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A Message From Our Presidents

Spring has finally come with the new warm weather, but at the same time, summer seems so much closer. As the last semester of class for our undergraduate career at Temple University comes to a close, the only thing on the minds of this Senior Seminar group is a celebration of hard work and new found friendships. On January 1, we all received an e-mail from our CEO welcoming us to a “Right of Passage”. There truly is no better way to describe this experience.

Testing limits, learning by experience, asking the best of yourself and the person next to you, waking up at 5:00 AM for meetings, staying up till 2:00 AM for meetings, attending events, setting and making deadlines, volunteering, networking at conferences, laughing, meeting new people, having “critical thinking sessions” with Mr. Montague and feeling a sense of pride when your events come to a close, these are all parts of the “Right of Passage”.

We were once a group of two majors: Sport and Recreation Management and Tourism and Hospitality Management. We transitioned into two sections: Main and Center City Campuses. Today, we consider ourselves as members of Senior Seminar Spring of 2007 and could not be prouder.

We wish the best of luck to our fellow classmates in all your future endeavors.

Sincerely,

Yuri Kurashima

President of Main Campus Senior Seminar

Lucy Foerster

President of Center City Senior Seminar

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Jumping to Conclusions

By: Stepheny Booker



We entered the classroom as strangers and left as associates. Upon entering Senior Seminar, we were all operating on separate agendas. We were individuals with our own goals and aspirations. We were here to get what we needed academically and professionally. However, like most things in life, a metamorphosis was inescapable. Suddenly, we were forced to examine our philosophies, preconceived notions, and inner beings, in order to succeed as a collective group. For the students enrolled in Senior Seminar Main Campus this semester, it ultimately became more than just a “class”. It was an experience that was essential to a student’s collegiate journey. For many of us, Senior Seminar became a catalyst for growth, not only professionally, but personally as well.

As the semester inevitably comes to a close, the class that we were all so anxious to hurdle has become the class that we all will miss. We were given opportunities that transcended far beyond our imaginations. We pulled together as a class to raise several thousand dollars to fund an event that would benefit the School of Tourism & Hospitality Management (STHM) community. On Wednesday, April 4th, the Senior Seminar Main Campus hosted the 8th Annual Networking Seminar. The evening featured roundtable discussions between STHM students and successful alumni within the sport, recreation, tourism, and hospitality industries. Our goal for this event was to create an avenue for students to connect with alumni that were currently engrossed within the industry, which would undoubtedly serve as an inspiration to the STHM undergraduates. Many students walked away from that day with a renewed energy to excel within our industry. That is the exact flame and passion within

the STHM student population that the Senior Seminar Main Campus Class strived to reignite. In addition to our special event, we conducted donation affairs, developed marketing initiatives, promoted professional development, and created international publications. And the most impressive part was that we did all this together as a class, rather than individuals.

Often, a period of reflection is the byproduct of a conclusion. This is the period in which we try to make sense of everything. What did it all mean? How do we apply what we have learned to our lives? The Senior Seminar Main Campus Class has indeed learned many life lessons that will permeate into our professional careers. We have added to our intellectual reservoir and honed our skills in teamwork, networking, sustainability, globalization, and other pertinent elements. Although it is human nature to strive for a materialistic reward at the end of a semester, such as grades, somewhere along the lines, Senior Seminar stopped being just a “class” and became more of a life-changing experience. Suddenly we were not so preoccupied with getting that ‘A’, and grades were no longer needed as a motivation to excel. And that’s when things began to make sense. This experience was supposed to reveal our strengths and confront our fears, so that we could defeat the hurdles that life presents. These revelations are brought to our attention in different vehicles whether it’s friends, family, relationships, or classmates. In this case, it was the combination of the aforementioned in conjunction with the experiences of Senior Seminar. Although we leave this class a little wiser and stronger, that is not to say that we have all the answers. But now, we do have the experience to provide solutions and the tools needed to prepare for wherever life may lead us.



Inside Senior Seminar

Main Campus Senior Seminar Committee Descriptions & Reflections:

Budget/Finance Committee

The success of the budget committee is owed to communication and organization. Keeping record of the class's finances throughout the semester is a critical responsibility and the backbone of our achievement. Our goal from the start of the semester was to produce an actual budget very similar to our initial projections. Although this was not the outcome, we did learn the most from the constant changes and need for flexibility. The entire class supported our committee work and with the Budget and Fundraising committees working closely together, we were able maintain to control of our finances. We are extremely proud of the end result and grateful to be able to provide our school with something in return.

Conference/Membership/Meeting Committee

As a committee, our main goal was to introduce the class to a number of professional meetings, conferences, and seminars that they could attend in a timely manner. We also had to make sure every student in class was a member of a professional organization that is related to our industry. This provided the class with many extra opportunities to network and familiarize themselves with organizations within the sport, recreation, tourism and hospitality industries.

First-Aid/Volunteer Committee

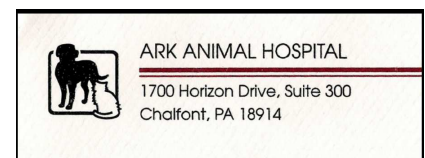
As the semester comes to a close, we begin to notice the importance of our committee's goals. Our entire class has been CPR and First Aid certified through the online training program: Emergency

University, which will make us more valuable in the workplace. Our class has been enlightened by our alumni panel, which discussed the transition from college to a career, and encouraged us to always have a smile on our faces. Finally, the multifarious volunteer events we have completed as a class, ranging from cleaning our campus at Temple B. Moore to leading boxers to the ring and guests to their seats at the Blue Horizon, have both given back to the community and united us as colleagues and friends. The Spring 2007 semester has been full of both challenges and triumphs, and we wish the best of luck to the upcoming Senior Seminar class.

Project Committee

Comprised of members from both Tourism and Hospitality Management and Sport and Recreation Management, the project committee was established and found a common ground. With the assignment of our committee came the assignment of our project, one that would bring us closer as a committee and as friends.

The Networking Seminar was to be our baby, the project that gave us the opportunity to show the class and the STHM community all that we had to offer. Even within our first committee meeting, I knew that I had a special group that would stop at nothing in order to put on a well-respected and unforgettable Networking Seminar. Everyone was extremely positive, presented great ideas, was willing to help out the other committee members in anything that came up, and constantly remained supportive of the chair. Within our first meeting, we set goals that we hoped to accomplish, and looking back on them following our event, they were each met. Once we came up with the theme, Back From the Future: Reflections of Alumni, we moved forward with contacting vendors, making confirmations, deciding on vendor gifts, catering menus, decorations for the venue, and deciding how we wanted our poster boards to appear. Through careful planning, every member of the committee was given a task, an integral part of the event that would be their own. Along with weekly meetings and trying



to get as much done ahead of time as possible, the committee planned, operated, and executed, along with the rest of our class, a very successful event.

The committee as a whole worked really hard together and proved that perfect strangers can come together with a common goal and work hard to be successful.

Marketing Committee

The Marketing Committee experienced some shuffling around at the beginning of the semester. After everyone had settled into their roles throughout the committee we were able to form a strong and communicative entity. We excelled in communicating our ideas to one another and to the Senior Seminar class as a whole. We created goals that focused on marketing the Networking Seminar using a myriad of techniques. This strategy created one of the strongest turnouts we have ever experienced at the seminar. Our team utilized individual strengths to improve each other's weaknesses. This created an amazing learning experience for all those involved. The team improved their skills in web design by creating a distinctive website that exceeded expectations of all those involved. The team also excelled in promoting all the events that were sponsored by the class; these events were advertised both electronically and through old fashioned collateral and presentations. The group as a whole stepped up to the plate whenever asked and volunteered their time to complete any task needed.

Fund Raising Committee

It's safe to say that fund raising is not an easy task regardless of your organization. Fund raising for our STHM Senior Seminar Main Campus class this semester was no exception. We were, however, successful in raising many funds that helped to cover the costs of the Networking Seminar and allowed us to give a considerable amount of money back to the STHM scholarship fund. It was our goal, as a class, to create fund raising events that were both profitable and fun, in order to increase participation. We held many little fund raisers such as: the first ever Senior Seminar Rock, Paper, Scissors, Shoot Tournament, a Senior Seminar 3v3 Basketball Tournament, a dinner social at the Draught Horse, and a profitable bake

sale in the SAC. We were able to organize two major fund raisers, which proved successful. The first was selling Phillies tickets for the game on April 13th, which was also college and dollar dog night. The second big fund raiser we had was a weekly Donation Affair. The Donation Affair consisted of prizes donated to the Senior Seminar Main Campus class through the affiliations of our class members. We also extend our gratitude to those companies and corporations that supported our fund raising efforts by becoming our corporate sponsors. Without the support of Douglas Stephen Plastics, Inc, Edwards & Company, Ark Animal Hospital, Merck, The Franklin Institute, Ocean City Home Bank, The Dutch Umbrella, and the STHM Alumni Association, our fund raising efforts would not have been as successful.

Newsletter Committee

Our committee started out with a very basic goal: to successfully produce all 4 newsletters. Once the newsletter process actually began, we realized that this was our opportunity to surpass expectations and leave a lasting mark on Montague & Associates. When given opportunities to shine, one must not become complacent with being ordinary. Our committee used this philosophy to develop new and exciting components to the newsletter, as well as to create two additional issues that were available in Japanese and English! Because of the drive to succeed and the diligence of the Newsletter Committee, our newsletter was able to reach a domestic and international audience that ranged from students to distinguished industry professionals.



Center City Campus Senior Seminar Committee Descriptions & Reflections:

Budget/Finance Committee

The Budget Committee is a very important and well-organized unit within Senior Seminar. As a committee, we developed a system to document and record all financial transactions in which we felt benefited the class the most. The success of the class relied on raising funds and keeping track of those funds with detailed and concise budget reports. Maintaining organization and communication throughout the semester with all classmates was indeed the glue that held us together. Kevin and I were pleased to be able to display the achievements of the class in dollar form each week.

Conference/Membership/Meeting Committee

This semester, our committee set out to professionally develop all of the students by having them attend a professional conference and become a member of a professional organization. As a committee, we researched conferences in the Philadelphia region. We provided the gathered information to the students to facilitate them in their selection of a conference to attend. We also provided the students with a list of professional organizations related to tourism, hospitality, sports and recreation which they could join. Throughout the semester, all of the students became members of a professional organization and attended a variety of conferences within the industry most related to their focus of study. Our hope as a committee is that the students will retain the information they were taught at the conferences. In addition, we hope that the students use the resources offered through their professional organizations to provide them with a competitive advantage in the job market for both future internships and careers.

First-Aid/Volunteer Committee

The Volunteer/CPR/First Aid Committee was successful in meeting all of the goals that we created for ourselves this semester. The alumni panel was a success because the four individuals who volunteered

their time were able to represent all four aspects of our major. The class was given 13 volunteer events to choose from to meet the requirement of 4. Most of the class has been certified for CPR/First Aid/and AED for infants and adults. Our committee has learned more than anything the importance of the organization and time management that is key to creating these opportunities so that all of our peers had a fair chance to meet their requirements.

Project Committee

The Project Committee of TUCC's Spring 2007 class was responsible for researching, designing, planning, coordinating, and implementing The 4th Annual STHM Student Luncheon. This year's theme was "Today's Work. Tomorrow's Success" and was held at the Hyatt Regency Philadelphia at Penn's Landing on April 28. The committee represented the class in moving forward with associated tasks, including related decision making and problem solving. The committee consisted of Tourism and Hospitality as well as Sport and Recreation Management students, but this mixture created an even more exciting collaboration that ultimately taught the importance of teamwork.

Marketing Committee

As Mr. Montague says, "Change is inevitable". Half way through the end of the semester, there was a change in command within the marketing committee. This repositioning really showed what our marketing team was made of because our strategies followed through with little to no interruptions. The marketing team had five main responsibilities, which consisted of creating a website, producing business cards, marketing to underclassman, developing all fliers and templates, and putting together the ad book. We had many accomplishments during the semester. We revamped the look of the TUCC Senior Seminar website, produced effective fliers to all our fundraising ventures, and made it a priority to involve underclassmen in our activities through the utilization of networks like



Facebook and Myspace. As the new marketing chair, I was and still am proud of our team's efforts to finish the job, despite the sudden change. Overall, I believe the efforts of the marketing team illustrated professionalism and perseverance.

Fund Raising Committee

Looking back on this past semester, there are many things that come to mind. First, I am very proud to say that as a whole, my committee worked hard to reach the goals that we set forth at the beginning of the semester. We worked well together as one committee, and we were able to keep the class morale high. Although, we did not raise as much money as we hoped, we still were able to raise a significant amount of money to give back to the School of Tourism and Hospitality Management. We stayed organized and efficient throughout the whole semester, and met weekly to discuss any upcoming events, deadlines and/or issues. Communication was never a problem for my committee members and me. We constantly e-mailed or called each other with updates, concerns or ideas. At the beginning of the semester, we came up with four main fundraising events that we wanted to produce. We stuck with these fundraisers and worked efficiently to make sure each event was well organized, entertaining, and raised a sufficient amount of money.

Newsletter Committee

This semester, the Newsletter Committee set out to reach new boundaries. The committee set the goal of creating an international newsletter. Through hard work and determination, the international newsletter was a tremendous success. The Newsletter Committee has also produced four other newsletters featuring articles from the Senior Seminar classes. The Newsletter Committee has set the bar even higher for the next Senior Seminar Newsletter Committees. Hopefully, they will take further steps to broaden their audience even more.

Success Upon The Waterfront

By: Bob Stimmel

Temple University's School of Tourism & Hospitality Management (STHM) Center City Senior Seminar reached the pinnacle of their undergraduate achievements on a sunny afternoon in late April as the flowers about town were springing into bloom.

STHM students have pushed themselves to the limit to raise the bar every year since the school came into existence



eight years ago. This time around was no different. A mix of philanthropy, volunteering, and charismatic leadership describes the agenda of every student enrolled in this semester's Center City Senior Seminar class.

On Saturday, April 28th, STHM held their fourth annual Senior Seminar Student Luncheon at the Hyatt Regency Philadelphia at Penn's Landing. The event was a huge success. Two engaging keynote speakers, a highly talented jazz band, and exquisite cuisine delighted a crowd of close to 200 people. This event is the culmination of every STHM student's time at Temple. Each student worked with a tireless effort throughout the course of the semester to achieve a common goal. Countless fundraisers and volunteering events allowed these young professionals to give back to a city that has fostered innumerable learning experiences for them over the past four years.

Senior Seminar encompasses all of the skills, talents, and ethics that are instilled by the professors in the School of Tourism & Hospitality Management. It makes a young professional realize that life is not all about what you do for yourself, but doing everything that you can do for the people around you. Life is about going the extra mile to brighten the lives of as many people as you are fortunate enough to come into contact with. Every STHM student took

that lesson to heart as they watched people enjoying the event that their efforts helped to create.

Tales from the Industry

We've all been there. It's your first day on the job, and you've already had the worst day of your life. By the time 9 AM rolls around, you've spilled coffee on your suit, broke the new company fax machine, and called your boss by the wrong name. Here are some first-hand accounts of industry bloopers, bizarre stories, and sentimental tales.

Escorting fans to and from the Eagles sideline doesn't sound like much, but when a fan told me I just made his life long dream come true, I felt like the most important person in the world.

- Jennifer Scattene

Breaking into the industry and getting the experience needed to develop one's career can be troublesome at times. During the Fall 2006 semester, I found this fact to be true. Throughout that particular semester, I held three different jobs while taking 18 credits. Needless to say, I learned to manage my time very quickly. Unfortunately, I also learned that no matter how organized you may be, sometimes certain uncontrollable factors will happen that you will not have the power to manage. Friday, September 29, 2006 was a prime example of this happening.

On this specific date, all three of my jobs collided. Luckily, I had no classes or schoolwork due that day, however, I had three responsibilities to uphold. The day, for me, started at 7 AM when I awoke, showered and traveled to my first destination, Lincoln Financial Field. There I started job one for the day, where I am a stand supervisor for ARAMARK. My duty that day was to organize and get my seven stands in order for the upcoming Monday Night game the Eagles hosted against the Green Bay Packers on October 2nd. Since I was in class the four days prior, I was unable to get any of this work done earlier in the week. Since I was

scheduled to work at my other two jobs Saturday and Sunday, Friday morning into the afternoon was the only day I could get into my stands and get them ready. I worked at Lincoln Financial Field from 8am to 3:30 PM Friday, leaving less work for myself Monday before the game, when I was allocated less time to do so. After leaving Lincoln Financial Field, I headed north to 15th and Walnut (actually 15th and Latimer St. is where I park). My job as a server at Good Dog Bar was the second destination of the day. I worked from 4 PM to 9:30 PM, and thankfully this was the week where I was the first server in and the first server cut, so I was able to get out earlier than normal.

I left Good Dog and then traveled to my next destination, The Franklin Institute Science Museum. At The Franklin Institute, I work for a program called Camp-In, where I hold one of three manager positions. This particular night was one of two training nights for new employees to the program. The training was supposed to be Friday and Saturday nights, both running from 5 PM to 11:30 PM. Thankfully, I was able to contact my boss earlier in the week and let her know the situation. Her response to me was that there was no real reason for me to be there the whole time, though she would like me to at least come for a little bit before the end of the night in order to introduce myself to any of the new hires. I was able to get to the Franklin Institute by 10 PM. I must say, this was one of the most unique and intense days of my young career in the industry, and from this I can take away that no matter how much planning and anticipation for what life and your profession(s) throw at you, sometimes you just have to take it in stride and just "roll with the punches" as the expression goes.

- Nick Ventrola



**The Franklin Institute
Science Museum**

The Senior Seminar Newsletter Committee would like to thank everyone who submitted their tales from the industry over the past four editions of the newsletter.

Confirmed Senior Internship Sites for 2007

| <i>Name:</i> | <i>Location:</i> | <i>Position:</i> |
|----------------------|--|------------------------------------|
| Dan Brady: | All Star Baseball Academy | Management Assistant |
| Phil Canosa: | Randolph College | Assistant Basketball Coach |
| Kevin Daniels: | Temple University | Athletics Marketing |
| Kamille Edwards: | Hyatt CMT Morristown | Food and Beverage |
| Amy Gatter: | Hyatt Penn's Landing | Rooms Division |
| Mark Grossman | Loews Hotel Philadelphia | Sales& Marketing |
| Nathan Gullo: | Marriott, Manwah, NJ | Sales |
| Elaine Kourkoumelis: | Trump Marina Hotel & Casino | Food and Beverage |
| Nick Krainak: | RiverCrest Golf Club and Preserve | Golf Outing Coordinator |
| Yuri Kurashima: | Tokyo Broadcasting System International Inc., NY | Production Assistant (Sports Div.) |
| Michael Lembo: | Medford Township Dept. of Recreation | Assistant to the Director |
| Christina Luciani: | Courtyard by Marriot | Guest Care Manager |
| Kate Marshall: | Normandy Farms Hotel and Conference Center | Wedding and Event Planning |
| Alison McDermott: | Walt Disney World Resort | Rooms and Related Management |
| Sharanya Pattabi: | Tamil Nadu Tennis Association | Assistant Tournament Manager |
| Adam Preston: | Marriott International | Sales |
| Kevin Rafferty: | Philadelphia Eagles | Guest Tour Coordinator |
| Jennifer Scattene: | AYS World | |
| Bob Stimmel: | Capital Grille | |
| Jeffrey Stumpf: | Daddy O's Hotel and Restaurant | Assistant Manager |
| Rachel Sultzer: | Grand Hyatt, Washington D.C CMT | Rooms Division |
| Amber Thomas: | Cruz Bay | |
| Adam Thomas: | Ron Jon Cape Caribe Resort | |
| Russell Zimmerlin: | Camden Riversharks | Operations Department |