Development through Professional Interaction

Time to Celebrate Global Awareness-Temple Style

by Derek Lapinski

The senior class of 2011 from Temple University’s School of Tourism and Hospitality Management (STHM) presents the 8th Annual Senior Seminar Semi-Formal, sponsored by The Brandywine Conference and Visitors Bureau and Baltimore Avenue Redevelopment Corporation.

This tradition has been a staple to the ongoing success that is The School of Tourism and Hospitality. This event will be taking place on December 3rd from 6:30-10:30 at the DoubleTree Hotel Philadelphia located at 237 S. Broad Philadelphia, PA. All temple students, alumni, faculty and their families are encouraged to attend. The Semi-Formal is hosted and created by the Senior Professional Development Seminar class from the School of Tourism and Hospitality Management.

This year the theme for our Semi-Formal is “Around the World.” Our class chose this as our theme for not only the Semi-Formal but the whole semester because we felt it was time for people to become more globally aware. The Semi-Formal will give the Temple Community a chance to learn about and interact with different cultures from around the world. Attendees will have the opportunity to taste international hors d’oeuvres and learn many interesting facts about the many different countries. They will also have the opportunity to watch, and maybe even learn, cultural dances, and enjoy great international music played by the awesome DJ Danny P.

We are offering four different dinner entrees: blackened mahi-mahi, stuffed chicken with mushrooms, steak or portabella stuffed with polenta. There will also be an open bar stocked with imported and domestic beer and wines for our guests older than 21.

There are many different opportunities that benefit you by attending this incredible event. It will provide you with the chance to (re)connect with former and current STHM students and professors. There will also be alumni and a number of businesses represented at the Semi-Formal and in this type of setting it will allow you to network with many potential employers or contacts. If you haven’t already, it is also a great chance to meet or converse with two very important Temple figures: Dean Barber and Dean Montague. Most importantly, it will be a great way to end the semester and overall have an amazing and fun experience.

The Semi-Formal is an elegant dinner and we expect that all in attendance dress appropriately. This means for men, please wear a suit and tie, and women, please wear a cocktail or evening dress.

(Photos from DoubleTree Hotels Philadelphia PA)
The Connection

Learn by Experience

By Thomas Hunton

“By failing to prepare, you are preparing to fail”

- Benjamin Franklin

If you believe going to class and getting good grades will prepare you for a future, you are wrong. A college degree today is nearly worthless, unless you have the experience to back it up.

Although universities and curriculums are designed to prepare students for future careers in respective fields, usually most of the essential learning happens outside of the classroom. For most students, essential leadership qualities that are required in today’s high stress workplace do not develop in the classroom, but rather when real life challenges are presented that force them to adapt.

Seniors in Temple’s School of Tourism and Hospitality Management program are faced with this type of adversity everyday thanks to a rigorous semester long course that places students in roles and circumstances that mimic an actual business environment. Senior Seminar, as it’s known around campus, forces students to create deadlines, raise operating funds, and follow designated hierarchy.

The class is headed and taught by the CEO, Assistant Dean Jeffrey Montague. With his teachings now common myth among STHM students, Montague is well known for shaping students into industry ready professionals, through an intensely practical replication of a professional organization.

Montague although stern and ever present, withholds a certain passion for his students.

“I want to prepare my students for the unexpected. By placing responsibility to learn onto the students, I am making them aware of what they need to accomplish and succeed”

- the CEO, Assistant Dean Jeffrey Montague

Implementing a hands-on approach for nearly one hundred students can be an overwhelming task. Since management is heavily reliant on professional experiences, creating and executing a personal plan for each student can be exhausting, even for a veteran like Montague.

“It usually takes at least two to three weeks to get a read on the students,” he said. “I have to understand that each student must be treated as an individual. Everyone has different starting points; therefore I must create exercises which identify their individual strengths and weaknesses.”

Recent studies by Robert J. Thomas, published in MIT’s Sloan Management Review, encourages the kind of experiential leadership development programs that Montague teaches. Thomas sees extraordinary value in providing hands on leadership experiences which may lie outside the comfort zone of many organizations.

“[Organizations] certainly encourage aspiring and emerging leaders to ‘get experience,’ to take on ‘stretch’ assignments and to take risks. But they provide precious little guidance on how to learn from experience — how to mine it for insight about leading and adapting to change over the course of one’s life.”

This mining for insight can produce successful results for participants. Thomas believes that these real life experiences can provide participants with something he calls “crucibles”. These “crucibles”, he explains, are concentrated moments of leadership development which happen throughout a person’s life.

(Learn by Experience continued on page 4)
Networking for tomorrow, building a future today: 19th Annual STHM Career Day!

By Adrea Meitzler

After weeks of planning, days of meetings and hours of organizing minimal details, Career Day has officially come and gone. The 19th Annual School of Tourism and Hospitality Management Career Day was held on Monday November 8th, 2010 in the Great Court of Mitten Hall. The event lasted only three hours, but the planning for the event took the entire semester. The Senior Professional Development Seminar Section 001 presented the School of Tourism and Hospitality Management undergraduates as well as some graduates with the chance to network with some of the Sport, Recreation, Tourism, and Hospitality industries finest professionals.

There was a mixture of first time Career Day vendors as well as ones that return each year. Vendors like The Hub, Philadelphia Phillies, Philadelphia 76ers, and Upper Merion Parks and Recreation were returning for another Career Day. Other companies like Creative Juice, Hershey Attractions, The Reading Express, among others proved to be popular first time attendees. The balance of vendors in each industry helped to provide each student attendee with the most opportunities to network as possible.

After the conclusion of Career Day, students in Senior Professional Development Seminar Section 001 have a better idea of how events in our industry work. Long hours of dedication and planning for a three hour event will seem unbalanced, but it is all about developing into a professional that understands this is what the industry requires of its workers. Through planning the 19th Annual Career Day, students within the School of Tourism and Hospitality Management are one step closer to being prepared and developed into graduates of the program.

Networking DOs and DON'Ts

By Mario DiMaggio

Networking is extremely important for any professional advancement. As they say, “it’s not what you know, it’s who you know.” You could be the best front desk agent, server or manager but if nobody knows the skills that you have, you will never be able to move up the corporate food chain. Below, you will find some easy Do’s and Don’ts that could lead you to the path of success!

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<th>DO</th>
<th>DON'TS</th>
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<tr>
<td>Exchange Business Cards after a meaningful conversation.</td>
<td>Bring up religion, politics or abrasive topics that could completely dismiss you to the other person.</td>
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<td>Dress Professionally at Networking Seminars and Tradeshows.</td>
<td>Act like you’re trying to network. This is a social art that should be mastered.</td>
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<td>Attempt to interact with guest speakers, and speak with them after their presentation. Try and do this in the front of the room so that everyone else can see you talking with them.</td>
<td>Sell your product openly. People will be turned off if your main purpose for talking to them is only to sell them your product. Get to know the person!</td>
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<td>Discuss neutral topics.</td>
<td>Use foul language or slang.</td>
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<td>Impress with your knowledge in the areas you are discussing, but don’t go overboard.</td>
<td>Arrive late to the trade-show or venue.</td>
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<td>Sell yourself.</td>
<td>Arrive early. Try and stand near any tables with nametags so you can greet the people you know, and also be seen by everyone else.</td>
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<td>Follow up with the people you spoke with. Send them an email, saying how nice it was to meet them.</td>
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Blending the Minnesota Experience and the 2010 NRPA

by Anda K. Phan & Lewis LaBar

Minneapolis, Minnesota held the nation’s premiere parks and recreation event this year, the National Recreation and Parks Association (NRPA) 2010 Congress and Exposition. This year’s theme for the 2010 NRPA Congress and Exposition was ‘Connecting Communities.’ As the economic crisis for all parks and recreation facilities continues, professionals and experts in the industry are working diligently to bridge the gap between tax cuts and programming. Providing millions of jobs and bringing in millions of dollars per year, the parks and recreation industry continues to seek solutions in order to continue the services that they provide to local citizens.

NRPA’s Congress and Exposition brought together more than 6,500 park and recreation professionals, citizen advocates and industry suppliers. It also consisted of hundreds of educational sessions and featured the industry’s largest trade show, highlighting nearly 450 exhibitors. As attendees, we had the pleasure of attending several educational sessions, networking with countless industry professionals and experiencing Minnesota! Skyways, cold weather and endless nights are what we expected in Minneapolis and that is exactly what we got. The thought of not having to step outside to maneuver from one location to another is terrifying at first, that is until we realized how convenient and genius this idea was.

While in Minneapolis, we had the chance to observe the differences between Minneapolis and Philadelphia. Arriving in Minnesota, we did not know what to expect. We were unsure of whether we would like it or not. One thing was for sure: we had mixed feelings. Nevertheless, when we arrived, we immediately explored the skyways that we have been hearing all about, and must admit that it was definitely an eye opener. We were amazed at how all the buildings connected via glass tunnels; it was absolutely genius and mind-blowing.

Seeing what another city is like, we found that Minneapolis was exciting in its own ways. The local citizens there were enthusiastic about utilizing the skyways, whereas many tourists, like us, were a little weary of them. If one were to utilize the skyways, their commute would be much further. However, if one decided to walk outside around the street blocks, they would practically freeze! Because it is much colder there, skywalks are very common and many train stations heated booths!

While the Minnesota experience was a treat in itself, we had the time of our lives at the tradeshow. As if the sheer size of the exhibit hall was not impressive enough, the amount of vendors that filled the hall was extraordinary. From the brand new synthetic turfs, sporting equipment producers, bleacher companies, and the extravagant playground competitors, there were countless booths for recreation leaders. Traveling from stand to stand, we learned about new technologies that are being used by recreation professionals to increase the life and durability of playground products. As we browsed all of these interesting sights, we also met many professionals that occupied jobs within the sport & recreation industry; to our surprise, the parks and recreation industry encompasses a whole lot more than what we normally think it would.

Through our observations, we concluded that the parks and recreation industry is one that requires excessive dedication and everlasting devotion. The work of these professionals easily becomes forgotten and as emerging leaders in the field, we had a firsthand look into the talent it takes to be a professional in the parks and recreation industry. These experiences were made possible thanks to the support of Dean Barber, Dean Montague, and Mike Usino. Thank You for the everlasting memories and the unforgettable experience of a lifetime!

Learn by Experience (continued from page 2)

“I discovered that outstanding performers, no matter what their field of endeavor, evolve a ‘personal learning strategy’ — a recipe based on heightened awareness of individual aspirations, motivations and learning style — that enables them to confront challenging situations and extract from them valuable lessons about what it takes to be an effective leader.”

Whether personal or work related, these experiences force a person to reevaluate their decision making skills and learning behaviors long after the experience is over. Many alumni of Montague’s program still send emails years after their time at Temple has ended.

Application of such an experience within a classroom setting does have its risks. Montague believes that, due to the atypical nature of his teachings, some students may not be able to fully understand or appreciate the experiences being offered.

“There are risks when I challenge students. About half [of the students] understand the importance of what’s at stake, and it takes the other half a couple of years to fully appreciate the opportunities they had in my classroom.”

He added that those who excel in his classroom are those who can relate the content being learned to the context of their own lives.

By incorporating real life situations into classroom teachings, we can accelerate leadership development. However, it is much more difficult to correctly implement an idea than it is to believe in it. Look at federal government policy overhauls, let alone elementary school lesson plans, and we can see such difficulty.

Regardless of our fear of uncertainty, this is what today’s business world demands. If we can replicate and concentrate learning experiences, we should improve development and education among students and potential leaders.
Confessions of a Marriott International MDP Candidate

By Beth DeVece

On November 4 and 5, 2010, I had the opportunity to participate in the interview of a lifetime. Unlike most hotel companies, Marriott determines their Management Development Program (MDP) participants through a networking reception event and final interviews held at the Baltimore Marriott Waterfront.

I arrived in Baltimore both nervous and excited for the events that were about to ensue. I was one of the “chosen ones” out of 135 students from the eastern region competing for a spot in the program. After checking into my beautiful harbor view hotel room, I attended the Marriott benefits presentation where all candidates learned the “Marriott way,” a review of the total compensation and relocation packages, followed by a panel discussion with high-level managers from across the company. The seminar concluded with Marriott’s version of the Price is Right where 5 contestants competed for prizes.

The exciting day was far from over, that night a networking reception was held for all candidates and Marriott associates. Not only was the food fabulous, but I also spoke with the Director of Events, Dave DiFalco, from the New York Marriott at the Brooklyn Bridge, and the Director of Events from the Baltimore Marriott Waterfront. A favorite conversation of the evening was with Temple University Alumni, Joe Dembek, the Hotel Manager at the New York Marriott Marquis. This networking event was each candidate’s time to shine as many of the Marriott associates in attendance were conducting interviews the next day.

Following the conclusion of the networking event, a good night’s rest was needed for the interview in the morning.

Friday morning, I anxiously awoke to prepare. This was my first two-to-one interview, and it was being conducted in a ballroom with my competition being simultaneously interviewed. With a few deep breaths, plenty of research and questions prepared and industry binder in hand, I sat in the “waiting area” to be called. One by one candidates were taken into the bigger ballroom. Once seated, the two Marriott associates asked behavioral questions looking to evaluate whether or not a candidate would be a good fit for the Marriott Team. After a month of anticipation, the interview was finally complete. The Final Interview Event was a fabulous development experience, and one that I will carry with me for future interviews.

A Taste of Networking

by Jacqueline Griffiths

On October 19, 2010, the Brandywine Convention Visitor’s Bureau hosted its 17th Annual Taste and Tour of the Countryside, an expo showcasing the optimum wine, culinary, and event exhibitors in Delaware County. The annual event was held at Drexelbrook Catering and Corporate Events Center, in Drexel Hill, and was attended by event and industry professionals, “foodies”, and of course, STHM students.

STHM students were given the opportunity to volunteer and network for the event by Mid-Atlantic Events Magazine Editor and Publisher, Jim Cohn. The Mid-Atlantic Events Magazine team combined with eager STHM students, greatly contributed to the success of such an anticipated annual event. Students not only earned valuable industry experience, but also networked and indulged in the finest foods that Taste and Tour had to offer. In addition to students greeting guests and distributing promotional materials, some were a living part of the event.

Students Brittany Johnson, Ashley Pastino and Charissa Fiorelli posed as living statues at the grand entrance of the event. On the morning of the event, they traveled to Creative Juices, where Sandy O’Fergus, owner and creator, transformed the ladies into living statues.

Other students Caitlin Doyle and Beth DeVece worked with Cupcakes Gourmet, handing out cupcakes and promotional materials throughout the Ballroom, and were designated as “cupcake girls.”

With decadent and scrumptious appetizers, desserts, cocktails and mocktails, the Taste and Tour of the Countryside had such variety and diversity that no guest left hungry! Students were in a fun and exciting environment, which may have led to the ease of networking altogether. Networking is a vital component in the success of one’s career.

With events, such as Taste and Tour of the Countryside, students are exposed to the industry professionals and networking opportunities that really gives them a “taste” of the industry!
Philadelphia Union, Tom Veit
by Alan Dasthoff

Our program is driven by personal experience and making connections with those that we meet. For that reason, the School of Tourism and Hospitality Management provides regular opportunities to advance both those skills through guest speakers. These speakers offer personal encounters and life lessons on what the industry has to offer us in the future. All these guest speakers offer the same benefits, but one made more of an impact on me than any other.

Last year I had the pleasure of being able to listen to the President of the Philadelphia Union, Tom Veit speak. His passion and vision for a franchise that had not yet been actualized was captivating. Veit spoke of the mission of the upstart franchise and the struggles he encountered along the way. As the new soccer franchise in Philadelphia, he cited the difficulty in starting a new organization. He and his staff deliberated on the development of the logo and brand as the most influential piece of starting a new organization. Veit also spoke about the development of the title and brand as the most influential piece of starting a new organization. He and his staff deliberated on every decision at least ten times to avoid making mistakes.

His speech intrigued me because he is the type of sport professional I one day aspire to be. Veit’s business sense and vision has allowed the Philadelphia Union to enjoy their first competitive season as Major League Soccer’s newest expansion team. I hope that I can utilize Veit’s lessons from that day to propel myself further within this industry.

The Inspiration of Niki Leondakis
by Ashley Citron

In October 2009, Niki Leondakis of Kimpton Hotels and Restaurants spoke to students of the School of Tourism and Hospitality Management at Temple University. Sitting in the audience listening to this strong woman speak about her ambitions and accomplishments, some could only wonder if they have what it takes to achieve the same or similar goals.

Leondakis received her bachelor’s degree in Restaurant Management and Travel Administrations from the University of Massachusetts. Leondakis began her hospitality career as a hotel manager at the Marriott Hotel in Nashville, Tennessee. She worked diligently in order to move up the corporate ladder and to break that glass ceiling. In 1985, after taking the position of food and beverage director at the Ritz-Carlton Hotel Company in Marina Del Rey, California, she seized the opportunity to travel to Atlanta and San Francisco to other Ritz-Carlton Hotels.

Today, Leondakis is the main source of the development of the Culture and Values Program as well as the Mentor Program at Kimpton Hotels.

Leondakis is a strong role model for all women looking to pursue a career in the Food and Beverage and Hospitality industries. Not that long ago, a female Chief Operating Officer for a company was unheard of. One could only wish to be like her; to assist their community and make sure that their employees are happy as well as obtaining a successful business, sounds like a success story to me.

“Leondakis joined Kimpton in 1993 as director of restaurant operations and advanced through the restaurant division to an eventual role of Senior Vice President of Restaurants. In 2001, Leondakis was promoted to Executive Vice President of Hotels and Restaurants. She became Chief Operating Officer in 2003.”

http://www.nic2010.org/niki.php

Unlike any others
by Sarah Karath

This past October I had the privilege of attending the 11th Annual Women’s Entrepreneurship Conference hosted by Temple University League for Entrepreneurial Women. This was the second Entrepreneurship Conference I had the pleasure of attending during my time at Temple University. In comparison to last year, I believe that this year’s conference had a significant impact on me and genuinely moved me in a way I will never forget.

The guest speakers range in age, accomplishments, interests and career paths but they were all invited to speak about their experiences as successful female entrepreneurs. The way these ladies spoke about their lives and organizations with passion, wisdom and love truly impressed me and motivated me to acknowledge my entrepreneurial side.

However, out of all the speakers present for the conference that morning I was extremely impressed by Christine Rouse, Founder and Executive Director of Acting Without Boundaries. Rouse moved me for a variety of reasons but particularly because grew up with cerebral palsy, has difficulty speaking and fully functioning, yet she showed absolutely no apprehension, nervousness, or inability to join her fellow speakers on stage.

Christine shared her story of how she got to the point she is at now and explained why she wanted to create Acting Without Boundaries. Although I could not understand her at times, due to the impact of cerebral palsy, I did my best to listen intently and decipher the message she was trying to convey. There were certain points of the conference that the other panelists offered to read the words that she wrote and I found myself becoming emotional. Christine showed me that it does not matter what you look like, how your voice sounds, or the disabilities you have, all that matters is that you are aware of your abilities as an individual and allow your abilities to change the world.

http://www.nic2010.org/niki.php

Photos from centercityproprietors.org Photos from kimptonhotels.com Photos from facebook.com/SeniorSeminarFall2010
Brandywine Conference and Visitor's Bureau

by Andrew Nelson

Just one county over from Philadelphia is Delaware County, which is rich in culture and history. Brandywine Conference and Visitor’s Bureau or BCVB prides itself on highlighting attractions from all across Delaware County and the Brandywine Valley. If someone would plan on visiting Delaware County, BCVB lists on their website, www.brandywinecvb.org, and in their magazine, “Brandywine Country”, things to do, such as visiting historic sites, going to gardens and parks, and visiting different museums, art galleries and theaters. BCVB also lists places to stay like bed and breakfasts and places to eat by food categories like Italian, Mexican and Seafood. These became especially beneficial this past summer when the AT&T National tournament was held at Aronimink Golf Club. This high profile event brought between $19 million and $29 million economic impact for the county.

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

Baltimore Avenue Redevelopment Corporation

by Malcolm Smith

I recently had the opportunity to interview one of our sponsors, Benjamin Smallwood from the Baltimore Avenue redevelopment Corporation. BARC, as it is commonly referred to, is an offshoot of the Hickman Temple AME Church formerly presided over by Reverend Patterson.

Rev. Patterson and Dr. Smallwood had two project ideas in one: a much-needed medical center and a charter school. I was able to learn a lot from Dr. Smallwood regarding an area of Philadelphia that has a high volume of medically underserved residents.

The population that the corporation wanted to help were individuals and families from the Baltimore Avenue neighborhood. In 1998, with a partnership with Mercy Health Systems, part of their vision was realized. There is now a Community Wellness Center located on the corner of 50th Street & Baltimore Avenue.

With the Wellness Center now open, Dr. Smallwood, Rev. Patterson and twelve other co-founders went to work on the charter school project. In 2000 they received a positive response regarding their application grant from the Commonwealth of Pennsylvania. BARC was able to move forward with their plan for the school. In 2005 they acquired an industrial building, raised $4.5 million and built their educational facility. This is now known as the Richard Allen Preparatory School. Richard Allen Prep takes great pride in their school, their students and their mission.

Future plans for BARC include the possibility of establishing a business education system to assist the unemployed residents in becoming business owners and entrepreneurs. Giving back to the community is why Rev. Patterson and Dr. Smallwood returned to the neighborhood of their upbringing.
Montague & Associates
Regionally known. Internationally traveled. Professional Excellence around the world.

CEO, Jeffrey Montague
(photo from sthm.temple.edu)

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Check out the Senior Seminar Website!
http://sthmseniorseminar.com/2010/fall

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