By: Mary Motamedi

“Montague Made, Ridall Ready”--The official slogan for the Senior Seminar class of Fall 2012. This catchy phrase was coined by the Social Media and Marketing Committee of Section 1 to emphasize the importance of student professional development, tying in with the official Temple University “Temple Made” campaign that began this year. So what does it really mean to be “Montague Made, Ridall Ready”? The journey that students endure when they enter the simulated business, Montague-Ridall & Associates, is one that will change their lives forever. It is completely true when we say that business professionals are not born, but MADE!

Senior Seminar is a course that teaches the value of student professional development. The class is far from average. There is no textbook, no reading assignments, and hardly any graded materials to be passed in. In Senior Seminar, you are not a student. You are a business professional working for CEOs Jeffrey Montague and Rick Ridall at Montague-Ridall & Associates. Your final grade depends on your overall performance and growth within the company over the course of the semester. Did you achieve your set goals? Did you rise to the occasion when others failed to do so? If not, you can expect to be taking the class again the following semester…Some criticize the course as being adversely unconventional, but the harsh reality is that this is how the real business world is set up. You have to learn to compete with the best to be the best!

Inside this issue:

How to Expect the Unexpected 2

The Senior Seminar Experience: Presidential Edition 2

Facing the Challenges Ahead 3

Cherish the Success 3

“Go Confidently in the Direction of your Dreams…” 4

Bloglovin’ 4

MODUL Research 5

An Experience with IMG 5

Senior Internships 6-7

http://sthmseniorseminar.com/2012/fall/

@SeniorSeminar12 /MontagueRidallAssociates
By: Michael Roche

As the summer months passed by, and the inevitable refocus on school began to take place, it was difficult to ignore the elephant in the room. The daunting challenge that is Senior Seminar loomed on the horizon. As an undergraduate student in the School of Tourism and Hospitality Management this penultimate class is always a topic of conversation. As a first year student upon hearing some of the stories of “Senior Sem”, it is hard to believe that such a course exists. As the semesters roll along and seminar inches closer, you can’t help but become more anxious as the inevitable becomes a reality. Just as fast as senior seminar approached, it has passed by. It feels like yesterday that a portfolio of industry experience was being prepared, and a personal newsletter needed to be presented upon 48 hours notice. It is safe to say that the frantic nature of the semester ahead was well known by the end of the first week. This being the case, no semester has ever been so impactful upon one’s personal professional development. Senior Seminar erases any doubt that you may be underprepared for your first day on the job following graduation. This semester provided a proving ground where mistakes could be made, learned from, and improved upon for one’s personal benefit.

Some of the primary skills that were gained during the past semester were management of other individuals, effective communication, and decisiveness. As a chair, a new degree of responsibility was given. Accountability and time management were constantly tested and refined in this role. Although having requested the role of chair, nothing could have been done to prepare for the weeks ahead. The responsibilities that were given mirror those of industry professionals in practice. The entire class functions as a small business, and the interactions and practices allow for the most realistic preparation of the organization dynamic. The experiences and outcomes of the operations of this class ensure that personal weaknesses are exposed. This provides a chance to develop these shortcomings and become a well rounded professional.

The positives that are extracted from senior seminar make all of the hard work and determination well worth it in the end. The experiences of this class will be carried forth throughout any student’s professional career.

By: Latrice Dillard

As the semester begins to draw a close, it’s hard not to notice how quickly it went by and the lessons it carried. What she truly does appreciate from Senior Seminar is the unique structure of a simulated business. It’s different from being in a traditional classroom or student organization. The exact way that Senior Seminar is developed mirrors the way businesses operate.

However, holding the Presidential position adds a slight more “pressure” to the average myth of what entails in Senior Seminar. Each member of the organization feels a little pressure either when money needs to be raised, an event is coming up, or even when a newsletter is due. Presidents, nonetheless, feel the pressure from day one and let it motivate us until the last day of the semester. There are times of triumph and turmoil, but it is what is needed to gain the full experience which is Senior Seminar.

The strongest challenge that Senior Seminar presents is being able to determine, maintain, and manage the different styles of the class. Not everyone responds to your normal way of communicating. Not everyone appreciates having someone to answer to. Not everyone wants to work on the same timeline as you. The individuality of some can really hurt the success of one group. The challenge as President is to detect those trends early, analyze it, correct it, and move forward. As the saying goes, “It’s a hard job, but someone has to do it.” For Senior Seminar, that “someone” is the President as well as Chairpersons of committees. In this industry, that “someone” is all of us. As developing managers, this is what we will experience and learn to handle.

The Senior Seminar Experience has helped me professionally by giving me the confidence to make decisions and trust my instinct. The experience has also exposed her to learn different leadership styles so she can be an effective manager to all. Now that she is coming towards the end of her position and the Senior Seminar experience is about over. She is now more prepared than ever to be a better manager in the Hospitality industry.
By: Brian Dea

Being on the Fundraising and Sponsorship Committee for Senior Seminar has been a rollercoaster ride. High goals and expectations were set by the committee and they quickly learned that they were going to be tougher to reach than originally thought. The committee spent hours of time traveling to, calling, and emailing businesses throughout the Philadelphia area and for the most part were very unsuccessful. Not to say that there was failure on their attempts, but more of a lack of success than anything. However, of the few sponsors that were successful, there was nothing more rewarding. The power of success and overcoming failures are what Brian has taken away from Senior Seminar more than anything else. One success is worth more than all of the previous failures. That one success teaches you many things. It teaches you to stay strong and keep fighting, to believe in yourself, to learn from your failures, and to use that success to create more success. Getting one sponsor gave a boost to Brian’s confidence and was used as a tool to help determine the strengths and weaknesses of his selling technique. Brian’s failures taught him that not every challenge he takes, or task he completes will be successful. They taught him that he will not always get the results that he is looking for, but it is important to be able to bounce back from those losses.

By: Steve Garfunkel

When first arriving at Temple University, Steve Garfunkel had never even stepped foot in the city of Philadelphia. A freshman from a New York City suburb in Connecticut, Steve made his college decision without making a trip to take a campus visit. Although Temple was still a bit of a mystery, Steve’s eagerness to take on the challenges ahead and confidence in himself re-affirmed his decision to make the move. Entering the School of Tourism and Hospitality Management (STHM), Steve was certainly a work in progress. He didn’t know how to tie a tie, was intensely afraid of public speaking, and lacked involvement and leadership experience, as well as many of the necessary qualities it takes to become a successful young business professional in the sport and recreation industry. Fast forward to the year 2012 and the story has dramatically changed. Steve has now been a member of the Temple University Men’s Lacrosse Club, executive board member of the Sport and Recreation Professional Association, President of his fraternity, and gained experience in the industry with the Philadelphia Wings, Philadelphia Eagles, Philadelphia Soul, and Major League Soccer in a variety of different departments. The comprehensive STHM academic program, including the “final test” of Senior Professional Development Seminar, certainly has to be recognized for playing a major role in Mr. Garfunkel’s development as a student and as a young professional. Now, more prepared than ever, Steve is ready to take on the new challenges that his senior internship and post-college life will bring. This time though, he will not have STHM or Senior Seminar to fall back on because the learning process is coming to an end. It is those lessons learned however, that Steve will always carry with him as he progresses through the stages of his career. From interview preparations to the importance of the role of social intelligence in the workplace, along with the many skills and experiences Senior Seminar specifically has offered him, Steve knows that he will be ready to take on anything wherever he may end up.

Facing the Challenges Ahead

Cherish the Success

When he fails, Brian will put it in the past, but not forget about it. He will learn from his mistakes and use them to his advantage. When he succeeds, he will be proud of his success, but will not be conceited. Each success and failure will push him harder and make him stronger. That is what Senior Seminar has taught Brian Dea.
By: Elizabeth Shanaman

Beginning in January 2013, Elizabeth will be taking her studies across the pond as an intern at MODUL Research, the tourism industry research platform owned by MODUL University in Vienna, Austria. MODUL Research endeavors to create solutions for the tourism industry through fundamental research. Before starting her work at MODUL, she’ll be joining a group from STHM at the ENTER 2013 conference in Innsbruck, Austria. This conference will be a forum for academics and professionals to discuss information and communication technologies as they apply to travel and tourism. Elizabeth’s role at MODUL research will include supporting faculty in preparing reports and materials for clients. These tasks will give her the chance to apply research and report writing skills she has refined with the guidance of STHM’s expert faculty. She is also looking forward to exercising critical thinking as she works on current research projects at MODUL. The remainder of her time at MODUL will be committed to contributing to the management of events organized by the team at the university. This opportunity would never have opened up for Elizabeth without the help of the faculty at STHM. She has been very fortunate to have formed such positive relationships with her professors, all of whom promote a learning environment in which she can feel comfortable and confident in herself.

MODUL Research

By: Shannon Barter

The main lesson Shannon learned from being a student in Senior Seminar was the importance of confidence. In order for anyone to succeed and impress in this course, one needs to be confident not only in themselves, but all of their abilities and all of their ideas as well. At the very start of the semester Dean Montague had all of the students in the class stand up and talk about themselves for a two minute period. In any other course this would have been a breeze for her. But this was no normal “introduce you to the class” ice breaker activity; this was Senior Seminar, and this was the Dean of our school. She was nervous before going up for her turn, but the speech wound up going all right. No real negative, or positive feedback from Dean Montague, just a simple question and a gesture toward her seat. For a second that response was relieving, as others before her had far more constructive comments on their public speaking abilities, but when she exited the class that day she no longer felt relieved. That was something she was well equipped to handle, why was she so rattled now? At that moment she realized that the only way to survive a course like this was to go in with confidence, and not let intimidating situations inhibit her performance. While she still is, and probably always will be intimidated by Dean Montague, she now knows that does not have to affect her own self-assurance. This lesson became something she consistently reminded herself of, as she entered interview after interview with an air of confidence and the determination to show all that she is ready and well equipped to take on whatever is thrown at her.

“Go Confidently in the Direction of your Dreams …”
By: Caili Birdsall

After months of interviewing and stacks of business card contacts it was time to make a decision. I had four wonderful offers that I knew would take me each on a different path, personally as well as professionally. But, deep down I knew I was not one-hundred percent committed to any of them. Neither my heart nor my motivation was dedicated to any of the four offers I was given, knowing full well that no matter which path I chose to go down promised financial or emotional or locational sacrifice. I had sought professional advice from advisors and professors within the program at Temple and yet the common conclusion everyone came to was, “Ultimately it is your choice to make what you want happen.”

Yes, this was true it was my choice and I did want to make what I wanted happen. So, on a whim I had texted a friend to get one last perspective. Sandy Hussain, a Harvard graduate in economics, and fashion up and comer Olivia Palme’s right hand woman. Sandy blew me away with her experience, personality and professionalism the first time I met her. Through my text I confessed to her all my worries about each offer I had. I doubt she even read the whole text because her reply was “Come work for me!” I laughed thinking it was a joke but within the next few seconds she texted me again telling me to call in the morning and to look up Bloglovin’ (another company she has taken on). Bloglovin’ was founded by five friends in Stockholm back in 2008. The website acts as a news reader that allows users to discover and follow their favorite blogs. The startup company is backed by fantastic investors like Betaworks, Bruce Jaffe, Bitly and many more. Now with 1.6 million members Bloglovin’ has connected people globally who share passions and lifestyles.

The more Sandy tells me about the company the more excited I get. Sandy and I will be located in New York City, while the five founders are located in Stockholm. She and I will be in constant contact with Stockholm and will even travel when we need to all meet. I will be reporting to Sandy who is the Director of Marketing for Bloglovin’. She has given me the title of Travel and Lifestyle Community Manager, which is an incredible opportunity. With my internship I am able to dip my toes in a little bit of everything. Nevertheless, my many duties include immersing myself in the company and aiding in travel, culture, food and lifestyle business strategies, interacting with the world’s top travel, design, food and lifestyle bloggers, developing strategies to educate bloggers in the benefits of being a partner with Bloglovin’, coordinating and managing events to engage our partners and bloggers, and to work with sales to develop and execute blogger advertising campaigns.

I am so blessed to have fallen into this opportunity with this company. And fingers crossed…rumor has it they may offer me a job after graduation!

By: Michael Murray

Michael K. Murray has accepted an offer to complete his senior level internship with IMG Academy in Bradenton, Florida. He will be working specifically with the academy’s basketball program, as their business development intern. In this role, Murray’s primary responsibilities will be assisting the full time staff with summer camp preparations, organizing and managing all tournaments and games, as well as helping to create and execute marketing plans for the summer programs and the school year. Aside from the assigned business responsibilities he will be tasked with, Murray will also assist coaches in any capacity in which he can be of assistance, including but not limited to creating and editing video content for players and coaches to be used for evaluation and recruiting purposes, and providing administrative support for coaches. Murray is very excited to become a part of the IMG family, and looks forward to working with fellow classmates Troy Sneed and Kelly Fowler from Montague-Ridall & Associates sections one and two, who will also be working with the academy in different departments.
Nicole Pedregon  
Marketing Intern  
Electric Factory  
Philadelphia, PA

Bahiah Odeh  
Bridal Consultant  
Assistant  
Kleinfeld Bridal  
New York, NY

James Frino  
Events Intern  
Comcast Spectator  
Philadelphia, PA

Lauren Zink  
Events Intern  
Entertainment on Location  
Philadelphia, PA

Julene Craley  
Entertainment on Location  
Project Manager  
Point Pleasant, NJ

Matt Plasha  
Philadelphia 76ers  
Marketing Intern  
Ticket Sales Intern  
Philadelphia, PA

Melvin Powell  
Marketing Intern  
Front Row  
Marketing  
Philadelphia, PA

Santiago Calva  
Video Coordinator Intern  
Philadelphia 76ers  
Philadelphia, PA

Thao Nguyen  
Rooms Corporate Management Trainee  
Hyatt Regency Washington on Capitol Hill  
Washington, DC

Laura Dinger  
Box Office/ Customer Service Intern  
Philadelphia 76ers  
Philadelphia, PA

Rebecca Rhoads  
Banquet Administrative Assistant  
William Penn Inn  
Gwynedd, PA

Timothy Boyer II  
Events Operation Intern  
Philadelphia Union  
Chester, PA

Tim Vieira  
Community Relations & Alumni Intern  
Kansas City Chiefs  
Kansas City, MO

Ashley Gennett  
Corporate Sponsorship/Partnership  
Philadelphia Soul  
Philadelphia, PA

Taylor Forlano  
Marketing Intern  
Front Rush  
Lambertville, NJ

Senior Internships
“In order to succeed, your desire for success should be greater than your fear of failure.”

- Bill Cosby
Special Thanks to all of our Sponsors