Are You Standing Out?  By: Valerie Smith

While we all know a student’s main objective in college is to get good grades, it is also very important that they prepare for the future. Knowing how to conduct oneself in a professional setting is just as essential as the material a student learns in class. Preparing for the future and making sure you stand out are key factors to grasping those dream opportunities post-graduation. What are you doing to make sure you are the one people think of for that internship or job opportunity? What are you doing to prepare for you future?

The first thing you want to make sure you have is a perfected resume. Your resume is like your fingerprint, it is unique to you and no one else has one like it. Highlight the experiences you have had that are relative to your career interests. Whether that includes jobs, volunteering, or even a club or organization, it is important to draw attention to your specific experience within the industry. It is also vital to be involved in organizations within the industry.

Many colleges, including the School of Tourism and Hospitality Management at Temple University, have Student Professional Organizations (SPOs) that you should get involved in early on in your college career. If you get started early, it will not only show your commitment to an organization, but you are more likely to gain senior management positions within the SPO. Roles like this will show companies that you have leadership skills which are extremely beneficial. Behavioral skills as well as technical skills will help you stand out alongside your competition.

Another thing that will help you stand out in the crowd is simply being prepared and knowing how to communicate. It may seem like common sense, but many college students overlook the significance of these two things. The first step in being prepared is knowing your brand and your “elevator pitch.” You never know who you could run into and how they could potentially help you, so it is imperative that you are able to market yourself in the best way. If you know your brand, you can sell yourself to anyone. This leads to your elevator pitch, a quick two minute pitch about yourself and your experience. The idea of an elevator pitch is to get a person intrigued in your experience and your career path and see what you both could potentially do for each other. Practicing this regularly after you establish your brand will surely make you a stand out in any setting.

Communication is key in any industry and it is crucial that you are aware of it. To be an effective communicator, you must know how to conduct yourself in person, on the phone, and online. If you have poor etiquette in any of these settings, it is automatically a red flag to companies. Having proper etiquette when communicating with a company initially will give them insight on how you would potentially be speaking with clients. If you do not impress them with elementary skills in an email or a phone call, it is likely that that email or phone call will not be happening again. Know how to execute these skills and it will only add to your professional growth.

Remember, companies within the industry are always asking, “Why should we choose you?” If you are prepared, confident in your brand, involved, and an effective communicator you should have no problem answering this with ease. These skills will prepare you for the future and make sure you stand out from your competition.
Interview with: 

CEO Montague  By: Chelsea Tupuola

Q: For those considering entry into the School of Tourism and Hospitality Management, what can they expect to gain from a degree in such an industry?
A: Options; to me, any person that is looking for a degree in this program and in this industry has options. And options is what a student needs instead of having tunnel vision, focusing on one specific thing.

Q: What do you feel is the most common misconception about STHM?
A: That this is a sneaker wearing, whistle blowing, and entry-level kind of career. Some people, parents and students, think that you are going to be making beds—quite the contrary. Management is what we want our students to be, managing the people making the beds, managing the people in the ticket office. We want people to understand that this is the business of sport; this is the business of tourism and hospitality.

Q: How did Senior Seminar get started, and how has it progressed since the beginning?
A: Dr. Barber and myself saw a need for students to get professionalism at a real, intense, magnified level. We created a class called Senior Seminar, now called Senior Professional Development Seminar. We felt that our students were lacking something—they had book knowledge and good grades but weren’t receiving practical experience in the way that we thought they should in the final class. We started with 6 students in the first Senior Seminar class that was a pilot class, and now is a fixture within the curriculum.

Q: What is the most valuable lesson that you took from your undergraduate years and still carry on to this day?
A: Keep an open mind—always keep an open mind for opportunities. Your future isn’t determined for you; it’s how you open doors and you take advantage of opportunities.

Q: Effective communication is key in this industry. What have you done to become the leader you are today through ways of effective communication?
A: Effective communication starts on the individual level. It could be having a discussion one on one or speaking to a group of people. Communication is the exchange of ideas and it’s about hearing what others are saying and understanding it. Communication is email, a text, a phone call or face time, face time being the most crucial. Communication is a work in progress. Different groups respond differently and that’s something you have to understand.

Q: What is the most valuable lesson that you took from your undergraduate years and still carry on to this day?
A: I think it would be “doing to learn what you don’t want to do.” I was a criminal justice major because I thought I wanted to be a cop or work for the FBI but I got halfway through and found out that this isn’t what I wanted to do. After speaking with my colleagues I decided that I wanted to go with my interests in sports. I had played before and now I wanted to figure out how it worked. I worked with the Philadelphia Eagles, that’s where I learned to work hard and extend beyond in everything that I do.

Q: Effective Communication is key in this industry. What have you done to become the leader you are today through ways of effective communication?
A: Effective communication starts on the individual level. It could be having a discussion one on one or speaking to a group of people. Communication is the exchange of ideas and it’s about hearing what others are saying and understanding it. Communication is email, a text, a phone call or face time, face time being the most crucial. Communication is a work in progress. Different groups respond differently and that’s something you have to understand.

Q: What is your main goal for the future of STHM?
A: I’d say my goals are to continue with the track that we’re on currently. I would also like to continually build the infrastructure of the STHM community. I would also like to build the brand and broaden our reach. More importantly is to help the students to build their brand. With the practical approach of experiencing the industry with your internships, students should have a great start to their career within the industry.
Thanksgiving: Turkey, Football, and...Travel?

By: Joshua Weinfeld

All of those crazy spring break trips must account for the busiest traveling time during the year, right? Wrong. According to AAA, the Wednesday before Thanksgiving is the busiest traveling day of the year. For the fourth straight year, trends of traveling for Thanksgiving are increasing. An estimated 43.6 million people will be traveling more than 50 miles for the holiday. Last year, median spending during these mini travel escapades reached $554 per person.

This number should be screaming to everyone in the industry! That means there is $24,154,400,000 (that is OVER 24 billion dollars during this one week). Where is that money going? Hello! The money is going to hotels, tourism sites, sports games, and recreation activities. It is going right into the pockets of our industry. Traveling money and discretionary income are being used for leisure. This leisure includes sporting games, stadium tours, and recreational activities such as golf, city attractions, and so on. These people need places to stay, right? Are there any vacancies at any hotels in the city?

Holiday seasons are pivotal times in the industry. Everyone in the industry should be competing for every single dollar of the more than $24 billion dollars made available for this upcoming holiday week. When people take time off from work to travel during this week, people in our industry turn up an extra gear and work harder before and during this week. In this industry, Thanksgiving really means, “Thanks for Giving me the business”.

How to Handle the Holiday 9 to 5

By: Nick Tatlow

As up and coming hospitality and sport management professionals one of the inevitable truths many of us have already or will face is working on holidays. Starting with a company right out of college it is important to be flexible and willing to work long hours and holidays. This is one of the best ways to show you’re committed, and many companies will help ease the pain by paying over time, or double pay. In addition, when you’re working Thanksgiving Day remember that hard work pays off and as you move up within a company the odds are you probably won’t have to work holidays forever.

There are many strategies that managers can implement during the holiday season to keep a fair system and keep employee morale up. Although it is hard to please everyone, by developing a scheduling system well ahead of holidays it will help eliminate a negative reaction when employees are denied time off. By planning ahead with your employees you also allow them to prioritize with their families what holidays are most important to them. For the most part people spend major holidays such as Thanksgiving and Christmas at home, so staffing can be left at a minimum.
Winter Olympic Controversy

By: Sammy Sitarski

The upcoming 2014 Winter Olympics, taking place in Sochi, Russia, have already encountered controversy with the tourism that it will be drawing in, as well as turning away. In June of this year, Russian government passed an anti-gay law that criminalizes gay activity and extends to tourists, threatening to lead to the detention and deportation of Olympics attendees who are gay or support gay rights. After the justified outrage hit media outlets, the Olympic Committee was quick to reassure the general public, stating, “The IOC has received assurances from the highest level of government in Russia that the legislation will not affect those attending or taking part in the games…it remains to be seen whether and how it will be implemented, particularly as regards the Games in Sochi.”

As a tourism and hospitality student and a supporter of LGBT rights, this comes as a shock that the IOC would allow the games to take place in such a discriminating country. With the LGBT community making up a significant portion of the tourism market, it seems not only detrimental to the possibility of profit of the overall tourism revenue from the games, but it also is bound to bring a lot of unwanted hostility to games. With a projected expense of $50 billion, the costliest winter games ever, Russia would do well to remember that this kind of controversy will only negatively impact not only the world view of their country, but their overall profits from the games, as well as returning tourism which is meant to come from this kind of international media attention.

Olympic Legacy

By: William Taylor

The Olympic Games have the power to deliver lasting benefits which can considerably change a community, its image and its infrastructure. As one of the world’s largest sporting events, the Games can be a tremendous catalyst for change in a host city with the potential to create far more than just good memories once the final medals have been awarded. And this will be no different in Sochi. Permanent venues built or refurbished for the Games, can be used extensively for sport once the Games have finished, delivering a lasting sporting legacy. Organizers do, however, need to ensure that the venues are functional, sustainable and adequately scoped for legacy use. Construction of world-class sports facilities in Russia will form the first multifunctional winter sports center.

In total 14 sports venues, including 2 training arenas will be built. For the first time, Russia’s athletes will enjoy access to training centers catering for every winter sport. The structure of the Olympic Training Centre for Russian national teams will include the “Bolshoy” Ice Dome, “Shayba” Arena, “Iceberg” Skating Palace, the Figure Skating Training Center, Sliding Center “Sanki”, the Luge and Bobsleigh Training Track and the Nordic Combined Track. In the coming years, Sochi will become the center of the largest sports events worldwide. In 2017 the FIBT Bob & Skeleton World Championships will be staged in Krasnaya Polyana. The President of the Sochi 2014 Organizing Committee, Dmitry Chernyshenko, noted: “The Olympic Legacy is one of the main reasons we chose to host the Games. In the course of several years, we have seen enormous changes in the region which would have taken decades without the Olympics. The best practices that have been developed in Sochi will later be spread across the whole of Russia. I am confident that the elements of the Sochi 2014 Legacy will serve many generations of Russians.”
The advancement of technology has greatly affected the tourism and hospitality industry in both positive and negative ways. While the improvement has allowed companies and services to gain access to more information and better ways to provide quality service, it has also led to a decrease in jobs. Technology allows people to be more independent and that means they are more likely to research and books their trips without assistance from experts, aka professionals in the tourism and hospitality industry. Unfortunately, this is causing job loss, mainly within destination management organizations and travel agencies.

Through the use of intermediaries, sites like Travelocity and Expedia, websites are taking the lead in booking trips, eliminating the need for professionals.

Even restaurants and hotels are seeing negative effects due to the increase in technology. Although these businesses are customer service based, the use of iPads to order meals or room service is becoming more popular. This also may eliminate the primary use of waitresses in restaurants and front desk operators in hotels. Their main job of taking orders and responding to customer needs is no longer needed.

Although there are many negatives to the advancement of technology specifically within the tourism and hospitality industry, there is also benefits. With the help of technology, more people are inclined to travel due to the ease of information. Booking trips with the click of a mouse proves to be much simpler and more attractive than going to a travel agency. This increases the amount of tourism all over the world and in the end benefits the industry as a whole.

As a Philadelphia Eagles Intern this summer, I was made aware of the fact that the Eagles were installing an integrated Wi-Fi network within Lincoln Financial Field prior to the season beginning. I thought to myself; “Why don’t all stadiums have this by now?” The sheer number of sports fans using mobile devices as their main hub for sports news and information is steadily growing. The semi-recent explosion of smartphone technology, along with the advent of social media sites, makes it critically important for companies in all facets of the sports industry to avoid becoming static in this environment. The in-stadium experience, in particular, across all sport industries is currently evolving to include more wireless access for fans. As a Turnkey Sports Poll states, 54 % of senior-level sport industry executives surveyed feel as though Wi-Fi connectivity is a “crucial component of at-event satisfaction.”

The best examples of how organizations are successfully upgrading their stadiums’ wireless capabilities are represented within a few key venues. AT&T Stadium charges fees to AT&T, Verizon, Sprint, T-Mobile, and MetroPCS providers which are connected to their system of antennas. Additionally, MetLife Stadium negotiated installation of Wi-Fi and an antenna system into their contract with cornerstone partner Verizon. In the end, fans should not feel like they are cut off from the outside world when they attend a sporting event. Prudent sport organizations will follow the trend and install robust Wi-Fi technology within their stadiums as soon as possible.
What’s Going on in the World?

Duck Dynasty

By: Chloe Diamond

The song going through much of the world’s minds in recent months is one coined from our beloved Sesame Street, “Rubber ducky, you’re the one!” There has been a new artistic phenomenon, the Rubber Duck statue, which has been swimming cross-continent and brightening people’s days.

The Rubber Duck, created by Dutch artist Florentijn Hofman is 40 feet tall and has been showcased throughout the world in various harbors from Sao Paolo to Hong Kong since 2007 and has most recently been spotted in Pittsburgh, PA. The Rubber Duck Project, according to Hofman, is supposed to invoke ‘healing’ in all who see it; the duck knows no frontiers, it doesn’t discriminate, and it doesn’t have a political connotation. Viewers of the duck may see it as a symbol of peace and serenity as it floats along the harbor as well as a symbol of community, as it has brought so many tourists to specific locations throughout the world.

While in Asia, the duck generated half a million visitors in only five days and over 3.9 million visitors in one month. To say that Florentijn Hofman’s Rubber Duck Project is one of the largest and most creative pop-up tourist attractions would be an understatement. Bringing joy and a nice break from reality to over 13 countries across several continents, who knows where the duck will turn up next.

Internship Relocation Tips

By: Alexa Gargani

You may be offered an internship or job opportunity that requires you to relocate; are you willing to move to a new city with new people, new job responsibility, and new places to explore? If you are looking to leave the Philadelphia area, how do you prepare and what resources can you use? If you want to have a successful transition, here is what you’ll need to do:

1. **Stay Organized.** Keep a to-do list to reduce moving-related stress.
2. **Many companies offer relocation services.** Find out what your company offers and use it!
3. **Take time to get to know your new environment before you move.** If you cannot visit ahead of time, be sure to talk to someone who lives/has lived there, and check up on the local news.
4. **Know the cost of living in the new city.** You can use online cost-of-living calculators to figure out your new cost of living and plan accordingly.
5. **Don’t make any long-term living commitments.** There is always a chance you will not like your new home, so do not make any long-term living commitments. Some companies offer apartments for relocating employees so be sure to find out!
6. **Build a social support network.** Some companies offer clubs and interest groups you can join to meet people, and you can also use websites such as MeetUp.com. The quicker you make friends, the more at home you will feel and the happier you will be with your decision to relocate!
## November/December 2013

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Semi-Formal December, 6th

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