Elizabeth H. Barber, a PHLCVB executive board member. “The program supports the work we do and encourages participants to increase their marketable skills within the hospitality industry.”

Although conceptualized within the travel and tourism industry, the PHL Welcomes U! curriculum aims to create PHL ambassadors across a variety of industry segments, including retail, education and transportation. —Brandon Lausch

Three new scholarships provided to STHM students

Three new scholarships were established recently at the School of Tourism and Hospitality Management.

US Airways dispersed a $20,000 scholarship to STHM students based on financial need, academic performance, and career and personal goals. The airline began collaborating in 2013 with the largest public universities and community colleges in each of its hubs in Philadelphia, Phoenix and Charlotte, N.C., to provide scholarships for students who demonstrate financial need and an interest in tourism and hospitality.

A $16,000 pledge established the Pennsylvania Wine and Spirits Association Scholarship Fund to provide an annual scholarship for a student majoring in hospitality management based on academic excellence and financial need.

“It’s the first time we’ve undertaken such an effort, and all of us are really in agreement on doing it. It was the right thing to do at the right time,” said Myron Waxman, a Temple alumnus and executive director of the trade association of distributors, importers, vintners and distillers who supply more than 95 percent of the wines and spirits purchased by the Pennsylvania Liquor Control Board.

The STHM Alumni Association board of directors founded a scholarship in the name of the Alumni Association to be awarded to current STHM students. The STHM Alumni Association Scholarship was created as a way for STHM alumni to give back to the school. The goal of the association is to raise $12,000 to distribute to scholarship winners. The Alumni Association board is asking alumni to support this initiative by making a gift at giving.temple.edu/givetothm and selecting Alumni Association Scholarship Fund—STHM as the designation. —Staff report

SIRC partners with Team Philly Race Training to study impacts of running

The School of Tourism and Hospitality Management’s Sport Industry Research Center (SIRC) has launched a partnership with Team Philly Race Training to conduct research on sustained physical activity.

SIRC, directed by Associate Professor Jeremy S. Jordan, is a collaborative research network that provides innovative marketing and management strategies to enhance the economic, social and environmental sustainability of sporting events.

Team Philly, founded in 2010 by Sarah Walmsley and Ross Martinson, serves to support Philadelphia-area runners of all levels in their aspirations of living healthy. By looking at other fitness-based initiatives, Walmsley saw that there was a need in Philadelphia for training groups for those who are inactive.

To make participants feel more comfortable about running for the first time among non-runners and runners alike, each Team Philly participant is given a mentor and placed in a group that complements the participant’s running style. Sponsorship by Philadelphia Runner, Nike and the Rothman Institute gives participants the option to attend additional workshops and screenings. Team Philly participants are also able to purchase discounted training equipment.

“We already know that we’re changing lifestyles,” Walmsley said of Team Philly. “But we want some quantitative data to prove it.”

By using longitudinal data, SIRC researchers are tracking changes in physiology, attitude and general physical activity. —Alexis Wright-Whitley