SPT STUDENTS EXPERIENCE MARLINS PARK

The MLB Commissioners Initiative is an annual program which provides game tickets to youth-serving, community and civic groups. Thanks to Marlins Senior Account Executive Anthony Jabara, several SPT students and their friends attended the Marlins game on Tuesday, September 4, 2012. It was not only a chance to network and enjoy a Major League game but an opportunity to see the beautiful new indoor facility. Although the Marlins lost, Giancarlo Stanton hit a home run in the 4th inning which set off the home run sculpture in left center field! Samantha Evans, current SPT Major, and Samantha Stokesberry, a 2012 NSU graduate enjoy the game in the photo above.

CONGRATULATIONS

Marcela Orjuela’s internship with the Miami Dolphins has resulted in other opportunities. She reports in a recent email: “I hope all is well! Just wanted to let you know that I am so excited because I got the job in sales with the Dolphins and the football operations guys asked me to work with them on game days! Actually I’ve had 3 game day job offers.”

Helpful Information

- Contact Professor Nancy Olson for more information
- onancy@nova.edu
- (954) 383-1132
- Call or email to arrange a meeting

Special points of interest:

- **SPT 2950—Practicum**: Requires a minimum of 75 hours of experience for 3 credit hours.
- **SPT 4951—Internship**: Requires 150 hours of experience for 6 credit hours.
- **SPT 4950—Internship**: Requires 300 hours of experience for 12 credit hours.
- **Volunteer Assignments**: Take advantage of opportunities to enhance your resume. Employers value your community involvement!
- Reminder to all students doing a practicum or internship—SEND YOUR LOG VIA BLACKBOARD TO PROFESSOR OLSON EACH MONDAY!
OPPORTUNITIES

ATHLETIC PROGRAMS AND BASKETBALL LEAGUES

Rock City Hoops LLC is seeking an intern to work with them on the development of athletic programs and basketball leagues in connection with 24 Hour Fitness Facilities in South Florida. For a complete job description, contact Professor Olson. Here are the primary duties of the intern:

A. Assist in greeting players with check in process and ensure accuracy
B. Organize the ranking of all players as per their pre/post draft status
C. Assist in jersey distribution and inventory
D. Assisting in attaining waivers from players and passing out rule outlines for the league
E. Assist in stat keeping and shot clock operation
F. Assist in sponsor responses and needs, including the distribution of sponsor coupons and gift cards
G. Assist in ensuring the maximum number of participants and spectators as allowed by the facility
H. Assist in co-coordinating with gym’s manager as to the overall fire department guidelines
I. Assist in updating websites with latest news for LLC and leagues
J. Help coordinate logistics for all 4 gyms as they come online
K. Assist in ensuring all equipment is stored correctly after games
L. Help take surveys from players at end of season
M. Weekly meetings will take place via teleconference or on league nights to discuss any pending issues or suggestions
O. Interns will be encouraged to contribute new ideas or methods of how day-to-day operations would run more efficiently

Rock City Hoops is a contractor and/or partner of 24 Hour Fitness.
OPPORTUNITIES

SUMMER/FALL 2012
INTERNSHIP OPPORTUNITY

About M. Silver Associates (www.msilver-pr.com):

M. Silver Associates Inc. is ranked among the country’s top independently owned public relations firms. The agency is known for its premium client roster, talented and passionate staff, client retention, non-traditional thinking, measurable bottom-line results, integrity and hard work, depth of knowledge and experience, and a highly service-centric philosophy that puts client welfare above all else.

For more than 35 years, our customized, cost-effective public relations, marketing and development programs have supported the business goals of our clients, leveraging and complementing advertising, stimulating partnerships and increasing profitability and shareholder value. Our breakthrough campaigns – rooted in research, driven by creativity and designed to deliver results – are an integral part of the marketing initiatives of clients in a wide range of industries.

Intern Job Description:

In addition to having a fundamental understanding of public relations and marketing, the intern is expected to meet the following qualifications:

Skills:

- Demonstrate basic oral communications skills; basic computer and internet skills
- Demonstrate basic writing skills including:
  - Producing grammatical, error-free copy
  - Writing press releases according to agency standards
- Demonstrate attention to detail
- Complete assignments, meet deadlines, and work with supervisors
- Begin to establish relationships with clients, vendors and media
- Possess basic media relations/management skills including, though not limited to:
  - Ability to create media data/lists: Conduct media research (investigate reporters’ beats, columns, other alternatives in every publication), build qualified media lists; update M. Silver Associates’ media database using Cision and other resources
  - Knowledge of research: Conduct research (primary, secondary, internet) and target other outlets (television programs, radio programs, various publications)
  - Understanding of pitching process: Aid teams in pitching story ideas, develop strategies and tactics, participate in/conduct brainstorm sessions on creative pitching; compile, track and follow-up on client-specific editorial calendars, respond to select media requests, handle select proactive pitching

Administrative/Agency Operations:

- Understand and adhere to agency policies and procedures (i.e., purchase orders, IT rules and systems, expense reports, etc.)
- Understand resources (i.e., agency equipment, internet research, reference materials, etc.)
- Administrative tasks for office including media mailings.
- Manage client’s clips, Google News Alerts, and assist in compilation of reports

Because leadership is an important quality when considering staff advancement, M. Silver Associates also regards an individual staff member’s contributions to the agency as a whole when assessing readiness for promotion, in addition to how well the individual meets the required elements outlined in the job description for their account level. We believe it is critically important for M. Silver Associates’ overall success, growth and the quality of our internal company culture, for staff to demonstrate leadership and contribute to the overall betterment of the agency through the following actions:

- Brainstorm new business opportunities
- Contribute ideas for agency betterment
- Share industry information and creative ideas to help promote clients
- Identify relevant local and industry networking events
- Participate in agency committees and other non-client endeavors that help support and promote agency goals

Submit cover letter and resume to:
Samantha Jacobs, Vice President
M. Silver Associates, 110 E. Broward Blvd., Suite 1610, Ft. Lauderdale, FL 33301
Samantha@msilver-pr.com

*Please note that the internship position is available at the agency’s Florida office. It is unpaid, but can be used toward college credit if desired.
To all Sport Administration / Management Program Directors and Students:

The Stadium Managers Association (SMA) has opened applications for the 2013 Seminar student intern program, February 3-7, 2013 in Miami Beach, Florida.

This will be the seventh year for the intern program. Our participants use this internship to expand their industry experience and to meet league officials and top facility managers that, for many, have led to job opportunities with the NFL, MLB, MLS, and intercollegiate stadiums as well as with vendors who service these stadiums.

For consideration, your application must be complete and accurate and you must be a SMA Student Member in good standing. If you would like information about Student Membership, please contact the office at sma@assoc-mgmt.com or 515-282-8192. Membership brochures may be downloaded at http://www.stadiummanagers.org/membership/.

APPLICATION DEADLINE: October 31, 2012

Seminar Internship Details:

The 2013 Seminar will be held at the Eden Roc Hotel from February 3rd to 7th. Six students will be chosen as Seminar interns. Intern responsibilities at the Seminar are detailed in the enclosed volunteer agreement.

SMA Staff and Dr. Robin Ammon will supervise all students who are accepted into the program. Professors of chosen interns are also encouraged to attend the Seminar, but will not be responsible for any program supervision.

Student applicants must be at least 21 years of age with junior, senior, or graduate student standing, a minimum 2.5 GPA, and a focus in sport facility management. SMA will provide hotel rooms, conference registration, and some meals to student interns. The cost of airfare and/or ground transportation to the seminar will be the responsibility of the student, in addition to personal expenses and food and beverage not provided during Seminar hours.

Please see the attached Seminar volunteer application for additional details. Applications and supporting documents, including a minimum of two reference letters, may be submitted via fax to 515-282-9117, e-mailed to mmycka@assoc-mgmt.com or mailed to the SMA office at 525 SW 5th Street, Suite A., Des Moines, Iowa 50309.
STADIUM MANAGERS ASSOCIATION
39TH ANNUAL SEMINAR
EDEN ROC HOTEL • FEBRUARY 3-7, 2013

WELCOME TO MIAMI BEACH
MORE PICTURES FROM SPT NIGHT AT MARLINS PARK

Pictured to the right and moving clockwise are the following:

Stephanie Epperson (NSU Volunteer), Kristi Schnep (SPT Major), Jessie Nyiro (Biology Major) and Alexa Cohen (SPT Major).

Louie Schonauer (SPT Major) and his roommate and fellow NSU Men’s Basketball team member Luke Roesch.

Spencer Ray (SPT Major).
INTERNSHIP & JOB FAIR

TUESDAY, SEPTEMBER 25
11:00 A.M. – 2:00 P.M.
Don Taft University Center,
Second Floor, Basketball Courts

MEET OVER 50 EMPLOYERS INCLUDING:
Sun Sentinel
TD Bank
Kraft Foods
Norwegian Cruise Line
Marcum LLP
Target
Kaufman, Rossin & Co.
Peace Corps
Ahearn Jasco + Company
City Furniture

Business professional attire is required.

Bring your NSU ID. For more information, email careerfair2012@nova.edu or call (954) 262-7201.

NOVA SOUTHEASTERN UNIVERSITY
Office of Career Development
Division of Student Affairs