

# Females in Athletic Business

MAR 2018



## Anthony Travel Job Shadow Scholarship Trip a Huge Success

This past weekend was the US Figure Skating Synchronized Skating Nationals. We were proud to have Jazmyn Patterson, winner of the 2nd Annual Anthony Travel Discover Your Dream Job Shadow Scholarship, representing [FAB] and doing a Twitter Takeover! Jazmyn was chosen amongst a wonderful group of many other talented and deserving candidates who are interested in making Sports Event Planning their future career. She was given the opportunity to do a job shadow with the events team from US Figure Skating during the event in Portland, OR. Here is what Jazmyn had to say about her experience:

“Last week I went out to Portland to check out the US Synchronized Skating Championships and go behind the scenes with US Figure Skating. I just want to start with a HUGE thank you to FAB, Anthony Travel, and US Figure Skating, for making this experience a reality for me.

I had the chance to work side by side with a team of AMAZING women. It was inspiring to see a team of women who all held positions of power running the event with confidence and class. It was great to be able to learn more about each member of the team and hear the stories of how they’ve gotten ahead in their careers. Throughout the event I worked with each member on different tasks including collecting quotes from coaches and athletes, writing event recaps for publications, and working on the execution of the event with the operations staff.

Besides the experience I had with the people I met in Portland, I also had to chance to learn more about the world of Figure Skating and specifically, Synchronized Skating. As the only figure skating discipline that isn’t considered an Olympic sport, this event was their everything. The passion that the athletes and the fans alike shared was incredible to witness firsthand. It was great to see one of our own FAB members, Blair Bryant, competing at the event with the Michigan State University Synchronized Skating Team! Congratulations Blair on your medal!”



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April 20, 2018

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## Volunteers Needed to Help Grow [FAB] Country-Wide

[FAB] is looking for your help! We are excited to be launching our Farm Club program, which will help grow [FAB] membership and events in the parts of our country where pockets of members are already located. We are looking for volunteers who would be interested in forming and running the Farm Club for their area. This would include spreading the word about [FAB] on social media and via email, along with using your connections through work or school. You would also be in charge of planning and executing small meet-ups and events in your area based on the needs and interests of your area members. The states we are looking for help in are Florida, Illinois, Colorado, Pennsylvania, California as well as the West Michigan region and the East Michigan region. For more information, please email us at [fabsportsorg.com](mailto:fabsportsorg.com).



## Member Spotlight: Jocelyn VerVelde—Penn State Athletic Communications

My name is Jocelyn VerVelde, and I am an assistant director of strategic communications in the Penn State Athletics department. I currently cover the women's volleyball team, the men's lacrosse team, and serve as the secondary contact for our men's basketball team. It has been an exciting journey and every position I have held has helped me succeed in the next opportunity. I have been at Penn State since August 2017, and it is the third stop on my athletic career journey (well fourth really, I began my career in undergrad at Central Michigan University while I was a member of the volleyball team).

Prior to my senior year, I was looking for internships, and my assistant coach, Dave, suggested I reach out to our Athletic Communications department, as I was majoring in sports studies and minoring in journalism. Honestly, at the time, I had no idea what the department did, but I reached out anyway. During my fall semester of senior year, I served as a typical student worker, archiving photos, writing bios for student-athletes; the basics. During Christmas break that year, one of the full time staff members left, and instead of hiring someone right way, the head of the department split the sports for myself and another intern. So in undergrad, I had my first sport, track and field at the Division I level. I instantly fell in love with the job, and the fact I had the opportunity to cover my fellow athletes, and highlight their successes.

Following graduation, I decided to pursue a career in the sports information field. Again, my assistant coach played a huge factor, as he let me know there was an opening at the school where he had just accepted a head coaching job. I ended up getting the job, and jumpstarted my career at Tennessee Tech University. I'd have to say that my first boss made one of the biggest impacts on my career, as he helped me build relationships with some of the closest people to me in the industry, but he also let me be me, and think outside the box. Since I was fresh out of being a student-athlete myself, I used my experiences to help build relationships with my student-athletes, and I felt I was able to provide a better view point into their stories.

Following Tennessee Tech, I made a stop at Saint Leo University. While at Saint Leo, I really was able to create strong working relationships with my coaches and student-athletes. With it being a Division II school, the amount of different responsibilities I was required to tackle, really prepared me for the fast-paced Power Five setting where I am now.

All in all, what I love about my job is the fact I get to build relationships with student-athletes, I get to attend great sporting events, and I get the opportunity to interact with a variety of people on a daily basis, which is something I really enjoy doing.

By Jocelyn VerVelde



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## Event Tackles Sexual Harassment and Mental Health in Sports Business

The Spring, [FAB] will be hosting the 2<sup>nd</sup> Annual Spring Training for Your Career event. The theme of this year's event will be Survive. Thrive. Change., and our panel of accomplished speakers will be tackling 3 main topics: Sexual harassment in the Workplace and how to deal with it, the mental health challenges of working our industry, and how to be an agent of change in sports business. For session one we will hear from Gretta Clay, Manager of HR Services at Western Michigan University, Brooke Oliver-Hempenstall, Director of Sexual Aggression Services at Central Michigan University and Theresa Rowland who works as Title IX Coordinator and Equity Officer at Grand Valley State University. Session two will feature Kristin Ray, Founder and Director of [FAB] and Anna Bennett, Founder and Owner of Anna Bennet Yoga. Anna will be giving attendees ideas of how to become more present, mindful and how to lower stress levels while we're at work and when we get home. Lastly, we will hear from Terri Jackson, General Manager for the Women's National Basketball Players Association about how the industry has changed during her time with the NCAA and the WNBPA, and how we can continue to change it in the future.

The event is being held at Lansing Brewing Company in Lansing, MI and will begin with lunch and networking and will wrap up with a bit of networking as well. The student price is \$25.00 and the cost for professionals is \$30.00. The cost of attendance goes directly to pay for the event, as our speakers are all volunteers. For more information about the event, or to register, please long on to [fabsportsorg.com](http://fabsportsorg.com) and click on "Events Near You," or go to [www.survivethrivechange.eventbrite.com](http://www.survivethrivechange.eventbrite.com). We hope to see you there.



## MARCH EVENTS NEAR YOU

Date	Event	Location	Link
3/1/18-3/3/18	Football Career Conference at the NFL Draft	Indianapolis, IN	<a href="https://pay.smww.com/event/2018-football-career-conference-at-the-nfl-combine">https://pay.smww.com/event/2018-football-career-conference-at-the-nfl-combine</a>
3/7/18	Celebrating Women in Sport	Llandudno, UK	<a href="https://www.eventbrite.co.uk/e/celebrating-women-in-sport-tickets-42867207973">https://www.eventbrite.co.uk/e/celebrating-women-in-sport-tickets-42867207973</a>
3/8/18	#LevelTheField	Vancouver, BC	<a href="https://www.eventbrite.ca/e/levelthefield-supporting-female-leaders-in-sport-tickets-42645980275">https://www.eventbrite.ca/e/levelthefield-supporting-female-leaders-in-sport-tickets-42645980275</a>
3/21/18	#PowerForward —Women in Business Game Night	Philadelphia, PA	<a href="https://www.eventbrite.com/e/powerforward-women-in-business-game-night-tickets-39992085404">https://www.eventbrite.com/e/powerforward-women-in-business-game-night-tickets-39992085404</a>