Trends in Sport and Recreation: Social & Environmental Sustainability

By: Brittany Atkinson

The Sport and Recreation industry has long been synonymous with healthy living and wellness. Therefore, it is no surprise that the industry is experiencing a shift in trend towards sustainable efforts. Today, brands within sport and recreation are adopting sustainable initiatives into their business plans. Brands linked to sport and recreation have made major strides to raise awareness in matters of social and environmental sustainability.

Social Sustainability is an aspect of sustainability encompassing human rights, labor rights, and corporate governance. Much like environmental sustainability, social sustainability maintains a goal of providing future generations with the same or greater access to social resources as we have today.

One such trend taking place within the industry is the inclusion of women in sport. There has been a growth in sports campaigns that seek to increase the participation of women in sport and those that drive sport as a tool to empower women. The efforts of initiatives like WomenWin, a global campaign that uses sport as a medium to promote women’s rights and Go Girl Go, that advances the sporting resources available for girls across the United States, have proven the need for greater inclusion of women in sport. Although women have maintained minor roles throughout the history of sport, we have yet to see these women evolve into positions of leadership. Inclusive efforts such as these may bring about the advent of women leaders in the Sport and Recreation industry.

Sporting campaigns have also been used to drive a greater commitment to environmental sustainability. In the UK, the World Wildlife Fund organized The Blue Mile, which called for the support of our marine and freshwater environment by completing a mile in or near water. The WasteBuster project, inspired by the sustainability strategy of the London 2012 Olympics, tracks the problem of textile waste disposal by encouraging the exchange of unwanted sport clothes and equipment for new equipment in schools and clubs across the UK. The Blue Project for climate change awareness sees the value of connecting top sports men and women of adventure sports to the greater public by sharing their stories and outreach to schools.

In an aim to eliminate irresponsible behavior and practices within the sports world, many brands have adopted sustainability efforts as a part of their corporate social responsibility. The sport and recreation industry has taken proactive strides to maintain its social and environmental resources for tomorrow’s generation. As a woman and future leader in the Sport and Recreation industry, I look forward to the opportunities these trends may bring.
A Brighter Future

By: Jamie Denardo

Would you be willing to turn off your electricity for one whole hour? Most would think this is unfathomable. Andy Ridley thought otherwise and created a project called, Earth Hour. The Earth Hour is an annual initiative that began in Sydney, Australia in the year 2007. This event is sponsored by World Wildlife Foundation (WWF) and has become a worldwide sensation. This year, Earth Hour takes place on March 23rd from 8:30 p.m. to 9:30 p.m. anywhere you are. It creates awareness for global warming and how we affect the world’s climate. This organization wants people to shy away from the use of fossil fuel and to start using renewable energy in order to maintain a stable climate. The overuse of carbon fossil fuels such as oil, coal, and gas is adding green house gases that ultimately warm our planet. This is just the beginning and is a unique way to create awareness. It requires collective participation past the hour to truly change the world.

Another component of this initiative is the “I will if you will” campaign. On their site, you can see examples of challenges people will do if someone promises to do a green act. For example, one man states “I’ll do the polar bear swim if 2000 people agree to pick up trash by the beach.” This campaign is an incentive to do good and help maintain the earth. Overall, we need to stop thinking of today and begin thinking about tomorrow. We need to educate the people around us and help them discover the truth about how we are harming the world we live in.

Check out their site and see how you can get involved! http://worldwildlife.org/pages/earth-hour

Making a Difference: One Block at a Time

By: Tyler Oates

When it comes to sustainability and being environmentally friendly this subject hits home on a personal level. As soon as I started at Temple University it was very clear to me that the city of Philadelphia has a major trash issue throughout the area. When I moved into my first apartment on campus my roommates and I made it an objective to keep the front of our house and sidewalk clean and trash free as to not add to the mess. We soon realized that this was not enough and started cleaning our entire block in order to make a significant difference for our neighbors and ourselves. By doing this we met nearly every resident on our block and gained a positive image for Temple and made friends with everyone on our block. Every Sunday we took our shovels, brooms, and trash bags down the block to clean up the mess that was made from that week. Upon moving from my first apartment my roommates and I started doing the same thing for the new block that we moved into. The same result occurred and we made countless friends from this area as well. As a result of this success, my roommates and I have started into the process of forming a non-profit organization called Block-by-Block. We want to expand our cleaning from our block to the entire city of Philadelphia and every Sunday we hope to pick a different block in the city that we will go to and clean.

Although this process is in the very beginning stages we hope to have success with this potential organization so that we can help clean up our city as well as create a friendlier environment for the families that live on each block we plan on cleaning.
PHILLY GOES GREEN

In Hospitality...
By: Courtney Peoples

The Four Seasons brand is associated with elegance combined with luxury. However, in conjunction with the luxurious service they provide their guests, they have taken their brand to the next level by exercising a higher level of corporate social responsibility through their innovative green initiatives; many of which are specific to their Philadelphia location.

“Four Seasons Hotel Philadelphia is proud to be at the forefront of eco-consciousness. As the global community strives to improve efforts to reduce and reuse the earth’s precious resources, we are pleased to have made our own internal strides to lessen our carbon footprint.” Like other hotels, the Four Seasons initially focused on offering guests the ability to reuse towels and bed linens and instituted a recycling program for paper waste, and co-mingled waste (glass, cardboard, plastic, and aluminum). These efforts initially reduced their carbon footprint by 30%; however they have also found more unique tools in further reducing that footprint. In 2006 they developed a process that sent used cooking oil to a local farmer to be converted into bio-fuel, and later in 2007, began a food composting program. This composting program entails separating food scraps in their kitchens, banquet departments, and employee cafeteria, making Four Seasons the largest food composter in Philadelphia, and as a result, has generated some of the richest compost farmers have ever seen. Due to this program, they were recognized by The Greater Philadelphia Commercial Recycling Council in 2007, as the “Large Company Recycler of the Year”.

They took even bigger steps in 2009, when they were the first business in the City of Philadelphia to install microturbines. According to Philadelphia Gas Works, “The system uses the exhaust heat from producing electricity by burning natural gas to provide hot water and a heat source for the hotel. The microturbines are designed to be used for commercial and industrial environments and can run for extended periods of time with minimal maintenance. On an annual basis, the system will reduce the hotel’s carbon dioxide footprint in half, or better, while reducing nitrogen oxide emissions”. The hotel has also focused on only bringing in locally grown food items and has taken that focus even further by constructing their own rooftop garden, where they source of large portion of their own herbs, vegetables, and fruits. Overall the amount of energy saved from the efforts of the Four Seasons is equivalent to 5 million pounds of carbon dioxide; they have reduced their carbon footprint by 2,988 tons per year- the equivalent of 815 acres of deforestation. Additionally, through the installation of their microturbines, they are able to self-generate 33% of their own electrical needs and have used all the waste heat to produce 100% of their own domestic hot water needs. The Four Seasons is now not only known for their elevated service, but their eco-friendly practices in the hotel industry, as well as being a leader in corporate social responsibility.

...And Sports
By: Christopher Wadley

While making their commute on I-95, Philadelphia Eagles fans may notice some changes to Lincoln Financial Field, the home of their beloved Eagles. These solar panels and wind turbines that they are seeing are part of the sustainability efforts being taken by the Philadelphia Eagles. The newest additions to the stadium are a product of the team’s innovative Go Green campaign, which began in 2003.

The Eagles continue to set the standard for sustainability in the sports industry since first unveiling its Go Green campaign in 2003 and setting a new pace for sport. The newest addition to this campaign was made possible thanks to a partnership between the Philadelphia Eagles and solar giant NRG. NRG designed, built, and operates an array of more than 11,000 solar panels and 14 micro wind turbines that, over the course of a year, will provide six times the power used during all Eagles home games at Lincoln Financial Field. Also for Eagles fans who are looking for something to brag about, especially in light of a forgetful 4-12 season, it is the biggest solar array in the NFL.

Plans call for a wall of panels on the south-facing facade of the stadium that will be visible from I-95. More panels will be mounted atop the overhangs at the top of the stadium. There will also be panels that cover parking spaces. To the tailgaters out there, no need to worry. These panels will not interfere with pregame festivities. The arrangement between NRG and the Eagles is a “power purchase agreement.” NRG owns the equipment and the energy it generates. The Eagles provide the real estate and agree to buy power back from the company for 20 years at predetermined rates.

Sustainability is a growing trend in the sports industry. Many teams are making the move towards it. However, as you ride down I-95 you can look at Lincoln Financial Field with pride knowing your hometown team is at the head of the movement.
Disney Sustainability

By: Courtney Bradley

Since 1955 The Walt Disney World Company has entertained families from all over the world with their multiple theme parks, resorts, restaurants, and attractions. Today, the leader in entertainment and hospitality is now raising the bar in a new field: sustainability. The Walt Disney World Resort in Orlando, Florida is the world’s most-visited entertainment resort and brings in an astounding 45 million tourists each year. While it provides quality service to its customers it also shows a great commitment for the environment, taking large strides in the term “sustainable tourism”.

Since 2004 enormous steps have been taken to go above and beyond to make the world-famous theme park eco-friendly. The company focuses on conserving water, energy, and ecosystems while reducing greenhouse gases and minimizing waste. Most recently, Disney has cut carbon emission by 50%, reduced electricity consumption by 10%, and reduced fuel use by 50%. Disney is also taking large strides in maintaining sustainability in their parks and resorts. All 23 of its resorts are considered Florida Green Lodging Certified meaning they have taken distinct efforts in conserving and protecting Florida’s natural resources.

Disney asks all resort guests to reuse their bath towels, recycle all necessary trash, and use re-useable plastic cups repeatedly throughout their vacation. They also require their employees to use environmentally friendly cleaning products to minimize the amount of chemicals that are toxic to the environment. Every day Disney reclaims 10 million gallons of water and recycles 18,000 tons of material every year.

Most importantly, Disney is passionate about educating its guests on the importance of sustainability and conservation. All of these efforts and more is what makes the Walt Disney Company stand above the rest through their commitment to sustainability and their strong conservation message.

If There is No Land to Garden

By: Lindsay Clark

What if there was no land to garden on? What would happen if sand was our only option? What if the future looks just like an episode of the Jetson’s? What exactly would we eat? These are the kinds of questions that scientists at the Sustainable Agriculture Production and Research Center, or Walt Disney World’s Epcot’s “living laboratory,” are trying to solve.

Nine pound lemons and hanging sweet potato plants, to name a few, can be seen by park visitors on the “Living with the Land” and “Behind the Seeds” tours. These unique and progressive attractions takes guests on a boat tour through the agricultural history of the world, bringing to life the diverse ecosystems from around the world. As the boat sails through the attraction, guests are presented with examples of the past successes and failures of humankind, which they suggest offer learning lessons for today’s agricultural and sustainable farming techniques.

This center houses some of the most amazing and visually stimulating sights, showcasing the impressive research capabilities of the scientists employed here. Their main goal is to discover new ways for growing and maintain agriculture for a sustainable future for all of mankind. Hydroponic tanks, plots of sand and spinning pipes are just a few of the unique ways that the center has discovered to sustain and maintain plant growth if there ever comes a time, when land use is no longer an option. The center’s partnership with the U.S. Department of Agriculture and NASA on several projects has led to development of gardens with the capability to be maintained in space during long journeys.

The greenhouses do not exist only as part of these tours, as the plants and animals housed inside feed thousands of guests who dine at the Garden Grill or Sunshine Seasons restaurants. As scientists from around the world investigate new ways in which to sustain the human race, it was eye opening to see the impressive feats that the Sustainable Agriculture Production and Research Center’s employees had accomplished first hand. Walt Disney World Resorts is certainly taking impressive steps for a sustainable future, are you?
Spotlight on (Student) Social Responsibility

By: Marissa Emmons

Today’s companies understand the need to be good corporate citizens, to operate efficiently, cut costs, save the environment, and give back to the community in a positive way. But how can we ensure the Brand’s values on paper become core values through all employees and facets? As students and young professionals, we can be the catalyst for change in our organizations and communities. Here’s How.

♦ Help Define the Cause.
  Corporate Social Responsibility encompasses more than just Environmental Initiatives. Look at the local neighborhood and see how you can help the community thrive through your organization. Getting yourself involved sets an example for employees and management – the key stakeholders in making the organization’s larger efforts a reality.

♦ Create an Incentive Program.
  Take a look at the core values of your organization. If an incentive program already exists at the corporate level, look into its usage at your individual property level. Create an incentive program based on volunteer hours, recycling/environmental efforts, or make a friendly competition between departments. By making it fun you can increase employee satisfaction and build ties for a stronger work environment.

♦ Use Your Social Media Genius.
  The best part about being a millennial? Our social media expertise can pay off in big ways, especially when it comes to executing and promoting the importance of Social Responsibility. Create awareness about your brand’s efforts for sustainability or social change by promoting through Facebook, creating a Twitter hashtag, and getting both internal employees and consumers actively involved.

By bringing a fresh mindset and passion for sustainability to current areas of employment, senior internship locations, and future opportunities beyond graduation, STHM students can stand out and help set the stage for corporate social leadership through themselves and the organizations they represent.
EXECUTIVE SPOTLIGHT: Vice Presidents

Gregory DeLange was born in Langhorne, Pennsylvania on December 3rd, 1990. He is the youngest of four brothers, one of which is his fraternal twin. Greg attended Neshaminy High School where he took three years of computer-aided design (CAD) classes in which he acquired a passion for engineering. Since he was young Greg has been attending Temple men’s basketball games and always wanted to enroll there. Having good grades throughout high school he enrolled and got accepted to Temple School of Engineering. Through three semesters at Temple Greg realized that engineering was no longer a passion for him and his grades reflected that.

Throughout his youth Greg had passion for niche recreational sports, playing in dart tournaments and leagues, table tennis, billiards, and competitive e-sports/video games. He thought what was better than parlaying his interest in recreational sports than majors in it, so he decided to transfer to Temple’s School of Tourism and Hospitality Management. Here he majored in sport and recreation management and found an area which he excelled in and enjoyed learning every day about the industry.

During his time within STHM Greg has had many industry experiences to grow on. He completed his junior internship at Temple Campus Recreation working for the Collegiate Rugby Sevens Championships. Here he learned the business side of recreation; getting experience in ticketing, marketing, and sponsorship. This experience made it more clear to Greg that recreation was the right industry for him with the small employee numbers and company culture. Greg has also had experience doing scouting and statistics for Philadelphia men’s Basketball League and as a social media marketing intern for netscoutsbasketball.com. This wide range of experience has enlightened Greg on the scope of the industry and all the different jobs that await him.

Today, Greg is the Vice President of his Senior Seminar class and is excited to improve on his leadership and people skills. He is a laid back individual who trusts and supports his peer’s decisions and only steps in when necessary. For his senior internship he plans to acquire a position at a university in campus recreation in program/club development. Here he hopes to use his knowledge of recreational sports to help develop programs and clubs for those niche sports which don’t receive as much visibility. Greg’s words for others, “Perfection comes through repetition, the more you practice the better and more comfortable you will become at it.”

Yoshihiro (Yoshi) Shibata was born in Tokyo, Japan on July 17, 1990. After 13 years of his life in Japan, he has moved to Shanghai, China along with his family. He then shifted his location of the journey to the United States when he was Junior in high school.

Yoshi has developed professional working habits and has acquired great problem solving skills, by being independent as of age 17. He has maintained the balance between school work, athletics, and housework throughout his high school career.Although Yoshi had options to either attend Temple University or play collegiate basketball, he decided to attend Temple University due to his ambition for the global career.

Not only by knowing three different languages and cultures, but also by exploring around the world and various cultures since his early age, Yoshi has acquired tremendous global background and strong adaptability through his daily life and his career. With his international background, Yoshi has chosen International Business Administration as his first major at Temple University. It only took one semester for Yoshi to realize his passion in hotels and resorts, thus he has pursued Tourism and Hospitality Management as his second major.

Yoshi has entered the hotel business with Starwood Hotels and Resorts in 2011, by working as Guest Services Agent, Concierge, Intern, and Management Trainee for almost two years. Through his experiences, Yoshi has developed fundamental knowledge about the industry, strong communication skill, and the confidence and responsibility needed to succeed in a competitive environment.

Yoshi, who currently in his last semester at Temple University prior to his Senior Internship, is serving as Vice President and Co-Chair of Budget and Finance Committee for Montague-Ridall & Associates in his Senior Professional Development Seminar class. Because of Yoshi’s belief, “Every single person is unique and irreplaceable,” therefore, he truly respects other cultures and is always trying to find the best balance between him and others.

For his Senior Internship, Yoshi is interested in the strategic side of hospitality operations, such as hotel development, property/brand management, and merger and acquisitions, which he would like to pursue as his career.

He will soon take the next step of his career, and his journey will continue along with his appreciation towards everyone around him.
Employee of the Month

What qualities make up a good employee to you?
A good employee should have a good work ethic and grit. It is important to have a positive attitude and an open mind. A good employee is ambitious with a passion and perseverance despite various obstacles, yet maintains a determination to win.

Is there another peer that you think is a great employee?
I would like to acknowledge Mary Kate Malinowski. She is a good employee because she is dependable and dedicated.

Where do you plan to complete your senior internship?
I want to intern at a restaurant because it is a fast-paced environment and it will give me the benefit of working under pressure. I have to have an enthusiastic attitude, willingness to work hard, and be a team player. Communication skills are essential when working in a restaurant.

What national organizations are you apart of?
National Society of Minorities in Hospitality (NSHM) and Hospitality Sales and Marketing Association International (HSMAI)

Montague-Ridall & Associates March/April 2013 Events

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Save the date!

**Feeling Lucky?**
Senior Seminar Presents

**Casino Night**

April 19th, 2013
tickets on sale now!
$60 through 3/31
$70 after 4/1

@SeniorSeminar13  #SeniorSem13

Tickets on sale in Speakman Hall starting March 18th

**Thursday, March 28th**
5:30 - 8:30 pm
Alter Hall - Room 748
$60 per person

**Saturday, April 6th**
10:00 am - 1:00 pm
SAC - Room 200a
$60 per person

*If you are interested in becoming CPR/First Aid Certified please contact Chris Shomo at Christopher.Shomo@temple.edu

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Amanda Fischer, Natalie Stracciolini, Hadrik Patel & Jack Hua

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