Celebrating National Breast Cancer Awareness Month and LGBT History Month

Even Tough Guys Wear Pink

By: Adam Gavalla

The Sport and Recreation industry is known for being huge supporters of breast cancer awareness month. Each individual organization has its own unique way of supporting the cause and raising money. One particular organization that shows strong support is World Wrestling Entertainment (WWE). During the month of October, WWE partners with Susan G. Komen for the Cure—the largest and best-funded breast cancer organization in the United States. During their live broadcasts, they emphasize the hash-tag, “#RiseAboveCancer.” This hash-tag was made famous last year by WWE superstar, John Cena. Cena frequently appears on broadcasts to educate the viewers on the seriousness of breast cancer.

Last October, WWE introduced a pink themed John Cena shirt that contributed 20% of all retail sales to breast cancer research. This year, however, WWE went above and beyond. They introduced many different shirts with breast cancer awareness themes. The best-selling shirt so far is that of Daniel Bryan, which includes his popular catchphrase, “YES YES YES,” and is followed by “Rise Above Cancer.” 20% of these retail sales will also go to cancer research. Another important aspect of this partnership includes a Susan G. Komen project logo on the stage and a pink middle ring rope to raise awareness to the fans live in attendance—all great ways for these fighters to remind fans of a different type of battle that so many people are facing.

Michigan Making a Difference This Month

By: Frank Higgins

The state of Michigan is doing its part to draw awareness to breast cancer research during the month of October, breast cancer awareness month. The state has received several marketing awards for its “Pure Michigan” tourism campaign. They are now leveraging that campaign to gain attention for the cause. Michigan has a close connection to the disease, as it is the second leading cause of cancer-related deaths among women in Michigan. It is also the most diagnosed form of cancer in the state.

From October 15th-19th all of Michigan tourism’s social media accounts, as well as all the state government homepages, will be painted pink with breast cancer themes. The “M” in Michigan, which is usually colored green or blue, will be turned pink and stand as a symbol of Michigan’s support for the cause. Between all of the state’s social media accounts, they have an impressive one million followers. The state hopes to leverage these accounts to “engage citizens with a series of messages that will include breast cancer screening tips, information, and resources.”
What it takes to be a Vice President

Section 1 Vice President: Will Pfister
Conducted by: Grace Susilo

Other than being VP, what committee are you apart of, and how do you balance this dual role?
I am a part of the Consulting & Quality Control. My main role is to oversee the budget and finance committee. It’s all about time management and understanding what my priorities are. Helping to manage 68 people can be quite challenging which is why it is important to know the balance.

How do your responsibilities as VP detract from some of your duties as a committee member?
My responsibilities as VP take 95% of my time which put the remaining 5% to my Consulting & Quality Control committee. Having a helpful committee, they understand my duties as the VP require more work and time, which is why they try to cooperate with me and making sure that I won’t be overwhelmed.

What are your personal goals for the semester as well as your goals for Montague-Ridall & Associates as a whole?
My personal goals for the semester would be to obtain a senior internship. My top choice is interning for the Marriott mainly in Sales & Marketing department. My goal for Montague-Ridall & Associates as a whole is to make us the most successful company and well recognized. We are already starting to do things differently than the previous Senior Seminar class. Doing new things such as updating our logo and bringing in new vendors to the Career Day will help us become more unique and more successful.

What made you choose to enroll in Temple’s STHM program?
I grew up in Abington and I have always loved the metropolitan feel of Philadelphia. I chose to enroll in Temple’s STHM program because it is a good fit for me. After all the research, I learned that the program has a solid foundation and it knew what it wanted from the students.

Section 2 Vice President: Jeremy Morales
Conducted by: Zachary Taylor

Other than being VP, what committee are you apart of, and how do you balance this dual role?
I am a part of the Project Committee. It starts with organization. Also, I remember that with the committee, there is a chair involved so I let her take charge and try not to overstep her boundaries. With class I take more of a leadership role.

How do your responsibilities as VP detract from some of your duties as a committee member?
The first day I made it clear to Liz (my project chair) that I wanted to be treated just like another committee member. I am still given assignments and projects just as all other committee members. I don’t feel like there is any separation, just more work.

What are your personal goals for the semester as well as your goals for Montague-Ridall & Associates as a whole?
Securing a senior internship for spring 2014. Another semester goal would be to further grow in personal development, enhance my strengths, and lessen my weaknesses in the interview process. For the class: to be a great contributing factor for the team, and to put on a classy and professional semi-formal. I would also like to distinguish myself amongst STHM seniors as a vocal leader.

What made you choose to enroll in Temple’s STHM program?
It came down to location, the faculty, and the ability to sit in on a class. From there I knew STHM was a great fit for me and I was a great fit for them. I also felt the requirement of two internships by Temple would help separate me from my competition.
So, you think you’re ready? ... You’re probably not. In order to prepare for senior seminar, I would advise the incoming seniors to strengthen their organizational skills. Throughout the semester, students are working with their committees, looking for internships, and submitting classwork. It is crucial to maintain an organized agenda in order to deliver quality work. In doing so, students will have an easier time maintaining a balance between senior seminar, school work, and social life. Next, I recommend students to be prepared to step out of their comfort zones. The class is full of assignments and tasks that are designed to help students acknowledge their weaknesses and find different strategies to face them, so be prepared to never actually be prepared. And finally, my last suggestion would be to keep a positive outlook on the experience. The intensity of the course may lead to overwhelmed feelings; however, in order to succeed, students must make the best out of every situation that presents itself. Take the class seriously and realize that it is a direct simulation of the real world, but don’t forget to smile and enjoy the experience while it lasts.

Benefits of Executive in Residence Events

Throughout my college career, I have attended a handful of Executive in Residence events that have generously given some of their time to come to STHM. Out of all of them, the one speaker that sticks out in my mind the most is Jose Garces. Mr. Garces truly caught my attention with his story of determination, hard work and passion. I strongly remember the idea of being passionate about your career from his presentation, which really resonated with me. Being someone who really does not see a clear path ahead of them, his idea of being passionate really helped me in realizing that whatever I do after graduation, I should always be mentally satisfied with the opportunity. Being passionate about something will outlive the satisfaction that comes from money and the glory of being a part of a big name company. His presentation gave me confidence that I will be able to find a career that will suit me and my passions, and that if I ever feel like I’m “stuck,” I can change it.

I never had a negative view of the industry, but whenever I express that I study Tourism and Hospitality Management, people always respond with “Oh, so hotels and restaurants!” Through his presentation, Jose Garces strengthened my view of how diverse our industry is—there is so much more to it than just hotels or restaurants. This also contributed to my confidence that I will find my passion within the industry and will someday obtain a career that makes me proud.
My start in the hospitality industry was anything but traditional. I began at Temple University in the College of Health Professions; it only took one year for me to figure out that a career in health is not what I wanted, but I had never considered anything else. All I knew was that I am always happiest when others around me are happy, so I began my search for my ideal career, stumbled upon hospitality, and dove in head-first.

I officially switched majors midway through the spring semester of my freshman year, and by that summer, I found myself in Washington, D.C., taking on my first internship for industry experience before ever taking a hospitality class. The internship I managed to obtain was in the Events and Food Services department of the government-sponsored enterprise most commonly known as Fannie Mae. Here, I learned the ins and outs of executive catering, as well as internal corporate meetings and events. This experience gave me the confidence to come back to Temple and use my newfound networking skills to obtain my second internship in Washington, D.C. the following summer—this time, with ARAMARK at the Walter E. Washington Convention Center.

Another summer of hard work truly paid off, leading me to supervisory roles with ARAMARK, which ultimately gave me the confidence I needed to obtain a job with my dream company: The Ritz-Carlton. This journey through all sectors of the industry—events, facility management, food and beverage, sports and entertainment, and finally, hotels—has led me to discover that there are endless opportunities in this industry if you keep an open mind. There is more than one road to achieving your goals as long as you set some.

The Network
Twitter Contest!

Do YOU want to be featured on the next issue of The Network?! Take a photo of yourself reading it and post it on Twitter or Instagram! The most creative photo will be featured in the next issue! #MRANetworkingContest
The STHM class that has influenced my view of the industry the most is Budget and Finance, opening my eyes to the how financial concepts are integrated into the sports industry, impelling me to develop a passion for finance, as I pursue a senior internship in the realm of Sport Finance. It provided me with a better understanding of the challenges and uniqueness of finance as it pertains to the sports industry, preparing me as a future professional, understanding financial concepts, analysis, formulas, and making financial decisions. I believe this class is beneficial to those with or without an interest in finance because most students have a fear of numbers and this class provides students with the opportunity to better understand financial concepts and how they will affect their future decisions in the sports industry no matter what career path they choose.

In comparison, the professor who I find the most valuable to STHM is Dr. Joris Drayer. Dr. Drayer embodies the perfect professor and coursework as it applies to real life processes and expectations. This can be seen through his focus on current case studies, and sport marketing campaigns, but also the stories he shares from his own industry experiences. Dr. Drayer invokes an interactive classroom, understanding students’ needs and questions without the use a text, utilizing topics from Sports Business Journal. His marketing plan project gives students the opportunity to be creative with an assignment that is applicable to future industry roles.

For the past twenty minutes, I attempted to gather my thoughts in a way that would provoke a majority of my underclassmen on which class had changed my life. Truth is, everyone is subject to his or her own opinion. For me, as I state that Dr. Blair’s “Leisure and Tourism for a Diverse Society” opened the blinds to my perspective lens. I am well aware that some may disagree and claim it to be one of their hardest classes. However, it was not the workload that kept me intrigued; it was her passion and teaching methods that had me reevaluate the idea of diversity and what it meant to me. She touched upon sensitive subjects like age, race, sexual orientation, gender, and disabilities, all of which every individual has an opinion of or believe stereotypes that go along with each topic. Whether there were things with positive or negative connotations, Dr. Blair challenged us. She pushed us to see the challenges faced regarding such topics and how as tourism and hospitality industry professionals, it is crucial to accept them all. Our primary purpose is to serve and make one’s experience as memorable as possible. If we kept the lens of judging whom we served based upon what we saw, there will always be a barrier that prevents us from being great leaders and “servants” of this industry. People of all backgrounds can only allow our industry to strive. I will always appreciate what she has taught me, and how her class has made me grow to become a better version of myself.

Don’t Be Scared of Numbers!

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October—LGBT History Month

By: Stephanie Luu

It’s October! You know what that means; it’s LGBT History Month! In the United States, October 11th is National Coming Out Day, which was established back in 1979, marking the first march on Washington held by the LGBT community for lesbian, gay, and bi-equal rights and liberation. October is now recognized as a month of celebration to encourage honesty and openness about being lesbian, gay, bisexual, and transgender. How is this pertinent to our industry as students pursuing a degree in Tourism and Hospitality Management? The LGBT community is an often untapped market that can greatly contribute to the business of our industry; a prime example of this would be DINKYs. DINKY stands for “Dual Income, No Kids Yet,” and describes LGBT couples with two professional-level incomes who do not have children, thus they can afford a more expensive consumer lifestyle. These individuals have more discretionary income to spend, however may feel opposed to traveling due to the risk of an unwelcoming experience. Being in this industry, it is essential that we continue to seek ways to provide LGBT-friendly destinations, accommodations, and travel services to the LGBT community. Today, LGBT tourism is a growing industry and it is a fundamental component to driving the success of the business in this field.

Global Warming Turns the Heat Up on Sport & Tourism

By: M. Zoe Cogan

We all hear about global warming and its impending effects of climbing temperature and rising sea levels, but how exactly does it impact us, as students and our future careers? The Tourism, Hospitality, Sport, and Recreation industries are directly threatened by changes in our natural environment. The ski industry is faltering, tourist destinations are tormented by natural disasters, and the longevity of the Winter Olympics is in serious doubt. These issues will cost us millions in lost revenue and countless jobs.

Companies have started to incorporate sustainable initiatives into their business plans to help combat global warming. As future leaders of the industry we need to recognize that how we conduct ourselves is just as critical as how we conduct our business. Here are some easy ways to lower your environmental impact on a day to day basis:

- Don’t lollygag in the shower, minimize water waste.
- Wait until your hamper is full to do laundry (plus - you’ll save money on detergent).
- Don’t trash your old notes – recycle them!
- Sell back your textbooks so they can be reused.
- Use public transportation or bike as often as possible.
# October/November 2013

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### BUSINESS CARD SALE

- 50 CARDS $25.00
- 100 CARDS $45.00
- 250 CARDS $80.00

Drop by our table at the entrance of Speakman Hall on October 16th - 25th at 11:00am - 2:00pm.

Any questions, contact Victor Tran (victor.tran@temple.edu) or Elizabeth Fox (elizabeth.fox@temple.edu)
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