Launching upon their senior year, this collection of students does not meet the stereotype. No longer will these millennial generation members have a negative standing of lazy or unmotivated. These individuals are professional, organized, clean-cut, and motivated to reach the top of the pyramid; they are the new wonders of the world!

By: Bahiah Odeh

Every year, Temple University’s School of Tourism and Hospitality Management gain a new senior class. According to the stereotypes of seniors in college, one may imagine tired, unorganized, unprofessional, grungy students who sleep all day, pull all-nighters in the university computer lab. (“Tech Center”) This is certainly not the case for this class of seniors.

The students of the School of Tourism and Hospitality Management are told from day one, the moment that they enter orientation, that they will work the hardest they ever have, and possibly ever will. During orientation the students are told they will not be able to “coast” throughout their time in the school but will have to rely on their own capabilities and discipline. Finally, they are told about the class they will have to look forward to – Senior Seminar. Senior Seminar is instructed by the Assistant Dean of the school, Dean Montague; and if that isn’t frightening enough, the rumors and stories of the work are enough to make even the Pharaohs who ruled over the Egyptian Pyramids run away! This semester, Fall 2012, the freshmen class who entered at the very bottom of the pyramid, hearing such tales entered their senior year... and ultimately Senior Seminar. The students began their climb with a new orientation, introduction to a new instructor, Rick Ridall, and knowledge of standards of the simulated organization – “Montague-Ridall & Associates.”

During orientation Montague and Ridall, the CEO’s of Montague-Ridall & Associates, explained the expectations and anticipated results of the senior class and company. The large-eyed students seemed intimidated of such high expectations. Recognizing such hesitation, Dean Montague, with encouragement and motivation said “I don’t make friends, I make alumni.”

The senior class, the now “Associates” of Montague-Ridall & Associates are working diligently to have a successful semester and make this company excel, reaching the top of the pyramid! Events such as Career Fair, Alumni Panel and Semi-Formal are just some of the large projects the students are working on. Newsletters, websites, global awareness, volunteering and fundraising are several developments the students are embarking upon their journey.

In case you were Wondering...

The 7 wonders of the ancient world were modern marvels in their own time periods. Montague-Ridall & Associates have chosen to implement this theme throughout the publications in hopes of gaining better global awareness and creatively relating it towards the industries of Tourism, Hospitality, Sport, or Recreation.

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Montague-Ridall & Associates

The Great Pyramids of Giza & The Hanging Gardens of Babylon

BEGINNING THE JOURNEY TO THE TOP OF THE PYRAMID!

“I don’t make friends, I make alumni.” - Dean Montague

Launching upon their senior year, this collection of students does not meet the stereotype. No longer will these millennial generation members have a negative standing of lazy or unmotivated. These individuals are professional, organized, clean-cut, and motivated to reach the top of the pyramid; they are the new wonders of the world!
By: Chris Johnson

The Mena House Oberoi golf course is like any other golf course, open fairways, well-manicured greens and eighteen holes. However, it is the spectacular views that set one of Cairo’s oldest golf courses apart from the rest. The Mena House Oberoi golf course’s amazing views of the Great Pyramids off-sets the rather high price per round. This 109-year-old course is no more than 800 yards from the base of the pyramids. At this point you may be asking yourself how is it possible to make this happen. First you must make the journey to Cairo where you can stay directly at the golf course in the Mena House, which was recently taken over by the Indian based hotel company Oberoi. Once here you simply walk across the street to the course where you can take in the spectacular views while simultaneously relaxing as you play a round of golf. After a few holes, the appeal of playing right beside one of the Seven Wonders of the World fades and it becomes easier to enjoy the spectacular course. The Mena House Oberoi Golf Course is a very popular destination for tourists visiting Cairo, but the appeal of the course to the local Egyptians is not so great. It is estimated that out of Egypt’s population of 80 million people only 20,000 of its’ residents play at the course each year. Because of the fairly expensive price, only Egypt’s wealthy population tees off at the course. If the chance ever arises you must seize the opportunity to venture to Cairo and partake in a sport that arose during the middle ages and is still widely popular today.

THE GRAND EGYPTIAN MUSEUM OF GIZA

By: Brittany Atkinson

Egypt has held a reputation for having some of the world’s most alluring artifacts. From ceremonial masks of the Tutankhamun Era to government policies of the Cleopatra era inscribed on papyrus, Egypt has revealed facets of an ancient world that have captivated audiences on a global scale. Giza, known most famously for its Pyramids and the Sphinx, is now projected to be home to Egypt’s largest collection of artifacts. This collection will be housed in The Grand Egyptian Museum (GEM). The Grand Egyptian Museum (GEM), also known as the Giza Museum will be sited on 210 acres of land. The design of the planned GEM was the outcome of a competition. The competition was won by the company Heneghan Peng from Dublin, Ireland. According to Heneghan Peng Architects, the $550 million museum is projected to open in 2013, despite the country’s political turmoil. The 210-acre project, a mile from the Giza Pyramids, will include a main structure made with translucent alabaster and a large atrium for ancient Egyptian artifacts and statues like the 3200 year old Ramesses III.

Given the political turmoil that has overwhelmed the country in the past year, could this new museum act as an agent of change for the current economic and social climates of Egypt?

Political Turmoil and Social Unrest

On January 25th 2011, millions of protestors descended on the capital of Cairo demanding the overthrow of the
regime of President Hosni Mubarak. On February 11th 2011, Mubarak resigned from office relinquishing his power over to the Supreme Council of the Armed Forces. During the uprising the capital city of Cairo was described as "a war zone", and the port city of Suez was the scene of frequent violent clashes. According to Fox News, the police and intelligence officials yielded the streets to rioters, protestors and looters. The government imposed a curfew that protesters defied. The presence of Egypt's Central Security Forces Police was gradually replaced by largely restrained military troops. This civil unrest would continue until June 30th 2012, when Mohamed Morsi was sworn in as Egypt's first democratically elected president.

The economic implications of this revolution were vast and varied. Egypt’s tourism sector took a significant hit during the revolution. According to a government statistics agency, Egypt’s tourism sector, which earns Egypt $13 billion annually, was "severely affected" as many states asked their nationals to leave the country during the political unrest in the last week of January. Reports show that tourists cancelled their bookings in February. In the last week of January, 210 million tourists left Egypt, which led to a drop in tourist spending by $178 million, the report indicated. The report also revealed losses reaching $825 million due to booking cancellations in the following months.

**Road to Recovery**
The museums of Egypt have remained a coveted facet of world history. Artifacts depicting the rich history of the ancient world have attracted tourists for centuries. The Great Egyptian Museum is projected to be the largest archeological museum in the world. According Zahi Hawass, the General Secretary of the Supreme Council of Antiquities in Egypt the Cairo Museum, a pre existing counterpart to the GEM was built for 500 guests a day yet welcomes 10,000 guests a day during peak tourist seasons. The GEM is expected to attract much more than its counterparts and can handle a bigger load of visitors. The Egyptian government is banking on an additional 3 million tourists a year. Hawass, predicts that tourists will require an entire day to view the 176,000 artifacts housed in the museum. This in turn will increase the number of days for visiting Egypt. The “Grand Egyptian Museum Feasibility Study” projects approximately 5 million tourists will visit the Museum and the Pyramids annually, with an average of 15,000 tourists a day. An increase of 30% in tourism in Egypt is expected after the opening of The Grand Egyptian Museum. With its new democratic regime in place and plans for one of the greatest museums the country has seen underway, the GEM could restore balance to this mecca of ancient wonders. With an estimated 30% boost in tourism, the GEM has the potential to revive the local economy in Giza and restore Egypt’s national pride. With the aid of the GEM tourism can thrive once again in the city of Giza.

### Sudoku

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Sudoku

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**Pyramid and the Sphinx in Egypt**

**Egypt’s National Flag**

The “Grand Egyptian Museum Feasibility Study” projects approximately 5 million tourists will visit the Museum and the Pyramids annually, with an average of 15,000 tourists a day.
Egyptian Youth Learn About Media, Civic and Social Participation

By: Sun Lee

Internews is an international non-profit organization whose mission is to empower local media worldwide to give people the news and information they need, the ability to connect and the means to make their voices heard.

Their new project was providing a training that focused on developing students’ attitudes and approach towards teamwork, with specific focus on gender sensitivity, with boys and girls being encouraged to work together.

Hosted by Internews in collaboration with Egyptian Association for Media Creation and Development and the Hawaa Al-Mostakbel Society, to learn practical skills such as accuracy, objectively, the negative consequences of “hate” speech, and ethics as well as working collaboratively and share knowledge with their peers, the three-day camp served as a platform for students.

The camp was a hands-on activity for the students, following weeks of theoretical training as part of Internews’s Future Leaders Project, who raises awareness of youth topics of civic education, diversity, gender equality, religious freedom, democracy, and active citizenship through social and new media tools.

From Cairo and Al-Minya University, students used their media skill and knowledge to implement civic and social participation, discussing topics such as poverty and security following revolution, during the camp programs.

For the first time, more than half the students interacted with technology, such as using a laptop. A group of media experts and professionals helped students translate theory into practice with demonstrations and use of new technologies in areas of voice work, recording, documentary making and social media.

Trainings focused on developing students’ attitudes and approach towards teamwork with specific focus on gender sensitivity, with boys and girls being encouraged to work together.

By the end of the camps, students had completed four media products, including a film about slums in Egypt and a radio broadcast about student population density.

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“‘I’ve been actually really very pleased to see how much awareness was raised around social issues, and how deeply it affects everyone.’”

-M. Ahmed

The Rasmussen Reports daily Presidential Tracking Poll as of Monday, October 1st, 2012 data shows President Obama attracting support from 50% of voters nationwide, while Mitt Romney earns the vote from 47%. Two percent (2%) prefer some other candidate, and two percent (2%) are undecided.

www.RasmussenReports.com
Augusta National, a Modern Day Babylon, Welcomes Women

By: Michael Roche

Rolling hills, stunning floral arrangements, and the harmony of nature function within an unimaginable expanse of green landscape. These are all words that can be used to describe the scene on the grounds of Augusta National Golf Club. Since its inception, this club has had all the allure of a place that is almost too good to be true. It was founded and designed by Bobby Jones, the greatest American golfer of his time, alongside Alister Mackenzie, the renowned architect of numerous legendary British courses. The beauty and extravagance of the property reaches all the way down into the soil beneath the fairways and greens. Prior to the establishment of the golf club, the grounds were home to a plant nursery.

The club is also synonymous with countless traditions. In fact, when hosting their annual Masters tournament, television commentators attribute the event as, “a tradition unlike any other”. Some of these traditions include the green jackets that are worn by club members and awarded to the annual Masters champion. Another tradition is the landmarks across the property named after the game’s greatest players, and even past Presidents of the United States. A tradition that the club has often been ridiculed for in popular press is their commitment to maintaining regulations and standards that are generations old. These include having a stern commitment to the rules and etiquette of the game, and up until only a couple decades ago, welcoming only white males. Although the club still remains extremely exclusive to only the top individuals of their industry and stature, it finds itself in a different position than it was at its inception. Non-white individuals are now welcome on the grounds and able to take part in membership activities. More recently however, the club admitted its first set of women members during late August of this year. These women were former secretary of state Condoleezza Rice and financier Darla Moore.

The announcement of extension of membership to these women came as a welcome surprise. The highly debated manner in which this decision arrived should not have been unexpected from a club that has always wanted to call the shots and operate on their own timetable. Their resolution does bring hope that the club is finally fully committed to serving all types of individuals. Prior to this most recent turn of events, the club had been denying their discriminatory policies under the veil of the property’s mystique. It should be interesting to see where the club goes from here. The hope is that the club continues the culture change and approves similar invitations of membership to once denied parties. Some reports in the wake of this news point to a Ladies Professional Golf Association event being held on the property in the future. This could be an overly drastic and optimistic proposition, especially when pertaining to Augusta National, but the club will continue to operate without giving in to outside forces. For now, the progress that has been made with this most recent development should be celebrated as the industry continues to evolve and provide opportunities for all who are interested.
THE HANGING GARDENS OF... BEIRUT?

By: Monica Schmidt

Over 500 miles away from the original site of the Hanging Gardens of Babylon, a new type of hanging garden is poised to take root. In the crowded Middle Eastern city of Beirut, an architect has developed a visionary plan to create a rooftop forest. The project, known as Wonder Forest, aims to bring greenery to the concrete high-rises that currently dominate the city’s skyline.

A study conducted by the American University of Beirut recently revealed that less than 3% of the city’s land is dedicated to parks and greenery. Such a small amount of green space has resulted in several looming environmental issues for the city, namely dense smog and trapped heat. The Hanging Gardens-inspired project aims to alleviate these issues, and then some. The architect of the plan, Wissam Melki, estimates that his team will be able to cover at least 80% of the rooftops in the city in small to medium sized trees and plants, with the ultimate goal of planting over 60,000 trees. This dramatic increase in greenery will lower carbon dioxide levels in the city air and cool the city down with the shade that it provides. The Wonder Forest hopes to benefit the city socially and economically, as well. If successfully implemented, the project would be a source of immense pride for Beirut. It would be hailed as a feat of modern architecture – the world’s first rooftop garden city. It would transform Beirut into a landmark and further stimulate its already substantial tourism industry.

Undertaking this expansive project will not be easy. Melki approximates that the project will cost around 3.5-4 million dollars, which will require fundraising and lobbying. Moreover, it is the locals who must agree to take care of the greenery through the scorching hot summer months once it is put in place. Despite these obstacles, the project is moving forward. Those responsible just announced on the project’s FaceBook page last week that the necessary funding has been secured to enter a pilot phase. While many speculate that the Hanging Gardens of Babylon were merely a myth, the Wonder Forest of Beirut is well on its way to becoming a reality.

Is This the Future of Sport Complexes?

By: Nicholas Britton

It was July 15th, 2009 when the construction of a new sports arena was being built in the southern part of Iraq. However, it was just not a sports arena; it was the beginning of a new way to attend sporting events. Basra Sports City is being built to host the 2013 Gulf Cup of Nations, or Khaleeji, which is a biennial soccer tournament for Arabic countries. When the project is completed in a few months the complex will be recognized as one of the largest complexes in the Middle East. Similar to most cities that are starting a stadium project, the city of Basra is being funded by the government of Iraq with a budget of $550 million. The Basra Sports City project is the largest of its kind in the history of Iraq. This project has been awarded to Abdullah Al-JAburi, a well-known Iraqi construction contractor and two American based companies, Newport Global and 360 Architect. When the complex is completed it will display the combination of Arab architectural influences with age-old regional icons. It will be reflective of a bridge between the past to the modern era. This beautiful masterpiece is filled with a multitude of attractions that can find a way to connect to anyone. The heart and soul of this complex is the 65,000 seat main stadium. This is defined...
by the remarkable structure on the outside that is surrounded by multidirectional curved elements. Included with the 65,000 seats are 20 suites and 230 VIP seats. To gain access into this wonderful part of the complex there will be bridges located over a man-made lake that is in the shape of Iraq, which brings out the creativity of its contractors. Included in the initial phase, there is a 10,000 seat secondary stadium, four training soccer fields, and housing for teams. For easy access between the two stadiums there is a connecting tunnel. The complex also holds VIP lounges and restaurants as well as spectator facilities. This exquisite stadium is making a mark in sports, but more importantly it is making its mark in Iraq. The country itself is taking on a project filled with the unknown and is still recovering from a war, doing anything to bring itself back. Also, Basra Sports City is being produced by a very diverse group, which proves to be a challenge. Construction company 360 Architecture explains the challenge, “working across numerous borders, not only geography but also language, security and technology…” (Basrah Sports City). Basra Sports City shows the world the future by its design, features, and multitude of buildings in one complex, but it must be realized that the minds of diversity who designed this complex are also the future. The multiuse complex is trying to help the athletes of Iraq get to the world stage so that everyone knows that they did not falter even when they were at their lowest point.

The Hanging Gardens of the MLB...

By Jazmine Settles

Wrigley Field and its ivy covered outfields, one of the last operating wonders of Major League Baseball (MLB). The current home of the Chicago Cubs was built in 1914, in a whopping six weeks. It is the oldest National League Ball Park and second oldest active Major League baseball stadium; next to the ever popular Fenway Park. The Cubs attract die-hard baseball fans to the field; however it is the ivy draped walls that attract those also seeking adventure and history.

The ivy vines planted in 1937 are accredited to the Cubs General Manager at the time, Bill Veweck, and the Owner of Wrigley Field, P.K Wrigley. Wrigley (who clearly had a knack for more than chewing gum) thought the field needed a touch of beauty on the bleak brick wall. Upon consulting with Veweck, the two came up with the spectacle we have today. The entire outfield wall is covered in beautiful, thick Boston ivy. The Boston ivy blossoms right when the season is underway giving the field a rich deep green luster. Wrigley and Veweck provided spectators, who are used to advertisement ridden and plain colored padding, a very special view. They also gave the players of the MLB one of the most distinct playing atmospheres in the industry.

The facility opens their doors to the public daily for guided tours, rain or shine. There are three types of guided tours provided: Daily, Specialty and Kids Tours. All of the tours give fans the opportunity to walk on to the field. These vines hold memories for fans and players alike. Touring the space gives followers of the sport and admirers of outdoor beauty a once in a lifetime experience. You may have not been able to go to Egypt or Babylon, but if you are ever in Chicago stop by Wrigley Field and experience the enchanted vines of the outfield before it’s too late.
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Section 1

Section 2

Section 3

Prepared by: Montague-Ridall & Associates
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Any Comments/Concerns please E-mail SeniorSemNewsletter@gmail.com