Mayor Nutter awards alumna for transformative efforts with Minority Enterprise Development

Life has come full circle for Tiffany Newmuis, STHM '11. As a child living in Delaware County and southern New Jersey, Newmuis was inspired by her mother’s passion for the hospitality industry. Today, she inspires passion in hundreds of other budding hospitality innovators from her office in the Pennsylvania Convention Center.

Directing diversity programs for the Philadelphia Convention Center is Newmuis’ dream job. “My job is to help communities help themselves,” she said. “I guide businesses owned by minorities, women and people with disabilities towards resources that help them thrive. People really value that—once they have resources, they succeed on their own. That’s why I love my job so much.”

Passion inspires innovation. Ask the Convention Center, which placed Newmuis on the board of the city’s Minority Enterprise Development (MED) Week and watched her high-tech marketing strategy launch MED Week into the 21st century. Or ask Mayor Michael Nutter, who honored Newmuis in October 2011 at the 37th annual Philadelphia MED Week Awards Reception with the event’s first-ever Certificate of Recognition for Teamwork.

Newmuis thanks her transformative experience at STHM—including one-on-one advice and encouragement from Assistant Dean Jeffrey Montague and Managing Director of Business Development Greg DeShields—for helping her discover a career that combines all her strengths. “Dean Montague and Greg DeShields really helped connect me to the job market while I was in school,” Newmuis said. “All the information, advising sessions, wisdom and advice that they gave me while I was a student helped me get where I am today.” —Carl O’Donnell

Tourism and hospitality degree launches a career—nearly 9,000 miles from home

After carrying her 8,974 miles across North America, and the Pacific and Indian oceans, the plane touched ground on a small islet near Male, Maldives at 2 a.m. Samantha Lauver, STHM ‘11, could have picked a senior internship closer to home. If she had, it would be 5 p.m. Eastern Standard Time, and she’d just now be leaving the office. But where the wooden Dhoni, putting toward Male through the nighttime surf, was taking her, Lauver wouldn’t be working a nine to five.

She’d be working on Kihavah, a 1,600-by-900 square-foot speck of sand in the Indian Ocean, 83 miles from Male by speedboat, where international tourism firm Anantara was building a new resort—including an underwater restaurant—rivaling the most established and opulent escapes in the Maldives.

The islet’s villas could house 200 guests. But when she arrived in October 2010, they housed zero. Lauver’s job was to help get those beds booked before Anantara Kihavah’s grand opening in early 2011. With the resort’s nearest major market, the Middle East, more than 2,000 miles away, getting Kihavah’s name out meant devoting thousands of hours to sales, media outreach, brochure design and website development.

Lauver finally also have a nine to five. She’s been hired permanently and spends her weekends exploring the islet’s villas, snorkeling, wading in the always-accessible ocean and visiting nearby islands. “I’ve always wanted to live and work in a beautiful place,” Lauver said. “I’d like to eventually be transferred somewhere new—somewhere on a mainland. Maybe Africa. But this is my beautiful place for now.” —Carl O’Donnell

Gallery of Success inductee

Steve Ryan develops partnerships for Arizona Cardinals

Steve Ryan, vice president of business development for the Arizona Cardinals, might work for an NFL team. But the greatest perk of his position is working across industries with a vast array of corporate partners. “The Cardinals’ “all-star brand lineup,” as Ryan calls them, includes partnerships with Toyota, Coca-Cola, Anheuser Busch and the University of Phoenix, which has stadium naming rights.

“We really take a lot of time and effort in understanding their business and their industries so we can create marketing and sponsorship programs that are customized,” Ryan, MS ’92, said. “It’s a challenge but it’s also exciting, and there are very few jobs that would allow you to work with some of the leading companies in leading business categories.”

Ryan’s professional accomplishments were recognized in October 2011, when he was inducted as the School of Tourism and Hospitality Management’s representative in Temple’s 2011–12 Gallery of Success. Ryan completed his 14th season in the NFL this year, eight of them with the Cardinals and six with the Philadelphia Eagles, the teams he grew up cheering for as a boy in Berwyn. After playing multiple sports in high school—he is now a member of the Malvern Prep High School Athletic Hall of Fame—Ryan was a four-year letterman for the football team at Duke.

From there, he earned his master’s degree in sport and recreation management from STHM, where Professor Michael Jackson led Ryan to his first break in the industry—a marketing and outreach position with Special Olympics Philadelphia. —Brandon Lancb