

# Females in Athletic Business

March 2017

Spring Training for Your Career-April 14th, Lansing, MI

[FAB]

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More speakers have been announced for the upcoming Networking and Career Development event, coming to Lansing, MI this April. The latest addition to the speaker line-up is Michigan State University Volleyball Head Coach, Cathy George. Her action-packed session will cover topics including:

- Getting your foot in the door
- Facing your fears
- Making your own opportunities
- Presentation skills
- Choosing to be a mentor

Other speakers include Lauren Clayborne, Community Relations Director for the **Detroit Lions**, Ma-linda Hudkins, Assoc. Dir. Of Athletic Equipment for **Michigan State Athletics** and Amy Peck of Anthony Travel. Their panel will speak on exploring both high demand careers in sports as well as some you may never have considered.

We will also be tackling a hot topic for women in the sports industry: **Salary Negotiation**. We have two experts in the field ready to give us the best advice on when and how to negotiate our salaries. Dr. Jennifer Dunn and Kristin St. Marie of the Broad College of Business will speak on this topic and help us to "Lean In" when tackling this issue.

A riveting story-telling session will be held featuring high powered women in our industry and their journeys up the ladder. We are fortunate enough to have Danielle Harris, **Assistant Commissioner** for the Great Lakes Intercollegiate Athletic Conference, Keri Becker, **Athletic Director** for Grand Valley State University and Diane Gonzalez-Ferranti, VP of Programming, Production and Broadcasting for the **Detroit Pistons**.

Rounding out this 9am-3pm event will be a session on internships and how to be the best intern and supervisor you can be. Tips on **how to find the best internship** for you and how to secure the best interns for your company. This session will be hosted by Chelsea Brehm, Internship Coordinator for GVSU.

The event is generously sponsored by the Michigan Fitness Foundation. Registration includes breakfast and lunch and is \$25.00 for students and \$30.00 for professionals. Groups are encouraged to attend. To register log on to [careerspringtraining.eventbrite.com](http://careerspringtraining.eventbrite.com). Use code: "news" for \$5.00 off.



## NETWORK WITH PROFESSIONAL WOMEN IN THESE ORGANIZATIONS



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FOUNDATION**

  
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## National Job Shadow Day a Success



After our first celebration of National Job Shadow Day, we're so excited to say it was a hit! We facilitated over 20 job shadows between student members and professional members on all sides of our industry, including journalism, operations, community relations, events and facilities operations. Organizations that participated by hosting job shadows include Michigan State University, the Lansing Sports Authority, The Schuiling Report, Anthony Travel, WLNS, Columbus Blue Jackets, the Crowne Plaza Lansing West Hotel, and the Courtyard Lansing Hotel. We'd like to thank all who participated and encourage all members to consider volunteering to host a job shadow in the future or participate in one as the shadow-ee. Log on to [fabsportsorg.wix.com/faborg](http://fabsportsorg.wix.com/faborg) and click on Career Quarterback to sign up to participate for FREE.

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## Are You Making the Most of Your [FAB] Membership?

After some feedback from a few of our members, we want to clarify how to access some of the best resources that [FAB] has to offer. One of the things that our members ask for most often is help finding jobs and internships. [FAB]'s **Free Agency Program** is working hard every day to create relationships with HR professionals at sports organizations around the country to keep our postings current and relevant. In general we post new openings once a week, more if we have more openings submitted to us. [FAB] believes that this valuable resource shouldn't only be available to those with money to spare, so we offer access to these openings for FREE!



[FAB] is unique in that we are one of the only organizations that offers **personalized job shadow matching for FREE**, year-round. This program is designed to match young women looking for mentorship with professionals in the sports industry for either a long-term mentorship relationship or a one-day job shadow experience. All you have to do to take advantage of this service, either as a mentor or mentee, is log on to our website and click on Career Quarterback. You'll be prompted to tell us what field you'd like to either job shadow in or host a job shadow in (or mentor someone in). From there, the [FAB] staff will begin matching you with other folks who have registered with the program with similar interests. You will then be contacted by email that a match has been made. From there the scheduling of the job shadow will be up to the duo themselves. We've had so many successful job shadow experiences in the last year and we highly recommend both professionals and student ask themselves how participating in a job shadow could benefit them.



**Networking and career development** are two things that almost every member mentions when asked what they are looking for from [FAB]. As [FAB] is still a growing organization, having been started in the Lansing, MI area, most events are occurring in that area for now. However we celebrate and appreciate our members in the other 20+ states and stress to you that you are so important in [FAB]'s future and urge you to stay connected as we grow, so that in the future we have large groups of members throughout our country. At this time, we have an **annual fall event**, the Strong Women in Sports Summit, and a **spring event**, this year's Spring Training for Your Career event, coming in April. Other events we've held between those main events include networking gatherings at different sporting events and job fairs where we represent our member organizations and [FAB] itself. **Many events are free**, while the larger main events have a small cost associated with them to cover food, meeting space and speaker fees. The events portion of our website is where you can find the most up to date events that are happening. We look forward to seeing you there.



Lastly, we want to highlight the **"In the news"** portion of the website. This is where we post relevant news articles, so that any professionals or students who are needing printed resources about women and their role in the sports industry can find them easily.

As always if you need any help making sure you're taking advantage of all that [FAB] has to offer, please don't hesitate to email us at [fabsportsorg@gmail.com](mailto:fabsportsorg@gmail.com), tweet us @fabsportsorg or send us a Facebook message at [www.facebook.com/FABSportsOrg](https://www.facebook.com/FABSportsOrg). We also welcome any suggestions or feedback you have in the spirit of improvement.

## Did You Miss Our Virtual Job-Shadows Last Month?



**Chevonne Mansfield**  
Dir. Of Communications  
American Athletic Conference



**Kat Vosters**  
Dir. Of Operations  
Wisconsin Men's Basketball



**Kindra Fry**  
Executive Director  
BCS Sports + Events



**Keri Becker**  
Athletic Director  
Grand Valley State University

Check out our Facebook page, if you didn't catch these high-powered women in their virtual job shadows last month. They each gave us an inside look at a day on the job with them. Using a series of short videos, each woman took the time to explain who they interact with, where they go and what tasks they complete each day, in hopes of shedding light on their careers and how they got there. You can see the videos on our Facebook page at [www.facebook.com/FABSportsOrg](https://www.facebook.com/FABSportsOrg) or on our Twitter @fabsportsorg.