By: Kendra Plummer

The Temple of Artemis, known as one of the Seven Wonders of the Ancient World, is now left as only a figment of one’s imagination. As a monument of the Ancient World the Temple of Artemis was known as a grand, vast structure that was astonishing for its era. Unfortunately, due to earthquakes, attack, and time itself, the present day Temple of Artemis is merely the rubble left over from the great structure that once stood at Ephesus in Turkey.

Dated back to 6 B.C. the Temple of Artemis was created as a dedication gift to the goddess of Artemis. The Temple of Artemis, originally a lavish building made of marble and columns, was once known as the most beautiful man made structure of its time. The Temple of Artemis was destroyed and rebuilt multiple times, however, after it was rebuilt in the 2nd century B.C. it was demolished once again and never rebuilt leaving only the rubble that remains today.

The question is; what will be left when you leave the current stage that you are at? Will people be able to remember you as an astonishing figure as the Temple of Artemis is, or will all that will be noticed is the left over rubble?

What Will Remain Over Time?
By: Bahiah Odeh

Beginning in 1884, Temple University has always made a name for itself. Through many transitions over the years, Temple has grown from a high school, to a college, to a university. Furthermore, it has since been evolving from a small commuter school to a diverse community. Most recently, Temple University has seen a large, obvious change around campus. It is growing, becoming more populated, and further branded.

This semester, Fall 2012, Temple University began a new brand identity; it is known as Temple Made. One cannot walk around campus without seeing the banners and posters of the logos and the painted students’ faces. One cannot watch television without seeing our friend, teacher, or that random kid in class on a commercial! However, students are asking: “what does it mean?” Temple Made explains that the students that come to this university are individuals – are “a different breed”.

The Temple Made campaign was introduced to the students and the world this semester to let everyone know that Temple University is no longer an ancient wonder. It is reestablishing its brand identity to expose our goddess like students and achievements. Temple Made continues with its journey or growing and expanding as it has done over its lifetime. Temple University is not an ancient mystery or myth.

USA’s Top College Football Venues: Byproducts of Relentless Expansion

By: Michael Roche

In recent years, college football’s power conferences and programs have received a huge influx of capital from national and regional broadcasting rights deals. The increase of revenue has allowed for the development of an arms race among these programs to attract the best players through the hiring of the best coaches, and constant facility construction and renovation. The majority of these new facilities are support centers for student athletic and academic pursuits. Although the idea of support centers are a new phenomenon in intercollegiate athletics, facility expansion for top programs has been recurring constantly in the previous decades.

These expansion projects are similar to the three reconstructions of the Temple Artemis at Ephesus, each time building a grander and improved version. In the Southeastern Conference (SEC), widely considered the most powerful and profitable football conference in the nation, all but one institution has expanded their stadium at least five times. Other examples include Beaver Stadium at Penn State University, Ohio Stadium at The Ohio State University, and Texas Memorial Stadium at the University of Texas. Most of these venues were first built in the early part of the twentieth century at a capacity less than 40,000. Following numerous expansion projects most of their capacities now reside close to, or over 100,000 people.

The advantages that are provided to the elite college football programs in the country have allowed for a large division between the “haves” and “have not’s”. Competitive balance has become an issue. It is often said that the huge revenue streams to power programs create an unfair advantage that most programs can’t overcome. The Bowl Championship Series has also attributed to this theory. As commercialization continues to take place at a rampant rate in college athletics, it is hard to imagine the landscape of college athletics changing anytime soon.
Destination Marketing: A Lesson from the Past

By: Elizabeth Shanaman

In tourism marketing we are taught that when planning travel, consumers all unknowingly follow the AIDA process: attention, interest, desire, and finally, action. It is this last step, the consumer taking action, actually traveling to our destination, which challenges destination marketers the most. We find out who our customers are, their age, gender, occupation, income, etc., and use all of that information to grab their attention, spark their interest, and create a desire to travel, but then… what happens? The first three steps of decision making were manipulated so completely, so perfectly! The consumer’s favorite colors, phrases, images, they were all so effective in achieving those first three AIDA steps, but action, that last elusive step that is the key to our livelihood as destination marketers, is just so achingly rare. Then we rationalize: consumers don’t have discretionary income; people are working more and playing less; fewer people feel safe traveling. Bingo. This is why they just aren’t coming. The ancient Greek city of Ephesus, which was located in modern-day Turkey, built an economy heavily supported by tourism without the benefit of destination marketing as we know it today. The city managed to influence potential visitors to action because it was the home of the Temple of Artemis. Even escaped slaves and pilgrims without means found their way to Ephesus. They stayed in the city’s inns, bought its’ souvenirs, and consumed its’ food because they needed to see the Temple of Artemis. In a September 2010 TED Talk, Simon Sinek addresses the question “How do you explain when others are able to achieve things that seem to defy all of the assumptions” (Sinek 2010)? This is exactly the question destination marketers should be asking when faced with this Temple of Artemis case study. How was Ephesus able to achieve getting visitors to take action in ancient Greece when we have a hard time achieving the same in modern times with advanced knowledge?

Sinek goes on to assert that “People don’t buy what you do; they buy why you do it” (Sinek 2010). What was in Ephesus? A beautiful temple with a wonderful statue of Artemis is there. However, that wasn’t why pilgrims who barely had a penny to their names traveled there. The Temple of Artemis was not built because the architect wanted to create something beautiful; he created it because, with all of his heart, he believed that people need a sense of comfort, and that the goddess Artemis could offer that comfort. This is what brought visitors to Ephesus; this is the “why” that Sinek postulates is the reason people take action. Deep at the heart of the Temple of Artemis was the belief that such a monument could and should satiate the need for comfort. This notion which is connected with visitors in a part of the brain, which is so deep, that it can’t even articulate words because its functions are so basic and primal. This is key for modern-day destination marketers who need to get consumers to take action. The fuel for the first three steps of the AIDA process must be Sinek’s “why,” and that “why” needs to be felt by tourism marketers genuinely as the notion of comfort which was felt by the architect of the Temple. The Temple of Artemis called to a universally primal need, but tourism destinations can’t hope to be everything to everyone. The challenge is to speak to that deeply buried part of your target market’s brain and then keep those customers loyal. This will require deeper market research, a new type of dialogue with consumers, and innovative human resources. Destination marketing has evolved into a complex discipline over centuries of study and research. We have theories piled on models wrapped in miles of research papers written by the very best academic minds, but maybe we’re over-thinking our strategy. Perhaps all we really need to do is speak to the most basic part of humans, address the needs most basic to individual existence. It worked in Ephesus, can it work for you?

Sources:
The Temple mascot is an Owl because back in the 1800s when Russell Conwell began teaching, Temple was a night school and they were known as the “Temple Night Owls”. Eventually the school became an accredited university that operated during the day time and the mascot was shortened to the Temple Owls!

By: Mary Motamedi

A Temple is a religious structure built for the purpose of worship, prayer, and spirituality. So how did Temple University get its name? In 1884, Dr. Russell Conwell, a Baptist Minister, was approached by a man who requested to be taught to prepare for the Christian ministry. Conwell agreed to teach the man one night per week, but on the evening of their meeting, seven men appeared at the door of the Temple. Conwell began teaching the small group of adults, but not long after, his class grew in numbers. As more and more people joined, Conwell enlisted the service of other teachers. The class grew large enough that they needed to have an entire building large enough to host the class, and thus, the Baptist Temple was built. After four years, Dr. Conwell’s school became known as “Temple College” and Dr. Conwell was elected President and founder.

As years went on Temple grew from 7 students to hundreds, then to thousands, then to tens of thousands of students and was renamed what it is referred to today as Temple University. Today, Temple is no longer affiliated with any religion. The school hosts over 30,000 students in 5 different campuses: Main Campus, Center City Campus, and Ambler Campus in Pennsylvania, as well as international campuses in Rome, Italy and Tokyo, Japan. Temple has a diverse community of students from every state and various countries around the world. The flags that hang from the ceiling of the Student Center represent each country that is represented by international students attending Temple. In Senior Seminar Section 1 alone, there are students from South Korea, Vietnam, Japan, and Mexico, proving that Temple Owls are everywhere around the world. This is important to note when searching for internships and jobs. Reach out to Temple Alumni. They are always looking to connect with young professionals from the school that made them Temple Made. You never know where Temple might take you next!

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From Temple to Temple

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The Connection

The Rasmussen Reports; http://www.rasmussenreports.com
Zeus was the god of the sky and the supreme ruler of the Olympian gods, his weapon was thunderbolts which he threw at those who displeased him. Being such a powerful man to his community the Statue of Zeus at Olympia was built in his honor. Zeus had an effect on his community whether they accepted it or not, he wanted to make a difference and be acknowledged for it. In the 20th century Walt Disney became that powerful man that influenced many different industries: Film, Tourism, Hospitality, and Sport for example. Through those industries they helped create opportunities not only for the community, not only for the United States, but the world.

Walt Disney was an American entertainer, director, international icon, entrepreneur etc. The list can go on for days about what Walt Disney is and what he tried to represent to the world. Even though Walt Disney was not a god and used thunderbolts for weapons or had magical powers to rule, Disney had his imagination and creativity to make weapons and magic with his mind. Whether the world likes to establish all of the elements and opportunities he has created or not, it became reality. From the amusement parks in different countries to hotels to movies to television channels (Disney and ESPN) to winning awards, Disney has impacted the world. The legacy that Disney has created will be carried out until the end of time. Just like Zeus the supreme god of all gods had a statue in his honor, so does Walt Disney. His statue stands right in front of Cinderella’s Castle, Magic Kingdom holding the hand of Walt Disney’s pride and joy which started the success of all Disney’s creations, Mickey Mouse. If you visit Disneyland you will be able to see his statue, as for the Statue of Zeus at Olympia you will not be able to due to the destruction in the 5th century B.C.E. Two powerful men still live on with or without statues.

By: Cole Gargione

Similar to the once great Statue of Zeus at Olympia the statue of Joe Paterno on the campus of Penn State University stood proudly. Comparable to Zeus, Paterno was a godlike figure across the nation and represented the family-oriented values present throughout the college football landscape. Known as the face of one of the most iconic universities in the country, Paterno was a figure viewed in the context few in history ever have before. He was at the helm of Penn State for more than 45 years breeding countless NFL stars and eventually becoming the winningest coach in college football history. Paterno and his wife Sue lived on campus and were renowned for their charitable contributions towards Penn State academics. But even though his reputation in Happy Valley took over four decades to cement, it would soon crumble in a matter of months. Penn State assistant coach Jerry Sandusky’s widely publicized inexcusable acts led to the downfall of Paterno as head coach. Although many view Paterno’s removal from the university as a necessary one, the circumstances of his firing cannot be thought of as a positive. A man once regarded as nothing but utter class was forced to watch his program crumble before his very eyes and he was at the forefront of the pressing issue. After his removal as coach he would soon pass away and his legendary statue standing in front of Beaver Stadium would be eradicated. Penn State, now a program in turmoil, have hired a new coach who must face the four year bowl ban and massive loss in scholarships to the best of his abilities. Although no one linked with college football can forget about Paterno and his years coaching the Nittany Lions, it seems that the university and the nation are attempting to move on. But try as they may, the memory of the once beloved coach and his powerful statue will never truly leave their minds.
By: Kelly Hutchinson

The Olympic games have been speculated to be in existence since 776 BC. What began as an athletic competition to honor Zeus has now become a gathering of nations across the world competing against one another in copious athletic events. The games have evolved from a simple foot race to a large number of very different and unique set of competitions. The drive to win however has remained consistently strong from the start of the Olympic games to present day. Back in the ancient Olympics, athletes who won their respective games were rewarded greatly with statues built in their honor, parades, and many more privileges. So one could ask who wouldn’t do whatever it takes to win for rewards of such grandeur.

Identifying the differences and evolution between ancient and modern day Olympics is fascinating, but discovering the similarities is intriguing as well. Now-a-days, athletes participating in the Olympics strive to win for what we could call bragging rights in terms of the athletes themselves as being one of the best athletes of their respective sport, and also for the country they are representing. However, for all of the good that the Olympic games have brought to the world for centuries, the drive to win has been so powerful that is has lead athletes to do anything necessary to gain an extra advantage when it comes to performance. Not only has the use of performance-enhancing drugs been present in modern day Olympics, but has also been found to be seen back in the ancient Olympic games held at Olympia. Ancient Greek athletes were reported to use various herbs and hallucinogenic funguses to improve their athletic performance. Other substances such as honey from worker bees were consumed because it was found to stimulate growth and improve strength and knowledge. It has also been speculated that ancient athletes performing in running events would drink a decoctum of a plant that helped increase muscle mass (Papagelopuolos, Soucacos, Mavrogenis, 2004).

It is interesting to note this similar competitive drive and do-whatever-it-takes mentality between the ancient Greeks and today’s Olympic athletes, where we are all too aware of the presence of performance-enhancing drugs. Just as athletes try to cover up the use of these drugs today, doping in the ancient games was also kept under the radar, however officials and judges were in on keeping it a secret unlike today’s officials who aim to catch it before the games begin.

http://www.websudoku.com/
By: Kelly Fowler

Pheidias built the Statue of Zeus in Olympia in 433 BCE. Although it was the smallest of all the Wonders it represented much more than the eye could see. In a sitting position, Zeus holds, in the right hand, the goddess of Victory, Nike. When it comes to the sport industry, if you think Nike you think victory, but not because of a Greek Goddess, instead because of a company who has dominated the sport business. Nike’s “swoosh” logo represents the wing of the Greek Goddess. As far as branding comes, Nike has definitely been victorious. With consumers continuing to show a strong demand for Nike, the company recently reported that revenues and inventories were up 10 percent for its fiscal 2013 first quarter. Always on the rise, the world’s leading designer, marketer and distributor of athletic merchandise continues to gain market share. Most recently, Nike replaced Reebok as the league’s exclusive maker of licensed on-field apparel. The deal was reportedly worth as much as $35 million per year. A partnership between Nike and the NFL highlights the innovation and performance structure of both entities.

By: Seth Auerbach

Over the past four years the country of Greece has experienced a dramatic economic collapse. This downturn was an effect of the world’s economy decline as Greece’s top industries, shipping and tourism, were hit hard due to the lack of international spending. The once strong Greek economy began to fall into considerable debt. 2011 marked the low point of the country’s woes as it was forced to take a massive emergency bailout from other European countries. As Greece’s economy has fallen on hard times, its effects can clearly be seen in its first soccer division, The Greek Super League.

A look at the spending trends in regards to Greece’s top league will show that overall spending by Greek teams has been cut in half from last year at this time. The economic struggles span throughout the entire league as both the traditionally top and bottom clubs have had to make cuts. Through these cuts the league has virtually stopped any big money signings as the Super League’s transfer spending has decreased 85% since the 2009-2010 season. The league has lost many foreign based players, near 30% this past year alone, which has hurt its overall quality. It can also be assumed that no foreign “big name” signings will enter...

Nike: Going for the Gold

The State of Greek Soccer
The State of Greek Soccer Continued..

the league in the near future, which is yet another tally against the team. As the economic climate in the Super League changes, so has the look of many of its teams. Greek teams have been forced to go to younger players with smaller salaries. These changes have created the lowest average age in Super League history at 24. Another important change that has altered the look of the league, is that 66 percent of players are now Greek compared to 50 percent from last year. While these changes have dramatically altered the look of the Super League not everyone has seen these changes to be negative.

The leagues president, Yiannis Moralis, has said that “patience to look at the young Greek players coming up is important to ensure a positive future for the game in Greece.” He believes that the league is finally going in the right direction as its teams have finally stopped spending above their means on new players. The first three weeks of the current season have shown positive signs for smaller teams that have chosen to use homegrown players. Penionios, a smaller club who utilizes domestic talent, has succeeded early on this season and currently sit in second place.

Finally, while Greek soccer struggles domestically, its national team has performed admirably, allowing Greece to continue to hold its status as a force in world soccer. The national team has achieved great success in the past decade by winning the 2004 European Championship’s, giving strong performances in the 2010 World Cup, and 2012 European Championships, and most recently by winning their first two games in World Cup 2014 qualifying. Currently, the team has upcoming games against Bosnia-Herzegovina and Slovakia, which will be vital for their advancement to the 2014 World Cup held in Brazil. Most importantly, the success of the Greek national teams means more than just sporting achievement to the Greek citizens. This success provides an escape for the people of Greece, and offers a sense of national pride that has been absent since the start of the country’s economic afflictions.