Danica Patrick is a rising star in the world of professional racing, both in Indy racing as well as NASCAR. This sport, primarily dominated by men, is seeing something that it hasn’t before, a woman, and on top of that, a sex symbol. From racing, to sponsorship commercials, to swimsuit editions of *Sports Illustrated*, Danica Patrick is becoming not only one of the most recognizable women in professional sports, but one of the most commercially viable figures as well.

While Patrick continues to prove herself as a threat on the track, she has also gained sufficient recognition within the world of sport marketing. In an industry where a diverse array of sponsorships are ever prevalent, a female driver may open the door to an even larger variety of sponsorship opportunities that illustrate both functional and image based relationships. Patrick's most noticeable team sponsor is GoDaddy.com, a company commonly associated with its racy commercials. Her good looks and reputation for speed have a natural fit for GoDaddy's image as an innovative and bold web designer. Bell Helmets, on the other hand, serves an obvious functional role as a NASCAR sponsor exploiting Danica Patrick’s appeal to reach a more widespread target market. So the question becomes: what is Danica Patrick most known for? Is it her driving or her marketing potential as a woman?
In 2001, the NFL was far behind all other leagues and governing bodies in regards to its diversity practices. There was not only a lack of racially diverse employees in executive positions, but also significant gender inequity. However, the NFL has made significant changes to its diversity policies since that time. According to Richard Lapchick of the University of Central Florida, there has been a 30% increase in the number of diverse employees in the NFL.

The creation of the Rooney Rule is one reason for the recent improvements in the NFL’s diversity practices. The Rooney Rule mandates that a diverse pool of candidates be considered for head coaching positions for NFL teams and has recently expanded to include front office positions. With this rule in effect, the NFL has an all-time high of eight people of color in head coaching positions and five African-American general managers.

The league has also created the Women’s Interactive Network (WIN). Open to all NFL employees, this network helps to foster career growth and development for women in the league. Amy Trask, CEO of the Oakland Raiders, has paved the way for women interested in excelling in the professional sports industry. Since 1997, she has been the only female CEO of an NFL team. However, with the implementation of WIN, there is hope that more women will be hired for executive positions in the near future.

Although improvements still need to be made, the NFL is increasing its diversity efforts by hiring minorities in upper level management positions. The development of WIN and the Rooney Rule has helped drive diversity in the league. The league has also hired its first chief diversity officer, Robert Gulliver. Without these improvements, the NFL would still lag behind all other leagues in diversity, including race and gender.

On Sunday, October 9th, Philly Pride Presents, Inc. hosted 40,000 Philadelphians for the annual “Outfest.” The group organizes two events annually including the “PrideDay” in June and “Outfest” in October. The organization boasts that Philadelphia is home of the World’s largest celebration for National Coming Out Day. This year’s festival was a huge success as the weather provided a final encore of the summer.

The festival occupied the center city district of Philadelphia called the “Gayborhood” and offered activities for guests of all ages. The Kids Zone, carnival games, a magic show, and the Philadelphia Circus street performers entertained children during the early afternoon hours of the festival. Street vendors lined the blocks and included local businesses, religious organizations, and LBGT organizations. Every bar, club, and restaurant in the Gayborhood hosted stands and activities on the street as well.

Outfest is an example of how inclusivity can be a beneficial part of tourism and community development. Philly Pride Presents, Inc. states, “The Community makes us who we are. The participation of all community groups makes our events truly spectacular.” This event not only strengthens the LBGT community, but also the Philadelphia community and economy as well. Forty thousand people flock into the blocks of the Gayborhood and purchase food, drinks, and numerous other goods from the businesses and vendors present. The organizations present also strengthen the community by distributing information on safe sex, support groups, welcoming religious organizations, and even LBGT travel opportunities.

Outfest and other LBGT festivals and parades bring awareness and unite the LBGT community. It would be a mistake of any destination management, tourism, or city government organization to overlook this community and its significance to the economy and community development. Because of Outfest, Philadelphia can boast about having the largest National Coming Out Day festival in the world.

"Outfest is an example of how inclusivity can be a beneficial part of tourism."
Special Olympics are known to enhance the lives of those who participate in the event. Not only do the Olympics strive for physical fitness and sports achievement, but more importantly, they aim for social and emotional goals.

Sports is seen as the main focus of the Special Olympics, but it’s really so much more than that. Through the sporting events, people from different ethnic backgrounds, social statuses, and age groups are united together. It joins the community for one special weekend to better the lives of others.

If you are interested in volunteering for Special Olympics Pennsylvania, you can sign up at SpecialOlympicsPA.org.

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Special Olympics Pennsylvania is a movement aimed at sports training and competition for children and adults with intellectual disabilities. The purpose of this event is to provide opportunities for participants to showcase physical fitness, demonstrate courage, experience joy, and to build long lasting relationships with coaches, volunteers, and other athletes.

This November, the Special Olympics will be right here in Philadelphia. Villanova University hosts the largest student-run Special Olympics event in the world. Special Olympics Pennsylvania has four statewide events each year and Villanova is the official host of the fall games. The event will take place from November 4th-6th, 2011. Over the course of the weekend, Villanova’s campus will be hosting over 1,000 athletes, 400 coaches, and 4,000 volunteers.

Our own Senior Seminar class will be a part of those 4,000 volunteers. This is a fantastic opportunity to become more involved in the community and to transform attitudes and misperceptions about people with intellectual disabilities. The

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NSMH: Moving Students Forward in the Global Market

By: Kristina Gritter

The National Society of Minorities in Hospitality (NSMH) is one of the most distinguished professional organizations for minority students. NSMH is very prominent in promoting diversity and professional development for its students. This well renowned organization was founded at Cornell University in 1989 by four leaders and has grown to over 1,000 students across the country (NSMH, 2011).

NSMH hosts many events and programs that help to bring students and industry professionals together. There are two main events that are held every year, a regional and a national conference. These conferences offer a variety of workshops that help students move forward to become industry leaders. There is also a career fair and interviews, which can help students to find internships and jobs after graduation. All this information, and additional information, can be found at www.nsmh.org, the NSMH website.

Temple University’s chapter of NSMH (TUNSMH) aims to promote diversity in the work place. TUNSMH’s main mission is to “promote diversity by educating students about the benefits that a diverse workforce provides in the global marketplace.” This can be found on the TUNSMH website www.tunsmh.com, along with additional information about TUNSMH. TUNSMH collaborates with Philadelphia Academics, Inc. to help high school students experience the hospitality and tourism industry. This is a great way to introduce students from Philadelphia public schools to this industry and get them interested in earning a college degree.

When looking for a student professional organization, one to consider is NSMH. Everyone is truly welcome to be a member of this organization, not just minority students. NSMH offers many varieties of excellent opportunities for all students. This organization truly helps students learn key tools to become industry professionals in the global market.
Hello, my name is Lena Rowell and I am the Vice President of Senior Seminar Section 2. I am excited for the upcoming semester and getting a chance to work with and meet the people in both sections of Senior Seminar. I know how easy it is to get to know the people in only your major. However, I know that this semester will allow me to go beyond my Tourism and Hospitality Management major and meet people who are majoring in Sport and Recreation Management. We all are bringing something to the table and I can tell that we will work to make our semester goals a reality. My first priority as Vice President is for Section 2 to run smoothly, so right now my mind is focused on Career Day.

Career Day is something that almost every member of the School of Tourism and Hospitality Management experiences. Many of the professors who teach 1000-level classes require their students to attend in lieu of class. It is a chance for people to see what the industry is like beyond the college campus and to talk to professionals and recruiters from companies in our industries. There has usually been a theme. Last year this was “Networking for Tomorrow, Building a Future for Today.” The event has only changed slightly from year to year. Vendors have tables set up and the students visit those tables that are of interest to them. It is not a job fair, but instead an opportunity to make industry contacts and to expand your personal network. The vendors have come to show students the different career paths available to them. When coming to this event, students should bring business cards and not resumes. The Section 1 and 2 Senior Seminar held a business card sale over the past two weeks, that was well received with student interest.

In recent years, there has been a dominance of Tourism and Hospitality vendors at this event. This year, the Project Committee, chaired by Marc Zigler, is making a concerted effort to diversify the vendors present. It will be the 20th Anniversary of Career Day and the committee is trying to make it a great one. The slogan this year is “The Road to Success Begins with a Lasting First Impression.” Alumni of STHM are being contacted by students to be vendors and this will be an opportunity to connect with people who have been in the same shoes as the current students are now. A goal has been set to have a diverse selection of vendors from the different areas of both the sport/recreation and tourism/hospitality fields. If you haven’t been to a Career Day, or fully taken advantage of it, this is the year you shouldn’t miss!

Wacken Open Air, the world’s largest heavy metal music festival, is making the 2012 festival more accessible for people with disabilities. The festival takes place in a very small town in Germany in the middle of a field. For people with disabilities, getting to the festival can be very difficult. In an effort to make next year’s event more inclusive, the Wacken Open Air team is implementing two new strategies:

One is to make the campgrounds totally accessible and to eliminate the alternative campground that was designated specifically for people with physical disabilities. This way no one is excluded from the main campground. The second strategy is to have a designated area for people with physical disabilities to watch during the concerts. This area would allow a clear view of all three stages.

These strategies will be put in place to make the experience easier and more accommodating for people with disabilities, as well as for the people who are attending the festival with them. The act of eliminating social barriers, as well as physical barriers, will have a positive impact on the festival. Overall, it is a positive way for the Wacken Open Air Festival to include everyone who wants to enjoy the music.
In this day and age, diversity in a company is a crucial key to success. Being a successful business is not as simple as creating a product or service that is demanded by the public; companies need to have social responsibility by expressing awareness and support within the community and also incorporating diversity into their workforce.

Hyatt is one hotel chain that has led the way in being a diverse company. It keeps its employees educated by providing training that increases their world and cultural awareness. Hyatt has also come up with incentives to make sure the company keeps up with diversity awareness. The incentives are broken up into five key elements consisting of commitment, accountability, training, measurement, and communication.

For one week every year, all of Hyatt’s branches around the world come together to celebrate and recognize all the different people who work for the company. The point is to gain knowledge on the differences between associates and to understand that different cultures make up the Hyatt workforce. Hyatt really cares about embracing its employees’ different backgrounds and understanding different cultures and beliefs from around the world. Its effort has been acknowledged by Fortune Magazine by naming Hyatt as one of America’s 50 Best Companies for Minorities six years in a row and Hyatt has also gained a spot for the seventh year in a row, on one of the “Best Places to Work for LGBT Equality” by the Human Rights Campaign Foundation.

Hyatt’s effort to bring diversity awareness to its hotels has definitely not gone unnoticed. With evidence from winning awards and creating various diversity incentives, Hyatt is one of the leading hotel chains that encourages diversity.
Sports

Find and circle all of the Sports that are hidden in the grid. The remaining letters spell a secret message - a Vince Lombardi quotation.

L W S E S S O R C A L O I F N N E
F L R U I L U S L L L L L O N B E V
L E A N R N L L R L B O W L I N G
O B N B N F A A A A T P Q H L S N
G E A I T B I B B B B U Y I S L K I
T T N D D F Y N A T R B T A I A H
L O E N M E O L G E E G E U A T S
L T A K L I L S H K C U U Q R I I
A H A L C G N C N S C R Q S D N F
B D O Q N I R T U A O I O C S G C
E V T I D A R T O B B E R A S Y
S N X A F E N C I N G E C V E R C
A O R G N I D R A O B E T A K S L
B T W R E S T L I N G N I I K S I
S R W I A L A I A J R E C C O S N
H O C K E Y S W I M M I N G

ARCHERY
BADMINTON
BASEBALL
BASKETBALL
BILLIARDS
BOCCE
BOWLING
BOXING
CRICKET
CROQUET
CYCLING
DARTS
FENCING
FOOTBALL
GOLF
HANDBALL
HOCKEY
LACROSSE
POLO
RACQUETBALL
RUGBY
RUNNING
SKATEBOARDING
SKATING
SKIING
SOCCER
SOFTBALL
SQUASH
SURFING
SWIMMING
TENNIS
VOLLEYBALL
WRESTLING
“Despite the amazing diversity we’re blessed with in this country, schools are still in large part segregated because of economic disparity. Sports are one of the few areas where kids are really given the opportunity to interact with those of different races and religions.”
- Steve Kerr

“What we have to do is to find a way to celebrate our diversity and debate our differences without fracturing our communities.”
- Hillary Clinton

“Diversity has been written into the DNA of American Life; any institution that lacks a rainbow array has come to seem diminished, if not diseased.”
- Joe Klein

“Diversity: the art of thinking independently together.”
- Malcolm Forbes

“It is time for parents to teach young people early on that in diversity there is beauty and there is strength.”
- Maya Angelou

“Diversity Works