

Females in Athletic Business

Feb 2018

FAB

FEMALES IN
ATHLETIC BUSINESS

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Being a Woman of Color In the Sport Industry

Thursday February 1st, 2018 marked the beginning of Black History Month! Let's take the time to recognize the phenomenal Black Women in Sports that have made history. Althea Gibson, became the first black athlete to cross the color line in international tennis and the first African-American woman to be named Female Athlete of the year. Debi Thomas was the first black woman to win the U.S. Figure Skating Singles Championships. Sheryl Swoopes became the first player to sign with the Women's National Basketball Association (WNBA), which made its debut the following year. Let's applaud these women of color for making history in the sports industry and those that continue their legacies on the field and off the field!

In celebration of Black History Month, we would like to honor Datorria Robinson, who is one of two hosts of The [FAB] Podcast. Torria, much like our historic athletes, is also building her own legacy within the sports industry. She was a student athlete throughout her college years at Grand Valley State University, until she sustained an injury. This caused her to reevaluate what she wanted to do in life, so she reached out to individuals in the Athletic Department and was able to do a job shadow with an associate athletic director. She later became the head intern, helping to facilitate soccer, track field, and football. After receiving her Bachelors in Sports Management, Torria decided to move back to her hometown of Detroit to pursue a Master's Degree in Sports Administration.

Torria is now the Intern to the Director of Athletics at the University of Detroit Mercy, where she is responsible for the execution of the in-game and out of-game marketing plans, Internal and External Relations such as community and public relations, Fan Engagement, and Recruitment just to name a few. Thus far, Torria has loved every moment of her career. What she likes the most is working with the athletes, and getting to know them on a more personal level. She truly hopes to make their experience a great one since she is familiar with the challenges that go along with being a student athlete.

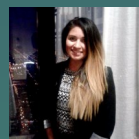
Although Torria's path may at first glance seem to have been a smooth one, it has not always been that way. Being a woman in the sports industry can be very difficult and like Torria states "Single women in sports always start at the bottom", and she wants to change that. Torria's experience has been that her credibility and knowledge have constantly being tested and often diminished. "WOMAN CAN HAVE BIG ROLES," Torria reminds us. She also acknowledges that women can often deal with more obstacles when getting to the top in terms of the inconsistent and odd hours that this industry requires and how that relates to many women's desire to be a wife and mother.

As a woman, it is important attempt to have a work-life balance. "Yes, it can be tough," she says, "but we need to be stronger and tougher." Yes, being a woman in sports is difficult but, it is even more difficult being a woman of color in the sports industry. Torria has found that the hardest part of being a woman of color in the industry is not having enough women to look up to. There are very few women of color in this industry and Torria had difficulty fighting the stigma of an "angry black woman," "Because society tends to expose the weaknesses of woman of color more than any other and they make it difficult for her to stand up for herself without being seen as a "B****". Torria states "We have to be 10 times more positive, be 10 times stronger, try 10 times harder just to move up to the next step." Lastly, to all our fellow woman pursuing a career in sports industry do not get discouraged yes it will be difficult but it will be worth it! Torria leaves a few messages just for YOU!

"Just keep going, no matter what it is what you want to do, DO IT"

"Someone is gonna tell you no but somewhere someone is going to give you a YES"

"Be your BEST TODAY but be BETTER than your BEST tomorrow!"



Elizabeth Leon

FEBRUARY EVENTS NEAR YOU

Date	Event	Location	Link
2/2/18	MSU Athletics Opportunity Fair	East Lansing, MI	Click here for info
2/7/18	GR Griffins Women in Sports Conference	Grand Rapids, MI	Click here for info
2/8/18	Celebrate [FAB]'s 2nd Anniversary	East Lansing, MI	Click here for info
2/9/18	Business and Basketball	Atlanta, GA	Click here for info
2/12/18	Industry Insider: Sports Edition	Beverly Hills, CA	Click here for info

Females in Athletic Business

THE [FAB] PODCAST & BLOG UPDATE

Episode 2 of the [FAB] Podcast comes out early this month. In coming episodes, we are excited to feature such successful women as Nicole Lynn, one of, if not THE first African-American female sports agents. With a background in law and finance, Lynn will be an amazing asset to our podcast and will bring a wealth of knowledge regarding blazing a trail in our industry. To listen to future podcast episodes, subscribe to WiSP Sports Radio (our podcast partner) on your favorite podcast provider, link directly to it via our website, fabsportsorg.com.

Likewise, the third installment of our blog is now ready for your reading pleasure. After doing some research, our fantastic student writer, Sophia Ruff provides some intelligent insight on the question of experience vs. education, when it comes to decisions after undergraduate study. You can read the blog at fabsportsorg.wordpress.com

As always, [FAB] is eager to have the feedback of our members. If you'd like to hear or read about a certain topic via our podcast or blog, or if you have other feedback for us, don't hesitate to email us with your comments at fabsportsorg@gmail.com.



[FAB] CELEBRATES #NGWSD AND OUR 2ND ANNIVERSARY

This month is the 2nd Anniversary of the founding of Females in Athletic Business! We are so proud to have grown our membership from the small 6 person committee that launched the organization, to 450+ members in 24 states and 3 countries! We've provided countless job shadows, career trainings, networking opportunities, job openings and so much more over the past 4 years.

In the pipeline for [FAB], is an exciting program called Power Plays which will match students and young professionals with willing and experienced women in our industry for short career counseling/mentor sessions. The hope with this program is to create contacts, get/give good advice while being conscious of the time constraints that most women in sports have on their time. We have also set a goal of having at least 1 member in all 50 states by the end of the year. This will pave the way for our Minor League Affiliate program, which will attempt to set up "farm clubs," or chapters of [FAB] in regions where we have pockets of excited members. This will make it possible to host official [FAB] events wherever they are in demand. The future of [FAB] is bright with a fresh podcast happening monthly and a blog that showcases wonderful insights from a student mind.

[FAB] would like to thank our loyal members for taking a chance on this budding organization. You've made us so proud and we can't wait to keep growing and providing even more opportunities for everyone involved.



Photo from the meeting of the minds that created [FAB]

Females in Athletic Business

How Sports Can Affect Your Success in the Business World

In an independently organized TED talk at UNC, Shamila Kohestani spoke of her personal experience growing up in Afghanistan at the time her country had been invaded by the Taliban. She elaborated on the significant struggles and barriers placed against women in the country in reference to their wardrobe, school limitations, and consequences for failure to comply with the “rules” set by the terrorists. In this emotional talk, Shamila expressed that the one thing that kept her going during those dark times, despite oppression, was soccer. She turned to sport, because it had a way of making her feel strong and equal in a society where women are barely treated as humans. Luckily, her passion for soccer helped pave a path for her future. At the time, women were not allowed to attend college in Afghanistan, however due to her success in soccer she was able to come to America to pursue an education abroad. Shamila went on to explain that soccer provided her with an identity, which had been ruthlessly stripped away from her as a child. She soon kick-started the development of female soccer teams across Afghanistan, with the sport developing into twenty-five female soccer teams across the nation. Soccer now gives these young women freedom in a country where that feeling is so rare.

After watching Shamila’s powerful talk, I believe now more than ever that sports can transform our lives and the entire world. In an interview with Nanette Fondas of *Harvard Business Review*, Olympic champion Donna De Varona said, “If you choose not to pass the ball to your talented teammate because you don’t like her, or if you are unwilling to spend extra hours to work on a weakness, you aren’t going to get very far.” Participating in sports, in any way can teach **us fundamentals for success and that is why both men and women executives like to hire athletes.** After doing some more research, I found that over half of women in the highest executive level played sports at the university level, and 93 percent of executive-level businesswomen played sports. Sports have the power to give women freedom, and motivation. They teach discipline, determination, and valuable communications skills that employers seek in all levels of business. I would like to thank Shamila Kohestani for sharing her powerful story and influence on women in athletics, and serving as an ideal role model for all women in the sports industry today.



Kellyann Ganaware

A photograph of a person's legs wearing black high-heeled shoes with a sparkling detail on the toe, standing on a stage with a brick wall in the background.

**SURVIVE.
THRIVE.
CHANGE.**

SAVE THE DATE
APRIL 20, 2018
LANSING, MI