COURSES AND CREDITS:

- SPT 2950 - 3 CREDIT HOURS
- SPT 4951 – 6 CREDIT HOURS
- SPT 4952 – 6 CREDIT HOURS
- SPT 4950 - 12 CREDIT HOURS

SPORT AND RECREATION MANAGEMENT FACULTY:

- PETER S. FINLEY, Ph.D.
  ASSISTANT DEAN FOR UNDERGRADUATE AFFAIRS
- JEFFREY J. FOUNTAIN, Ph.D.
  ASSOCIATE PROFESSOR
- NANCY J. OLSON, M.Ed., M.S.
  PART-TIME FACULTY
  NEWSLETTER EDITOR

FOR INFORMATION ABOUT NEWSLETTER OPPORTUNITIES INCLUDING PRACTICUMS, INTERNSHIPS AND VOLUNTEERING, CONTACT PROFESSOR OLSON:

onancy@nova.edu
(954) 383-1132

CHRIS HOFFMAN & ELENA OROVIO

Chris Hoffman is doing an internship this summer with Assurant Solutions. He works in Market Research for mobile services under the supervision of Elena Orovio, the department’s director. The timing for the site visit was perfect. Professor Olson had just attended the Sports and Entertainment Alliance in Technology Conference along with Dr. Fountain. Technology is changing the way sports teams do business from sales to customer retention. All the things which Chris is learning at Assurant complement this trend.

Here are just some of the things which he has done:

- Participated in product development usability testing
- Helped prepare presentations and surveys
- Conducted secondary research
- Worked on quarterly newsletter entries
- Attended strategy meetings
- Met with research supplier

Thanks to the great job Chris has done as an intern, he will continue to work part-time for Assurant while taking classes at NSU this fall. Congratulations!
Dr. Fountain and Professor Olson recently attended a three day conference on Miami Beach. They along with others involved in sports learned how technology is changing the business side of sports. The movie “Money Ball” gave us a glimpse of what is happening on the field using analytics. However, analytics and stadium Wi-Fi are working to give fans a better experience as well as keeping them connected. Sessions were held simultaneously with participants choosing to attend one of three areas:

- CRM (customer relations management), Marketing and Loyalty
- Digital Marketing
- CIO (chief information officer)/Technology Leaders Track

There were also joint sessions including one called “Vision from the Top” where University of Miami President Donna Shalala and Claude DeLorme, Executive Vice President for Operations and Events at Marlins Park, confirmed that technology is key to the success for their organizations! The Conference included an Exhibit Hall with all the major vendors from Adobe to Xirrus Wireless Networks. One of the best parts of the Conference was the opportunity to network. Dr. Fountain and Professor Olson met several of the vendors, representatives of professional sports teams as well as colleagues from other universities.

Finally, there were two field trips—one to Marlins Park and the other to Sun Life Stadium. The trips featured networking and a look at how technology was built into Marlins Park and how technology is being retrofitted into the “new” Sun Life Stadium.

When all is said and done, both Dr. Fountain and Professor Olson will have some exciting things to share with students from their experience. If you want to get a job in the world of sports, understanding how technology is interacting with team and facility operations is a must!
OPPORTUNITY

Jason Taylor Foundation
Internship Position – Fall 2014

General Internship Description:
• Assist JTF staff with day-to-day office functions and tasks
• Assist with preparation & execution of upcoming events/programs
• Assist with execution of current 90-day plan
• Participate in office staff meetings and event preparation meetings
• Assist with website & social media updates, ie. writing articles, editing photos, etc.

Specific responsibilities will vary depending on time of year, individual availability and capability.

Upcoming Events/Programs: August – December 2014
• Back-to-School programming - August–September 2014
  o Tenth Annual Cool Gear for the School Year – August 31
• Louder Than A Bomb Florida 2014-2015
  o Kick-off event – September 20
• JT’s Ping-Pong Smash 11 – October 2014 (TBD)
• Begin planning for 2015 Jason Taylor Celebrity Golf Classic (TBD)
  o Assist with Silent Auction

Commitment:
Monday – Friday, 9:00 AM – 5:30 PM

This is a non-paid internship opportunity, however school credit is available.

Key Skill Sets:
Event Operations
Customer Service
Communication Skills (ie. Writing)
Works well in small teams
Professionalism

Contact:
Jackie Pires
Director of Operations
(954) 424-0799
jackie@jasonortaylorfoundation.com
Advisory Board Member and Orange Bowl Manager for Partnerships Anthony Jabara informs us that there are two full time non-paid internships this fall for the Orange Bowl Committee. The interns will be expected to work 40 hour weeks leading up to the game in January. One intern will be involved with sales and the other will be working on the fulfillment of partnerships. The internships start at the end of August. It is an excellent opportunity and may lead to full time employment! If interested, contact Professor Olson.

The Fort Lauderdale Children’s Theater is now interviewing for a Business Manager. The requirements include:

- Love Children
- Great with $$ and with people
- Thrive on chaos

This is a full-time position with benefits and a salary in the $30,000 range.

Anyone interested should submit their Resume and Cover Letter to:

Janet Erlich, Executive Artistic Director at Janet@flctstar.org