



**THOE**

# CONNECTION

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*Bringing Students and Faculty Together Since 1998*

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## Entrepreneur Edition



### 19th Annual Career Day

by Melissa Moon

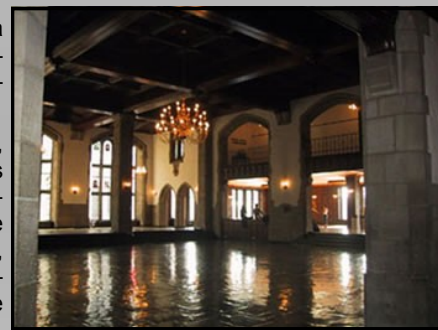
The School of Tourism and Hospitality Management (STHM) will host the 19<sup>th</sup> Annual Career Day on Monday morning, November 8, 2010 from 9:00 am to 12:00 pm. It takes place on Temple University's Main Campus in the Great Court of Mitten Hall. All STHM students are invited to attend.

Career Day is hosted by the Senior Professional Development Seminar class in the School of Tourism and Hospitality Management. This year's theme is "Networking for Tomorrow, Building a Future Today." This theme was chosen because it represents the event's purpose: helping students meet and network with professionals in their respective industries. In addition to getting to meet with these professionals, attendees are offered the chance to learn more about

different aspects of a variety of industries - sports, recreation, tourism, and hospitality.

In past years, "Career Day" has hosted numerous vendors such as the Phillies, Eagles, Sixers, Sesame Place, Villanova Athletics, The Hub, Hyatt, and Marriott. This year's lineup includes new vendors such as the Reading Express, Harrah's Chester, Philadelphia Union, and more. We also welcome back friends of Career Day such as The Hub and Marriott International.

There are many different opportunities available at this great networking event. It is not only an opportunity to meet industry professionals, but also to meet other people within the school as well. And the results



The Great Court at Mitten Hall (located on Temple University's Main Campus) .

prove it. Over the past several years many of our alumni have met and become part of the organizations they now work for.

Career Day is a business/professional event and we expect all attendees to dress as such. We encourage you to bring business cards instead of resumes and have a good time! This event is only three hours long and we all hope you can make the most of this opportunity! The Senior Seminar Class of Fall 2010 urges all students to take advantage of a great opportunity that only happens once a year.

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#### Upcoming Events

- Monday, November 8: 19th Annual Career Day - visit our website for all the details!
- Wednesday, November 17: Donation Affair—more details on Page 8
- Monday, November 29 12:00 pm—4:00 pm: Buttercream Cupcake Sale, all across Main Campus
- Monday, November 2 through Tuesday, December 7: Section 1 Candy Sale
- Friday, December 3: Semi-Formal (stay tuned in future issues for more details)
- Saturday, December 4: Senior Seminar Ticket Sale—Philadelphia 76ers vs. Charlotte Bobcats



# What It Means To Be An Entrepreneur

by Anda K. Phan

As students, we strive to be the best that we can be in hopes to one day become the boss of a successful corporation. Whether our dreams are big or small, one thing is for sure: we all want to succeed.

For many, becoming an entrepreneur is the biggest achievement that anyone can have. The following list entails the qualities of an entrepreneur:



Image retrieved from www.google.com

• **Inner Drive to succeed**

Entrepreneurs are driven to succeed and they see the 'bigger picture' and are often very ambitious.

• **Strong belief in themselves**

Successful entrepreneurs have a healthy opinion of themselves and often have a strong, assertive personality.

• **Search for new ideas and innovation**

All entrepreneurs have a passionate desire to improve products and services.

• **Openness to change**

Entrepreneurs are open to change when things no longer work the old way.

• **Competitive by nature**

Successful entrepreneurs live up to high standards and compete head to head with other successful businesses.

• **Highly motivated and energetic**

Entrepreneurs are constantly full of energy and highly motivated to succeed.

• **Accepting of Constructive Criticism and Rejection**

Successful entrepreneurs take rejection to adjust to stay on top in their industry.

As students, it is our goal and ambition to one day become managers and even business owners that we are all capable of. Now that the 'secret' behind becoming a successful entrepreneur have been revealed, it is time for us students to act on these actions.

Therefore, it is our duty as students in the School of Tourism and Hospitality Management to step up to the challenges in order to possess these qualities to one day become the leaders of the future, and perhaps the new generation of entrepreneurs.

## To Be or Not To Be... An Entrepreneur

by Heidi Grau

### Pros

- You are your own boss and have control over your future.
- Opportunities to fully utilize your talents, skills, and knowledge of your particular industry.
- Financial rewards in profit, income and taxes.
- Diversity in your work routine.
- Self-satisfaction, personal achievement, and recognition.

### Cons

- Extremely time-consuming.
- Pressure to succeed.
- Income may not be as regular as if you were working for a major corporation.
- Responsibilities and liabilities.
- Regulations and paperwork.

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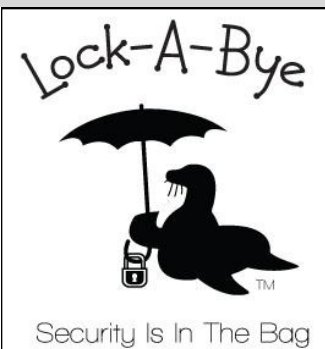
Donation Provided by Rick Smith, General Manager, Houston Texans



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## Creativity and Innovation Keeps STHM Alum on Top

by Sarah Erb



STHM Alum and Ardent Meeting & Event Management Owner, Charisse McGill. Photo from <http://sites.google.com>

Within the tourism and hospitality industry, many business professionals have emerged as successful entrepreneurs. Charisse McGill, a meeting planner from the Philadelphia area and Temple University, STHM alum, has made her passion for creating both events and innovative community programs into a well-known business. McGill works diligently to ensure that Ardent Meeting and Event Management Company is continually reinventing itself with new projects.

Owning a business is no easy task. Managing finances, staff, and multiple projects all at the same time is challenging yet rewarding for a small business owner. Ardent Meeting and Event Management is completely owned and operated by McGill. Student interns from some of the surrounding universities are the only staff members at Ardent.

McGill challenges herself and her employees by reinventing and creating new events constantly. Ardent Meeting and Event Management has been involved with a number of different conferences, community programs, and showcases. Over the past two years, Ardent has planned numerous conferences, including the Philly Neighborhood Food Week, the Bridal Showcase at the Manayunk Brewery, and many more events. McGill has also developed the City Brunch Bunch that will be officially launched in January of 2011.



Photo From [ardentmanagement.net](http://ardentmanagement.net)

Sustaining a small business within the tourism and hospitality industry is no easy task. Ardent Meeting and Event Management has been successful because of the hard work and constant creativity from owner Charisse McGill.

## Passion & Persistency

by Ursula da Silva

Mario DiMaggio is a senior full-time student in the School of Tourism and Hospitality Management and a representative of the Human Resources Committee – Section 002 of the Senior Professional Development Seminar class.

DiMaggio will be graduating in May 2011 with a Bachelor's Degree in Tourism and Hospitality Management but he has already set his feet into the restaurant industry.

As of September 2010, DiMaggio became the Manager of Canal Street Grille, a Greek Fusion BYOB Restaurant located on the Historic Delaware Canal in Yardley, PA. DiMaggio was brought in to Canal Street Grille to modernize the restaurant: the menu hasn't changed in ten years and the website was last updated in 2005.

As the new Manager, DiMaggio said "the first thing I did was to bring in a classically trained Chef who shared the same passion for food that I did. Right now, we're both working hard on the new menu so that we can start marketing

it and bringing in new customers. Customers don't just come to you, you need to fight for them and sell them on the new concept."

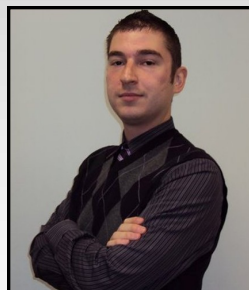
In the meantime, DiMaggio has created Youtube, Facebook and Twitter pages for the restaurant. He also integrated an email blast signup sheet next to the restaurant register, and the improved website should be live within a few weeks.

DiMaggio has worked with several restaurants over the years but a majority of his restaurant related experience comes from when he was still in High School and worked at the Pennswood Village, an upscale retirement home in Newtown, PA; with capacity to seat 250+ people in their formal dining room. "At 17, I found myself coming up with themes and planning large catering events and private parties. It was never like work to me," says DiMaggio.

DiMaggio used to be a Film major student but his passion for food spoke louder. His dream career is to have his own little restaurant empire;

Steven Starr is his idol. DiMaggio stated, "My passion comes from a unique love of tasting different foods and experiencing other cultures that are different than my own. You're not a real foodie unless you're open to trying everything."

Being a full-time student and working 40+ hours a week is the definition of stress, but DiMaggio loves what he does. He says "it's hard trying to keep things balanced between work and school but there is always a way to make things happen." DiMaggio also recommends undergraduates to learn how to market themselves in an interview, and to not be afraid to take on new challenges. "It's all about how you adapt to overcome them."



Photos from [www.facebook.com/mariodimaggio](http://www.facebook.com/mariodimaggio)

## 17th Annual Taste & Tour of the Countryside

(A Review in Pictures)



## Forget International Travel, Let's Get Out of This World

By: Alexa Peffer

Is it possible that tourism now knows no boundaries? Space tourism is a sky rocketing trend that has swept the world. According to one article (*Commercial travel to outer space a reality by 2012*) "routine commercial travel to outer space may be the norm as soon as 2012, as the next generation of spacecraft transport adventure-seeking civilians into low-Earth orbit." As much as space tourism has adventurers reaching for the stars it also has them reaching into their wallets - space tourism does not come cheap. Virgin Galactic offers a flight into space for the price of \$200,000.

On April 28, 2001, Dennis Tito, a multi-millionaire man from California, became the first tourist to travel to space. This began the space tourism trend. There are several private sector firms in space tourism including Virgin Galactic, Space Exploration Technology Corp., and Orbital Sciences Corp. These companies design their own spacecrafts to take tourists on an adventure of a lifetime.

In the future, tourists will not be limited to taking a shuttle ride into space, they will possibly be able to spend an entire weekend floating in the stars. The Galactic Suite Space Resort is scheduled to open in 2012. According to the hotel architects, a three-night stay at the resort will cost approximately \$4.4 million dollars. This price includes an intense eight-week training session on a tropical island. During their stay, guests will journey around the world every eighty minutes and witness the sun rise fifteen times each day. Outer Space has opened up a new frontier for tourism. Even though the price to travel to space is astronomical, hopefully the average citizen will be able to experience space travel at a reasonable price in the future.



Photo from google.com



## Going Beyond the Ordinary

By: Natia Kvachadze

Virgin Group founder, British entrepreneur Sir Richard Branson is a wonderful example of a visionary with a seemingly insatiable appetite for starting new businesses. Sir Branson has created one of the most recognizable brands in the world with more than 300 companies in 30 countries; the company's interests include air and rail travel, hospitality and leisure, telecommunications, financial services, health and wellness, media, and clean energy.



Photo from google.com

At age 16, Branson had his first successful business venture, publishing a magazine called "Student" followed by an audio record mail-order business. However, recently, Sir Branson's entrepreneurial spirit has gone beyond from doing businesses in the world to providing trips to suborbital space. Just a few months from now, Virgin Galactic will be the first commercial space travel provider in the world to provide services for tourists that has never been available before. Sir Branson completely articulates his entrepreneur spirit in his quote, saying "My interest in life comes from setting myself huge, apparently unachievable challenges and trying to rise above them...from the perspective of wanting to live life to the fullest, I felt that I had to attempt it."

As entrepreneurship is increasingly recognized as an important driver of economic growth, the world is in search of entrepreneurs that can change the way business is done, services are provided and products are consumed. So, be the one who is passionate, innovative, takes risks and goes beyond the ordinary.

## Taking The Risk

by Holly L. Norton

In 1993 Ted van Beuren headed Belle Capital Corporation, Ltd. in researching and developing a "State of the Art Sports Facility in the Northeast." They found that because of an increase in youth sports, there was a lack of indoor and outdoor facilities to serve this growing market. Through their research they found Chester County to be the best place to build this facility.

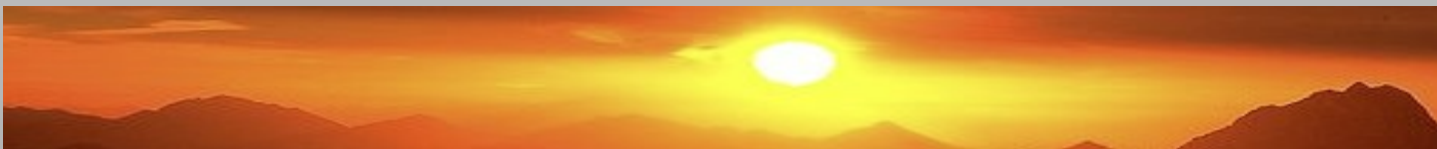
Van Beuren and his teams built a 127,000 square-foot indoor, 60-acre outdoor sports complex that provides programs for youth through adults which opened in 1999. These programs include: clinics, tournaments (national and local), leagues, camps, instructional academies, special events, a rock climbing wall, etc.



Photo from go2ustc.com

What started as just an idea grew to a multi-million dollar organization. At least one million participants, coaches, spectators and umpires walk through their doors every year. USTC's motto is "never stop playing" is extremely appropriate for being a recreation facility. The organization gives the community the opportunity to participate in over 15 sports offered year round at their facility. Recently, United Sports Training Center was named the home of the Philadelphia Independence Women's soccer team. This company keeps growing and growing and has plans for future expansion.

Talk about taking a risk; this is one risk that was worth it!



## Oakley's Strategic Generosity

by Malcolm Smith

There is still plenty of opportunity for anyone out there to pursue their entrepreneurial dream. Anyone who has been watching TV for the last week would know that opportunity can happen anywhere and also where you least expect it.

I'm referring to the response from Oakley to the trapped miners in Chile. Oakley -one of the industry leaders in sports eyewear- offered some of the highest quality and highest priced protective sports eyewear in the industry free of charge to the Chilean miners being rescued last month. Miners received the eyewear prior to being brought to the top of the mine in order to protect their eyes from the sun's dangerous rays.

Sure, Oakley has great entrepreneurial spirit; their brand is distinct, the company loves a good

challenge and they are often credited for thinking out of the box. However, their gift of more than 30 pairs of \$180 dollar sunglasses was more than a donation. It was a brilliant and strategic business move. Oakley was mentioned multiple times on television and radio during the rescues.

According to reporter Kristin Finan of the Houston Chronicle, Oakley's generosity could lead to over \$40 million worth of free TV advertisement for the company.

Whether it was philanthropy or excellent marketing, Oakley saw an opportunity and jumped. This event really made me open my eyes and inspired me to look outside of the box for new ventures and new opportunities.

***"Oakley -one of the industry leaders in sports eyewear- offered some of the highest quality and highest priced protective sports eyewear in the industry free of charge to the Chilean miners being rescued last week."***



Photo courtesy of Oakley.com

**Senior Seminar is Proud to Present the Title Sponsor for Our Friday, December 3, Semi-Formal**



Please stay tuned to our next issue to read about the **Brandywine Conference & Visitors Bureau**

## Ed Snider: Philadelphia Success Story

By Natalie Schaffer and David Weibrecht

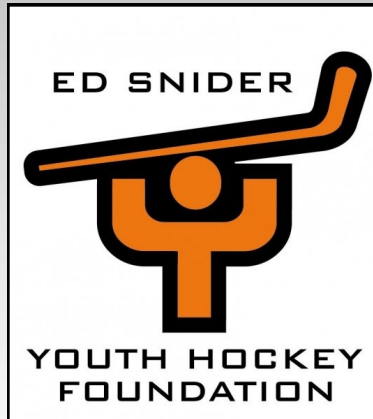
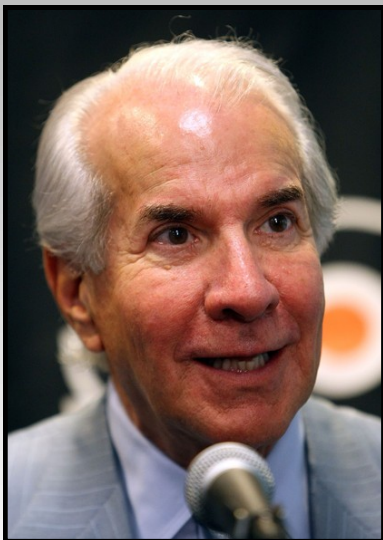
When thinking of a major player in the business side of Philadelphia sports, the first name many think of is Ed Snider. Mr. Snider was formerly the owner of Spectacor and the Philadelphia Flyers, but sold a majority of his stock to Comcast, creating Comcast-Spectacor. He remains as Chairman of the organization, still owning a large portion of the company. As Chairman, he also acquired the 76ers as part of the Comcast-Spectacor organization.

Mr. Snider broke into the Philadelphia sports scene when he became partial owner of the Philadelphia Eagles in 1964. Later, he learned of the National Hockey League's ambitions for expansion and helped win the bid to bring a professional hockey organization to Philadelphia. While establishing his new team, Mr. Snider also built a new venue, The Spectrum, which would become home to not only the Philadelphia Flyers and 76ers, but a new concert venue in the city as well. The Flyers became successful very quickly, and in 1974 became the first expansion team to win a

Stanley Cup. After Mr. Snider became the Chairman of the Board for the Spectrum, he created Spectacor as a "holding company" for the Philadelphia Flyers and the Spectrum.

Not only has he created a very successful company in Comcast-Spectacor that created jobs for thousands of people, but he also does a lot of charitable work as well. He started the Ed Snider Youth Hockey Foundation in 2006, which provides hockey to inner city kids that normally do not have the opportunity to play. He provides equipment, ice time and coaching to children that would never normally even think about playing hockey. He brings professional hockey players to events to meet the kids and teach them about the game and to teach them life skills and other important techniques to improve their lives. The Flyers also have a have a Flyers Wives Fight For Lives carnival every year, which raises money for numerous charities in the greater Philadelphia area.

Ed Snider has become one of the most important entrepreneurs involved in the city of Philadelphia and by improving sport, has improved so much more in our city.



## MiLB Baseball: Small Companies, Big Profit

by Zachary Artz

Who cares about minor league baseball? We should. Major League baseball, being the multi-billion dollar industry it is, draws all the attention away from the minor leagues. The minor leagues, however, have found a unique and exciting niche to market and have become extremely profitable in the past few years. They hosted over 40 million fans last year.



Photo minorbaseballleague.com

The minor leagues have targeted families as a huge source of income. They do everything they can to make sure the guests are entertained. They even employ "usher-tainers" instead of regular ushers, who joke, dance, and generally amuse people on their way to their seats. Most MiLB parks have attractions like merry-go-rounds, rock climbing walls, and speed pitch machines. It's all about the fun.

Many teams have even gone above and beyond with their marketing attempts. One stadium even has a "skip work day" where they give out sunglasses to hide behind, in case their boss happened to come to the game. These days are big draws for families.

The small size of these teams is their greatest boon. They have extremely low operating costs, so their profit margins are high. Most of the time their stadiums are funded by the city they are in, their bats and balls come from the major leagues, and various other things keep the costs low. They also have the freedom to do these creative types of marketing. The major leagues large size has their niche, and they fill it well – but the minor leagues have their own special place in the market, and they are taking full advantage of it.

## Brain Break - Games & Puzzles

### STHM Word Search

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

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 ALUMNI

### Can You Answer It?

#### Sports Trivia:

- There are seven ways a baseball player can legally reach first base without getting a hit. Taking a base on balls—a walk—is one way. Name the other six.

### Stump Your Friends!

#### Sports Trivia:

- There are 9 professional sports team (MLB, NFL, NHL, NBA) that do NOT end with the letter 's'. Can You name all 9?

Check out our website for the answers!

[www.sthmseniorseminar.com/2010/fall](http://www.sthmseniorseminar.com/2010/fall)

#### Senior Seminar Section 1: 19th Annual Career Day

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Montague and Associates CEO, Jeffrey Montague (photo from [sthm.temple.edu](http://sthm.temple.edu))



School of Tourism  
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## Meet The Chairs Behind *The Connection*

Introducing the chairs of Senior Professional Development Seminar Newsletter Committee, Sections 1 & 2.

### Christy Renson

Chair— Section 1

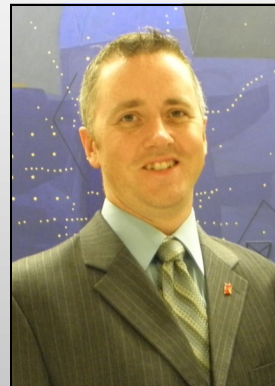


I am a Tourism and Hospitality Management major interested in Hotel Operations. I graduated from North Pole High School, in North Pole, Alaska in 2007.

I have an extensive background in hotels. I started as a Housekeeper at a resort when I was 14, and I am currently the Loyalty Ambassador at the Omni Hotel at Independence Park. Post graduation I look forward to pursuing my career within the hotel industry.

Being named the Newsletter Chair for Senior Seminar Section 1 came as quite a shock to me. Before this I had no background or interest, let alone knowledge of how to develop and edit an entire newsletter. With the help and support of my amazing committee members this semester has been an unforgettable experience.

We, as well Section 2's committee are proud to present *The Connection* to you and we hope you've enjoyed our work so far.



### Dan Sullivan

Chair—Section 2

I am a Sport and Recreation Management major, with a concentration in Sport Management. Before coming to STHM, I graduated with an Associate in Science degree in Sport Management from Delaware County Community College.

Between DCCC and Temple I took a semester off to marry my wife, Carolyn, who I have known since childhood

I have a background in restaurant management, with stops at Boston Market, Peace A Pizza, and ARAMARK at Citizens Bank Park. I also spent four years in the U.S. Marine Corps. Most recently, for my Junior internship, I worked as a Game Day Marketing Intern with the Wilmington Blue Rocks baseball team.


I volunteered to chair the Senior Seminar Section 2 Newsletter Committee (but never thought I would be selected) because of my passion for writing. My interest in public relations led me to a Writing for Journalism course here at Temple, and I thought my experience could be beneficial to *The Connection* and to my fellow students in developing their writing skills.

After graduation I hope to begin a career in public relations for a professional sports team, and I think my experience with *The Connection* will be a great benefit.

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# Donation Affair

Come Join Us at **The Draught Horse**  
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**Wednesday November 17<sup>th</sup>**  
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