

THE COMMUNIQUE

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March 2010



MESSIAH
COLLEGE™

Editors:

Tim D'Agostino
Paige Manieri
Lauren Schick

Alumni Interview: Dominic Morrone ('09)

Paige Manieri

Dominic Morrone graduated in 2009 as a PR/Advertising concentration within the Communication Department. Here is a little glance at what he's up to now:



What is your current job?

My current job is at the Homewood Suites by Hilton in New Windsor, New York.

What are your job responsibilities?

At this time I am the Front Office Manager; I started out as a front desk assistant and was quickly promoted to supervisor and then manager. I run a team of individuals who handle any guest needs that they can throw at us. I also facilitate their training and coach them in areas of need for guest satisfaction. Hilton has very specific and measurable goals for all of their hotels and I am proud to say that my team and I are in the top 10 of all 292 Homewood Suites front desk teams, bringing our rank up 180 spots since I first arrived. I help with group billing and reservations but most of all guest assistance. This job allows me to wear many hats including roles in Sales, where I had the opportunity to gain our hotel some big accounts. My biggest project to date has been handling West Point Military Academy's Graduation weekend. A great deal of time and effort goes into this weekend as it is probably the biggest economic boost our area sees all year. Some other smaller responsibilities include scheduling, interviewing, and extended stay supervision.

What is your opinion of the job so far?

Overall I love this job. Like I mentioned above I get to wear a lot of hats and that suits me well as a Public Relations graduate. I am also in front of the people each and every day trying to make their hotel experience the best they have encountered. Service is at the forefront of all of our minds in a society that seems to put very little importance on guest and customer experience and satisfaction. It really shows you how simple it is to make a big difference. The industry is also very competitive which is perfect for a person like me. Anyone who knows me knows that I love to win. I also find that this job brings out my nature of servanthood and it's easy to do what is natural; getting paid for it doesn't hurt either.

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Alumni Interview: Dominic Morrone ('09)

Paige Manieri

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Is there any experience you had at Messiah that best prepared you for this career?

I know it's cliché to say, but it is tough to pick out one experience at Messiah that prepared me. As much as everyone would love to hear that it came out of the classroom, it really didn't. Service opportunities at Messiah are great, and the ones that I took advantage of were very rewarding and an easy transition to my career. I think that a place like Messiah brings together many like-minded people, people who want to serve others and do business the responsible and right way. Each Messiah class I took stressed high moral fiber and the importance of honesty, which I do not waiver upon when faced with making a decision at work. Naturally, my fellow Communication students and teachers helped give me an edge into understanding and communicating with people—an invaluable skill in the hospitality business. If I had to pick a someone and not a something that defined how I would go forth in my career, it is undoubtedly Nance McCown. Certain people might have doubted my drive and character, but Nance really gave me the respect and chance I needed to see how I could work and serve through the PR Campaign. Messiah has the faculty that can do that like no other college, and that really puts us over the top.

Do you have any advice for current job seekers?

For job seekers right now, I would suggest to be open and be yourself; you cannot fake the character that students at Messiah have. Employers will see you for what you are and integrity is your greatest asset. When I say be open, I just mean don't let your major tie you down. You never know what you will find that suits you or your personality. I used to be driven by the idea of a paycheck; I could have been an accountant but no offense to our great accounting majors, I couldn't be that boring. Be patient and look at any job, whatever the size, with the same focus; be the best at what you do, big or small; and always remember that integrity is what you do when no one is watching.

Thanks Dom for your advice! Good luck in the future!

Upcoming Events from the Career Center

Weekly Resume Drop-In Hours

Mondays: 2:00-4:00 p.m.

Tuesdays: 1:00-3:00 p.m.

Wednesdays: 12:00-2:00 p.m.

Mock Interview Days

Friday, April 23: 8:30 a.m. - 4:00 p.m.

Elizabethtown College Job & Internship Fair

Tuesday, March 30: 10:00 a.m. - 2:30 p.m.

Over 70 employers registered.

For more information go to: <http://www.messiah.edu/offices/career/EtownJobandInternshipFair.html>

CAREER CENTER
For VOCATION & DEVELOPMENT

Graduate School Acceptance Reception

Monday, April 26: 3:00 - 3:45 p.m., Howe Atrium, Boyer Hall

Have you been granted acceptance to a graduate program? We want to hear from you! A special reception is planned in your honor.

Race to the Finish - Operation: CURE

Lauren Schick

Operation: CURE, the brainchild of the Public Relations Campaign class from the fall, took place March 6 from 7 p.m. to 9:30 p.m. The “Amazing Race” type event sent 10 teams of 2 students racing around campus to compete in various timed challenges. Teams were urged to raise support with the goal of raising \$1,000 to sponsor one child’s surgery. Thanks to generous support and donations, Operation: CURE raised \$1,015 with Ashley Morgan and Anne Watson as the biggest fundraisers.



The Public Relations Campaign team spent countless hours brainstorming and creating the event for its client, CURE International, a local non-profit that provides physical and spiritual healing for children with disabilities in lesser-developed countries. The Messiah Chapter of Public Relations Student Society of America (PRSSA) tackled the final challenge of implementing and organizing the event, gaining valuable public relations experience along the way. Starting in January, a team of students from

PRSSA began taking the intricate plans from the PR Campaign team and making them a reality. Heather Nero, Vice President of PRSSA says, “Everyone really pitched in to help with the planning; it turned what seemed like an endless list into a simple task.”

During the event, students participated in an ice cream taste-test, racked their brains in a game of “memory,” tested their CURE knowledge with a trivia quiz, participated in a dizzy-bat soccer goal challenge,

and found their inner rhythm by performing an African dance. Each challenge correlated with a different aspect of CURE’s work. For example, the ice cream challenge coincides with CURE’s work in providing cleft palate surgeries; the memory game links to CURE’s work with hydrocephalus, a swelling of fluid in the brain that leads to learning disabilities such as memory loss;

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Student Profile: Katlin Nolt ('11)

Lauren Schick



Birthday: June 3, 1988

Hometown: Bowmansville, Pa.

Major/Concentration: Public Relations

Favorite verse: Psalms 46:1 "God is our refuge and strength, a very present help in trouble."

Favorite Messiah food:

BBQ Chicken Pizza from the Union

If you could have dinner with anyone who would it be?

Rachel, Joey, Monica, Ross, Chandler, and Phoebe
(from the cast of FRIENDS)

Ideal job: Public Relations for the Philadelphia Phillies

Favorite vacation spot: Anywhere in Europe

Describe yourself in three words: Logical, sarcastic, creative

Hobbies: Writing, photography, traveling, eating/cooking, volleyball, game nights with my team

Biggest inspiration: "My cousin Andy because at the end of our senior year he was diagnosed with Ewing's Sarcoma, a rare type of cancer, and he died October 2008. Losing him was really difficult and I think about him whenever I face something I think I can't do. I think about how much harder it must be to fight cancer, and how Andy would laugh at me for freaking out over something small. Andy taught me not to sweat the small stuff as much."

Conan Gives Twitter a Confidence Boost

Paige Manieri

Behind Facebook, Twitter closely follows as one of the most popular social media sites on the web. In the first few months of 2010, Twitter made over \$57 million and hit 4 billion tweets. Celebrities prove to be the major factor that helps Twitter maintain its large Internet presence. According to an article in The Huffington Post, Conan O'Brien made Twitter his new obsession, joining many other celebrities. With the ending of his primetime television programs "The Late Show with Conan O'Brien" and "The Tonight Show," O'Brien created an account in February of this year to "occupy his time." His first "tweet" read, "Today I interviewed a squirrel in my backyard and then threw to commercial. Somebody help me." Within thirty minutes of this posting, O'Brien had around 15,000 followers.

With celebrities like Conan O'Brien joining the Twitter world, there is no doubt that its popularity will continue to increase. This functions as greater proof that social media maintains a top priority in the media literate in America. As long as there are people interested in the lives of others, social media will continue to have a presence in our ever-growing electronic culture.

For the full article go to:

http://www.huffingtonpost.com/2010/02/24/conan-obrien-joins-twitte_n_475722.html



RT @ConanOBrien:

Today I interviewed a squirrel in my backyard and then threw to commercial. Somebody help me.
5:54 PM Feb 24th via web

Race to the Finish - Operation: CURE

Lauren Schick

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and the soccer challenge connects with CURE's work in healing clubfoot. As each team performed the African dance routine, the energy became so infectious that even the event staff joined in the dancing!

The final challenge entailed quickly removing five pieces from an "Operation" type board made to look like the CURE logo with as few "buzzes" as possible. The board, complete with lights and buzzers, functioned exactly like the Hasbro board game, but on a much larger scale. And the feat was much harder than most teams anticipated! After the event staff totaled the final times of the five race challenges and the operation board, Rozzie LaBare and Steph Shenk reigned victorious. Congratulations!



After months of planning and hard work, seeing the event to completion was a big relief but also a great source of pride. Senior and PR Campaign member Dave Shirer remarks, "After a semester of planning, it was amazing to see this event pulled off successfully. Bringing together so many people to make this the event we wanted was incredible. I am so proud of myself, the campaign team, and everyone else involved in making Operation: CURE run smoothly and successfully. I'm glad to

finally be done, but will never forget this great experience to implement everything I've been learning as a springboard to my future in PR."

ATTENTION SENIORS: SAVE THE DATE

**Communication Department
Senior Graduation Picnic**

Tuesday, May 4, 2010

4:00 - 6:00 p.m.

Climenhaga Homestead and Patio

Internship Opportunities

Thousand Pines Christian Camp

Location: Crestline, Calif.

Major: Film

Description: Assist with graphics, video production, marketing, live sound and stage lighting for a summer camp. Full time and paid internship. Includes on-site housing and food.

Contact: Ben Beitzel at ben@thousandpines.com

Philadelphia Magazine

Location: Philadelphia, Pa.

Major: Journalism

Description: Duties include fact checking, assisting writers with research and writing short pieces

Contact: Valerie Yeager at vyeager@phillymag.com

Target Media

Location: Harrisburg, Pa.

Contact: Any interested candidates may contact Vanessa at Vanessa@targetmediausa.com for more information.

Messiah College

Internship Center

Administrative Work Study

P: 717-796-5099 x4

F: 717-691-6043

E: internctr@messiah.edu

PinnacleHealth Foundation

Location: Harrisburg, Pa.

Major: Communication

Description: Paid internship working as part of a team, reporting to the Chief Development Officer. Lead your own project.

Contact: Larry Warkoczeski at lwarkoczeski@pinnaclehealth.org

Harsco Corporation

Major: Marketing, Journalism, PR, Communication

Description: Assist with the creative development and execution of a range of responsibilities including website development and continued implementations of Harsco's branding program.

Contact: Send resume to employment@harsco.com

WITF, Inc.

Location: Harrisburg, Pa.

Major: Film

Description: Assist TV producers on a variety of productions. Serve as production assistant on remote location shoots, live shows and live-to-tape shows. Serve as member of the technical studio production crew. Videotape/edit field places for shows. Assist in script/rundown preparation.

Contact: Teresa Kurtz at teresa_kurtz@witf.org

The Second Mile

Location: Camp Hill, Pa.

Major: Communication/Public Relations

Description: Assist in drafting press releases, public service announcements, coordination of new articles and maintaining up-to-date print and electronic media lists.

Contact Melissa Snyder at melissa@thesecondmile.org

The White Wolf Group

Location: Mechanicsburg, Pa.

Major: Broadcasting

Description: Assist with various facets of the production process. Work on a variety of projects, ranging from commercials to live internet broadcasts.

Contact: Jeffrey White at info@white-wolf-group.com

HealthAmerica

Location: Harrisburg, Pa.

Go to <http://careers.cvty.com> for more information

Contact: Jada Kimbrow at (717) 829-2295

American Lung Association

Location: Camp Hill, Pa.

Major: Communication/Public Relations

Description: Writing PR hardcopy, assist in production of materials for events, research, draft campaign strategies

Contact: B. Derek Shaw at bdshaw@lunginfo.org

Rite Aid Corporation

Summer 2010 Internship (application deadline early April)

Major: Communication, Public Relations

Location: Camp Hill, Pa.

Description: Unpaid, for-credit (required) internship focused on crisis communication in corporate sector

Contact: Dr. McCown at nmccown@messiah.edu to connect with Rite Aid contact

Children's Miracle Network

Location: Hershey, Pa.

Major: Communication/Public Relations

Description: Handle press releases. Work with volunteers. Assist in planning and executing promotional activities and fundraising events.

Contact: Jennifer Groff at jgroff1@psu.edu

PPO&S

Fall 2010 or Spring 2011 Internship

Location: Harrisburg, Pa.

Major: Communication/Public Relations

Description: Work closely with associate director of PR and account team on various PR initiatives for multiple clients.

Contact: Teri Hurst at thurst@pposinc.com