

KARBACH ROUND ROCK CLASSIC

TULSA TOUGH

JOHN E. SIMON SCHOOL OF BUSINESS

Maryville University | St. Louis, MO | 2022

HOOPS IN THE HEARTLAND

Rawlings
R

ARCH MADNESS

SPORT BUSINESS
MANAGEMENT

MARYVILLE
UNIVERSITY

BOMMARITO 500

ENJOY ILLINOIS 300

FRISCO CLASSIC

MUSIAL AWARDS

THE SPORT BUSINESS INDUSTRY IS OUR CLASSROOM

NCAA FINAL FOUR



Anheuser-Busch

Baseballism

Big River Running

Billiken Sports

Bridgestone Golf

Butler Sports Properties

CAA Sports

CBS Sports

Chesterfield Parks,
Recreation & Arts

Coaches vs. Cancer

College of Charleston

D1 Training

Franklin Sports

Frisco Roughriders

Gateway Grizzlies

Great Lakes Valley Conference

Heartland Community College

Houston Rockets

HyperIce

Illinois State University Athletics

Indiana Pacers

Las Vegas Raiders

Learfield

Los Angeles Chargers

Medalist

Mid America Chevy

Mizzou Sports Properties

MOMO SME Digital

Moody Center

NASCAR

NCAA Final Four

Greater New Orleans
Sports Foundation

New Balance

NFL Flag League

Oak View Group

O'Fallon Hoots

Peak Sports -
Missouri Western State

Peak Sports -
Wofford College

PGA

Porter Wright Morris
& Arthur LLP

PowerPlex

Rally House

Reno Aces

Round Rock Express

Runner2Runner

Seattle Kraken

SponsorUnited

St. Louis Ambush

Tampa Bay Lightning

Team Express

Texas A&M

TrailNet

Winners FFD



BY THE NUMBERS

2021-22

credited internships

38

internship academic
credit hours

134

work experience
at internships

6,700+ hours

experiential learning
opportunities

35

experiential hours outside
of St. Louis

1,650+ hours

industry projects in and
out of the classroom

10



RARE OPPORTUNITY

Rawlings Sport Business Management students gain valuable skills at Final Four

Attending an NCAA Final Four basketball tournament during March Madness is on the bucket list of many sports fans. This past year, 14 Rawlings Sport Business Management students experienced firsthand the buzz and excitement of the 2022 Final Four held in New Orleans – even as they worked hard to ensure its success.

Maryville students earned front-row seats to the behind-the-scenes operations of this major international sports competition by serving as volunteers for the Greater New Orleans Sports Foundation, the event organizer.

"We gained valuable experience in the industry, while also enjoying the Final Four as a fan," said Tyler Cann, '23. "It was an amazing experience."

Volunteers are essential

Craig Forshag is grateful for Maryville's involvement. Forshag is director of sales and volunteers for the Greater New Orleans Sports Foundation. The four-day event required more than 1,100 volunteers working 3,500 shifts, he said.

"We can't host these major sporting events without volunteers. And, as a volunteer manager, I'm always seeking young, motivated individuals to do work that isn't always the most glamorous. So, when I have a group like Maryville who is excited to be here and willing to do whatever it takes, that's extremely important," Forshag said.



▲ Maryville students gained front-row seats to the behind-the-scenes operations of the NCAA Men's Final Four by serving as volunteers for the Greater New Orleans Sports Foundation, the event organizer.

Over the four-day period, Maryville students wore many different hats and logged more than 40 miles trekking from venue to venue as they helped guide an estimated 100,000 fans to and from various events and activities.

Scoping out a national event

"This is a granddaddy event, it has a lot of moving parts: multiple locations, a music festival, Fan Fest, Superdome activities, hotel information sites and various other fan engagement events," said John Sartorius, adjunct instructor, who accompanied the students, along with Jason Williams, EdD, director of the Rawlings Sport Business Management Program.

"Our students have the confidence to take on such responsibility because they worked a multitude of sporting events before the Final Four opportunity," he said. "But being able to direct or manage activities as they did in New Orleans gives them a whole lot more skills to build on."

Students gained valuable perspective on the scope of an event with such intense national attention, Sartorius said.

"Because of the size of the event, our students were tasked with a long list of duties," he said. "As a result, they had to

become familiar with event schedules, locations, ticketing processes and more. We wanted to expose them to as many fan-experience touchpoints as possible."

That mission was obviously successful.

The value of experience

"This event helped me develop more skills for event operations by allowing me to see the ins and outs and every little detail of hosting and running a big event like the Final Four," said Sierra Rodgers, '23. "Students can't learn that in a classroom."

However, such experiences absolutely inform in-class work.

"In one course, my group and I had to plan an international Major League Baseball Series," Cann said. "Being able to pull information from our Final Four trip and implement it into my project really opened my eyes as to how relevant and similar our coursework is to the real-world work done in the industry."

Cann also appreciates the communication skills he practiced. "While working the Final Four, I had to communicate ideas and plans to people of various backgrounds who I didn't know well," he said. "That will be helpful experience in my future

career, as I will inevitably have to plan, promote and organize with a wide variety of professionals."

Expect the extraordinary

For students, being able to state on their resumes that they worked the NCAA Final Four sporting event elevates their stature as job candidates, Sartorius said.

"It gives them credibility in a much wider scope. It's a phenomenal accomplishment and a feather in the cap of our students and Maryville University," he said. "We are planning to take another group to the 2023 NCAA Final Four in Houston."

That's not the only extraordinary opportunity on the horizon for Rawlings Sport Business Management students. They will likely return to New Orleans in 2025 – this time, for a different iconic sporting event.

"We're hosting the 2025 Superbowl here in New Orleans," Forshag said. "I told Maryville that, come 2024, expect a series of phone calls from me because we want them back working with us. Based on our Final Four experience, I 100 percent expect to extend an invitation for them to participate in the Superbowl event." 🐾

ACHIEVING PEAK PERFORMANCE

Partnership enables students to build skills at industry events

When students and alumni reflect on the Rawlings Sport Business Management program, they often highlight the real-world opportunities offered during their student years. Such first-hand experiences are made possible through industry partnerships the program establishes with key organizations, such as Peak Sports MGMT and its sister company, Peak Sports Events.

"Over the past four years, Peak Sports Events and the sport management group have been an excellent partner," said Jason Williams, EdD, program director. "The benefits to our students and graduates have been extremely valuable, including professional experience and career opportunities."

Since the partnership began in 2019 – and given that the pandemic shut down events for more than a year – it's impressive that students have logged nearly 1,300 hours as volunteers at two annual collegiate baseball tournaments hosted by Peak Sports: the Frisco Classic and the Karbach Round Rock Classic, both held at minor league stadiums in Texas.

Andrew Timmerman, '24, volunteered this year at the Karbach Round Rock Classic in February. His experience began with pre-tournament preparations, such as event signage displays and assembling hospitality packages, and continued on through game-day execution.

"Being the first ones in and first ones out at an event is really interesting," Timmerman said. "You get to see how a whole day progresses as the event unfolds." He also set up media and fan suites, tested game bats, conducted surveys among fans between innings and even helped lay tarp on the field when rain began.

Timmerman said he learned about many aspects of the sports industry – some of which may not be

immediately obvious, even to himself. "Even if I don't yet know all the lessons and skills I learned, I'm sure in five years I'll look back and say that many abilities came from my experience at Round Rock Classic," he said.

Sierra Rodgers, '24, was impressed with the access she had to Peak Sports executives and the day-to-day decision-making process when she volunteered at the Frisco Classic held last March.

"The executives of Peak were out on the field, working alongside us," she said. "The organization was so helpful. Whenever there was an issue, everyone's heads were in it trying to find a resolution. We learned a lot from that exposure."

Peak Sports MGMT works with 22 colleges across 13 states to manage sponsorship sales for athletic departments. The organization has hired five Maryville graduates.

Evan Wolf, '18, who began working with Peak Sports as an account executive at Missouri Western State University, was recently promoted to general manager.

"My new role has a higher emphasis on sales than activation, which is making sure corporate partnership agreements are met," he said. "I didn't go into the Rawlings Sport Business Management program thinking sales was what I wanted to do, but I love my job."

Wolf replaced Josh Parrish, '18, who was promoted as director of employee and sponsor engagement at Peak Sports MGMT headquarters in Allen, Texas. Parrish has been with the company for more than three years.

"The partnership with Rawlings Sport Business Management program has allowed students to expand their network, get volunteer opportunities, internship experience and full-time employment," he said. 🐾



▲ From left, Andrew Timmerman, Josh Gerwel, Jake Schumacher and Nick Van Deman.

THE ROI OF ANALYTICS

Students dive into data for Rawlings

The Sport Business Analytics course provided students with an opportunity to explore several data-driven marketing initiatives designed exclusively for Rawlings®. Data analytics is one of the fastest growing areas in the sports industry, and Maryville University students gained significant job-forward experience as they engaged in this research.

"Students developed an understanding of how data is being used to improve business decisions and validate marketing initiatives," said Larry Albus, instructor. "The substantive knowledge and skill sets related to data-driven decision-making add value to any organization."

When Nick Meyer, '22, first saw the data, he had no idea how to read it or interpret it. "I did not have any knowledge of marketing data or how to analyze data going into this course," he said. "We learned skills that helped tremendously in my summer internship with Anheuser Busch as a lot of my work with them was analyzing data."

The Sports Analytics class focused primarily on questions regarding return on investment for various Rawlings' baseball glove marketing initiatives. One project involved determining the value of Rawlings glove marketing initiatives at the professional level. After developing a methodology involving the tracking of actual Rawlings logo exposure during all 2,430 regular-season and playoff games, the students were able to identify the fair market value created by this exposure.





“Students developed an understanding of how data is being used to improve business decisions and validate marketing initiatives.”

SPORT BUSINESS ANALYTICS INSTRUCTOR LARRY ALBUS

In another research project, students evaluated the Rawlings Gold Glove Award® initiatives. The winners for each player position are announced during the Gold Glove Awards show, televised live each year by ESPN. In addition to value created by Rawlings’ brand exposure appearing in 95 percent of the show, significant additional value is created through the social media and public relations initiatives of Rawlings, the individual winners and their teams. Using a third-party agency to digitally track the exposure of all elements, students discovered the marketing value of the 2021 program and highlighted changes between the 2020 and 2021 activations.

The data was complex, but Maryville students consistently produced important results, said Lindsey Naber, director of brand marketing for Rawlings.

“The students worked with some highly detailed, extensive data and while some would find sorting through it challenging and cumbersome, they dove in headfirst and came back to us with such useful insights,” Naber said. “They worked on a variety of projects, and we’re able to utilize their findings and research to solve complex business issues, which is invaluable to our company.”

But that’s not all the students accomplished this year. They also addressed the sponsorship

value created by Easton’s representation at the boys’ and girls’ Little League® World Series. They also conducted primary research to measure the success of various Rawlings marketing initiatives against five Key Performance Indicators (KPI). The results were compared to pre-established goals to create an indexed performance score for each KPI. And students conducted consumer surveys using a Rawlings.com database.

Through the various Rawlings projects, Maryville students gained valuable data research experience. Such cutting-edge work is rapidly becoming a key management role across the sport industry.

“Working on real-time projects for a company was the reason I came to Maryville University,” Meyer said. “Our projects keep me interested and give me a feeling of purpose. I have been able to work on some cool projects for organizations, and I’ve not even graduated yet.”

The experience students gain working with Rawlings is unparalleled in an undergraduate program, Albus said, and the high quality of skills they’re developing is evident to industry professionals.

Naber agrees. “The students’ projects and research have proven to be so effective, that we have several departments at Rawlings that are anxious to work with them,” she said. “The students have set the bar high, yet somehow they always outdo themselves each and every semester.” 🐾

Larry Albus’ students were able to identify the fair market value created by Rawlings logo exposure during televised regular-season and playoff games.

Sport business industry executives share their thoughts on the evolving nature of the business and where it's headed.



“The past two years have been unlike any other; that said, the future of the sporting goods industry remains bright. Recession worries aside, parents figure to continue to support their children in their youth baseball and softball endeavors, and while they may not spend to quite the same degree that they did previously, we expect that the industry will remain strong. We look forward to continued positive momentum and are optimistic that strong trends remain ahead.”

MIKE ZLAKET

CEO
Rawlings Sporting Goods



“There’s never been a period in our lifetime when we’ve seen such remarkable opportunities to feel close to the game, and that’s heavily being driven by technology. We’re delivering more personalized content, better behind-the-scenes access and controls right at the fingertips of fans. We’re going to continue to see technology enhancing the experience of watching live at venues, from entertainment districts to engaging with content on the videoboard to mobile ticketing and frictionless payments. And there’s never been more options for following a game at home as social coverage and streaming options continue to cater to how different generations are consuming sports. It will also be exciting to see where NFTs, the metaverse and other Web 3 initiatives take us next. It’s an exciting time to be in the sports industry.”

MATT GARDNER

Vice President, Innovation & Digital Strategy
St. Louis Blues, Enterprise Center & Stifel Theatre



“In my opinion, the future of the sports business is bright. With an ever-changing climate, a continuous movement to mesh both digital and real-world experiences and an improved focus on diversity and accessibility, there is going to be an increase in opportunities to create new and innovative ways to generate revenue. The future looks exciting, and I encourage all sport business professionals to be patient and flexible in a constantly evolving landscape.”

NATHAN WOOLDRIDGE

Vice President
Peak Events, LLC



“The sports industry will need to adapt to the changing wants and interests of current and potential future fans. There is no longer a norm, sports affinity and its resulting revenues are ever-changing, and the industry will need to stay agile to maximize reach and potential.”

KEIRA EMERSON

Vice President, Chief Strategy Officer
St Louis Blues



▲ Across eight St. Louis Blues home games, 123 Rawlings Sport Business Management students took advantage of the opportunity to gain valuable real-world experience.



BLUES OFFER REAL-WORLD EXPERIENCE

When the St. Louis Blues approached the Rawlings Sport Business Management program last fall in search of marketing help, a valuable opportunity opened for students to gain real-world experience in sport promotion.

Maryville volunteers distributed pre-game promotional items on specified theme nights as patrons came in the door – products such as replica rings of the 2019 Stanley Cup, yearbooks and posters.

“The most exciting part of doing volunteer work for the Blues was the opportunity to interact with so many fans in a passionate fanbase,” said Aaron Turner, ’23. “We often talk about the importance of ‘soft skills’ in class. Interacting with the fans gave me an opportunity to refine those skills. I also learned to appreciate how much work it takes to pull off a successful promotional night.”

Given many of the additional staffing needs around the COVID-19 restrictions at the beginning of the season, the St. Louis Blues needed to find help with their promotional

item distribution, said Jennifer Nevins, senior director of group and promotional sales.

“Our relationship with Maryville University allowed us to request their assistance, and they definitely stepped up in a big way,” she said. “The staff and students came prepared for every game, knowing their assignments and ready to help.”

Across eight St. Louis Blues home games, 123 Rawlings Sport Business Management students took advantage of the opportunity to gain valuable real-world experience.

“For a good number of students, it was their first volunteer opportunity in the sport industry,” said Daniel Schmidt, senior program coordinator. “We were proud to give the Blues a dedicated workforce that understood the role of marketing and sales.”

“With the Maryville University student volunteers’ help, we successfully gave out more than 100,000 game day giveaway items this year,” Nevins said. “The St. Louis Blues are beyond thankful for their help.” 🏒

STUDENTS DESIGN SUCCESSFUL ESPORTS COMPETITION FOR RACETRACK

Students in the Sport Promotions course were asked to develop an exciting new project this year: engage millennial and Generation Z esports enthusiasts at World Wide Technology Raceway utilizing the popular NASCAR Rocket League esports game. The culminating event was a successful esports tournament held during the NASCAR Enjoy Illinois 300 race weekend in June.

The challenge to develop the competition was multi-layered. Students were asked to create a concept of how a game involving youth groups could be conducted logistically, said Larry Albus, instructor. Then they had to develop a budget, recruit participants, determine tournament rules, coordinate with racetrack officials and, finally, implement the tournament.

Ultimately, 16 teams competed onsite in the Rocket League game tournament, with members representing area high schools as well as youth organizations.

"The tournament and an open play session held the next day attracted more than 300 youths from the greater St. Louis region," Albus said. "The event was a huge success."

Esports and the auto racing industry are not traditionally shared spaces, said Donnie Fox, '23. Fox, who helped develop the Rocket League tournament, is president of the esports club at Maryville University.

"One thing that surprised me was the eagerness the racetrack and NASCAR showed when it came to getting involved in the esports space," he said. "It was exciting to see the crossover and excitement that these traditional sports brands showed for esports."

The project was complex, Fox said, but he was thrilled to watch it play out. "What I found to be the most challenging part of the esports



◀ Sixteen teams competed onsite in the Rocket League game tournament, with members representing area high schools as well as youth organizations.

tournament project was the logistics of organizing all of the necessary parts for the promotion to run smoothly and successfully," he said. "But working with my peers and Larry Albus to see the event through was rewarding and so was seeing my ideas and suggestions get approved and used."

The Rawlings Sport Business Management program consistently showcases the remarkable knowledge and experience gained by students when they develop real-world projects. Fox said the esports competition is an excellent example. For one thing, students are more engaged when the work they're doing has practical applications in the sport industry, he said, but gaining such first-hand perspective on sport business has long-range benefits, too.

"This project helped me learn how to be creative and create promotions that activate upon a sponsorship. It also gave me insight into how a sport property can create unique and amazing experiences for its fans to generate more value for an organization or brand," he said.

The project confirmed for Fox that he wants to pursue a career in corporate partnerships and activation. "I also firmly believe this kind of experience makes us more marketable for jobs and gives us a leg up against so many other young business professionals who are trying to enter the sport industry," Fox said. 🏆



Students engage in a wide variety of exciting internship opportunities, thanks to the ever-expanding roster of exceptional partner organizations and valuable industry connections.

CLAYTON PATTERSON, '23

MINNESOTA VIKINGS

Clayton Patterson, '23, is a longtime St. Louis resident, but he's always been a huge fan of the Minnesota Vikings NFL team – so when he was offered a summer internship in the Vikings' marketing department, he was thrilled.

"As a youngster, I admired legendary running back Adrian Peterson and fell in love with the team," Patterson said.

For a class assignment last year, Patterson had to conduct an informational interview with someone in the sport business industry and, not surprisingly, he looked to the Vikings.

"I reached out on LinkedIn to Brandon Clemens, director of experiential and youth marketing for the Vikings," he said. "He agreed to a Zoom call, and we talked for about an hour. I already had tickets booked to an upcoming Vikings game in Minneapolis and asked if I could take him out for coffee. We met, and he mentioned the internship even though at that time it was still a year out."

They kept in touch, and when the application opened, Patterson applied and landed the internship, which takes place over four weeks during the Vikings summer training camp. The focus of the position is on corporate sponsorship, marketing and fan engagement. Patterson set up events, coordinated player signing tents and did whatever else was needed.

"I was excited to learn how the Vikings market to their fans because each team does it differently," Patterson said. "I wanted to show them what I can do and work hard for them because I hope to work with an NFL team in an international marketing role, which is a brand-new marketing niche. There are only few jobs in that area at this time because teams only recently gained the ability to market to different countries."

Meanwhile, Patterson has a part-time job in ticket sales for the St. Louis Cardinals. He was given time off to complete the Vikings internship.

"Working for the Cardinals has been great because it confirmed for me that I want to pursue a career in the sport industry. Working at a ballpark brings a whole different energy to everyday work," Patterson said. 🐾



MARISSA JONES, '22

WORLD WIDE TECHNOLOGY RACEWAY



Marissa Jones, '22, is one of just 36 students nationwide selected for the NASCAR Diversity Internship Program. Providing hands-on experience in the motorsports industry

to undergraduate and graduate students of color, the program also offers opportunities for participants to network with top executives and learn from experts.

Jones, who is enrolled in Maryville University's MBA program and plans to graduate in Spring 2023, became aware of the internship through Instagram and immediately applied. Following a multi-faceted application process, she was hired.

"I appreciate that I'm working in a rare industry for Black women and building my character, my resume and my job skills," she said.

NASCAR interns work at race venues around the country, and Jones was assigned to World Wide Technology Raceway in Madison, Illinois. Her responsibilities vary, but a major event she directed was a local meet-and-greet with Bubba Wallace, the only Black driver in NASCAR's Cup Series races.

"I was asked to reach out to different organizations to raise awareness and help distribute tickets and parking passes. The event was designed to expose underrepresented youth to the racing environment," Jones said. She worked with area high schools and groups such as Girls Inc. and Herbert Hoover Boys & Girls Club.

Jones held previous internships with

the PGA, Sponsor United and Abstrakt Marketing, where she learned a variety of valuable job skills. At World Wide Technology Raceway, she works in a small office environment and that makes a big difference, she said.

"Unlike working for a large corporation, the top executives work in my office, so I have an opportunity to meet them and also network with other employees who I look up to, or who have jobs similar to what I might want someday," Jones said.

As her career develops, Jones hopes to be affiliated with a professional basketball team and continue doing the kind of diversity work she's involved with at World Wide Technology Raceway. "I want to help increase diversity in the workforce and also be a mentor to young Black women – to create an opening for them in the sport industry," she said. 🐾

NICK MEYER, '22

ANHEUSER-BUSCH

Nick Meyer, '22, is a commercial trainee in the ecommerce department at Anheuser-Busch. He trusted his instincts when he turned down other internships in hopes this position would be offered. It was a lesson in self-confidence, and he's grateful for the outcome.

"I knew this would be a stretch," he said. "I could have easily settled for an internship I was more comfortable with, but I was banking on myself, believing in myself."

He first interviewed with Anheuser-Busch at the Rawlings Sport Business Management program's annual Samantha Robison Speed Networking event. Following that initial introduction, he was invited to participate in a more in-depth hiring process.

Ecommerce is a relatively new department at Anheuser-Busch, Meyer

said, and that makes earning his internship even more valuable.

"The direction of marketing is headed to ecommerce because so many people are shifting to online retail for the convenience," he said. "It's very new and evolving. Working on the ecommerce team will help set me up for the future."

As part of an internship project, Meyer is studying Anheuser-Busch relationships with individual online vendors. He looks at contracts, assesses deliverables and evaluates what the company could do better or differently to improve its return on investment. The vendors include popular services and retailers such as Postmates, Instacart, Walmart, Target and DoorDash.

"I connect with regional Anheuser-Busch managers and learn from them as to what their vendors want," Meyer said. "My job is to create a playbook of sorts."



Once his project is complete, Meyer will present his findings to an executive team. At that point, he could be offered a job with the company.

"Anheuser-Busch is where I want to

work after graduation, ideally in sport marketing or as a brand manager," he said. "The company culture is amazing; everyone works together. And the organization doesn't keep you in one position very long, they move you around to help foster ideas and to create new employee opportunities. I'm meeting a lot of people in other areas and gaining a wide array of knowledge. That's what makes this internship so unique." 🐾

TAYLOR LOHMAN, '22

ST. LOUIS SPORTS COMMISSION

Last spring, during her final semester of the Rawlings Sport Business Management program, **Taylor Lohman, '22**, held an internship with the St. Louis Sports Commission – an opportunity she had coveted since her freshman year.

The St. Louis Sports Commission produces high-profile events that generate excitement, revenue and positive exposure for the St. Louis region.

"I knew coming to Maryville that I wanted to work in event planning. I had volunteered for an event the St. Louis Sports Commission was running and knew then it was something I wanted to be part of," she said.

Lohman was recently hired by Butler University as an event coordinator. They noted her extensive experience and strong confidence when they offered the job. Lohman credits her skills to the many

volunteer and internship opportunities provided by the Rawlings Sport Business Management program. Much of her confidence came from the St. Louis Sports Commission internship, she said.

"My internship helped me become much more confident in talking with clients and coaches. They let me take the reins on some projects and encouraged me to be creative with everything I worked on. They trusted me to run with my ideas, and that really helped build my confidence," she said.

Her responsibilities were focused on the NCAA Division II Wrestling Championships. "I did both operations and marketing work," Lohman said. "I called wrestling coaches to help get more youth to come watch the tournament. And on the operations side, I did things like assess signage needs.



The tournament was held over three days and I helped set up, assisted with issues that came up and worked promotions."

Her mentors in the Rawlings Sport Business Management program also helped her develop strong communication skills, Lohman said.

"Daniel Schmidt (senior program coordinator) and Jason Williams (program director) take you through the interviewing process pretty thoroughly. They don't hand-hold, but they're always available to answer questions and offer help," she said.

In fact, it was Schmidt who first alerted Lohman to the St. Louis Sports Commission internship and encouraged her to apply. 🐾

TIM MURPHY, '22

ACADEMY SPORTS + OUTDOORS



Tim Murphy, '22, was newly employed by Academy Sports + Outdoors as a sales team member when he learned that he could perform an internship with the company. Realizing

that his course work in marketing would be enhanced by what he was learning in the workforce, he took advantage of the opportunity. Murphy began his internship in January 2022.

"As part of my responsibilities, I ensure the merchandise is properly positioned and that its appearance is appealing to customers," he said. "I also help customers locate merchandise they are looking for and provide insight into what might meet their needs."

What Murphy is learning through his internship reinforces sales and marketing principles he studies in the Rawlings Sport Business Management program, and the position gives him a chance to practice those skills.

"In class, I learned about the importance of branding and customer perception of products. On the job, understanding how the customer may think of a brand or product helps me find the proper item for them. Also, asking the right questions leads to a better understanding of what they need," he said.

At Academy Sports + Outdoors, Murphy also practices strategies he learned from Daryl R. Conner's book, "Managing at the Speed of Change," which was assigned reading in a Rawlings Sport Business Management class.

"Thanks to this class work, I discovered what to look for if I want to be resilient and handle change," Murphy said. "There is always a change in sales, whether it's who is on your team, what merchandise is available or your management staff, just to name a few. I'm learning how to navigate those changes."

Murphy's long-term goal in the sport business industry is to work in an operational aspect for a college or professional team. Through his internship, he is also learning the communication skills essential to such a role.

"This internship has helped me learn how to interact with my team members and management," he said. "There are different personalities in every workplace, and this job has taught me how to collaborate with them." 🐾

RAWLINGS SPORT BUSINESS PROGRAM EXPANDS STAFF



Alumna Joins RSBM Team

Joann Thompson, '14, has been named a program coordinator for the Rawlings Sport Business Management program.

"I'm excited about working with the program to help develop and facilitate volunteer and internship opportunities. I benefited exponentially from the program

in gaining real-world experience before graduation, and I look forward to helping current students achieve that same level of job competitiveness," she said. Thompson will also help facilitate the online program.

Prior to returning to Maryville University, Thompson worked for the St. Louis Cardinals as a premium/luxury account

executive and at Paycom, a payroll software company, as a transition representative specialist.

"Maryville offers one of the premier sport business management programs in the country, and I'm excited to be back and be part of something so ahead of its time and on the cutting edge of the sport industry," she said. 🐾

SPEED NETWORKING EVENT BREAKS RECORDS

Despite the interruption of a major snowstorm, the 2022 Samantha Robison Speed Networking Event was a huge success for both students and participating sport business organizations.

The annual February event, in its ninth year, featured two morning panels with industry experts. The first roundtable focused on important updates in the field of sport data analytics and the second explored current topics in corporate sponsorship. The networking session planned for the evening was postponed because of severe winter weather.

The speed networking portion of the event, rescheduled and held in April, facilitated student interviews with hiring managers for internships and part- and full-time job opportunities. Nearly 90 interviews took place in just four hours.

More than 35 sport business organizations participated, included Rawlings, St. Louis Sports Commission, St. Louis Cardinals, Rapsodo, Gateway PGA, World Wide Technology Raceway, Gateway Grizzlies, Anheuser-Busch and Peak Sports. Among the 50-plus industry professionals who met with students were CEOs, vice presidents of marketing, email marketing specialists, a national account manager for ecommerce and managers of operations.



Among the 50-plus industry professionals who met with students were CEOs, vice presidents of marketing, email marketing specialists, a national account manager for ecommerce and managers of operations.

Nearly 90 interviews took place in just four hours.

"We saw a record numbers of participation on all fronts and, at the end of the day, it's great professional development for our students," said Daniel Schmidt, Rawlings Sport Business Management senior program coordinator.

"More than 40 percent of our students took advantage of the networking event. For upperclassmen, they've done what they're supposed to do with internships

and they're ready to demonstrate their knowledge in front of potential employers for full-time jobs. At the first- and second-year level, students have the opportunity to practice engaging with colleagues in a professional setting. Both are important experiences to have before entering the workforce," he said. 🐾

INTERNSHIPS

ABSTRAKT MARKETING

Ashley Raines

ACADEMY SPORTS + OUTDOORS

Tim Murphy

BLAYZER DIGITAL MARKETING GROUP

Anes Prses

CREVE COEUR PARK SOCCER COMPLEX

Maddie Canoy

GATEWAY GRIZZLIES

T.J. Zobrist

GATEWAY PGA

Meghan Flock

HESTIA ENTERTAINMENT

Airi Murray

NFL FLAG LEAGUE

Josh Gerwel

MISSOURI VALLEY CONFERENCE

Anna Schneider

NASHVILLE PREDATORS

Dominic Boily

POWERPLEX

Lance Hymer
Karleigh Parrish
Kyle Keune

RAWLINGS

Taylor Shingler
Charlie Schar
Donnie Fox

RAPSODO

Meghan Flock
Charlie Scheibelhut
Tyler Ward

SOCCER MASTER

Brendan Nelson

SPONSOR UNITED

Marissa Jones
Sam Pagano
Sarah Schrader

SPORTS HOSTS

Bobby Clancy

ST. LOUIS AMBUSH

Tyler Cann
Aaron Turner

ST. LOUIS BLUES

Hendrix Barnes
Morgan McKinnies
Trey Morr
Klayce Cooper
Taylor Lohman
Evan Muhlhauser
Anna Schneider

ST. LOUIS COUNTRY CLUB

Bodin Aleksic

ST. LOUIS SPORTS COMMISSION

Donnie Fox
Peyton Moeller
Taylor Lohman
Jennifer Borgmann

SYNDICATE MARKETING AND SPORTS

Will Harris

THE SCOUTING ACADEMY

Blake Abraham

WORLD WIDE TECHNOLOGY RACEWAY

Nathan Degroot
Nick Meyer

CAREER POSITIONS

BUTLER UNIVERSITY ATHLETICS

Taylor Lohman

DETROIT TIGERS

Amanda Michenfelder

GATEWAY GRIZZLIES

T.J. Zobrist

GREENBRIAR HILLS COUNTRY CLUB

Tyler Quinnell

HYPERICE

Jake Newman

INDIANA PACERS

Hendrix Barnes

LEARFIELD - VIRGINIA TECH

Adam Rouse

MARYVILLE UNIVERSITY ATHLETICS

Lexi Taylor

MISSOURI VALLEY CONFERENCE

Russell Susuki

MGM

Nicole Nardi
Ryan Shortf

NAIA

Riley Ebert

NASCAR

Marissa Jones

PEAK SPORTS

Brian Sullivan -
Wofford College
Evan Wolf -
Missouri Western State

RAPSODO

Charlie Scheibelhut
Robbie Gordon

RAWLINGS

Kaylee Burton
Sam Pagano

ST. LOUIS AMBUSH

Sarah Schrader

ST. LOUIS BLUES

Austin McDowell
Blake Anselm

ST. LOUIS CARDINALS

Meagan McVicker

ST. LOUIS CVC

Alex Wolters

TEXAS A&M ATHLETICS

Shelby Hild

THE PERFECT GAME

Hayden House

VETTA SPORTS

Brandon Turner

OUTSTANDING YOUNG ALUMNI AWARDS

The 2022 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.



SHELBY HILD, '15
Texas A&M University



NICOLE NARDI, '17
Las Vegas Raiders



BRIAN DIETRICH, '18
Rapsodo, Inc.



REAGAN PATRICK, '18
Vanderbilt University



OUTSTANDING STUDENTS

The John E. Simon Award for Excellence in Rawlings Sport Business Management was presented this year to two outstanding 2022 students. Recipients are selected by faculty and staff based on academic and experiential accomplishments. Pictured left to right: Daniel Schmidt, RSBM senior program coordinator; Donnie Fox, '23; Maggie Koszala, '22; and Jason Williams, EdD, program director.

DONNIE FOX, '23
MAGGIE KOSZALA, '22



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Rawlings Sport Business Management Program
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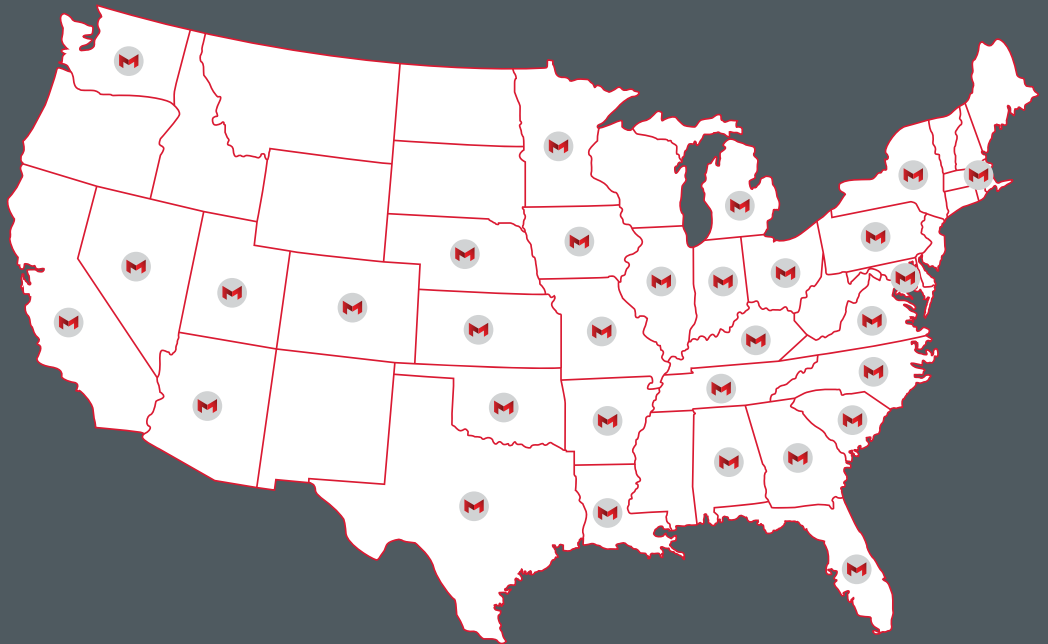


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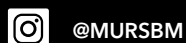
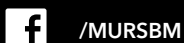
of May 2022 graduates started jobs in the industry within four months of graduation.

ONE PROGRAM. MASSIVE REACH.

The Rawlings Sport Business Management program reach is nationwide, placing alumni and current students at more than 150 premier sport business organizations. 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