

Females in Athletic Business

August 2016

[FAB]

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[FAB]

Career Quarterback Program Expands to Include Low Commitment Mentor Options

After much feedback about our members' desire to participate in mentorship, but also having limited time to offer, [FAB] is introducing our Job-Shadow program. Similar to our more traditional mentorship program, this new option will offer our members a way to form relationships in our industry, but will take place in a more focused and intense time frame. Rather than an extended, long-term relationship, like those built in our original program, Job-Shadows offer a one-time experience for the mentor and mentee to meet, share job duties and responsibilities, provide advice and experience and for the mentee to get an idea whether or not that career would be something she truly wants to pursue. Because each job shadow only lasts one day, this program allows the mentor and mentee to experience working along side many different women and in many different fields, providing the utmost clarity when it comes to young women choosing career paths. If you are interested in providing a job-shadow experience to one of our members, or in taking part as a mentee, please log on to our website and click on the Career Quarterback tab. Please help us provide this priceless experience while giving back to our young members.

Strong Women Summit—Early Bird Pricing Ending Aug 1st—Today!!

As fall approaches, we are growing ever closer to the very first professional development/educational event in [FAB]'s short history. We are so excited to be bringing together a mix of impressive female sports professionals, female scholars on topics that relate to our industry and many of our student and professional members for this mix of learning and networking. Sessions will touch on gender communication at work, bullying among fellow women at work, salary negotiation, being an assertive (but not aggressive) leader and climbing the career ladder. Speakers range from college and pro team representatives, to General Managers, to academic scholars and inspirational speakers. The event will be held at the brand new meeting space inside Cooley Law School Stadium, home of the Lansing Lugnuts Baseball Team, in Lansing, MI. Admission for all ticket types is under \$30.00 and can be as low as \$10.00 for early bird student pricing. Your registration includes a continental breakfast and a full buffet style lunch. Space is limited and early bird pricing ends TODAY, AUGUST 1ST. Members are encouraged to bring any sports-minded woman that they'd like to introduce to all that [FAB] has to offer...non-members are always welcome. To register go to www.fabsportsorg.wix.com/faborg and click on the events tab. Use promo code: HurryBird to get an extra \$5.00 off!



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[FAB] Upcoming Events

- **August 4, 11, 18, 25 2016—[FAB]ulous Advice**

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

- **August 18, 2016—Career QB Monthly Topic Release**

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

- **September 9, 2016—Strong Women in Sports Summit**

Get your tickets for the fall event at strongwomeninsports.eventbrite.com

Females in Athletic Business

A Few Strong Women to Watch in Rio



With the Rio Olympic Games starting on August 5th, [FAB] would like to provide our members with some Women to Watch in Rio this summer. Here are some very strong female athletes to take some time admiring during the games in the coming weeks:

Simone Biles—She's the most decorated female gymnast of all time and the 3-time reigning World Champion. She's the extreme favorite to take home All-Around gold in Rio at age 19.

US Women's Soccer—Could be the first reigning World Cup Champs to win Olympic Gold since the inception of Women's Soccer in the games.

Serena Williams—As Tennis' most dominant female athlete of all time, Serena Williams is looking to add another gold medal to her trophy case in Rio.

Ibtihaj Muhammad—This strong woman will be the first US athlete (fencing) to compete in a hijab, or traditional Muslim head scarf. She has been a voice for ending Islamophobia in the US in recent years.

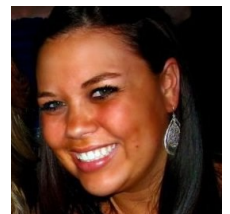
Missy Franklin—Won 4 gold medals in London at age 17 and is looking for a repeat performance in the pools of Rio.

Allyson Felix—In her 4th Olympics at age 30, this runner is looking to become just the third woman in Olympic history to win the 200 and 400 meters in the same games.

Source: Sports Illustrated

Careers in Focus: Sports and the Hotel Industry

As in previous issues, Careers in Focus is here to provide [FAB] members with information on careers in the sports industry that may be less well-known to women looking to break into the business. One such career mixes hospitality and the hotel industry with salesmanship and a passion and knowledge for sports. Sara Veit of the Crowne Plaza Lansing West Hotel, in Lansing, MI, handles the sports market for that award-winning member of the Intercontinental Hotels Group. As the member of the sales team that sells to the sports market, Sara's responsibility is to book as many of the sports teams and sports events that are coming to her area as possible. Skills needed to succeed in this position include negotiation, knowledge of the sports travel industry and of sports operations, experience in food and beverage and attention to detail. Some day-to-day tasks that Sara's job entails are creating proposals, corresponding with team representatives both in person and via email and phone, negotiating and writing contracts, on-site coordination of team hotel stays, event set-up and customer relationship management. Creating relationships and networking is an important part of the job as well. Sara says, "Making and keeping up with contacts at schools that travel to the area is the goal. We want to be the top hotel choice for them to send any of their teams to when traveling here to compete. The easier we can make their job and the better we take care of their teams, the more likely we are to win their business." One thing that is unique about working with clients in the sports industry is the privacy aspect. "It's a big deal for most collegiate teams, so extra measures need to be taken to ensure their privacy from arrival to departure." The most frustrating part of the job for Sara is dealing with the teams' intense travel and training schedule—"It can be difficult to get information from them regarding their stay until the last minute." Lastly, Sara says her favorite part about selling to the sports market in the hotel industry is "working with teams and coaches that she has grown up watching." For more information about putting your passion for sports to work in the hotel industry, email [FAB] at fabsportsorg@gmail.com.



Sara Veit



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