The Executive Committee has developed a few main goals in which we, as Montague-Ridall & Associates, wish to work towards in order to “be the best”. Planning the 23rd Annual Career Fair and increasing attendance will be our main focus for the semester. To “be the best”, we need to want the best for what all of our efforts are concentrated around. As the Executive Committee of Montague-Ridall & Associates, it is our job to be strong leaders for our company. We are here to direct when needed, assist in any way possible, and most importantly, boost the morale of our fellow associates. If we push ourselves a little harder, we truly believe that we will end up accomplishing some extraordinary things together and will ultimately “be the best”.

Alex Amrhein and Amy Croke, President and VP of Section 001.

Our project for the semester will be to host a roast of Dean Montague. A roast is an event in which a person is subjected to a public presentation of comedic insults, praise, outlandish stories, and heartwarming tributes as a mock counter to a toast. This event has potential to be the biggest event that Senior Seminar has ever had because it will attract the students of the School of Tourism and Hospitality Management, the staff, as well as Alumni. We look forward to seeing how this event will pan out and hope that it will exceed our expectations!

Jan Duncan and D’Andre Maiden, President and VP of Section 003.

Montague-Ridall & Associates will host a Semi-Formal event in early December of this year. The purpose of the semi-formal is to provide an opportunity for members of the association to network with industry professionals. Our association will also look to start building relationships with business sponsors in the Philadelphia area to raise funds for this event. These relationships with sponsors will add possibilities to seniors looking for their final internship and graduates looking for their first job opportunity. Our association will have to stay on top of our strategy to make sure we are selling tickets to any possible students, friends and family members interested in attending the event. We will use strategies that will provide us with a competitive advantage in order to complete our goals.

Chynna West and Scott Noyes, President and VP of Section 002.
Understanding the Change: What Do Employers Want in Professionals Today?

No one could have foreseen the trajectory of the Sport and Recreation or Tourism and Hospitality Industry. The growth the industry has made in the past twenty years has been remarkable. As the industry grows, employers have extended their expectations for industry professionals. The industry is highly competitive, as more colleges and universities are developing programs geared towards specific areas of the industry. In doing so, employers are looking at experience. Internships within the industry have a higher focus on concentration than years past. Employers want to know that an applicant has the technical skills necessary to do the job. Internships are a great way to show “who you are,” to a company and impress them. Often times, experience can set one applicant apart from the rest. In addition, most jobs now require a basic understanding of computer programs including Microsoft office. Twenty years ago, one could list Microsoft Office on a resume. However, in the industry today it is assumed that one knows and understands these programs. Today, many employers are looking for potential employees that know other programs such as WordPress or Google AdWords. It is important to expand technical skills that were once considered skills themselves that are now considered common knowledge. Personal integrity and ethics are arguably two of the most important values to possess. It is important to not damage your reputation. Employers want people of high character working for them especially because he or she will represent their brand as well. There is more emphasis on brand image than ever before. Employers will always seek applicants that will have a positive influence on the organization or their brand. International Sport and Tourism industries are both expanding. Employers are looking for those who are willing to travel and work overseas. Along with this comes an extremely valuable skill of speaking and understanding different languages and cultures. Potential industry professionals must be able to demonstrate multicultural sensitivity and awareness to other people’s cultures and values, whether working abroad or within the United States. This can be an overlooked aspect of which potential industry professionals are unaware and unknowable about. The industry is expanding greatly and with no signs of slowing down, it is important for potential industry professionals to understand what is expected of them because it is vastly different from twenty years ago.

Brett Miller

From Riches to Rags and Back Again

The Divine Lorraine Hotel started out as the image of architect Willis G. Hale. In 1894 the 10-story Romanesque beauty first opened its doors as the Lorraine Apartments. Lorraine Apartments catered to wealthy citizens in booming North Philadelphia. The Lorraine was known for its true vision of luxury in its time with full electricity, two penthouse ballrooms and a talented staff that put all other private servants to shame. The Metropolitan Hotel Company bought the building a few years after it opened and renamed it the Lorraine Hotel. It remained prosperous until the Great Depression and slowly deteriorated and was sold to Reverend Divine in 1948 for $485,000 (about $4.4 million today). Reverend Divine was the founder of the International Peace Mission Movement and immediately renamed the building the Divine Lorraine Hotel. Divine opened the doors to all races and classes making the hotel the first racially integrated hotel in Philadelphia and one of the first racially integrated buildings in the United States. However guests needed to follow Divine’s rules, which meant no drinking, no smoking, no profanity, and no sharing, quarters with people of the opposite sex. The two penthouse ballrooms were turned into worship halls and the ground floor kitchen was opened to the public as low-cost dining for Philadelphians. After Divine’s death, the Divine Lorraine Hotel sadly went out of business. After several years of attempting to save and revamp the Divine Lorraine Hotel, developer Eric Blumenfeld has the financial backing and determination to do so. Blumenfeld is planning on creating an open lobby with the rooms blending into one another. The hotel will have two restaurants as well as a speakeasy in the lower level with a secret entrance like the original. Blumenfeld expects that the hotel will be open for business in two years. So far, efforts have already been made to remove the trash and graffiti on and near the building. With some tender loving care, the Divine Lorraine Hotel will be up and running, and will help transform North Philadelphia back into the flourishing neighborhood it once was.

Lilly Klauber
Youth Sports: Then and Now
The Race to Nowhere

Over the past 15 years, fewer children in America are playing the country’s most popular team-sports. According to data from youth leagues, school-sports groups, and industry associations, combined participation in basketball, soccer, baseball, and football fell roughly 4% from 2008-2012. This is compared to only a 0.6% population decrease in 6-to-17-year-olds during that time span, according to the U.S. Census. Over 70% of those who participate in youth sport drop out of programs before high school. So what has caused the continual decrease in team-sport participation? An in depth analysis reveals that parental pressure and technological advancements may be to blame.

Parental Pressure
Today’s generation of parents may remember a time when organized sport was decided by children in neighborhoods. Uniforms were not necessary, schedules depended on when school let out, and kids made up their own rules. Each game was unique because there was no pressure from adults. Parents let their children play without interruption as long as they did not get in trouble, were two blocks from home, and were inside for dinner by the time the street lights were on. But the way the youth participate in sports today has changed. Parents pay the fees and purchase equipment, ultimately deciding what sport their children play. The focus has shifted to results and adult values rather than the values and social interactions experienced by the children. All in all, the fun has been taken out of sports and more than ever, parents are pressuring their children to win at all costs.

How Technology has affected Team-Sport Participation
Why go outside and play sports when you can sit inside and play virtual versions of sport on Xbox? Many American children have been glued to their televisions in recent years, a stark contrast to the days when children played with neighborhood kids for hours on end. Social media has also played a big role in stunting team-sport growth. Rather than socialize through physical games, children are obsessed with their smart devices and wirelessly interact with friends. With increased pressure from parents and coaches, it is clear that America’s youth have shied away from the complexities of organized sport and turned to informal social interactions through technology.

Business Implications
Unfortunately, participation rates also affect sporting-goods sales. From 2011 to 2012, total sporting-goods sales rose 2.1%, half the projected increase. U.S. baseball-bat sales dropped 18% in 2012 when compared to 2008 data. During that same timespan, football sales fell 5%. Team uniform sales for basketball and soccer were stagnant. Although there has been an increase in youth participants in sport, the decline in team-sport participation has undoubtedly hurt the sporting-goods market.

Nicholas Lopez

Dubai: The Worlds Fastest Evolving City

Today, Dubai is a bustling global city that is well known as one of the richest and most glamorous business hubs in the world. Dubai currently has over 400 high rises including the record tallest building in the world and is the 22nd most expensive city. The city commonly reflects a western-style model of business with an economy built primarily on oil revenue. While the city may be thriving today, it was not always this rich and extravagant. Prior to this rapid incline, Dubai was a poor city that was greatly affected by the Great Depression of 1930. Many residents starved or left the area at this time leaving the city dilapidated and empty. The desert city struggled for many years to regain control of their economy until the big oil discovery in 1966. This oil discovery jump-started the economy boom and began to change the infrastructure of the city. The construction was gradual and the expansive buildup began with the first high-rise built in 1991. From that date on, Dubai’s growth has been rapid and expansive. They built an entire above ground metro station consisting of 42 stations in less than two years. They currently are home to the world most luxurious hotel and have several man-made islands that are home to many spectacular attractions and resorts. While oil once controlled the entire economy, today, less than 5% of the emirate’s revenue is derived from oil. The economy is driven mainly by tourism, real estate, and financial services. The city continues to attract worldwide attention through large innovative construction and architecture. With such massive success, Dubai is projected to continue to grow and become one of the leading tourist destinations in the entire world.

Jamie Clarke
The Moneyball Movement: How Analytics Are Changing Sport

Analytics are defined as the information resulting from the systematic analysis of data or statistics. This information has always been important in many other industries but it has not been until recently that it has shown its face in the sports world. The impact using analytics in sports has already had and can continue to have is amazing. For players and coaches to the front offices and even fans, analytics can make a difference in striking a batter out, negotiating contracts or having a competitive advantage over an opponent. Analytics in sports were not thought about much before the famous Billy Beane “moneyball” strategy used to field a competitive Oakland Athletic’s team in the 2001-2002 season. The fact is there is a lot to be gained from implementing analytics into sports and as Beane showed, it is creating a competitive advantage and opportunities for new minds in sports that were not there in the past. One of the major opportunities that has resulted from analytics being in sports has been the creation of new jobs and positions that never existed before. It is now standard for many NBA teams to have a Director of Basketball Analytics and it takes a special mind to perform this position. Individuals in this position typically evaluate a plethora of statistics and then are able to conclude many things from those. For example, analytics produce data to show how hard a player worked throughout the course of a game or even what spots on the court give a certain player the highest probability of scoring. This type of data is valuable for coaching staffs in the NBA and this is all because of analytics. The one sport that analytics has impacted drastically over the years has been baseball. Although the Billy Beane example is a great example and start into the implications of analytics in baseball, it goes much deeper than that. No other sport uses analytics more than baseball. Analytics in conjunction with “old school” scouting of players allows for every team in Major League Baseball to be able to completely analyze every aspect of the game. A statistic that has become a staple for analyzing production by a player in baseball has been Wins Above Replacement (WAR). WAR is a statistic used to summarize a player’s total contributions to their team in one statistic.

To figure out a statistic like this the great analytical minds in the game of baseball created a formula to measure to the number of wins a player contributes to the team over whoever their replacement would be. The formula for WAR is very complex using 7 different other statistics to compute this one statistics but this is what analytics in sports can do. WAR is a statistic that was unheard of as recently as 10 years ago, but because of analytics, and the minds that drive analytics in sports, statistics like this are possible. The implications for the future of analytics in sports are even greater. The prospect of improving things, such as the strike zone in major league baseball throughout technology and analytics, is just one exciting example and shows how bright the future is. Analytics in sports are here now and will shape the future.

Aaron Tyson

The Glamorous World of Flight

Anyone who has ever spent time working as a business professional in the hospitality industry has inevitably encountered a ridiculous uniform or two. Maybe it was a mandated blue, starch collared, shirt or a polo with an unfortunately placed logo on the front. No matter where you work or what you do, in this industry, your uniform is used as a tool to show every customer that crosses through your front doors exactly who you are and what you can do for them. It is a company’s way of promoting their employees and their brand. This philosophy has been proven through the years with one specific career path: flight attendants. For decades, flight attendants have been at the forefront of employee outfit fashion and faux pas. They have become one of the most iconic staples of the tourism industry, and rightfully so. The job of a flight attendant came into being in the early 1930s when Boeing hired a handful of nurses to aid in their flights to make sure all passengers were safe and taken care of during their trip. While this seems like a completely mundane job, over the course of the next 84 years, it has transformed into a career focused on servicing the customers mid flight and helping to meet all of their leisure, in-flight needs. The average flight attendant has transformed from part time nurse, to full time nanny. There was even a brief time when these lucky workers were idolized as fashion icons. In the 60s and 70s, some airlines went so far as to hire established fashion designers to create a line of employee uniforms showcasing their glamorous attendants. In the past few decades, many airlines have reverted back to using more simple and traditional styles when dressing their flight attendants, but history has done a good job of providing us with an abundance of wonderful and silly pictures that capture the immortal spirit of the glamour girls that once ruled the air. This infamous career path has even inspired its own exhibit in Seattle, Washington’s Museum of Flight and has been the muse for big screen hits such as The Aviary and View From Up Top. The average flight attendant has a not so average history and it is one that shall be celebrated in hospitality books for years to come.

Priscilla Glick
A Tale of One City: How The Big 5 has Changed Since Leaving the Palestra

There is just something about the Palestra; anyone who has ever been there knows the feeling. Whether it is the way the natural light falls on the court, the nostalgic feel of the arena or the reverence for the historic games that have taken place there, any true Philadelphian will acknowledge that the 87-year-old venue simply has “it”. The birthplace of Big 5 basketball nearly 59 years ago, the Palestra has played host to more NCAA tournament games (52) and regular season games than any other arena in college basketball; but that is history. Today, games at the Palestra are far from what they once were and the meaning of the Big 5 is essentially innate, fans have unfortunately become detached from the citywide rivalry and shifted toward conference matchups. Just last year, for instance, LaSalle and Temple were featured on College Gameday and made their best attempt recreate the atmosphere of old. While the crowd was sold out and highly passionate, it was clear that something was just not the same. After all this time away from that storied gym had visibly taken its’ toll on the fans and for some students, it was clear that they did not even understand the historical significance of the Palestra at all. While solving the problem is far from easy, identifying the problem is elementary. In the interest of collecting their own gate revenue, securing top recruits, complying with the scheduling requirements of major conferences, and ultimately maximizing profits, the teams decided it would be in their best interest to build their own arenas and to abandon the Big 5 as it was once known. In terms of relation to this industry, this excerpt speaks to the impact that the formation of conference play has had on college basketball. Where nostalgia and intercity rivalries once ruled the landscape of college athletics, teams have now entered an arms race to obtain the top recruiting classes, boast top facilities, and reap the rewards of major television rights deals at the expense of their storied histories and cross-town rivalries. As future industry professionals, it is important to maintain an appreciation for the unique story of each professional team of university and use that story and to consider those stories when making impactful decisions.

Dan Altomare

Eastern State Penitentiary – Then & Now: Tourism

In the late 1700’s, the United States was bursting with opportunity. The Constitution was in progress and Philadelphia was at the center of it all. However, thieves and criminals are bound to be part of any society, and Philadelphia had nowhere to put them. Everyone from children to grown men- petty thieves to cold-blooded murderers- were placed in the small Walnut Street Jail. Something had to be done. After years of debate, planning, and construction, the Eastern State Penitentiary opened its doors in 1829. The building was a modern marvel with heating, flushing toilets, and private showers. Not even the President could claim all of those amenities at the time. Initially, conditions at the prison were harsh. A bag would be placed over the prisoner’s head to ensure they did not know the location or layout of the building so escape would be impossible. They lived in total isolation, with a small feeding hole as their only communication with anyone other than themselves. This was not only for protection, but also a new method for reform. The hope was that this would give prisoners time to reflect on their actions and realize their wrongs. Charles Dickens famously wrote that the “daily tampering” on the brain was “immeasurable worse than any torture of the body”. By the early 1900’s, Eastern State Penitentiary held nearly 2000 prisoners- even though it was only built for 300. Additional cells were built underground with no light or windows. In 1956, Cellblock Fifteen- also known as Death Row- was added. Behind the same walls where it was once believed that everyone is capable of reform, prisoners now sat awaiting their deaths. Finally, in 1971-142 years after they admitted inmate number one- Eastern State Penitentiary was closed. Today, Eastern State Penitentiary is once again open for business- however this time; it is the tourism business they are in. Year round, the prison is open for daily tours. During this time, visitors can see where legendary inmates such as Al Capone and Willie Sutton were imprisoned. They also get a glimpse into life in solitary confinement behind the tall walls of the prison. And just in case that isn’t creepy enough for you, for Halloween the prison transforms into an actual haunted attraction. “Terror Behind the Walls” leads you through the prison in the dark, accompanied by often-true stories of violence and murder. Actors hide amongst the cellblocks awaiting your arrival, and stage creepy interactions not for the faint of heart. Eastern State has also appeared on several paranormal TV shows, so you never know what you may actually see while visiting.

Lauren Grossi
If you would like to become a sponsor of Montague-Ridall & Associates and be featured in our newsletter, please contact our Fundraising and Sponsorship Chair, Megan Fry, at megan.fry@temple.edu

Upcoming Events

October:
10/23 - Website Launch
10/24 - Flyers Raffle Drawing
10/27 - Potbelly Fundraiser Begins
10/28 - Imagining and Re-imagining Diversity at Temple
10/29 - Yankee Candle Sales End (Section 1)
10/29 - Luv’n Spoonful Fundraiser
10/31 - Tickets go on Sale for Semi-Formal
10/31 - 76ers and iPad Raffle Drawing

November:
11/2 - Potbelly Fundraiser Ends
11/12 - 23rd Annual Career Fair sponsored by Hyatt
11/14 - Business Card Sale Ends

December:
12/5 - Roast of Dean Montague
12/12 - Semi-Formal