

# Females in Athletic Business

Oct 2016

[FAB]

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## First Strong Women in Sports Summit a Success

As we welcome another October, [FAB] would like to thank all of the women who made our September event possible. The first annual Strong Women in Sports Summit was a huge success based on the day's events and attendee surveys. The day began with a panel of experts ranging in ages from 24-65 years old. Throughout the rest of the event, 4 more powerful women presented on topics ranging from gender communication at work to various HR issues that affect women, including salary negotiation and when/how to leave your current position if you're not satisfied. The most valuable sessions, as voted on by our attendees after the event, were our panel and the HR topics session, which was presented by Lauren LaParl, Recruiting Coordinator for the Detroit Pistons. Also, based on feedback [FAB] will continue to build towards each event, having valuable and quick take-aways to help you improve at work and in your daily lives. We look forward to making every event even more valuable than the last for our members, both professional and student. We consider it a success that the event was attended by an exact 50-50 split of students and professionals, which made it a very well-rounded experience in terms of networking. Thank you again to the participants and speakers and we hope to see even more of you at next year's event. Now onto this October's Networking Event! (see details below)



## Are you networking enough?

After reading a mind-opening article on networking on [www.ivyexec.com](http://www.ivyexec.com), we thought we'd bring you the 3 biggest networking mistakes we make, in order to ensure you're on-par with the rest of our very competitive industry. And remember, networking is important whether you're looking for a job now, or just want to strengthen relationships for later:

1. Networking Doesn't Supplement Applications; Applications Supplement Networking: According to an ABC News report, 80% of jobs are landed through networking. And when it comes to your job search, spend 80% of your time dedicated to networking. Most people have this inverted; job seekers will spend the bulk of their time applying to jobs, and will rarely spend time networking. So while you network into companies and get your name and resume in front of the right people, remember to submit your resume online to keep it in the database and to respect the hiring process.

2. Empowering Your Network: One mistake people make when they do try to leverage their network, is they do not provide enough information for your network to provide assistance. It's not enough to say: "I'm looking for a new job in Healthcare, any leads would help!" Take the recipient's perspective. They are going to see this in an email or on [LinkedIn](https://www.linkedin.com) and are left to fill in the gaps: what kind of position are you looking for, what region, what sub-section of healthcare, etc? They are more likely to assist and feel comfortable in making connections if you can share exactly what you are looking to do. So make it easy for your network.

3. Relying Solely on Your Current Set of Contacts : The most relevant people in your network are your most recent connections. Everyone you have met two, three or more years ago has likely gone stale as a connection unless you are actively engaging with them. This is why you need to constantly build and refresh your network. Someone you just met at an event or in an informational interview is going to have you top of mind and know what you are currently after, as opposed to someone you met years ago. **From [ivyexec.com](http://ivyexec.com)**

## [FAB] Upcoming Events

- Oct 6, 13, 20, 27 2016—[FAB]ulous Advice

Check your Twitter or Facebook for advice from our professional members on career and education topics

- October 19, 2016

### Networking with [FAB] at Spartan Volleyball

Free event at Jenison Field House—Network with Professional and Student Members while taking in a Spartan Volleyball Game—For Free  
[fabsportsorg.wix.com/faborg/events](http://fabsportsorg.wix.com/faborg/events)

- This Winter

### Look for our Winter Networking Event, most likely in January

We are proposing a networking night at the home of one of Detroit's Pro teams, so stay tuned  
[fabsportsorg.wix.com/faborg/events](http://fabsportsorg.wix.com/faborg/events)

[FAB]

## [FAB] Committee



**Suzy Merchant-Chairwoman**  
Head Coach-MSU Women's Basketball



**Kristin Porter-Director/Founder**  
Operations Asst.-MSU Men's Basketball



**Dr. Peggy Kelper-University Liaison**  
Northwood University Professor



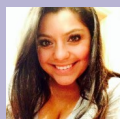
**Meghan Ziehm-Professional Membership Coordinator**  
Sports Event Mgr. -Greater Lansing Sports Authority



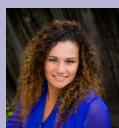
**Cara Kaye-Marketing/Communications Director**  
Marketing Major-MSU



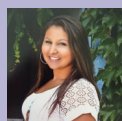
**Kristyn Crippen-Committee Member**  
Hospitality Business Major-MSU



**Raquel Izzo-Committee Member**  
Advertising Major-MSU



**Jourdan Sergent-Research Coordinator**  
MSU Student



**Cedes Powers-Administrative Assistant**  
MSU Student

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## Discover Your Dream Scholarship Winner Announced

[FAB] and Anthony Travel are thrilled to announce Andia Mareskas as the first annual Discover Your Dream Scholarship winner. As the winner, Andia will be whisked away to Philadelphia for a job-shadow experience with ESPN.com writer Dana O'Neil. By Ms. O'Neil's side, Andia will be a fully credentialed guest at the American Athletic Conference media day, as well as attending media training the night prior the event. [FAB] would like to thank our other 3 finalists Remi Monaghan, Madeline Stamm and Samantha Bell. Each young woman was supremely qualified and we are lucky to have them as members of [FAB]. We'd like to thank Dana O'Neil for agreeing to host our winner for an on-location job shadow. The scholarship was designed to help young women get experience in the field(s) they are interested in to make sure it is something they want to continue to pursue. Anthony Travel so graciously offered to finance the scholarship as its sole sponsor. We look forward to continuing the scholarship next year. If you'd like to provide a similar experience to one of our student members, please see the "Career Quarterback" portion of our website to sign up to be a job-shadow host.



## The Stats on Professional Development

We wish all supervisors saw the value of professional development, especially when it can take away from your time at work during a busy season or if "the guys" in the office aren't also asking to attend. That being said, next time there is a seminar or brown bag lunch series you want to attend, try using Clearcompany.com's stats on why professional development is an important part of our work life:

As one of the top three non-financial motivators, **76%** of employees want opportunities for career growth. Many studies have found that certain non-financial motivators can be just as effective, if not more, than monetary rewards. Employees are looking for learning and development offerings that will help them on their professional journey in the long run.

**25%** of employees would be more satisfied at work if they were given the opportunity to do what they do best. The thing that many managers seem to instantly forget once they get that corner office is that employees want to be good at what they do, they want to succeed in their position. However, the problem is usually that they aren't given the tools or opportunities to do so. Learning, development and training are all great ways to help employees reach their full potential.

Training and development spend has risen by **15%** in the last year alone. In fact, training spend has risen by about 25% since the tail end of the recent economic recession. That is a pretty serious trend in corporate spending, especially when you consider that training is known as one of the most discretionary spends in business. Employers are beginning to search for innovative ways to attract quality talent, bridge the skill gap and give employees a reason to stay—employee development is it.

**40%** of employees who receive poor job training leave their positions within the first year. Enough Said.

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