world full time, they must be able to overcome personal fears and limitations. Each student must take the Senior Professional Development Seminar with Dean Montague and Professor Ridall. As a class we are expected to run a fictional business with the very real goal of raising money for the School of Tourism and Hospitality Scholarship endowment fund.

In this first issue of the spring 2013 newsletter, students have decided to embrace the idea of escaping our comfort zones by evaluating our focuses and how they overlap. Each student was asked to write an article about a topic that is seemingly unrelated to their area of interest and investigate the way in which it impacts their chosen field. Now please fasten your seat belts, put on your thinking cap, open your mind and be prepared to be officially connected.
Atlantic City: A Safe Bet for Vacation?
By: Dana Bladel - Sport & Recreation Management

Have you been to Atlantic City lately? If you have, you’ve probably noticed that the once-golden town has now turned dreary and is struggling to bring tourists. Just this past week the Trump Plaza was sold to a California company for $20 million which is the lowest price paid for a hotel in Atlantic City to date. Another factor affecting the economy of Atlantic City is that Pennsylvania has been operating table games since 2010. This eliminates the need for those living in Pennsylvania to travel over an hour or more and spend money on gas, hotels, and dining, in addition to gambling expenses. Why spend all that extra money when you can stay in the comfort of your home and drive only a short distance to gamble? Along with Pennsylvania, Maryland just recently passed a bill permitting table games so they will also enter the race to compete for discretionary income.

One bright shiny spot in the Atlantic City boardwalk is that the Miss America pageant will be returning to AC after several years of headlining in Las Vegas. Hoteliers are hoping that the Miss America pageant will help to bring in more visitors over the festive weekend but this is only a stop gap. Another positive aspect that could be coming to Atlantic City is the passing of legal sports betting in at casinos and horse tracks in New Jersey. According to William J. Pascrell III, a lead lobbyist for the law, legalized sports gambling could generate $1 billion in gambles and as much as $100 million in new annual revenue for New Jersey in its first year alone. This could bring back the sense of magic and wonder to Atlantic City that has been long gone.

After Sandy
By: Chris Shomo - Sport & Recreation Management

In early November, the northeast United States fell victim to powerful Hurricane Sandy. While a large number of cities and towns were hurt by the storm, Atlantic City is hurting in more ways than most. Some areas in the city suffered serious destruction, but in other areas, the damage was limited.

Known as a tourism hot spot, Atlantic City was displayed on national media as a wasteland with severe damage everywhere. In reality, the damage to the tourism sector was minimal. Unfortunately, the way the city was portrayed on television was enough to persuade potential visitors to stay away.

The famous casinos which lay right on the coast of Atlantic City were able to endure through the storm with little damage thanks to a dune restoration project. While lucky enough to only have minimal damage, the real problem for these casinos was that no one was showing up to them, even a month after the hurricane. Seeing that tourism is what drives the economy of Atlantic City, the lack of visitors was just another frustrating effect of the hurricane.

It is now four months since Hurricane Sandy hit Atlantic City and it looks like the city is almost back to normal. In an effort to continue promoting the city as an attractive tourism destination, many casinos are now offering promotions such as high profile entertainers, spa specials, and sweepstakes in hopes of drawing back visitors. It will be interesting to see how the city will fair economically this year after such a blow to their tourism sector. Atlantic City has made it through this disaster, but have they learned from this and will they be ready to face future challenges that Mother Nature throws at them and their tourism driven economy? Only time will tell.
Learning from London
By: Ryan Moffett - Sport & Recreation Management

One of the most popular events in the global spectrum is the Olympic Games. Recently, the world watched as the 2012 Summer Olympic Games took place in London, England. This event was able to get a global audience of over 4 billion people from around the world, making it the biggest media event in history. However, the number of people attending the Summer Olympics in London did not match that of previous games.

The tourism industry in London did not reach it estimated attendance goals for this event. Out of 60,000 hotel rooms released to tourists and visitors, an astonishing one-third of these rooms went vacant. (Johanson 2012). The main cause of this problem was the exceedingly high prices that hotels were charging to stay in their rooms. Travel agents from all over the world had a difficult time finding people to fill these rooms and London lost out on millions of dollars as a result. There was an overwhelming demand to see this event but the hotels in London reached a price ceiling by doubling and tripling their rates for a room. Consumers were just not willing to pay the incredibly high prices that the hotels were asking.

There is a saying that goes, “you learn from your mistakes.” This is exactly what the country of Russia is doing for the 2014 Winter Olympic Games. To avoid making the same mistake that London did, the government of Russia has announced that they will regulate the amount that hotels can charge for accommodation services. The system will rate hotels on a scale of one to four stars. How much a hotel is allowed to charge customers will be based on the rating they receive.

The rationale behind this decision is clear, but is it fair to businesses in Russia? I believe that high class and well known hotels and resorts will reach capacity during an event as big as this no matter what. In my opinion, it is not right that the government is putting limits on how much a private business can charge for their services. They could possibly force hotels to lose out on thousands of dollars in revenue. This is money that could be put back into the economy of Russia and ultimately help the country. The tourism industry could take a huge hit as a result of this government interference, and the results may be no better than the ones seen at the 2012 Summer Olympic Games in London.

Flyers Fashion
By: Courtney Grant - Tourism & Hospitality

On January 19, after a seemingly lifelong NHL lockout, the Philadelphia Flyers took to the ice at the Wells Fargo Center for the first time in the 2013 season. Flyers fans flocked to the stadium to watch the team take on the Pittsburg Penguins in a true Pennsylvania faceoff. As a Flyer’s fan, my excitement was unparalleled. As I entered the concourse, my observations were at an all time high. I realized the lockout of 2012 not only deprived me of enjoying the sport of hockey itself, but also the camaraderie felt when engulfed in a sea of orange and black that is Flyers Nation. As a fashion merchandizing professional, my interpretation of this army of fans was one to consider the business behind dressing all of those in attendance.

I have come to find sport fan fashion to be highly entertaining, and have reflected on the lucrative nature of team merchandizing. That day, I entered the 47 Brand Store, Wells Fargo Center’s flagship retail store, and observed the massive chaos prior to the start of the game. I was told by employees that the store opens two hours before games, during which they sell thousands of dollars worth of merchandise. The ability to capitalize on team merchandise sales is an enormous source of revenue for the venue and team. Not only is their target market already walking through their doors, but this store has the ability to upsell all merchandise simply due to their location. The proximity associated with the team themselves and the memory of the game associated with the purchase allows the merchandise to be perceived as more valuable. As a person working in the retail and apparel industry, understanding how to create value in your otherwise unnecessary product is essential; perceived worth is potentially hard to come by.

Hockey is back, and with the return of the Broad Street Bullies the opportunity for the merchandizing community has returned. The ability to convince a rough and tumble Flyer’s fan to purchase a $300 article of clothing (jersey) is, when it comes down to it, quite impressive to this fashion fan.
Visiting Brazil

By Anthony Brenneman - Sport & Recreation Management

Pois não? This popular Brazilian phrase is all but common to traveling tourists throughout the country. The term’s English meaning translates to, “Can I help you?” Over the next five years Brazil, and specifically Rio De Janerio, will be hosting millions of tourists from all over the world. Not only do I plan on being a tourist, but a fan, critic, representative, and wanderer. The Amazonian country will play host to several sporting events such as The FIFA World Cup, FIFA Confederations Cup, the 2016 Olympics and the Paralympics. Pois não? Will be universal term all travelers will be accustomed to throughout their journey. I am seeking a career in the sport and recreation world. When I travel to Brazil I will be experiencing the other side of our industry, the hospitality and tourism side. Cities and countries are constantly bidding to host sporting events with hopes of stimulating their economy. In the United States, for example, a college football team such as The University of Alabama travels to College Station, Texas to play Texas A&M University. Alabama fans travel well, and a large number are present at the game. Local hotels, restaurants, novelty stores and more will serve the influx of people coming to the city. Brazil is a country known for its beautiful beaches, jungles, and people. As tourists from around the world arrive, they will be serviced on a grander scale than college football participants. The events taking place will be months long.

Already a popular destination, the tourism and hospitality sector will improve its productivity, harvesting even greater revenues. Additionally, more jobs will be created to help service these growing fields. A study concerning the previous World Cup in South Africa suggested, “The average person who visited the country during the event spent just over ten nights in South Africa.” (FIFA.com, 2010) Like South Africa, safety concerns are among the largest when visiting Brazil. The country is hoping to see similar results comparable to what South Africa experienced with the total awareness as a leisure destination increasing by nine per cent after the FIFA World Cup. Tourists also found their experience in the country to be much better than they expected before arriving. (FIFA.com, 2010). Countries depend on the tourism industry to create jobs, increase cultural awareness, and overall improve the environment for citizens.
World Cup Investments

By Sara Mireles-Garay – Tourism & Hospitality Management

In June of 2014, one of the most anticipated soccer competitions will take place. The 20th FIFA World Cup will be held in Brazil, drawing spectators from across the continents to support their national soccer team. The tournament will be held from June 12th to July 13th, weeks after the major European football leagues end their seasons, and during the winter of Brazil’s subtropical region. Hosting the tournament for the second time, Brazil promises unparalleled competition and excitement.

The Brazilian federal government has earmarked $3 billion for investment in works relating to the 2014 World Cup, and intends to release a package of works, entitled the FIFA World Cup PAC. The estimated cost for the construction and remodeling of stadiums is over $1 billion; the final match will be held in Rio de Janeiro at the Maracanã arena, which is currently being renovated to hold 90,000 spectators. In addition to the stadium upgrades, there will be $5.3 million invested to upgrade the airports in ten of the venue cities, increasing their capacity and comfort for the hundreds of thousands of tourist expected to arrive on those dates.

In terms of security, Brazil has a reputation of high levels of criminology and insecurity for locals and tourist. In order to assure the security of their visitors the Brazilian government have been working on an efficient security plan. The minister of justice, José Eduardo Cardoso, said in an interview with Brazilian radio stations, “the 2014 World Cup will be a very safe event.” They are planning on implementing facial recognition software in the stadiums, where a small camera fitted to the glasses of Brazilian police will capture 400 facial images per second and send them to a central computer database storing up to 13 million faces. In addition to security in the stadiums, Brazil is training of 53,000 public safety professionals for the 2014 FIFA World Cup.

Brazil is not only an outstanding soccer destination, but also a culture-rich getaway for travelers from all over the world. Brazil is a diverse country, home to a mix of different peoples with all their customs, culinary traditions and religions. Brazil is not only a perfect destination for adventurous travelers, but it is also the perfect fit for all the soccer fans from around the world.
Briana Paige Candeub was born on July 20th 1990 at the Pennsylvania Hospital. She was raised by both of her parents in the suburbs of Bucks county along with a younger brother and sister. Briana attended Council Rock High School South, where she was a dancer and a cheerleader. Her passion for dancing inspired her to enrolled at Temple University in 2008 at the Boyer School of Dance. She was involved in a terrible car accident her senior year of high school, yet continued to pursue a career as a dancer. Unfortunately, after two years she was still experiencing back problems and was unable to continue her dance education.

Luckily for Briana, Dance was not her only option as a career path. She has been surrounded by business success since she was born as both of her parents own their own businesses. Their involvement and success in the hospitality industry has given Briana the tools to explore and find her passion. Briana has been working for her dad's company, Park Avenue Limousines, since she was 15. Here she has developed many skills and has truly grown within the company. She has matured and learned to speak up through interaction with many individuals as well as concierges in a variety of hotels. She does payroll for 60 people and has improved her customer service skills. Being part of her father's company has helped shaped who Briana is today. Although she has the option to take over her father's company, she also has a strong desire to explore different paths within the industry and remains undecided.

At the final chapter of her college carrier, Briana couldn’t be more excited to have been chosen as President of her Senior Seminar class. She is confident that she will not let herself or her peers down. She is a kind hearted and trustworthy individual who wants people to look to her for encouragement and support. Briana's energy and charisma will most certainly open many doors to amazing opportunities. For her Senior internship, she would like to explore the hotel industry as this may be the deciding point of which path she will embark on. Briana Candeub will most certainly make an impact in the hospitality industry no matter what she decides to pursue.

Angie Alfonso was born in Bogotá, Colombia on August 24, 1991. After spending the first ten years of her life in Colombia, she moved with her family to the United States. Angie and her family moved to Pennsylvania to a city called Bangor. A few years later, Angie began her high school years where she attended Bangor Area High School. Throughout her years of high school she was an extremely involved student and athlete. Angie was involved in many school clubs along with Track and Field and Tennis. She truly enjoyed being involved in all of these extracurricular activities, and was also a great student. Even throughout high school, school was a top priority of Angie’s because getting a proper education and acquiring a career was important to her. Angie also held a job at Bridals by Sandra as a consultant and a front desk receptionist. Little did she know, this was a good job for her future because it taught her a lot about great customer service.

The next chapter in Angie’s life included college. This was a huge step in Angie's life because she was the first person in her family to attend college. Angie transferred to Temple University’s School of Tourism and Hospitality Management during her sophomore year. A little after coming to Temple, Angie was faced with the biggest challenge in her life and a very upsetting death. It was a bump in the road, but with the support of her family, friends, and STHM faculty Angie was able to refocus on herself and her future. Her first job was at Temple Telefund and shortly after she started at Minute Suites hotel at the Philadelphia International Airport. Lastly, she completed her junior internship at the Best western Plus Historical Park Hotel.

Today, Angie is now the President of her Senior Seminar class. She is extremely excited to prove herself, stay focused, and is ready to take risks that may lead to unforgettable opportunities towards her future. She is ready to live life to its fullest and to take total control of all aspects of her life. Angie knows by experience, that the challenges she may face will only make her stronger. For her senior internship she plans to get involved with something that includes non-profit events and fund raising, however she is willing to try and be involved in different things as well. Angie's final thoughts: “Knowledge is Power”!
The Carousel Way: World
By: Donta Comer - Tourism & Hospitality Management

One of the first establishments of its kind, Carousel House has been providing persons with disabilities a chance to explore the joys of recreational sports and special events. Joe Ryan, Recreation Leader of the Carousel House, supervises the members while incorporating fun and challenging activities for individuals with disabilities. During the last two weeks of August participants are given the opportunity to engage in sports and leisure activities such as wheelchair basketball, swimming, soccer clinics, and many more. These participants come with the readiness and determination of true athletes, prepared to meet challenges head on.

Having had the opportunity to assist with these activities was an eye-opening experience that has changed my personal definition of what exactly an athlete is and does. On the first day, campers were geared up for what proved to be an amazing experience. The camp was structured so that no matter the disability each camper would push themselves to meet new heights and explore new frontiers in the arena of sports. In order to get the athletes’ blood pumping, the day starts with a few light warm-ups and ice breaking exercises. It is in those few hours that I began to see the true nature of athletes who have overcome all odds. Each participant was unique and able to adapt even with their disabilities so that they could fully immerse themselves in every activity the day had to offer. After the morning work-out, a nutritious breakfast was served and the recharged campers were ready for the next feat. Broken into small units, the campers continued their day of recreation with activities such as, field hockey, tennis, flag football and more. All of these activities led to the day’s main event: a basketball game like no other. Fully prepared with team jerseys, the players were ready to win. Every camper added their unique personality to the game and played with intensity as the clock counted down and an ordinary basketball game turn into a world championship. It is in those moments that I learned that an athlete is not defined by their abilities but by their will and determination to succeed against all odds until the very last second.

Montague-Ridall Associates March 2013 Events

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