Temple University’s School of Tourism and Hospitality Management is recognized as a model of excellence and a school of choice for the most diverse, academically talented individuals preparing for careers in tourism, hospitality, sport and recreation management.

Greetings from the Associate Dean

Records were meant to be broken. That familiar adage is true in many ways for the School of Tourism and Hospitality Management (STHM). The 2012–13 academic year was yet another record year of recruitment, with more than 200 freshmen and transfer students representing the largest and most academically talented incoming class in our history. They joined the biggest graduate class in many years, and our school is now home to approximately 900 students total.

This spring, our seniors secured the largest number of internships in school history, with 113 seniors interning at a wide variety of tourism, hospitality, sport and recreation firms and organizations across the world. Additionally, 43 juniors attained spring internships.

Three full-time faculty members joined our school this year, and we plan to welcome five new faculty in Fall 2013.

Our professors continue to earn prestigious awards and positions of prominence in their fields, including Sport and Recreation Management Professor Daniel C. Funk becoming editor of Sport Marketing Quarterly and Tourism and Hospitality Management Professor Daniel R. Fesenmaier receiving a lifetime achievement award and editing the Foundations in Tourism Research Series—which explores critical issues in tourism—from the Journal of Travel Research.

While we often marvel at records being broken, it is also important to recognize those that remain unbroken, and Steven H. Korman truly has an unbroken record of service and commitment to his business, to the community and to Temple University. Steve has chaired our Dean’s Council for the past dozen years and has been a driving force behind many initiatives, including our annual Fruits of the Spirits farmers market. He shows his commitment to Temple in so many ways, and this year he received the prestigious Musser Award for Excellence in Leadership. He surprised everyone at the awards ceremony—most notably 20 lucky STHM sophomores—by announcing $12,000 scholarships for each of them.

As we reflect upon so many record-breaking highlights and accomplishments from 2012–13, we also look ahead to our school’s 15th anniversary, which we will celebrate July 1.

We have come so far since our founding in 1998, and this upcoming milestone will allow us to celebrate all we’ve done. It will also serve as a fresh reminder that we have so much more to accomplish.

Elizabeth H. Barber, PhD, CHE
Associate Dean
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Hailing from among the city’s 661,000 housing units and 142,000 small businesses, Philadelphians crowd the 11th floor of the Municipal Services Building, waiting for their moment with the Department of Licenses and Inspections (L&I).

Many seek help with a problem: a need for a business license, a dispute with an inspection or, increasingly, a fine related to vacant property. L&I’s recent campaign targeting Philadelphia’s 40,000 vacant lots and 15,000 empty structures means 55,000 new problems are on the way.

This burden does not appear to weigh on a man walking into an L&I conference room. Dressed in a pinstripe suit, he greets his visitors and then begins explaining the benefits of the department’s vacant land strategy. Developing these 40,000 lots, he says, could save the city at least $20 million in maintenance costs annually.

With his jaunty stride, baby face and hair unspeckled by gray, the man could easily pass for a junior staffer. But this is Carlton Williams, ’94, and for the past year and a half he has served as commissioner of L&I. His 300 inspectors, customer service representatives and plan examiners interact with every new business in Philadelphia. Each year, L&I inspects 90,000 properties and issues nearly 60,000 development permits.

Williams is a self-described quintessential optimist: “If you knew the city 10 years ago and have seen it today, you know how much potential Philadelphia has.”

From the conference room, all one can see of the city is the dense traffic circling City Hall. But Williams’ perspective extends farther, north and west to neighborhoods such as West Oak Lane, where he grew up playing football and baseball in city playgrounds. Midway between those playgrounds and his downtown office are two landmarks where Williams’ career in public service was borne: Fairmount Park and Temple University.

Turning left or right

In the early 1990s, the William Penn Foundation donated $20 million to a now-defunct program that some would dismiss as idealistic. The program offered Philadelphia’s at-risk youth the opportunity to work as rangers for Fairmount Park while studying at Temple for an associate’s degree in sport and recreation management. Hopefully, the logic went, this group of tough teenagers from bad neighborhoods would learn to treasure the city’s green space and become upstanding young leaders.

School of Tourism and Hospitality Management Assistant Dean Jeffrey Montague was the program’s academic coordinator, responsible for creating the curricula and teaching several classes. Having grown up in the city himself, Montague knew these kids “couldn’t care less about parks” — or becoming upstanding young leaders, for that matter. Montague’s goal: Get them to start caring.
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One young man in the program exemplified the problem. On one hand, he was a great kid—respectful to his peers and to Montague, quick to stir laughter and very intelligent. “I could see it in his eyes,” Montague said. “Those wheels started turning every time I posed a question.”

The boy would often halfway raise his hand. But then he would glance at his classmates, see them slouching back in their chairs or gazing out the window, and change his mind. His hand would drop and he would stare down at his desk.

The boy was a young Williams, someone who could have turned left or right. “He could have ended up working in a low-paying, unchallenging job,” Montague said. “But, oh, Carlton would have been so much smarter than his boss.”

To Williams’ benefit, he had solid roots. His father spent his 37-year career in the Veterans Administration. His mother worked for most of her life in a factory. Montague describes Williams’ parents as possessing “tremendous, worldly intelligence.” Williams didn’t quite have that at 18. What he had was “great academic potential,” Montague said. “But his world gave him no outlet for that. He needed minority role models like me to nurture those gifts.”

Enter Williams, a young deputy commissioner in the sanitation division of the Streets Department. He had enjoyed a charmed career ever since Mayor John F. Street tapped him in 2000 for a position helping oversee, serendipitously, the Parks and Recreation Department. Now, Williams was helping veteran streets Commissioner Clarena Tolson spearhead Philadelphia’s Unlitter Us campaign, remove up to 4.8 million pounds of trashduring annual spring cleanups and establish one of the greenest trash disposal systems in the country using BigBelly compactors.

Williams’ first move was to assure the unions that no jobs were at risk. His second was to promise community leaders that his plan of using one BigBelly to replace every three traditional trashcans wouldn’t compromise neighborhoods’ cleanliness.

Then Williams had to realize these promises. The BigBrellas proved so successful that the necessary garbage personnel dropped from 34 to nine. So Williams devised a plan to re-employ the other 25, largely in recycling. Then he helped community leaders purchase their own extra BigBrellas, so that neighborhoods would be cleaner than ever. The result? Happy unions, happy residents and $1 million in the city’s coffers. And eventually, Williams’ promotion to commissioner of L&I.

Stay optimistic

Today, Williams lives with his wife, Melissa, and his children in Northeast Philadelphia. But he frequently treks back to West Oak Lane to visit his mom and coach youth sports. The drive sometimes takes him down Ogontz Avenue, a street he knew as a child for its vacant lots and blight. It’s a different place now. The boarded-up windows are disappearing. Property values are up. The streets, too, are much cleaner.

A few miles away is Fairmount, where he once led students from the city’s worst schools on their first nature walks. And two miles from Fairmount is Temple, where Williams himself was led through his first exploration of academia.

Of course, in a downtown office 10 minutes south, 55,000 problems await. But Williams doesn’t stress. After all, he is a quintessential optimist for a reason.
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The green initiative would replace Philly’s overflowing trashcans with solar-powered trash compactors called BigBellys. These compactors would ensure that a much smaller volume of trash would enter landfills and would reduce the need for garbage pickups. The resulting cuts in fuel, maintenance and personnel could save the city $1 million per year. But none of this would happen if union members mistook the initiative for a ploy to scrap jobs.

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Williams was introduced to city services as a boy playing sports at West Oak Lane’s Simons Recreation Center, and his passion for and understanding of public service came through the Philadelphia Ranger Corps. When he became an official with the city’s Parks and Recreation Department, his first project was to complete an expansion of Simons—where he now coaches football and baseball. But Williams realized that what he wanted was a bit different from that of his friends, a bit more … academic. He received a full-time job at Fairmount Park, paid his way through the last two years of his bachelor’s degree program and then strolled into Montague’s office. Williams wanted a faculty recommendation. He was applying for a master’s program in public administration at Widener University.

“I want to study in this program,” Williams told Montague. “So I can be successful like you.”

Cleaning up a messy situation

It was 2008, and tensions were mounting with city unions. The Streets Department was dedicated to making Philadelphia one of America’s greenest cities. But the department’s tight budget meant that new green initiatives had to help the city save money—or, as many union members saw it, help the city cut jobs when unemployment was already bad enough.

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The two-year Park Ranger program came to an end. Williams and most of his peers graduated with associate’s degrees. Many of the program’s alumni became upstanding citizens after all. But Williams realized that what he wanted was a bit different from that of his friends, a bit more … academic. He received a full-time job at Fairmount Park, paid his way through the last two years of his bachelor’s degree program and then strolled into Montague’s office. Williams wanted a faculty recommendation. He was applying for a master’s program in public administration at Widener University.

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Surprise scholarship announcements from Dean’s Council chair leave students speechless

Twenty School of Tourism and Hospitality Management sophomores competing for a single $10,000 scholarship from an anonymous donor heard a series of stunning announcements Nov. 14. Not only did Korman Communities founder Steven H. Korman reveal himself as the donor on the night he was honored with the prestigious Musser Award from the Fox School of Business, he also raised the amount to $12,000. And then he awarded the scholarship—to all of them.

Korman’s $240,000 donation—in support of Temple’s recently announced five-year, $100 million fundraising campaign for student scholarships—capped a night emphasizing the university’s commitment to reducing student debt. In his acceptance speech, Korman said he was attracted to supporting Temple because it takes raw talent and provides a chance to succeed. He has chaired the School of Tourism and Hospitality Management Dean’s Council for 12 years.

Korman said each finalist was asked to submit a letter to their then-anonymous donor. Common themes were the students’ gratitude for their families’ sacrifices to help them attend college and a desire to give back to Temple. He then read aloud the letter from Sara Sheedy, a Philadelphia native whose father passed away recently and whose family struggles both with their loss and with the financial burden of higher education. Instead of addressing the donor, she wrote to her dad.

"Through a generous donor, I’ve been nominated to receive a scholarship that would greatly help me continue my education," the letter read. "You always told me never let any obstacle stand in the way of an education. Now, with this incredible development, I could continue my studies without worrying about how to pay for it."

After reciting the letter, Korman said, “We’re lucky the next generation is going to be amazing. And all 20, when you think about it, are winners.”

He then turned to the students, gathered on stage in Mitten Hall, for the big reveal: "Did I say you were all winners? You’re all winners!"

– Brandon Lausch

Scholarship winners

Jenna Anderson  Kyle Martin
Da’Twan Bolden  Sean McGuire
Shane Brennan  Victoria Noboa
Michael DeMarchi  Kelly O’Brien
Carlos Deno  Chandler Richardson
Gemma Duffy  Sara Sheedy
David Heggan  Michelle Siporin
Morgan Jenkins  Julia Stief
Gabriella Kelly  Patrycja Sypien
Lauren Lam  Chynna West

“I just know what an honor it is to go here, and I also know how hard it is to go to any college with the cost of tuition, so I can’t even put into words what this means to me and my parents.”

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Photos by Ryan S. Brandenberg

Mark Korman, president of KCI Commercial Real Estate, is one of Steven H. Korman’s three sons. (Bottom) Philadelphia Phillies first baseman Ryan Howard

Sharon Pinkenson, executive director of the Greater Philadelphia Film Office, greets honoree Steven H. Korman

Honoree Steven H. Korman reveals that all 20 of the applicants would receive an increased scholarship amount of $12,000 each.
Resident Experts

From the Atlanta Falcons to the world of high-end culinary arts, six leaders from diverse segments of the tourism, hospitality and sport industries presented in 2012–13 in front of packed auditoriums of students about key industry trends and essential ingredients for success as part of the School of Tourism and Hospitality Management’s ongoing Executive in Residence Program.

**Jose Garces**

**EXECUTIVE:** Jose Garces, celebrity chef and award-winning owner of the Garces Group  
**MODERATOR:** Paul Loya, president and CEO of Philadelphia’s Center City District  
**DATE:** Sept. 11, 2012  
**TAKEAWAY:** "Restaurant-goers [in Philadelphia] are savvy. They want a unique experience that comes from chef-driven concepts."

**Steve Rudnitsky**

**EXECUTIVE:** Steve Rudnitsky, president and CEO of Dolce Hotels and Resorts  
**MODERATOR:** Steve Bello, managing director of the Stockton Seaview Hotel and Golf Club  
**DATE:** April 3, 2013  
**TAKEAWAY:** "Lead from the front."

**Michael Stiles**

**EXECUTIVE:** Michael Stiles, senior vice president of administration and operations at the Philadelphia Phillies  
**MODERATOR:** Kathy Killian, vice president of human resources and customer services at the Philadelphia Phillies  
**DATE:** Feb. 21, 2013  
**TAKEAWAY:** "Part of the beauty and excitement of this job is never knowing what to expect when you’re trying to provide entertainment and world-class service for 45,000 fans."

**Harry Carpenter**

**EXECUTIVE:** Harry Carpenter, president and chief operating officer of the business and industry group at ARA marks  
**MODERATOR:** John Adams, vice president and chief operating officer of the Philadelphia Soul  
**DATE:** Oct. 26, 2012  
**TAKEAWAY:** "Technology, particularly social media, is the "biggest factor changing the consumer experience" and is an important way to engage with younger fans.

**Jim Smith**

**EXECUTIVE:** Jim Smith, Atlanta Falcons’ chief marketing officer  
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**DATE:** Oct. 18, 2012  
**TAKEAWAY:** "Growth in domestic full-service hotels is steady. And if you’re willing to go abroad, the opportunities are limitless."

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**HARRY CARPENTER**
*EXECUTIVE*: Harry Carpenter, president and chief operating officer of the business and industry group at ARAMARK
*Moderator*: Jami Leveen, director of marketing and environmental stewardship, ARAMARK Sports & Entertainment
*Date*: March 21, 2013
*Takeway*: “Show up early, stay late and don’t ask what’s in it for you.”

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*Moderator*: John Adams, vice president and chief operating officer of the Philadelphia Soul
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More than 200 students meet potential employers at 21st annual Career Day

More than 200 students donning blazers and ties filled Mitten Hall on Nov. 6, 2012, in hopes of landing an internship with the roughly 70 leading sport, recreation, tourism and hospitality organizations attending the School of Tourism and Hospitality Management’s 21st annual Career Day.

The event, sponsored by Hyatt International, featured opening remarks from Associate Dean Elizabeth H. Barbee, Vice President of Senior Seminar Section 1 Matthew Arietta and more. Employers included Caesars Entertainment Corp., Comcast Spectacor, Marriott International, the Philadelphia Phillies and many others.

Students attending the event were at all stages of their college careers. Takuji Kobayashi is a sophomore majoring in tourism and hospitality management. Since he is relatively new to his major, Kobayashi said he isn’t yet sure which niche within the industry he’d pursue. But he described the recruiters as “very nice and highly informative,” noting that his conversations that day helped hone his focus toward fields including advertising and financial management. —Carl O’Donnell

### Student-intern placement highlights, Spring 2013

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Position</th>
<th>Location</th>
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<tbody>
<tr>
<td>Shannon Barter</td>
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A total of 113 seniors are interning at a wide variety of tourism, hospitality, sport and recreation firms and organizations (see list at right). This number constitutes nearly half of the 269 students in the school’s senior class, and it is a notable jump from last spring’s 92 internship placements.

Additionally, 43 juniors attained spring internships, bringing the total number of current STHM undergraduate interns to at least 156. The school requires junior and senior internships among all of its undergraduate students.

STHM seniors seeking a four-year track complete all courses before spring so they can intern full-time during their last semester and potentially transition immediately into a job.

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More than 200 students meet potential employers at 21st annual Career Day

More than 200 students donning blazers and ties filled Mitten Hall on Nov. 6, 2012, in hopes of landing an internship with the roughly 70 leading sport, recreation, tourism and hospitality organizations attending the School of Tourism and Hospitality Management’s 21st annual Career Day.

The event, sponsored by Hyatt International, featured opening remarks from Associate Dean Elizabeth H. Barbee, Vice President of Senior Seminar Section 1 Matthew Arietta and more. Employers included Caesars Entertainment Corp., Comcast Spectacor, Marriott International, the Philadelphia Phillies and many others.

Students attending the event were at all stages of their college careers. Takuji Kobayashi is a sophomore majoring in tourism and hospitality management. Since he is relatively new to his major, Kobayashi said he isn’t yet sure which niche he’d pursue. But he described the recruiters as “very nice and highly informative,” noting that his conversations that day helped hone his focus toward fields including advertising and financial management. —Carl O’Donnell

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Two professors named journal editors

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Funk, a professor of sport and recreation management, is a Washburn Senior Research Fellow, director for research and PhD programs in the School of Tourism and Hospitality Management and a member of the Sport Industry Research Center.

Funk was also named 2013 Sport Marketing Association (SMA) Research Fellow, which honors excellence in sport marketing research as disseminated through SMA and its official journal, SMQ.

Professor Daniel R. Fesenmaier was named editor of the Foundations in Tourism Research Series, published by the Journal of Travel Research, one of the leading tourism journals worldwide that focuses on travel and tourism behavior, management and development.

Fesenmaier, director of the National Laboratory for Tourism & eCommerce, is a fellow of the International Academy for the Study of Tourism.

This year, he received the International Federation for IT and Travel & Tourism’s Hannes Werthner Lifetime Achievement Award for IT and Travel & Tourism.

Three full-time professors joined the School of Tourism and Hospitality Management in the 2012–13 academic year.

Dr. Seul Ki Lee, an assistant professor, specializes in hospitality real estate economics and finance. He has served as a reviewer for Tourism Management and International Journal of Hospitality Management.

Lee has 11 years of academic and industry experience at organizations ranging from the Korea Nuclear International Cooperation Foundation, to the U.S. Army, to Purdue University, where he completed his PhD in Hospitality and Tourism Management.

Dr. Lauren E. Brown’s primary research interest is corporate social responsibility in NCAA athletics with a secondary line of research addressing mentoring in the field of sport management.

She has published peer-reviewed research in Future Focus and recently had a manuscript accepted in the International Journal of Sport Management about the research productivity of sport-management faculty.

Edward H. Spotts has 27 years of hospitality industry experience including running Spot On Service, a gaming consulting company that provided services to improve customer satisfaction for gaming companies.

Brown and Spotts both earned their master’s degrees from the School of Tourism and Hospitality Management. –Kyra Mazurek

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Transfer agreement signed with Northampton Community College

In a school first, the School of Tourism and Hospitality Management (STHM) forged a partnership with Northampton Community College (NCC) on March 1 when STHM Associate Dean Betsy Barber and NCC Dean Denise Francois-Seeney signed a Transfer Articulation Agreement easing students’ passage from the community college to Temple.

STHM’s first transfer agreement with a community college ensures that the 66 credits students complete during NCC’s two-year program will be counted toward a bachelor’s degree at STHM. This means NCC graduates can complete STHM’s program in two years.

“This agreement will help STHM court the best and brightest in the hospitality industry,” said STHM Senior Associate Director of Recruitment Michael Usino. “NCC students are well groomed and prepared for our hospitality programs.”

“This partnership represents a win-win for all involved,” said NCC President and CEO Dr. Dennis Hassinger. “This agreement will provide seamless transfer opportunities for NCC students and enhance their educational experience.”

“This agreement will benefit both colleges,” added Barley, who has been with Temple since 1989. “We are very pleased to partner with STHM and provide our students the opportunity to pursue a higher education degree.”

“Talented students will no longer be limited to our region for their education,” said Francois-Seeney. “Students can now pursue a level of study that they may not have been able to before.”

Associate Dean named a Philadelphia Business Journal Woman of Distinction

The Philadelphia Business Journal has named Elizabeth H. Barber, associate dean of the School of Tourism and Hospitality Management, one of 30 Women of Distinction for 2012.

Barber is only the second woman from Temple to receive this honor. Beatley School of Law Dean JoAnne Epps was the first. The awards ceremony was held Nov. 27, 2012, at the Sheraton Philadelphia Downtown Hotel.

Women of Distinction spotlights the region’s most influential businesswomen, and honorees are selected based on professional accomplishments, community involvement, awards and milestones.

“I am genuinely honored by this recognition,” said Barber, who has been with Temple since 1989. “To have your staff value your contribution means everything.”

Barber’s expertise and tenacity has led the School of Tourism and Hospitality Management to grow to six faculty members and 120 students to more than 30 faculty and staff, 400 students and six degree programs in just 14 years. –Rosella Eleanor LaFevre
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“This agreement will help STHM court the best and brightest in the hospitality industry,” said STHM Senior Associate Director of Recruitment Michael Usino. “NCC students are well groomed to contribute because they understand how a strong hospitality industry can affect a local economy.”

NCC is located in the Lehigh Valley, home of Bethlehem, Pa., a post-industrial city that has been thriving recently due primarily to its rapidly growing hospitality sector. This growth has opened numerous internship opportunities for NCC students in regional hospitality firms such as the Sands Casino. NCC offers associates degrees in hotel and restaurant management.

“What an exciting venture it is to forge a partnership with Temple,” Francois-Seeney said. “As a dean I feel very comfortable with my students’ future knowing that they are transitioning to a school with strong values and a record of success.” – Carl O’Donnell

Associate Dean named a Philadelphia Business Journal Woman of Distinction

The Philadelphia Business Journal has named Elizabeth H. Barber, associate dean of the School of Tourism and Hospitality Management, one of 30 Women of Distinction for 2012.

Barber is only the second woman from Temple to receive this honor. Beasley School of Law Dean JoAnne Feps was the first. The awards ceremony was held Nov. 27, 2012, at the Sheraton Philadelphia Downtown Hotel. Women of Distinction spotlights the region’s most influential businesswomen, and honorees are selected based on professional accomplishments, community involvement, awards and milestones.

“I am genuinely honored by this recognition, especially when I found out that I was nominated by my own staff,” said Barber, who has been with Temple since 1989. “To have your staff value your contribution means everything.”

Barber’s expertise and tenacity has led the School of Tourism and Hospitality Management to grow from six faculty members and 120 students to more than 30 faculty and staff, 400 students and six degree programs in just 14 years. – Rosella Eleanor LaFevre

Associate Dean Elizabeth H. Barber (left) and Northampton Community College Dean Denise Francois-Seeney sign the Transfer Articulation Agreement at a ceremony at Temple.
THE HISTORY OF THE NEW JERSEY NETS has been defined by difficulties on the court. In 35 years, the team has had just 12 winning seasons and, in 2010, the Nets posted a 12-70 record, one of the worst in NBA history.

The franchise’s move to Brooklyn came with its own struggles, including protests and multiple lawsuits over the construction of the $1 billion Barclays Center. Even the Nets’ first game in Brooklyn, a cross-town battle against the New York Knicks, was postponed when Hurricane Sandy barreled into town.

But perhaps the misfortunes have run their course. A 107-100 win against the Toronto Raptors heralded the start of the 2012–13 season, one that ends a 55-year sports drought in a borough that saw its last team, the Dodgers, move to California. In September, Barclays Center opened with a sold-out Jay-Z concert, the first of eight he performed, and the arena has since attracted a diverse array of artists ranging from Justin Bieber to Depeche Mode.

With a packed calendar of events, Barclays Center has been well received by fans and media alike, including glowing praise from several critics, such as The Philadelphia Inquirer’s Inga Saffron, who called the arena a “glam, gritty architectural success.”

Buoyed by the praise of its new home and the December appointment of coach P.J. Carlesimo, the Nets were second in the Atlantic Division with a 46-32 record by mid-April.

The Nets’ front-office employees, who for years sold the dream of Brooklyn while facing an often less-than-exciting reality on the court, are an integral part of the team’s revival and relocation.

Here, three of those employees—graduates of the School of Tourism and Hospitality Management—as well as a current Nets intern from STHM, share their challenges and triumphs.
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In the months leading up to the grand opening of Barclays Center, work for Dan Lefton, ’00, was about as 24/7 as it can get, even for someone who has always been regarded as a work-is-life kind of guy.

Then at 3 a.m. Sept. 28, 2012—the morning of the grand opening—his pregnant wife, Laura (director of club business and corporate development at the NFL), shook him awake to say that her water had just broken.

“It was the ultimate life lesson for me,” said Lefton, who welcomed his first child, Jake, that day. “It helped put everything into perspective.”

Lefton, with the Nets since 2007, is vice president of suite sales and premium seating. Prior to joining the franchise, he served as director of corporate hospitality for the Washington Redskins, was a member of the premium sales department for the Detroit Pistons and worked as director of ticket operations for Temple University.

Lefton has endured challenging situations during his career, from Temple being booted from the Big East in 2004 to the Nets’ 12-70 season in 2009–10. For most of his time with the Nets, he sold the dream of a new start in Brooklyn. Meanwhile, new sports and entertainment venues popped up across New York (the homes of the Jets, Giants, Yankees and Mets among them), saturating the market with premium hospitality destinations. An advantage for the Nets: Learning from all of them and adjusting accordingly to market demands and conditions.

Gone are the days of being understaffed and begging for appointments. Lefton now finds himself in a position with a record number—just shy of 12,000—of full season-ticket holders and with premium seating nearly sold out. Fans no longer come just to see superstars such as LeBron James or Kobe Bryant play against the home team.

“It’s a legitimate fan base,” he said. “It’s exceeded my expectations, as well as how well-received Barclays Center has been.”

In line with his colleagues, Lefton stresses the importance of continually creating value for Nets fans, building personal relationships and providing unparalleled access and experiences.

“These last five years have been extremely fulfilling and worth all the hard work and sacrifice, because this is the dream,” he said. “This is part of the reason I took a leap of faith. I wanted to be a part of something really, truly special.”

Christine Bowns, ’03, joined the New Jersey Nets full-time on July 1, 2004, when fan favorites Jason Kidd and Kenyon Martin led the team. Fifteen days later, the franchise traded Martin—the Nets’ No. 1 overall pick in the 2000 draft—to Denver.

As an account manager of VIP access and experience at the time, Bowns fielded fan complaints, with some ticket holders screaming in protest over the deal.

“A lot of my great relationships I have with ticket holders now is because of that summer,” Bowns said. “They were angry—which they had every right to be—and they wanted someone to vent to. I was happy to be that person. That year was a great learning experience for me, and I grew a lot professionally.”

In the years since, Bowns has advanced to director of VIP Services, where she oversees eight account managers and two coordinators. Bowns’ other responsibilities include creating and implementing programs and events to increase fan loyalty and to ensure overall service to Nets season-ticket holders.

Bowns emphasizes the importance of going the extra inch for ticket holders and creating wow moments, which can be as big as helping someone get a picture with a player or as small as returning a phone call quickly. “It’s all about creating lasting memories,” she said.

Her interest in the service and hospitality side of sports started while pursuing her graduate degree at STHM. During her first year, Bowns served as a graduate assistant for Dan Lefton, now a Nets colleague, at Temple’s ticket office, and she also worked with Nelligan Sports Marketing in New Jersey. During her second year, she interned at Louisiana State University’s ticket office.

The summer of 2012 was much different than 2004. Instead of losing a marquee player, the Nets were gaining a new arena and identity. Bowns hardly had time to stop and reflect on the uniqueness of the situation. Then Jay-Z opened the Barclays Center with a series of eight concerts. For a moment, Bowns could relax. Chills shot through her body.

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Originally from Fredericksburg, Va., Dorsey attended Harrisburg Area Community College his freshman year before transferring to Temple, drawn to the School of Tourism and Hospitality Management's sport and recreation management program. At the end of his sophomore year, he and three classmates created the Sport Marketing Association of Temple, now 30 members strong.

For Dorsey, that was just the beginning. He interned during his junior year with Global Spectrum to perform and welcoming them like family.

His Nets internship includes a senior project to implement a paperless ticketing system for season-ticket holders. Dorsey said the Nets staff welcomed him and his fellow interns from day one, pushing them to perform and welcoming them like family. Executives even host weekly lunch-and-learns.

“Hearing their stories makes you want to be in their spot even more,” said Dorsey, who has already explored full-time positions with the team. “When talking to these people, it pushes me even harder.”

Zachary James, '08, could give a tour of the Barclays Center in his sleep. His route, while familiar to him, is eye-popping to guests. Stroll through the main entrance to gaze down at the gleaming court and then continue to the lower-level Calvin Klein Courtside Club, a luxurious restaurant where fans can get an up-close look at players entering and exiting the locker room.

Then it’s on to the Vault, the lavish and ultra-exclusive area of 11 private suites for celebrities and other high rollers. From there, it’s through the players’ tunnel and onto the court, with its distinctive, herringbone-patterned hardwood. As if that weren’t enough, guests can stop by the 40/40 Club to talk business during the game.

It’s a dream for most. For James, it’s another day at the office.

As manager of business development and premium all-access manager, James sells all-access passes, suites and season tickets for the Barclays Center, the country’s first $1 billion arena, which will host more than 200 events per year. Thanks to a connection from his senior internship at the New York Liberty, James joined the Nets immediately after graduating with his sport and recreation management degree. He proved himself in inside sales, earning a promotion after just three months to an account manager for season tickets, and later to an account manager of VIP access and experience.

While the Nets have faced their share of struggles on the court, James said he and his colleagues constantly maintain their strong commitment to in-game entertainment and customer service. James is currently focused on improving the team’s Business Alliance, a networking and business-to-business platform for the all-access ticket holders, suite holders and sponsors.

James said his success has come through combining his degree in sport and recreation with an understanding of tourism and hospitality. After all, being hospitable and cultivate personal relationships with fans is what keeps them happy and interested in coming back.

“I feel lucky that I went to a school that focused so much on both spectrums because it’s definitely needed to move forward and really diversify all you can do,” said James, a member of STHM’s Alumni Association Board of Directors.

James knows the Barclays Center inside and out, but there are waves of wow moments for him too. “And that solidifies in your mind that you made the right decision,” he said. “Seeing it from a hole in the ground to hardhat tours to today, it makes you really appreciate the company and that you stuck with it.”

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INDUSTRY PARTNERSHIPS

Community programs find room to grow at STHM’s Youth Sport Symposium

The Sport Industry Research Center’s (SIRC) inaugural Research Meets Practice Symposium: Youth Development Through Sport and Recreation brought together scholars, students, and nonprofit and community leaders in the areas of youth development, sport, recreation, education, health, social work and psychology to connect with one another to exchange knowledge and experience.

Assistant Professor Brianna Clark, who helped organize the symposium, stressed the importance of networking opportunities for nonprofit organizations and municipalities in the current economic climate.

More than 100 people attended the April 2012 event, hoping to connect with others in the city and collaborate on projects and initiatives.

Cassandra Lee, founder of The Philly Jumping Jems, a competitive double-dutch team for girls in fourth to 12th grades, attended the conference to enhance her networking opportunities.

“At this the perfect opportunity because one of the things I want to take from this afternoon is learning how to partner with campuses,” she said. “I’m trying to bring double-dutch back to Philly on a competitive level.”

Hyatt awards $13,000 to STHM for professional development

Hyatt Hotels Corp., via the company’s University Fund, has awarded the School of Tourism and Hospitality Management $13,000 for professional development use.

“We are proud of our strong connections to Hyatt, both in support of our internship program and job placement,” Associate Dean Elizabeth H. Barber said. “We thank them for recognizing our proposal and for supporting our deep commitment to professional development so that we can continue to produce the next generation of leaders in tourism, hospitality, sport and recreation management.”

In 2010, Hyatt CEO Mark Hoplamazian visited the school as part of its ongoing Executive in Residence program, and the School of Tourism and Hospitality Management is an active participant in Hyatt’s Campus Ambassador program.

At least four students have served as Campus Ambassadors at Temple after completing a junior internship at Hyatt and applying for the ambassador position, which entails promoting the company’s corporate training program and assisting with on-campus recruitment.

Hyatt Campus Ambassadors are then guaranteed placement in the company’s corporate training program after completing their senior internship.

Putting on the Blitz

Fifty students of the School of Tourism and Hospitality Management’s Hospitality Operations class teamed up with AKA Rittenhouse Square and The Franklin Residences for a sales blitz mixing social media with traditional outreach.

The students worked on Feb. 28 to generate new business with techniques such as sales appointments, property tours, cold calls and by using the hashtag #AKASalesBlitz.

Students learned how to integrate new media into sales by tweeting at @yataika from their own accounts established for the sales blitz. Throughout the blitz, the hashtag #AKASalesBlitz was used to encourage followers to engage with the brand. Each student interacted with five businesses via Twitter during the blitz and earned extra recognition if they were retweeted.

“The blitz gave students a chance to experience directly the challenges of creating new sales leads while AKA was introduced to new businesses and potential clients,” said Evan O’Donnell, general manager for AKA Rittenhouse Square. “As chairman of the School of Tourism and Hospitality Management Dean’s Council, Steven Korman is an advocate for the hospitality program at Temple University and believes students should have the opportunity to gain valuable business experiences while still in school.”

Avoiding loss in translation

Fanning herself with a notepad, Temple graduate student Jessie Zhang battled her nerves. Scanning the vast meeting room at the Loews Hotel, she saw before her 53 Chinese tour operators and 100 representatives from American destinations, hotels and attractions.

All were gathered for the annual Active America China Summit, which promotes inbound tourism from China to North America through various networking opportunities. Zhang’s assignment: Ensuring these influential businesses could understand each other.

Zhang and more than 70 other Temple students—from undergraduates to PhD students representing at least eight schools and colleges—volunteered as interpreters throughout the four-day summit, held from March 25 to March 29 at sites throughout Philadelphia.

The School of Tourism and Hospitality Management sponsored the summit, recruited and coordinated volunteers, educated students about all that Philadelphia offers as a destination.

The Philadelphia Convention & Visitors Bureau (PHLCVB), which hosted the summit, and the Pennsylvania Tourism Office have identified China as an important growth market for tourism and conventions.

“For many attendees, this was their inaugural visit to Philadelphia, and Temple’s student translators were an important part of ensuring a productive trip for our guests,” PHLCVB President and CEO Jack Ferguson said.

AH&L&A chapter hosts national chair

Ronald Vlasic, chair of the American Hotel & Lodging Association (AH&L&A) and regional vice president of Kimpton Hotels and Restaurants, recently visited the School of Tourism and Hospitality Management’s (STHM) student chapter of AH&L&A.

Jenna Anderson, student president of AH&L&A, worked with her executive board to bring Vlasic to campus for his March 27 discussion. As AH&L&A chair, Vlasic said he has a goal to develop the Under-30 Council to engage young professionals.

The AH&L&A, based in Washington, is a national organization that has represented all sectors of the hospitality industry for more than 100 years.

Students talk with representatives from The Bozzuto Group, a privately held real estate services organization, at the 2012 Career Day.
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Hyatt’s Campus Ambassador program helped organize the symposium, stressed the importance of networking opportunities for nonprofit organizations and municipalities that are expected to “do more with less” in the current economic climate.

“Networking opportunities are very important,” said Brianna Clark, who is currently a student at Temple University. “We learned a lot of valuable information by networking, and we can use the information we learned here in the workplace.”

Jim Roese, director of the Sport Industry Research Center’s (SIRC) campus programs, welcomes Cassandra Lee, founder of The Philly Jumping Jams, and Chase Trimmer, volunteer and education manager for the Philadelphia Police Athletic League, and Katelyn Fenerty, volunteer and education coordinator, listen to a presentation.

Community programs find room to grow at STHM’s Youth Sport Symposium

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Assistant Professor Brianna Clark, who helped organize the symposium, stressed the importance of networking opportunities for nonprofit organizations and municipalities that are expected to “do more with less” in the current economic climate.

More than 100 people attended the April 2012 event, hoping to connect with others in the city and collaborate on projects and initiatives.

Cassandra Lee, founder of The Philly Jumping Jams, a competitive double-dutch team for girls in fourth to 12th grades, attended the conference to connect with one another to exchange knowledge and experience.

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“Networking opportunities are very important,” said Brianna Clark, who is currently a student at Temple University. “We learned a lot of valuable information by networking, and we can use the information we learned here in the workplace.”

Jim Roese, director of the Sport Industry Research Center’s (SIRC) campus programs, welcomes Cassandra Lee, founder of The Philly Jumping Jams, and Chase Trimmer, volunteer and education manager for the Philadelphia Police Athletic League, and Katelyn Fenerty, volunteer and education coordinator, listen to a presentation.

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Alumnus Robbie Artz develops a home with the Tampa Bay Rays

A Central Pennsylvania native, Robbie Artz, ‘06, came to Temple for the Philadelphia experience. The urban environment and his long-running appreciation for city sports drew him to the School of Tourism and Hospitality Management.

Today, Artz is an integral part of the Tampa Bay Rays baseball team. He got his start with the Rays while at Temple. As a sport and recreation management major, Artz spent his last semester working for the Rays’ Corporate Partnerships department and, in 2006, was hired full time for a new department dedicated to the fan experience.

Artz worked as a coordinator of fan experience for nearly two years and was involved in projects such as stadium renovations and post-game concert planning.

Currently, Artz is a senior coordinator of development in the team’s Development and Business Affairs department, working on plans for the newly built spring training stadium as well as many other long-term business initiatives.

“It’s a lot of fun to be a part of the team,” he said. “When I joined the team, we had the worst record for years, and in three of the last four years we went to the playoffs and we won the American League pennant in 2008.”

Outside of work, Artz coaches a youth basketball team. He also earned a law degree and spent many nights studying for the bar exam. In the long term, he hopes to use his degree in a legal role with the Rays.

“I feel very fortunate that I wound up in a great organization with exciting projects,” he said. “Even more importantly, I’ve gotten to work with some really amazing and intelligent people, as well as just really good people who I’ve learned a lot from.”

–Michele Aweeky

Alumna Jacqie Carpenter is CIAA’s first African American female commissioner

Jacqie Carpenter, ’97, is recognized as the first appointed African American female commissioner of the Central Intercollegiate Athletic Association (CIAA), but she only recognizes the accomplishment as landing her dream job.

“I wanted to be in a leadership role and never really focused on the fact that I was an African American female going for this job,” she said. Her husband and daughter were the first to hear the news that she was appointed commissioner, and it was special to her because her family knew this was her dream.

Carpenter admits to being a true competitor but credits her time as a student-athlete for teaching her to take challenges and turn them into opportunities. The resilient mindset she developed as an athlete has followed her throughout her career.

Carpenter finished her undergraduate degree at Hampton University and completed the graduate Sport and Recreation Administration Program at Temple. She then held a variety of roles at the NCAA including being on the leadership team of the Division I Men’s Basketball Championship.

Along with recent career accomplishments, Carpenter is pursuing her doctorate. She said School of Tourism and Hospitality Management Professor Michael Jackson, who was her advisor at Temple, has given her advice for pursuing her PhD and “is still a mentor and a confidante.”

When speaking about leading the CIAA, which recently celebrated its 100th year, Carpenter said: “I can relate to all constituents in the organization.”

–Krya Mazurek

From the Owls to the Bobcats: A STHM grad’s journey to the pros

On the first day of one of Charlotte Bobcats Assistant Coach Dan Leibovitz’s classes in the School of Tourism and Hospitality Management, Professor Michael Jackson introduced himself and then promptly exited the room. Upon returning, he posed a question: What have you learned about the person to your left? To your right?

Few students answered—which Dr. Jackson noted could cost them a great career opportunity. “He reminded us that any of the people in this room could one day be deciding whether to hire us,” Leibovitz said.

Networking was among the most important of the many lessons Leibovitz learned while studying for his master’s in Sport and Recreation Administration. He wouldn’t be coaching today without it.

“I was hired by Bobcats Head Coach Mike Dunlap entirely because of the relationship that we had developed and that I had worked diligently to maintain,” Leibovitz said.

Granted, Leibovitz’s nearly lifelong status as a stellar coach didn’t hurt either. Leibovitz started in high school as head coach of the Bryn Mawr, Pa., Episcopal Academy’s eighth-grade basketball team and continued coaching high school as an undergraduate at the University of Pennsylvania. But his most transformative coaching experience took place during the 10 years he spent at Temple working under the Owls’ Hall of Fame Head Coach John Chaney.

“The foundation of everything I know stems from him,” Leibovitz said. “He’s a master. He devoted a great deal of time to training me, grooming me, counseling me and testing me, and he gave me the foundation that I use to teach people today.”

It was during practices with Chaney that Dunlap, then coaching an Australian team, would stop by to observe practice and chat with Leibovitz. Six years after Leibovitz coached at the University of Hartford and at Penn, Dunlap ushered Leibovitz into the pros. –Carl O’Donnell
**ALUMNI SPOTLIGHT**

**Gene McMenamin**

**Gallery of Success inductee has worked in hospitality in all corners of the country**

Gene McMenamin, ‘77, raves about his position as general manager of the 342-room Omni Austin Hotel Downtown in Texas because his days are spent moving through the hotel and constantly interacting with everyone—from customers to sales and marketing staff.

But when recounting his career in tourism and hospitality, it’s another type of movement he most enjoys: the opportunities to move around the country.

McMenamin was born and raised in Philadelphia, attended Temple and landed his first job at the industry at the Hyatt in Cherry Hill, N.J. Shortly after working with Hyatt in Richmond, Va., he started with Omni Hotels. With Omni, he moved to Cincinnati, then to Atlanta, spent time in Indianapolis and finally landed at his current location, Austin. Throughout it all, McMenamin welcomed every opportunity to explore new areas of the country.

“Interactive with everyone—from customers to as general manager of the 392-room Omni Austin McMenamin, ‘77, has worked in hospitality in all areas of the country. gallery of Success award was a complete surprise, a very pleasant one though.” —Kyra Mazurek

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When speaking about leading the CIAA, which recently celebrated its 100 year, Carpenter said the path that led to her position would help her as commissioner.

“I was a student-athlete, coach and administrator,” she said. “I can relate to all constituents in the organization.” —Kyra Mazurek

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Given the importance of relationships to a career in coaching, Leibovitz brought up the image of Coach John Chaney.

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ALUMNI SPOTLIGHT

Ringside feats: Brittany Rogers is the nation’s youngest boxing promoter

Philadelphia is rich with boxing lore. It is home to legendary fighters such as Sonny Liston and Jack O’Brien, and venues including the Legendary Blue Horizon and Joe Frazier’s Gym—not to mention being home base for Hollywood’s sparring underdog, Rocky Balboa. And in September 2011, Brittany Rogers, ’12, became the nation’s youngest boxing promoter at age 22, when she arranged a packed fight night attended by 1,200 people at the National Guard Armory in Northeast Philadelphia.

Rogers—who retains her “youngest” title at 23—is president of her own company, Bam Boxing Promotions, which contracts fighters, plans fight lineups and secures venues. “A boxing promoter more or less plans the entire event from start to finish,” she said.

Rogers’s passion for boxing began at home, in Philadelphia’s Frankford neighborhood. Her father, an amateur boxer named Mike, regaled her with tales of the city’s boxing history. Inspired by her father’s stories, Rogers trained to become a boxer herself after high school. But the self-identified “daddy’s girl” says she stopped training when her father asked her to find a way to express her passion for the sport outside the ring.

As a student, Rogers interned at Philadelphia’s famed Blue Horizon boxing venue and with Peltz Boxing Promotions, run by noted promoter Russell Peltz, SMC ’68. Rogers is committed to keeping the tradition of boxing alive in Philadelphia, despite the fact that its two primary venues—Blue Horizon and Asylum Arena—are currently under renovation with no definite plans to host boxing matches when they reopen. “I could go to New Jersey and promote,” she said, “but I’d rather stay in Philadelphia and look for new venues.” Boxing, she believes, is not just a part of the city’s past—it is a part of its future. She is determined to be a big part of it.

–Alic Gerz

Temple University School of Tourism and Hospitality Management
Dean’s Council

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Manager of MLB’s Ryan Howard, RJH Enterprises

PHILIP CASTELLANO, FOX ’03
Vice President and Regional Property Manager, Liberty Property Trust

EVENS CHARLES, CLA ’94, EDU ’96
President and CEO, Frontier Realty, LLC

MICHAEL ENGLISH, STHM ’81
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HARITH WICKREMA,
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