

# Females in Athletic Business

Nov 2016

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## [FAB] Takes on Motown This Winter

The committee is excited to announce that we are hosting our next education/networking event on the East side of Michigan, in Auburn Hills this January. The Detroit Pistons will be hosting us for a night of networking, learning and basketball on Wednesday, January 18th. We will be meeting with two female professionals working for the team as well as having time to make connections with fellow members. The night will round out with the group attending the game vs. the Atlanta Hawks. [FAB] has 6 professional members working at the Pistons in various positions so this will give us an opportunity to explore this organization, the NBA and all that it has to offer women in our industry.



To register for this event, log on to [fabsportsorg.wix.com/faborg](http://fabsportsorg.wix.com/faborg) and go the events page. Cost is 35.00 for student members, 40.00 for professional members and 50.00 for non-members. For the organization with the largest group attending, (over 5 members), [FAB] will provide a \$100 gas gift card.

Please don't hesitate to email us if you have any questions about the event. We hope to see you there.

## The Opportunity of a Lifetime-by Scholarship Winner, Andia Mareskas

The athletic industry is unlike any other. Between the people, the work itself, and the respective sport aspect, I can't find any flaws. My experience at the American Athletic Conference Media Day was no exception.

Upon arriving to Philadelphia and getting settled in, the first thing I did was get dinner with ESPN.com writer, Dana. O'Neil. Immediately upon meeting her, my nerves were put at ease. Her warm and enthusiastic personality made me feel like we were just friends catching up after a while. We then headed over to media training, where I got to see how they teach the student-athletes to act ethically and responsibility as representations of their universities.

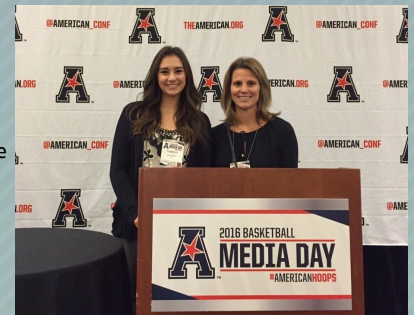
The next morning was the big event. I got to see Dana in action as she put on her "reporter" hat and got down to business. We talked to various players and coaches about the upcoming season and I also got to network with Sport Information Directors and staff from various universities along the way. Even though I was younger, with less field experience, they did not treat me like it. They all welcomed me with open arms and were so willing to help, which is incredible for someone in my shoes about to enter the workforce. Being immersed into the work added a new layer to my learning experience that I could not have gotten in the classroom.

After the media day, Dana and I went into the city to do the one thing that is crucial when you are in Philadelphia: inhale an authentic Philly Cheesesteak. She took me to her favorite place and it DEFINITELY did not disappoint. I had to stop myself from happy-dancing while eating it, it was that good.

Dana O'Neil is a remarkable woman and role model for all. The way her peers spoke so highly of her is something I strive to accomplish in my future career. Their words were not empty, but rather full with evidence to support them that I got to see first hand. Her passion for her work is inspiring and worthy of emulation.

I find it difficult to express my immensity of gratitude in words - this experience was more than I could have imagined can could not have been possible without Dana O'Neil, FAB, and Anthony Travel. I would encourage other students to take advantage of an opportunity like this - I promise you won't regret it!

~ By Andia Mareskas, Anthony Travel Discover Your Dream Job Shadow Scholarship Winner



## [FAB] Upcoming Events

- Nov 3, 10, 17, 24 2016-[FAB]ulous Advice

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

- November 4, 2016

[FAB] at Career Day at Arts and Technology Academy of Pontiac

Founder, Kristin Porter presenting for Career day

- November 15, 2016

[FAB] Presenting at Holt Middle School

- Wednesday, January 18, 2017

[FAB] in the D

Join us for networking, education and basketball at the Palace of Auburn Hills for a Pistons' Game

# Females in Athletic Business

## Careers in Focus—Athletic Merchandise and Licensing Coordinator

Athletic Merchandise and Licensing Coordinator is the title on the door, the business cards, and the websites, but I think it's a nice way to say I play dress up with student athletes and coaches all day, and from time to time a few parents and fans, because that's what I do. Don't get me wrong, being 23 with a cool title like that does have a ring to it...well who am I kidding...it's pretty awesome.

Being the Merchandise and Licensing Coordinator comes with many responsibilities. I am the point of contact for our official athletic outfitter in regards to our official team game-day and sideline apparel and our retail line. Seems pretty simple right? Sort of. Most schools have a staff person for each varsity sport who's responsibility it is to tackle these tasks. Here, I do it all. Fortunately for me, I have an amazing game-day student staff that assists me in providing a great game-day experience for both our student athletes and our fans. Some of my many responsibilities include: uniform ordering and disbursement, scheduling, sizing and sometimes sewing up new holes in jerseys from last week's game. I do this for all 20 varsity sports teams at Grand Valley State University. I sometimes have the great pleasure of bringing a coach's vision to life with designing a custom jersey or glove, this is when it gets really fun. On the retail side, I am responsible for the ordering, apparel design selection, and stocking of both our online store and our on-site retail location. With all these clothes comes numbers, and not jersey numbers, real money numbers. Financials are also a big part of my job.

All of those tasks do not count for the "all duties assigned" portion of the job description either. While tackling the many duties ahead of me, I balance my responsibilities of being a part of the Campus Violence Prevention Team here at GVSU. That organization spearheads the "Its On Us" Campaign on campus. In addition, I am an active member of Alpha Kappa Alpha Sorority, Inc. I even volunteer at different events to assist coaches with things like gluing a sign back together or playing arts and crafts for a kid's camp. I do not limit myself to just what is asked of me because as support staff to our 20 varsity teams, it is my job to make this 5 year experience the best experience for our student- athletes.

Now why do I say "it's just dress up"? Being from the west side of Detroit, I am no stranger to adversity nor do I cringe at the sight of new responsibilities. When I took this position at just 22 years old, I had a good dose of experience to rely on. I interned in the areas of Athletic NCAA Compliance, Athletic Marketing, and Game and Event Operations while balancing being a full time student and Competitive Cheerleader. Skills and lessons learned growing up along with my experience as an intern has helped me develop into a full-time employee in my dream field.

My biggest task of all however does not come from the uniforms or the record breaking sales every game, but from my influence on the student athletes I get to interact with. It's during the times I get pop-up visits from students that I realize that I myself am now that adult I used to run to for advice or comfort as a growing college student. Sometimes it's just an ear to listen, sometimes it's for advice, sometimes it's for nothing at all but to make a difference. I inspire them to be who they want to be and show them that from my own journey that anything is possible. I often repeat to them that when you speak your dreams out loud they become goals and it's my job to help them achieve them because where I come from "We Lift as We Climb".



## Let [FAB] find your next intern/student employee

Hard to fit numerous university job/internship fairs into your schedule? Since you're a member of [FAB], just let us know what type of intern/student employee you're looking for and we'll make your needs known at the events we attend.

Just email [FAB] or log on to [fabsportsorg.wix.com/faborg](http://fabsportsorg.wix.com/faborg) and click on "Resources-For Pros." Be sure to include the dates, duties, locations and necessary experience associated with your opening so we can find the best candidates to fit your need.





# Females in Athletic Business

Careers *in* Motion



**Too busy to be a mentor?**  
**Teach us about your job through a**  
**Virtual Job Shadow**

Through a series of a few short videos, taken on your cell-phone, you can help [FAB] share information about your career with women actively choosing their careers or making career changes.

Email us at [fabsportsorg@gmail.com](mailto:fabsportsorg@gmail.com) or DM us on Twitter to participate.

## How to Bring Up that All-Important Raise with Your Supervisor

Asking for a raise is nerve-racking. It comes with the possibility of rejection and dealing with your manager's perception of your work. But you shouldn't be afraid to bring it up: According to the PayScale Compensation Best Practices Report 2016, 73 percent of employers consider their employees to be fairly paid, while only 36 percent of employees feel that they are fairly compensated. Sometimes, the only way to fix this problem is to ask for that raise. While it may be a hard task to summon the courage to ask, PayScale indicates that 75 percent of people who ask for a raise, receive one. With the right preparation, your conversation with your boss can be productive and fruitful. Here are five important things to keep in mind when you're requesting a salary increase.

**Timing is everything:** It may be tough to decide when it's the right time to approach your boss or manager about your raise, but timing truly makes a difference.

"If your company has a regular performance review schedule, try to have a conversation about your compensation a couple months in advance so that your boss has time to make a case and advocate for budget ahead of that process," Lydia Frank, editorial and marketing director for PayScale, wrote in a blog post. "If you wait for the performance-review process, often the decisions about salary increases have already been made by the management team." Think about timing in terms of your company's overall performance as well, said Brian McClusky, human resources director at InkHouse. "If your firm had just had an unprofitable quarter, lost a major client, etc., the timing may not be right to request a raise, regardless of how strong your individual performance is," McClusky said.

**Determine your worth:** Characterizing your worth is a combination of the work you've done and the national average for your position. Take stock of what you've done and research how much people in the same field are making before you present the numbers to your boss during your conversation.

"Be realistic when reviewing the data, considering experience, location, education, etc.," said Paul Wolfe, senior vice president of human resources at Indeed. "Once you've determined a comfortable range, develop a plan to broach the subject with your manager."

"Being able to take inventory of your work demonstrates self-awareness and the readiness to have serious conversations about your career," Ragini Parmar, vice president of talent operations at Credit Karma, said in another Business News Daily article. "For example, if you're looking for a raise or promotion, it's important to do your homework. You'll always be more effective if you're able to have a real data-driven conversation with your manager." According to Hannah Morgan, the career expert behind Career Sherpa, a great way to keep your current boss up to date is by sending him or her a weekly or monthly email update. State what you accomplished in objective, measurable terms. And always try to tie your achievements back to organizational goals or how those accomplishments benefit the bottom line, she said in a Career Sherpa blog post.

**Plan your approach:** How does your manager best process information? Are they data-driven? Subjective? If they are data-driven, lead with your research and clearly state your request, Wolfe said. "If they are more subjective, start with what contributions you have made to the organization, your performance, and then give them an overview of the data and your request," Wolfe said. "Be prepared for them to say 'no.'"

**Get comfortable talking about salary:** Compensation remains a touchy topic at most companies, and the way you approach the situation will dictate the overall process. McClusky said that you should keep the focus on yourself and your own performance, rather than on comparing yourself to colleagues. "Asking for a raise because you heard that a peer earns more than you diverts the emphasis from your own performance, and may also lack proper context," he said.

**Be prepared for rejection:** Rejection is a reality when it comes to asking for a raise, and it's something you should be prepared for when you go into a meeting that's about getting a raise. "You need to be prepared to hear 'no,' it's possible that your company and/or your manager might not respond well to your request," Wolfe told Business News Daily. "What you do next lies in your hands."

Regardless of the outcome, just taking the chance can be a positive experience.

"It's important that employees own their career paths and career development. Compensation is one part of this equation," Wolfe said. "I'd encourage folks to muster the courage to have these conversations."



# Females in Athletic Business

## Student Spotlight—Jazmyn Patterson

My name is Jazmyn

Patterson and I am a Junior studying Event Management at the University of Central Florida. My degree focus is in sports event management and I hope to one day work as a Director of Operations for a collegiate or professional basketball program. Being that UCF is located in Orlando, Florida, I currently work for the Orlando City Soccer Club and the Orlando Magic. Also, I had the chance to work with FIFA and the US Soccer Federation to help coordinate pregame ceremonies for the COPA America Centenario games this past summer.

I grew up constantly surrounded by sports. I played every sport imaginable (Volleyball was by far my favorite), watched ESPN every night after dinner, and spent free time with my family going to games at Michigan State University. When I came to UCF to study hospitality, I took an intro to events class and fell in love with coordinating all of the details to make an event run smoothly. We often analyzed different events in class and I found myself analyzing events like the Super Bowl or the NBA finals. Being able to spend my career surrounded by the world of sports sounds nothing short of perfect.

I wanted to join [FAB] because of all of the wonderful benefits the organization had to offer. My relationship with my mentor Sarah means so much to me, and I never would have met her if it wasn't for [FAB]. Even though I may have moved away from home, I still have love for all things Michigan State and I wanted to support all of the amazing women who work for the Spartans.



## Give to [FAB] this Holiday Season

As the holidays approach, [FAB] is looking for your help to further our cause. Your help will go towards our journey to becoming an official non-profit organization, which can be a costly process. Luckily there are a few ways you or your company can help:

**1. Standard Donation**—Every little bit helps. Donations can be made on our Go Fund Me site. Log on to [gofundme.com/fabsportsorg](http://gofundme.com/fabsportsorg) to donate.

**2. The Perfect Gift**—Purchase the new book, The Perfect :10, by journalists Joe Rexrode and Jack Ebling. The book commemorates the 2015 Michigan State Football win over the University of Michigan. When you purchase the book on [FAB]'s website, a portion of the proceeds will go to [FAB].

**3. Sponsorship**—[FAB] is always looking for sponsors for our many programs and events. Currently we are accepting sponsorships in any amount between \$100 and up for these events or programs:

**[FAB] in the D**—A networking event this January at the Palace of Auburn Hills. We'll watch the game, make connections and hear from 2 speakers. Sponsorship funds will go to help with transportation, food and beverage and ticket costs.

**National Job Shadow Day**—We will be providing job-shadow opportunities in mass for our student members for National Job Shadow Day, February 2, 2017. Sponsorship funds will go to help with promotion of the event and possible fees to job-shadow hosts if necessary in order to provide members with the best experiences.

# [FAB]

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



Suzy Merchant  
Chairwoman  
Head Coach  
MSU Women's Basketball



Meghan Ziehmer  
Greater Lansing  
Sports Authority



Cara Kaye  
Communications  
Marketing Major—MSU

Dr. Peggy Keiper  
University Liaison  
Northwood University Professor



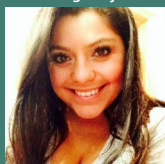
Ceddes Powers  
Admin. Assistant  
MSU Student

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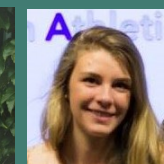
Raquel Izzo  
Committee Member  
Advertising Major—MSU



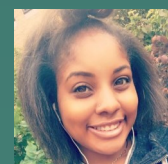
Kristyn Crippen  
Committee Member  
Hospitality Business Major—MSU



Jourdan Sergent  
Research Coordinator  
MSU Student



Morgen Brenneman  
Event Representative  
MSU Student



Taylor Washington  
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MSU Student