DEFINING MOMENTS

YEARS AFTER FUNDING STHM SCHOLARSHIPS FOR 20-PLUS STUDENTS, STEVEN H. KORMAN WISHES TO DEFINE HIMSELF THROUGH PHILANTHROPY

INSIDE:
• ALUMNI PROFILES
• 12-PAGE RESEARCH SUPPLEMENT
• INDUSTRY PARTNERSHIPS

TEMPLE UNIVERSITY*

School of Tourism and Hospitality Management
Greetings From the Associate Dean

“Don’t underestimate luck.”
Those are the words of wisdom — and the professional mission — of Steve Korman. An industry pioneer who has spent more than half a century changing the way we think about real estate, Steve is more than a close friend to me. He’s also a friend to the School of Tourism and Hospitality Management.

More than two years ago, Steve formed an inextricable bond with STHM when he pledged a quarter-million dollars to fund scholarships for nearly two-dozen of our students, who have come to be known around Speakman Hall as the Korman Scholars.

On the night of Nov. 14, 2012, when Steve announced his generous gift, some might have said that those students were lucky — and that assessment would have been accurate. As the Founder of Korman Communities, Inc., Steve can attest that luck sometimes makes the difference between a good business deal and a bad one. However, Steve also would be the first to say that each of the Korman Scholars earned his or her scholarship through academic merit, leadership professionalism and experiential learning.

It has been another exciting year around STHM, for more than just our Korman Scholars. Our honors-student intake tripled, leaping to 15 for this academic year’s class. We welcomed two tenure-track faculty, in Dr. Christopher T. Lee and Dr. Luoron (Laurie) Wu. We appointed new program directors, Dr. Wesley Roehl, for Tourism and Hospitality Management, and Joseph E. Mahan, for Sport and Recreation Management, and awarded more than a half-million dollars in endowed scholarships and tuition, merit-based remission.

And, as you’ll read in the pages of this edition of Connections, two of our programs were recognized as the best of their kind — one nationally, and another globally.

It is evident that STHM continues to gain national and international recognition. And doing so requires more than just luck.

Regards,

Elizabeth H. Barber, PhD, CHE
Associate Dean
School of Tourism and Hospitality Management
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Years after funding STHM scholarships for 20-plus students, Steven H. Korman wishes to define himself through philanthropy.
The vestibule at AKA Rittenhouse buzzed with activity. A woman carrying a half-dozen boxes scurried to a waiting elevator. Then a deliveryman strolled past, steering his hand truck toward the front desk. And not far behind, someone held the door for another man, this one wheeling a little red wagon with a puppy in tow.

Pulling a cream-colored retriever named Maggie, the wagon came to an abrupt stop when a sharply dressed man in a charcoal suit stepped in its path.

“There’s ‘Marley & Me,’” said Steven H. Korman, referring to the popular autobiography, “but how about a picture of Maggie and me?”

All the while, Korman beamed with delight.

Korman has plenty to smile about. The founder of Korman Communities, he’s a real-estate innovator whose concept of extended-stay suites revolutionized the industry. He’s the head of a family-owned company that’s rooted in 100 years of business excellence. Korman is the Chairperson of the Board of Visitors at Temple University’s School of Tourism and Hospitality Management, for which he also serves on its Dean’s Council.

“Those details don’t shape who I am,” Korman said.

Instead, philanthropy and charity define Korman, who in November 2012 changed the lives of nearly two-dozen STHM sophomores. Hand-selected by STHM administration, for their academic merit, program dedication and leadership skills, the students had gathered at the Musser Award for Excellence in Leadership reception and dinner at Temple’s Mitten Hall. In the weeks prior, the students had addressed their financial needs in letters and video testimonials to an anonymous donor.

They believed they were competing for a single $10,000 scholarship. On the night Korman was to receive the Musser Award, the highest honor conferred by Temple’s Fox School of Business, he identified himself to the students as the benefactor. Then, he unveiled two more details he had kept secret: Korman announced he had raised the scholarship’s value to $12,000, and that he’d award one to each of the 20-plus STHM students.

Memories from that emotional evening have not been lost on the STHM students who have come to be known as “Korman Scholars.” Lessening student debt was one of Temple President Dr. Neil Theobald’s six commitments to the university, upon his 2013 inauguration, and that’s exactly what Korman’s gift accomplished.

For the Korman Scholars, who graduated in May 2015, the scholarships could not have come at a better time.

The cost of Carlos Deno’s college education fell primarily on his mother, Jannette Diaz, a single parent. From the periphery, Deno said he watched as his mother worked to provide for him and his sister, Amanda, a February 2015 graduate of STHM.

“I didn’t know it was Mr. Korman at the time,” said Deno, who spent the Spring 2015 semester in New York City, interning with the Madison Square Garden Network, “but I remember in my letter to him, I said, ‘You’re inspiring me to someday be a shining light for a kid who’s like me.’”

At the time of the 2012 Musser Award reception, Michelle Siporin’s family was struggling, too. Her brother Sam, CST ’11, had benefited from scholarship money as an honors student, and she wanted to earn a similar academic opportunity.
“My father (Rich) had only recently lost his job, and I remember my mother (Liz), who didn’t finish college, telling me, ‘No matter what you do, you’re not giving up,’” said Siporin, who served as a Team Operations Student Assistant at Madison Square Garden during her spring internship. “I went into college understanding money doesn’t grow on trees and that I’d need student loans, but this money helped reduce that.

“I can’t thank Mr. Korman enough.”

Temple didn’t seek out Korman, an alumnus of Pennsylvania State University, a past board member at Drexel University and a previous chairman of the library at Duke University. Instead, Temple and STHM, Korman said, “was where I wanted to be.”

Korman said he relates well to the Temple student, those who not only understand their parents’ struggles to put them through college, but who often have to work and study simultaneously to get ahead.

“Work ethic and reputation matters to them,” Korman said. “And I didn’t have their maturity when I was that age.”

On an unseasonably cold morning, even by January’s standards, Korman retreated to the warmth of a plush, fourth-floor corner suite at AKA Rittenhouse overlooking Philadelphia’s Rittenhouse Square. There, he recalled reading the original letters of the Korman Scholars, and those follow-up correspondences in the subsequent months. At the mere memory, he smiled widely.

“Can I tell you about another moment that shaped me?” Korman asked, rhetorically.

Korman started into a story about his first day of work for a debt-collecting service. It was 1963, and he had tracked down a man in Willow Grove, Pa., whose payments were well past due. Korman knocked on the front door, which was answered by a man who was far too lean for his 6-foot, 2-inch frame. The man held a baby in his arms and, in the distance, Korman saw a second infant lying in a crib in an otherwise-bare room. Rather than collect money, Korman handed money
over. He took out his wallet and gave the man all he had: $300. Korman said that he had recently shared this story with MBA students on a visit to a Philadelphia-area university.

“Not a dry eye in the room,” Korman said. “The room was loaded with people who, in their eyes, view success as dollars and cents. That never made sense to me. … That might have been my first day of my first job — and back then, $300 was a lot of money — but it was that day that I knew I liked me as a businessman, and I never wanted to change who I was.”

Korman’s commitment to STHM’s Korman Scholars did not conclude with a one-time gift. He’s met with the students at least once a year since. Last year, he hosted them on a day trip to New York City. Korman attended their Senior Seminar Semiformal in December at the Four Seasons Hotel Philadelphia. That night, they presented to him a handmade scrapbook, with each Korman Scholar designing a personalized, individual page, and Korman pledged another gift to the students upon their graduation in May.

“They have to know I’m here and they can call me,” he said. “I think, also, that this is just the start for me. It’s something that was a wonderful experience. I’ve learned a lot from them — definitely more than they’ve learned from me.”

That’s an understatement, said senior Gemma Duffy.

“He’s not just a donor. He’s family,” said Duffy, who interned with AKA Rittenhouse in the spring semester.

“I feel indebted, to pay forward his generosity,” added Chynna West, a spring-semester corporate management trainee with Hyatt Regency Grand Cypress, in Orlando, Fla.

In his day-to-day, with Korman Communities, Korman manages commercial real estate in the New York City, Philadelphia and Washington metro areas, and has expanded to Beverly Hills and internationally, into London.

“I’d like to say I have a unique talent,” Korman said, “but any of us could pick a property. If I took you around Philadelphia, you’d pick 18th Street and Rittenhouse Square. You look for the best, you pick it and you get it. That’s not a talent. “I’ve picked good properties. Those 20 kids were the best I ever picked.”

School of Tourism and Hospitality Management students divide their senior years between academic and professional settings. The fall is committed to their Senior Seminar course. The spring is set aside for experiential internships.

Here’s a look at where the Korman Scholars spent their final semesters as undergraduates:

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<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shane Brennan</td>
<td>Programming</td>
<td>Great Valley Community Organization</td>
<td>Malvern, Pa.</td>
</tr>
<tr>
<td>Victoria Noboa</td>
<td>Sales and Catering</td>
<td>The Franklin Institute Philadelphia</td>
<td></td>
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<tr>
<td>Gemma Duffy</td>
<td>Sales</td>
<td>aka Rittenhouse Square Philadelphia</td>
<td></td>
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<tr>
<td>Michelle Siporin</td>
<td>Team Operations</td>
<td>Madison Square Garden New York, N.Y.</td>
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<tr>
<td>David Heggan</td>
<td>Sales</td>
<td>Four Seasons Philadelphia</td>
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<tr>
<td>Morgan Jenkins</td>
<td>Digital Marketing</td>
<td>United States Olympic Committee Colorado Springs, Colo.</td>
<td></td>
</tr>
<tr>
<td>Kyle Martin</td>
<td>Operations</td>
<td>United States Olympic Committee Chula Vista, Calif.</td>
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Partnership with Temple Athletics getting grad students “real-world ready”

For Jakub Valdner, a typical day in the sports industry doesn’t exist.

By day, he works in Temple University’s Athletic Department as a graduate extern, assisting with marketing and operations for Temple’s football and men’s and women’s basketball teams. By evening, Valdner is a first-year graduate student at Temple University’s School of Tourism and Hospitality Management.

Although only five months into the two-year program, Valdner — who is pursuing a Master’s of Science in Sport Business degree — is proud of the “real-world” experience he’s receiving through STHM’s partnership with Temple Athletics.

“This allows students to apply what they’ve learned in the classroom into a real-work environment,” said Valdner, a 22-year-old native of Bratislava, Slovakia. “After graduation, I want to do what I am doing now.”

The hands-on experience offered to students at the graduate level is what makes the program attractive to the top students, said Dr. Jeremy Jordan, STHM Associate Professor and Director of Temple’s Sport Industry Research Center (SIRC).

This experiential learning opportunity with Temple Athletics has enabled STHM to recruit specific graduate students in accordance with available externship positions. Athletic externs hold positions within operations, marketing and promotions, equipment operations, tickets, communications, compliance and media relations.

From seven to 15 graduate students per academic year are able to work as externs while studying toward their Master’s degrees.

The idea of the partnership was developed by Jordan, with the assistance of Michael Usino, STHM’s Manager of Marketing and Enrollment Management; James Alton, STHM’s Manager of Graduate Student Services; Joseph Mahan, STHM Assistant Professor and Director of Programs in Sport and Recreation Management; and Patrick Kraft, Deputy Director of Temple Athletics.

The program, Jordan said, will enable STHM’s graduate students to become future industry
professionals, while adding industry experience to their resumes.

“Their opinions are as important as anybody,” Kraft added. “They’re involved. This isn’t just a stuffing-envelopes, menial-task externship.”

Second-year graduate student Daniel Van Norton agrees. He considers himself a “hybrid.” Van Norton, a former Temple football player, entered STHM’s Sport Business program immediately following the completion of his Temple undergraduate program. The 23-year-old from Phoenixville, Pa., has developed initiatives to create Temple University’s T-Club, a letterwinners club established for former players and coaches, to help maintain relationships with the athletic department.

Industry connections have allowed students like Lizzy Lagasse to get one step closer to a dream job. Lagasse, a 23-year-old from Newburyport, Mass., works in a compliance and student-athlete affairs capacity for Temple Athletics, and as assistant director of lacrosse operations for the University of Pennsylvania’s women’s lacrosse team.

For the externs, the opportunity to attend grad school and work in an athletic department at the Division I level in one of the nation’s top sports cities is priceless.

“I get the opportunity to come to work every day and do what I love, while becoming educated in this field,” Van Norton said. “I thought I knew about intercollegiate athletics. Now I’m learning and witnessing how sport business in an organization operates and it’s something unique that I can take away and utilize.”

–Angelise Stuhl

PhD student recognized for research on destination marketing organizations

A research paper authored by Pauline Milwood, a PhD student from the School of Tourism and Hospitality Management, has earned international acclaim.

Milwood received the Best Paper Award at the second biennial Advances in Destination Management Conference, for her paper titled, “Knowledge, Innovation and the Role of the Destination Management Organization: Integrating Stakeholder and Network Perspectives.”

Milwood, whose concentration is in Tourism and Sport, was honored at the June 2014 conference, in St. Gallen, Switzerland. She co-authored the paper with her advisor and STHM professor and Tourism and Hospitality Management Program Director, Dr. Wesley S. Roehl.

“It felt extremely gratifying (to be recognized),” Milwood said. “The PhD program is extremely grueling. It kind of makes the thorns and challenges that develop in the process of doing research all worth it in the end.”

The paper integrates stakeholder and network perspectives to examine the role played by destination management organizations (DMOs) in developing competitive advantage. Ultimately, the paper suggests that DMOs should utilize more involvement and collaboration engagement strategies and less control and monitoring engagement strategies to influence successful innovation outcomes among destination partners.

The research has implications for a wide range of entities, according to Milwood.

“The dynamic of government, business, and local residents’ roles comes into play when we’re talking about innovation development of a tourism area,” Milwood said.

–Megan Whelan

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STHM invites five distinguished guests for Executive in Residence series

STHM’s Executive in Residence series annually welcomes accomplished and veteran business executives to Temple University, for personalized discussions on topics relevant to the tourism, hospitality, sport and recreation management industries.

The presentations lead into question-and-answer sessions and open exchanges that prove to be rewarding for both the students in attendance and the executive.

“The Executive in Residence series provides a unique academic and professional-development experience for our students,” said STHM Associate Dean Dr. Elizabeth Barber. “Each year, we are so delighted to welcome such distinguished guests throughout the tourism, hospitality, sport and recreation management industries, and our lineup in 2014-15 was no exception.”

In the Fall 2014 semester, STHM hosted two guests and, during the Spring 2015 semester, welcomed three others:

- Patricia Lee, Wyndham Worldwide’s Senior Vice President of Human Resources and Chief Diversity Officer
- Chris Gheysens, Wawa’s President and Chief Executive Officer
- Mark Shafer, Walt Disney Parks and Resorts’ Vice President of Revenue and Profit Management
- Geoff Ballotti, Wyndham Hotel Group’s President and Chief Executive Officer
- Nick Sakiewicz, Chief Executive Officer of Major League Soccer’s Philadelphia Union

Lee described herself as “sort of a firefighter,” in that she’s an expert in problem resolution, employee engagement and organizational development within the hospitality industry.

Gheysens emphasized his company’s never-ending pledge to improving the customer-service experience, emphasizing a devotion to core values, the maintenance of a desire to serve and a passion for retail.

Shafer, a Temple alumnus, encouraged students to explore the use of analytics to arrive at the strongest business decisions. He compared his day-to-day routine with Disney to the gaming practice of counting cards, applying data to any situation, including hotel revenue management.

Ballotti provided hope for the student-filled audience, that climbing the ladder in the hospitality industry is possible. He went from dishwasher to busboy to waiter, en route to guiding strategy, operation, growth and performance of Wyndham Hotel Group’s 640,000 rooms in 7,400 hotels.

Sakiewicz quite literally built the Philadelphia Union from the ground-up, introducing MLS’ 16th franchise and carving out a soccer foothold in the Philadelphia region.

—Christopher A. Vito
STHM program recognized as world’s finest

For the fifth time in the last six years, the School of Tourism and Hospitality Management’s Event Leadership Executive Certificate program has been recognized as the world’s best.

The program earned the 2014 Haas & Wilkerson Gold Pinnacle Award Sept. 29 at the annual International Festivals and Events Association (IFEA) Convention and Expo in Kansas City, Mo.

The accelerated certificate program, which can be completed in as quickly as six-to-eight months, is designed for professionals who are looking to grow their credentials in the special events-planning industry.


“It is extremely gratifying that this specialized program continues to be recognized by the International Festival and Events Association, one of the preeminent associations in our industry,” said Dr. Elizabeth Barber, Associate Dean of the School of Tourism and Hospitality Management. “Receiving the Gold Pinnacle Award is a tremendous honor, and a demonstration of our reputation among the world’s top schools.”

STHM’s Event Leadership Executive Certificate program differentiates itself from others like it through its distinguished instructors. Industry professionals with more than 20 years experience teach the program, which requires no previous college education. About 90 percent of its enrolled students hold at least a Bachelor’s degree, however, and more than 70 percent of its students are already employed in the event-planning industry.

—Christopher A. Vito

PhD student Christine Wegner wins Best Student Abstract Award

More than three-quarters of black women aged 12 to 74 are considered clinically obese.

For Christine Wegner, a Fox School of Business PhD student and a research assistant in the School of Tourism and Hospitality Management, that statistic was a key component in her award-winning research that investigated how social stigmas keep black women from participating in physical activity.

Wegner received the Best Student Abstract Award at the National Recreation and Park Association’s Leisure Research Symposium, held Oct. 14-16 in Charlotte, N.C. The competition selected the best student research in the leisure industry, as it related to current cultures.

Wegner’s work with Black Girls Run! (BGR!), a national organization that uses running to promote physical fitness and health among black women, while combatting stereotypes surrounding the activity, spurred her research. She reacted to how few black women engage in running because of social stigmas surrounding the sport, which she concluded have contributed to illness and increased body weight among black women.

Wegner reached out to 63,013 black women through BGR! Their responses identified confidence, skill, health, time, preference and hair management as six key areas when breaking down the barriers between black women and their athleticism.

Wegner, whose PhD studies include a concentration in Tourism and Sport Management, concluded that participating in BGR! changed the mindset surrounding running in the black female culture to increase the number of women who now identify as black, female and runners. Their increased physical activity has helped reduce the risks of Type 2 Diabetes and other obesity-related illnesses among black women, and has provided a sense of empowerment.

—Lora Strum
The School of Tourism and Hospitality Management and the Philadelphia Convention & Visitors Bureau selected two STHM students as recipients of the Marie Baker Brown Scholarship, awarded annually to students who share Brown’s spirit in the hospitality field. Here are snapshots of STHM’s recipients of the scholarships, which were awarded Nov. 26, at the Pennsylvania Convention Center:

DAKARAI CAMPBELL is a junior tourism and hospitality management major at Temple University’s School of Tourism and Hospitality Management. He is the president of Temple’s chapter of the National Society of Minorities in Hospitality, an organization in which he has participated since his freshman year. Campbell wishes to pursue a career in the operations management sector of a commercial hotel. Presently, he serves as Temple’s Hyatt Campus Ambassador. He first fostered his connection to the popular hotel chain last summer, when he served a 10-week internship in the recreation department of the Hyatt Regency Lost Pines Resort & Spa, in Cedar Creek, Texas. Prior to graduating, Campbell hopes to complete Hyatt’s Corporate Management Trainee Program.

His passion and interest in the hospitality industry began shortly after receiving notification that he had been accepted to Temple University. Campbell attended a Future Business Leaders of America conference, where he learned of the strength of the university’s School of Tourism and Hospitality Management.

A native of Trenton, N.J., Campbell credits his mother with instilling in him the value of an education. He graduated in 2012 from Morrisville High School, in Morrisville, Pa., with a 3.92 grade-point average.

NEOSHIE GILES is a junior tourism and hospitality management major at Temple University’s School of Tourism and Hospitality Management, with a concentration in event leadership. She also is studying to attain a minor in business administration. Giles is the president of Temple’s chapter of Meeting Professionals International.

Giles wishes to pursue a career in event management, in the hope of furthering Philadelphia’s reputation as a top tourism destination. She traces her interest in the tourism and hospitality industries to a concert experience, where an usher used behind-the-scenes shortcuts to escort her and friends to their seats. She credits this moment with inspiring her to apply to Temple’s School of Tourism and Hospitality Management.

She plans to supplement her education this summer with a study-abroad experience in Oviedo, Spain, where Giles hopes to achieve certificates of specialization in Latin American Studies for Business and in Spanish. She presently works as a guest-services representative at the Holiday Inn Express Midtown, in Philadelphia, to help finance her trip while simultaneously gaining essential experience in the hospitality industry.


—Christopher A. Vito
Student-intern placement highlights, spring 2015

More than 130 seniors from Temple University’s School of Tourism and Hospitality interned at points across the country and around the globe in Spring 2015.

A sampling of their placements:

**SPORT AND RECREATION**

Robert Corcoran  
**COMPANY:** New York Rangers  
**LOCATION:** New York, N.Y.

Carlos Deno  
**COMPANY:** Madison Square Garden  
**LOCATION:** New York, N.Y.

Megan Fry  
**COMPANY:** Madison Square Garden  
**LOCATION:** New York, N.Y.

Allison Greco  
**COMPANY:** American Diabetes Association  
**LOCATION:** Honolulu, Hawaii

Morgan Jenkins  
**COMPANY:** United States Olympic Committee  
**LOCATION:** Colorado Springs, Colo.

Ganiu Ladipo  
**COMPANY:** New York Islanders  
**LOCATION:** Uniondale, N.Y.

Kyle Martin  
**COMPANY:** United States Olympic Committee  
**LOCATION:** Chula Vista, Calif.

Amber Schoeffer  
**COMPANY:** Miami Marlins  
**LOCATION:** Miami, Fla.

Michelle Siporin  
**COMPANY:** Madison Square Garden  
**LOCATION:** New York, N.Y.

Kevin Woodard  
**COMPANY:** University of Alabama–Birmingham  
**LOCATION:** Birmingham, Ala.

Kenny Yansen  
**COMPANY:** Lakeland Flying Tigers  
**LOCATION:** Lakeland, Fla.

**TOURISM AND HOSPITALITY**

Chris Accinno  
**COMPANY:** Hyatt Coconut Plantation  
**LOCATION:** Bonita Springs, Fla.

Jamie Clarke  
**COMPANY:** Renaissance Arlington Capital View  
**LOCATION:** Arlington, Va.

Amy Croke  
**COMPANY:** Viacom  
**LOCATION:** New York, N.Y.

Jan Duncan  
**COMPANY:** The Ritz-Carlton Buckhead  
**LOCATION:** Atlanta, Ga.

Andrew Fitzgerald  
**COMPANY:** College Park Marriott Hotel & Conference Center  
**LOCATION:** East Hyattsville, Md.

Lauren Krensel  
**COMPANY:** Convene  
**LOCATION:** McLean, Va.

Regina Magid  
**COMPANY:** Sheraton New York Times Square  
**LOCATION:** New York, N.Y.

Brittany May  
**COMPANY:** Marriott Dulles Airport  
**LOCATION:** Dulles, Va.

John McGill  
**COMPANY:** International Downtown Association  
**LOCATION:** Santa Monica, Calif.

Julia Migner  
**COMPANY:** Minor Hotel Group  
**LOCATION:** Klongtoey, Bangkok

Colleen Selner  
**COMPANY:** Marriott Dulles Airport  
**LOCATION:** Dulles, Va.

Chynna West  
**COMPANY:** Hyatt Regency Grand Cypress  
**LOCATION:** Orlando, Fla.

~Staff Report
School of Tourism and Hospitality Management’s Associate Dean recognized as hospitality industry leader

When her name was called, Dr. Elizabeth Barber rose from her seat and walked to the podium, where a boy scout promptly placed a wide-brimmed scout leader’s hat atop her head.

For most other women in the room, the accouterment might have looked out of place. Active in scouting as a child, Barber was the exception.

“I was a Girl Scout,” said Barber, the Associate Dean of Temple University’s School of Tourism and Hospitality Management, “and when you grow up in a scouting family, where your mother is the executive director of your Girl Scout council, you learned a lot about what it means to be a scout.”

The Boys Scouts of America Cradle of Liberty Council honored Barber, who received the council’s Women in Hospitality Good Scout Award at a Nov. 13 reception held at Hyatt Regency Philadelphia at Penn’s Landing. The annual award ceremony recognizes Philadelphia’s hospitality leaders, while gathering the area’s hotelier and vendor communities under one roof.

The Good Scout Award is bestowed upon those who exemplify the ideals of the Boy Scouts of America, as expressed in the Scout Oath and Law. Recipients of the annual award are selected based upon their reputation for community service, their commitment to organizations and causes, and the respect and esteem in which their colleagues hold them.

Barber, an innovative educator in her industry, helped found the School of Tourism and Hospitality Management in 1998.

“Under Betsy’s leadership, the School has grown from six faculty members and 120 students in 1998 to 24 faculty, 15 staff, almost 1,000 students, an internationally recognized research center (SIRC) and over $1 million in externally funded grants and projects,” said Gregory J. Fox, a partner in the business department of area law firm Montgomery McCracken.

At the podium, Barber used her acceptance remarks to reflect upon the early impressions on her life made by scouting. Her mother, Carolyn “Cotty” Hicklin, had worked as the Executive Director of the Shining Trail Council of Girl Scouts, in Barber’s hometown in Iowa. Through her involvement in the scouts, Barber said she learned the skills necessary to lead at every phase of her professional career.

The Cradle of Liberty Council has honored hospitality leaders with its Good Scout Award dating to 1987, recognizing the very best and most innovative in the industry.

“This is a tremendous award and I am humbled to have received it,” Barber said.

And Barber meant it – scout’s honor.

—Christopher A. Vito
FACULTY AND CURRICULUM FOCUS

For the 2014-15 academic year, the School of Tourism and Hospitality Management welcomed two new faculty members:

CHRISTOPHER T. LEE  
Assistant Professor  
Dr. Christopher T. Lee joined STHM from the Lundquist College of Business at the University of Oregon, where he attained his PhD in Marketing.

Lee is a published researcher whose research interests include qualitative and quantitative effects on numerical processes, social media, persuasive technology and technology-aided decision-making, and sports marketing.

LAURIE WU  
Assistant Professor  
Dr. Laurie Wu joined STHM from Pennsylvania State University, where she earned her PhD.

Wu, who has authored five refereed publications and five additional submissions that are under review, lists sensory marketing, consumer emotions, services marketing and consumer behavior among her research interests.

Philadelphia Union soccer player, STHM professor team up to tackle Ebola

Philadelphia Union soccer player Michael Lahoud and Assistant Professor Dr. Thilo Kunkel, from the School of Tourism and Hospitality Management, partnered in September to help prevent the spread of the Ebola virus.

Specifically, Lahoud and STHM Assistant Professor Dr. Thilo Kunkel set out hoping to “Kick Ebola in the Butt.”

The latest outbreak of the Ebola virus originated in Guinea in 2013, but was not detected for another four months. It had spread to at least five West African nations and claimed the lives of more than 2,100 people. In August, the outbreak was designated “a public health emergency of international concern” by the World Health Organization.

A native of Sierra Leone, a nation to which Ebola had spread, Lahoud and Kunkel used soccer — the world’s most-popular sport — as their vehicle to fight the spread of the Ebola virus.

Here’s the concept behind the Kick Ebola in the Butt Challenge, which shared traits of similar video-themed charitable drives like the ALS Ice Bucket Challenge.

For Kick Ebola in the Butt, one participant elects to have a soft, lightly inflated soccer ball kicked from five yards away into his or her backside. If the ball hits its intended target, the participant will donate to a charity that supports the fight against Ebola. If it misses, the kicker will donate to the cause.

And like the ALS challenge, the participant can nominate a few individuals who have up to three days to Kick Ebola in the Butt — including the kicker. (Hey, turnabout is fair play.)

“One dollar or one-hundred dollars, it’s up to the participant to determine how much they wish to donate,” Kunkel said. “Every dollar and every donation matters in the fight against the Ebola virus.”

—Christopher A. Vito

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In ticket sales, operations, community relations and beyond, School of Tourism and Hospitality Management alums have found slam-dunk careers with the Philadelphia 76ers.

By Christopher A. Vito
Photography by Ryan S. Brandenberg

NET GAIN

The handset of a telephone is nestled into its cradle, setting off a party. Music plays. Employees dance. A few of them issue fist-bumps or high-fives. Others deliver chest-bumps.

This is Corporate America completely standing on its head.

Just as the Philadelphia 76ers celebrate their wins on the basketball court, the folks within the team’s sales office do the same. Their jarring acknowledgement of each sale makes for an unconventional work atmosphere among the 112 sales employees, who comprise the largest ticket sales force in the National Basketball Association (NBA).

“When that music starts,” said Troy Snead, a Sixers account executive, “you would think someone just hit the game-winning shot. It’s the greatest feeling in the world.”

Snead, BS ’13, is among a number of School of Tourism and Hospitality Management alumni who work for the 76ers in a variety of positions and departments. Graduates of the school’s Sport and Recreation Management program have found professional homes within the NBA franchise, helping to form an industry partnership that’s been mutually beneficial.

“It’s a team-first mentality”

On the court, the Sixers are building for the future. Through detailed scouting and their selections in the NBA Draft, they hope to develop young stars around which to construct a winning team. The ticket-sales staff has employed an identical method for recruiting talent.

Snead and Danielle Balliet, BS ’13, used an introduction to the Sixers through the team’s Night Sales initiative to find their careers. Started in 2011 by Sixers Director of Ticket Sales Matt McShea, the program welcomes college students in an internship capacity. Like the team’s full-time ticket sales staffers, candidates endure a thorough training program before jumping on the phones to develop leads for the Sixers’ sales department.
On average McShea said he receives hundreds of applications for Night Sales positions, and has often selected STHM students to fill those roles. “For us, they’re some of the most-prepared students we’ve seen, as far as being ready for the real world,” McShea said. “We ask them to dress in business-professional attire, as they would for any job, and they do. They know how to sit through an interview, answer questions, and put their best foot forward. They’ve been great for us.”

In professionally preparing students through the Night Sales program, McShea said, his staff is readying them for full-time positions – sometimes with the Sixers.

“In the cases where we’ve hired someone from Night Sales, they’re able to take what they’ve learned and apply it from Day 1 for us,” McShea said. “They’re ahead of the game, as far as we’re concerned.”

The Night Sales program, which operates in three semester-long cycles, is the Sixers’ initial investment in the student, McShea said, allowing the ticket sales team an opportunity to identify talented salespeople at the earliest stages of their careers. That’s how McShea said he identified Snead and Balliet.

“For me, I knew I wanted this to be my career after working in the Night Sales program,” said Snead, a native of Bethlehem, Pa. “There’s nothing better than gaining the experience through the Sixers. I’d do cold-calls. I’d make 80 to 100 calls a night, actually. It was that opportunity to develop and get better that reeled me in.”

Balliet segued from Night Sales to a sales internship and, eventually, into a full-time position. Initially a nursing student who transferred to Temple and STHM, she admittedly didn’t have the sales chops at first.

“But for the Sixers, it’s about the process more than anything,” she said. “They take you from the first step and watch you grow into this position.”

Four years after first manning the phones, Balliet is now one of the Sixers’ group event specialists. She’s turned a routine game
“Every sale is the same, whether it’s for $100 or $20,000,” said Balliet, who hails from Washington Township, N.J. “You feed off of that. Honestly, it makes me want to jump back on the phone and be the next one who people are celebrating.”

“That’s the best part of my job”

STHM students aren’t only working within the 76ers’ ticket offices. They’re also managing community relations initiatives, and even the operations of the team’s NBA Development League affiliate.

Larry Meli, MEd. ’94, epitomizes the Sixers’ method of promoting from within. Hired in 1998 from the Philadelphia Eagles, for whom he had served in a customer-service capacity, Meli joined the Sixers as the Director of Ticket Operations. Then he became the team’s Vice President of Customer Service, responsible for season ticket-sale retention.

A new ownership group purchased the Sixers in 2012, and later bought and relocated an NBA D-League team to Newark, Del. Sixers Chief Executive Officer Scott O’Neil met with Meli about becoming that team’s Chief Operating Officer. In the role, Meli would run operations, marketing, public relations and so much more.

Larry Meli, who attained a graduate degree from STHM in 1994, is the Chief Operating Officer of the ’76ers’ minor-league affiliate, the Delaware 87ers.

experience into something unique, booking youth programs for the team’s high-five tunnel before tip-off, working a table on the concourse at Wells Fargo Center during every home game, and organizing awareness nights for participating charities and foundations.

“We’re trying to take the fan experience to the next level,” Balliet said.

As for the experience in the Sixers’ sales office, that’s reached another level, too. They call it Hoopla. That’s the name of a digital leaderboard that plays the personal music selection of a salesperson after they’ve closed a sale. Snead compared Hoopla to the walk-up music that’s cued as a baseball player steps into the batter’s box. Snead said he changes his music picks regularly if he’s in a slump. And when he’s having an above-average month?

“If that song’s working, I don’t touch it,” Snead said.

The songs may change, but the celebrations remain, said Justine Heidengren (nee Doherty), BS ’11.

“I don’t think you’ll ever find a sales culture that is more supportive than the one we have with the Sixers,” said Heidengren, a Sixers account executive who’s originally from Garnet Valley, Pa. “It’s a team-first mentality.”

“The best part of my job”

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“Scott, who’s incredibly supportive and reassuring, said to me, ‘This is your chance to run an entire organization. It’s a new challenge, and you’ll be great in it,’” said Meli, the Delaware 87ers’ COO.

Daily, Meli commutes from Mullica Hill, N.J., to the team’s offices in Wilmington, Del., and, on game days, the campus of the University of Delaware. His mission: Manage daily operations with an eye toward developing a fan base as creatively as possible.

“Having worked in the NBA for so long, it’s not at all what I expected, but I’ve loved every second of it,” said Meli, who attained his Master’s of Education in Sport and Recreation Administration from STHM. “It goes beyond basketball. … It’s all about the fan experience and being great community ambassadors. Every day, we strive to come up with memorable and unique experiences for our fans.”

One enter-to-win promotion this season, Meli said, offered a fan an opportunity to be an 87er for the day. The winner signed a one-day contract, participated in shootaround, warmed up with the team, dressed in full uniform and sat on the bench for the game.

“In the D-League, we have the flexibility to frame an entire night and game around a once-in-a-lifetime experience,” said Meli. “That’s the best part of my job.”

For Michael Goings, BS ’05, creativity is equally as integral to his position. The Washington, D.C., native said he “came to Temple without even seeing it,” solely on the reputation of the school’s Sport and Recreation Management program.

“And I’ve never left,” Goings said, chuckling.

Goings serves as the Sixers’ director of community relations, responsible for planning and managing many of the franchise’s SIXERS STRONG community outreach efforts. From volunteer initiatives to player appearances, Goings helps lead the team’s community relations plans and prep.

He oversaw a two-day whirlwind event during the 2013-14 season, during which the Sixers signed Kevin Grow to a ceremonial two-day contract. Grow, a Philadelphia-area high school senior with Down syndrome, was his high school basketball team’s manager when he came off the bench on senior night to knock down four 3-pointers. His incredible story, which swept the nation, prompted the Sixers to invite Grow to their practice facility, share a few meals with the team, wear a personalized jersey, and join the players in pregame introductions a day later.

“I don’t think any of us expected that to be as big as it was, and we’re glad it was. We’re still getting letters from Kevin’s family,” Goings said. “Kevin was so inspiring and, community-wise, that’s what the Sixers are all about. Organization-wide, we have such a commitment to this city. We want to engage this city.”

For the Sixers’ home opener this season, the Sixers draped blue T-shirts across every seat in the arena. The team needed the manpower to pull off the feat, and Goings knew to whom to turn.

“I called Montague,” Goings said, referring to STHM Associate Vice Dean Jeffrey Montague.

That day, the Sixers had 50 STHM student-volunteers in South Philadelphia. Goings said he makes every effort to give STHM students opportunities like the one he was afforded. The fall semester of his senior year had been winding down when Goings urged an advisor to help him land an internship with the Sixers. That call led to a career, as it turned out.

“That’s what makes STHM so great,” said Snead, the account executive. “We require industry experience as seniors, and STHM values that just as much as traditional book learning. There’s a reason why this program is the best in the country.”
Pa. Wine and Spirits Association makes 4-year scholarship

The Pennsylvania Wine and Spirits Association, making its first foray into the financial support of college scholarships, has aligned with Temple University’s School of Tourism and Hospitality.

A $16,000 pledge prompted the establishment of the Pennsylvania Wine and Spirits Association Scholarship Fund, which will provide a $4,000 scholarship each year for four years to a STHM student of stellar academic standing and financial need.

A committee appointed by STHM associate dean Elizabeth H. Barber selected Samena Islam, a native of Patterson, N.J., as the scholarship’s first recipient.

Islam, a 2015 graduate, said she plans to apply the scholarship toward her senior-year tuition costs.

“I’m very lucky, very blessed and very thankful that I won this scholarship,” said Islam, who will pursue a career in either hotel management or the management of a multi-cultural organization.

“This scholarship enabled me to reduce my loans and ensure that I graduate on time. I could not be more grateful to the Pennsylvania Wine and Spirits Association.”

The Pennsylvania Wine and Spirits Association chose to support STHM because “we are essentially in the hospitality industry,” said Myron Waxman, the association’s executive director. “The School of Tourism and Hospitality Management was a great fit for us. Couldn’t have been better.”

The Pennsylvania Wine and Spirits Association comprises distributors, importers, vintners and distillers who supply more than 95 percent of wines and spirits purchased by the Pennsylvania Liquor Control Board.

The scholarship will be awarded annually in the memory of Marie Baker Brown, a prominent local figure in the tourism and hospitality industries. Mrs. Brown, who passed in September 2006, had served as the director of government affairs at the Philadelphia Convention and Visitors Bureau, among other ventures, and championed the virtues of the city of Philadelphia as a tourism hotspot.

Tourism industry leaders award $5,000 in scholarship funds to the School of Tourism and Hospitality Management

The School of Tourism and Hospitality Management at Temple University has been awarded $5,000 to finance a scholarship.

The funds were arranged by Fred Tibbitts and Associates; Ross Kellman, Vice President of Hospitality and Leisure for Foodbuy; and Stephen Blackburne, Senior Vice President of Operations for Hyatt Hotels & Resorts.

As an invited guest, STHM Associate Dean Dr. Elizabeth Barber attended a Nov. 11 event hosted by Tibbitts in New York City, at which she was presented a $2,500 contribution funded by Kellman and in honor of Blackburne, the 2014 recipient of the Fred Tibbitts and Associates Hospitality Award for Excellence as an Operator. Blackburne vowed to Barber to match Kellman’s $2,500 donation, resulting in the $5,000 scholarship for STHM.

Blackburne joins the many generous sponsors from Hyatt Hotels & Resorts. The company is a longtime STHM partner and, in addition to funding scholarships, recruits and trains students for placement within the company upon graduation.

Barber said the need-based scholarship will be awarded to a junior or senior who is experiencing financial hardship. Barber commended the partnership STHM has maintained with Hyatt Hotels and its affiliates, highlighting the generosity exhibited by Kellman, Tibbitts and Blackburne as leaders in the leisure industry.

“These three men are very genuine, and their enthusiasm to help students is very unique,” Barber
said. “Their support of the School of Tourism and Hospitality Management will reduce the financial hardships of one of our deserving, talented students, and I could not be more grateful for their generosity.”

–Lora Strum

**US Airways awards STHM scholarship funds**

With the assistance of US Airways, select students from Temple University's School of Tourism and Hospitality Management were walking on air.

For the second straight year, US Airways awarded $20,000 to STHM, which disseminated the scholarship funds among current students who are pursuing careers in the tourism and hospitality industries.

In the fall, STHM selected five students to each receive individual $4,000 scholarships to be applied to their Spring 2015 tuition expenses. US Airways, the world's largest following its merger last year with American Airlines, allows the university to determine both the criteria for choosing its recipients as well as the value of individual scholarships.

Beginning in 2013, the US Airways Scholarship program has set aside a $20,000 stipend for the largest public university in each of US Airways' hub cities, with Temple University being one of them. Arizona State, which is located in Phoenix, and the University of North Carolina-Charlotte also have received $20,000 scholarship grants from the airline.

“It's an opportunity to support education in our hubs,” said Kelly Balthazor, US Airways’ Senior Manager of Community Relations. “It’s only (the program’s) second year, so the impact is difficult to determine, but we’ve had recipients write thankful notes, and some have said it’s been extremely impactful and that they’ve been able to concentrate more on their studies.”

–Christopher A. Vito

**Skål International making progress toward STHM scholarship**

Skål International’s local chapter, based in Philadelphia, recently completed its third installment on what will be a $25,000 endowment to Temple University’s School of Tourism and Hospitality Management, with the hope of securing further contributions toward its cause.

When the financial goal for the endowment is reached, the Skål International Philadelphia Scholarship Fund will be awarded annually to an STHM student who displays excellence in and out of the classroom.

“We’re looking for leaders in the industry, and where you start is by identifying leaders at the college level,” said June Seminario, the membership development officer and past president of the Philadelphia chapter of Skål International. “This scholarship, when established, will benefit students who achieve academic greatness, and also those who are active and outgoing, strong communicators and willing to network.”

Winners of the Skål International Philadelphia Scholarship Fund will receive scholarship money of an annually fluctuating sum, in addition to membership to Young Skål. Members of Young Skål, who are dubbed Skålleagues, would have a natural bridge to the parent organization upon graduation.

Founded in 1934, Skål International is the tourism industry’s only global organization. Skål, which joins all branches of the travel and tourism industries, boasts more than 18,000 members in 450 clubs covering 85 nations, with most of its activities occurring at local-level chapters.

To contribute to the Skål International Philadelphia Scholarship Fund, please visit giving.temple.edu/givetoSTHM.

–Christopher A. Vito
Alum strikes a chord as Musikfest's Senior VP of Programming

Hard work helped Patrick Brogan, BS '04, strike a chord with his employer.

The School of Tourism and Hospitality Management alumnus had interned in Summer 2002 for ArtsQuest, a music- and arts-centric non-profit. He pined for a full-time position, so he committed himself to doing just about anything to get his foot in the door.

“I even used my vacation time to work Musikfest,” Brogan said of ArtQuest's 10-day summer concert staple of the Lehigh Valley that features 350 acts. “I did that for two years. I would use vacation from my real job, as the managing director of the Philadelphia Film Festival, and come back as stage manager at Musikfest. I loved it. It was everything from crew calls to working with the union labor we were using, hospitality in the green room and coordinating fan meet-and-greets with the bands. It was everything I wanted out of a career.”

In a way, Brogan never left ArtsQuest. These days, he’s their Senior Vice President of Programming and counts booking bands for Musikfest among his primary responsibilities.


Brogan, STHM’s recipient of the 2014 Outstanding Alumni Award, books more than 1,000 acts annually for ArtQuest’s programming. In his eight-year tenure, he’s booked more than 8,000 performances.

“You have to go hard at what you do, because there are tons of people who would love to have the opportunity I’ve been blessed with,” the Allentown, Pa., native said. STHM and the professors, who were great mentors and great people to bounce ideas off of, taught me that skill.”

—Christopher A. Vito

For alum, joining golf network is par for the course

Lou Holder, MEd. ’99, works for a golf network. That doesn’t mean that he gets mistaken often for an expert golfer.

“What's my handicap on a golf course? Too high, but it is getting lower,” Holder said between chuckles.

Holder is an anchor on the newly formed Back9Network, an all-day, every-day golfing lifestyle network. He's a co-host on “The Turn,” the network’s flagship show that airs multiple times daily, covering golf, fashion, gossip, entertainment, pop culture and all things in between.

He completed his undergraduate studies in communications at Rutgers University before getting a foothold in television. He arrived at Temple University in 1997, completing the Master’s of Education in Sport and Recreation Administration at STHM in two years.

The pull of a career in television was too strong to ignore.

“I went to STHM thinking I'd be a public
relations rep for a pro sports team, then I took some elective credits in the broadcast journalism school working with Temple Update and I never left,” the native of Cherry Hill, N.J., said. “The networking opportunities and the people at Temple are tremendous. Some of the best people I ever met were during my Temple days.”

Thanks to the work of his agent, and Holder’s connections in the communications industry, Holder caught word of the Back9Network’s formation earlier this year. He interviewed for a position and “I guess I fit the mold, because they basically hired me on the spot.”

Holder isn’t sure in which direction Back9 will next go, but he’s thankful his professional route took him through STHM and Temple.

“That was such a great experience for me,” Holder said. “I couldn’t be more thankful for everyone I met while I was there.”

–Christopher A. Vito

STHM alumna Jamila Lee meets First Lady, earns recognition for perseverance

Attaining a college degree was satisfying. Earning recognition for her perseverance was equally fulfilling. Sharing a stage with the First Lady Michelle Obama was, well, unexpected.

STHM alumna Jamila Lee, BS ’14, was honored last summer at the 2014 District of Columbia College Access Program (D.C. CAP) Annual Graduation Celebration.

Founded 15 years ago, D.C. CAP assists in the college-enrollment process for public- and charter-school students in the nation’s capital. One such student was Lee, a native of Washington, D.C. The organization distinguished Lee with its Most Perseverance Award.

The award came with one caveat: its recipient — in this case, Lee — had only a few-days’ notice to prepare a speech to be delivered to guests of D.C. CAP’s reception. First Lady Obama served as a speaker at the nearly 700-guest event.

“First Lady Obama’s theme was to never stop struggling,” Lee said, “because, as she put it, it’s been scientifically proven that if you struggle to get through something, it’s a sign of growth and it’s important for success.”

Lee changed her major twice at Temple before deciding on STHM and a career path in hospitality management. Visits to academic advisers weren’t Lee’s only impediments toward graduating, however. Lee became pregnant in her junior year and, with now-fiancé Julius Hutchins, welcomed their son, Jacob. To her credit, Lee’s pregnancy forced her to miss only one semester of studies, en route to graduating in May 2014.

Overcoming challenges significantly influenced the direction Lee followed in delivering her speech at the D.C. CAP reception. Lee credits STHM with putting her in a position to succeed. She landed her first full-time job, post-graduation, at a Starwood Hotel property with which she interned — the Westin Georgetown, in Washington, D.C., where she serves as a marketing coordinator.

“At Starwood, they promote within the company,” she said, “so I’ll go wherever my career will take me.”

And by all estimations, Lee is on her way up.

–Christopher A. Vito

Alumna leaves her mark at A.C. Food and Wine Festival

With her hands in the planning — and her toes in the sand — Eliza Stasi, BS ’08, ensured that the Atlantic City Food and Wine Festival would go off without a hitch.

The School of Tourism and Hospitality Management alumna serves as the Regional Entertainment Manager of Caesars Entertainment,
and in that role, Stasi planned and managed the 6th Annual Atlantic City Food and Wine Festival, held July 25-27, 2014.

Stasi even drew acknowledgement from guest celebrity chef Martha Stewart.

This year’s festival featured a first, with all events being conducted outdoors. From the daytime grand market to the twilight cocktail parties, and everything in between, attendees experienced all of the festival’s sessions in the open air. In recent years, the festival’s schedule of events was split between the beach and the ballroom. This year, attendees had a chance to kick off their shoes and dip their toes into the sand, if they so chose, while taking in the festival’s offerings.

“The transition outdoors was so well received,” Stasi said. “Attendees responded very well to the change, the feedback was incredibly positive.”

Three celebrity chefs led demonstrations. Stewart hosted a session highlighting burgers, and posed with Stasi for a picture for her blog, “The Martha Blog,” wherein she credited Stasi for putting “a lot of work into organizing the events.”

Stasi, who has worked for Caesars Entertainment since 2011, oversees the Atlantic City Food and Wine Festival’s itinerary, budgets, sponsorship activations, logistics, “and just about everything else you can think of,” she said with a laugh.

“Mainly,” said the Cranbury, N.J., native, “if there’s a lifestyle event that we put on, I have a hand in it.”

—Christopher A. Vito

Alums of School of Tourism and Hospitality Management connect in Miami, create alumni group

After leaving Temple’s nest of Owls for “the Cruise Capital of the World,” Justin Wusinich and Jeff Rugg felt as though they had left their Temple University connections more than 1,000 miles behind.

Fortunately enough, for the School of Tourism and Hospitality Management alums, the Miami tourism industry leaders first crossed paths when they had reached South Beach.

“We met when I worked at the Miami Beach Convention Center,” said Rugg, BS ’07, the Director of Sales and Special Events for Live Nation. “Justin was in convention sales for the Greater Miami Convention Bureau, so we worked together on a variety of meetings, trade shows and conventions.”

With his newfound connection in Miami, Wusinich, BS ’11 – Corporate Sales Manager for the Greater Miami Convention and Visitors Bureau – wanted a way to connect with his fellow Temple Owls. He recently launched the STHM South Florida Alumni Association, a group that has nearly 20 members, including Rugg. The group hosts various networking events, in order to stay active within the Temple community. Dr. Elizabeth Barber, Associate Dean of STHM, could not be happier that alumni are linking up and promoting the spirit of STHM and Temple in Florida.

“I am proud to learn that our students have not only moved into the Miami market, but are thriving there,” said Barber. “Because of the accomplishments of Jeff, Justin and other alums of our School, we are sure to have more and more students following in their footsteps.”

—Angelise Stuhl
STHM alums receive Pennsylvania Park and Recreation Society awards

Three graduates of the School of Tourism and Hospitality Management have been recognized for their programming achievements in the park and recreation industry.

Each year, the Pennsylvania Recreation and Park Society (PRPS) bestows Excellence in Programming Awards upon deserving professionals for outstanding achievement in park and recreation programming. In 2014, Daniel Russell, BS ’97, Sudha Suryadevara, BS ’05, and Kathleen Muller, BS ’78, were named recipients of the award for their programming contributions geared toward serving children.

Those who receive the PRPS Excellence in Programming Award earned statewide recognition at a March 2014 conference in Champion, Pa. Russell and Suryadevara, both of who represent the Upper Merion Township Department of Parks and Recreation, received the award for their SNAP soccer program. SNAP, an acronym for Special Needs Adaptive Program, offers children with special needs the opportunity to learn basic soccer skills while also getting the chance to exercise and socialize.

“We feel, as a recreation department, that it’s important to provide services for people of all ages and abilities,” said Russell, the Director of Upper Merion Parks and Recreation. “It’s very near and dear to our hearts because it reaches the special needs population in our community.”

“The program is designed to be rewarding, challenging and fun,” said Suryadevara, Upper Merion’s Recreation Superintendent who initially interned for Russell and the department during her STHM career.

The SNAP soccer program met several criteria for the Excellence in Programming Award, due to its partnership with the Upper Merion School District. The district provides student volunteers to assist with teaching SNAP soccer skills. Upon completion of the program, volunteers receive a special certificate to recognize their dedication and hours of community service.

“It’s a really great opportunity that provides volunteer buddies the chance to understand and relate to participants with special needs,” Suryadevara said. “It brings two groups of people that might not otherwise interact, together.”

As the Director of Strategic Initiatives for Philadelphia Parks and Recreation, Muller said creating a program to benefit the future success of the children in Philadelphia was something she and Deputy Mayor for Environmental and Community Resources Michael DiBerardinis had deemed a necessity. Their program, Mantua in Action Youth Development, provides increased opportunities for middle-school youth to stay active, lead healthy lifestyles and evolve as community leaders.

“We offer traditional activities such as basketball, tennis, and art classes,” Muller said. “We also offer a variety of non-traditional activities like wrestling, squash and bicycle workshops, which are conducted by Neighborhood Bike Works in Philadelphia, to teach the kids how to properly take care of their bikes.”

The Mantua in Action Youth Development Program, which receives volunteers from its partnership with Drexel University, provides safe spaces within which to conduct featured activities through the year. The program, Muller said, is reflective of the hard work of those from the Philadelphia Parks and Recreation Department who care deeply about the future of urban youth.

“The children are connecting with caring adults while learning new skills,” said Muller. “They are our citizens. They are the future leaders of Philadelphia.”

—Angelise Stuhl

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Introducing **CLASS NOTES**

**BETH MEISSGEIER, BS ’11**
Honored as 2014 Sales Manager of the Year for Marriott’s South Central Sales Group, based upon productivity, event satisfaction scores, leadership nomination and the successful mentorship of a new sales manager. Meissgeier majored in Tourism and Hospitality Management.

**ROB ELLIS, BS ’85**
Named a co-host of Breakfast on Broad, a sports-talk morning show on The Comcast Network. Ellis, who majored in Sport and Recreation Management, had hosted a sports-talk show on Sportsradio 94WIP in Philadelphia.

**EMILY CROKE, BS ’15**
Received the 2015 Delores M. Andy Scholarship, awarded annually to a student from STHM who emphasizes community and urban recreation. Croke, who majored in Sport and Recreation Management, has accepted a position with the Upper Gwynedd (Pa.) Parks and Recreation Department.

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**SO WHAT’S YOUR STORY?**

Has your career taken you around the globe? Have you climbed the corporate ladder? Have you pursued an unusual career path, or delved into entrepreneurial ventures of which you never would have dreamed?

Share your professional successes (i.e. current role, latest promotion or accolade, etc), Send details to Kathe Archibald, Associate Director of Development & Alumni Relations, at kathe.archibald@temple.edu.

We look forward to hearing from you – and possibly featuring you in the pages of Connections!

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IN MEMORIAM: Edward H. Rosen

Edward H. Rosen, a longtime member of Temple University's Board of Trustees who played an integral role in the founding of the School of Tourism and Hospitality Management, died Oct. 1, 2014. He was 87.

Mr. Rosen was a businessman, philanthropist and Temple trustee.

He is regarded as an integral force in the creation of STHM. In 1998, Mr. Rosen was appointed by then-Temple President Dr. Peter Liacouras to head a task force that would determine the university's response to Philadelphia's rapidly expanding hospitality industry. The task force's mission was to research and make a recommendation on the future of tourism and hospitality as an academic program at Temple University.

The result: The School of Tourism and Hospitality Management was founded.

With the help of Mr. Rosen, STHM first opened its doors with six faculty members, three staff members and only 120 students. In the years since, it has expanded to 25 faculty members, 15 staff and nearly 1,000 students, while establishing itself as a preeminent center for innovative education and research. STHM is home to the internationally recognized Sport Industry Research Center and more than $1 million in externally funded grants and projects.

Mr. Rosen served as an original member of STHM's Dean's Council.

"Through Mr. Rosen's leadership and unwavering support, STHM was created July 1, 1998," said STHM Associate Dean Dr. Elizabeth Barber, who co-founded the School and served with Mr. Rosen on the task force. "He was a fierce supporter as the years passed. He was on the STHM Dean's Council and made annual contributions to the School's scholarship fund. His pleasant demeanor will surely be missed."

"He was a jovial, friendly man who cared deeply for Temple University," said Fox School of Business Deputy Dean Dr. Rajan Chandran, who worked closely with Mr. Rosen on Liacouras' task force. "He will be missed greatly."

Mr. Rosen was active in Philadelphia's Jewish community. He provided $8 million to fund the construction of Temple's Edward H. Rosen Hillel Center for Jewish Life at Norris and 15th streets. He served as a past president of the Jewish Federation of Greater Philadelphia, and was a board member of the Jack M. Barrack Hebrew Academy, in Bryn Mawr, Pa., where he resided.

–Christopher A. Vito
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. www.sthm.temple.edu.