SPORT AND RECREATION MANAGEMENT NEWSLETTER
NOVA SOUTHEASTERN UNIVERSITY

Special Points of Interest:
- Fort Lauderdale Strikers Needs Sales Executives
- Miami Dolphins Hiring Ticket Sales Associates
- Miami Dolphins Marketing Partnerships Looking for Staff Assistant
- NSU Internship and Job Fair February 19, 2013 at the University Center

HAPPY NEW YEAR! - NEW YEAR’S RESOLUTION

The following was part of an email which Professor Olson received during the holidays. As we completed another year of the Sport and Recreation Management Newsletter, Professor Olson commented that this was one of the nicest gifts she received. Professors Fountain, Finley and Olson hope that we provide you with the tools to be successful. It’s very gratifying when we hear something like this! “I found out about the opportunity through the newsletter you send out every week. I am very thankful for the efforts you do on trying to help students get job opportunities and internships, I have been able to use those resources to my advantage, and I hope others students or alumni from Nova are doing the same. Thank you for the advice and knowledge.” So on that note, we hope that you will make it a New Year’s resolution to check out the Newsletter each week. We have an ever expanding network of employers who want to hire our students. There is no excuse for anyone not finding a job upon graduation. It’s up to you to take advantage of all these opportunities!

RESOLVE TO MAKE 2013 A YEAR TO REMEMBER!

It’s that time when we make resolutions. Many will be abandoned by March. So here are some realistic goals to help keep your future on track:

1. Build a strong professional network. 85% of job offers are a result of who you know!
2. Keep a positive attitude. All of us will have challenges in 2013 but a positive attitude can keep you on track.
3. Revise your resume. Keep your resume updated as you gain experience including volunteering, practicums and internships.

COURSES & CREDITS

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Contact Professor Olson to volunteer at the Conine Classic on January 21st in support of Joe DiMaggio Children’s Hospital.

**HAPPY NEW YEAR!**

Contact Professor Olson for more information

onancy@nova.edu

Cell: (954) 383-1132

Volunteer for Experience!
OPPORTUNITIES

ALTHOUGH CLASSES DO NOT RESUME UNTIL JANUARY 7, 2013, WE WANTED TO SHARE THESE OPPORTUNITIES SO THAT YOU CAN TAKE ADVANTAGE OF THEM!

BB&T Center needs interns especially in the area of arena management! There may be no NHL Hockey at this time, but there are plenty of other events at the BB&T Center. If you want to get some great experience, contact Professor Olson for more details.

SWIM MEET WEDNESDAY URGENT! - NSU hosts Grand Valley State on January 2, 2013. Volunteers are needed. If you can help, call Matt Fisher on his cell at (954) 296-7231. Go Sharks!

NSU Athletics - If you want to get some great experience on campus, look no further than the NSU Athletic Department. Opportunities range from helping the Marketing Department to assisting with Game Operations.
FOR IMMEDIATE RELEASE
Fort Lauderdale Strikers Contact – Ken Mendonça – kmendonca@strikers.com – 954-547-7567

STRIKERS SEARCH FOR SALES EXECUTIVES
Team will add five additional executives before next season

FORT LAUDERDALE, Fla. (Dec. 6, 2012) – The Fort Lauderdale Strikers are continuing to expand their organization and want to add five new sales executives with a passion for soccer before the start of the 2013 season. In addition to the position of Soccer Account Executive, the Strikers will also add a Corporate Account Executive to the front office. Application information and complete job descriptions may be found online at www.Strikers.com/Jobs.

“The Strikers are looking to add staff who are passionate about the sport we love,” said Strikers President Tom Mulroy. “Our team is moving forward with lofty goals and expectations for the 2013 season, which demands a front office dedicated to connecting with the hundreds of thousands of soccer fans in South Florida.”

The Corporate Account Executive will have the responsibility to develop and establish new corporate sponsorships in South Florida. Like all members of the Strikers organization, this position will also work to increase awareness and positively represent the team when in public.

Each Soccer Account Executive will work directly with the public as a point of contact for both Strikers season ticket holders and the many groups who will visit Lockhart Stadium throughout the season. An essential part of producing success in this position is the ability to develop long-lasting relationships with South Florida’s ever-increasing base of soccer fans.

Season tickets for the 2013 Fort Lauderdale Strikers are now on sale. Contact the Strikers ticket office by calling (954) 608-0400 or by going to www.strikers.com. Follow the Strikers on Facebook and twitter @FTLS Strikers.

ABOUT THE FORT LAUDERDALE STRIKERS
The Fort Lauderdale Strikers, South Florida’s only professional men’s soccer team, will begin their eighth season in 2013. The Strikers have been a part of the North American Soccer League [NASL] since the 2011 season. The team is owned by Traffic Sports USA, the North American subsidiary of The Traffic Group, the leading soccer event management company in the Americas, with headquarters in Brazil, and offices in the U.S. and Europe. The organization is committed to the advancement of soccer in South Florida at the youth, amateur and professional levels. The Strikers are pursuing a permanent home at a significantly renovated Lockhart Stadium, their current home, or at a new soccer-specific stadium in South Florida. More information on the team can be found at http://www.strikers.com

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Ken Mendonça | Media Relations & Communications Manager | 954.547.7567 | kmendonca@strikers.com
www.STRIKERS.com | Twitter: @FTLS Strikers | Facebook: ftlstrikers
Fort Lauderdale Strikers
1350 NW 55th Street
1350 NW 55th Street
Fort Lauderdale, FL 33309
SUN LIFE STADIUM /MIAMI DOLPHINS
JOB DESCRIPTION

POSITION: Ticket Sales Associate

DEPARTMENT: New Business Development, Ticket Sales
REPORTS TO: Senior Manager of Sales Operations

Summary: Assist the Miami Dolphins Sales Department by maintaining an active role in the sale of Dolphins Season Tickets, Partial Plans and Group Tickets.

ESSENTIAL FUNCTIONS:
- Prospect potential full season, partial season and group ticket clients through daily phone calls, emails and appointments.
- Adhere to department guidelines in relation to call volume, prospecting and productivity
- Help maximize renewal business and maintain a high level of customer service to new and existing clients
- Work with related departments to improve communication and the fan experience
- Consistently enter client data into CRM system throughout the sales process to aid in information sharing between sales and service personnel
- Represent organization at various networking and/or offsite community events promoting ticket sales
- Assist with administrative functions for the department
- Facilitate special projects as assigned
- Additional related duties as assigned

ESSENTIAL REQUIREMENTS:
- College graduate, 4 year degree
- Archtics ticketing system and Microsoft CRM experience preferred
- Telephone sales and/or customer service experience preferred (previous experience with a sports franchise or in the sports industry a plus)
- Excellent written and oral communications skills
- Ability to handle heavy outbound phone volume
- Basic understanding of Microsoft Word and Outlook
- Bilingual (English/Spanish) a plus
- The ability and desire to work flexible hours including evenings, weekends and holidays
**JOB DESCRIPTION**

**Position:** Marketing Partnerships Staff Assistant (Sales Focus)

**Department:** Marketing Partnerships

**Reports to:** Manager of Corporate Sales, Marketing Partnerships

**Hours:** 40 per week, with ability to work evenings, weekends, and holidays

**Summary:** Assist in sales planning and preparation for Miami Dolphins and Sun Life Stadium renewal and new marketing partnerships. Support sales team in research, prospecting and proposal development needs.

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**ESSENTIAL FUNCTIONS:**

- Support the overall sales process for all Miami Dolphins and Sun Life Stadium Marketing Partnerships, including renewal and new business opportunities;

- Attend weekly sales team and departmental meetings;

- Support in the development of all sales related prospecting tools, research and sales proposals/presentations;

- Assist in managing prospecting and benchmarking tools;

- Assist in the planning and execution of prospect meetings, hospitality, and special events;

- Support various activities and projects of the Client Services team as needed or assigned, including serving on the game day staff;

- Other special projects and duties as assigned;

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**CRITICAL SKILLS:**

- Proficient in Word, Excel, PowerPoint, PhotoShop, and Scarborough Research;

- Excellent oral and written communication skills;

- Self-Starter, with ability to multi-task and manage multiple priorities/deadlines;

- Organized, with strong detail orientation;

- High level of professionalism;
Break into your career!

INTERNSHIP & JOB FAIR

Tuesday, February 19
11:00 a.m. - 2:00 p.m.
Don Taft University Center,
Second Floor, Basketball Courts

MEET OVER 40 EMPLOYERS!
Business professional attire is required.
Bring your NSU ID.

For more information and full listing of employers visit www.nova.edu/career,
email career@nova.edu, call (954) 262-7201.
ORANGE BOWL VOLUNTEER OPPORTUNITIES

The Orange Bowl is currently seeking student volunteers to participate in a special project at several Orange Bowl events surrounding the Discover Orange Bowl and Discover BCS National Championship Games.

Outlined below is a list of events where volunteers are required:

- **December 26**  Orange Bowl International Sailing Regatta
- **December 29**  MetroPCS Orange Bowl Basketball Classic
- **December 31**  AvMed Orange Bowl Coaches Luncheon
- **December 31**  City of Fort Lauderdale Downtown Countdown
- **January 1**  Bud Light Orange Bowl Game Day Fan Zone
  Orange Bowl VIP Pregame Party
  Discover Orange Bowl
- **January 3**  Orange Bowl Swim Classic
- **January 5**  Discover Championship Fan Experience
- **January 6**  Discover Championship Fan Experience
- **January 7**  Bud Light Championship Game Day Fan Zone
  National Championship VIP Pre-Game Party
  Discover BCS National Championship Game

All volunteers will be professionally trained on how to conduct intercept surveys at Orange Bowl events to capture data for the Orange Bowl’s socioeconomic impact study.

Qualified candidates should be able to provide their own means of transportation and lodging in the South Florida area.

Compensation: Course Credits and/or volunteer hours only.

Interested candidates should email their resume and availability to Christina Thompson at cthompson@orangebowl.org
Professor Olson volunteered at the Broward Sheriff’s Office on December 22nd for the Annual Toys for Tots and Teens Event. This was her 13th year helping out for this great cause. If you want to volunteer for events this year, contact Professor Olson.

HAPPY NEW YEAR!