

*Rawlings*  
*R*

SPORT BUSINESS  
MANAGEMENT

MARYVILLE  
UNIVERSITY

**FEATURED INSIDE:** THE ROI FOR OUR STUDENTS, ALUMNI,  
CONTACTS AND PROFESSIONAL ORGANIZATIONS



## FEATURE

# STUDENT RESEARCH LEADS TO EXPANDED ESPORTS COMPETITIONS

For the past two years, Sport Promotion classes in the Rawlings Sport Business Management program have focused on developing and executing esports competitions for the St. Louis Blues organization. Responding to student research conducted after Blues Gaming NHL20 Showdown, the first esports tournament collaboration, students expanded the competition this year to include multiple tournaments.

"On the heels of a successful Blues Gaming experience last year, we were excited to work with Maryville again to assist in developing and running our spring tournaments," said Steve Chapman, St. Louis Blues executive vice president and chief revenue officer.

The competition involves NHL

hockey video games for both Xbox and PlayStation, with one champion being crowned on each console. Qualifying events for individuals in the open tournament and for teams competing in the high school tournament were held in March; final rounds took place in May. High school teams competed to win the Blues Gaming Cup, a trophy the school holds onto until the next competition. In all, nearly 500 participants were registered.

"The St. Louis Blues manage the esports competition, and our students help to create and execute the events," says Larry Albus, instructor. "Last year, we developed one tournament, but our post-event research indicated that participants were interested in shorter and more frequent opportunities to compete so we created additional online qualifying

tournaments this year."

Students also worked with the Blues to promote the tournaments and with the Missouri High School esports Association to recruit teams. Each competitor was assigned a Maryville student who acted much like a professional player's rep, Albus says.

Colton Woodson, senior, says he learned a lot by working on the esports competition, particularly in regard to leadership and decision-making.

"Learning how to consider every viewpoint of my team and having to make quick decisions as the tournament progressed challenged me both as a student and a leader," he says.

The sport business industry requires you to think on your feet and adapt in any situation; working on the esports tournaments was good training for

that, Woodson says.

"I gained a lot of insights from this project and I'll rely on this valuable experience when I encounter similar challenges in the workforce," he says.

Justin Haberberger, senior, didn't know much about esports before he began working on the Blues Gaming NHL21 Showdown.

"I learned a lot about esports," he says. "I also learned a lot about customer service."

Working closely with St. Louis Blues executives, Maryville students were responsible for complete execution of the athletic competitions – which is an incredible accomplishment, says Albus.

"Our sport business management courses have always emphasized hands-on involvement with projects outside the classroom," he says. "The value this intensive learning approach provides for students is immeasurable." 🐉



“ Learning how to consider every viewpoint of my team and having to make quick decisions as the tournament progressed challenged me both as a student and a leader. ”

Brian Sullivan, '21  
Peak Sports Management

# RAPSODO PARTNERSHIP HIGHLIGHTS VALUE OF STRATEGIC RELATIONSHIPS

A major strength of the Rawlings Sport Business Management program is the emphasis on creating strategic partnerships that benefit students as well as the sponsoring organizations. Rapsodo, a key partner, offers a prime example of how this mission translates into success for students who seek experiential learning opportunities and jobs – and also satisfies this growing company's efforts to recruit highly qualified interns and full-time employees.

Art Chou is general manager for North America for Rapsodo, which has developed innovative products and data analytics for major league baseball teams as well as softball and golf organizations since 2015.

What started off as a teaching relationship has evolved into a great source of talent for Rapsodo, Chou says.

"My relationship with the Rawlings Sport Business Management students started when I was teaching entrepreneurship classes for the program," Chou says. "I got to know the students before we hired them as interns, and then as interns I got to know their work before we hired them as graduates."

## MARYVILLE GRADS AT RAPSODO

Six Maryville alumni are now full-time employees, Chou says, and in any one semester, Rapsodo generally brings aboard three or four student interns from Maryville who might work in

operations, marketing, sales or research and development.

"There's a certain work ethic among Maryville students that we appreciate," Chou says. "They're more likely to jump in and put their heads down to work, and it doesn't matter the role or how sexy the responsibilities are."

Brian Dietrich, '18, '19, joined the company after graduation, having just completed an internship with Rapsodo in marketing and support work. His previous internships also provided relevant experience, he says, including a sales and business development position with Abstrakt Marketing and an account management role with Stadia Ventures. "Brian handles all of our Amazon accounts, and he's our main liaison for setting up new accounts in Europe. These are obviously huge responsibilities and he gets

to work with the largest e-commerce platform in the world,"

Chou says.

"I was impressed by the growth opportunities with Rapsodo," Dietrich says. "I latched onto the company when it was picking up speed, and we're still growing strong."

Dietrich had taken a few classes with Chou during his Maryville years.

"Obviously, knowing him at Maryville opened up opportunities as an intern and as a full-time employee for me," Dietrich says. "The network that the Rawlings Sport Business Management program has built is its greatest value. The connections are diverse, and they involve

the right people to make things happen."

Another recent graduate of the Rawlings Sport Business Management program, Jeremy Mossman, '21, is charged with identifying potential retail customers for Rapsodo products and managing existing retail accounts, a role he first filled as an intern during his senior year.

"We're a relatively new company so it wasn't easy, but Jeremy did so well we hired him," Chou says. "He arrived with hard-core sales experience through his coursework and other real-world learning opportunities."

Mossman first became interested in Rapsodo when his Sport Event & Facility Management class toured the company offices in his sophomore year.

"I was drawn to Rapsodo because of the products they were making," he says. "I was a golfer who could use their Mobile Launch Monitor to improve my own game. In fact, the focus of my later internship was on golf sales and operations."

In his role as a marketing associate at Rapsodo, Russell Susuki, '18, is responsible for developing email and customer journeys, and developing digital advertising.

"My work is primarily in e-commerce, it's very digital-oriented and data-driven. It challenges me, and I'm learning a whole new set of skills," he says.

Susuki first met Art Chou at a Rawlings Sport Business Management event at Maryville when he was a senior in high school.

"We stayed in contact, meeting for conversations and lunch. I picked his brain and learned as much as I could



▲ **Alumni, Interns Hired by Rapsodo:** Pictured (L to R): Front, Charlie Scheibelhut, '22; Brian Dietrich, '18, '19; Adam Aldridge, '21; Russell Susuki, '18; Back, Jeremy Mossman, '21; Jake Newman, '20; Andrew Warren, '20; Alex Smith, '19; Josiah Schaller, '21.

from him because he has earned a lot of respect in the sport business industry," he says. "Thanks to that connection, I was given an internship that led to a job."

## EXPERIENTIAL LEARNING OPPORTUNITIES

Along with developing one-on-one relationships, partnerships like the one between Rapsodo and the Rawlings Sport Business Management program are important because they create opportunities for students to gain real-world work experience, Susuki says. "Our Rapsodo interns get firsthand knowledge and experience every day. They're providing good ideas, and they get to work on projects, create marketing campaigns and assist with social media.

They're putting themselves ahead of their peers at other institutions because of the experience they're building here," he says.

## ADDED VALUE OF KEY PARTNERS

Another value derived from program partnerships is that students are given opportunities to identify their personal interests, Susuki says.

"Rapsodo is a young company and we're constantly adapting, pushing for improvement," Susuki says. "We're moving the needle, just like the athletes who use our products. We're changing the way coaches coach and players train. The technology is only going to become a bigger part of sports, and we're on the cutting edge of all that. And that value aligns very much with how I view myself,



what I believe in and what motivates me."

Along with valuable experiential learning opportunities, the Rawlings Sport Business Management program enjoys another distinct benefit in partnering with Rapsodo, Chou says: geography.

"There are very few companies in the sports industry in St. Louis, or even in the Midwest region, that focus on this type of data-driven sports technology and analytics," he says. "To have the opportunities that we provide for interns or full-time positions in Maryville's backyard is rare and unique." 🏈

# RAWLINGS PROGRAM, DIRECTOR HONORED

Each year, Maryville University honors outstanding faculty and innovative programs during a campus-wide awards ceremony. For the 2020-21 academic year, the Rawlings Sport Business Management program received well-deserved recognition when it was honored with the Strategic Leadership Award for Active Learning Ecosystem. Additionally, Jason Williams, EdD, assistant dean and director of the program, was named the 2020-21 Outstanding Faculty Award recipient for the John E. Simon School of Business.

The Strategic Leadership Award for Active Learning Ecosystem presented to one program or department each year refers to the overarching Maryville University mission of applying theory to practice, giving students ample opportunity to obtain real-world experience and cutting-edge professional skills. Since its inception 12 years ago, Williams has placed a strong emphasis on key partnerships that benefit both students and partner organizations through actual data research projects, event planning and management, valuable internships and key volunteer positions, and other industry collaborations designed with student-forward objectives.

INDUSTRY COLLABORATIONS

As part of those efforts, Williams spearheaded the development of unique internships with Abstrakt Marketing Group, an agency which established an office on campus, in the John E. Simon School of Business building, to allow students to gain hands-on experience without having to leave campus.

“Jason Williams constantly goes above and beyond to give his students the necessary tools to succeed, find their



◀ Jason Williams, EdD, assistant dean and director of the Rawlings Sport Business Management program, received the 2020-21 Outstanding Faculty Award, presented by the John E. Simon School of Business.

passion and reach their full potential,” says Katie Grunert, ‘21, account coordinator for GMR Marketing. “His mentorship has helped me become the professional I am today, and I will forever be grateful.”

Students work in the sport business community alongside professionals, thanks to key partnerships Williams has cultivated with Rawlings, Peak Sports, the St. Louis Cardinals, the St. Louis Blues, the Missouri Valley Conference and Rapsodo, just to name a few. Alumni and students say this collaboration with industry truly sets the program apart from competitors in the higher education landscape.

“What makes Jason great is that he takes an interest in each student beyond the walls of the classroom,” says Thomas Woelfel, ‘14, assistant athletic director for business operations at the College of Charleston. “He makes sure you learn what is important while in class then helps you apply it in real life.”

INNOVATIVE COURSES

The continued revamp of the innovative and one-of-a kind GameFace Selling course is a prime example of technical skill development that has directly led to jobs in the industry for Maryville graduates. Partnered with GameFace, students receive critical sales training from a leader in the industry. The active learning environment is on full display as students implement the valuable skills they learned as part of the training to make sales calls on behalf of the St. Louis Cardinals.

Additionally, Williams’ continual research into the skills valued by the industry has prompted critical course updates, including hands-on experience within Salesforce.

Exposure to the Salesforce platform provides CRM skills which are applicable to all business units within the sports industry.

CONNECTING WITH STUDENTS

“Jason’s commitment to developing and providing these unique opportunities within the Rawlings Sport Business Management program goes back to one simple and fundamental truth – he genuinely cares about his students,” says Daniel Schmidt, senior program coordinator. “From the development of a program-based study abroad program to experiential learning opportunities outside of St. Louis (such as industry-based spring break trips and professional sports event experiences), Jason works tirelessly to make these unique and valuable experiences affordable for every student to attend.”

Brian Sullivan, ‘21, an account executive with Peak Sport Management, is impressed by Williams’ ability to connect with students.

“Jason is a true life-changer. You could not pick a more outstanding person to lead this program that means so much to so many people,” Sullivan says. “He has an amazing ability to connect with each and every one of his students, and because of that, he is the exact person you want in your corner.”

But his mentorship doesn’t stop at the threshold of graduation, say alumni.

“He also does a great job of keeping in touch to make sure we have the tools to be successful after graduation,” says Woelfel.

“Jason goes out of his way to best prepare you for the industry,” says Sullivan. “The world would be a much better place if everyone had a Jason Williams in their life.” 🐾

# PROFESSIONAL DEVELOPMENT: INDUSTRY LEADERS SHARE EXPERTISE

The Rawlings Sport Business Management program held an online professional development event in February. Students engaged with nearly a dozen industry professionals who spoke on a variety of topics, such as corporate sponsorship, sport business analytics and event management. Many thanks to the distinguished guest experts who participated on panels.

KEYNOTE PANEL

- Keira Emerson**  
VP, Strategy and Business Intelligence/St. Louis Blues
- Lamont Buford**  
VP, Game Presentation/Seattle Kraken
- Matt Gardner**  
VP, Digital Media and Emerging Technology/St. Louis Blues

EVENTS PANEL

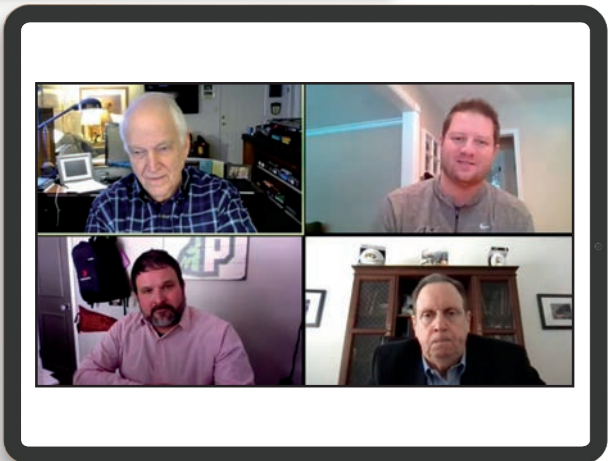
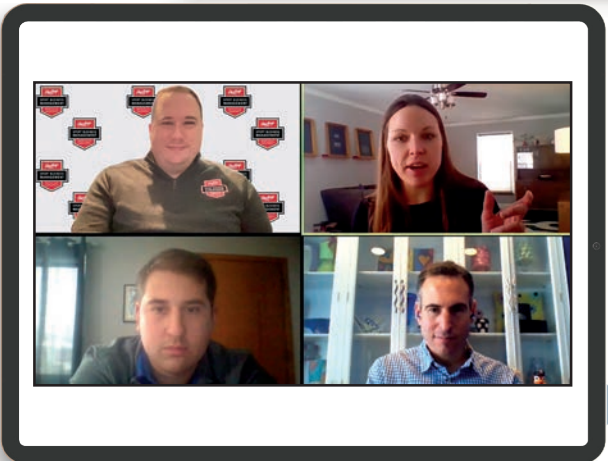
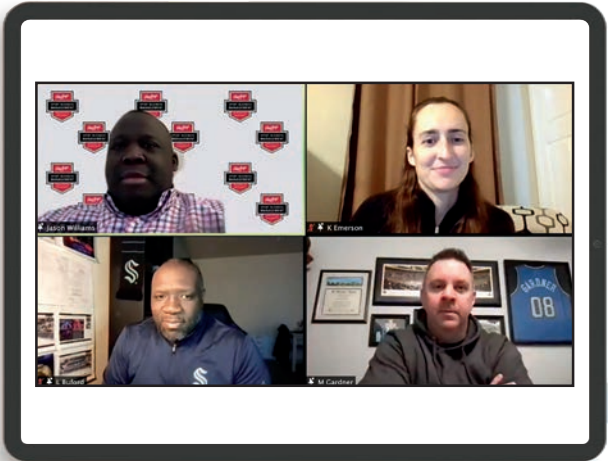
- Marc Schreiber**  
VP, Marketing and Development/St. Louis Sports Commission
- Aleah Likas**  
Dir., Special Events/St. Louis Cardinals
- Kevin Bauer**  
Event Manager/St. Louis Blues

DIGITAL AND DATA PANEL

- Mike Poepping**  
Sr. Digital Marketing Manager/Rawlings
  - Scott Kennedy**  
Dir., E-commerce, Analytic & Digital Marketing/Franklin Sports
- (Moderator: **Brian Dietrich**, ‘18, ‘19 Dir., Golf Operations/Rapsodo)

SPONSORSHIP PANEL

- Ryan Holloway**  
President and Founder/Peak Sports Management
- John Sartorius**  
Managing Partner/New Direction
- Brandon McClish**  
Gen. Manager/Purple Aces Sports Properties, Learfield IMG



# BOILY SKATES INTO NASHVILLE INTERNSHIP

## Have you always wanted to work in the sport business industry?

I initially planned to major in criminology, but when I browsed Maryville's programs I saw the Rawlings Sport Business Management program page and fell in love with what they had to offer. I contacted students in the program to know more about their experience and only got great feedback. When it came to crunch time, I had a gut feeling that this was where I needed to be, and I've never looked back.

## You completed your first internship this summer with the NHL's Nashville Predators. How did that opportunity come about?

After learning how important relationships are in the industry, I reached out to professionals on LinkedIn and jumped on networking calls with them. After talking with more than 20 professionals, Abby Helper, from the Nashville Predators' human resources office, reached out regarding an internship.

## What were your internship responsibilities?

My title was Fan Development/ Youth Hockey Intern, and my responsibilities ranged from teaching kids how to play hockey to organizing and creating events to promote hockey. Coming from Canada where hockey is well

established, I brought a special skill set and experience. Convincing kids to try hockey can be very difficult in the South, but the Predators are doing a great job to promote the sport.

## What did you learn from the opportunity to work with a professional team?

I learned a lot about myself and where I want to go in this industry. My plan is to be an intern next year in the hockey operations department of a professional team, where you get to be involved with the players and everything that touches the on-ice performance of the team. Being a college hockey player, there is nothing more I would want but a career working alongside NHL players. Another area I want to explore is corporate sponsorships because I enjoy the creative and motivating aspect of that environment.

## Any advice for next year's incoming class of Rawlings Sport Business Management students?

The industry is a lot smaller than people think, which is why it's important to build positive and genuine relationships with whomever you meet because you never know where your next opportunity will be. 🍷



**DOMINIC BOILY** is a sophomore in the Rawlings Sport Business Management program. He came to Maryville University from Sainte-Marcelline-De-Kildare in Quebec, Canada, after accepting an offer from Coach John Hogan to play for Maryville's men's hockey program. This past summer, he completed his first internship experience with the NHL's Nashville Predators.

# BLAKE ANSELM

'21, FC TUCSON

Blake Anselm, '21, took advantage of Maryville University's online learning option to complete his degree remotely after being offered a job in Arizona even before graduation.

In the midst of his final semester in the Rawlings Sport Business Management program, Anselm began his career as corporate partnerships coordinator with FC Tucson, a professional soccer club in the USL League One. He handles fulfillment, activation and marketing for corporate partners.

"As we are a smaller organization, everyone wears a lot of hats, so my job has expanded well out of my actual title," he says. "I also manage the broadcast, public announcement scripts, and all of our gameday experiences both on and off the field."

Being involved in creating fan experiences is Anselm's favorite aspect of the job.

"I'm excited about the impact we have on our fans, whether it be at community events, watch parties or home matches," he says. "All the planning and challenges our team faces are worth it when we see people smile, cheer and enjoy spending time with our club."

Anselm's work requires a firm grasp of project and time management skills, abilities he learned well as a student.

"Each class in our program had projects and presentations routinely, and I had to learn very early on how to manage my time between courses as well as working with groups to achieve goals," he says.

Before leaving Maryville, Anselm held an internship with Saint Louis FC doing the same kind of work he does now for FC Tucson.

"The most important skill I learned through that experience was the importance of keeping a positive attitude, especially when in a fan-facing position," he says.

His FC Tucson co-workers help him maintain that posture.

"The team aspect is my favorite part about working in sports," Anselm says. "I have not been working here long, but I've already developed great relationships with my coworkers and some of our partners. Coming in to work every day is exciting because I work with bright and positive people who are all working toward the same goals." 🍷

"I will always be thankful for how the program, from professors to my fellow students, pushed me to pursue my goals. The Rawlings Sport Business Management program gives students a lot of freedom to experience every part of the industry."

Blake Anselm, '21  
FC Tucson



# MICHAEL BRAUNFELD

'17, TAMPA BAY LIGHTNING

Now in his third year working on the corporate partnerships team for the NHL's Tampa Bay Lightning, Michael Braunfeld, '17, has experienced the thrill of a championship victory not once, but twice – the Lightning are the 2020 and 2021 Stanley Cup Champions – and all the hard work that accompanies such success.

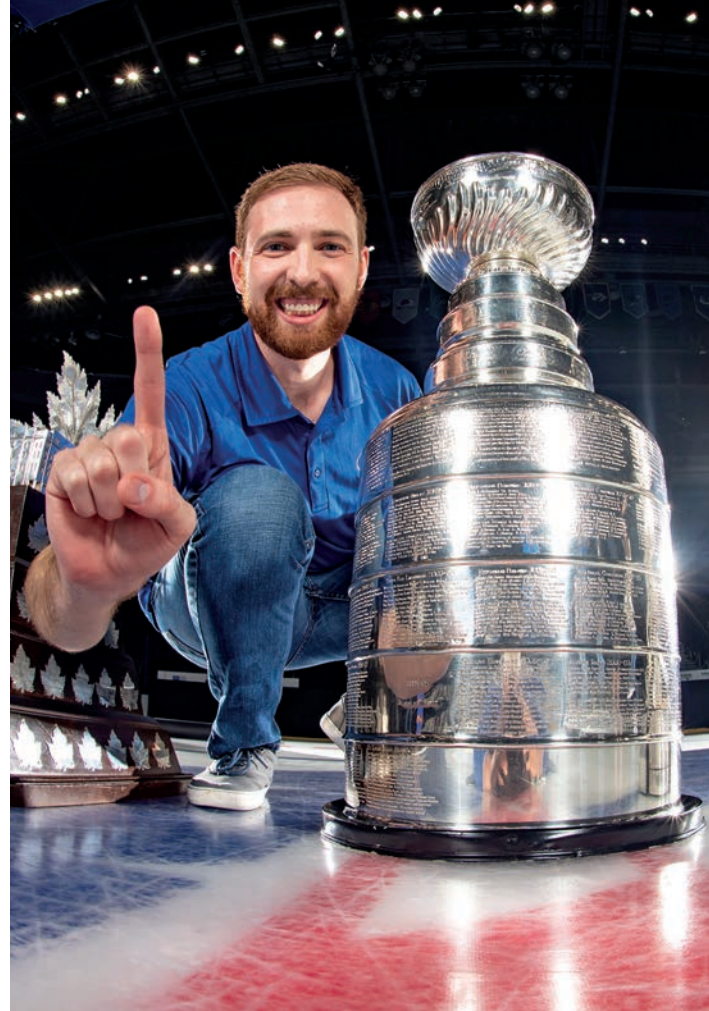
"For anyone working in the sports industry, it's always your goal and dream to win a championship," says Braunfeld. "As an employee, it means a little bit more because you've put in 60 to 80 hours a week all season leading up to the finals, so by then you've poured a lot of energy into the team. All the time and hours are worth it when you win."

As partnership activation manager, Braunfeld manages more than 20 corporate accounts, including major clients like Dunkin', Honda, Bacardi and Heineken.

"Along with managing partner relations, I ensure contract fulfillment and help connect the brands to our fans," he says. "I enjoy corporate sponsorship because I get to strategize on the marketing and objectives of major brands, develop close working relationships with clients and gain exposure to different industries."

Seasons don't always end in a major title, and teams aren't always playing well. That's when the job gets really challenging, Braunfeld says.

"You're lucky when your team is winning, but sports is cyclical. When a team doesn't play well, fans



and partners react to that. The challenge is making sure that when we're on a high we build good will and solid relationships so when the down seasons come, we're able to sustain that," he says.

Winning or not, working in the sports industry is always rewarding, Braunfeld says.

"What I love about the sports industry is that you get to provide memorable experiences for other people," he says. "They're here for entertainment and to make memories with family, friends and coworkers. Seeing them get so excited about our events reminds me that we're doing something really special here." 🐾

# SHELBIE SHEEHY

'19, ST. LOUIS BLUES/KIEL CENTER PARTNERS

Shelbie Sheehy, '19, held event-based internships as a student that proved pivotal in helping her succeed as coordinator of corporate partnership sales and service for St. Louis Blues/Kiel Center Partners. Her primary duties involve assisting in partner activations, fulfillment reports and sales presentations.

"Finding new ways to keep fans engaged with our partners is the most challenging aspect of what I do," she says. "It was especially difficult after the pandemic hit and everything went virtual. But my favorite aspect of my job is planning and executing larger scale events and activations. It is so satisfying putting in the work for a certain event and seeing it all unfold."

Sheehy says she learned a lot professionally and personally by being out in the field and engaging in actual work experiences as a student. An internship at Gateway Motorsports Park (now WorldWide Technology Raceway) gave her a deep dive into event planning and execution. She was also an intern for the 100th PGA tournament held in St. Louis in 2018.

"Getting to work with the organization and learning what kind of planning and tools went into this extremely popular golf event is something I will never forget," she says.

Sheehy also credits the GameFace class offered in the Rawlings Sport Business Management program with her success in the industry.

"We were trained to make sales calls. This is a really good example of real-world experience we received while in the classroom," Sheehy says. "Even though I am not in sales, I still use skills I learned from that class to talk to my clients and build meaningful relationships."

In turn, those relationships contribute to the success of an entire organization, she says.

"The industry as a whole has an understanding that we are all in this together. No one person can get the job done for an entire team, it takes every member of that team," Sheehy says. 🐾

"No matter what industry you're in, it's all about who you know. Building relationships and networking will take you so much further in your career. To this day, I still talk to people in the industry that I met when I first started at Maryville in 2017."

Shelbie Sheehy, '19  
St. Louis Blues/  
Kiel Center Partners



"This program is going to take you places by providing you with relevant experiences and connecting you to many professionals in the industry. It's as good a program as you'll find anywhere in the country."

Michael Braunfeld, '17  
Tampa Bay Lightning

“ I had the chance to become very close with Jason Williams, and his support has never wavered. I will always be grateful for that. Additionally, I appreciate my internship with Rawlings and the amazing mentors that I can now call friends.”

Julian Langford, '17  
Intersport



## JULIAN LANGFORD

'17, INTERSPORT

Working in the sports industry means building relationships, creating special memories for fans and giving as much as you get back, says Julian Langford, '17. Langford is a senior account executive for Intersport, a full-service sports agency headquartered in Chicago.

“In this industry, you get out of it what you put in, and I try to remind myself of that daily,” Langford says. “My favorite aspect of my job is the experiences. At 25, I have been able to meet a lot of really cool people and attend a lot of major events – ranging from hanging out on the field pre-game at a Seattle Seahawks Monday Night Football game to attending two Masters tournaments in Augusta. The list goes on, and I’m incredibly grateful for these opportunities.”

As part of his job responsibilities, Langford handles Intersport’s Rocket Mortgage account. He is also the client/player services lead for THE JOHN SHIPPEN golf event.

“I am responsible for all things sponsorship for Rocket Mortgage’s NFL and NCAA properties,” he says. “This includes contract negotiations, asset management, asset fulfillment, promotion creation and execution. Through daily communication with our client as well as our NFL and NCAA properties, the goal is not only to maximize our return on investment but also to continue to grow awareness, favorability and conversion for Rocket Mortgage.”

For THE JOHN SHIPPEN National Invitational and Sports Business Summit, Langford handles asset management, fulfillment and day-to-day communication with tournament partners. He is also the point of contact for players.

Time and again, Langford leans on two particular lessons imparted during his studies at Maryville.

“I learned to network, network, network and to never be too important to do a task,” he says. “I will always carry with me the willingness to help out wherever needed, regardless of my title or position.”

He also learned that a primary goal of most jobs in the business of sports is to create fond memories for fans, which makes working in the industry even more gratifying.

“At some point in your career, you will do something that will result in making someone’s day, year or even life,” he says. “Even something as small as helping with a giveaway is important. For some little kid attending his first game, you made his experience that much better through something that you did. This is a truly rewarding industry to work in.” 🐾

## CHANCE CARLIN

'18, RAWLINGS SPORTING GOODS

As digital merchandising coordinator for Rawlings Sporting Goods, Chance Carlin, '18, is tasked with keeping track of the vast inventory of products featured on the company’s website. His responsibilities also involve planning and managing the monthly promotional calendar at Rawlings.com.

“Rawlings has hundreds of products, many with many different color and size variations that then leads to thousands of different individual product SKUs to manage, and we constantly have new products to feature,” he says. “Making sure nothing falls through the cracks can be challenging at times.”

After serving as a Rawlings intern in his senior year, Carlin was hired by the company. The technical skills needed to do his job are one thing, he says, but the ability to work with people and build relationships is also important to be successful – and those are skills he learned as a student in the Rawlings Sport Business Management program.

“Being able to build relationships and being a person that people like to work with has helped me succeed more than anything,” he says. Carlin developed his communication skills during internships, volunteer opportunities and team projects he experienced throughout the program.

“Before the COVID pandemic closed the office, the work atmosphere in the office was my favorite part of the job,” he says. “I love the brand, and I have many great relationships with the people I work with. The camaraderie of the team just made being in the office fun. We may not be playing a game, but it still feels like we’re playing on a team with one goal in mind – to beat the competition.”

That same sense of community and teamwork was a highlight of his years at Maryville University, especially in the Rawlings Sport Business Management program, Carlin says.

“I’ll always remember and be thankful for the friendships I was able to build with many other students and the relationships I developed with my professors and industry professionals,” he says. 🐾

“ The friendships and relationships I built with many other students, professors and industry professionals is something I’ll always remember and be thankful for.”

Chance Carlin, '18  
Rawlings Sporting Goods



“All the energy the faculty and staff put it in is amazing. They want to see you succeed and do well. The class sizes are small and you learn at a personalized level.”

Ryan Short, '18  
Lehigh Valley Phantoms

## RYAN SHORT

'18, LEHIGH VALLEY PHANTOMS

Ryan Short, '18, is manager of ticket operations, analytics and strategic initiatives for the Lehigh Valley Phantoms of the American Hockey League, a position he landed this past winter after earning his master's in sports law and business.

"I'm responsible for ticket operations for the team and the arena overall, along with developing analytical reports and strategic initiatives to help develop revenue and growth opportunities," Short says. "No day is the same, it changes all the time based on what events are happening or what the needs of the team are at the time."

Beyond team competitions, he handles ticketing for arena events such as concerts, graduations and high school sports, which involves working with event representatives, customer service and maintaining relationships with season ticket holders.

Short gained experience in ticket operations while serving as a graduate assistant at Arizona State University, where he earned his master's.

"I appreciated the opportunity to work in a Power 5 athletic department along with continuing my education," he says.

As a student in the Rawlings Sport Business Management program, two internships stand out as being particularly helpful, Short says.

"When I worked as a first-year student with Abstrakt Marketing Group, which has an office right on campus, I learned how to be a professional over the phone. Now I'm not afraid to answer calls professionally about customer service or when people want to ask questions," he says.

Short was also an event operations and marketing intern with the St. Louis Sports Commission.

"It was a great opportunity to see another side of the sports industry and put myself in the shoes of colleagues in different departments," he says.

Having worked in the sports industry now for several years, Short continues to be grateful for the opportunity to pursue his dream.

"I have always wanted to work in sports, but I gained an even greater appreciation for it after the onset of COVID-19, when the sports industry was essentially shut down," Short says. "Sports is such a strong driver of connections and an important avenue in building personal relationships and team community." 🐾

## ZOE RIDENHOWER

'21, ST. LOUIS BLUES

Zoe Ridenhower, '21, was offered a number of solid job opportunities with professional organizations following graduation but she held out for the job of her dreams, working with the NHL's St. Louis Blues. Thanks to the relationships she built and the hard work she demonstrated as a student intern with the Blues, she is now more than just a fan – she's a full-time staff member.

"One of the reasons I chose to attend Maryville University was to stay close to my fandom with the Blues," Ridenhower says. "I've loved hockey for a long time because I grew up in nearby St. Peters, Mo., watching a local semi-pro league that has since folded. When the Blues offered me a job, I was elated."

As a client retention executive, her primary responsibility is building relationships with season ticket holders, Ridenhower says.

"I keep in close contact and help them get the most out of their fan experiences. I also assist with special events for season ticket holders. I love helping to create unique and lifelong memories for fans," she says.

In her senior year, Ridenhower had completed an internship with the St. Louis Blues in the sales and service area. She got to know the staff and meet people on the executive team and looked forward to working with them again as a full-time colleague.

"During the internship, I got a good idea of how the organization operates and how it treats customers. It was impressive," she says. "As a fan, it's more about the players and what happens on the ice. But as a staff member, it's about creating experiences for fans and bringing the St. Louis community together."

One of the most important experiences for Ridenhower as a Rawlings Sport Business Management student was taking the course GameFace: Selling in the Business of Sports.

"The sales strategies we learned were extremely beneficial," Ridenhower says. "A lot of students haven't had that experience. Sales is about building relationships with clients and giving them something that will benefit them as well as the team. Those skills will help me in my career now and going forward." 🐾

“The Rawlings Sport Business Management program provided me with learning opportunities other schools could not. Support and passion: Jason Williams and Daniel Schmidt really funnel these through the students.”

Zoe Ridenhower, '21  
St. Louis Blues



“This is the best program in the country because of the connections and opportunities Jason (Williams) and Daniel (Schmidt) create for us. They’re only continuing to grow; they didn’t let COVID slow them down.”

Brian Sullivan, '21  
Peak Sports Management

## BRIAN SULLIVAN

### '21, PEAK SPORTS MANAGEMENT

Brian Sullivan, '21, came to the Rawlings Sport Business Management program in his sophomore year and, having changed his major, he became deeply committed to his new career path. As a result of that dedication, Sullivan accepted his first job in the sport business industry even before he graduated.

Working with Peak Sports Management as an account executive on the campus of Wofford College in South Carolina, Sullivan focuses on partnership fulfillment and prospecting. He enjoys building relationships with corporate sponsors and other partners of the Wofford Terrier athletics department.

“Staying creative is the most fun part and also the most challenging,” he says. “I love meeting and talking with local business owners. I check in on them regularly to discuss how we can help promote their business. We want to help their business succeed, too. I also make sure everything we promised is being fulfilled.”

When Sullivan volunteered as a student for the 2019 Frisco Classic held in Texas, he met Ryan and Cara Holloway, the owners of Peak Sports Management, which sponsors the event. Over the years they kept in touch, a connection that helped him land the position at Wofford. His experience demonstrates yet again that Rawlings Sport Business Management program partnerships are both enriching from a learning standpoint and a valuable networking opportunity for students.

“A big thing they preach is that you get out of the Rawlings Sport Business Management program what you put into it,” Sullivan says. “So, once I got to Maryville, I jumped on every single volunteer opportunity I could. The program unlocked a passion for me I didn’t even know existed. I didn’t take any opportunity for granted.”

Sullivan ran track in high school and college and appreciated those team environments. He now enjoys a similar culture through his work.

“Peak Sports really is a family culture; the owners bring a lot of passion to the business,” he says. “We have thirty-eight employees spread out at different colleges across the country and the enthusiasm carries out on company-wide zoom calls. Being a people person, I couldn’t ask for a better position.” 🐘



## JOHN SARTORIUS

### ADJUNCT PROFESSOR

Alumni of the Rawlings Sport Business Management program often point to a particular course in which they learned valuable skills that continue to serve them well throughout their careers. One such course, GameFace: Selling in the Business of Sports, is cited by graduates whose job responsibilities are sales-driven – or not. The course applies to every aspect of sport business and imparts unique, hands-on learning opportunities.

John Sartorius, adjunct professor for Maryville University and managing partner of New Direction Marketing & Partnerships, began teaching the course in Spring 2021. He tag-teams the teaching with Rob Cornilles, founder of GameFace.

#### A LONGTIME INDUSTRY EXPERT

Sartorius brings many years of experience in corporate sales, management and consulting to the classroom, including 25 years at Anheuser-Busch. For the past 10 years, his personal consulting business has served a wide range of clients, such as the Saint Louis Zoo, St. Louis Aquarium at Union Station, Children’s Hospital Foundation and Learfield IMG College. Until May 2021, he traveled the country for Learfield IMG College where he served as a general manager, trainer and consultant in corporate sponsorship at more than 60 Division One collegiate sports properties.

As part of the course, Sartorius focuses on fulfilling the objectives of potential partners.

“We talk about meeting with a partner to determine their wants and needs, then building programs that deliver what they want to achieve in the end,” he says. “Students learn to put themselves in a client’s shoes.”

When people think of sales, they often imagine the

stereotypical used car salesman routine, Sartorius says.

“The truth is, most people are selling in some way, whether it’s the focus of their job or not. Addressing the needs of clients and listening to client needs are universal skills,” he says.

#### LEARNING BY DOING

The course emphasizes hands-on learning. As one example, students are asked to create a proposal for a college property.

“They present their work to a real-world general manager for organizations like Mizzou Sports Properties, the St. Louis University Billikens and the Missouri Valley Conference,” Sartorius says. “In many cases, students wouldn’t have these opportunities until after they leave college.”

Rob Cornilles teaches result-centered selling skills in the course. Students are given the opportunity to practice by selling gift cards as representatives of the St. Louis Cardinals.

Throughout the semester, students hear from sport business professionals who discuss current industry issues. Students also meet one-on-one with such experts.

“They’re hearing from people who they aspire to be or in whose chair they want to be sitting someday. A light bulb goes off when you’re having a conversation and you can apply what you’ve learned in the classroom or on the job,” says Sartorius.

Experiential learning is a foundation of the Rawlings Sport Business Management program, a philosophy that leads to student success, Sartorius says.

“The experiences we provide for students position them light years ahead of other graduates in the job market,” he says. 🐘



POSITIONS

- ANHEUSER-BUSCH**  
Joe Calabro
- BALTIMORE ORIOLES**  
Adam Rouse
- BASEBALL EXPRESS**  
Adam Richterkessing  
Jonathan Schupp
- BELLERIVE COUNTRY CLUB**  
Emma Drysdale
- BRIDGESTONE GOLF**  
Rob Maruska
- FC TUCSON**  
Blake Anselm
- FOLEY SPORT TOURISM**  
Meagan McVicker
- LEHIGH VALLEY PHANTOMS**  
Ryan Short
- LOS ANGELES RAMS**  
Shawn Maloney
- MARYVILLE UNIVERSITY ATHLETICS**  
Josh Milenbach
- MEMPHIS HUSTLE**  
Maya Todd
- MISSION CONTROL GG**  
Andrew Madison
- RENO ACES**  
Olivia Reese
- PEAK SPORTS – MISSOURI WESTERN STATE**  
Josh Parrish
- PEAK SPORTS – SIUE**  
Evan Wolf



- PEAK SPORTS – WOFFORD COLLEGE**  
Brian Sullivan
- THE PERFECT GAME**  
Cade Schares
- RALLY HOUSE**  
Jacob Anderson
- RAPSODO**  
Russell Susuki  
Jake Newman  
Alex Smith  
Adam Aldridge  
Jeremy Mossman  
Andrew Warren
- RAWLINGS**  
Morgan Ripper  
Ryan Kuper  
Grant Vollmar
- SCHUTT SPORTS**  
Daniel Britton
- SCRANTON WILKES/BARRE RAILRAIDERS**  
Jacob Mossman
- SIUE ATHLETIC DEPT.**  
Mason Schoch
- SPONSORUNITED**  
Katie Grunert  
Spencer Lundgren
- ST. LOUIS BLUES**  
Zoe Ridenhower
- ST. LOUIS CARDINALS**  
Justin Frisch
- WESTERN ILLINOIS UNIVERSITY ATHLETIC DEPT.**  
Wayne Ngo

INTERNSHIPS

- 303 ENTERTAINMENT LLC**  
Airi Murray
- ABSTRAKT MARKETING GROUP**  
Justin Haberberger
- AMERICAN GOLD SPORTS ALLIANCE**  
Taylor Shingler
- CENTER ST. LOUIS**  
Austin Tapella
- D1 TRAINING**  
Amanda Michenfelder
- GATEWAY PGA**  
Tyler Quinnell
- KANSAS ELITE STREET**  
Riley Ebert
- MARYVILLE UNIVERSITY ESPORTS**  
Damon Gonzalez
- MISSOURI VALLEY CONFERENCE**  
Brian Sullivan  
Zoe Ridenhower
- O’FALLON HOOTS**  
Austin McDowell  
Kyle Kanturek  
Anna Schneider  
Matt Wolf  
Taylor Lohman  
Jessica Madding  
Justin Haberberger
- PEAK SPORTS – SIUE**  
Blake Anselm
- RAPSODO**  
Josiah Schaller  
Jeremy Mossman  
Andrew Warren
- RAWLINGS SPORTING GOODS**  
Jacob Anderson
- SOCCER MASTER**  
Nick Powers
- SPORTS MONSTER**  
Hendrix Barnes
- ST. LOUIS COUNTRY CLUB**  
Dony McKnight
- WORLD WIDE TECHNOLOGY RACEWAY**  
Nathan Degroot



**OUTSTANDING YOUNG ALUMNI:** The 2021 Outstanding Young Alumni award honors recent graduates who excel in the sport business industry and make impactful contributions in and out of the classroom for the Rawlings Sport Business Management program.

Katie Grunert, '21 | Michael Braunfeld, '17 | Josh Parrish, '18

**OUTSTANDING GRADS:** The John E. Simon Award for Excellence in Rawlings Sport Business Management was presented this year to three outstanding 2021 graduates:

Morgan Ripper | Adam Aldridge | Jacob Anderson

Recipients are selected by faculty and staff based on academic and experiential accomplishments.



ALUMNI SHARE INSIGHTS

I will always remember working March Madness in 2019. Never in a million years would I have thought that I would be given the opportunity to volunteer at such a prestigious event.

Katie Grunert, '21

Prospective students or parents should truly understand the importance and value of the partnerships that the Rawlings Sport Business Management program has built across St. Louis and the Midwest region. You never know who you'll meet along the way and what opportunities will open up as a result of those relationships.

Russell Susuki, '18

The Rawlings Sport Business Management program and Maryville University will provide every student with an abundance of opportunities, more than you could ever take part in. If you put in the effort, you'll be in a better position than most when you start looking for a job.

Brian Dietrich, '18, '19

The personal skills that helped me land the job are being able to talk to other people whether it a co-worker or a customer, and also just being flexible and helping whoever needs my help. The Rawlings Sport Business Management program definitely helped me gain those skills.

Jeremy Mossman, '21



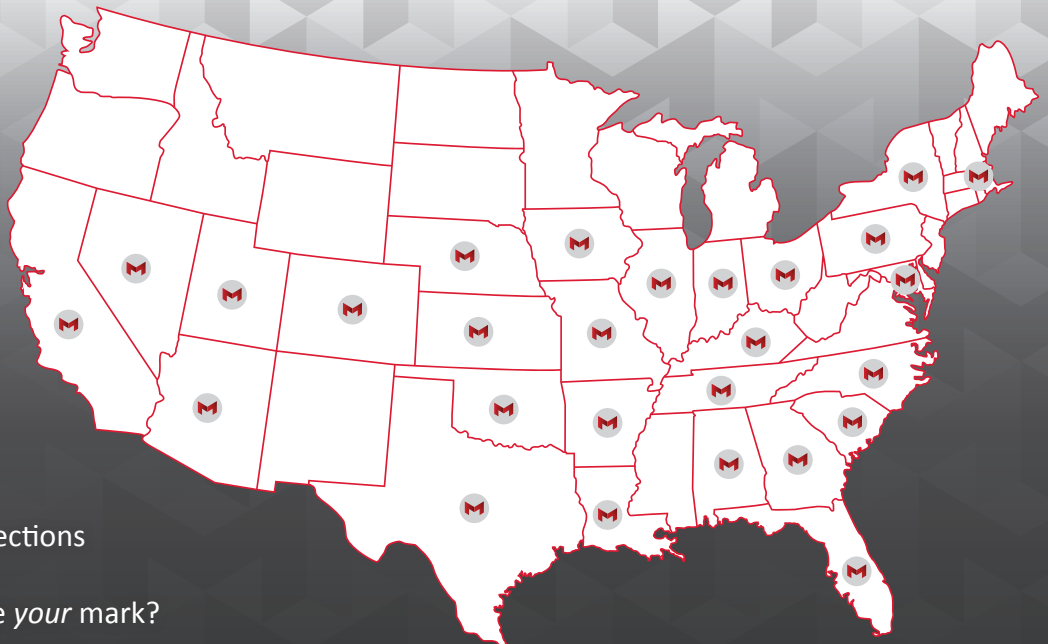
The John E. Simon School of Business  
Rawlings Sport Business Management Program  
650 Maryville University Drive  
St. Louis, MO 63141

Nonprofit  
U.S. Postage  
P A I D  
St. Louis, MO  
Permit #4468

98%

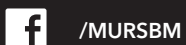
of May 2021 graduates started jobs in the industry within four months of graduation.

ONE  
PROGRAM.  
MASSIVE  
REACH.



The Rawlings Sport Business  
Management program has connections  
across the country.  
Where on the map will you make *your* mark?

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



For more information:  
Jason M. Williams, EdD | Program Director  
Assistant Dean, John E. Simon School of Business  
rawlingssportbusiness@maryville.edu  
maryville.edu/sportbusiness