



The Connection

BRINGING STUDENTS AND FACULTY TOGETHER SINCE 1998

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FACES OF THE INDUSTRY



Engaging Content and Embracing Diversity: The Newsletter Committee

The purpose of the Newsletter is to not only present professional and business related aspects of the industry, but to embrace the diversity which defines it. Pictured above is a collection of leaders representing a variety of cultural and ethnic backgrounds, united by the common purpose of serving a global audience. The Sport, Recreation, Tourism, and Hospitality industries possess the unique ability to transcend racial and social barriers to deliver valuable and exciting experiences to consumers all over the world. Throughout this semester, our Newsletter will incorporate this

concept by combining stimulating professional news and information with the creative and promising potential of students in the School of Tourism and Hospitality Management (STHM).

The distinguished individuals pictured above represent over twenty countries around the globe, providing an accurate representation of the multi-cultural "face" of our industry. The theme of this issue is Black History Month, and celebrates the racial development of both the United States and the world, while recognizing the continued need for improvement. The

respective Sport, Recreation, Tourism, and Hospitality industries have gradually evolved from racial seclusion to inclusion, and now progressively promote teamwork over tolerance, a virtue we plan to convey through The Connection.

- 2010 Newsletter Committee

<u>Section One</u>	<u>Section Two</u>
Julian Carey	Gareth Jones
Justine Doherty	John Devitt
Patrick Kulick	Libby Marquardt
Phil Mannery	Taylor Medine
Colin Wells	Erica Schlegel



CURRENT TRIVIA?

Who was the first African-American Winter Olympian to win a gold medal in an individual event?

- A. Shani Davis
- B. Debi Thomas
- C. Jill Bakken
- D. Jarvis Bailey

Hint: Read article on pg.6

Celebrate Black History Month in Philadelphia

By: Angel Foglio

The City of Brotherly Love is fortunate enough to be able to celebrate Black History Month all year around. Unfortunately, many residents are unaware of the history lurking in their own backyard.

If you were one of the millions of people who followed the 2008 Presidential campaign, you may be delighted to know that President Obama's memorable "race speech" is a permanent exhibit at the National Constitution Center. This is the only place in the country that people can view the original, signed document that has become a part of America's history and an extremely important piece of African American history.

If art museums and walking tours are more your pace, the African American Museum in

Philadelphia (AAMP) is just for you. The AAMP is home to an array of artifacts that illustrate the history and culture of African Americans. Collections include items such as pictures, diaries, clothing, sports memorabilia, furniture, drawings, books, and weapons. Aside from the main collections on display, the AAMP also presents many educational exhibitions which aim at leaving lasting impressions on all who attend. According to its website, the exhibits will allow patrons to "discover the contributions and accomplishments of African American people, pay homage to heroes from history, delight in triumph over tragedy and celebrate the indomitable spirit of the ancestors."

The Philadelphia Historic African American Tours (PHAAT) company prides itself as yet another resource Philadel-

phia has to offer in connecting the community to African American history. All tours include stops at these historic sites in the city: the Negro Baseball Memorial, the Divine Lorraine Hotel, the Paul Robeson House, the John Coltrane House, The Freedom Theater, and The London Coffee House. For a complete list of sites visited, please visit www.phaattours.com. If you are truly interested in your history, this is sure not to disappoint, as "there is only one Philly bus tour that gives you the rich African American cultural experience."

In honor of Black History Month, take time to research what history prowls in your own community. Educate yourself about the past so Philadelphia can continue shaping tomorrow. ■



McDonald's Corporation Diversity Efforts

By: Katie Rowan

McDonald's Corporation takes pride in its diverse workforce, with over three hundred black managers operating nearly two thousand restaurants in the United States alone. Not only does the McDonald's corporation support diversity in the workplace, they also extend diversity efforts outward to their African American consumers.

McDonald's promotes Black History Month as an interesting and creative way of reaching out to the community and generating interest in this month's long celebration. Two of the promotions targeting African American consumers include a "Passport to Kenya" sweepstakes and "Young Visionaries Essay," which is a scholarship opportunity for young children to write about their inspirational African

American heroes. The McDonald's Corporation has continued to pilot the path of diversity, inspiring many other widely known hospitality corporations to invent incentives of their own which aim to promote Black History Month. For McDonald's, the efforts to help the community and promote diversity doesn't stop at the end of February, they continue throughout the year. ■



NONE OF US
IS AS GOOD
AS ALL OF US

Inclusion, the New State of Mind in the Hospitality Industry

By: Kasey Ruth

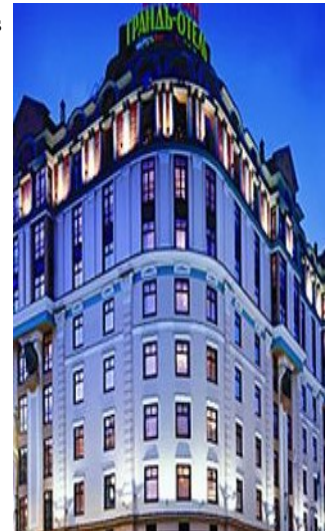
The hospitality industry has been working hard to achieve inclusion as it pertains to diversity in its businesses. This is a change from its current method of tolerance when it comes to such factors as gender, age, ethnicity, religious background, culture and race. As this industry is ever changing and adapting to its surroundings, the businesses in the hospitality industry are attempting to move away from the mind set of tolerance and steer their employees more towards the idea of inclusion. As the hospitality industry is both domestic and international, this concept is important to adopt. Hotels are businesses that have establishments all

across the globe, thus they need to educate their employees on cultural awareness if they wish to stay competitive in their field.

The Marriott chain of hotels provides prime examples of how the hospitality industry is desperately attempting to adopt the practice of inclusion versus the practice of tolerance. Jimmie Walton Paschall, who operates as the Global Diversity Officer and Senior Vice President of External Affairs at Marriott, is quoted in an article stating “Inclusion, which is the direction we are moving toward, is optimizing our diversity and ensuring that everyone feels valued and respected for what is unique about them—whether they are an associate, a customer, an owner, or supplier, and

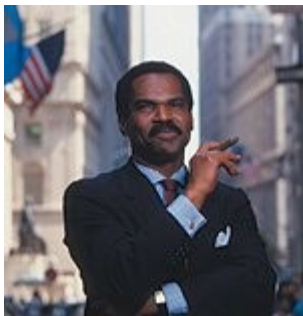
to actually use those unique skills and talents to drive innovation and business results.”

Marriott has been implementing language seminars in unison with Rosetta Stone to give employees the opportunity to learn other languages. Businesses, such as Marriott International Inc., that are ready and willing to implement training seminars to begin the process of teaching inclusion rather than tolerance, are going to have more success than the other businesses that have not yet taken that much needed step into the future. ■



Vancouver Marriott

Who Is Reginald Lewis?



By: Stevi Adams

Black History Month has always been a learning experience for me, with each year providing a more comprehensive understanding. This year, I learned about Reginald F. Lewis, a man revered for his historic business deals within the hospitality industry. However, it seems that Reginald F. Lewis has been forgotten within the realm of Black History.

Before billionaires Bob Johnson and Oprah Winfrey, there was Reginald F. Lewis. He was born in Baltimore, Maryland on December 7, 1942. While in his senior year at Virginia State University, the Rockefeller Foundation funded a summer program that introduced African American students to a law program at Harvard University. At the end of

the experience, Mr. Lewis was invited to attend the Harvard Law Program. This was the first time in 148 years that someone had been admitted to the Harvard Law Program without needing to apply. After graduation, he worked for a prestigious law firm for two years, and eventually saved up enough money to start his own firm focusing on corporate law. Mr. Lewis' firm was the first African American law firm that opened on Wall Street. He helped minority owned businesses in the area by securing capital using corporations under the Small Business Association. In 1983, Mr. Lewis secured his first major deal involving a \$22.5 million purchase of McCall Pattern Company. Although this company was struggling financially, Reginald F. Lewis was able to nurse it back to financial stability.

In October of 1987, Reginald purchased Beatrice Foods Company for \$985 million. This was one of the biggest deals during this time period and history, as Beatrice Foods had holdings in 31 countries and later became TLC Beatrice International. Reginald moved quickly to stabilize the company financially while changing the corporate values. He paid all

debt and increased the company's worth at an amazing rate. Four years later in 1992, TLC Beatrice International was worth \$1.6 billion in annual sales. The majority of the company's business was international and had offices in large cities such as Paris, France and New York City.

Sadly, in January of 1993, Reginald F. Lewis died from brain cancer. As an African American, his international business in the hospitality industry has set precedence for others to follow in his footsteps. Lewis is the ultimate entrepreneur, and showed African Americans if you apply yourself, you can achieve any goals you set for yourself. ■



Lewis with Jesse Jackson in 1968

“What I focus on and what others focus on are two different things. I focus on doing a first-rate job on a consistent basis . . . I would say my race hasn't been a factor one way or the other.”
-Reginald Lewis



STHMSA at the Camden Aquarium



HSMIA's Collegiate Mixer

GET INVOLVED!

These are words students at the School of Tourism and Hospitality Management (STHM) hear from day one. But what types of activities are available to get involved in? Student professional organizations (SPO) provide opportunities to learn about *specific* segments of the tourism, hospitality, sports, and recreation industries, through networking events and meetings. Along with these SPOs, there are also “pre-professional organizations” that show students the diverse *career options* available within the industries, through social/general assembly meetings and experiential events around the city.

Each of the organizations offers a unique opportunity for students to discover their dream career, through fun, exciting, and entertaining activities. To determine which organization is best for you to join, and to find out what each organization is planning for the semester, visit STHM’s website under Current Students, Student Professional Organizations, to learn more! ■

[HTTP://STHM.TEMPLE.EDU/](http://STHM.TEMPLE.EDU/)

Student Professional Organizations

- Hospitality Sales and Marketing Association International (HSMIA.tucc)
- National Society of Minorities in Hospitality (NSMH)
- Professional Convention Management Association (PCMA)
- Meeting Professionals International (MPI)
- Rho Phi Lambda Professional

Pre-Professional Organizations

- School of Tourism and Hospitality Management Student Association (STHMSA)
- Sport and Recreation Professionals Organization (SRPA).



Jason Wallace
President of the Black
Culinarians of New York
City

Breaking Barriers: African Americans in the Tourism & Hospitality Industry

By: Rachel Hernandez

Since the early days of tourism and hospitality, African-Americans have been involved in the industry. According to Jason Wallace, the President of the Black Culinarians of New York City, they are the “original” hospitality workers. They were servers, housekeepers and chefs before the industry became the rapidly growing and

popular entity it is today. As tourism and hospitality began to truly grow and evolve, African-Americans remained working many of these positions in the field. While initially not always desirable, as the years have passed, African-Americans have reached potentials never thought to be possible. Today, African-Americans are rocketing through glass ceilings and attaining positions in upper management, despite the lingering difficulty associated with attaining executive titles. Nonetheless, the select few who have become successful are beginning to break down those barriers for other African-Americans to achieve the same success. Tanya Hall, for example, is the Executive Director for the Philadelphia Multicultural Affairs Congress, a division of the Philadelphia Convention & Visitors Bureau. Her goal is to in-

crease the multicultural convention and tourism market in Philadelphia, and in doing so, she has generated over \$1 billion in sales for the City of Philadelphia. Another example is William Holland, the Vice-President of the Work Planning and Analysis for the Hilton Corporation. He is responsible for the affirmative action compliance in the regional offices of the Hilton Corporation. These are two black professionals who are inspiring and showing younger generation of African Americans that it is possible to experience great success within the industry, despite the race’s history of humble beginnings. ■



Tanya Hall

Agent Spotlight: Bill Duffy of BDA Sports Management



By Dominique Wilkins

Bill Duffy, Chairman and CEO of sports agency BDA Sports Management, is a rarity. His client roster boasts NBA heavyweights such as Yao Ming, Steve Nash, Kevin Durant, and Rajon Rondo. He has negotiated hundreds of millions of dollars in NBA contracts and has 25 years of experience as an agent. Last, but not least, he is an African-American.

The world of sports agency is one known to be cutthroat, close-knit, and

Sports agent Bill Duffy, Chairman & CEO of BDA Sports Agency

dominated by white males. Bill Duffy has been able to navigate his way through such a tough professional landscape by remaining true to his core values and not succumbing to the stereotypes. In an interview with *ESPN.com*, Mr. Duffy states, "... You operate on the basis that things are color-blind, one way or another. [Race] never enters our thinking. I think that if you operate that way, then people look at you for the quality of work that you do." And the world has taken notice. In 2008, he was selected to the first class of the Martin Luther King Jr. International Board of Renaissance Leaders at Morehouse College, an honor that was given to notable African-American business and philanthropic leaders.

But, beyond his own fame and accolades, Bill Duffy has been an

inspiration to his contemporaries and those who are coming up after him. In recent years, a new crop of African-American agents are on the rise. Among them are Aaron Goodwin, Sharon Creer, and Todd Ramasar. Aaron Goodwin was made famous for negotiating \$135 million in endorsements for LeBron James during his first two years in the NBA (www.espn.com). Sharon Creer is one of a handful of women in the sport agent profession and has clients primarily in the WNBA and Europe. Todd Ramasar is currently one of the youngest NBA agents and counts Baron Davis as a client. Always aware of the legacy he is creating, Duffy believes that what he does is "critically important for other young African-Americans, aspiring business people or sports entrepreneurs to know that an African-American can lead a major global successful organization." Sounds like a renaissance leader to me! ■

"Race never enters our thinking. I think if you operate that way, then people look at you for the quality of work you do."
-Bill Duffy



February's Word Search



P	I	F	R	U	Y	Y	D	Y	E
S	Y	Y	D	E	R	Y	R	T	O
N	C	T	A	O	D	A	O	E	R
S	S	I	T	R	U	L	I	M	Y
O	P	S	P	R	F	N	N	P	A
D	I	R	B	M	F	E	E	L	Y
H	P	E	R	A	Y	D	S	E	A
U	F	V	M	O	S	L	I	H	P
M	S	I	R	U	O	T	O	E	S
M	C	D	O	N	A	L	D	S	F

WORDS TO FIND

Diversity
History
Senior
Duffy
McDonalds
SPO
Tourism
February
Olympics

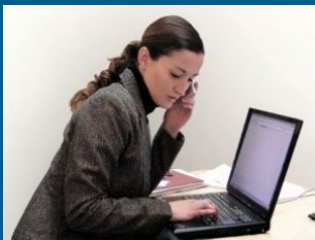


Olympic Speedskater
Shani Davis

BONUS QUESTION?

What year did the first African-American Winter Olympian win a gold medal in an individual sport?

- A. 1964
- B. 1986
- C. 1994
- D. 2006



The Great Divide in the Winter Games

By: Samantha McCullough

We want to believe that we live in a world where everyone is treated equally and that we have moved past the time when segregation was not only normal, but also essential for people to function in society. While great strides have been made throughout the years by African Americans in eliminating the exclusionary practices that they have been faced with for decades, the demographics of the athletes in the Winter Olympics suggest that there are still several areas in which race still seems to play a big factor.

The lack of participation

by non-white athletes is clearly evident in the Vancouver games that are currently in progress, and proves to be a consistent pattern since the Winter Olympics began in 1924. For example, it was not until 1980 that an African American qualified to compete for team USA. It took another twenty-two years before an African American won a gold medal, and just four years ago, in 2006, speed skater Shani Davis became the first black male to grab the gold at an individual event. This recurring cycle of white domination in winter sports is helping to solidify the stereotype that African Americans have little to no interest in such events. Additionally, it provides a transparency of the segrega-

tion that currently exists in various facets of American life.

It is noteworthy to mention the huge discrepancy that is still operating in the Winter Olympics. There could be several reasons for the divide, including that there may be a legitimate lack of interest or because the accessibility to locations that specialize in training for such sports are limited in number. Finally, the cost of training, coaches, and equipment is still extremely high, making the winter games ultimately a competition between the people with the most money, and those people still happen to be predominantly white. ■



Professional Tips of the Month



By: Colin Wells & John Devitt

Ninety two percent of Internet users in the United States use email. Many people use email for business communications, which stresses the importance of knowing proper email etiquette. While a lot of people understand the importance of following certain rules when writing a business letter, they often forget certain rules when composing an email message. These rules, when utilized properly, can change a message from “deleted within 5 seconds” to “read and replied with pleasure.”

- **Use Correct Spelling and Proper Grammar:** Use a dictionary or a spell checker — whichever works better for you. While you can write in a conversational tone, pay attention to grammar rules.
- **Mind Your Manners:** Think of the basic rules you learned growing up, like saying please and thank you. Address people you don't know as Mr., Mrs., or Dr. Only address someone by first name if it's okay to do so.
- **Be Professional:** Stay away from abbreviations and don't use emotions (Using LOL will equal :(). Don't use a “cute” or suggestive email address for business communications.
- **Ask Before You Send an Attachment:** Because of computer viruses, people won't open attachments unless they know you. Before sending an attachment, ask the recipient for permission.

What Would YOU Do ?



How STHM students would deal with current crisis situations involving the 2010 Winter Olympics in Vancouver.

TRAGEDY

Nodar Kumaritashvili, a 21-year-old men's luger from Georgia, died in the hospital hours before the Vancouver Olympics' Opening Ceremonies were set to start after a high-speed crash during training. This is a horrible and mournful time for the world, particularly for his country, team, family and friends. As an official from the International Luge Federation or Vancouver 2010 Organizing Committee, how would you address this issue?

“The death of an individual, especially one who is so talented, is an event that affects the lives of many people. To celebrate the life and accomplishments of the Georgian luger Nodar Kumaritashvili, I would propose that a special ceremony be held in his honor during the Olympics. I would invite his family, friends, and the individuals who trained alongside him to share with the world the insight that they gained about him and the effects he had on their lives by being fortunate enough to know him personally.”
- Samantha Lauver

WEATHER

Since the games started, there have been high temperatures and an alarming amount of rain, making it nearly impossible to hold the downhill skiing events, snowboarding events, and various other outdoor games. As a member of the Olympic Committee, how would you solve the issue?

“It's extremely hard to deal with mother nature, but something has to be done. If possible, I would try to postpone the events until the best possible environmental situation arises. If there is no time to push back the events, then there must be backup plans in place. Some solutions would be a huge tarp that would cover the track. While this would be expensive and limit the audience and camera angles, it is possible to do. Ultimately, the best solution would be to have an arena nearby, ready for an emergency to build and move the track indoors for all possible events.”
- Keith Kolesa

CRISIS

The 2010 Winter Olympics in Vancouver saw the longest torch relay route within one country in the history of the Olympics. The torch lighting this year was stalled while organizers recovered from mechanical problems, which prevented the pillars forming the cauldron for the torch lighting from completely rising out of the stadium floor, as planned. What would you do in the face of this problem?

“Being the event planner, I would need to have, at least, some basic understanding of the mechanics involved with the raising of the pillars. With some familiarity with what was occurring under the panels, I would be able to make the decision that the event could either be stalled a bit more to wait for the machine to adjust, or if "the show must go on," and what was left of the cauldron must arise and be lit. During the actual event, the remainder of the torch arose and was lit by Mr. Wayne Gretzky, so all seemed to end well. Following the event, I would probably publish a statement briefly explaining the cause of delay, but highlighting the many other colorful and extravagant aspects of the ceremony.”
- Ed Redding

Arthur Ashe: Tennis Trailblazer

By: Andrew Arnold

Arthur Ashe was the first African American player to compete in the international sport of tennis at the highest professional level of the game. After an early career-ending heart surgery, Ashe continued to use his sportsman profile to promote human rights, education, and public health. Starting to play tennis at the age of four, it was inevitable he was going to be a star. As a professional tennis player, Arthur Ashe became the first African American to reach the South African Open finals held in Johannesburg, South Africa, and he was the doubles winner with Tom Okker of

the Netherlands. Black South Africans gave Ashe the name "Sipho," which means "a gift from God" in Zulu.

The year 1975 was Ashe's best and most consistent season. He was the first and only African American player to win the men's singles title at Wimbledon, beating the defending champion, Jimmy Connors. Ashe was ranked number one in the world and was named the Association of Tennis Professionals Player of the Year. Ashe received a lot of media attention for his protests against apartheid in South Africa which was a legal segregation of minorities enforced by a National Party government. In addition, he called for higher

educational standards for all athletes. He spent most of his time dealing quietly with the "real world" through public speaking, teaching, writing, business, and public service. Ashe helped develop the ABC Cities program, combining tennis and academics; the Safe Passage Foundation for poor children, which includes tennis training; the Athletes Career Connection; the Black Tennis & Sports Foundation, to assist minority athletes; and 15-Love, a substance abuse program.■

Presidential Impact on Tourism

Travel Promotion Act - 2009

What Is It?

- Creates public-private partnership with a budget of up to \$200 million annually to attract international travelers to the United States.
- Paid for by private sector contributions and a \$10 fee paid by overseas visitors to the U.S.
- The legislation requires NO contributions from U.S. taxpayers!!

What Will It Do?

- Create an estimated 40,000 U.S. jobs
- Stimulate \$4 billion in new consumer spending
- Reduce the federal budget deficit by \$425 million



A 2008 poll revealed that 80% of readers are more likely to visit the U.S. now than they were before the presidential election.
-The Daily Telegraph, United Kingdom

What Are They Saying?

“With the eyes of the media on all corners of the US, people have seen that there is more to the country than Florida, California, Las Vegas and New York.”

- Alan Waddell,
Chairman of
Visit USA

“He has already stated that his priorities are improving the economic situation and the image of the US abroad. He is well aware of the benefits tourism can bring to the economy.”

- Roger Dow,
President of the
Travel Industry
Association of
America (TIA)

Did You Know?

Overseas visitors spend an average of \$4,500 per person, per trip in the United States!!

Senior Seminar - Senior Luncheon

President: Monique Peterson

Vice President: Matthew Kemp

Volunteer/CPR & First Aid/Alumni Panel: Chair-Michael DeCarolis Vinesha Brown, Dory Lynn Doman, Kevin McCann

Marketing/ Advertising: Chair- Ya Yang

Dayna Dyson, Cullen Lefchak, Josue Louis, Jon Scott

Human Resources/ Passport: Chair- Seth Heitzenrater

Matthew Bergey, Annis Major, Kasey Ruth

Fundraising: Chair- Bradford Long

Briana Ciccarone, Jonathon Idelson, Keith Kolesa, Dale Parris

Budget and Finance: Chair- Stevi Adams

Darren Drake

Newsletter: Chair- Julian Carey

Justine Doherty, Patrick Kulick, Phillip Mannery, Colin Well

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Andrew Arnold, John-Paul Loggia, Victor Novelli, Kimberly Hanshue

Sponsorship: Chair- Sarah Cooperson

Dia Clark, Edward Redding, Casey Sellen

Social Media: Chair- KatieAnn Rowan

Matthew Kemp, Jason Lutz

Membership/GCA: Chair- Brittany Labolito

Myriame Dutes, Michael Martin, Alexander Washam

Senior Seminar - Networking Seminar

President: Kirsten Grandshaw

Vice President: Taylor Medine

Volunteer/CPR & First Aid/Alumni Panel: Chair- Marc Gordon Ngan Li, Carolin Kulik, Daniel Coleman

Marketing/ Advertising: Chair- Nadia Bosket

Kelly Brohan, John Rush, Zach Keene, Samantha McCullough

Human Resources/ Passport: Chair- Nicole Horin

Emily McFadden, Andrew Madden, Daniel DiBeradinis

Fundraising: Chair- Angel Foglio

Dave Laughlin, Toby Rice, Joanne Woo, Mike Huie, Jennifer McNutt

Budget and Finance: Chair- Samantha Lauver

Josh Sklar

Newsletter: Chair- Gareth Jones

Taylor Medine, Erica Schlegel, Libby Marquardt, John Devitt

Website Development: Chair- Carolyn Roth

Trevor Fick, Jared Brabham

Project Committee: Chair- Juan Ruiz

Ed Palumbo, Kaitlin Harmer, Mike Courtright, Theresa Bandru

Sponsorship: Chair- Dominique Wilkins

Joy Mench, Christina Buchholz, David Mathewson

Social Media: Chair- Stevanie Theresa

Melissa Menardy, Tim Armbruster

Membership/GCA: Chair- Robert Szostak

Rebecca Sokol, Melissa Chartoff, Dyonne Crudup