

Females in Athletic Business

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Make the Most of Your Summer Break—Even Without an Internship

As the end of the school year is upon us, many students will embark on an internship in the field they plan to work in. However, there are many students who either didn't get chosen for their preferred internship program or weren't quite on-the-ball enough and lost an opportunity. If you are one such student, or know one, don't panic. According to Elliot Daniels, Lead Faculty Member for Michigan State's new Sports Management minor, there are some things you can do to make the most of your summer, even without an internship.

Daniels suggests volunteering as one of the most valuable opportunities to pad your resume in the sports industry. Sports commissions, the sports-centered divisions of a city's convention and visitors bureau, often need volunteers to help run sports-related events throughout the summer. Sports camps at universities or organizations like the YMCA often look for young volunteers during the summer as well. Lastly, Daniels suggests attempting to contact professionals in the industry and request job-shadows. Many professionals would consider letting young professionals or students shadow them for a day, especially if it meant a little extra help for free.

So as you can see, there are definitely some options to advance your knowledge and experience, even if you haven't secured a summer internship. To find a sports commission near you, simply google "Michigan Sports Commissions" or something similar. To be a part of [FAB]'s mentorship program as a mentee, log on to www.fabsportsorg.wix.com/faborg and click on Career Quarterback.



Professionals Take Notice - This is What Your Summer Intern Wants From You

Many professionals in our industry have had the privilege of being assisted by wonderful young people either through paid or unpaid internships. They can be immensely helpful in taking pressure off of you on the crazy days. However, as the school year ends and the season of internships begins, [FAB] encourages you to take your leadership of interns or young employees up a notch or two. We've asked a college senior, who's had experience with being an intern, and a college junior on the precipice of her first internship, what they look for in an exceptional experience as an intern.

They cited trust as a very important part of the job. Interns look to their supervisors to award them with ever-increasing trust based on their past performance. The more dependable and trustworthy they are, the more responsibility they want to be awarded with. Interns are also looking to make the most of their short time with you by being immersed in multiple parts of the job they're working in. If they are at a PR firm for example, they don't only want to learn about writing press releases. What about how you attain new clients? What are the different roles people play in the business on a more general level? A well-rounded picture of the industry/business is what they're looking for by the end of their time with you.

If you don't have any interns or young professionals scheduled to work with you this summer, please take a look at our Career Quarterback program on www.fabsportsorg.wix.com/faborg. This mentorship program offers a low-commitment way to guide eager young professionals in the right direction. If you have questions on how to get involved, email [FAB] at fabsportsorg@gmail.com.

[FAB] Upcoming Events



- May 5, 12, 19, 26, 2016—[FAB]ulous Advice

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

- May 10, 2016

Come see [FAB] at Ladies Night Out @ Hawk Hollow Golf Course
www.golfoutingpro.com/event/ladiesnightout

- May 26, 2016

Career QB Monthly Topic Release

See Career Quarterback portion of our website to sign up as a mentor or mentee

[FAB] Committee



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



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



Dr. Peggy Keiper
Northwood University Professor



Meghan Ziehmer-Committee Member
Sports Event Mgr.-Greater Lansing Sports Authority



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Cara Kaye-Communications Coordinator
Marketing Major-MSU



Kristyn Crippen-IT and Sponsorships Coordinator
Hospitality Business Major-MSU



Raquel Izzo-Membership Coordinator/Events
Advertising Major-MSU



Jourdan Sergent-Membership Coordinator
MSU Student



Cedee Powers-Administrative Assistant
MSU Student

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Careers in Focus: By Dr. Peggy Keiper, Ph.D. – Minor League Sports

As a professor at Northwood University, I spend most of my time giving my students examples of the positions I've held in the sports realm or harping on them about the importance of building your own network. From being an assistant coach in women's college basketball to working as a national sales manager for a sports commission, I have to say I've been blessed with a number of great opportunities. It seems at least once a semester someone will ask me "What was your favorite job in the industry?" Despite loving each of the positions I've held, it is without hesitation I say that my favorite position was the Director of Business Management for the New Mexico Thunderbirds, a former NBA Development League (D-League) team located in New Mexico in 2003-2011.

The title of Director of Business Management sounds appealing and one could even say 'important'. However, the savvy sounding title did not exempt me from rolling up my sleeves and helping in any way that I could on a daily basis. Sure, the position involved being the liaison between our players' contracts and the NBA. But it also involved managing all of our financial transactions. On top of that I was in charge of all of our ticketing and team travel. Though those roles within the organization are the ones that garnered the most time in the office, it was the things falling under the job posting line "other tasks as assigned" section that made me truly love and appreciate the job.

You often hear about minor league sports, depending on the level, having an "all hands on deck" type of atmosphere and this couldn't have been more accurate in working for a D-League team. There were many days spent picking up or dropping off our team from the airport. There was even a couple days of having fun being the mascot. These little, inglorious tasks, are what made the job so sweet and made me get so much from the position. I say that because everyone within the organization would help with anything that needed to be done, no matter the level of the task. It was not uncommon for the owners, our vice president of sales, myself, our entire ticketing/sales staff and our 5-7 interns to be working along-side each other to accomplish a task.

Being a small-town kid from Michigan's Upper Peninsula, I was used to working hard. So, being the Director of Business Management for the New Mexico Thunderbirds reminded me of an important lesson I'd learned from my parents: never to be above the task at hand. Meaning, **in this industry and in life, do not ever think you're above a task because of a title or position you hold.** Get down in the trenches and get the job done. I sometimes think that if the team wouldn't have sold and relocated and I wasn't working on my Ph.D. at the time, maybe I'd still in the D-League. For me, the minor league experience, continues to be a major part of past.



Industry News Olympics Promote Women in Leadership

In a three-day Forum, the International Olympic Committee explored ways to bring more women into leadership positions at all levels of sport. The gathering, a joint initiative by the International Olympic Committee (IOC) and the Association of Summer International Federations (ASOIF), marks a further implementation of Olympic Agenda 2020.

The IOC's strategic roadmap for the future calls for closer collaboration with the IFs to bring the level of female participation at the Olympic Games to 50 per cent, and to increase the number of women in sports leadership beyond the field of play. At the 2012 London Games, 44 per cent of the competitors were women, and the percentage is on track to increase at the 2016 Rio Games. The IF Forum is focused on achieving similar progress in coaching positions, sports management, sports administration and other aspects of sport.

The IF Women in Leadership Forum will help achieve gender equality goals by expanding the women-in-sport network and by providing a unique opportunity for sports federations to share best practices and effective strategies for increasing the number of women in leadership positions. - From ESPNW.com



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Student Member Spotlight– Angelina Bazzano

Freshman Angelina Bazzano is currently majoring in Communications with a minor in Public Relations at Michigan State University. Her ideal career after college would be a role in Public Relations or Community Relations for a professional hockey team. Angelina credits her family with initiating her passion for sports. They are a very sports-oriented family, so she grew up watching and playing sports. During all four years of high-school, Angelina managed her school's varsity hockey and lacrosse teams, as well as played on their volleyball team. One of the main reasons why she chose to attend Michigan State was because she wanted a Big Ten school that had a well-known Communications program and of course great sports teams. After participating in the Spartans' student sections during her freshman year at MSU, she is excited to be making the transition to the press box and court-side, as she begins working with MSU Athletic Communications in the fall.

Angelina chose to join [FAB] because she believes it's important for women to support each other, especially in such a male-dominated industry. Also, she wanted another way to network with professionals in the sports industry, as well as get to know other students who share the same passion for sports that she has. A quote that has really stuck out to Angelina and that she has taken to heart is, "Surround yourself with people who are on the same mission as you." Already she has learned that it's important to have friends, upper-classmen, and professional mentors who understand the demands of working in sports and who are willing to offer their help and advice. She knows that FAB will be beneficial to her getting to where she wants to go because gaining support and motivation can always make a difference.



ESPN Job-Shadow Opportunity

After teaming up with Anthony Travel, a leader in collegiate athletic travel, [FAB] is excited to announce the formation of an annual scholarship for students and young professionals. The scholarship will provide one young woman the opportunity to Job-shadow with a well-known sports industry professional. The inaugural scholarship will provide travel and hotel accommodations for a trip to visit with ESPN's College Hoops writer Dana O'Neil.

[FAB] will begin to take applications for the scholarship late this summer. The winner will be announced at our [FAB] Fall Event, tentatively scheduled for early September. Candidates will be evaluated on current major or career, future goals, past achievements and availability on the date the job-shadow is scheduled for (TBA). We thank Anthony Travel for graciously agreeing to sponsor this scholarship.



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Photos from [FAB] Kick-Off Event on 4/25/16 by Michael Ray