CHRIS HOFFMAN TACKLES THE FIN CLUB!

Chris Hoffman has spent his summer developing a communication plan for the Miami Dolphins Fin Club under the leadership of the Dolphins’ Brand Activation Coordinator, Greg Minerva. Chris, last year’s Sports Editor for The Current, uses his writing skills as he drafts fan loyalty emails and radio spots. The communication plan encompasses radio, Facebook, Twitter and Instagram. The Fin Club is a Dolphins’ loyalty rewards program which gives fans the opportunity to earn points for exclusive rewards. The Miami Dolphins engage their corporate sponsors to enhance the program. Chris is enjoying the experience and a chance to be creative in coming up with incentives to thank the current fan base and increase the Fin Club membership. Go Dolphins!

Chris Hoffman is pictured by the Don Shula statue at Gate E of Sun Life Stadium where he is getting an early start on his fall practicum with the Miami Dolphins.

WORK FOR THE HARLEM GLOBETROTTERS!
2011 NSU graduate Cole Schlesinger recently sent us a job opportunity in seasonal group ticket sales with a chance to eventually work as a full time group sales representative with benefits. Cole’s manager is looking for 4 to 7 people to start in August or September and to be willing to relocate to Phoenix, Arizona. See page 2 of the newsletter for details. Contact Cole at Schlesinger@harlemglobetrotters.com.
HARLEM GLOBETROTTERS
CAREER OPPORTUNITY

POSITION: Group Tickets Sales Representative - Seasonal
REPORTS TO: Director of Ticket Sales
DEPARTMENT: Group Sales/Marketing
COMPANY: Harlem Globetrotters International
LOCATION: 400 E. Van Buren, Suite 300
Phoenix, AZ 85004
POSTING PERIOD: Open until filled

Interested in the sports and entertainment industry? The Harlem Globetrotters are seeking a dynamic, outgoing and resourceful Seasonal Group Ticket Sales Representative. Their responsibilities will be focused on the sale of group ticket packages for our shows across the U.S. and the execution of sales initiatives.

Scope:
Reporting to the Director of Ticket Sales, the Seasonal Group Ticket Sales Representative will serve as an integral member of the Harlem Globetrotters sales and marketing team. Responsibilities will be focused on the sale of group tickets and a variety of ticket packages for multiple markets throughout the country, coordinating ticket/fundraising events for national and regional clients, working directly with venue box offices and regional marketing directors to maximize outreach. Additional responsibilities include set-up, coordination, management, ticket sales fulfillment and settlement of markets for all group sales related activities plus all other duties as needed.

Tasks and Responsibilities:
- Responsible for meeting and exceeding all ticket and revenue sales goals through the sale of group tickets and other ticket packages
- Full participation in extensive inbound/outbound call sales campaigns. (minimum 40 calls per day)
- Meet all pre-determined sales goals and call requirements by providing weekly sales reports to management
- Research traditional, non-traditional and grassroots ticket sales opportunities in multiple markets across the U.S.
- Research and execution of local/regional corporate discount opportunities
- Upsell group sales by using all Group Sales Assets and tools
- Field phone calls from groups and individuals requesting ticket information
- Reception desk phone coverage, as needed

Required Knowledge/Skills/Qualifications:
- Core competencies: Strong Work Ethic, Self Starter, Organized, Integrity and Individual Accountability, Problem Solving/Judgment, Achievement Oriented, Innovation/Creative Thinking, Sales-Minded, Money Motivated
- 1 year of sports/family show ticket sales or relevant business sales experience (phone sales) is preferred
- Detail oriented with ability to multi-task, organize and prioritize tasks
- Self-disciplined with strong work ethic
- Demonstrated effective project and time management skills
- Excellent communication skills, both written and verbal
- Exceptional customer service focus
- Fast learner and team player with a positive attitude
- Excel, PowerPoint and database management experience helpful
- Flexibility to work long hours, weekends, and holidays as needed during the tour
- University degree required, preferably in Marketing/Sport management, Communications, Business Administration or related field

Compensation:
- Weekly salary / plus commission
- There is no relocation compensation for this position
- This is a seasonal position which will span our 2013-14 US Tour (ideal start date September ‘13 – April ’14)
- Opportunity for Full-Time position based on performance

How to apply:
Please send a cover letter and resume to: Harlem Globetrotters International
Attn: Director of Ticket Sales
400 E. Van Buren, Suite 300
Phoenix, AZ 85004
Fax: 602-258-5925
joyce@harlemglobetrotters.com
ESPN West Palm Internships

Get hands-on experience in the sports radio and sports marketing worlds at ESPN West Palm. Work with on-air hosts, learn radio production, work as a reporter at professional sporting events and get involved in promotions and real world marketing opportunities.

ESPN West Palm is looking for hardworking, dedicated individuals for our internship program. The successful candidate must be goal-oriented, self-motivated, eager to learn, take leadership roles, demonstrate an interest in sports marketing, and possess a desire to exceed at high expectations. Strong Spanish written and verbal communication skills are a plus.

Internship responsibilities are in the areas of programming, promotions, marketing, sales, television, social media, production and engineering. Responsibilities include Production (editing sound, transcribing interviews, running the sound board) Marketing and Sales (preparing sales materials, planning major events, updating the station website and social media outlets) Out-of-Office (assisting with marketing efforts and events, promoting ESPN West Palm at events including games, local bars, restaurants, clubs, retail locations, and assisting with set-up and execution of live broadcasts throughout the area). Interns also have the opportunity to shadow the WPTV NewsChannel 5 and WFLX Fox 29 sports team. TV interns help shoot, edit, write and produce daily newscasts.

KEY INFORMATION:
This ESPN West Palm internship is a non-paid internship and candidates must be receiving academic credit.

ESPN West Palm has high expectations for the internship program. Candidates must be motivated and possess an attention to detail. If you are not a self-starter, you need not apply.

Hours: Interns are required to work three days in the office (five hour shifts) minimum per week—preferably during regular business hours. Hours will be mutually agreed upon. Interns are also required to make themselves available for at least one day outside of the office to participate in promotional events.

All candidates must possess a vehicle and a valid driver’s license with a clean driving record.

All candidates must go through an interview process before being accepted into the program.

To submit your application for an internship with ESPN West Palm, go to ESPNWestPalm.com/careers.

INTERNSHIP SESSIONS:
FALL 2013: August–December (Resumes must be received by July 26)
SPRING 2014: January–May (Resumes must be received by October 31)
SUMMER 2014: May–August (Resumes must be received by March 31)

No phone calls please. Good Karma Broadcasting and ESPN West Palm are an equal opportunity provider and employer.
TIFFANY KELLY GAINS EXPERINCE AT LSU!

From left to right: Matthew Frye, Volunteer/Intern; Kristen Cain, L Club Special Events & Community Relations Coordinator; NSU SPT Student Tiffany Kelly; Chad Nolan, Staff Assistant & Special Events Assistant

Tiffany Kelly reports:

I currently am working back and forth between two internships alternating MWF and T/TH. I work in the Academic Center for Student Athletes where I am working on a statistics/data management project compiled of 10 decades worth of football data. I will present to the staff at the end of the summer what trends I have found and how my information will help them graduate more LSU football players. For this Academic Center, my supervisor is Jason Shaw, Academic Advisor for Football, and he said what I am working on is "a game changer for the office." I was very excited to hear that. My second internship is with the LSU Athletics Department (which is where the picture was taken) where I work on the floor and intern for the senior athletics staff. With this internship, I work closely with Verge Ausberry who is the Associate Athletics Director and his “right hand” coordinator Kristen Cain. In the Athletics Department, I have been working on contact information for Verge, L Club special events, and database updating. LSU Athletics is “quiet” in the summer. However work still gets done. Verge recently commented about my performance and said I am "doing a great job." The summer is running smoothly and I am so thankful for the connections I am making for my future.
SHARK BITES

CONGRATULATIONS TO MBA STUDENT ROBERT GORNITZ

When Mike Bauer, General Manager of Roger Dean Stadium, spoke to the SPT 5300 Class (Sport Event and Fundraising Strategies and Techniques) this past spring, he challenged the students to submit a promotional idea for 2014 Spring Training. Mike chose Robert Gornitz's idea of a Business Expo at the ballpark as the best idea. For his submission, Robert will receive a VIP Experience at Spring Training which includes tickets, a tour and field access! Way to go Robert and thank you Mike!

LOUIE SCHONAUER IS BUSY IN ILLINOIS

Louie Schonauer reports that he has accepted a job with MTI (Midwest Technical Institute) in Peoria, Illinois as a recruiter. In addition he plans to help his former school with the basketball program. Congratulations Louie and good luck!

INFORMATIONAL INTERVIEWS . . .
Great Networking Tool

Jeremy Klawsky, recent NSU grad, hopes to work in baseball operations for a professional team one day. To get a better idea of what it takes to enter this field Jeremy met with Marlins Baseball Operations Assistant Brett West. Brett said that networking and using your connections is generally the keys to landing a job in this very competitive area. Expect to work long hours and be detailed. Time management is important. You must remain positive and believe in yourself.

If you want to find someone in your desired field for an informational interview, contact Professor Olson.

Note: The next issue of the NSU Sport and Recreation Management Newsletter will be in mid-August. Enjoy the rest of the summer!