HAPPY NEW YEAR!

It’s hard to believe that this issue starts Volume 4 of the NSU Sport and Recreation Management Newsletter. Over the last three years, we have shared stories about our students who are gaining experience through volunteering, practicums and internships. Our number of business partners continue to grow allowing our students to have a wide selection of opportunities. We started a MBA with a concentration in Sport Revenue Generation in 2012. Our Advisory Board supports our program by providing guest speakers, field trips and recommendations in terms of curriculum development. All of this gives our program credibility and puts our students in a good position to be hired upon graduation.

Personally I would like to thank Dr. Fountain and Dr. Finley for their support. They encouraged me to apply for the new part-time faculty position. The change is subtle but important to me. They honored me the last two years by nominating me for the H. Wayne Huizenga School of Business and Entrepreneurship Adjunct Faculty of the Year Award which is voted on by the full-time HSBE faculty and staff. I was overwhelmed when I was announced as the 2013 winner! I received a beautiful plaque and a bonus! The plaque recognizes the importance of bridging understanding between theory and practice. Thanks to all the students and business partners who help us make our program special!

Happy New Year,
Professor Nancy Olson

MBA Students Francisco Amado and Austin Lavallii pose with Professor Olson and her recognition plaque. Both Francisco and Austin also completed the undergraduate program in Sport and Recreation Management at NSU and work as Graduate Assistants for the NSU Athletic Department.

FOR INFORMATION ABOUT NEWSLETTER OPPORTUNITIES INCLUDING PRACTICUMS, INTERNSHIPS AND VOLUNTEERING, CONTACT PROFESSOR OLSON:
onancy@nova.edu
(954) 383-1132
Cliff Floyd, retired Major League Baseball Player, is looking for an intern to work with the Cliff Floyd Foundation. In addition to helping him put on his Second Annual Charity Bowling Tournament in 2014, he is looking for someone to help him take his foundation to the next level. Cliff is willing to consider a stipend for the student who is willing to take on this project. Whether you need course credit or simply an awesome experience, this opportunity may just be for you! If you are interested in marketing and social media, consider this internship. Contact Professor Olson for more details.

Students enrolled in SPT 3150, Facilities and Event Management, and SPT 5300, Sport Event and Fundraising Strategies and Techniques, will be helping Cliff put on his bowling tournament this spring. Last year the Cliff Floyd Foundation donated $6,000 for SPT scholarships from his first tournament. The money is being used to offer one undergraduate and one graduate scholarship at $3,000 each. Look for information on how to apply for these scholarships in an upcoming issue of the newsletter. In addition, look for more information about the Cliff Floyd Charity Bowling Tournament.
OPPORTUNITY

INSIDE ACCOUNT REPRESENTATIVE

Summary:
Super Fan Sports Fundraising, a national company based in South Florida, is seeking highly motivated inside account representatives to join our team of sales professionals. The primary responsibility of the individual in this role is to utilize lead lists that are provided, make calls and establish contact with the fundraising chairperson, articulate the benefits of the Super Fan product, close the deal, follow through with all steps of the fundraising event and maintain a consistent and productive relationship with your client base throughout the year. The goal of the Account Representative will be to build a pipeline of repeat sales for each season.

Responsibilities:
- Business to Consumer (B2C) telephone sales.
- Convert call list leads into sales by contacting potential customers, identifying key decision makers, building rapport, selling Super Fan’s value, providing superior customer service, and following up appropriately.
- Use a consultative sales approach to develop & proper business relationships.
- Lead the customer through the process of successful fundraising.
- Troubleshoot issues and provide solutions to the customer.
- Maintain data on all sales calls and client communication.
- Demonstrate superior product knowledge and keep current with product/program changes.
- Build, develop, maintain profitable sales pipeline.
- Sell in a manner that assists the customer in making good decisions, and brings profitability to the company.

The Successful Candidate Will Demonstrate The Following Abilities:
- Passion to win: Thrives in a competitive environment, does what it takes to be a leader.
- Communication: Must have strong interpersonal skills, and the ability to establish, develop and maintain client relationships.
- Resourcefulness: Able to find and offer solutions and deliver results within a fast paced, entrepreneurial culture.
- Motivated: Able to work independently and possess a “sense of urgency” to ensure deadlines are met.

Position Requirements:
- Excellent verbal and written communication skills as well as superior listening skills.
- Computer/technical skills – Microsoft Excel, Word, Outlook, etc.
- Ability to research problems utilizing available resources.
- Follows directions and adapts to a fast paced sales environment.
- Sports experience and/or a level of comfort and enjoyment within the sports industry.
- Understanding and comfortable with social media – Facebook, Twitter, etc.
- Bachelor’s degree preferred.
- Relevant sales experience is a plus.

Salary Opportunity:
- Target performance at 60 days for average producers will be on track for $25,000 annualized earnings
- Target performance at 90 days for average producers will be on track for $30,000 annualized earnings
- Target performance at 180 days for solid producers will be on track for $75,000+ annualized earnings

About Super Fan Sports Fundraising:
Super Fan Sports Fundraising, LLC (SF) was founded on the principles of offering sports organizations and nonprofit groups quality and authentic licensed sports merchandise at a competitive price for use in product fundraising. The goal of Super Fan is to provide unique fundraising programs offering a wide variety of premium licensed products, including professional (NFL, MLB, NBA, NHL) and collegiate (NCAA). The objective is to become a leader in the $4 billion product fundraising industry, providing millions of dollars to assist local schools, athletic organizations and charitable groups, utilizing a national sales force in every major sports market in the country.

510 Shotgun Road, Suite 160, Sunrise, FL 33325
Phone: 855-602-7990  Fax: 954-556-5147  Email: info@superfansportsfundraising.com
www.superfansportsfundraising.com
OPPORTUNITY

ROCK CITY HOOPS, SOUTH FLORIDAS PREMIER BASKETBALL LEAGUE & SERVICES PROVIDER,
IS LOOKING FOR 2 HIGHLY MOTIVATED INTERNS FOR THEIR SPRING BASKETBALL SEASON. CANDIDATES SHOULD BE PURSUING THEIR DEGREES IN SPORTS MANAGEMENT, RECREATION, SPORTS MARKETING, EXERCISE SCIENCE, AND LEISURE STUDIES.

THIS INTERNSHIP WILL BE CRITICAL TO THOSE PURSUING CAREERS IN:

- FACILITIES & SPORTING EVENT MANAGEMENT
- IN-GAME SCOREBOARD FUNCTION
- SPORTS REVENUE MARKETING
- ATHLETIC DIRECTOR
- GENERAL (SPORTS TEAM) MANAGER
- ATHLETIC TRAINING
- PARKS AND RECREATION
- STAT-VIDEO ANALYSIS-SPORTS CASTING
- HEALTH CLUB-GYM MAINTENANCE
- ATHLETIC SCOUTING

RCH HAS BEEN VOTED THE #1 BASKETBALL LEAGUE AND BASKETBALL TRAINING SERVICE FOR 2 YEARS IN A ROW. ALL STUDENTS INTERESTED, PLEASE CONTACT MIKE PATEL AT (305)-742-1019 OR EMAIL US AT ROCKCITYHOOPS@GMAIL.COM VISIT US AT WWW.ROCKCITYHOOPS.COM
I wanted to let you know that we are now handling baseball clients. Our football operations remain strong. Our internship program provides experience in football and baseball and the baseball program provides our interns the ability to become licensed as an Athlete Agent in the State of Florida in order participate in hands on recruiting. We are the only sports agency that provides this experience to interns.

Our internship program is available to the students of Nova Southeastern University.
Here’s a message from NSU graduate James Turner:

I am up here in Vero Beach and so far everything is going well. We are getting ready for our busy tournament season which starts in February. There is so much history here at Dodgertown; it really is amazing to think of all of the baseball legends that have played on these fields.

SAVE THE DATE

**SPT NIGHT** IS WEDNESDAY, FEBRUARY 26, 2014 STARTING AT 5:30 PM. IF YOU RECEIVE THIS NEWSLETTER, YOU ARE INVITED. WE WILL TAKE RSVP’S IN EARLY FEBRUARY. JOIN US FOR FOOD, FUN, NETWORKING AND SHARKS BASKETBALL IN THE CLUB ROOM AT THE UNIVERSITY CENTER IN DON TAFT ARENA.

CONINE CLASSIC

STUDENTS ENROLLED IN SPT 3150 ARE GEARING UP TO VOLUNTEER FOR THE CONINE CLASSIC WHICH RAISES MONEY FOR THE JOE DIMAGGIO CHILDREN’S HOSPITAL. THE EVENT TAKES PLACE ON MARTIN LUTHER KING’S BIRTHDAY. THERE ARE NO CLASSES THAT DAY AND THE EVENT IS NOT ONLY A LEARNING OPPORTUNITY BUT SERVES AS A DAY OF SERVICE.
Congratulations to Anthony Jabara, MBA Advisory Board Member, who was promoted to Director of Partnership Marketing at the Florida Panthers.

Students in SPT 4850 listened to a series of 8 podcasts of “Only A Game,” a weekly current events sports program on National Public Radio. Professor Olson sent the host, Bill Littlefield, an email regarding the assignments and got this response from him:

_Dear Nancy Olson,_

_Thanks for this e-mail. I'm flattered that you've used "Only A Game" as an assignment, and I'm glad to hear that you feel your students benefitted. I hope they had some fun with the show._

_All the best,_

_Bill Littlefield_  
_Host, "Only A Game"
NSU Flight Deck LOGO design CONTEST

WINNER WILL RECEIVE A PRIZE!

Start Your Legacy at NSU!

Submit your design at www.nova.edu/flightdecklogo between December 9, 2013 and January 8, 2014 or drop your logo design file off at NSU RecPlex Office located in the Don Taft University Center, Room 1228.

Final voting will take place online on January 13 – 20, 2014.

For contest rules or more information, please visit www.nova.edu/flightdecklogo, call (954)-262-6803, or email am2821@nova.edu.

THINGS TO KNOW:

- Art/Design must contain text “NSU Flight Deck Pub”
- Limited to 3 colors
- Art(s) may be digitally done or hand-drawn.
- Preferred format is EPS (JPEGs is acceptable).
- Design must be submitted by current NSU student.