The School of Tourism and Hospitality Management

Executive In Residence Overview

The School of Tourism and Hospitality Management’s (STHM) Executive in Residence (EIR) program is designed to enhance the academic excellence of the school through exposure to the experiences of accomplished and veteran business executives. Personalized discussions with these executives from fields relevant to our programs improve the transition from classroom to industry.

The exchange proves to be rewarding for both the student audience and the professional. The Executive in Residence program always includes a question and answer or dialogue portion, in order to cover the wide range of trends and topics relevant to the given industry. This is particularly important to the audience, which is primarily made up of students from STHM’s tourism, hospitality, sport, and recreation management courses.

Each EIR includes a moderator from the same industry who facilitates the discussion and provides parallel insight to the discussion. Also included are a meeting with the Deans of the School, a Meet & Greet, and a post-event reception. The Executive in Residence program is just one of the many incredible opportunities provided to our students that give a platform for networking and gaining industry knowledge to benefit them as they embark on their chosen career path.
Program Details

Program Preparation
Prior to each Executive in Residence event, the STHM Industry Relations staff thoroughly prepares for the program in order to make the execution of the event as efficient as possible. Once a date and time is confirmed, a conference call is scheduled to discuss a variety of topics including the documents needed for promotional materials and the event timeline. When a moderator for the program has been solidified, another conference call is scheduled so that the executive and the moderator can be introduced and develop a rapport with one another. Furthermore, the executive, moderator, and the STHM Industry Relations staff have the opportunity to compile and edit the discussion questions that will be used to guide the program.

Meeting with the Deans
On the day of the event, the executive and the moderator are both greeted upon arrival by STHM student ambassadors. Following a brief office tour, they both then meet with the Associate Dean and Assistant Dean of STHM, Dean Betsy Barber and Dean Jeffrey Montague. The executive enjoys a discussion about the school and the program before entering the Meet & Greet.

Meet & Greet
At a casual Meet & Greet, the executive is able to enjoy light refreshments and meet with select industry partners, faculty, and staff. Also in attendance are leaders from the School’s Student Professional Organizations. Such organizations include the American Hotel & Lodging Association, the Sport & Governance Association, and the Graduate Student Association. During the Meet & Greet, the executive and moderator also have the opportunity to speak with the student who will be introducing each of them at the beginning of the presentation.
Once the Meet & Greet concludes, the Executive in Residence Program begins. The exact flow of the presentation can vary depending on the preference of the executive. Some executives choose to present an introduction PowerPoint reviewing the company and their background, while others may choose to proceed directly to the composed discussion questions. With either chosen method, the executive provides insight into his or her background and successful career path. During the last 15 minutes of the program the moderator opens up the discussion to receive any questions from the audience. With a focus on targeting questions from our student body, specific student leaders are chosen ahead of time to compose and deliver their question.

**Conclusion**

Following the conclusion of the presentation, the executive and moderator both take the time to engage further with interested students. Many students want to hear one-on-one advice and the EIR program provides a great platform to do just that. STHM’s photographer is also present and photographs are taken capturing the executive, moderator, faculty and staff, and the STHM Industry Relations team. For some events, a post reception follows the program where the executive can relax and enjoy refreshments. They also have the option to engage further with industry partners and STHM leadership.
Each Executive in Residence program is promoted thoroughly both internally and externally. We utilize the strong relationships established with industry partners to build our audience and further promote the presentation.

To begin with, a PDF invitation is created and disbursed internally to all STHM faculty and staff as well as the leaders of our Student Professional Organizations. We also send the invitation to our Dean’s Council members and encourage them to extend the invitation to their respective companies.

Furthermore, we create web slides that are displayed on several plasmas throughout both Speakman Hall and Alter Hall to advertise the program weeks in advance. These web slides are also posted prominently on the STHM website (sthm.temple.edu) and are seen by hundreds of students and other web viewers.

We ensure that each Executive in Residence program will contain a strong audience, consisting of students, industry partners, faculty and staff. When appropriate, students and administrators from partner colleges and universities are also invited.
Posters & Programs

Posters are created and placed around both Alter and Speakman Halls the week before the event. Each poster highlights the featured executive’s headshot and the company logo. The date, time, and location of the event are also shown. During the event, the posters are showcased around the room. Upon entry, students voluntarily sign one of the posters and leave notes of appreciation. Upon the conclusion of the event, the executive is presented with this poster as a token of STHM’s appreciation!

Programs are also created and available for all attendees. Each program features the biographies of all featured executives as well as the moderator. Also, detailed on the inside are the event schedule and names and titles of all participants. The executive is also given the opportunity to display an advertisement of their choosing for the back cover. Previously, executives have chosen to display company logos or a schedule of upcoming events.
The EIR program in the School of Tourism and Hospitality Management at Temple University is an exceptional learning experience for the students. These experiences offer students a great opportunity to hear firsthand from industry professionals about the journey their career has taken them on, and also have the chance to interact through very informative and open-ended Q & A sessions. The EIR program was truly a positive experience for me throughout my time at Temple. Being able to learn from current executives is extremely beneficial. The connections made are essential to growing ones network and can lead to great professional relationships. These events are not only beneficial to STHM students, but are extremely valuable to our guest executives. I look forward to seeing the program growth in the future.

-Tourism & Hospitality - Class of 2014

The EIR program has been very educational and helpful to me as Tourism & Hospitality Management major. It is a great asset to have diverse industry professionals share insight and knowledge of their experiences and journey’s in their field of expertise. I have definitely benefited by listening to keynote speaker stories which has broadened my horizon on career aspirations in the Tourism & Hospitality Industry. The EIR program is a benefit to all STHM students because we are provided the opportunity to engage with industry professionals. It is a huge resource to Temple University and the STHM program. Not only does it bring in top-notch industry professionals and cutting edge subject matter but it also provides an open forum for students to have their questions answered.

-Tourism & Hospitality - Class of 2014

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-Sport & Recreation - Class of 2014

As a transfer student, I thought I had missed out on participating in student clubs and industry events, and was concerned that I would not have the chance to make up for that lost time. I could not have been more wrong. These executives share stories about their journey, and are supportive and encouraging of student questions and discussion. The EIR programs allowed me to meet and converse with a variety of executives who really cared about our future graduates, and could be seen gladly handing out business cards or e-mail addresses. STHM provides students with incredible opportunities that I do not see offered elsewhere. The faculty and staff’s dedication to the success of the students is overwhelming, and the Executive EIR programs are just another opportunity for students to gain industry knowledge and learn from the experience of others.

-Tourism & Hospitality - Class of 2014
Previous Executive In Residence Participants

2014

Lorenz Hassenstein: General Manager - Pennsylvania Convention Center
Michael Hill: Managing Director - Synterra Partners
Bob McClintock: COO of Convention Center Division - SMG
    Moderator: John Kroll: President - Keating Hospitality

Pat Kraft: Deputy Athletic Director - Temple University
Vince Nicastro: Athletic Director - Villanova University
Renie Shields: Associate Athletic Director & SWA - Saint Joseph’s University
    Moderator: Harry Donahue: Morning Anchor/Sports - KYW Newsradio
    Voice of Football and Basketball—Temple University

2013

Michael Stiles: Senior VP - Administration & Operations - Philadelphia Phillies

Harry Carpenter: President & COO - Business /Industry Group - ARAMARK
    Moderator: Jami Leveen: Director - Marketing & Environmental Stewardship - ARAMARK

Steve Rudnitsky: President & CEO - Dolce Hotels and Resorts
    Moderator: Steve Bello: Managing Director - Stockton Seaview Hotel & Golf Club

Gamal Aziz: President & COO - Wynn Resorts Development
    Moderator: Meryl Levitz: President & CEO - Visit Philadelphia

Brian Gullbrants: General Manager - Wynn Las Vegas and Encore
Marilyn Spiegel: Past President - Wynn Las Vegas and Encore
Michael Weaver: Senior VP - Marketing Strategy - Wynn Las Vegas and Encore

Mark Piazza: Senior VP - Sport Team Operations - The Madison Square Garden
Ron Skotarczak: Executive VP - Marketing Partnerships - The Madison Square Garden
    Moderator: Rhea Hughes: Co-Host - Sports radio 94 WIP Morning Show
    Host - Lunch Break on CSNPhilly.com

2012

Adam Aron: CEO & Co-Owner - Philadelphia 76ers

Steve Joyce: President & COO - Choice Hotels International
    Moderator: Jack Ferguson: President & CEO - Philadelphia CVB

Bill Giles: Chairman - Philadelphia Phillies

Jose Garces: Owner & Executive Chef - Garces Group
    Moderator: Paul Levy: President & CEO - Center City District

Bill Fortier: Senior VP - Development Americas - Hilton Worldwide
    Moderator: Greg Stafford: General Manager - The Inn at Penn

Jim Smith: Senior VP & CMO - Atlanta Falcons
    Moderator: John Adams: VP & COO - Philadelphia Soul