

# Females in Athletic Business

Aug 2017

**FAB**  
FEMALES IN  
ATHLETIC BUSINESS

## Exciting New Partnership on the Horizon

FAB is proud to announce a new partnership with WiSP Sports. WiSP Sports tells the stories of sportswomen with integrity and respect while promoting gender equality, diversity, fairness and access. They celebrate women's achievements both in and out of competition through articles, video, blogs and podcasts. WiSP is run by women who have been successful both in sport and in business, and as such, has a unique perspective and compassion for how women in sport are discussed and promoted. In the coming months, [FAB] has plans to begin a podcast which, through WiSP's amazing radio network, will reach their 1+ million listeners around the world. Stay tuned for more exciting updates, and check them out at wispsports.com

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**PROUD NEW  
AFFILIATE PARTNER**

of WiSP Sports  [www.wispsports.com](http://www.wispsports.com)



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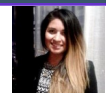
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## Get Your Resume Ready for the Fall by Elizabeth Leon



Welcome back Ladies! As we enjoy our last days of summer and prepare for the wonderful colors of fall, it is about time to take out our resumes and start editing! Whether you are in search of an internship, a senior searching for a that first "big-girl job", a seasoned professional in search for a new position, or just looking to polish your resume, the following are some tips that will help improve your resume as you review it.

First and foremost, make sure you have done the research on the requirements for the position/internship you are interested in, in order to match the resume to the job. A resume must closely meet the job description requirements. Once you know what the company is looking for, be sure to include the information toward the top of the resume. On the other hand, if you are posting your resume for example on LinkedIn or Handshake, include those typical requirements in the career field you plan to work in and that apply to you.

Use a bulleted style for easy reading and eliminate any clutter. It has been proven that a resume with white space makes it more appealing to read. Consider removing less relevant information from your resume that may not support your qualification, such as high school information for a college student and dates spent involved with college extracurricular activities or civic organizations.

Show off your assets and reach out with strength. If you are in the top five percent of graduation class, sales, attendance record, performance rating or any significant group, so be sure to include any of that valuable information on your resume. Be sure to highlight any qualifications and past job activities that communicate to the kind of job you are looking for and the skills you want to use. Maybe think about not including minor skills or skills you no longer wish to use.

Of course do not forget to proofread your resume and have a friend do so as well to check for any grammatical issues. Be sure it looks nice and neat, look for mismatched fonts, bullets and spacing, be consistent throughout and be sure the font is easy to read.

Also upgrade your resume by eliminating "references upon request." These days, most employers are aware that you can provide references upon request, it should be a known fact.

Lastly, it is important to invest your time and resources into this process to ensure that your resume is a true representation of yourself and the skills you have to offer. Remember that your resume is just an important weapon on your job search, it will not get you the job, but it will get you the interview that will then earn you the job!

Sources:

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Sigma Lambda Gamma National Sorority Inc. "La Mensajera." Issuu. La Mensajera, 7 Apr. 2013. Web. 26 July 2017.

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# Females in Athletic Business

## August Events Near You

Date	Event	Location	Link
8/4/17	San Rafael Pacifics presents Women in Sports Panel	San Rafael, CA	<a href="http://www.eventbrite.com/e/san-rafael-pacifics-present-women-in-sports-panel-tickets-36595504138?aff=es2">www.eventbrite.com/e/san-rafael-pacifics-present-women-in-sports-panel-tickets-36595504138?aff=es2</a>
8/10/17	Behind the Credential— Sports Event Networking	Houston, TX	<a href="http://Www.footballjobs.teamworkonline.com/teamwork/jobs/jobs.cfm/-Job-Career-Fairs?supcat=645#114769">Www.footballjobs.teamworkonline.com/teamwork/jobs/jobs.cfm/-Job-Career-Fairs?supcat=645#114769</a>
8/10/17	Business of Sports & Entertainment Mixer	Atlanta, GA	<a href="http://www.eventbrite.com/e/business-of-sports-and-entertainment-atlanta-network-mixer-tickets-15020955081?aff=es2">www.eventbrite.com/e/business-of-sports-and-entertainment-atlanta-network-mixer-tickets-15020955081?aff=es2</a>
8/22/17	XLIVE Esports Summit	New York, NY	<a href="http://www.eventbrite.com/e/xlive-esports-summit-tickets-31485782824?aff=es2">www.eventbrite.com/e/xlive-esports-summit-tickets-31485782824?aff=es2</a>
8/23/17	Connecticut Sports and Entertainment Career Fair	Uncasville, CT	<a href="http://www.eventbrite.com/e/connecticut-sports-entertainment-career-fair-tickets-36314991116?aff=es2">www.eventbrite.com/e/connecticut-sports-entertainment-career-fair-tickets-36314991116?aff=es2</a>
8/26/17	Bring Sport Psych to the Boardroom	Pleasant Hill, CA	<a href="http://www.eventbrite.com/e/is-business-a-sport-bringing-sport-psychology-from-the-field-to-the-boardroom-tickets-36083476650?aff=es2">www.eventbrite.com/e/is-business-a-sport-bringing-sport-psychology-from-the-field-to-the-boardroom-tickets-36083476650?aff=es2</a>

## Student Spotlight—Nyema Gay, Masters Student by Kellyann Gangaware



FAB is excited to say that since our inception in February of 2016, we have grown to close to 400 members in close to 30 states. We also represent girls and women in all stages of their education and careers. This month we are shining a spotlight on one of our post-graduate members.

Nyema Gay was exposed to sports at a very young age. She spent her summers growing up at her community park which sparked her interest in physical activity. Once in grade school, Nyema fell in love with gym class. She found herself always trying to get better, and recognized she continuously surpassed the other students in physical fitness tests. In seventh grade she joined the basketball team at King's Fork Middle School, and played for the remainder of her career in junior high. Nyema struggled with injuries once in High School. She injured herself during her freshman year playing JV basketball, and tore ligaments in her hand when she tried out for the volleyball team the following year. Despite the obstacles thrown her way, Nyema did not give up. Her family recognized her athleticism, and her brother quit the track team so her family could afford to put her on the track team. Once in college, Nyema thought she would pick up basketball again. However, something new sparked her interest: bowling. Being the natural athlete that she is, she made the team her Sophomore year! Nyema has been honored with numerous awards including the MVP award and team captain.

Nyema attended Virginia Union University, and graduated with a BS in Entrepreneur Management. When interviewed, Nyema recognized three of her most valued mentors along the way: The Virginia Union University Associate Athletic Director/Director of Compliance, Felicia Johnson, National Collegiate Athletic Association Associate Director, Tim Lewis, and INROADS Consultant Rob Youngblood. She states, "All three mentors have impacted my life tremendously. Mentorship is very important. Mentors are helpful when reaching goals because you will always need someone. In the sports industry, having a good mentor and networking will get you a long way."

When asked why she joined FAB, she highlighted the benefits we offer. She enjoyed how FAB is a great resource for women because it provides new opportunities. Nyema also pointed out that FAB was the first organization she found that was geared towards women in the sports industry!

Due to her obvious interest in the athletic field, Nyema aspires to work in team marketing and business operations for either the WNBA or NBA. She also added some advice for us women at FAB. Nyema stated, "Become active on your college campus; it will help with leadership skills, communication skills, becoming a well-rounded person and it will help with your confidence level." Best of luck to our student spotlight, Nyema Gay as she plans to attend Virginia Commonwealth University to obtain a Master's in Sports Management in 2018!



# Females in Athletic Business



## A Fresh Take on Networking, Especially for Women by Kellyann Gangaware



If I were asked what “networking” meant while I were still in High School, I would not have been able to give a valid definition. Little did I know, I started networking the day I graduated. I simply added a handful of teachers that I had established relationships with on Facebook. Had I not done that, I would not have been presented the opportunity to work with a professional football team the summer after my freshman year of college. However, through maintaining a relationship with my high school athletic trainer, I was able to utilize his connections. This allowed me to be one step ahead of the game. Then, during my freshman year of college, I was hit with words like “Linkedin” and “Google+”, websites I learned I could use to network as well. . It was then that I realized, the saying “It’s not what you know, but who you know” may be more important than I had first thought.

I think the most frightening part of networking, is the title it is given. Samantha Ettus explained to Forbes that “networking is just a fancy word for helping’. Therefore, if you are good at helping others, you will inevitably also be good at networking. When you introduce two people, you are networking. When you extend an invitation to other women, you are networking.” I believe that by reframing networking, women are less intimidated and instead become more confident, because they network more than they think. It doesn’t always have to be a meal or a golf game, which is what many people may think.

Another obstacle woman can be burdened with while attempting to network is demonstrated by Samantha Ettus when she shared a personal story about a dinner between herself, her boyfriend and another couple. The men talked mostly about their careers, agreed to follow up on something work related, and exchanged business cards within minutes of meeting. The women never exchanged their cards and the men didn’t collect cards from the women. When she asked her boyfriend why he never exchanged information with women in his field, he confessed that “he didn’t feel comfortable asking the women for their cards, because he didn’t want them to feel as if he was hitting on them.” As I did more research, I was disappointed to find that women interviewed by the Wall Street Journal “fear (they) look like they are bragging or inappropriate for seeking favor and guidance from a male superior” while networking. Although it is unfortunate, that simply trying to make connections is mistaken for flirting, there are ways to overcome this. As women, it is important to step out of our comfort zones and initiate contacts. One way to do this is by networking with both women and men. Additionally, it can help to start handing out your business card first, and be the person to start the conversation about business. Another tip is to start by being the one who helps. Instead of asking for favor after favor, be the helper. This way, you will feel more comfortable asking for help when you need it. A balanced relationship is healthier and stronger, and makes for a good connection.

It is impossible to escape the reality that having connections will help you get ahead in your field of business. However, this should not be taken the wrong way. When posed the question whether quality or quantity of connections is more beneficial while networking, an article by Financial Times explains that someone may have 2000 contacts in their cell phone, but only actually call one of the two thousand, the likelihood of getting a response is very slim. Of course having a large number of connections has its benefits, but there are a few things you should keep in mind when networking to ensure the quality of a relationship. Some tips and tricks include focusing on people in your field of business. People who work in your field are more likely to have information that can benefit you. You also are more likely to have information that can benefit them. When at a networking event, do not worry about collecting twenty business cards. Begin, with a mindset that you are going to have three intimate conversations. These will give you more than just a taste, and you will not fill up your phone with contacts who might not be there in a time of need.

Remember, asking for help is not a sign of weakness. Reach out if you are struggling, everybody has been there. There will be people out there that ask you for help too! Initiate the business conversation, and distribute your business card first. As women in the athletic field, we have to pave our own path. Be strong, be confident, and make those connections.

