Philadelphia along with the School of Tourism and Hospitality Management (STHM) was the host of this year’s 12th Annual Conference of the Sport Marketing Association. From October 22nd to October 24th, guests from around the world gathered at the Sonesta Hotel to learn more about the innovations in the sport marketing industry. The second day of the conference, the first-ever Case Study Bowl Competition sponsored by the Aspire Group started at 9 AM. This year, STHM entered two teams into the competition! The teams worked tirelessly all day to create a presentation for a panel of judges about the case; generating a new ticketing strategy for a collegiate athletics department. During the luncheon on the final day, the keynote speaker Scott O’Neil (CEO of the Philadelphia 76ers, New Jersey Devils, and Prudential Center) gave an inspirational speech about the future of his teams and this industry. The conference concluded by announcing the case study competition teams, which STHM’s Team Cherry took home an honorable mention! Another successful SMA Conference in the books!

On October 17, 2014, the Sports and Governance Association went to Washington D.C. to attend a National Football League Players Association panel discussion. While we were in D.C., we watched several employees of the NFL PA speak about their responsibilities. The speakers consisted of Mark Levin; director of salary cap & agent administration, Tyrone Allen; director of professional athletes foundation, George Atallah; assistant executive director external affairs, Todd Flanagan; staff counsel, and Zamir Cobb; program manager of the Trust. Twenty STHM students from seniors to freshmen listened to a very informational panel that revealed a different side of the sports industry. Through this the success of this trip, it will become a Fall tradition.

Senior internships with the NFL PA are also now opportunities for STHM students.

Twenty-two students from Montague-Ridall & Associates were given the incredible opportunity to visit Madison Square Garden (MSG) in New York City on Friday, October 17, 2014. As part of this group, we were able to have a private information session with a representative from Human Resources, as well as a tour of the entire arena. Throughout the information session, current Temple University alumni who are employed at MSG came to speak with us about their internship experiences. They offered great insight on what it was like to work at MSG as a Student Associate and told us what steps they took in order to return as a full time employee. The remainder of the day was spent walking through various areas of MSG on a private tour. We saw the New York Rangers and New York Knicks locker rooms, as well as the private suites. Overall, this was a great experience and gave each of us a chance to see first-hand what it would be like to actually work at the legendary Madison Square Garden.
Access Sports Experiences: Greater Philadelphia Chamber of Commerce’s Non-Profit of the Year

Access Sports Experiences is a non-profit organization that provides opportunities to see exciting local professional and college sporting events, as well as other fun community events in the Philadelphia area to at-risk and special needs populations. Founded in 2002, Access Sports Experiences serves as the liaison between social services groups and sports teams in order to create unforgettable experiences for the participants. Founder, Alyson Harris, has a background in therapeutic recreation and direct care with social services groups like the Devereux Foundation. Through this and serving on the board for several non-profit committees, Alyson has made many connections within the sports industry. When she founded Access Sports, she decided she would use these connections to help improve the lives of others. Some of the organizations and teams that Access Sports currently works with include: Philadelphia Flyers, Philadelphia Eagles, Temple Athletics, Major League Ultimate, Philadelphia Soul, Camden Riversharks and Wilmington Blue Rocks. Recently, Access Sports was honored for all the charitable and philanthropic work they have done. Access Sports Experiences was awarded Non-Profit of the Year by the Greater Philadelphia Chamber of Commerce. Alyson Harris shared her thoughts on winning this award: “On behalf of Access Sports Experiences, we are so deeply honored to have been selected as the Non-Profit of the Year by the Greater Philadelphia Chamber of Commerce. The mission of Access Sports Experiences is to fulfill dreams and provide life changing opportunities through sports for underprivileged youth and individuals with physical and/or mental health disabilities, and to receive this important recognition means so much to our organization, our staff and supporters, and the thousands of people we’ve served for more than a decade.” The organization’s sense of community, initiative and education embodies the Chamber’s motto, “Get involved. Get results.” Access Sports embodies this by being a role model in the community, getting volunteers involved, and supporting inclusion. Access Sports Experiences transforms people’s lives. Often times the participants are unable for physical or financial reasons to attend the same types of entertainment as everyone else. Access Sports gives these people unforgettable opportunities. Access Sports Experiences continues to fight for the inclusion of at-risk and special needs populations in the sport and recreation industry.

Sean Bastian

CID Entertainment: The Ultimate VIP Provider for Concerts and Music Festivals

Did you know that there is a company in Philadelphia that provides VIP experiences for concerts and music festivals? CID Entertainment creates these VIP accommodations and travel packages for big name music festivals such as Coachella, Lollapalooza, Electric Zoo, Bonnaroo, Lockn’, and Stagecoach. They provide VIP experiences for concert tours such as Luke Bryan and Tim McGraw and they provide travel packages for Phish, Zac Brown Band and many more. If you have a passion for the music industry and want to merge it with your passion for tourism and hospitality then this is the company for you. I have firsthand experience working with the company because I did my junior internship there during spring of 2014. I was an Operations Intern so my role was to assist the Project Managers and the operations department with anything and everything they might need. CID Entertainment provides a variety of accommodations for their customers. This includes VIP packages for music events, pre-show parties, meet and greets, merchandise gifts, and travel packages. My role as an intern was to help the operations department prepare and plan these packages. I had a variety of projects on a daily basis and I completed detail oriented research for the company’s upcoming initiatives. I also had the chance to help the travel coordinator look for potential hotels for their travel packages and then create amenity sheets for the specific hotels. My other day-to-day responsibility was to input venue information into FileMaker. This is a database where we update information about the various venues that the company used for previous concert tours. I enjoyed working with the CEO and business development team to expand the company’s services. The great part about the internship was that you have the freedom to implement your own ideas and creativity when working with these services. They appreciate your input because their target market includes customers in the millennial generation. When concerts passed through Philadelphia, the interns got a chance to work at the events. I worked at the George Strait concert and it was an amazing experience seeing the company’s finished product after they worked so hard to plan every aspect of the experience. During my time as an intern, I learned a great deal about the company and their interesting path to success. The company started out as tour managers for various music artists and they slowly grew to be one of the biggest VIP providers for concerts and festivals. They even expanded into providing experiences for the sports market which is a huge step for the company. If you are looking for an internship—they have opportunities in the following areas: operations, guest services, marketing, business development, creative (graphic design), and more. CID Entertainment is a growing company with continued success—do not miss out on a chance to work with them!

Aliza Levin
Lauren Hart, Kate Smith, and “God Bless America”

She hears Lou Nolan announce her name for nearly 20,000 screaming fans before walking out from the darkened tunnel to assume her usual position on the carpet laid upon the ice surface. Since the late 1990’s, this has been her spot, and this has been her home. Sport fans are used to having different artists perform the national anthem at every home game. They come and they go, without much thought. Lauren Hart is the exception. The daughter of late Philadelphia Flyers’ television and radio broadcaster Gene Hart, Lauren Hart is a mainstay at the Wells Fargo Center, as she has been part of the Flyers’ traditions for over a decade. She is not just another performer. She is family. However, she is not the first. At a time when the national anthem had fallen out of favor because of tension from the Vietnam War, another singer stole Flyers fans’ hearts. For the Flyers, singer Kate Smith’s rendition of “God Bless America” was the answer in more ways than one. Smith’s performance not only delighted Flyers’ fans at The Spectrum, but seemingly spurred wins. After three years, the Flyers were 19-1-1 when Smith’s recording was played. During the 1974 and 1975 Stanley Cup runs, Smith’s live performances resulted in two big wins. A tradition was born. Though Kate Smith passed away in 1986, her place in the hearts of Flyers’ fans and the tradition she began lives on through Lauren Hart. Before important Flyers’ games down the regular season stretch or in the playoffs, all eyes go to the video board. Fans know what to expect. Just like any other time, Hart walks out after the introduction from Lou Nolan. However, on this occasion she begins “God Bless America.” Part of the way through, the video recording of Kate Smith appears on the video board, filling the Wells Fargo Center with her powerful voice before being accompanied once again by Hart. As one of the best unknown traditions in sports comes to a close, fans erupt in cheers and applause. The energy is unmistakable. The Flyers have compiled a 96-28-4 record when “God Bless America” has been played before the game. Yet, win or lose, it has proven to be a sensory experience like no other.

Kyle Martin

The Rejuvenation of Dilworth Park

The newly renovated Dilworth Park, which opened in September 2014, is the new “it” park in Philadelphia. Located at the foot of City Hall, Dilworth Park’s renovation turned 120,557 square feet of stonewall and empty gravel to a public park filled with fountains, a café and a seasonal ice skating rink. Although the park is not set to be fully complete until this upcoming November, the Philadelphia community recognized the momentous progress of the park on September 5. Also in attendance for the opening were Temple University’s Marching Band, stilts walkers, a Rock impersonator and Mayor Nutter, who had nothing but fabulous things to say by about the renovated park. Dilworth Park’s renovation was a $55 million dollar effort that started its planning in 2007 under a collaborative, creative, and innovative team. The partnership for the project was soon called a “model private-public partnership” based on the high funding from the state and city. The major contributors to the funding were the state, city, Center City district, SEPTA, and The William Penn Foundation. Between the efforts of the contributors, the funding reached approximately $57.6 million; one of the highest funding projects that Philadelphia has ever seen. The park has recently been highly successful in providing tourists and locals a place to visit and relax while in the center of Philadelphia. Chef Jose Garces has opened Rosa Blanca, a café and the first dining destination in Dilworth Park. The various attractions include outdoor movie nights under the stars, outdoor seating areas, fountains, and a recently renovated SEPTA station. The SEPTA renovations include redesigned and additional elevators, newly tiled entrances, new lighting, security cameras, and fire-alarm systems. This gives SEPTA a restructured, more modern look that impacts tourists, locals, and workers coming into Philadelphia. Residents feel proud and excited over the recently renovated Center City and City Hall areas. The highly anticipated opening of Dilworth Park has been in the process for years now, and the success of the opening will only continue for people to see.

Alyssa Rosenbaum and Emily Vedral
A Unique Summer Experience: The Cape Cod Baseball League

Did you know that there is a unique community located in Massachusetts right on the water that welcomes over 300 of the nation’s best collegiate baseball players as well as hundreds of the most motivated college students in the country every summer? Cape Cod, Massachusetts is home to the nation’s best collegiate summer league, the Cape Cod Baseball League. Every summer players and students travel to this beautiful summer sanctuary to be a part of the historic league. Aside from being a world-renowned summer vacation spot, Cape Cod offers a lot to college students looking to gain experience on and off the field. Hundreds of collegiate players have used the Cape Cod League as a stepping-stone on their paths to playing in Major League Baseball. Currently, 275 MLB players launched their careers by spending a summer in Cape Cod, including stars like Ryan Braun, Buster Posey, Evan Longoria, Jacoby Ellsbury, Tim Lincecum, Chris Sale, and Chase Utley. (Sherman, 2014) Just this past June in the 2014 MLB Draft, fourteen players that played in the Cape Cod League were drafted in the first round. The talent doesn’t stop on the field. Each team in the ten team league has somewhere between 10 and 20 interns who fill a variety of positions. Teams have intern positions that include writers, broadcasters, video operators, photographers, merchandising, office work, game day operations, and baseball operations. These teams make up almost their entire work force out of interns who get a unique experience of working with talented students from around the country while being a major part of high level of amateur sports. Anyone who is interested in getting into the baseball world or looking to gain experience in any of intern positions would greatly benefit from a summer on Cape Cod.

Hendrik Herz

Professional Team Travel

As most of us in the sport, recreation, tourism and hospitality fields know, traveling is a huge part of a professional sport teams’ job description. However, there are several factors, both on the team and hospitality ends, that many people do not realize go into organizing trips of such a large scale. As an employee of a hotel that hosts MLB, NFL, and national soccer teams, as well as the executives and staff members from June’s NHL draft, I have been able to witness a small portion of the planning and execution of the travel of the teams, and a lot of what the hotel does to ensure every aspect goes as perfectly as possible. For any of us that want to work for professional teams or in hotels we must realize that team travel is a major area where our career fields intersect. For example, MLB teams may travel to a particular city multiple times a season and stay for several days each trip. That accounts for a large amount of revenue for the hotel that the team chooses, and if the hotel provides excellent service it may attract the business of other teams. In a New York Times article entitled “For Athletes, a Home for Away Games,” a sport management professor at George Washington University discovered that the travel budget for the four major U.S. professional sport leagues is approximately $200 million per year. That figure does not even account for college athletics and other events such as golf and tennis tournaments. This has prompted some hotel brands to develop positions designed especially for sports business. Not only do hotels have to accommodate the players and coaches, but also their families, team executives, scouts, television crews, writers, medical staff, team managers, and even fans. To properly accommodate their high profile clientele, hotels provide a number of special services including complimentary parking, special meals, and increased security. Added security is perhaps the most important aspect to teams, whether it is additional hotel staff, team staff, police officers, alternate entrances, or team only floors with restricted access for other guests, to ensure the teams have smooth transitions in, out, and around the hotel. Typically when entering the hotel the teams are greeted by their hotel sales representative with organized room keys and a variety of snacks and drinks. This is done so that team members can find their keys easily to get to their rooms quickly after a long trip. Also, room amenities such as the mini-bar or snack trays are typically locked or limited which is why they are provided with their own snacks upon arrival. Another way to accommodate teams arriving to hotels is to send luggage directly to their rooms. Luggage is often sent on separate buses or trucks to be organized and delivered to rooms before teams are scheduled to arrive. An example of why this would be done is if a baseball game goes into extra innings, consequently the team arrives to the hotel later than expected, but their luggage is in their rooms so they can go straight to bed and be well rested to play the next day. In conclusion, as future sport and hospitality professionals we should be aware of potential career paths such as team travel managers or hotel sales representatives who can focus on the niche market of sport teams.

Robert Corcoran

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Robert Corcoran
Hyatt is a global hospitality company with widely recognized, industry leading brands and a tradition of innovation developed over the past fifty years. Hyatt’s mission is to provide authentic hospitality by making a difference in the lives of the people they touch every day. By focusing on this mission, they are in pursuit of their goal of becoming the most preferred brand in each segment that they serve for their associates, guests, and owners. The company supports their mission and goal by adhering to a set of core values that characterizes the company’s culture. The company is committed to growing thoughtfully and sustainably, in ways that care for their guests and colleagues, communities, and their planet. Hyatt believes genuine commitment to care is integral to their overarching goal to be the most preferred brand in each customer segment that they serve for their colleagues, guests and owners.

At the 23rd Annual Career Fair, we are pleased to welcome special guest, Charles Coleman. Charles Coleman is the Regional Vice President of Human Resources at Hyatt Hotels Corporation. Mr. Coleman has worked his way up Hyatt’s chain of command, holding various positions with the company that include: Director of Human Resources at Hyatt Regency in Savannah, Georgia and Director of Human Resources Hyatt Regency Crown Center in Kansas City, Missouri. Also, Mr. Coleman has held the title of Senior Director of Human Resources of Hyatt Regency Chicago, and Director of Labor Relations-Western Region of North America Operations.
Upcoming Events

November:
11/2 - Potbelly Foundraiser Ends
11/12 - Career Fair
11/14 - Buisiness Card Sale Ends

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

Newsletter Committee Mission
To inform and influence the undergraduate community in the School of Tourism and Hospitality Management of the trends and developments of the industry and the unique perspectives of Montague-Ridall & Associates.

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