



The Connection

BRINGING STUDENTS AND FACULTY TOGETHER SINCE 1998

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Follow the Leader



Picture by: Justine Doherty

Leadership for the Ages:

The Difference Between Old and New Managers in the Hospitality Industry

By: Katie Rowan

All managers within the hospitality industry seek to positively influence others in the workplace. Through my personal industry experience over the past ten years I have noticed a significant difference with the way in which managers perform as leaders, which could be explained quite simply by their age. I believe generational differences in the hospitality workplace do exist, especially in regards to the way certain managers view the importance of work values, personal growth, work environment, and personal goals. Managers that are older tend to be more

interested in the overall outcome and production of their employees as a group, and may overlook issues that certain individuals have. Their skills lie in management and experience within the industry. In many cases, older managers began their career in the hospitality industry with entry level positions, gradually working their way up and developing the skills necessary to become an effective manager and leader. Younger managers have been exposed to more formal education and value personal creativity, focusing more on the individual as opposed to concentrating on the group. Younger managers may sometimes lack the experience

that older managers possess, however they are eager to learn and want to establish an exciting work environment.

Which generation has the more desirable leadership style? Well that depends on the individual. There are pros and cons to both leadership styles, but I believe that it is personal preference; after all things are considered, it is important to take into account the constant changes that are occurring around us. New and innovative styles can be good but it does not mean we have to abandon the old techniques. ■

Mark Your Calendars!

STHM

Student Luncheon

Saturday May 1st, 2010
11:00 A.M - 2:00 P.M.
Ticket Cost: \$50

Location: Hibachi Japanese
Steakhouse and Sushi Bar

Penn's Landing, Pier 19 N.
325 N. Columbus Blvd.
Philadelphia, Pa 19106

Contact: Kimberly
Hanshue at
sthmluncheon@gmail.com

The Broad Street Run

Sunday May 2nd, 2010
7:00 A.M - 11:00 A.M

Location: Broad St. and
Masters St.

Dress in your favorite
decade's trends, whether
it's the 70's, 50's or 90's!

Contact: Marc Gordon
marc.gordon@temple.edu

or Dory Lynn Doman
d.doman@temple.edu

Consignment Shop Fundraiser

Going on NOW!

Bill Russell: Leading the 20th Centuries Hardwood

By: Marc Gordon

When we think of the National Basketball Association's greatest player, arguably for many it is Michael Jordan. However, when we consider the most notable leader in the history of the league, Bill Russell of the Boston Celtics stands alone. "We work to become, not to acquire," an excerpt from 'Lesson One' of Bill Russell's novel, *Russell Rules: 11 Lessons on Leadership from the Twentieth Century's Greatest Winner*. During Bill Russell's 13-year NBA playing career, his Boston Celtics won 11 championships, a record for winning unmatched by any player in any sport. He was named the league's Most Valuable Player five times. In 1967, still playing for the Celtics, Russell took over as coach when Red Auerbach (one of the

greatest coaches of all-time) was promoted, making Russell the first African-American to coach a major league professional sport team. Following the sea-

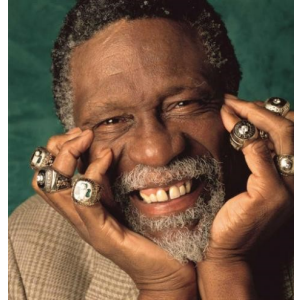


Photo from: soulofamerica.com

son Russell became the first African-American coach to win an NBA championship. According to the Sundance Channel, "Bill Russell made leadership an art...winning a mission...and teamwork the key to success."

In addition to leading on the hardwood, Russell was a leader in the civil rights movement for equality in the United States. Russell was the first American sport icon to actively support the civil rights movement and his leadership attracted other great sport figures to join the struggle for equality. Bill Russell redefined the role of a professional athlete by supporting Dr. Martin Luther King Jr. on important national issues through participating in a number of historic movements. Bill Russell has created a legacy of being one of the United States greatest leaders, both on and off the basketball court. ■

Management & Leadership Techniques

By: Jennifer McNutt

There are many approaches to leadership and management which, when implemented correctly, can create an efficient and harmonious workplace. For example, many managers use the method of management by walking around (MBWA) to monitor, observe, and familiarize themselves with the employee and guest atmosphere. This practice enables the manager to analyze daily operations.

Another significant concept in the hospitality industry is servant leadership. Employee morale and productivity will greatly increase when the staff observes their manager some-

times performing the same simple, but important tasks that they do which are essential to the business or company function. Managers occasionally serve as psychologists for their employees on a basic level as well, by showing sympathy and empathy for any domestic problem an employee might be experiencing that interferes with a work schedule. Listening and finding a feasible solution not only shows the manager cares about his/her employees, but also leads to a more enjoyable work environment.

A similar and recent concept of "flex time" has also been utilized to alleviate work and home conflicts. "Flex time"

includes starting and ending managerial work an hour later, allowing working mothers to tend to their children's schedule and needs without having to jeopardize their salary position, and taking sick days when necessary.

Managers need to maintain authority using one of these methods, and find a balance between personal work, employee motivation, and guest engagement. This will ensure that the ship continues to run smoothly. ■

The Secondary Benefits of Sport & Recreation

By: Dia Clark

Ask most individuals about some of the positive impacts of participating in sports and recreation and one would most likely hear answers such as, "Staying in shape," or "Building muscle," or "getting a good workout." What you may have to pry further to hear is some of the alternative benefits, although some of these may in fact play a more essential role in molding unique and admirable leaders.

The London Community Foundation has worked to identify these leadership traits, and develop programs that help participants attain and sustain such qualities. The foundation

created the London Sport Leadership Program and on March 24th, celebrated the graduation of its inaugural class of high school students from 8 different London area schools. These individuals were subject to a creative form of leadership training, using the perceived benefits provided through sport and recreation participation. One of the ultimate goals of the program is to provide current employers with a broader, more powerful selection of future employees.

Through grants and donations, the program strives to achieve their goals with the provision of access to employment, educational, and recreational opportunities. The London

Community Foundation also prides itself on the increased self confidence, listening skills, teamwork, and confrontation solving techniques exhibited by their graduates. These future leaders achieve results through coaching instructions, CPR training, employment preparation courses, augmented by other leadership training activities. The hope for the program is that the initial graduating class will attract attention and allow the London Sport Leadership Program to expand and help not only the London Community Foundation, but also the worldwide sport and recreation community. ■



LONDON COMMUNITY
FOUNDATION

Photo from: lcf.on.ca

Industry Professional Spotlight: Peggy Trott

By: John Medica

John Medica: The Hotel Palomar has received recognition for their efforts to be environmentally conscious, how does the hotel compare to others in Philadelphia in terms of sustainability?

Peggy Trott: Currently, the Hotel Palomar is LEED Registered and we are expecting to hear about Leeds Certification in May, if we are successful in our efforts to become LEED certified that will make the Hotel Palomar the first LEED certified hotel in Philadelphia.

John Medica: Hotel Palomar is a part of Kimpton Hotel Chain, Are all of the hotels boutique style?

Peggy Trott: with Kimpton, all of our hotels start with design. Design is our first priority; we try to cater to people's lifestyles

John Medica: I have read that every Kimpton hotel has a back story, what is the Hotel Palomar back story?

Peggy Trott: The hotels story is "Art in Motion", we believe every hotel tells a story and every restaurant has a personality.

John Medica: How long has this particular hotel been operating at this location?

Peggy Trott: The hotel opened its doors to the public on October 15, 2009

John Medica: How does the Hotel Palomar distinguish itself from the competition?

Peggy Trott: We believe that we set ourselves apart by being the hotel that cares; we try to build emotional connections with our guests because we want to be known as the friendly hotel in the city

John Medica: Do you find international travelers to be more likely to stay at the Hotel Palomar as opposed to domestic travelers?

Peggy Trott: That's a difficult question; international travel is one of the largest growing markets. International travelers are more likely to stay where they are most comfortable, if they feel most comfortable with a particular brand, they are likely to stay with that brand, but if they are not tied to a particular brand, we believe that when they do come to the Hotel Palomar, we give them the experience they are looking for.

John Medica: How much of your business is convention/ group based?

Peggy Trott: What we think is going to be our strong point is the diverse market in which the hotel is located, less than 20% (of business) is group or convention base. We would like to increase that number and we think with the expansion of the Pennsylvania Convention Center in 2011, that will help us do that, but we intend to stick with our diverse market segment.

John Medica: Do you believe the Hotel Palomar attracts a different kind of clientele?

Peggy Trott: Not necessary different type of clientele, when it comes to Philadelphia only so many people are traveling here, you can only get your piece of the pie. We try to be all things to all people; we want to give people what they want instead of what we think they might want.

John Medica: Have you had to adjust or change your marketing strategy during this economic downturn?

Peggy Trott: We've had to not be as targeted with our marketing; we have to appeal to a broader range of travelers.

John Medica: Does the Hotel Palomar have any community initiatives that they are involved with?

Peggy Trott: Social Consciousness is a major focus of ours; we've made a commitment locally to support the University (Temple) and the city (Philadelphia). We have three initiatives that the Hotel is in involved with, they are: **Trust for Public Land, Dress for Success, and Red Ribbon Campaign**



Photo from: lelte.net

CULTURAL CORNER



Photo from: townsnyc.com

International Business Etiquette

By: Alex Washam

Business etiquette, manners, and cross-cultural communication have become crucial and critical elements for international business. As global business begins to develop and expand it has become important to be aware and appreciate your surroundings. To have successful business practices it is important to be culturally diverse and dress appropriately for the region you are in.

Throughout the world there are very different styles of dress. There is a variety that are acceptable and unacceptable in a business setting, because proper business attire can vary greatly depending on the region of the world. There are some that are formal, and those are less formal.

In Europe, what is considered appropriate varies from one country to the next. In Spain dress is very formal. Conservative suits, and subtle colors is typical for men. It is particularly



Photo from: coolchaser.com

important to avoid flashy colors. In France, dress is also very conservative, and professional. It is said that French businessmen do not loosen their ties or take their jackets off at the office. In contrast to Spain and France, dress is very informal in Ireland.

In China men should wear conservative suits, and subtle colors. Women should avoid high heels, and short sleeved blouses. Chinese people frown on women showing too much skin, if any at all. Men and women should dress conservatively at times, and are allowed to wear jeans, but not in a business setting.

In Saudi Arabia, the dress is very conservative and like in China for the women, it is not custom to bare shoulders, stomach, thighs, or calves. Despite the heat in Saudi Arabia, most of the body should be covered at all times. Men should wear suits and avoid all visible jewelry in all business settings. However, when visiting Saudi Arabia you are not expected to adopt the native clothing. In fact, foreigners wearing the traditional Saudi Arabian clothing can be offensive to natives.

It is important to research the standard and expectations of any country you plan on conducting business in or traveling to. It is important that you dress appropriately so you do not offend anyone. As global business expands, and there is more cross-cultural diversity it is important to understand the region you are visiting and cultural differences you may experience. ■

Professionals and You

By: Joanne Woo



Photo from: <http://www.cimpa.org/>

Have you ever wondered how you can outshine your competition for a job opening or leadership position? The best way is to ensure that others recognize your knowledge and experience in the industry. The first step towards this goal is to participate

as an active member in a professional organization. In the School of Tourism and Hospitality Management at Temple University alone, there are more than 60 different professional organizations that actively provide their

members with professional growth and opportunities according to.

Through these organizations, one will be able to gain new relationships with leaders in their specific field, and learn more about the industry by working closely with the different companies rather than learning by textbook alone. After graduating, one will possess a stronger relationship with individuals in the field through these professional organizations. The opportunities that are offered in a professional organization do not end at graduation. These organizations are nationally recognized and will continue to help you throughout your professional career by providing

networking opportunities, current industry trends and news, internship and career possibilities, and much more. Leadership comes in different forms, some may think that leadership is exemplified through hard work, others think that leadership is shown in the innovative ideas one has, while a handful believe it is how one can manage others and their duties. In any case, joining a professional organization that helps complement your interest and career path is the first step to becoming a leader in the industry. ■

Leadership vs. Management: Always the Same in STHM

By: Angel Folio

It is a common misconception that all managers are leaders; this is not the case. However, most people would agree that it takes a strong leader to be an effective manager. At Temple University's School of Tourism and Hospitality Management (STHM), students are taught to be both. As an old proverb reads "it takes a leader to do the right thing and a manager to do things right." If you take a minute to dissect exactly what this statement is expressing, it is describing how two skill sets work together. Leadership skills involve inspiring, empowering, and behavior

modeling, while management skills are more about planning, controlling, evaluating, and directing. In order to be a well-rounded manager, it is crucial to be able to manage tasks on a daily basis and provide results, while also encompassing a charismatic and socially intelligent personality to be a leader. STHM strives to provide students with the correct combination of these skills in order to remain the most comprehensive school of tourism and hospitality management in the greater Philadelphia region.

STHM provides a model of excellence that incorporates the technical, educational, and innovative skills that

students need in order to compete in the workforce, but better yet, force students to evaluate their selves on a personal level. Students are provided with high quality, professional programs and hands on internships that will help prepare them for careers in the tourism and hospitality industry. Students are made aware of the profound differences between managers and leaders yet are engraved with the capacity and importance of each. Leadership and management are always one in the same in STHM. ■



Photo from: <http://www.leadershipdevelopmentworkshops.com/>



Leading In A Recession

By Tim Armbruster

While occupancy rates in hotels plummet, especially in higher-end hotels, amidst the current recession, some valued brands have found ways to be successful. An article in January's *Entrepreneur Magazine* discussed how Hampton Inn, a mid-level hotel, broke into their "Franchise 500 Top 10" list.

Average occupancy rates in hotels fell from around 63% in 2009 to 55% now which means that people are paying less for rooms and are searching for more value. Hampton Inn has managed to lure both leisure and business travelers alike with free internet access, free breakfast, and free local calls—services that the high-end brands owned by the same company charge for.

Hampton Inn is able to offer these free services and still only charge about \$70-\$135 a night. They also offer a basic, reliable, and standardized experience at every property which is what their customers have



Picture of room from Hampton Inn in Albany
Photo from: <http://www.hamptonsuitesalbany.com/index.php>

come to expect. This is an example of a company that displays a good

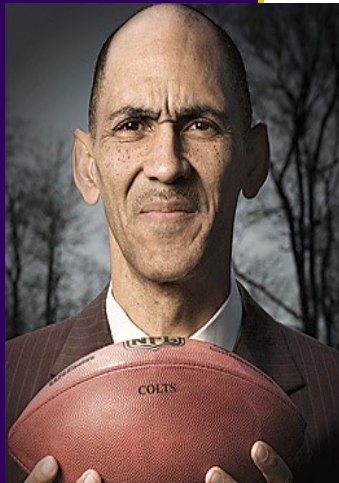
cost leadership strategy, simply meaning that they lower their costs (relative to other competitors) and offer more value to the typical customer.

This type of leadership has allowed them to increase occupancy rates and open more hotels. Last year they opened another 150 properties with plans to add around 120 more this year. Customers like to feel like they are getting more for their money. By giving customers these "premium"



services for free, you are giving the customer more value and adding loyal customers that will tell other people. Hampton Inn has it right and during these hard times, they display what it takes to be a leader during a recession. ■

More Than A Leader



Tony Dungy, Former Coach of the Colts

Photo from: [http://not-](http://not-inhd.wordpress.com/2009/01/)

not-

[inhd.wordpress.com/2009/01/](http://not-inhd.wordpress.com/2009/01/)

By: JP Loggia

Tony Dungy is a future hall of fame coach who recently retired from coaching in the National Football League. Dungy played in the NFL from 1977-1979 with the Steelers and 49ers as a defensive back and special teams player. He then coached college ball for one year and was hired as an assistant coach in 1981 by the Pittsburgh Steelers. He became a head coach in 1996 for the Tampa Bay Buccaneers and never looked back, staying a head coach from 1996 until he retired from the Indianapolis Colts in 2009.

Tony Dungy is not only a leader because he was a head coach; he is a leader because of his personal approach and relationships with his players off the field as well. Dungy was seen as one of the single most respected and classy coaches in the NFL by coaches and players alike.

Dungy's philosophy was to connect with each and every player and raise him almost like a son to not only be a good football player, but also a respectable person. The best example of a "Dungy" guy is Peyton Manning. Manning is a class act and greatly respected and liked by almost every single player and coach in the league in large part because he is just like Dungy. Dungy also takes pride in leading players who have fallen off the path back to the light. Dungy has been a huge advocate and life coach for Michael Vick after Vick was found guilty of dog fighting. Dungy has made personal visits and calls to keep Vick on track and got him back into the league after most people wrote him off as a thug and convict.

Tony Dungy is a great leader because he cares about what he does, who he coached, and has a great personal philosophy. Dungy has many accolades with coaching, being the youngest ever assistant coach and winning a Super Bowl; but it is his heart and love for football and people that make him the great leader he was and still is. ■



CURRENT TRIVA?

In 1974, Argentina. Who became the first ever female president?

- A. Isabel Peron
- B. Monique Peterson
- C. Kirsten Grandshaw
- D. Lydia Gueiler Tejada

Answer on bottom of page 8

Some of Our Favorite Leaders

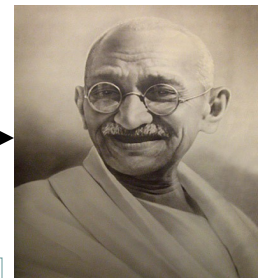
ELEANOR ROOSEVELT



"It is not fair to ask of others what you are not willing to do yourself"

Photo from: <http://www.secularmuslims.com/greatwomen.php>

MOHANDAS GHANDI



"A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history."

Photo from: <http://dolanblog.wordpress.com/2008/12/>

VINCE LOMBARDI



"Leaders aren't born they are made. And they are made just like anything else, through hard work. And that's the price we'll have to pay to achieve that goal, or any goal."

Photo from: <http://legendsrevealed.com/sports/2009/07/20/football-legends-revealed-3/>

MOTHER TERESA



"Kind words can be short and easy to speak, but their echoes are truly endless."

Photo from: <http://madameevangelista.wordpress.com/2009/09/05/mother-teresa-of-calcutta/>

DEAN MONTAGUE



"The greatest risk is not taking one"

Photo from: http://www.sthmseniorseminar.com/2009/about_us.html

STHM Student Luncheon

The STHM Student Luncheon is an opportunity for the senior students of the School of Tourism and Hospitality Management (STHM) to exhibit all they have gained and learned in their tenure at Temple University.

The goal of this luncheon is to bring together not only the current Senior Seminar students, but their families and friends, as well as STHM faculty and fellow undergraduate students. This culminating experience is a chance to give back to the university by providing an experience hosted by the students themselves and displaying the values of STHM and Temple University. Distinguished Temple faculty along with leaders from the Senior Seminar class will address the audience and share their thoughts and accomplishments.

We look forward to seeing you on May 1, 2010 at Hibachi Japanese Steak House & Sushi Bar!



Photo from: <http://www.facebook.com/pages/Hibachi-of-Penns-Landing/100607697756>

“Bringing together fellow students, friends, family, and faculty for a chance to exhibit the levels of success which the Senior Seminar students have gained through STHM.” – Project Committee Section 001



Spotlight: Wanna Coker



By: John Medica

The word leadership can have many different interpretations. When I think of leadership, I think of an individual that leads not with their words but with their actions. There is a student in the Temple University School of Tourism and Hospitality Management who truly embodies leadership, but you would not know it unless you were able to hear her story.

Wanna “Sugarbear” Coker, 40, is dif-



ferent than most Temple University students, not just because she has more life experience than most of her classmates. Wanna Coker is recovering from

a 3 year battle with breast cancer, which has physically taken its toll on her. She has withstood a double mastectomy and several rounds of chemotherapy. In the midst of her battle with breast cancer, she has found a way to help others by founding the North Carolina based, Coker Breast Cancer Foundation in 2008. Wanna Coker is also working to finish her college degree. Initially she came to Philadelphia to receive treatment for her breast cancer, but half way through her treatment she moved away from the facility to complete her degree. When asked about her decision she replied “I didn’t want to see myself as a cancer patient”

Wanna Coker has a unique approach to helping individuals that are battling breast cancer. She believes that early detection is the key to successfully combating this illness. In terms of leadership, Wanna wants to be seen as a leader based on the awareness that she is creating through her foundation. She is more concerned with helping individual patients than looking at the cause as a whole. When asked about Wanna’s aspirations Courtney Grant, a freshman at Temple University, stated “she’s very

ambitious; she is trying to start a walk in every city and every state. In addition to being a very motivated woman, Wanna is extremely humble in her responses to those who commend her for her foundations effort to battle the disease.

This past December Wanna was given a clean bill of health. The Coker Foundation, just like its founder, is going strong and it has a bright future. If there are lessons to be learned from Wanna Coker, it would be not to focus on the negative, but rather look for the positives that come from any challenging situation and try to be supportive to those battling cancer. ■



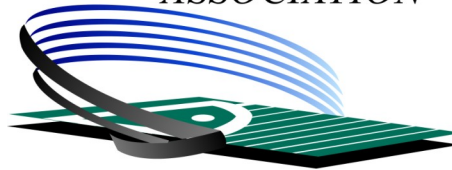


www.iloverichies.com



Primo Hoagies FISHTOWN, located on Susquehanna and Gual St. is just minutes away from Temple Main Campus. Are low prices can not be beat, and we deliver everyday 10-5pm. We can cater to all types of parties, and or individual lunches with our trays and famous sandwiches. Please give us a call at 215-425-2350.

STADIUM MANAGERS ASSOCIATION



The Stadium Managers Association (SMA) educates and provides industry resources to assist professional and collegiate stadium managers in achieving the highest level of facility administration and operation. SMA supports and promotes the professional relationships and networking among stadium managers, league officials and industry suppliers that contribute to the success of our members.

The Association is committed to being the primary industry resource for Sports Facility Managers and Leading Suppliers in the stadium industry

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Styles Unlimited Salon & Spa

Senior Seminar - Senior Luncheon

- President:** Monique Peterson
- Vice President:** Matthew Kemp
- Volunteer/CPR & First Aid/Alumni Panel:** Chair-Dory Lynn Doman, Michael DeCarolis, Vinesha Brown, 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
- Website Development:** Chair- John Medica
- Denise Brown, Anthony Lupino
- Project Committee:** Chair- Rachel Hernandez
- Andrew Arnold, John-Paul Loggia, Victor Novelli, Kimberly Hanshue
- Sponsorship:** Chair- Sarah Cooperson
- Dia Clarke, 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 Le, Carolin Kulik, Daniel Coleman
- Marketing/ Advertising:** Chair- Kelly Brohan,
- Nadia Bosket, John Rush, Zach Keene, Samantha McCullough
- Human Resources/ Passport:** Chair- Nicole Horin
- Emily McFadden, Andrew Madden, Daniel DiBerardinis
- Fundraising:** Chair- Angel Foglio
- Dave Laughin, 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 Matthewson
- Social Media:** Chair- Stevanie Theresia
- Melissa Menardy, Tim Armbruster
- Membership/GCA:** Chair- Robert Szostak
- Rebecca Sokol, Melissa Chartoff, Dyonne Crudup



Current Trivia Answer: A, Isabel Peron!!