

Females in Athletic Business

Nov 2017

FAB

FEMALES IN
ATHLETIC BUSINESS

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Females in Athletic Business



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SWISS EVENT A SUCCESS AGAIN!

With overwhelmingly impressive feedback from attendees, [FAB]'s 2nd Annual Strong Women in Sports Summit was an absolute success. We're excited to say that last month's "Prepare Fair"-themed event saw 100% registration and 65% first time attendance, which reinforces that [FAB] is growing at an exciting rate. In addition, 100% of attendees surveyed said they would absolutely attend another [FAB] event in the future.

The event featured a 6-speaker panel including Kara Fisher of Michigan State Athletics, Andi Osters of MHSAA, Sandra Rapp of PSE Event Housing, Sharnese Marshall of the Detroit Pistons, Kathy Grayson of the PGA and McCall Salmon of Davenport University. These experienced women with varied backgrounds were able to impart their wisdom regarding hiring preferences, resume building, how to ask for a promotion and how to handle sexual harassment in the work place, among other topics.

In the coming year, a big goal for our organization is to offer more [FAB]-Sanctioned events throughout the country, as we grow our membership. In the meantime, if [FAB] is not offering events in your area, please check out our event calendar on the website, as we do feature industry-relevant events throughout the country and in Canada. If you are interested in hosting an event or helping to plan an event in a city or region where [FAB] members reside, please contact Kristin at fabsportsorg@gmail.com for help getting started.

A big thanks to all of the #strongwomeninsports that made last month's event possible!

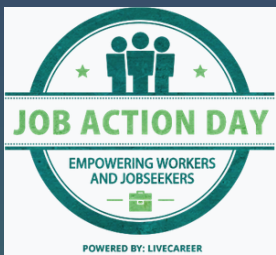


For over 25 years, Anthony Travel has specialized in providing creative and comprehensive travel solutions for athletes, teams, coaches, parents, universities and fans. Now, ATI is so generously teaming up with [FAB] and U.S. Figure Skating to provide one lucky member the opportunity to travel for a 3-day job-shadow to Portland, OR for the 2018 U.S. Synchronized Skating Championships, to STUDY EVENT PLANNING in the sports industry. To apply, email fabsportsorg@gmail.com with your resume (work, volunteer, internship and school experience) and 300 words or less on why you believe you are the most deserving candidate. Students and young professionals studying or working in event planning in the sports industry will be most heavily considered. You must be a member of FAB to win and at least 18 years of age. See additional rules below. **SUBMISSION DEADLINE IS Monday, November 20th, 2017.**

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NOVEMBER EVENTS NEAR YOU

Date	Event	Location	Link
11/2/17	Women, Wealth and Networking	Scottsdale, AZ	https://www.eventbrite.com/d/united-states/women-sports/?c=regular&page=2&sort=best
11/3/17	Women in Sport Business Symposium	Chapel Hill, NC	https://www.eventbrite.com/e/women-in-sport-business-symposium-tickets-38926172229
11/7/17	FLISE	East Lansing, MI	https://msufliise.com/
11/9/17	Women in Sports and Business Panel	Chicago, IL	https://www.eventbrite.com/e/girls-fundraiser-women-in-sports-business-panel-tickets-38438719244
11/10/17	Sports Diversity Awards	Kansas City, MO	https://www.eventbrite.com/e/2017-compete-sports-diversity-awards-the-8th-annual-percy-awards-tickets-36767652980
11/12/17	Women, Leadership and Sports	Columbus, OH	https://www.eventbrite.com/e/more-than-a-game-women-leadership-and-sports-tickets-39117285855



Help [FAB] Celebrate Job Action Day on November 6th, by logging on to <https://www.livecareer.com/jobactionday>. For this year's Job Action Day, we want to empower workers to use their transferable skills to find exciting new opportunities or to advance their career within their current organizations. Checkout the articles written by career experts about how to make sure your transferable skills are up to date, including one by our Director, Kristin Ray.

SPORTS-MINDED WOMEN, FIND YOUR VOICE!

Are we really still living in a male-dominated business world? Women who feel outnumbered and intimidated aren't alone, even if statistics are showing that we're consistently making strides to change. Stephanie R., a business student at Michigan State University, says that the significantly higher number of males than females is noticeable in her business law class. She also adds that it affects her willingness to participate because she feels outnumbered.



Stephanie is not a one off. It seems many women feel as if they have been over-looked when they voice their opinions. At the very least, they tend to feel that male opinions are more highly regarded, which in turn causes some women to feel disregarded. This is one of many issues that Sheryl Sandberg, COO of Facebook, addresses in her book, LEAN IN. Using her many years of corporate experience, she attempts to empower women to find their voice, lean in to their workplace, be attentive, apply for promotions, and be leaders. One of the most impactful topics that Sandberg speaks about, is an example of a Gymboree ad campaign that made onesies that read, "Smart like Daddy" and "Pretty like Mommy." She explains that this "...did not happen in 1951. It happened in 2011. These are the stereotypes that we are trying to break!"

These sexist themes can be especially difficult for women in the sports industry to overcome. If you look at various front office staffs members for different sports organization such as the Team Owner, General Manager, CEO positions, they are overwhelmingly male. In the NFL only five of thirty-two teams have a female in an ownership role; The Lions, Bears, Browns, 49ers, and Bills. This inequity can make the sports industry very intimidating for women to enter. We do have options, however; we can be the voice for change.

Women in the sports industry are making strides. According to Ohio University's Online Master of Athletic Administration program, ESPN currently has 48 female anchors, analysts, reporters and contributors. There has also been an increase in female sports journalists since 2010, increasing from 10.6 percent in 2010 to 12.7 percent in 2014. However, if putting your voice or your opinions out there in a male-dominated environment scares you, you're not alone. The assertiveness it takes to make change can often be misconstrued as over-aggressiveness when people aren't ready for change. On the flip side, women who take a more reined-in approach to being heard can often be overlooked or seen as submissive. Remember though, that there is away to be both polite and assertive. Work hard to find a happy medium. You deserve just as much respect as any male in the room. The first step making a change in this industry starts with you! Voice your opinion and be heard.

By Kellyanne Gangaware
Student, Michigan State

Females in Athletic Business

FEMALE IS THE NEW TREND IN SPORTS

What comes to mind when you think about a football fan, a soccer fan or even a baseball fan? Is it the die-hard male sports fanatic? Well ladies, it may be time to put these ideas to rest because these male fanatics are being pushed aside and replaced by a new wave of thinking. The idea "Sports are for MEN," is now outdated, as women are now challenging the stereotype that "her place is in the kitchen not in the game." It is being predicted that female fans will soon become equal to male fans, a change that is finally putting an end to a stereotypical way of thinking in regards to women and her place in society.

Breaking traditional gender roles, women are now rising within several male-dominated industries. Not only are women changing the statistics when it comes to the fan base sector, but taking on major business positions within industries such as large scale decision-making and being change agents; altering major players in the sports industry as a whole. It has been noted that ladies are discovering and more than ever showing their adoration and devotion for sports. They are watching more, they are playing more and buying more, as represented in the growth in consumer share. So how does this affect the industry you may ask? Well in many ways, such as changes being made in the media perception, marketing campaigns, and changes in corporate world.

Media is not only playing a strong role in what the world perceives in regards to women in sports, but is also shaping their participation. As Marie Wilson states, "We can't be what we can't see," and through media we are seeing more women not only participating in sports but playing and winning. The growing participation of females in sports is not only changing how society views women in sports, but also how women see women in sports.

As mentioned previously, companies have noticed the growth of women in sports which in turn is opening many doors for more equal marketing across all of the media outlets. Brands are taking the opportunity to play a positive and active role in the remodeling of the presence of female representation in the sports industry. A great example is SSE (Scottish and Southern Energy). The organization has been positioning its brand as "Proud to make a difference" by sponsoring the Women's FA Cup. They took the approach of inspiring young women to participate in sports and the benefits it gives the parents and society in general.

Women are also beginning to have highly important roles in the boardroom of the sports industry. Several companies are showing to have high interest in women's advancement, creating programs that support women entrepreneurs. This demographic change is presenting opportunities for women. The possibility of having a diverse perspective is becoming invaluable to businesses in order to craft more wide-reaching strategies and messages. Women are making their way up in the sports industry, whether it is as an athlete, a coach, or as director of marketing. WE are starting to dominate the industry and the world is starting to notice! WE need to keep working hard, we already have one foot in the door let's go out there and get both feet firmly planted!

FUN FACTS:

- The NFL released a new campaign, "Football is Family" and for the first time, solely featured women and children, no men nor a pink jersey to be found!
- Women's World Cup Soccer became the most-watched soccer event in the US television history!
- NFL's first female referee, Sara Thomas, and NFL's first female assistant coach, Jen Welter.
- Yankees sell more women's apparel than any other merchandise in its shops

By Elizabeth Leon
Student, MSU



NATION-WIDE PODCAST BECOMING A REALITY

Starting this January, [FAB] will be debuting our very first podcast. We have an exciting lineup of hosts, (who will be announced in December's newsletter), as well as some very relevant topics and interested guests. The podcast will be recorded and created by [FAB] staff and generously produced by the professionals at WiSP Sports.

All of this will be made possible by a generous donation by It's On, a growing lifestyle brand. The podcast will be available on our website, on Wispsports.com and on your favorite podcast apps and websites. If you have topics you'd love to hear about or guests you'd like to hear from, don't hesitate to let us know at fab-sportsorg@gmail.com.

