



# The Connection

Bringing Students and Faculty Together Since 1998

## Lunch in the Park

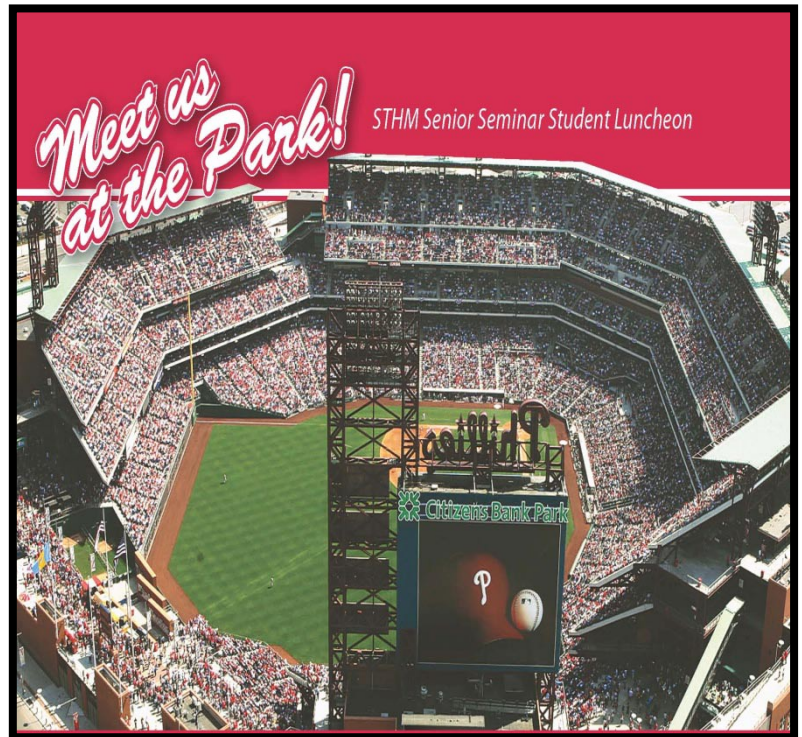
By: The Newsletter Committee

Senior Professional Development Seminar is considered a rite of passage for all School of Tourism and Hospitality Management (STHM) students. In order to complete this course and ultimately graduate, the Center City division must successfully plan and produce the STHM Student Luncheon. This event serves as the culmination of students' scholastic careers, prior to beginning their senior-level internships. In an effort to stray from the norm and provide an event with a fusion of sport, recreation, tourism, and hospitality, Montague & Associates collectively agreed to hold this event in Citizens Bank Park's magnificent Diamond Club.

While we learn the importance of joining forces on a professional level, the Diamond Club represents a prime example of the growing interdependence of the sport and hospitality industries. Philadelphia's passion for sports and history of tourism makes this a microcosm for a city that is so reliant on both.

As a way to thank the Temple University School of Tourism and Hospitality Management, all excess proceeds earned from class fundraising and sponsorship efforts throughout the semester will be donated to the Senior Seminar Endowed Scholarship Fund, at the Luncheon on Saturday April 26, 2008. Select students participating in unpaid internships will be eligible to receive a scholarship to assist with housing and living expenses they may incur.

STHM students, regardless of where their careers take them, will always call Philadelphia home. As their scholastic endeavors have come to fruition, the future of the industry in this city will be reflected in the following pages.



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*Upcoming Issues:*  
*Issue 5: Senior Internship Locations*



## Philadelphia Trends

### You Wish You Knew

By: Dana Dimitri and Samantha Wilson



As authenticity and the “local experience” become popular buzz words in the tourism industry a unique website has emerged to aid travelers in obtaining a “uniquely Philly” experience. UWISHUNU.com (pronounced “you wish you knew”) looks like an edgy “indie” blog community for hip, young consumers. Surprisingly, the website was created and is maintained by the Greater Philadelphia Tourism Marketing Corporation (GPTMC).

GPTMC have taken a risk. They have created a marketing tool with a slight edge; a website where photographs and brief anecdotes have precedence over the standard, in-depth tourism guidebook. The result: simplicity. The laid-back blog format of the website, allows potential tourists the opportunity to sift through thousands of entries written by people who know and love Philadelphia.

The new site has been designed with a young, urban traveler in mind and provides room for discussions regarding dining, the arts, sports, and a host of other areas of interest. Arguably, one of the great things about the format of Uwishunu resides in accessibility to its authors. Unlike a travel guide, message boards allow for free-flowing conversation between prospective travelers and self-proclaimed Philadelphia experts.

The exclusive design of the website is furthered by the prominently advertised “Philly like a local” hotel package. The package not only offers a one or two night hotel stay, complete with late checkout, but the aptly titled *eat.shop.philadelphia: The Indispensable Guide to Stylishly Unique, Locally Owned Eating and Shopping*

along with *Crossing Broad*, a compellation CD of music by local artists, are included in the package.

Although thinly disguised as an independent blog spot for all things Philly, the website is a creative marketing outlet for GPTMC. This site caters to the ever growing group of travelers who want to be part of the “in crowd” no matter where they are. Philadelphia is known for its historical relevance as well as the infamous cheese steak. The GPTMC would now like you to get to know the quirky, fun side of the City of Brotherly Love. Vintage clothing. Indie record stores. Off-beat art galleries. They are betting you are not already aware of all that the city offers and that Uwishunu can help you get to know Philly inside and out.

### Trimming the Trans Fat

By: Matt Stefan



www.princeton.edu

In February of 2007, Philadelphia became the second major US city to pass legislation banning the use of trans fat in restaurants. Restaurants are no longer able to fry any foods in trans fat, nor serve any trans-fat-based spreads.

“This dietary trend has been on the horizon for some time now,” says Bob Safford, Philadelphia DO (Director of Operations) for Jackmont Hospitality Inc., a company who owns the TGI Friday’s franchises in the city. “Over two years ago we stopped using whipped butter and switched to margarine. Now we have substituted that for Phase, a non-trans fat liquid butter alternative.”

Trans fat, originally thought to be healthier than butter, is now known to promote heart disease by raising LDL cholesterol, or bad cholesterol, and lowering good cholesterol. By September of 2008, the bill will also ban the use of trans fat in all other types of food preparation. However, some bakeries have tried to fight back, asking the City Council for a special exemption to allow the continued use of trans fat in pastries. One bakery even claims that it will not be able to make its pound cake without this ingredient.

“Bakeries and restaurants have been given an extra year to replace artificial trans fat in baked goods, even though healthier oils, shortenings with zero grams of trans fat, and good old-fashioned butter are perfectly abundant,” says Center for Science in the Public Interest (CSPI) Executive Director Michael Jacobson. The CSPI also points out that most pound cake recipes do not even call for the use of an artificial ingredient like trans fat.

Most eateries, like TGI Friday’s, have already taken the necessary steps to insure that trans fat is no longer used in any food preparation. Starbucks and Dunkin Donuts went trans-fat-free, and McDonalds has used substitutes in Philadelphia, New York and other markets, expecting a nationwide ban in the future. Trimming the trans fat for butter has never been so healthy or tasted so good.

### BYOBs, a Hit in Philadelphia

By: Nadia Forte



www.thepresswinecafe.com

Wine lovers adore the increasingly popular concept of BYOB restaurants in Philadelphia.

BYOBs are on the rise in Philadelphia. Once known to be neighborhood establishments like “the mom and pop diners”, they are emerging more often in center city by mostly chef owned restaurants on streets among the prevalent fine dining and up-scale restaurants. Some of these popular establishments include Audrey Claire and Django.

BYOB, which means “Bring Your Own Bottle”, allows restaurant customers to bring their own bottle of wine to dinner which has been proven to be both advantageous for the owners and the customers. The owners avoid having to go through the trouble of the application and approval for a liquor license, worrying about liquor license laws, and stocking a large alcohol inventory. The consumer is permitted to bring his or her own wine of choice, rather than paying a considerable amount more for that same bottle provided by the restaurant.

Now with over 200 BYOB properties in Philadelphia, this restaurant trend is continuing to grow by spreading its popularity into cities such as New York and Chicago. The industry continues to produce interesting concepts and trends, and this is just one of the many forms and styles of restaurant dining that can be found in the beautiful and culturally diverse city of Philadelphia.

### Going Green and Going Strong

By: Mark Savini

Philadelphia. The fifth largest city in the United States and the producer of massive amounts of pollution generated from its people, industrial plants, city lights, and vehicles. The recent ‘going green’ movement has begun to permeate the American culture with everyone, including the city of Philadelphia eager to jump on the environmental bandwagon.



www.philadelphiaeagles.com/go/green

In an effort to encourage environmental stability in Philadelphia, many organizations in the tourism, hospitality and sport industry have joined the campaign of “going green”. The Philadelphia Eagles set the precedent when launching their “Go Green” campaign in 2003, with the aim of incorporating green initiatives, sustainable business practices, and educational programs in order to inform the community about how to impact the planet and improve the quality of life. The Eagles pride themselves as being the first professional sports organization to adopt responsibility for the environment and its role in the community.

Event planners have also been informing their clients about the possibilities and benefits of hosting a “green” event. Many hotels are working to leave less of a carbon footprint by not washing linens each night of a guests stay or by installing energy efficient lighting systems. Attractions around the city are using their notability to promote cleanliness, providing proper waste receptacles and advertisements for the wellbeing of our planet.

In an attempt to improve the air and the aesthetics of Philadelphia's famous neighborhoods, the streets are being cleaned and trees and flowers are being planted in needed areas. Those who visit Philadelphia will note its dedication to the environment and will be left with a great impression of the city we love. As the world opens its eyes to this dilemma, Philadelphia is working towards becoming a front runner.

## Future Development



[www.phillyskyline.com](http://www.phillyskyline.com)

### “This Changes Everything”

By: Eric Fritz

Say hello to “the ACC” – the American Commerce Center. When built, this project will redefine the Philadelphia Skyline and boost tourism. Proposed for construction at 1800 Arch Street in the summer of 2009, the unique design of this enormously tall skyscraper will connect a 1,500 foot office tower with a 473 foot, 26-story hotel tower through the use of a multi-story sky bridge. The ACC will not only leave its mark on the Philadelphia skyline, but the history books as well, by becoming the third tallest building in the United States and one of the ten tallest in the world.

Here is what you need to know: 1,210 feet from ground level to the lower portion of the roof, 1,500 feet to the top of the spire, 63-story office tower, 26-story hotel and 473 feet to the roof-top garden accessible to hotel guests. There will also be 3-to-6 stories of street accessible retail along Arch Street with a public garden facing the dome of the Arch Street Presbyterian Church. A third garden is planned for the sixth floor between Arch and Cuthbert. All of the parking will lie underground.

The lot at 1800 Arch Street is currently owned by Wall Street Capital (WSC) who brought on the world-renowned architecture firm, Kohn Pederson Fox (KPF) to generate the unique design of the record-breaking project.

Mayor Michael Nutter believes, “It would be a spectacular addition to Philadelphia’s skyline. Sustainability efforts and building ‘green’ continue to be hallmarks of this Administration and the plans for this particular project are consistent with those goals.”

A minor zoning conflict is all that stands in the way of this behemoth.

Estimated at a cost of \$800 million, the ACC could easily put that much money back into the economy of Philadelphia. Not only will it be a structural and architectural marvel which will attract the curious, but the size and scope of its hotel and potential retail uses will beckon the tourist and professional alike.

### A Gamble for Philadelphia

By: Seth Blume

What is in store for the future of Philadelphia? It appears to be loud clanking noises, bright flashing lights and late night partying. That’s right, casinos are coming to Philadelphia. Now all the ambience of Atlantic City is right at our backdoor. After long fought battles in City Hall and Harrisburg, with ex-mayor John Street and current Governor Ed Rendell being a huge proponent of allowing casino’s, Harrah’s was issued a slot license by the Pennsylvania Gaming Control Board on September 27, 2006, with the casino opening 4 months later on January 22, 2007.

The most obvious reason for issuing gaming licenses in the Philadelphia area is the possible economic windfall. Maureen Garrity, a spokesman for Foxwoods Casino in Connecticut, which currently operates the largest casino facility in the country, says the new Foxwoods location on Columbus Avenue will generate 1,000 new permanent jobs. Furthermore, in a study done by Frederic Murphy from Temple’s Fox School of Business on the economic impact of the Foxwoods casino, he concludes that the city wage tax will drop to 3.5% which amounts to a 15% decrease from its current amount. Also according to Murphy, by the time the third phase of the casino construction is completed, the city estimates to take in over \$36 million in taxes. This new

revenue stream can be used in many positive ways such as improving city schools.

Despite the positive economic advantages of the casinos, many people see possible drawbacks. Murphy claims there is a strong possibility that other entertainment sources, such as museums and theatres could see losses because people will be spending their money at the casinos. Furthermore, many residents do not want to live next door to a 24-hour casino and have fought tooth and nail to prevent them from coming into the city. Finally, just recently there has been a major setback in the building of the SugarHouse casino. Mayor Michael Nutter has pulled a building permit for the casino, which leaves its status in limbo. Despite the outcome of any possible legal decision, it is safe to say that casinos will play a large part in the future of the tourism and hospitality industry here in Philadelphia.

## Future Dreams

### Philadelphia Gets Nod for MLS Expansion Team

By: Andrew Quarino



www.sonsofben.net

People have been known to joke in the United States saying, "Soccer is for those that can't play baseball or football". That ideology may change now. When Major League Soccer arose and began a decade-long flirtation into the United States, and now with Philadelphia, the joke took on a local dimension. MLS commissioner Don Garber made it official during a raucous news conference in Chester, Pennsylvania, where the new team will play. His words set off a prolonged ovation from several hundred fans and supporters at a waterfront office complex.

Mr. Garber spoke about the 12-year journey to bring the world's most popular sport to the City of Brotherly Love. What could have been a two-minute message from MLS headquarters turned into an hour and a half long celebration

with fans, team owners, former players, and league officials hugging one another and shaking hands; sharing a happy disbelief that this day had finally arrived. Children in youth-club jerseys darted past men in business suits. A random soccer ball dribbled loose, and loud chants went up from the Sons of Ben, the 1,000 member fan group that labored for months to win a team.

The team will join a league that after 12 seasons still struggles toward profitability but has made gains in recent years, primarily through the construction of so-called soccer-specific stadiums. The owners insist this team will be successful on the field and at the gate, avoiding the fate of the last two teams that played, Philadelphia Fury and Atoms. The unnamed team will be playing in a brand new \$115 million waterfront soccer stadium; the anchor for a broader \$500 million development of stores, restaurants and townhouses. Estimates show the stadium will seat 20,000 people; approximately 1,500 more than originally projected.

MLS insisted that the expansion team must have wealthy ownership and a deal to build a soccer stadium. St. Louis organizers, who were competing with Philadelphia for the 16<sup>th</sup> expansion team, locked up a stadium agreement in September but struggled to attract investors. The Philadelphia group had money but no stadium deal – Governor Rendell committed \$47 million from the state. Rendell has portrayed the state investment as a bargain; the ignition for a project that the builders say will create 2,600 construction jobs, 800 permanent jobs, and \$19 million in annual tax revenue.

Now Philadelphia will have yet another team to attempt to end the Championship drought in this passionate sports city.

### Passionate City Deserves a Chance

By: Kevin Drulis

What do the hills of Manayunk, the sport complexes in South Philadelphia, Boathouse Row, Franklin Field, and the Liacouras Center all have in common? They would all be great venues in which to host the Olympics in Philadelphia.

www.inhabit.com



Unfortunately, the city of "Brotherly Love" is not feeling the love from the United States Olympic Committee.

Philadelphia was originally on a list to host the 2016 Summer Olympic Games. Instead, the committee chose to nominate Chicago. Some believe that Philadelphia is not equipped to host such a colossal event; the following facts beg to differ. Philadelphia has a passionate sporting atmosphere

and was recently cited as the number two sports city in the nation by Sporting News Magazine.

South Philadelphia is home to The Wachovia Center, The Wachovia Spectrum, Lincoln Financial Field, and Citizens Bank Park. These venues host Philadelphia's professional and collegiate sporting teams and would easily be able to host an array of events.

The Liacouras Center on Temple University's main campus and Franklin Field at the University of Pennsylvania, home of the legendary Penn Relays, could potentially offer their fine facilities. Boathouse Row sits on the Schuylkill River and has hosted renowned rowing regattas, making it a perfect setting for the rowing competition. The Manayunk area of Philadelphia is host to the annual Philadelphia International Championship bike race, recognized as America's top international classic.

The Hills of Manayunk have been proven to offer cyclists a challenge and the atmosphere is ideal for fans.

Philadelphia will be hosting the U.S. Olympic Team Trials for gymnastics this June. It is possible that the United States Olympic Committee will take notice of a great show provided by Philadelphia and garner consideration for the 2020 Olympics. The impact of hosting the Olympics for the sport, hospitality, and tourism industries would be immensely beneficial. According to the Atlanta Olympic Games Committee, it is estimated that hosting the Summer Olympic Games in 1996 had a \$5.1 billion impact on Georgia's economy.

It is time that the city of Philadelphia, rich in American tradition since 1776, is given the opportunity to host the Olympics. Imagine the scene: the Olympic Torch running down Broad Street, turning for the Ben Franklin Parkway and heading up the steps of the Art Museum, similar to the scene in Rocky. The entire world could finally enjoy a slice of brotherly love.

### Philly Live!

By: Craig Solomon

The city of Philadelphia is changing rapidly. The building of the new Comcast Center and recent talks of a new skyscraper eclipsing the Comcast Center has dramatically altered the city's skyline and has city officials hopeful of a positive change in perceptions of Philadelphia. Furthermore, plans to demolish the Wachovia Spectrum, currently the home of the Philadelphia Phantoms and Philadelphia Kixx, have evolved and facility site developers are designing other entertainment venue options to be available in South Philadelphia.

If the fate of the Wachovia Spectrum is saved, a 300,000 square foot retail, dining and entertainment facility, known as Philly Live, will connect the Wachovia Center to the Spectrum. If the Spectrum has seen its last day and is demolished, a 300-room hotel will take its place. It is possible that, pending further decision, this phase could come as late as ten years from now. In either situation, it should be noted that thousands of employment opportunities would be at the feet of Philadelphia residents.



[www.philadelphia.about.com](http://www.philadelphia.about.com)

Philly Live is the brainchild of Comcast-Spectacor and development firm, the Cordish Company. The inspiration of the entertainment complex comes from Comcast-Spectacor Chairman Ed Snider who states; "Our vision when we built the Wachovia Center was to create the ultimate sports destination. Philly Live is the dining and retail entertainment component of that vision." The entertainment complex will be open year round and accessible to everyone, not just those attending sporting and entertainment events. It is the hope of both the developers and South Philadelphia residents that Philly Live will act as a catalyst to rejuvenate the area while serving as a regional destination

## Restaurant Spotlight

### Portofino Restaurant

By: Robert DeBlasio & Chris McCafferty

Portofino Restaurant, located at 1227 Walnut Street, has been a cornerstone of Philadelphia fine dining for the last thirty-five years. Ralph Berarducci opened the Italian-style restaurant in 1973, preaching excellence through his philosophy of quality, affordability, and service.

Portofino is able to serve every type of customer due to its casual setting. Celebrities such as Joe Montana, Arnold Schwarzenegger, Sylvester Stallone, and Frank Sinatra have all called the Portofino home over the years. Mr. Berarducci prides himself on the fact that his restaurant serves nothing but fresh, handmade cuisine. This element makes Portofino truly special.

#### Restaurant Review

Whether it is a romantic dinner for two, or a graduation celebration, the Portofino Restaurant has something for you. Once you enter the doors, the staff is on hand to welcome. After studying the menu, be sure to consult with your server who will certainly provide tasty recommendations guaranteed to make your mouth water.

For starters, try the bruschetta, which will undoubtedly surpasses expectations to both shock and surprise. Next, I'd like to recommend the calamari, which is prepared grilled or breaded. The fried version fits the definition of perfection with its tender yet crispy texture.

When it comes to pasta, Portofino Restaurant does it best. For guests looking to indulge in quite possibly the finest pasta dish in the city, I recommend the Fettuccine Abruzzese. Mushrooms, broccoli, sun-dried tomatoes and succulent shrimp blended together with goat cheese in a light cream sauce. This entrée is the epitome of fresh homemade pasta and raises the bar for competitors.

If you are in the mood for beef, this is the right place. Portofino serves a 12 oz. center cut filet mignon that is out of this world. Charcoal-grilled and sautéed in a light brandy sauce, no words can describe its wonderful taste.

A special 20% discount is available with tickets to concerts, sports events, and more. In addition, the Portofino offers discounted parking with validation.

**For more information, please visit the Portofino at [www.portofino1227walnut.com](http://www.portofino1227walnut.com)**

## Editorial

### “Bigger Means Better”

By: Meagan Kearney

While interning with the Philadelphia Convention & Visitors Bureau during the summer of 2007, the Director of Special Events delegated a significant task to me. She requested that I begin planning a groundbreaking event for the expansion of the Pennsylvania Convention Center. Initially, I did not comprehend the magnitude of this event; nevertheless, I persevered and learned fast.

Before the creation of the current Convention Center in 1993, Philadelphia had a scarce selection of hotels, restaurants, and shopping districts, which have since grown substantially. The Convention Center has been a key reason for significant industry growth and has tremendously impacted Pennsylvania's economy. Conventions are big business in Philadelphia and currently contribute to 41% of room-nights sold in Center City. It accounts for 50,000 jobs in the hospitality industry alone, and contributes over \$8 billion to the region annually.

Now let's get back to the future...I was responsible for planning an integral event for the press, mayor, and public of Philadelphia to view the first demolition of a historic building in Center City marking the beginning of the expansion project. After a 2,000 pound wrecking ball knocked down the first

building, the rest was history. The city of Philadelphia began working with one common goal, to make the city bigger and better. A few highlighted benefits to be gained from the project are:

- ✓ An additional 1 million sq. ft. of saleable space.
- ✓ The largest contiguous exhibit space in the Northeast (541,000 sq. ft.).
- ✓ The largest convention center ballroom on the East Coast (60,000 sq. ft.).
- ✓ The ability to host large tradeshow or two major conventions simultaneously

The theme for this costly and time-consuming expansion is “*Where a Bigger Future Begins*,” as many more improvements to the city are sure to follow. For example, the Convention Center will soon stretch to North Broad Street, in proximity to Temple University. This area will certainly benefit from the attention and development. The new addition will spawn other buildings and developers to invest in certain ‘run-down areas’, only adding to the already up and coming city in which we live. It was best stated by Mayor Michael Nutter who claimed, “This demolition is one of the most exciting events in this city’s history.” This one project, if executed properly, will unquestionably lead to a *Bigger Future!*

## Montague & Associates 2008 CEO: Mr. Jeffrey Montague

## Upcoming Events

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 Associates: Louis Cirelli  
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**Volunteer/CPR-** Chair: Ayako Kajio  
 Associates: Kevin Drulis, Erin Stokes

**Center City Campus**  
**President-** William Hamby  
**Vice President-** Bongduk Jang  
**Budget-** Chair: Caroline Dundon  
 Associates: Thomas Dolan  
**Conference/Passport/Membership-**  
 Chair: Rachael Morgani  
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**Fundraising-** Chair: Cameron Sweet  
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**Volunteer/CPR-** Chair: Yana Makhnovetsky  
 Associates: Craig Solomon, Daniel Melise

**Join Graduating Seniors and Faculty at the STHM Student Luncheon!**  
 Date: April 26th  
 Time: 11AM-2PM  
 Location: Citizens Bank Park Diamond Club

**Attend the Senior Seminar Bowling Fundraiser.**  
 Date: April 27th  
 Time: 6PM-10PM  
 Location: St. Monica's Bowling Alley  
 1601 W. Shunk Street, Philadelphia PA

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## Special Thanks

**Jodi Weisberg -**  
 Program Manager of Communications and Creative Services  
 Fox & STHM Communications Department

**Kyle Sawdey –** Student  
 STHM PR/Marketing Intern

**Mark Skowron**  
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