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Rawlings Sport Business Management
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JOHN E. SIMON SCHOOL OF BUSINESS

Maryville University | St. Louis, MO | 2018-19

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Rawlings Sport Business Management Program at Maryville University

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INSIDE
SUMMER IN THE U.K.
EXPLORING KANSAS CITY
STUDENTS SHADOW DAY

PARTNERING TO CREATE A NEW
CLASS OF THE FINEST IN THE FIELD

ABOVE PAR FOR THE COURSE

C.J. Donegan earns competitive internship with 2018 PGA Championship

by Jong Cambron

As an avid fan of golf and a member of the Saints women's golf team, junior Colleen ("C.J.") Donegan feels like she's won the lottery. During the 2018 PGA Championship, one of the game's most prestigious events – and in its centennial year – she'll be in the middle of the action.

Donegan was selected from a competitive pool of student applicants as the only marketing and administrative intern for the tournament, which will take place in St. Louis at Bellerive Country Club, located just two miles from Maryville.

"It's a once-in-a-lifetime event," says Donegan. "This is the reason I got into sports. There's only one, 100th championship, and I realize the importance of that. It's unbelievable that I get to work at it."

Donegan applied for the position in early August, but not without some hesitation. As a second-year student, she expected senior-level students to be considered more

highly. However, thanks in part to a trio of sports industry experiences she gained in just one year through the Rawlings Sport Business Management program, her resume is strong.

Her volunteer positions took place during the 2017 spring semester. Donegan first worked with Rawlings for the St. Louis Cardinals Warm-Up. She also volunteered during the NCAA Division I wrestling championship Fan Festival held in St. Louis, and traveled to Des Moines, Iowa, to work a women's basketball championship.

"The thing about our program is that you come out of it with such a great resume, it's hard not to get hired," Donegan says.

Bellerive offered her the paid internship after phone and in-person interviews.

"I'm so excited I can't put it into words," she says. "I hung up the phone and was smiling the rest of the day."

Her parents, who are also avid golf fans, were ecstatic.

"My mom screamed when I told her," says Donegan. "My dad cried, because he was proud of me. Most sophomores aren't getting internships like this."

Donegan's first task is to recruit operational sponsors. She'll also coordinate event volunteers.

The Rawlings Sport Business Management Program at Maryville University is the official volunteer provider of 100th PGA Championship at Bellerive Country Club in St. Louis, Missouri! Our students worked Corporate Hospitality for the duration of the week long event. Thank you Kierra Durrett, Barry Deach, Chase Larson, David Kinsey, and the rest of the PGA executives for entrusting our students, and allowing them to gain some great experiential learning. 🐾



SOCCER, CRICKET, RUGBY: A SUMMER SPORTS BUSINESS EXPERIENCE

A dozen Rawlings students traveled to the U.K. this summer to explore different perspectives in the sports industry

By Larry O'Neal

Students from Maryville University's Rawlings Sport Business Management program traveled to the United Kingdom this summer, and through the love of sport business they shared a common bond with their hosts.

After graduation, Jason Williams, EdD, director of the program, and Lindsey Naber, director of marketing for Rawlings, Daniel Schmidt and John Lewington, accompanied a dozen students to the U.K. for the second

annual 12-day learning and working experience. Students visited respected sports business organizations such as the Lancashire County Cricket Club, the Sale Sharks professional rugby club, Premier League champions Manchester City Football Club and rival Manchester United, Fulham F.C., NFL Europe, London Sport fitness and activity center and Wembley Stadium, home to world class soccer, football and concert events.

During their visits, students worked on real-world projects and shadowed executive team leaders on match days, getting first-hand training in working at competition events.

When challenged with quickly developing operational and promotional ideas for Fulham F.C., the students presented two creative proposals to members of the executive committee.

"That comes down to what a great program we're in because while it is challenging to present to the oldest football club in London, all of us were ready to take it on immediately and with

confidence," says student C.J. Donegan. "I gained a lot of valuable lessons from this trip. We visited eight organizations and each one had a very unique perspective on sports business."

The journey also gave students the opportunity to experience sports not readily available in the U.S., such as cricket and rugby, and the U.K.'s allegiance to soccer may outrival America's support of pro football.

"Just getting to see how another country operates helps because we can analyze their organizations and adapt some of their methods to the U.S. style of business," says student Adam Richterkessing.

In addition to sports facilities, students rounded out their cultural agendas with visits to Buckingham Palace, London Bridge and the London Eye. Williams plans to offer this travel experience for students each year to introduce them to international opportunities in the sports industry. 🐾





Fernando Molina '18 and Ellen Foster, '18

WITHIN 6 MONTHS OF GRADUATION, 93% OF OUR GRADUATES HAVE CAREERS IN THE SPORT BUSINESS INDUSTRY!

By Maureen Zegel

The first internship Fernando Molina, '18, obtained through Maryville University was working with the 2016 Senior PGA Championship in Benton Harbor, Michigan.

"That was the first of many amazing experiences that helped me grow as a professional," says Molina, a new graduate of the Rawlings Sport Business Management program. "One year I did an internship with the St. Louis Cardinals working in stadium operations, guest services, maintenance, security and lost and found. That experience was invaluable."

With such an impressive resume, Molina, a native of Guatemala, received a PGA Works Fellowship in his last semester. Designed for individuals from diverse backgrounds, the entry-level employment program offers experience in all facets of the golf industry.

This summer, Molina will market one of the top annual tournaments in the sport during an extraordinary year—the 100th anniversary of the PGA Championship at

Bellerive Country Club in St. Louis.

Jason Williams, EdD, assistant dean for the Simon School of Business and director of the Rawlings Sport Business Management program, says Molina's experience is not uncommon. Within six months, 93 percent of his graduates had secured a fulltime job.

Another student who walked across the Commencement stage with a job waiting for her is Ellen Foster, '18, a Saints basketball and track star for Maryville. Foster traces the idea of connecting her love of sports with a dream career to a particular class.

"Art Chou, one of the founders of Stadia Ventures, an incubator and investment firm for local sports startup companies, taught a class on sports entrepreneurs," says Foster. "It was then I figured out I could get to do what I love long after I finish competing."

Foster accepted a fulltime marketing position with Rapsodo, where she interned last spring. The company

produces a technological device that combines a high-speed camera and state-of-the-art radar data to measure and analyze baseball and softball pitching and batting metrics. Rapsodo also produces a device that will simulate and analyze golf swings.

Foster works with all three products to help athletes and coaches improve pitches and measure their launch angle and velocity.

"Sports business is a highly competitive field, and our students are set up for success," says Williams. "At least six of our grads are working now for the Cardinals organization. The list of organizations where our graduates are employed is a long one—including St. Louis Blues, Abstrakt Marketing, Peak Sports, Houston Rockets, Ansira, Learefield Sports and Rawlings, which has corporate headquarters located adjacent to our campus."

While many students flocked to beaches and warm weather destinations to let loose for Spring Break 2018, nearly a dozen students in Maryville University's Rawlings Sports Business Management program chose to visit Kansas City, Mo., to engage in career networking experiences.

EXPLORING SPORTS BUSINESS CULTURE IN KANSAS CITY

By Larry O'Neal

During the professional development trip, students learned about different sports cultures not readily represented in St. Louis. They visited a Coca-Cola plant, the Kansas City Royals, the Kansas City Chiefs, the Sporting Kansas City professional soccer club, the Sprint Center and the Kansas City Speedway, home to two annual NASCAR race weekends. Along with extensive behind-the-scenes tours of the facilities and production sites, students benefited from presentations by business executives

on sales, operations, data analytics, production and corporate sponsorship. These interactive sessions allowed students to ask questions, glimpse real-world daily operations of pro sports facilities and broaden their sports business horizons.

The action-packed, four-day itinerary also included a meeting with the National Association of Intercollegiate Athletics (NAIA), the governing body that organizes college and university athletic programs across the country. Students

gained exclusive insight on procedures and operations. A tour of the Heartland Coca-Cola Bottling Co. allowed students to explore the innerworkings of a busy soft drink plant, with a focus on fulfilling the demands of sports arenas and stadiums throughout the Midwest.

While past spring break learning excursions for Rawlings Sport Business Management students featured trips to Indianapolis, this was the first such trip to Kansas City. 🍷

Caption to go here



Mentor Program Supports First-Year Students



One of the many ways in which Maryville University's Rawlings Sport Business Management program ensures academic success is through a unique, student-driven focus on mentorship.

By Larry O'Neal

Open to first year and transfer students, the mentor program pairs an underclassman with an upperclassman to guide and support the new students program. They help to address questions as weighty as, *"What career path should I choose?"* and as negligible as, *"What's the deal with toasted ravioli in this town?"*

Jason Williams, EdD, director of the program, says the mentor/mentee initiative is indispensable.

"It's an opportunity to eliminate barriers for new students. They may feel lost, lonely, homesick or just plain scared. A mentor helps the new student get acclimated to the program and the school," he says.

It can also provide them with their first real experience in the sports industry.

Sophomore C.J. Donegan recounted her early days as a mentee, finding her way under the wing of Lindsey Naber, '07, who is now director of marketing at Rawlings. "I used the program by having semi-frequent meetings with Lindsey when our busy schedules would line up," Donegan says. "I landed my first marketing internship at the beginning of the school year, so when we met, I could discuss it with her and get her thoughts and advice on what I was doing."

The program also allowed Donegan to grow her personal network and gain the skills she would need when it was her turn to become the mentor. It's a give and take relationship that recycles each year when a new group of students arrives on campus.

Donegan's mentor shares her confidence in the program. "I thoroughly support the mentorship program as it creates another valuable resource for the students to excel in the sports industry," Naber says. "I enjoy being able to share my career experiences with my mentee as well as answer questions, provide direction and address any concerns she may be having. I wish I had a similar program available to me during college."

Naber is what's known as a Super Mentor—industry professionals who train and shepherd mentors on the finer points of advising mentees. Other industry professionals from the St. Louis Cardinals, St. Louis Blues, Learefield Sports, PGA, Orlando Magic, PXG and elsewhere in the world of professional and academic sports, also guide mentors. 🐾

THE POWER OF EXPERIENTIAL LEARNING



- 1 SEC Men's Basketball Tournament
- 2 Arch Madness
- 3 Rawlings Cardinals Winter Warm-Up
- 4 SEC Men's Basketball Tournament
- 5 Hoops in the Heartland

Our students have also been involved in:

- Gateway Raceway Indy Car Customer Service
- St Louis Cardinals Secret Shopper
- St Louis Cardinals Season Ticket Holder Benefits
- Blues Star Wars Night/Job Shadow
- Stadia Ventures Demo Day
- Rawlings Chesterfield Tournament

RAWLINGS INTERNSHIP SENDS SENIORS ACROSS THE COUNTRY

Four Students are Traveling the U.S. as Grassroots Marketers



By Maureen Zegel

Immediately after classes ended, four Maryville students immersed themselves in an intensive two-week-long orientation for a summer internship that puts them on the road to sporting events across America.

"I've been involved in sports since I could walk," says Noah Campbell, a Maryville University senior enrolled in the Rawlings Sport Business Management program. "My dream has always been to work in sports, and this internship gets me really close to living that dream."

Noah Campbell, John Noble, Heath Schatz and Josh Parrish, all Maryville seniors, are traveling this summer as brand ambassadors of the Rawlings sporting goods company.

The students will assist several Rawlings teams to demonstrate, market and sell products at some of the most well-known sporting events in the country. Working stops include the Women's Collegiate Softball World Series in Oklahoma City, Oklahoma; the Men's Collegiate Baseball World Series in Omaha, Nebraska; and Major League Baseball's All-Star Game in Washington, D.C.

They also will travel to baseball tournaments hosted by Perfect Game USA in Fort Myers, Florida, where elite

youth baseball players, ages 7 to 18, compete every summer. More than 100 games are played every four days, attracting college coaches and both major and minor league scouts across the country.

"This internship is a good stepping stone," says Mark Kraemer, director of sports marketing and licensing at Rawlings, who was an intern for the company 14 years ago. "I'm proof it can be done."

Kraemer says Rawlings looks for employees who are considered "cream of the crop" people who have passion and drive. They hit the jackpot this year finding two top-notch students and then doubling that number when they got to meet all the candidates, he says.

"This internship is exciting, but it's not an easy job," Kraemer says. "These students maintain logs and their success is measured by customer service, sales and how well they know our products."

Heath Schatz, who also completed an internship with Abstrakt Marketing Group of St. Louis last year, has previous experience traveling to those youth baseball tournaments; he was an All-State baseball player in high school.

"Once I graduate, I hope to find a fulltime position in corporate sponsorship,

marketing or social media marketing," says Schatz. "This Rawlings internship will definitely boost my resume."

Jason Williams, EdD, assistant dean for the Simon School of Business and director of the Rawlings Sport Business Management Program, says the internship equips the students with a critical tool.

"Grassroots marketing is one of the best ways to sell a product like a baseball glove," he says. "You're at one of these baseball tournaments in Florida surrounded by hundreds of fans and their parents. As a Rawlings ambassador you hand a glove to one of the players. They can touch and feel that glove, get to experience working with it, show it to their dads. It's better than any billboard."

John Noble has played baseball since he was young enough to remember. He knows the game and can rattle off the size and use of every glove needed to play the game and what an owner can expect from it. He is excited to represent a product he has used for many years.

"I remember being one of those kids at the baseball tournaments looking at all the new gloves and wishing I had one," he says. "This whole experience is just awesome." 🐞



STUDENTS SHADOW SPORT BUSINESS PROFESSIONALS

Established by the student-led Leadership Council, Job Shadow Day provided valuable experiential learning opportunities

By Larry O'Neal

When challenged with devising an engaging way to give students in Maryville's Rawlings Sport Business Management program some real-world work experience in the sports industry, Josh Parrish, president of the program's student Leadership Council, hit on the idea of Job Shadow Day. The enterprising Parrish wanted to give fellow students the opportunity to get inside key organizations to learn directly from professionals.

"Job Shadow Day came about because the program really puts great emphasis on learning from experts in the industry," Parrish said. The Leadership Council spent a year honing the idea and putting the wheels in motion.

In March, students spent a day traveling as close as downtown St. Louis and as far north as Chicago to visit with professionals in an area of the student's interest.

Student Shelbie Sheehy shadowed Shelby Hild, assistant director of

athletics communications at Illinois State University. "Shelby gave me a good look at what it was like to not only work in college athletics but also the power of social media and graphic design in the sports world today," Sheehy says.

Working with unfamiliar technology gave Sheehy a new insight into sports management she hadn't previously encountered. For Sheehy and the other students, Job Shadow Day provided an opportunity to see up close what work in the sports business world is all about.

While Sheehy made the most of her day at ISU, more than 20 other students shadowed professionals at St. Louis Cardinals, St. Louis Blues, Rawlings, Northwestern University Athletics, University of Kentucky Athletics and Genesco Sports Enterprises, a corporate sports marketing consulting agency.

"We first contacted professionals inside and outside of St. Louis to see

if they had any interest in hosting a student or two," Parrish says. "We had a large number of professionals interested and in a number of different areas throughout college sports, professional sports and product companies."

The Leadership Council then paired students with corporations based on their resume and industry interests. The professional entities received the resumes in anticipation of retaining them on file as possible future job candidate information.

"I absolutely feel as if this experience helped to prepare me for a career in the industry," Parrish says. "I was able to see and hear first-hand what it takes to make it in the competitive sports industry and learn from hard-working people who did make it."

Because of Josh's and the Leadership Council efforts Job Shadow day will become an annual event for the Rawlings Sport Business Management Program. 🐞

2017-2018 INTERNSHIPS

ABSTRAKT MARKETING GROUP

Jordyn Dugger, Jake Mohrhard, Heath Schatz, Connor Bayless, Rapulu Okolo, Marvin Grant-Clark, Sam Stroncek, Tyler Quest, Mason Schoch

ATHLETES IN ACTION

Maya Solomon

BELLERIVE COUNTRY CLUB

Colleen Donagan

BRUNO'S DRAFT KITS

Alexis Farran

LARRY HUGHES BASKETBALL

Evan Booker

MARYVILLE UNIVERSITY ATHLETICS

Brian King

NAIA

Evan Wolf, Noah Campbell, Josh Parrish, Elizabeth Perley

RAWLINGS

Lucas Winkelmann, Chance Carlin, Russell Susuki, Grant Vollmar

RIVER CITY RASCALS

Jacob Mossman
Adam Richterkessing

ST. JOSEPHS MUSTANGS

Daniel Covert

ST. LOUIS BLUES

John Noble, Lucas Winkelmann, Ben Rupp

ST. LOUIS CARDINALS

Fernando Molina

ST. LOUIS FC

Josh Eisenhoffer

SPRINGFIELD SLIDERS

Daniel Britton, Austin Sims

WEMBLEY STADIUM

Christian Alvarez



▼ Evan Wolf '18, sales intern for the NAIA.



▲ Maryville University President, Dr. Mark Lombardi and Dr. Jason Williams present Rawlings President Mike Zlaket with the 2018 Executive Award in recognition of dedication, leadership and support of the Rawlings Sport Business Management program.



▲ Students of the Rawlings Sport Business Management Leadership Council enjoy a peer to peer networking night at a local bowling alley.



◀ Samantha Robison '14, promoted to Premium Service Executive with the Houston Rockets.



▲ Rob Cornilles, President and Founder of Game Face Inc. and Greg Hegarty '16 at the 2018 NAIA Men's Basketball Tournament.



Rob Maruska '12 is now with PXG. A custom golf club company. His position allows him to split time between St. Louis and Arizona.



▲ Rawlings President Mike Zlaket and Cardinals Sales Executive Joann Thompson '14, discussing the change management projects the seniors delivered in their capstone class.

NEW POSITIONS/PROMOTIONS

HOUSTON ROCKETS

Samantha Robison

ILLINOIS STATE UNIVERSITY ATHLETICS

Shelby Hild

PARSONS XTREME GOLF

Rob Maruska

ST. LOUIS CARDINALS

Jeremy Busby
Abby Duethman
Joann Thompson

ST. LOUIS BLUES

Kevin Bauer



2017-2018 FULL-TIME POSITIONS

We're proud to share that 93 percent of Rawlings Sport Business Management graduates find a full-time position in the sport industry within six months of graduation. These are hires or position changes as of August 1, 2018.

ABSTRAKT MARKETING GROUP

Sam Stroncek
Evan Wolf

ANSIRA

Samuel Gardiner

ARIZONA STATE ATHLETICS

Ryan Short

ENTERPRISE HOLDINGS

Ben Rupp

GATEWAY PGA

Fernando Molina

ILLINOIS STATE UNIVERSITY ATHLETICS

Russell Susuki

OAKLAND RAIDERS

Nicole Nordi

PEAK SPORTS MANAGEMENT

Bryan Williams

RAPSODO

Ellen Foster
Sydney Halleen

RAWLINGS

SPORTING GOODS
Chance Carlin
Parker Williams

ST LOUIS CARDINALS

Andrew Myer
Jake Ruhl

UNC GREENSBORO ATHLETICS

Maya Solomon

UNIVERSITY OF KANSAS ATHLETICS

Evan Booker

VANDERBILT UNIVERSITY ATHLETICS

Reagan Patrick

VETTA SPORTS

Tyler Henson



St. Louis Blues Star Wars Night