Can You Brand Yourself? By: Eric Stack

Anyone can learn how to write a “winning resume”, but a chance to meet an industry executive typically does not include the opportunity to submit paperwork. One of the hardest things to do is leave an impression on someone while only having two minutes of his or her time. To leave a lasting impression, it is necessary to understand the concept of personal branding. Personal branding is the recognition of what separates you from everyone else. This can be a daunting task; it takes a lot of time working with others and gaining meaningful experiences. Then you must step back and evaluate yourself and your surroundings. Successfully doing this will result in a significant understanding of your personal brand and will provide you with the ability to sell yourself to anyone.

A strong brand is demonstrated, not just told. I still struggle with putting my brand into words, but I have always been able to perform under pressure and show people my capabilities. It was not until recently that I realized this is part of my brand; I take the initiative and get the job done. Adaptability is another aspect of my brand that only became apparent this semester when I was submersed into the Chair role of Consulting and Quality Control in my Senior Seminar class. As students acting as business associates, we were given vast responsibilities but little direction. Together, we quickly figured out how to execute our responsibilities and began implementing our strategy. In the end, a personal brand is about finding your value and separating yourself through action and evaluation.

The Perfect Fit By: Maura McGlone

Because of the nature of society, we are asked all of our lives what we want to be when we grow up. When we’re younger we come up with silly ideas like princesses and dinosaurs, but quickly we are forced to think more realistically about what we want to become. As a senior in high school thinking about which major to enroll in for college, I would think to myself, “Aren’t I a little young to be deciding what I want to do for the rest of my life?”

How are we expected to know what we want to do at such a young age? Then thinking more deeply, I thought of things that I loved, and would never get sick of. I loved being a people person, helping people, and making people happy. There was a couple careers I thought of that would provide me with such experiences. What I also wanted was something that I enjoyed. I wanted a career that I would be excited about going to work every day; so much so, that it would not feel like work at all. Seeing all the variety of options that the School of Tourism and Hospitality Management provided, and Temple’s great reputation within the industry, I knew I had found the perfect fit.

Within STHM, students are offered amazing opportunities. The industry hour opportunities we have available, the guest speakers, the access to great career development resources, and the wonderful professors with real life experience within the industry, gives STHM students the resources to make them great industry professionals. As a senior, and soon to be graduate, I know I am prepared to enter the real world with knowledge, confidence, and a career that will be incredibly rewarding, and I have STHM to thank!
Interview with Dr. Blair
Conducted by: Alex Johnson

Q: How long have you been teaching at Temple and teaching in general?

A: I have been teaching since 1993 on a part-time basis. Upon completion of my doctoral degree I began teaching full-time in STHM.

Q: What classes do you teach?

A: Currently I teach THM 2114 Leisure and Tourism in a Diverse Society, THM 4296 Current and Ethical Issue in Sport & Recreation, and a course in Temple’s General Education Program "Dimensions of Diversity". On occasion I will teach Program & Special Event Planning.

Q: What are your teaching methods?

A: As you may know I really believe in trying to bring as much practical experiences into the classroom as possible. It is an absolute necessity and value to providing students with the theoretical foundation they need to learn about their perspective industries. Beyond that is the necessity to bridge the theoretical with the practical and that is what really excites me about the classroom experience.

Q: What contributions have you made to your industry?

A: I think my biggest contribution has been to help shape the minds of many very fabulous Temple Made STHM graduates that will hopefully set their perspective industries on fire with their amazing talent. I am very proud of that. I am also very involved with Philadelphia’s local SRM/THM business community consulting on projects ranging from Inclusion strategies for persons with disabilities to training local tourism staff about the needs and interests of the LGBT market.

Q: How do you help students outside the classroom?

A: I enjoy connecting with students beyond their classroom experience with me. I have been a reference, a resource and available when possible to just talk about future plans, and concerns.

Interview with Dr. King
Conducted by: Angela Schiano di Visconte

Q: How long have you been teaching at Temple and teaching in general?

A: I have been a faculty member here since the Fall of 2011, and I have been teaching at the School of Tourism & Hospitality Management since 2004.

Q: What classes do you teach?


Q: What are your teaching methods?

A: My philosophy is to integrate the theories we learn in the classroom with the industry, challenge students to think, engage in dialogue, and provide a relaxed environment for discussion.

Q: What contributions have you made to your industry?

A: I train exceptional students to be prepared to go out and be game changers in this industry.

Q: What can your students expect to learn from your classes, aside from the basic curriculum material?

A: Hard work pays off and is rewarded. Do not underestimate yourself and what you can achieve and always be persistent.

Q: How do you help students outside the classroom?

A: I have an open door policy, and many students who learn about my industry experience like to use me as a sounding board to bounce ideas off regarding internships. I try to make myself accessible to students with questions not only in regards to coursework but also the industry as a whole.
Shaped By My Background

By: Teneé Nelson

Working hard and being a professional are two things that are second nature to me. My black and Bahamian backgrounds, along with being from South Philadelphia, are strong influences on my work ethic. In my family being lazy was unacceptable. I was raised to be self-reliant, to pursue my dreams and put my best effort into everything that I do.

Living in South Philadelphia, my neighborhood was filled with entrepreneurs, and a mix of blue and white collar workers, which really diversified my outlook of professionalism. At the age of twelve I began my professional journey as a camp counselor. I guess you can say this was my first “leadership position”. Working at a young age helped me recognize the importance of being a professional. In any position that I have held or currently hold, ranging from sales associate, hostess, entrepreneur, student, or intern, I always put my best practices forward.

My love for creating memorable experiences and working with people has led me to pursuing a career in the tourism and hospitality field. Being a natural leader that is resourceful, organized, and detail oriented along with having a willingness to work with others are huge components that help me excel in being a professional. I pride myself on leaving a great professional lasting impression. Possessing these qualities has created a positive perception of me by co-workers, managers, and classmates.

Overcoming International Challenges

By: Han Kim

I was born and raised in Seoul, South Korea, a small country only half the size of Pennsylvania. My parents sacrificed their jobs to come to the United States for me and my sister. As a result, they often go through tough situations in the workplace because of the language barrier between English and Korean. I am proud to be 100% Korean, but there aren’t a lot of people of Korean descent working in the field of sports. At times, I do face challenges being the minority and working in this industry. But I do not engage in any hateful actions, despite the emotions stirring inside of me. Instead, I overcome these challenges by being proud of who I am and displaying my love of sports. For example, during my junior internship with the Philadelphia Union, I was the only person of Asian descent working for the organization. Due to being the minority, I would stand out no matter what I did because the color of my skin. I chose to make that into an advantage by working twice as hard as my fellow interns and as a result, I have received many compliments from staff members in the organization. Just as I conquered the challenge of learning English as a second language, I will continue to find ways to overcome the challenges ahead.
**Sepak Takraw**

“Sepak” in the Malay language mean “kick” and “Takraw” is the Thai word for a “woven ball”. When you combine the two, you have Sepak Takraw, a sport originated from South East Asia. Often referred to “Foot Volleyball”, the concept of the sport mirrors those of volleyball but the players are only allowed to use their feet, knee, chest and head to hit the rattan ball.

Sepak Takraw is featured in both the Asian Game and South-east Asian Games. In Thailand, the King’s Cup World Championships for Sepak Takraw is held every year in honor of their king. In July 2011, the International Sepaktakraw Federation (ISTAF) organized its first ever ISTAF World Cup in Kuala Lumpur, Malaysia with more than 35 international teams participating. Currently, Malaysia is working with a non-profit NGO, Malaysia Sports Tourism Council (MSTC) to make sports one of the fastest growing sectors of their traveling industry with various sporting activities and competitions. Amongst the sporting events mentioned, Sepak Takraw was credited by MSTC as a sport that is believed to attract visitors. Whether the tournaments are held in Malaysia, Thailand or India, the games tend to draw in an international crowd of supporters. As Sepak Takraw is gaining more popularity outside of Asia to the rest of the world, the hope is that one day the sport will gain enough recognition to be considered for the Olympic Games.

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**Buzkashi**

Buzkashi, the national sport of Afghanistan and arguably the second most popular sport in pockets of Central Asia, is the perfect sporting blend of polo, rugby, and well, a decapitated goat carcass. Yes, instead of hitting a ball around the playing field, Buzkashi participants maneuver on horseback to gain control of a headless goat carcass, which they then carry alongside of their horse while racing towards their opponents’ goal. During this scramble, the team with possession of the goat protects the holder of the goat from the other team, who is riding full speed into the goat in an attempt to jar it loose. Additionally, the opposing team can use small whips to attack their opposition and try to knock them and their goat off the horse. To receive a point, the team must toss the goat onto their opponent’s goal, a small round platform protected fiercely by the opponent’s defenders. Needless to say, many consider Buzkashi to be the most dangerous sport on earth.

While people unfamiliar with the sport may find it cruel, medieval, or at least unusual, Buzkashi has always been a cultural sporting staple to the people of Central Asia. There are over seventy professional teams across the region, with Kazakhstan hosting the most clubs and the international championship title. During the Taliban regime, Buzkashi was banned in Afghanistan as the Taliban considered the game immoral, but it has since been reinstated as the official national sport. Buzkashi tournaments can last for days and serve as popular centerpieces for major festivals in the region, but the game’s lack of international popularity has prevented Buzkashi tournaments from being sources for international tourism.
Tourism is All Around Us

By: Kyle Kreiser

Taking a weekend getaway is something any full-time college student needs once in a while. However, for a tourism and hospitality student I can never truly escape the industry I am studying. Taking a short drive down to Reston Virginia for a weekend getaway, I began to notice how the smallest touches can effect ones opinion and experience.

During my trip I stayed at a Westin and found myself analyzing the hotel rather than just enjoying my stay. The hotel also had some features that really showed me how a hotel can improve a traveler’s experience. For example, this location had a very interesting showerhead that created a unique and almost entertaining experience for a normally mundane task.

The take away from this experience was that every day in a classroom we hear that as managers we will need to create unique experiences. However, this short weekend getaway showed me this first hand. Small features such as a showerhead or room-to-car luggage assistance truly make an experience memorable.

As a future leader within the hospitality and tourism industry, this little lesson will help me remember that the smallest details can help make an experience unique and memorable for my future guests.

Lessons from MetLife Stadium

By: Eric Lancet

Having season tickets to an NFL team can really have an effect on how you see professional sports as a whole. More importantly, the way that the game is presented to the spectators has a huge impact on the way I conduct myself in the hospitality work environment. Whenever my family and I attend a New York Jets Game at MetLife Stadium, the atmosphere is always vibrant from top to bottom. For example, the atmosphere doesn’t simply consist of the game itself; the tone of the day is set from the very beginning when we drive into the lot, and a security guard is smiling and directing us into the lot. By bringing that warm and hospitable feeling to the fans when they first arrive, the stage is set for spectators to be treated with great customer service throughout the whole game day spectacle.

Frequenting the games at MetLife stadium has instilled in me a great sense of pride as to how I conduct myself when working with customers, especially in the hospitality field. Having worked at the Conwell Inn, I always would try to make their experience as easy and efficient as possible, starting from when they first call to make a reservation. By constantly smiling and speaking with the customer upon their arrival, I am able to connect with them and let them know that they are very important to us because they are our guests. This mentality has also carried over into my class work as well. By following the model set by the event staff at these NFL games, I have been able to expand my overall knowledge of the proper way customer service should be delivered.
What’s Going on in the World?

The Government Shutdown

By: Brandon Forman

Last week, Montague-Ridall & Associates Global Cultural Awareness Committee brought attention to the issue regarding the government shutdown in the United States. While the government shutdown has recently come to an end, it is important to understand that there is still a chance for a similar outcome in the future. Why did the government temporarily shut down? The main reason for this shutdown was that Republicans and Democrats differed significantly in opinion on the Affordable Care Act, which will provide free health care for all U.S. citizens.

One of the more interesting aspects of the government shutdown was that it shut down national parks and historic sites. One of the cities mainly affected by this was Philadelphia. 12 historic landmarks, including the Liberty Bell and the Betsy Ross house were closed for tourists. Also, City Tavern, a famous restaurant located in Old City, was shutdown for two weeks because their business is regulated by the federal government. Losing two weeks of business lost the restaurant approximately $150,000 of revenue.

While national parks and historic landmarks were closed during this shutdown, so was the land that was owned by the national government. A few weeks ago, a jogger happened to be going through his daily routine at Valley Forge Park and got fined for being on the property. My one question for Republicans and Democrats: “Can’t we all just get along?”

In a Disability Friendly Environment

By: Michael Andra

Have you ever been annoyed by the beeping noise in the crosswalks around school or wondered why there are “bumps” on the elevator controls? These are all implementations around an environment that helps people with disabilities use the same services as we do every day. In our future careers in the Sport, Recreation, Tourism, and Hospitality industry we will work hand and hand with people who have hearing and visual impairments. There are many ways that we can communicate with them. Whether it is with sign-language or by talking to a person who cannot see you. There are a few ways that you can educate yourself so you will be able to assist these consumers or coworkers.

- When working with a person who is blind, do not assume that they need help. If you think they need help, walk up to them and introduce yourself to them and ask if they would like some help. Then extend your arm out to their arm and walk with them.
- If a person is hearing impaired, use sign language or visual clues. To learn basic sign language, go to lifeprint.com.
- Remember again that they may not always need your help.
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**November 2013**

“Help Us Help You!” Montague-Ridall & Associates’ Events & Fundraisers

**Montague-Ridall & Associates Presents:**

**THE 22ND ANNUAL CAREER DAY**

November 14, 2013 | 9:00am - 11:30am
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Temple University Main Campus
1913 North Broad Street, Philadelphia, PA 19122

**Montague-Ridall & Associates Invites you to attend...**

The School of Tourism and Hospitality Management
ALUMNI PANEL
Date: Thursday, November 7th
Location: Fox and Gittis Room, Liacouras Center
Time: 2:30 - 3:30 PM and 3:45 - 4:45 PM
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