

Females in Athletic Business

June 2017

To Get the Most Out of Your [FAB] Membership, Make Sure You're Connected

As [FAB] strides towards providing its nationwide members with the most up-to-date and current information on our industry, news, job opportunities and events, we want to ensure that our members are getting this info in a timely and efficient manner. In order to do so, we recommend that if you haven't already, that you follow us on social media and join our LinkedIn group. But don't worry, if email is your preferred method of communication, we will continue to use that medium as well.



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Careers in Focus—Collegiate Sport Operations

By: Natalie Marshall—Assistant Director Sport Operations, Central Michigan University

It all started with a phone call that I received the summer after finishing my Freshman year at Central Michigan University (CMU) from one of the Assistant Women's Basketball Coaches, asking me if I would be interested in working as a student manager for the team.. Though I grew up playing basketball, I was reluctant to accept her offer. After a few days of thought, I decided that it would be a great way to explore a career path I was interested in and it would allow me to get more involved at CMU. Come to find out, accepting the role would take me to where I am today, the Assistant Director of Sport Operations at CMU. Five basketball seasons of working my way up to Head Manager, a bachelor's degree in Sports Management, and a Master's degree in Sports Administration was what it took for me to realize that I really enjoyed the behind the scenes work that happens in an athletic department.

As the Assistant Director of Sports Operations at CMU I coordinate the team travel and recruiting needs for the 12 Olympic sports teams. I also ensure that travel parties, arrangements and payments meet CMU and NCAA policies. A big part of my position is negotiating with hotels on room prices to ensure that the teams are getting the best possible room rate. I also coordinate with a travel agent when booking flights, and coordinating bus travel for teams trips. I provide trip cost projections to help coaches make budget conscious decisions on where their team will travel. Once the booking process is complete for the season, I compile all contracts and put together a summary for each trip with important dates such as when names are due for flights, itineraries are needed by the bus company and when the cut-off date for hotel rooming lists are due. I also include contact information for the hotel and bus contacts.

Three key characteristics that are important to being successful in operations is organizational skills, effective communication, and attention to detail. Because I am organized, I am able to handle booking multiple teams travel at a time. Having effective written and oral communication is important because on a daily basis I have to communicate with coaches, administrators, hotel, travel agents, and bus companies about upcoming trips. Attention to detail in an operations sense, means taking effective notes when having meetings with coaches, talking to hotels, or coordinating times with bus companies. Though it is my job to get teams to and from competitions without issues, my main goal as the Assistant Director of Sport Operations is to take the stress off the coaches to not have to handle making the travel arrangements. That way they can focus more on working with the student athletes to make them a better on the playing field and in the classroom.



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June Events Near You

Date	Event	Location	Link
Saturday June 3	Tenn. Titans Sports Industry Career Fair	Nashville, TN	https://www.eventbrite.com/e/tennessee-titans-sports-industry-career-fair-tickets-32815575269
Thursday June 8	Business of Sports and Entertainment Mixer	Atlanta, GA	https://www.eventbrite.com/e/business-of-sports-and-entertainment-atlanta-network-mixer-tickets-15020953075
Saturday June 10	The Global Business of Sports	Los Angeles, CA	https://www.eventbrite.com/e/2017-business-success-conference-the-global-business-of-sports-and-esports-pitch-session-tickets-33554864503
Friday June 16	Women of Influence	Milwaukee, WI	https://www.bizjournals.com/milwaukee/event/156962/2017/women-of-influence
Friday June 23	Sell Like a Lady	Cleveland, OH	https://www.eventbrite.com/e/sell-like-a-lady-the-integrated-womans-sales-system-tickets-30283572982



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graduated since
joining [FAB]?**

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working in sports!**

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to "professional".**

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Women's Networks Need to Strengthen—from The Wall Street Journal

Excerpt from The Wall Street Journal—According to this study, 10% of senior women executives said they had the aid of four or more executives helping them advance, compared with 17% of senior men executives. But, more than half of the senior women said it is extremely important to have a higher-level sponsor help set them on a path, compared with 42% of senior men who prioritize such relationships.

Making connections is often challenging for women who want to maximize their time at work and get home for dinner, say executives. Others fear looking like they are bragging or inappropriate for seeking favor and guidance from a male superior, even though it is likely that any executive above them will be a man, they say.

Now, there are numerous organizations and corporate programs to help women find higher-level executives to advocate for them at work and to establish ties with other women in their fields. It is critical to take 10% to 20% of your time at work to network, says Alison Mass, a partner at Goldman Sachs Group Inc. who is co-head of the investment banking group that covers financial companies such as private-equity firms. She is deliberate about networking: She sets up reminder alerts on her computer to stay in touch and keeps a list of her important people at eye-view by her desk.

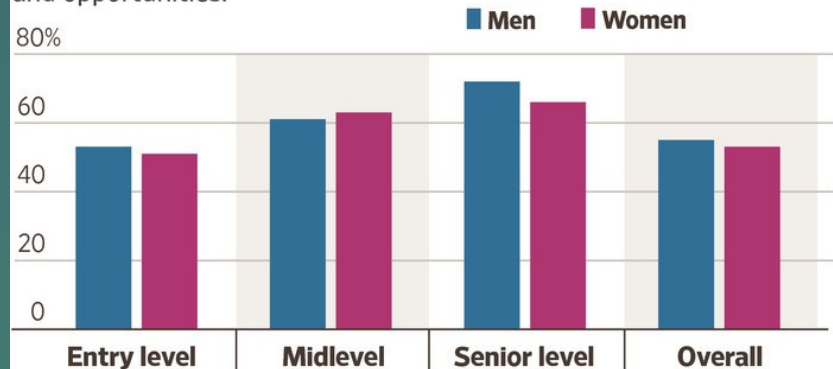
Women often think of their network as social contacts, says Debora McLaughlin, a leadership coach and author. Friendships can happen naturally, but it isn't essential for a network to be built on close, intimate ties, she and other executives say.

"It's OK to be transactional," says Sallie Krawcheck, a former bank executive who now runs the Ellevest Network for women, adding that sometimes women need to compare notes with other females.

To read the entire article, log on to
<https://www.wsj.com/articles/networking-isnt-easy-for-women-but-it-is-crucial-1443600526>

Women's networks are an important contributor to opportunity creation, but they appear to lag behind those of men at senior levels.

The percentage of those surveyed who "strongly" or "somewhat" agree that their professional network has directly helped them obtain jobs, get promoted and have access to key assignments and opportunities:



Source: LeanIn.Org and McKinsey & Co. Women in the Workplace 2015 survey of nearly 30,000 men and women

THE WALL STREET JOURNAL.