BUSY FALL WITH GUEST SPEAKERS AND FIELD TRIP

Luis Morales shares his four “P’s”

Although the Cardinals were involved in a National League Division Series game when he was scheduled to speak, Luis Morales still came to visit with the students in SPT 4850, Senior Seminar. Luis is a Coordinator for International Baseball Operations for the St. Louis franchise. He wanted to share his formula to find a job that brings meaning to one’s life. His first “P” is passion. If you have a strong desire to reach a goal, you are more likely to fulfill your passion. Then you have to have a plan; that’s the second “P.” Your journey is a marathon—not a sprint. Develop your network. Ask open ended questions. Ask for advice and study. Along with your plan, you have to be persistent, the third “P.” If you get turned down for a job, ask the hiring manager why you were not selected. Learn from that experience. Remember to live in the moment. Treasure each day and make the most of it. If you follow the path above, you will get to the fourth “P” and that is the prize, your dream job.

Finding a job which you enjoy is important because you spend many hours at your place of business. Thanks Luis and good luck to you and the St. Louis Cardinals!
Students enrolled in SPT 5200, Ticket Sales, Concessions and Merchandising, were guests of Jennifer Strum, Director of Business Development for the HEAT Group at the team’s first pre-season game. Jennifer welcomed the students and took them to the HEAT’s executive offices where she shared how she and her staff market all the events which take place at the home of the HEAT, the American Airlines Arena. She also gave them valuable tips on how to find a job in sports. She confirmed the importance of technology. Their IT Department has doubled from 5 to 10 employees! Working in sports is more than a job; it’s a lifestyle. After meeting with Jennifer, the students joined the game in progress. Each one was given an assignment to observe and make comments about the in-game entertainment, security and various jobs performed by the employees. Jennifer Strum is also a member of the NSU Advisory Board for Sport Revenue Generation. Thanks Jen!

Pictured to the left are Maria Martinez, Danny Bieshaar and Joel Gonzalez. Pictured above are Jean-luc Augier, Leon Kennon, Dan Sprung and Priscilla Suero.
Mike Patel is President of Rock City Hoops. A few students have done their internships under his direction. Recently he approached Professor Olson about a presentation he wanted to give to the Senior Seminar class. Mike stressed the importance of being able to communicate effectively no matter the situation. He focused on generational differences when it comes to communicating. What might be appropriate for one group is not necessarily appropriate for another. Students are geared to the use of electronic communication, but sometimes it is not the best way to get your point across. Younger people tend to like social media and texting as their forms of communication while the older population prefer face-to-face, telephone and email. This created a lively discussion with the class when Mike asked them how they would communicate in specific situations. It really got everyone thinking... The class also considered non-verbal communication which includes body posture and facial expressions. You can learn a lot from a person even though they are not speaking. On the other hand, text messages often leave out the emotion of a conversation. Thanks to Mike and his presentation everyone in attendance is more likely to “think first” about the best way to communicate before they act!
The Orange Bowl Committee is accepting applications from candidates for the position of Digital Media Coordinator reporting to the Chief Marketing Officer. The position is based in northern Miami-Dade County just south of the Broward County line in Miami Lakes, FL.

The Digital Media Coordinator will be responsible for: overseeing the day-to-day management of orangebowl.org, online marketing initiatives for the Orange Bowl Committee including social media applications. Direct and provide content for all e-blasts and develop campaigns to increase registered user database. The position also entails initiating and cultivating relationships with local, regional and national media outlets, coordinating and supervising game week and non-full time staff, coordinating photography assignments, maintaining archival files, and other duties as assigned.

Bachelor’s Degree is required, as well as two to four years’ website background experience. Professional experience with social media platforms and Marketing experience is preferred. Candidates should be highly motivated, well organized, possess excellent written and verbal communications and interpersonal skills and able to handle several events at once. Extensive hours and weekends will be required at times. The salary is $35,000, commensurate with experience and qualifications.

Apply here: https://home2.eease.adp.com/recruit/?id=14150292
Review of applications will continue until position is filled. Please note the deadline to submit applications is Friday, October 17, 2014. No phone calls please.

The OBC policy requires that all persons interested in employment complete an online application for a position which has been advertised or posted and for which they are qualified. A resume alone is not sufficient to consider an individual as an applicant. Individuals will not be considered applicants if the application is not filled out entirely. We assure reasonable accommodation under the American Disabilities Act.

Additional inquiries and questions should be addressed to:

ATTN: Human Resources
14360 N.W. 77th Court
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Phone: (305) 341-4741
Fax: (305) 341-4771
Email: employment@orangebowl.org
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