

JOHN E. SIMON SCHOOL OF BUSINESS

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

Rawlings
R

SPORT BUSINESS
MANAGEMENT

MARYVILLE
UNIVERSITY

INSIDE

**CELEBRATING OUR MVC PARTNERSHIP
NEW UNDERGRAD ONLINE PROGRAM
PROMOTING NHL ESPORTS**

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

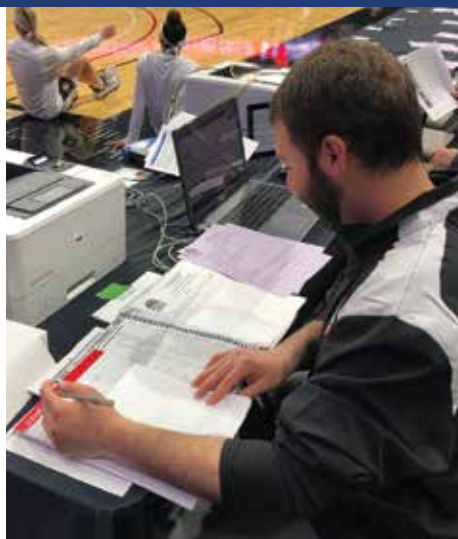


CELEBRATING OUR MVC PARTNERSHIP: A DECADE STRONG

Among the many professional partnerships offered by the Rawlings Sport Business Management program for students, the Missouri Valley Conference (MVC) is the longest-running – and one of the most engaging.



Since 2008, the league has provided 20 to 30 experiential learning opportunities each year, involving more than 300 student volunteers. “Students line up at the door to sign up for these events,” says Jason Williams, EdD, director of the Rawlings Sport Business Management program. “We are fortunate to have this valuable partnership for our young people because students of all grade levels are able to volunteer at first class events and get outstanding sport business experience.”



Students staff MVC’s Arch Madness, Hoops in the Heartland, and other collegiate men’s and women’s basketball tournaments.

“We’ve truly come to depend on the students who have volunteered for our events,” says Doug Elgin, commissioner of the Missouri Valley Conference. “These young people come wanting to learn and to contribute.”

Alumni have fond memories of their volunteer roles with MVC, but more importantly, they continue to rely on the knowledge and skills learned in those experiences throughout their professional careers.

Shelby Hild, ‘15

Shelby Hild, ‘15, assistant director of athletics communications at Illinois State University, credits much of her professional success to relationships she developed through MVC opportunities and to the hands-on experience she gained.

“Over the last few years working in this industry, my time at the MVC has helped shape my career,” Hild says. At ISU, she directs day-to-day media operations for the volleyball, softball and swimming and diving programs, including managing all social media platforms, setting up interviews, writing press releases and serving as official scorekeeper at home events.

“I joined the MVC as a community involvement intern with my primary focus on the enhancement of the women’s basketball tournament in 2014,” Hild says. Her role broadened when she began serving as a media relations assistant as well as an intern. Hild then accepted a graduate assistantship at Missouri State, an MVC institution, where she studied for her master’s degree in sport administration while working in the athletics communication office. From there, she accepted a position at the University of Missouri-Kansas City for one year before rejoining the MVC at Illinois State.

“Through various volunteer opportunities with the MVC, I was able to build relationships with other sports information directors in the conference,” Hild says. “I met Rick Kindhart, my former boss at MSU, and Mike Williams, my boss at ISU, in passing at one of the MVC Men’s Basketball tournaments. You never know who will have a job opening down the line that could help your career progress.”

Russell Susuki, ‘18

Russell Susuki, ‘18, a former MVC volunteer, also works at ISU. As a graduate assistant, he oversees marketing and promotions for two ISU teams and the Reggie’s Kids Club program, and he runs marketing in-game promotions for football and men’s basketball.

“A lot of the skills I learned during my time with the MVC – such as in-game promotions, working with sponsors to fulfill contracts, communication skills and working on multiple projects at once – directly apply to my current role,” Susuki says. “I was able to see how marketing, sponsorship, operations, facilities and media all come together and how they help make a sporting event a true experience for the fans.”

During the 2015-2017 Arch Madness men’s basketball tournaments, Susuki was a marketing and operations volunteer. He also served as Learfield MVC Sports property assistant for the 2016 tournament. In that role, he managed sponsorship inventory for the tournament, prospected potential new partners, ran in-game promotions during the tournament, and managed marketing and operations volunteers.

“I was able to see how marketing, sponsorship, operations, facilities and media all come together and how they help make a sporting event a true experience for the fans,” he says.

MVC Partnership Continues to Grow

First-hand experiences for RSBM students will continue to expand through the partnership. Along with other MVC office internships, a new 10-month internship

was offered this summer, and MVC will host an NCAA March Madness First/Second Round in St. Louis in March 2020, with key roles to be filled by RSBM student volunteers.

“The partnership has grown to not only offer more opportunities to volunteer for the students but also bigger volunteer roles,” says Kristin Swederska, MVC assistant commissioner for sports administration. “The students are taking on more responsibility at each of the tournaments as well as being introduced to other administrators from our schools.”

Opportunities also exist developing content and promoting new apps for the Arch Madness and Hoops in the

Heartland tournaments. In addition, the league will feature game day giveaways to coincide with the celebration of the 30th anniversary of Arch Madness, which will provide new experiences for students.

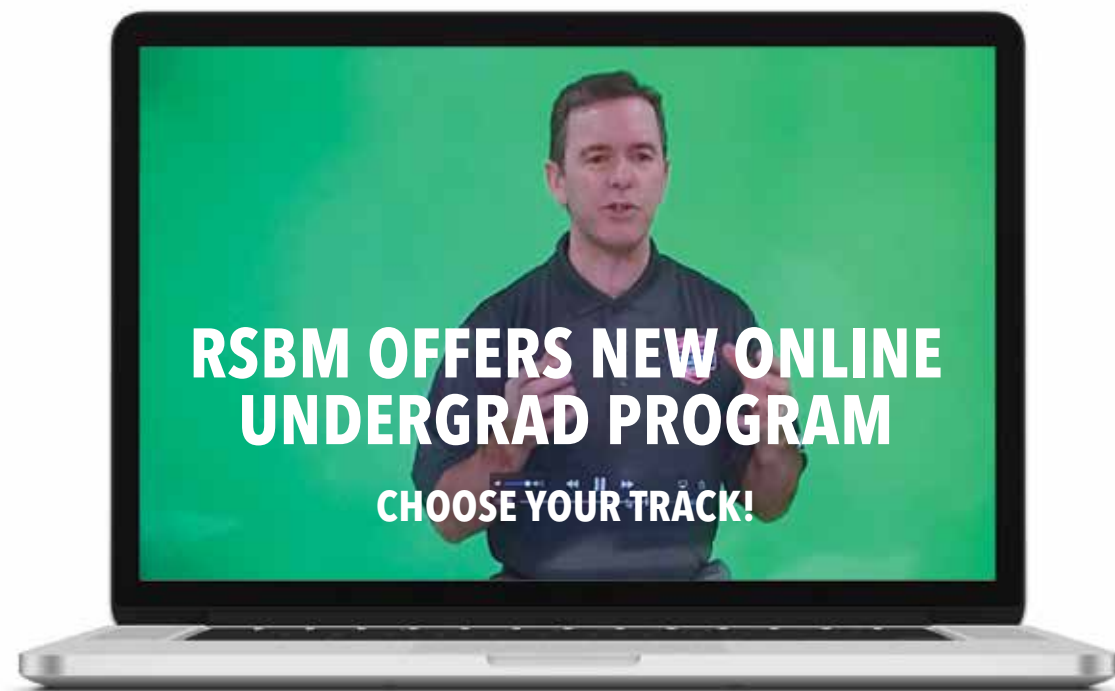
Elgin says MVC and Maryville have worked closely together to ensure the partnership works well for everyone involved.

“I’ve known Jason Williams for many years, and he has been the catalyst for growing the relationship, along with our event operations and promotions staff,” Elgin says. “It has been a symbiotic relationship between the program and the MVC.”

VALUABLE OPPORTUNITIES:

Austin Tapella, senior, (right) and Josh Milenbach, senior, (opposite page), work operations during the Arch Madness tournament at Enterprise Center in St. Louis, just two of many valuable volunteer opportunities provided by the MVC partnership for RSBM students.





The Rawlings Sport Business Management program is enrolling now for its online undergraduate degree program. While attending classes on their own time, online students will learn from the sports industry's best of the best – and they can choose either the Results-Centered Sales or Sport Data Analytics study track to match their professional interests.

Courses are developed by Maryville learning designers who are some of the best in the country, as well as an advisory board comprised of sport business leaders, says Jason Williams, EdD, program director.

"It was developed with industry professionals and is another example of how the Rawlings Sport Business Management program and Maryville University provide work-ready degrees for our students," Williams says.

The Results-Centered Sales track for the online program was created in partnership with Game Face, Inc., a proven sales model developed by Rob Cornilles, founder and CEO of the internationally known organization.

"Since the widest door into the sports industry is through the sales department, graduates who can demonstrate a mastery of this most important skill will not only stand out in interviews, but will rise to the top faster in whatever organization they join," Cornilles says.

SPORT DATA ANALYTICS CURRICULUM COUNCIL

Jason M. Williams EdD

Asst. Dean, Simon School of Business
Director & Associate Professor
Rawlings Sport Business Management Program

Daniel Schmidt, MBA

Sr. Program Coordinator
Rawlings Sport Business Management Program

Sally Vandegrift Yeast

Vice President, Business Process & Data Solutions
Rawlings Sporting Goods

Scott Kennedy

Computational Marketer

Sandeep M. Singh

Decision Sciences Manager
Maritz Motivation Solutions

Jonathan Schlereth

Director, Information Resources and Data Analytics
Maryville University

Kiera Emerson

Vice President, Strategy and Business Intelligence
St. Louis Blues

Rob Cornilles

President and Founder
Game Face, Inc.

Brad Hermann

Director, Customer Experience and Sales Analytics
Rawlings Sporting Goods

Along with taking advantage of digital resources, students in the program will have opportunities to practice their skills through hands-on, experiential learning. Students will do more than watch and listen. Exercises, role play and assignments will reinforce the material to ensure mastery is achieved.

Since data analytics is one of the fastest-growing job sectors in the industry, students enrolled in the Sport Data Analytics track will be on the cutting edge of maximizing information and revenue for sports organizations.

The sports industry, like most industries, seeks to take advantage of the data in their systems, say advisory board members. The intention of this track is to provide a unique set of hard and soft data skills necessary to succeed in today's data-driven market.

The convenience of online learning is designed to meet the higher education needs of adult learners who require an accessible and flexible experience.

"Another advantage to online learning is that students have the ability to return and learn again the concepts and principles being taught," says Cornilles. "Reiteration and review are some of the best ways to learn, and having course information always accessible gives students the additional value of learning at their speed and comprehension level." 📖

BLUES ESPORTS PROJECT



When the St. Louis Blues decided to explore ways to engage an exploding base of young Esports fans, the franchise turned to RSBM students for help.

When the St. Louis Blues decided to follow the NHL lead and explore ways to engage an exploding base of young Esports fans, the franchise turned to RSBM students for help.

As a project in the Sport Promotions class, students divided into teams and researched over 1,000 data points, including the viability of hosting a national tournament, potential partnerships, event venues, and promotional activities.

The experience covered all aspects of sports business, including fan development, sponsorship, developing digital media and website content, marketing, and event management. Students were also involved in valuable networking.



"It was exciting because we worked together with the Blues to find ways to connect the brands and bring Esports fans into NHL hockey," says Mason Schoch, senior.

Students presented their final proposal to St. Louis Blues executives.

"The goal of this project was to explore the Esports industry and determine the steps our organization might take to host a successful tournament in the future," says Steve Chapman, executive vice president and chief revenue officer for the St. Louis Blues. "Maryville students not only provided us with ample detailed research of the Esports landscape, but also showcased best practices for how we could engage both current and new Blues fans through this avenue. The students' final research analysis will be incredibly helpful to our team as we move forward with Esports."

Students in the Fall 2019 Sport Promotions class will help implement the tournament (a date has yet to be set). 📅



EXECUTIVE EXPOSURE: Students in the Sport Promotion class present their research on engaging Esports fans to St. Louis Blues executives.



FRISCO CLASSIC PROVIDES A VARIETY OF KEY EVENT EXPERIENCES



livia Reese, senior, wanted first-hand experience in running a sports event. She gained that opportunity as part of the volunteer team for the Frisco Classic college baseball tournament held last March near Dallas, Texas.

The event is hosted by Peak Sports and showcases four NCAA Division I teams.

A dozen RSBM students participated and were responsible for a wide variety of jobs, such as working in the ticket office and learning ticketing software – in fact, the students learned it so quickly, they trained other volunteers how to use the system.

Reese assisted with various promotional

activities, posted official social media content, and helped stage event spaces. “I got to know the founders and some key players in Peak Sports and talked to them throughout the tournament. When some big decisions were made, like ending the tournament early due to weather, they gave us insight on why that decision was made,” she says.

Nathan Wooldridge, director for Peak Sports, says participating students are exposed to multi-faceted experiences – all in a single weekend.

“Students have an opportunity to rotate each day to see and be involved in all aspects that go into the execution of an event, in addition to the ancillary events such as the Welcome Breakfast and Youth Skills Clinic that make the Frisco Classic what it is,” says Wooldridge. “Experiences

like this have the ability to provide well rounded candidates as they embark on careers in the sports management field and make them more marketable to future employers.”

The rain and cold were daunting, but otherwise the Frisco Classic proved successful, Reese says. “Seeing everyone enjoy the work we put in was really rewarding. Getting to experience these things with some of my classmates is always fun,” she says.

Along with learning marketing and operational aspects of sport business, Reese says the opportunity provided lessons in being flexible. “We were in an unfamiliar place, with people we didn’t really know, doing things we had never done before, but everything was fine,” she says. 🐞



WEEKEND WARRIORS: RSBM students explored a wide variety of jobs during the Frisco College Baseball Classic weekend, such as ticketing, software, and digital promotions.



NEW OPPORTUNITY! RSBM STUDENTS STAFF NCAA SWEET 16/ELITE 8 TOURNEY

RSBM students took advantage of a new and exciting opportunity last spring when they served as volunteer staff for the 2019 Sweet 16 and Elite 8 of the NCAA men’s basketball tournament in Kansas City.

The event was sponsored by the Missouri Valley Conference, an RSBM partner organization.

Over a March weekend, seven students helped with event management and media relations. The experience allowed them to interact at various levels with NCAA executives, NCAA Division I college athletic directors, Missouri Valley Conference executives, players, and event sponsors.

Morgan Ripper, sophomore, who works as an event marketing and development intern at the St. Louis Sports Commission, was able to practice his skills during the March Madness events as a media relations volunteer. His primary task was to



ensure media following the teams had all the resources they needed – from statistics and locker room quotes to press releases.

Mike Kern, associate commissioner of the Missouri Valley Conference, says his organization strives to provide students with a unique, hands-on experience.

“The casual fan literally has no idea what goes on behind the scenes during any major sporting event,” Kern says. “Each student in the program hopefully came away with a better understanding about the inner-workings of managing an event.”

The experience provided a wide-ranging view of the sport industry, Ripper says. “I learned how media from across the country take different statistics from sporting events and relay the information in a variety of ways through various channels to their target markets, how various types of corporate sponsorship are chosen for sporting events to best cover the widest variety of markets, and what it takes to put on a high-profile sporting event, especially transitioning from one stage in a tournament to the next.”

Ripper was impressed by the rare opportunity to be a part of such a major event, but he was also grateful for the external experiences offered. “I was impressed with how much we were able to see and do in addition to working the event, such as visiting the Negro Baseball League Museum, attending a Sporting KC game, and getting to see and enjoy the city.” 🐞



SPORT ANALYTICS AND TECHNOLOGY CONFERENCE

Last fall, RSBM students had an opportunity to explore one of the fastest growing career paths in sport business – data analytics.

Along with Jason Williams, EdD, RSBM program director, students attended the Sport Analytics and Technology Conference held in Dallas, Texas.

Jonathan Schupp, junior, (shown above, left), is an usher for the St. Louis Cardinals for a second consecutive season. He has always been a fan of baseball, and he excels in math. Since Schupp hopes to

blend the two interests professionally, the conference was a good opportunity to explore potential career paths.

“I wanted to go to this conference because I want to work in data analytics. Baseball has been all stats and numbers for the last couple of decades,” he says.

Experts in this field are vital in utilizing

data to maximize resources and revenue for sport organizations, says Williams.

“At the conference, students got to learn about emerging trends in the industry and also network with professionals from organizations like the NBA and the NFL – executives who were learning right alongside them,” Williams says. 🦋



RESEARCH

RAWLINGS RESEARCH CLASS

Students in the Rawlings Research class continued to set new standards as they worked with the sport merchandise leader to assess the design of 2021 product lines.

Over the past two semesters, more than 1,000 surveys (the previous record was 700) were collected during local college and youth baseball games and through blind bat tests set up by students.

Following presentations to Rawlings executives, cosmetic changes were made to several products.

Among other survey questions, Kaylee Burton, senior, helped to collect data from youth players on preferred color schemes and sizing regarding a new glove line. The biggest challenge was not just

collecting a certain quantity of surveys, but ensuring the quality of that data.

“When conducting surveys, we were constantly reminded to dig deeper and ask follow-up questions,” she says.

“These experiences are valuable for students,” says Ryan Farrar, senior director for balls/gloves at Rawlings. “There is learning going on throughout the process and the lessons can be applied to any career path. Rawlings will use the information they gathered to help us with the 2021 product development process.”



The most rewarding part of the class, says Burton – who discovered a new passion in sport business as a result of her field work – is that students are responsible for their data from surveys to presentation.

“I took a lot of pride in my presentation knowing that I had collected and analyzed all that data,” she says. “These experiences will transfer to the classroom not only because of the knowledge we gained, but also in the form of hands-on work and knowing what we are able to accomplish.” 🦋

ALUMNI HIGHLIGHTS

ALUMNI STORY: SEAN WOLLENBERG, '12, '14

The RSBM motto, “Be comfortable with being uncomfortable,” has guided Sean Wollenberg, '12, '14, throughout his academic years and as a successful sport business professional.

“The saying couldn’t be more true and reinforced the need to step outside my comfort zone in order to grow as person,” he says.

Wollenberg is senior manager for business development at Northwestern Sports Properties – Learfield/IMG College, in Evanston, Ill. He earned both his undergraduate degree in Rawlings Sport Business Management and his MBA with an RSBM concentration from Maryville University.

As part of the Learfield corporate sales team, Wollenberg develops and sells creative marketing solutions surrounding the Northwestern athletics brand. He has been

with the company since graduation, earning promotions along the way.

As a student, Wollenberg worked with organizations such as MVC Properties and K-State Properties in various sales and marketing roles that ranged from volunteer stints to internships to paid positions.

Lessons learned during his Maryville years continue to resonate in his professional endeavors.

“Throughout the program, it was instilled in us that networking, keeping current with industry knowledge and trends, and helping others were key pillars to success,” Wollenberg says. “Now, I see these as basic fundamentals within the sports business world to be successful. It’s not easy, but crucial to make dedicated effort to each of these weekly.”



Sean Wollenberg, '12, '14

SIGNIFICANT CAREER ACCOMPLISHMENT: “While working at Kansas State University (K-State Sports Properties), our team was recognized for multiple awards at the annual Learfield Sales Academy Award Banquet. The most important award was winning 2015-16 Property of the Year – awarded to one property across the country for high sales volume, unique and creative concept generation and team collaboration across a property. It was extremely rewarding to know I played an integral role in obtaining the award by hitting my yearly sales goal, assisting others on the team and still operating in a fulfillment/activation role in addition to my new sales role.” 🦋

ALUMNI STORY: SAMANTHA ROBISON, '14

Samantha Robison, '14, a premium account executive with the Houston Rockets, is approaching her sixth NBA season with the team. She began her career as an inside ticket sales representative just after graduating from Maryville’s RSBM program.

In her role with the Rockets, Robison manages and services high-revenue season tickets members in premium areas while generating new premium business year after year. She is one of the most valuable services representatives in her department, placing top three in every contest.

“The sales training that I had in the Game Face class was the exact sales training provided in my Inside Sales orientation when I started at the Houston Rockets in 2014,” Robison says.

Like many alumni, Robison says her hands-on experience as a student played a key part in her career success.

“Being able to work with sports professionals directly, learn from them, speak with them, and ask for advice as I prepared for this journey made me more comfortable and confident when stepping into the real world,” she says.



Samantha Robison, '14

GIVING BACK: Robison is one of many alumni who enthusiastically give back to the program throughout the academic year. Among her many activities, she interviews current students, serves as a virtual guest speaker in classrooms, visits campus when she can to give classroom presentations, and hosts RSBM staff in Houston to discuss future opportunities and benefits for students. She developed the annual Speed Networking event as an upperclassman. She also created the Alumni Twitter Takeover to showcase current day-to-day operations of alumni in the sports industry. 🦋

ARTURO MARTINEZ

Arturo Martinez, junior, spent the summer as an intern in ticket sales and services for FC Dallas, a Major League Soccer team.



Arturo Martinez researched student organizations at colleges as well as non-profit organizations to identify new and potential target markets. In addition, he

assisted in stadium tours hosted by FC Dallas and is trained in ticket sales.

Nick Linton, sales recruiter for FC Dallas, says the internship is designed to do just that.

"By the time Arturo finished with the internship, he had a strong understanding of how the sales process works within a ticket sales department," Linton says. "He was constantly going out of his comfort zone to learn new things, which keeps our leadership wanting to give him more and more responsibilities. Additionally, his professional and respectful demeanor allowed us to trust him when we needed

his help translating conversations with our Spanish speaking fans."

To do his job, Martinez relied on knowledge gained through his RSBM classes, particularly the Sport Promotions course.

"The biggest challenge was doing my first sales call and first stadium tour on the spot," he says. "But the most rewarding aspect was getting out of my comfort zone and having professionals around me who mentored me throughout those experiences."



SPRING BREAK '19

'KANSAS CITY, HERE WE COME'

Eight RSBM students spent their spring break studying sport business – but not in a typical classroom.

Instead, the group traveled to Kansas City, Mo., meeting with executives of athletic organizations and touring sport facilities and museums.

Accompanied by Jason Williams, EdD, director of the RSBM program, students met with leaders in the areas of marketing, event management, customer service, and other key aspects of sport business.

Speaking with executives at Populous, an architectural firm that designs stadium and event spaces, was "eye-opening," says Rachel Kassing, senior. Kassing begins a marketing internship with the St. Louis

Ambush in September.

"We saw drawings for different stadiums and esports venues and learned how design impacts the team and the city itself," she says. "They explained how they figured out the culture of a city to help determine stadium design."

The way organizations do business differs depending on the culture of the city in which they're located, Williams says. "Our students need to understand why these differences exist and how to adjust to their perspective in order to be successful in the industry," he says.



Over the four-day spring break, the group visited the College Basketball Experience, an interactive facility that also houses the National Collegiate Basketball Hall of Fame. Other tours and presentations featured Kauffman Stadium, home to the Kansas City Royals; Sporting KC; Arrowhead Stadium, home to the Kansas City Chiefs; and the Negro Leagues Baseball Museum.

In 2020, RSBM students traveling over spring break will visit sports organizations and explore the industry culture in Charlotte, North Carolina.

RSBM STUDENTS, ALUMNI CELEBRATE ST. LOUIS BLUES CHAMPIONSHIP

"I watched the last 10 minutes from the floor, and when the game hit triple zero we all started hugging and ran onto the ice."



Olivia Reese, senior, Josh Eisenhoffer '19, and Shelby Sheehy, senior.

A group of RSBM alumni and students had front-row seats to a historic moment when the St. Louis Blues captured the NHL Stanley Cup for the first time in 52 years of franchise history—in a 4-1 victory over the Boston Bruins in Game 7. No team before the Blues has gone from last place to winning the Cup in the same season.

"I was in the Enterprise Center for the watch party, and when we got that first goal I was in an alumni suite," said Olivia Reese, senior. "Experiencing that first goal with a former player of the Blues was so cool, and seeing everybody's reaction was amazing, during the game and after the game."

Reese is an intern with the St. Louis Blues corporate sponsorship department. She has spent the past season ensuring all contract terms between the Blues and its corporate sponsorship partners are fulfilled. This includes documenting sponsorship opportunities and creating recap presentations. She also completes market research for potential clients.

Reese works closely with Shelby Sheehy, senior, who is also an intern with the Blues corporate sponsorship department. The two were together the night of Game 7.

"The atmosphere and the energy was insane," Sheehy said. As a lifelong Blues fan, she will never forget celebrating the Stanley Cup win alongside thousands of

other fans. "I was so emotional, and I was crying," she said.

Kevin Bauer, '16, who works as operations coordinator for the Blues and will soon move into the role of manager of event services, oversees a team responsible for ensuring the building and staff are prepared for events. He was also at the Enterprise Center for the victory.

"I watched the last 10 minutes from the floor, and when the game hit triple zero we all started hugging and ran onto the ice," Bauer said. "I even did a penguin slide, it was a lot of fun!" The slide, he explains, is a matter of diving head first across the ice.

BY THE NUMBERS

93%

of graduates have careers in the industry within six months of graduation.

LEARNING THE LONDON CULTURE OF SPORTS

“We were very busy, meeting with about ten organizations and working on a case study for Fulham Football Club.”



SUMMER STUDY ABROAD: Students met with executives of the Fulham and Manchester United football clubs, among other exciting activities.

Tyler Quinnell, junior, had never traveled outside of the United States before he signed up for the RSBM summer study abroad experience in London, England.

“Just experiencing the culture of a different country, especially if you have never been, is worth the trip,” Quinnell says. “Getting to learn about the culture, the people and the food, and having the chance to expand your network and build your resume is well worth it.”

Led by Daniel Schmidt, senior program coordinator for RSBM, 14 students from all grade levels participated in the third annual study abroad experience.

“These are meant to be informative trips,

with a focus on talking to staff members and gaining a deeper understanding of the sport business profession,” Schmidt says. “We were very busy, meeting with about ten organizations and working on a case study for Fulham Football Club.”

The case study was about developing ideas for non-match day revenue for the team’s new Riverside Stand Development, says Bal Srai, venue events sales manager for Fulham FC.

“The students didn’t have much time to research, but came up with some great ideas, including a purpose-built Esports area, ideas for the University Boat Race and using the Putney Pier so guests could arrive by boat,” he says.

Visiting Wembley soccer stadium was also part of the itinerary.

“Wembley was very impressive because of the size of the venue and the number of events they host throughout the year,” Quinnell says.

The group also visited with executives for the Manchester United football team, one of the world’s largest global brands.

“Manchester United has one of the oldest stadiums and a very long legacy in Europe for a reason,” Quinnell says. “They focus on preserving the history and culture of the football club and expanding their fanbase around the world.” 🇬🇧

RSBM Study Abroad students had the opportunity to meet with executives of the Fulham and Manchester United football clubs.



GRASSROOTS MARKETING INTERNS TRAVEL THE U.S.

Rawlings hires RSBM students each summer as grassroots marketing interns for an exclusive program that involves extensive travel throughout the country.



Students work on the front lines of high-level sporting events, including the College World Series of Baseball and the MLB All-Star Home Run Derby.

Along with his four fellow interns, Adam Aldridge, junior, traveled to Arizona, Oklahoma, Florida and Nebraska, among other states.

"At first I wasn't sold on being away from home for so long, but it's an awesome experience," says Aldridge. "It's a great opportunity to make connections with business professionals, along with earning cash while experiencing the grassroots marketing field."

Students were responsible for setting

up and organizing sales displays for gloves and bats, greeting customers and completing sales transactions.

"In the grassroots position, students experience all aspects of sales, marketing, operations and customer service," says Mark Kraemer, director of sports marketing for Rawlings. "They learn how to work with a customer and find the product that suits their individual needs. In marketing, they learn how to display and demonstrate products to drive awareness and excitement."

The Rawlings interns also gain an understanding of what it takes to get products to an event, and they have

ample opportunities put their sales and marketing skills to the test, Kraemer says.

"And you become more comfortable when speaking to customers, which helps for a future job and everyday life," Aldridge says.

Mason Schoch, senior, also worked as a Rawlings grassroots marketing intern this summer.

"It's a whirlwind, traveling every day, but I enjoyed seeing different parts of the country," he says. "I'm interested in team operations and working directly with player athletes, so this valuable experience." 🐾



ON THE ROAD: As grassroots marketing interns for Rawlings, Hayden House, senior, (left) and Mason Schoch, senior, traveled the country, putting their sales and marketing skills to the test.

STUDENTS ENGAGE IN SPEED NETWORKING

Annual Event Provides Valuable Industry Connections



Meeting one-on-one with sport business professionals provides students with an opportunity to build relationships and ask key questions, such as, "What do I need to do to become job ready?" To bring students and industry leaders

together in a meaningful and productive way, the Rawlings Sport Business Management program hosts an annual Speed Networking event in the spring. This year, a record 60 students met with over 20 sport industry leaders from local

and national organizations, including Rawlings, St. Louis Cardinals, St. Louis Blues, Rapsodo, St. Louis Ambush, Peak Sports and River City Rascals. 🐾

AWARDS OR HONORS

JOSH PARRISH

Recipient, 2018-2019
John E. Simon Award
for Excellence

Josh Parrish is the 2018-2019 recipient of the John E. Simon Award for Excellence in Rawlings Sport Business Management. The award is given annually to a student who exemplifies what it means to be a RSBM student in academics, professional pursuits and personal leadership. Josh served as president of the RSBM Leadership Council, mentored countless students, excelled in the classroom and always led by example in the field during any of the numerous volunteer opportunities he worked.



2018-2019 FULL-TIME POSITIONS

ABSTRAKT MARKETING Jeff Boelter	FENWAY SPORTS MANAGEMENT Christian Alaverz	RAWLINGS John Noble, Noah Campbell, Chance Carlin, Lucas Winkleman, Adam Richterkessing
ANHEUSER BUSCH Alex Smith	MARYVILLE UNIVERSITY Andrew Smith	SPRINGFIELD SLIDERS Daniel Britton
ANSIRA Josh Eisenhoffer	MCKENDREE UNIVERSITY Ryan Kuper	
BOWMAN SOLUTIONS Adam Bowman	PEAK SPORTS Josh Parrish, Heath Schatz	
CHARLOTTE HORNETS Nic Gonet	RAPSODO Brian Dietrich	

INTERSHIPS 2018-2019

RAWLINGS Adam Richterkessing, Grant Vollmar, Heath Schatz, John Noble, Josh Parrish, Lucas Winkleman, Noah Campbell	Jeff Boelter, Josh Eisenhoffer, Olivia Reese, Shelby Sheehy	GATEWAY MOTORSPORTS PARK Shelby Sheehy
ST. LOUIS FC Blake Anselm, Josh Eisenhoffer, Josh Milenbach, Meagan McVicker	ABSTRAKT MARKETING GROUP Andrew Smith, Jeff Boelter	THE GAME HAUS Canyon Clark
JOHN NEWCOMB TENNIS, INC. Dony McKnight	RAPSODO Adam Aldridge, Jake Newman, Matt Galvin	ST. LOUIS AMBUSH Chris Jablonski, Wayne Ngo
ST. LOUIS BLUES Alex Aivaliotis, Gabe Wolff, Heath Schatz,	PEAK SPORTS Noah Campbell	ST. LOUIS CARDINALS Clayton Meyer
	ST. LOUIS SPORTS COMMISSION Olivia Reese	SPRINGFIELD SLIDERS Daniel Britton

NEW POSITIONS

COLLEGE OF CHARLESTON ATHLETIC DEPTMENT Thomas Woelfel
PEPSI MIDAMERICA Bryan Williams
TAMPA BAY LIGHTNING Michael Braunfeld

PROMOTIONS

ST. LOUIS BLUES Karley Willmann	RAWLINGS SPORTING GOODS Parker Williams
ST. LOUIS BLUES Kevin Bauer	OAKLAND RAIDERS Nicole Nardi
ST. LOUIS CARDINALS Shawn Maloney	



EXPERIENCE MATTERS: Chance Carlin, '19, (center) began working for Rawlings as an intern. He is shown here with Mike Zlaket, president of Rawlings (right), and Jason Williams, EdD, director for the Rawlings Sport Business Management Program. After graduating, Chance was hired by Rawlings and works as a digital merchandising coordinator.

STUDENT / ALUMNI QUOTES

“While I was in the program, we had some exciting research opportunities come our way that I was fortunate to work on with other students and professors. Projects for our friends at Rawlings, the St. Louis Cardinals, and Gateway Motorsports were some of the best learning opportunities I had at Maryville.”

Jeffery Boelter, '19
Graduate Student
Maryville University / Master's in Business Data Analytics

“I’m extremely grateful for what I learned and what I was able to accomplish in my four years at Maryville. The RSBM staff was so helpful and supportive along the way that it only grew the passion inside me.”

Samantha Robison, '14
Premium Account Executive
Houston Rockets

“The most rewarding part of the Sweet 16 / Elite 8 experience by far was being able to see such a large-scale event be executed with such success. Everyone seemed to have a really good time and was pleased with how the event was carried out. It was also incredible to be able to enjoy the games themselves.” “

Morgan Ripper, Freshman
Rawlings Sport Business Management Program

“In the RSBM program, students are not just a number but an individual that the faculty has a vested interest in. They encourage involvement and take a personal interest in the well-being of the students. When you feel valued, you put forth more effort and tend to be more successful.”

Sean Wollenberg, '12, '14
Senior Manager, Business Development
Northwestern Sports Properties - Learfield IMG College

“These experiences will transfer to the classroom not only because of the knowledge we gained, but also in the form of hands-on work and knowing what we are able to accomplish.”

Kaylee Burton, Senior
Rawlings Sport Business Management Program

INDUSTRY LEADERS

What has impressed you most about working with Maryville students?

MVC PARTNERSHIP

"The student volunteers always have a focus on what they need to do in their individual roles. I've always been impressed with their maturity and professionalism. Those who graduate from the RSBM program are prepared for careers in sports administration, if they choose that as an entry point."

Doug Elgin
Commissioner
Missouri Valley Conference

ST. LOUIS BLUES - ESPORT RESEARCH

"Attitude and professionalism. Maryville's Rawlings Sports Business Management students always came prepared, but what was most impressive was the passion that each student displayed while working on this project. From research to execution, the groups exhibited the maturity, perseverance and dedication it takes to be successful in our field."

Steve Chapman
Executive Vice President / Chief Revenue Officer
St. Louis Blues

RAWLINGS SUMMER INTERNSHIP

"Maryville students have always impressed me. Their work ethic and willingness to learn is second to none. What Maryville does with their experiential learning throughout the program really elevates the kids and they come in prepared to work."

Mark Kraemer
Director, Sports Marketing
Rawlings Sporting Goods Co., Inc.

MVC PARTNERSHIP

"In my experience, the RSBM program is the best at preparing students for real-life experience. Not only do the students understand the theory of sports management and marketing but they know how to apply that to actual events. The students are always willing to go the extra mile and take every opportunity to learn from business professionals."

Kristin Swederska
Assistant Commissioner / Sports Administration
Missouri Valley Conference

RAWLINGS RESEARCH CLASS

"I am impressed by the overall willingness and attention to the task at hand. I always look forward to working with the Maryville students because I know that the end result will actually be something we can use in our development process."

Ryan Farrar
Senior Director
Rawlings Sporting Goods Co., Inc.

INTERNSHIPS

"Internships are incredibly important in today's landscape of sports front offices. I used to recruit front offices sales professionals for the organization. One of the first things we look for when hiring for a position is similar experience with another organization. Internships provide students this experience. They allow future employers trust that a candidate has an understanding of the job requirements and work environment they are applying for."

Nick Linton
Sales Recruiter
FC Dallas

NCAA REGIONALS/SWEET 16

"Not one thing impressed me about Maryville students – everything impressed me. The students were attentive, eager, punctual, polite and did every task as outlined. We rely heavily on our volunteers and having such a competent crew helps make our event run smoothly. Couldn't be more proud of a university from my hometown!"

Mike Kern
Associate Commissioner
Missouri Valley Conference

FRISCO CLASSIC

"Students actively sought out opportunities to assist and help in any way they could, even staying late each night picking up trash throughout the stadium. They were consistently organized, punctual, and ready to attack any task given to them throughout the three-day event. It is uncommon to see a motivation to learn and experience different things as was evident with these students during the 2019 Frisco Classic. We look forward to continuing to work with you and your students in the future!"

Nathan Wooldridge
Director
Peak Sports, LLC



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EXPERIENTIAL LEARNING
MARKETING 93% CAREER PLACEMENT
SPONSORSHIP INTERNSHIPS
FINANCE ONLINE PROGRAMS SALES OPERATIONS
SPORT DATA ANALYTICS GAME FACE SALES TRAINING
PARTNERSHIPS EXPERIENCED FACULTY MARKET RESEARCH
MARYVILLE UNIVERSITY RAWLINGS SPORTING GOODS JOHN E. SIMON SCHOOL OF BUSINESS
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Rawlings
**SPORT BUSINESS
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