

THE SPORTS INDUSTRY IS OUR CLASSROOM

The Rawlings logo, featuring the brand name in a white script font with a registered trademark symbol, set against a red rectangular background.The text "SPORT BUSINESS MANAGEMENT" in a white, bold, sans-serif font, centered within a black rectangular box. The box is part of a larger graphic that includes the Rawlings logo above and the Maryville University name below, all enclosed in a white border with a black drop shadow. Red horizontal lines extend from the sides of the central box.The text "MARYVILLE UNIVERSITY" in a white, bold, sans-serif font, centered within a red shield-shaped background.

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Rapsodo



PARTNERS

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
 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

2022-23

VOLUNTEERING

STUDENTS ENGAGED IN VOLUNTEERING:

135

ESTIMATED HOURS WORKED:

2,860

MILES TRAVELED:

2,788

ORGANIZATIONS:

15 IN 5 STATES**INTERNSHIPS**

CREDITED INTERNSHIPS:

43

ACADEMIC CREDITS:

156

HOURS WORKED:

7,800

ORGANIZATIONS:

30 IN 8 STATES

NASCAR

NCAA Final Four

Greater New Orleans
Sports Foundation

New Balance

NFL Flag League

Oak View Group

O'Fallon Hoots

Peak Sports -
Missouri Western StatePeak 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

MARYVILLE CELEBRATES

A DECADE WITH RAWLINGS

Commemorating
a partnership that
changed the face of
sport business.

Rawlings

SPORT BUSINESS
MANAGEMENT

MARYVILLE
UNIVERSITY



**FOR OVER 10 YEARS,
RAWLINGS SPORTING GOODS
AND MARYVILLE UNIVERSITY
HAVE CULTIVATED AN
UNPARALLELED EDUCATIONAL
PARTNERSHIP, ALLOWING OUR
STUDENTS TO GAIN VALUABLE
INDUSTRY EXPERIENCE AND
BUILD RELATIONSHIPS.**

In 2008, the sport business management program at Maryville University was established as part of the John E. Simon School of Business. In 2013, the program made a change that would significantly impact its current and future students: It became the Rawlings Sport Business Management (RSBM) program, the first corporately named sport business management program in the country.

"We began working together simply by doing things that helped each other," said Jason Williams, EdD, '14, program director and assistant dean of the John E. Simon School of Business. "A decade later, we're still providing high-quality research assistance to Rawlings as well as volunteers and interns, and they continue to work closely with our students to help them develop professionalism and job-ready skills."



Right: alumnus Rob Maruska, '12, celebrates with the program's director, Jason Williams.



Left to Right: Jason Williams, Mike Zlaket, president and CEO of Rawlings Sporting Goods and Mark Lombardi, president of Maryville University honor 10 years of partnership.



Rawlings students recognized during the anniversary ceremony.

ACCESS AND OPPORTUNITY THROUGH PARTNERSHIP

After 10 years, the partnership is stronger than ever. Some Rawlings executives are adjunct professors in the program, and others are guest speakers for classes. They offer career development opportunities including internships specifically developed for Maryville students. They also provide elite gear and equipment for the University's softball and baseball programs.

The strong partnership with Rawlings gives Maryville students access to work on active projects related to product design, innovation and market research. The strength of combining real-world experience along with data-focused approaches has helped set the standard in the advancement of sport business education and provides students access to unique opportunities. Students analyze and interpret data related to player performance, fan behavior, marketing and other areas.

In addition to the strong partnership with its namesake, Williams and program faculty have developed relationships with other organizations in the sports industry – like the

Missouri Valley Conference, the St. Louis Cardinals, Peak Sports, Anheuser-Busch and many other organizations.

"The sport business industry is our classroom," Williams said.

Through these partnerships, there are countless opportunities for RSBM students to volunteer and intern while earning their degree. This year alone, RSBM students had more than 50 volunteer opportunities within the sports industry, including rare hands-on experiences working major events for top-tier brands across the country.

Numerous Maryville students have interned with Rawlings over the past 10 years, with many hired full time after graduation.

"Rawlings has benefited from our strong partnership with Maryville in myriad ways, from receiving professional-level product and brand research and invaluable support at industry events to having direct access to the most talented students for internship and full-time positions," said Ron Ostrowski, president of Rawlings. 🐾

MILESTONES: CELEBRATING PARTNERSHIP

**"THIS IS A PERFECT EXAMPLE OF HOW COLLEGIATE
AND CORPORATE PARTNERSHIPS SHOULD WORK—
DESIGNED TO GET LEARNERS INVOLVED, ENGAGED AND
ACTIVELY WORKING IN THE FIELD BY PARTNERING WITH
A COMPANY THAT IS ENLIGHTENED AND VISIONARY
ENOUGH TO EMBRACE IT."**

— MARK LOMBARDI, PRESIDENT, MARYVILLE UNIVERSITY

10-YEAR ANNIVERSARY EXTRAVAGANZA

On Feb. 1, 2023, the 10-year anniversary celebration took place at Busch Stadium. It was a frosty evening, but the cold temperatures still yielded a great turnout to the event. It was held at the Redbird Club, a spacious locale filled with the spirit of the St. Louis Cardinals and teeming with festive décor.

As the presentation began, more than 180 guests huddled around the tables, smiling, handshaking and ready to celebrate award winners as well as hear from the key people that made this all happen. The event kicked off with warm introductions, followed by a brief speech from Maryville University President Mark Lombardi on the importance of corporate partnerships in higher education.

Lombardi recognized Williams and all the Rawlings Sport Business Management faculty and staff for their tireless support, and he introduced Mike Zlaket, president and CEO of Rawlings Sporting Goods.

"This is a perfect example of how collegiate curriculum and corporate partnerships should work—designed to get learners involved, engaged and actively working in the field doing wonderful things by partnering with a company that is enlightened and visionary enough to embrace it," Lombardi said. "For over 10 years, significant work has been done by our students, by the great people at Rawlings, by everyone. It never would have happened if not for the great leadership of Jason Williams and the amazing work our faculty, staff, students and all of the employees at Rawlings."

Zlaket lauded the program's curriculum, practicality and fantastic end results. He attributed the success of the program to the in-depth curriculum, its practicality of focusing on professional outcomes, and the dedication of faculty, staff and students. 🍷

2009

Creation of the Sport Business Management Program

2010

Official internship provider for the Texas vs. the Nation Bowl

2013

Naming of Rawlings Sport Business Management program

2014

Samantha Robison Career and Networking Event is created

2017

Study abroad experience launches

2018

Students work the 100th PGA Championship

2019

Students work the SEC Men's Basketball Championship and NCAA Men's Basketball Regional Tournament

2019

Multifaceted partnership between the program, Peak Sports and Rawlings Sporting Goods is formed

2020

Students work the NHL All-Star Game

2021

Program expands to online learners

2022

Relationship begins with CBS Sports

2023

Observing 10 years of Samantha Robison Career and Networking Event and 15 years of the Missouri Valley Conference partnership

LEARNING THE LANGUAGE OF PRODUCT SALES



RAWLINGS GRASSROOTS MARKETING INTERNS EXPLORE PRODUCT DEMONSTRATION AND MARKETING

For the first time since the COVID-19 pandemic, RSBM students were invited to spend a week last summer working independently as grassroots marketing interns for Rawlings. Two students each attended the Women's College World Series in Oklahoma and the Men's College World Series in Omaha, Nebraska, both held in June.

The grassroots team was created to help students gain hands-on experience in sales, marketing, operations and customer service. They work with customers to help them find the product that fits their needs and learn how to present products in exciting and informative ways.

During the Women's College World Series, Jaden Hendricks, third-year RSBM student, staffed the product demonstration area, working with young players and fans to provide information and assistance as they tested out various bats.

"This experience definitely changed my perspective about sales and marketing in sport business," Hendricks said. "We had a goal for every day we were at the College World Series. Rain or shine, the Rawlings team was driven to beat their previous year's performance. By the end of the day, when I would start to feel exhausted, I would see the Rawlings team members continuing to push for excellence. It was an exciting experience when we realized that through our efforts we surpassed all the goals we had set."

During the internship, Hendricks learned about persistence, the art of talking with people for long hours at a time and the value of stepping out of her comfort zone.

"I was worried that I wasn't going to be able to fulfill the expectations set for me," she said. "Instead, I was able to make many connections, expand my knowledge of the world of sport business and gain a once-in-a-lifetime experience."

During the Men's College World Series, Josh Portney, a fourth-year RSBM student, was in the Fanfest area selling and demonstrating products. Stationed near the entrance to the stadium, the batting cage he managed along with Andrew Timmerman, fellow fourth-year student, was a popular destination.

"What I got most out of the experience was how to promote product benefits to different age groups and assess my approach based on what they need individually," Timmerman said. "Promoting the benefits of equipment to a child is different than to a parent, which isn't the same as selling to grandparents. They all have different motivations and needs."

Never having played baseball, Portney had to overcome a learning curve in both product and terminology.

"At first, it was like a foreign language, learning about the different bats and gloves, but a big part of our job was helping customers so that they felt knowledgeable enough after testing the products to visit sales," he said. "I learned how important it is to know what you're selling to your demographic and how to help them. With all the different products you can sell in sports, being able to add Rawlings products to my skillset and knowledge is valuable." 🍷



STUDY ABROAD TRIP TO ENGLAND PACKS IN THE EXCITEMENT

Last May, the Rawlings Sport Business Management program embarked on its fourth study abroad trip. The visit to England was the most in-depth, ambitious experience in the program's history. With a record number of visits, the group met with representatives from 11 organizations in nine days in the cities of Manchester and London.

"We geared this trip toward exposing students to how different cultures treat sports," said Daniel Schmidt, '10, '17, senior program coordinator. In the U.S., fans are inundated with commercialized sports; in England, things are done on a more local level.

"You're not going to see even 25 percent of the stadium signage you'd see in the U.S. Messaging abroad is more digital and more particular," he said. "Soccer – or football – is more like a college sport affiliation in terms of the passion behind it. They want teams to feel local rather than professional."

The itinerary for the trip provided plenty of variety to get a full picture of the British sports culture. While that was a primary goal, helping students explore environments outside their comfort zone was also a benefit.

"My two favorite experiences were talking with LIV Golf and being able to see the stadium of the team I support in England – Chelsea, F. C.," said fourth-year student Jacob Stamer, who signed up for the study abroad trip to expand his experience in the sport business industry.

According to Schmidt, visiting LIV Golf headquarters was at the top of most Maryville students' list of favorites. They gained insights about how LIV is revolutionizing professional golf for players and fans in regard to fan engagement through social media and television.

"We heard from the vice president of analytics, the general counsel, the vice president of events and the senior vice president of finance," he said. "These were some of first 10 employees with the organization, who spent well over an hour talking about their goals and objectives and how they launched the organization and brand."

It was truly a cutting-edge experience, because just two weeks later, news of a merger between the PGA and LIV Golf was announced.

Data analytics is one of the fastest-growing areas of the sports business industry, and students had the opportunity to work on an information project with Fiona Green, director

and co-founder of Winners FDD, a global sport business data analytics organization. They learned about key performance indicators, how artificial intelligence plays a role in the future of sports and how to market the right product to the right people at the right time.

Other notable experiences included breakfast with representatives from Team Great Britain, the British Olympic team, including their marketing director for the Paris 2024 Summer Olympics, who shared plans and behind-the-scenes operational strategies.

They also toured Tottenham Hotspur Stadium, home of Tottenham Hotspur Football Club and the largest club stadium in London. The state-of-the-art facility will host regular-season NFL games this fall. Maryville students met with the venue director responsible for its design and functionality, and learned about premium and hospitality experiences for their fans.

During another excursion, students toured the Manchester United stadium and met with the head of business operations for the team. He talked with students about the future of

global fan engagement. The team is arguably the biggest sport brand in the world – they have more fans than any other football club. Their keen focus on using data analytics to engage fans and sponsors is much different than in the U.S., according to Schmidt.

"What's so useful for our students is seeing how business is conducted overseas compared to the U.S. – the difference is significant," Schmidt said. "We tend to be leaders in ticket sales and corporate partnerships and activation pieces, but in England, they understand the bond supporters have with their clubs and organizations and know how to engage fans as supporters."

By all accounts, the 2023 Rawlings Sport Business Management study abroad program was a huge success, providing students with exposure to more than 20 different industry professionals, helping to build their network and gain firsthand knowledge of the sport industry at a global level. 🇬🇧



MARCH SPORTS MANIA: FIELDING SIX MAJOR EVENTS IN SIX WEEKS



It was a whirlwind spring for the Rawlings Sport Business Management program. Beginning in late February and wrapping up at the end of March, more than 60 student volunteers worked six large-scale events that took place in Texas, Illinois, Iowa and St. Louis. Working alongside corporate executives and other professional staff, they performed tasks from ticket sales to media relations to field promotions and a variety of jobs in between.

"The wide range of experiences allows Maryville students to dial into roles they're good at and discover what they enjoy doing most in the sport business industry," said Daniel Schmidt, '10, '17, senior program coordinator. "We're grateful to our partner organizations for providing these outstanding opportunities."

The tremendous capacity Maryville students have to expand their sport business career horizons is unparalleled and gives them an exceptional edge in the job market.

"THE WIDE RANGE OF EXPERIENCES ALLOWS MARYVILLE STUDENTS TO DIAL INTO ROLES THEY'RE GOOD AT AND DISCOVER WHAT THEY ENJOY DOING MOST IN THE SPORT BUSINESS INDUSTRY."

"I am in awe of all the volunteer opportunities available to RSBM students," said Kristin Swederska, assistant commissioner for sports administration with the Missouri Valley Conference. "Every opportunity is a chance for them to learn what working in the sports business industry is truly like and grow their network. It is amazing to see students utilize the volunteer opportunity to get their foot in the door for potential jobs."

PEAK SPORTS MGMT

The Rawlings Sport Business Management program has long benefited from a valuable partnership with Peak Sports MGMT, which manages and markets collegiate games, contests and tournaments, including the Round Rock Classic and the Frisco Classic baseball tournaments. 2023 marked the fifth year RSBM students have served in various roles at both events.

"Students who want to gain real experience and who are willing to put in the time and effort while maintaining a positive attitude and outlook are invaluable and sometimes difficult to find; however, working with the Rawlings Sports Business Management program has made it relatively easy," said Nathan Wooldridge, vice president of Peak Events.

"The students that the RSBM program provides each year to work our events are always highly capable, hardworking,

and self-motivated," he said. "These students are a key reason for the smooth operation and success of our events over the past several years. Whether it's working a ticket window or running an on-field promotion, they have been second to none."

Opportunities such as these provide students with real-life event operations experience, but the most important benefit is the ability to build on a personal network, said Wooldridge.



"Utilizing these sorts of events in order to work and build connections is a major component involved in breaking into the sports industry, whether it be with Peak Sports, Peak Events or another company, organization or team," he said. "The events provide a great opportunity to meet coaches, administrators, officials and private business owners both in and outside of the sports industry, and in some cases, prominent figures such as former big leaguers or other athletes – all of which could be a future colleague or boss."

ROUND ROCK CLASSIC

Erin Sorvig, fourth-year student, volunteered at Round Rock, a four-team Division I collegiate baseball tournament held in Round Rock, Texas. It was her first experience volunteering for a major event, and she was impressed with how much she learned.

"It was exciting to see how a tournament runs," Sorvig said. "There is a lot of work that goes into it. It was cool to use the skills we learned in the program, and it was a great opportunity to get real-world experience."

Sorvig worked in operations alongside Peak executives, helping with corporate sponsorship activation, promotions, assembling swag bags for the teams, hanging banners and decals

around the ballpark and performing other duties as needed. Maryville volunteers were also taught the ticketing software and assisted in the ticket office.

FRISCO COLLEGE BASEBALL CLASSIC

The Frisco College Baseball Classic, held the first week of March in Frisco, Texas, showcases four NCAA Division I teams. For the seven Rawlings students who traveled to the event as volunteer staff, responsibilities varied day by



day. That kind of exposure – working alongside Peak Sports professional staff and experiencing all aspects of hosting a major event – is the kind of valuable, real-world experience that builds résumés with a competitive edge in the job market.

Rawlings students were stationed in all areas of the event, including marketing, ticketing and corporate sponsorship. Among other duties, they worked in ticket sales, coordinated signage placement, set up advertising inflatables, handled promotions to facilitate guest arrivals and navigation, helped with on-field promotions and assisted with team registration.

"My big takeaway from Frisco was how

important creating the right environment is for the fans and teams," said Sierra Rodgers, fourth-year student. "We had to learn to keep positive, even when things happen – like when the ticketing system had issues. Fan surveys show that if you keep it happy, that affects everything you do."

MISSOURI VALLEY CONFERENCE

ARCH MADNESS

For 15 years running, the Rawlings Sport Business Management program has fielded a large number of volunteer staff for Missouri Valley Conference (MVC) tournaments; in fact, MVC is the program's longest-standing event partner. Since 2008, they have provided 20 to 30 experiential learning opportunities each year, involving more than 300 RSBM student volunteers.

The MVC men's basketball tournament, known as Arch Madness, is held annually in St. Louis during the first week of March. Last spring, 60 Rawlings students worked in marketing, operations and media roles during the four-day event. The collaboration begins during the RSBM facilities management course, where students learn theory behind event operations and then put that knowledge into practice at MVC events.

During Arch Madness, students worked in-game promotions and handed out promotional items to fans during the game. On the operations side, they handled locker room setup and ensured teams received recorded game films. They were also responsible for delivering end-game and postgame stat sheets to the media and assisting with postgame press conferences.

"The Maryville students that we have honor to work with at Arch Madness and Hoops in the Heartland are top of the line," said Swederska. "The students learn their role for each tournament and are always looking for additional

opportunities to help in other areas or expand their responsibilities. It is great to see them take ownership of that volunteer role and even explain to others how to do that job."

HOOPS IN THE HEARTLAND

Hoops in the Heartland, featuring the MVC women's basketball teams, is held the second week of March in Moline, Illinois. Along with distributing media credentials and providing stats to the press, a typical day for student volunteers involved fulfilling corporate sponsorship activation, assisting participating teams, setting up locker rooms and working the awards table.

Overall, volunteers gained significant hands-on experience in the behind-the-scenes operations of a Division I end-of-season basketball tournament.

As a Hoops in the Heartland volunteer, Dana Buford, third-year student, learned that the organizational aspect of sporting events might be her sweet spot – she loves the work and, as a bonus, has realized she's good at it. She is confident the knowledge and skills she gained during Hoops in the Heartland will be valuable for years to come.

"The experience taught me a lesson that will stay with me throughout my career: It is beneficial to be knowledgeable in various aspects of the industry including media, corporate sponsorship and operations as they all work together," she said. "The more knowledge you have in multiple categories, the more helpful you can be in achieving the goal at hand."

2023 NCAA MEN'S BASKETBALL TOURNAMENT

Time and again, the industry connections relentlessly pursued by the Rawlings Sport Business Management program benefit students by providing hands-on, valuable and exciting learning opportunities in the field. Last spring break, six students were able to take that experience to the next level when



Tim Smith, fourth-year student, said the most challenging aspect of the experience was learning to make quick decisions and develop solutions in the moment – but he’s more than ready to go back again next year.

“Helping run big events like this has always been a dream of mine,” he said. “What I learned from this trip is that you have to make the most out of any opportunity that is given to you. This philosophy could go a long way toward getting jobs in the future and expanding my industry knowledge.”

2023 NCAA MEN’S FINAL FOUR

The 2023 NCAA Men’s Final Four was by far the largest event attended by Maryville students, with more than 800,000 fans descending on NRG Stadium in Houston. The eight RSBM student volunteers who made the trip had a clear directive: Compare the scale of this event to other tournaments where attendance might cap around 60,000 fans.

Students checked in volunteers and officials and assisted with Fanfest to ensure customer service as well as serving as a first line of defense for

fans by answering their questions and helping them navigate the tournament space. Their efforts were appreciated by the Houston Host Committee.

“I want to express my heartfelt appreciation to Maryville University Rawlings Sport Business Management Program volunteers for their incredible dedication and hard work during the 2023 NCAA Men’s Final Four event,” said Courtney Randle-Gaines, volunteer and community engagement coordinator. “The group’s enthusiasm, energy and positivity was evident in every task they undertook, from assisting with crowd management to ensuring a smooth flow of activities. Their willingness to go the extra mile and collaborate seamlessly with the event organizers and fellow volunteers did not go unnoticed.” 🦋

they were invited to work the first and second rounds of the 2023 NCAA Men’s Basketball Tournament, held in Des Moines, Iowa.

Mike Kern, associate commissioner at MVC and longtime RSBM partner, made the invitation.

“I couldn’t be more pleased with our relationship with Maryville University,” Kern said. “The students who represented the institution in Des Moines last March for the NCAA first and second round Men’s Basketball Championship were reliable and responsible. Hosting an NCAA championship is a major endeavor and wouldn’t be successful without the many volunteers who contribute their time and energy. There was no assignment too big or too small, and I had the confidence to give the Maryville contingent a variety of duties, all of which were carried out superbly.”

The work was varied with a focus on media relations. Maryville students assisted with locker room interviews for practices and games, helped manage the postgame press conference, and handed out stats to press row and media at the scores table.

From left to right: Josh Portney, '23, Tim Smith, Nick Van Deman, Carson Frankenbach, Paul Falbe and JJ Lerner in Des Moines working the NCAA Men’s Basketball tournament, first and second rounds.



BREAKING BARRIERS

MEGHAN FLOCK TEES UP A CAREER IN SPORTS MEDIA



As a travel utility for CBS Sports, fourth-year student Meghan Flock spent the summer traveling with the full-time media crew helping to cover PGA Tour events. Even before she graduates, she's breaking new ground as one of few females working in the sports industry, especially in her specific role.

"There are less than 10 utilities who travel full time for CBS Sports during golf season, and I'm the only woman. That has its difficulties for sure, but I played boys ice hockey from 8 years old through high school, and that's where I got the tough skin needed to work in a male-dominated industry," she said.

CBS coverage of PGA golf extends over 20 weeks, from January through August. Flock wasn't able to make all the tournaments due to school, but during most events you could find her working either as a camera assistant or as a "parab operator" – the one holding a parabolic microphone and walking with a group of players throughout the day to record audio for the show. While watching a PGA Tour event on TV, you likely caught a glimpse of her standing near a caddie. She hopes to switch over to football following the golf season.

"The main purpose of my role is to catch audio during the media coverage – the club hitting the ball in golf or the sound of a tackle or the quarterback talking in football, players conversing with each other, or refs making a ruling," said Flock. "I wear a radio, and I am listening to the program director speak while holding out the mic. It's exciting when I hear the audio streaming live from my mic."

Flock landed the position after being invited to join a group of three other student volunteers at the PGA Memorial Tournament held last June in Columbus, Ohio. She said it was one of the best decisions she ever made.

"We all signed up for different positions. I was lucky enough to have experience in golf through a previous internship, so I worked as a utility for Colt Knost, a CBS announcer, and walked with him throughout the day," she said.

While she was there, Flock focused heavily on networking. "I talked to as many people as I could, introducing myself and giving out my phone number and email, and then stayed in touch," she said. "It paid off because I got asked to do another show later in July. In September, they asked my availability for the full PGA schedule for CBS."

The first time she was introduced to golf operations was just after her first year at Maryville, when she worked with the Gateway PGA as one of five tournament coordinator interns.

"We did everything from starting the players to making rulings," she said. "We basically helped to run the junior tour tournaments for the Gateway PGA all over the Greater St. Louis area. That's really where I got most of my knowledge around golf."

As an undergraduate, Flock also volunteered with the Arch Madness event and saw firsthand the different aspects of running that tournament. In addition, in each RSBM class, students learn a different side of the industry, helping them to gain a lot of perspective. As a result, she feels more confident.

"The thing that has helped me the most is learning to speak to people," she said. "That really helped me get the internship with Gateway PGA, and I would say learning interview skills in the first year of classes – learning how to network and speak with people properly and how to follow up with contacts – really helped. I continue to follow up with people in my network every week."

Flock hopes to remain in her current role after graduating from Maryville, and looks forward to next steps.

"CBS has about a hundred different paths I could take to further my career," she said. "I could go into a higher position with audio, become a camera operator, or go the production route and work in the media trucks or the studio. It makes it difficult to decide what I want to do, but I am very excited for the future." 🍷



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

SIERRA RODGERS, '24

ST. LOUIS SPORTS COMMISSION



"I HAD TO LEARN COLD CALLING, HOW TO SPEAK WITH CEOS OVER THE PHONE, HOW TO WRITE PROFESSIONAL EMAILS – IT WAS A BIG LEARNING CURVE FOR A COLLEGE STUDENT."

Sierra Rodgers, '24, enjoyed her internship with the St. Louis Sports Commission so much that she continues to stay connected with her colleagues and volunteer for events. The internship started in August of 2022 and wrapped up last spring.

"I helped the St. Louis Sports Commission at big events, and helped plan and prepare for their annual Biz Dash and Musial Awards events," she said.

The Musial Awards presented by Maryville University, named for Baseball Hall of Famer Stan Musial, recognize the year's greatest moments of sportsmanship and honor those in sports who embody class and character. Along with five other volunteers, Rodgers helped manage the event festivities, and with about 30 others, she helped with pre-party preparations. Among other duties, her team was in charge of table centerpieces, decorating and assisting VIP guests.

For Biz Dash, a corporate wellness activity that benefits the St. Louis Sports Foundation, Rodgers reached out to major businesses such as Anheuser-Busch and Wells Fargo to encourage their participation.

"I had to learn cold calling, how to speak with CEOs over the phone, how to leave voice mails without saying 'ummm,' how to write professional emails – it was a big learning curve for a college

student," Rodgers said. Fortunately, she had practiced customer service techniques in some of her RSBM classes at Maryville.

"I was able to take the confidence and the professionalism I learned in the classroom and apply it to my work," she said.

The most significant thing she learned from the experience of working with the St. Louis Sports Commission, a nonprofit organization, is how greatly they value long-term relationships with their business partners.

"These are important relationships, and you have to make sure you're doing the best for a company, meeting their needs. Especially as nonprofit, you need all the support you can get," she said.

With her growing résumé of sport business experience, Rodgers hopes to land an internship with a minor league team. A previous internship with the O'Fallon Hoots, a collegiate-level team, sparked her long-range career goals. She's focused on serving in the future as a director of marketing or social media for an MLB franchise.

"Something I very much appreciate about the RSBM program is that I was able to experience a lot of different areas," she said. "They opened my horizon to marketing and sponsorship and got me a lot more excited about marketing." 🍷

ANDREW **TIMMERMAN**, '24

TRAILNET



In the summer of 2022, **Andrew Timmerman, '24**, worked as an intern with Trailnet, a Missouri nonprofit dedicated to keeping pedestrians safe in community places

where walking, bicycling and public transportation intersect. His role was multi-faceted – from customer service to operations to public relations.

"It's a small staff, so I got comfortable working with everyone and learned different areas," Timmerman said. "I still volunteer with them when I can, and I make a point to stay connected."

To raise funds for its public safety education programs and advocacy for better infrastructure, Trailnet hosts 100-

mile bike rides that can attract upward of 500 people. Timmerman was in charge of setting up the footprint, erecting signage along the route and turning an empty parking lot or a street block into an event space with tents, bike racks, water stations, sponsor tents, inflatables and more.

"The experience taught me a lot about how to handle pressure, how to step back and evaluate on my feet," said Timmerman. "I honed my organizational skills, having to plan multiple events at the same time – or dealing with an injured cyclist who might be 25 miles out along the ride. I also learned customer relations by fielding basic questions from the public about ride routes or lost items, and responding to questions about how best to do the ride."

Last summer, Timmerman worked as a ticket sales associate with the St. Louis Cardinals, and this fall, he started a position with Learfield Mizzou sports properties, assisting with corporate partner services during home football game tailgates.

He has his career sights set on landing a sales, marketing or corporate sponsorship role with a major sports organization, but one thing the RSBM program has taught Timmerman is to keep an open mind.

"All of my internship and work experiences have been through Maryville – the connections the Rawlings program has in sport business are incredible. Most recently, instructor John Sartorius helped me achieve a position with Learfield. I'm open to opportunities for the future," he said. 🐾

MICHAEL **LUTES**, '23

RAWLINGS / EASTON



During his Rawlings internship over the past year, **Michael Lutes, '23**, worked as a social media intern. He was thrilled with the position because the company put a lot of trust in his ability to

contribute in meaningful ways.

His main duties involved managing all the slow-pitch softball social media channels, including Instagram, Facebook and TikTok. Working for both Rawlings and Easton brands, Lutes tracked data metrics, managed giveaways, created graphics and worked in product photo production, among other responsibilities.

"That was my favorite internship," Lutes said. "They put trust in me early on to represent them well, and I got a lot of

say in different projects. I was invited to important meetings, and they sent me to the 2023 MLB All-Star Game in Seattle. I developed a good understanding of their corporate culture."

Lutes also realized the importance of communication.

"I learned to communicate more with people," he said. "It was important to make sure we were all on the same page because everyone relied so much on the other person. I already had good communication skills, and that helped me get the internship, but I improved a lot. There are so many ways I learned from this experience; I probably don't even realize them all yet."

Throughout his RSBM years, Lutes also held internships with Rapsodo and Division I Training. He participated as a volunteer with a long list of organizations, including the NCAA

Division II basketball tournament, St. Louis Sports Commission, St. Louis Blues, Missouri Valley Conference and Big League Impact.

He credits those experiences, especially his Rawlings internship, with the fact that he recently landed a job as social media and marketing coordinator with Big League Sports. The position is focused on brand and digital marketing.

"My advice to students in the Rawlings Sport Business Management program is to put everything you can into it because there are a lot of opportunities that students at other schools don't get. And listen to all the professionals they put in front of you; don't take their knowledge for granted. When I realized the importance of what they were saying, it changed my professional career." 🐾

Highlighting alumni who are making a significant impact in the sport business industry.



JACOB ANDERSON, '21

RALLY HOUSE

As a senior digital marketing specialist with sports retailer Rally House in Lenexa, Kansas, **Jacob Anderson, '21**, considers himself lucky to have the opportunity to work with a thriving young company.

"I support three main channels – email, paid social and paid search, and I drive our digital marketing strategies forward through those channels," he said. "The day-to-day is never the same, which is one of my favorite things about Rally House."

Anderson develops, executes and analyzes email marketing campaigns as well as segmentation and content creation. For paid social, Anderson roadmaps campaigns and executes them around key inflection points and product drops in each pro league as well as in the collegiate level. With paid search, he focuses more on the performance of current campaigns and tweaking keywords or optimizing campaign budgets.

If he had one word to describe his biggest accomplishment, Anderson would choose "growth." Between his personal and professional growth – thanks to the professionals who have helped expand his industry knowledge along the way – and the success of Rally House, he's proud of his journey following his graduation from Maryville.

"Since I've joined Rally House, we've more than doubled our storefront footprint and the ecommerce performance is very strong," he said. "I've been a part of huge championship wins where I had the opportunity to work in the stores and unbox championship gear and see customers elated to get some merchandise."

Digital marketing wasn't exactly on Anderson's radar when he enrolled in the RSBM program at Maryville.

"I came in as a freshman open to everything," he said. "Through various volunteer opportunities and internships, I found my niche in the industry – as many students do – through the opportunities the program provides."

Getting off campus as part of sport volunteer experiences, traveling out of state, meeting new people and trying new things opened him up to the many options graduates have in the industry. But a key internship helped move his path forward.

"My junior year internship with Rawlings pushed me headfirst into the digital marketing world, and I never looked back," said Anderson. "I'm forever grateful for Maryville's Rawlings Sport Business Management program and their Rawlings partnership for shaping me into the professional I am today." 🐾

KAYLEE BURTON, '20

RAWLINGS SPORTING GOODS



As a student in the Rawlings Sport Business Management program, **Kaylee Burton, '20**, had her sights set on a career in college athletics, data analytics or maybe corporate sponsorship. Later, however, she discovered a passion and talent for social media. For the past year, she has worked as a social media specialist for Rawlings.

As a Maryville student, Burton worked with Rawlings as a marketing intern, and she's thrilled to be back with the company.

"I run all the fast-pitch softball channels for Rawlings and Easton, including Instagram, Facebook, Twitter and TikTok," she said. Burton keeps a content calendar and covers both professional and college leagues. She also works with Rawlings marketing teams to assist in product launches driven by social media.

"A big part of my job is customer service," she said. "A lot of people reach out via direct message with product questions. I'm also reposting content, interacting with people who tag us on social media and traveling to events and photo shoots to collect content."

Her exposure to social media came when she worked as a graduate assistant for Heartland Community College at Illinois State University, while she was working on her master's degree in sports management. Although that was pivotal, Burton feels stepping outside her comfort zone and

transferring to Maryville University her third year was the best career decision she's made.

"Maryville was a few hours away from home, and I really wanted to enroll in the Rawlings Sport Business Management program, but I felt like I was giving up a lot for it. After spending two years as a student-athlete at Heartland Community College, I was leaving my friends and giving up playing softball. It was hard at first, but I'm glad I stuck it out. That decision 100 percent led to my Rawlings internship and now to my dream job."

Burton speaks to RSBM classes about her journey and especially encourages women in the program to stay tough because she knows firsthand that representation is important in a male-dominated industry.

"It's huge to give back because that program has done so much for students," she said.

When Burton thinks of the support given to her by Maryville University, Jason Williams, EdD, '14, program director, and Daniel Schmidt, '10, '17, senior program coordinator, she affirms "they put a lot of time and effort into getting students to where they want to be. So, as an alum, I help out as much as I can because I'm grateful to the alumni who helped me and my classmates." 🐾

SHELBY **HILD**, '15

BAYLOR UNIVERSITY ATHLETICS



As director of athletic communications for Baylor University in Waco, Texas, **Shelby Hild, '15**, handles communications for women's basketball and women's tennis and oversees the student worker program within her office, among other major responsibilities. The variety of tasks keeps her job interesting, Hild said.

"It's different every day," she said. "I have an idea of what I need to do daily or throughout the week, but some days are so busy I don't even touch my to-do list, and that's not necessarily a bad thing – it's exciting."

"I used to be introverted, but working in this field has challenged me to become more extroverted. I totally flipped that personality trait through this career," she said. "I'm no longer afraid to strike up conversations with people I don't know well."

A key aspect of success Hild learned from the Rawlings Sport Business Management program is the importance of building a network.

"Every position I've had is because I knew someone there or had a connection," she said. "Networking is key. Looking back, I wouldn't be in this career

"I SPEAK ABOUT MY LOVE FOR WHAT I DO ... I LOVE STAYING CONNECTED WITH THE PROGRAM."

At Maryville, Hild took advantage of volunteer opportunities and internships, such as working as a marketing intern at the Missouri Valley Conference (MVC). There, her goal was to establish relationships with local groups and build a fan base for the tournament. In January of her fourth year, MVC extended Hild's internship opportunity as a part-time media relations assistant, and through that experience, she realized the communications aspect of the sports industry was a good fit.

After graduation, she held similar positions at several different universities and each time learned something more about the role – and she discovered herself, as well.

position if not for Maryville. The program has partnerships with so many different organizations, and I believe my internship with Missouri Valley Conference got me where I am today."

Hild enjoys giving back to the program as an alum. She participates in Zoom sessions with academic classes, the RSBM summer institute and speed networking nights.

"I speak about my love for what I do," Hild said. "I didn't know this career existed, and it would be a disservice to my profession if I didn't tell people about it. I love staying connected with program." 🐘

TRE JENKINS, '14

ATLANTA FALCONS



"THE PROFESSORS AT MARYVILLE SPOKE TRUE TO THEIR PASSION FOR STUDENTS AND REALLY TOOK AN INTEREST IN OUR SUCCESS."

Like most students in the Rawlings Sport Business Management program, **Tre Jenkins, '14**, took advantage of opportunities to explore a variety of industry roles as an intern or a volunteer with the program's partner organizations before graduating. For the past three years, he has worked as a corporate partnership executive for the Atlanta Falcons, a job that wasn't on his radar early on.

"I knew I wanted to work in sports, but as my career developed, I didn't know it would be sponsorships," he said.

In his role with the Falcons, Jenkins works with partner companies to help increase their fan engagement and enhance brand awareness. Among other activities for clients, he develops fan-based programs within the local community, fosters interactions with season ticket holders, creates signage and utilizes radio amplification. Jenkins' clients include big names like Nothing Bundt Cakes, Electronic Arts and Cirque du Soleil.

As an intern, Jenkins worked with teams like the former St. Louis Rams, the St. Louis Cardinals, the St. Louis Blues and the St. Louis Bandits hockey team. For his first post-college job, he worked in group tickets sales for the Golden State Warriors – where he received a 2017 NBA Championship ring.

Jenkins came to Maryville as a first-year Rawlings Sport Business Management student from New Jersey and felt an instant connection with Jason Williams, EdD, '14, program director – also a New Jersey native. Jenkins had learned about Maryville University through his high school track and cross-country coach.

Helping students understand the importance of making connections and expanding their industry network is the program's secret ingredient, Jenkins said. He also feels RSBM teaches the art of building one's character – faculty and fellow alumni are earnest in their teaching and mentoring, and it pays off.

"The professors at Maryville spoke true to their passion for students and really took an interest in our success," he said.

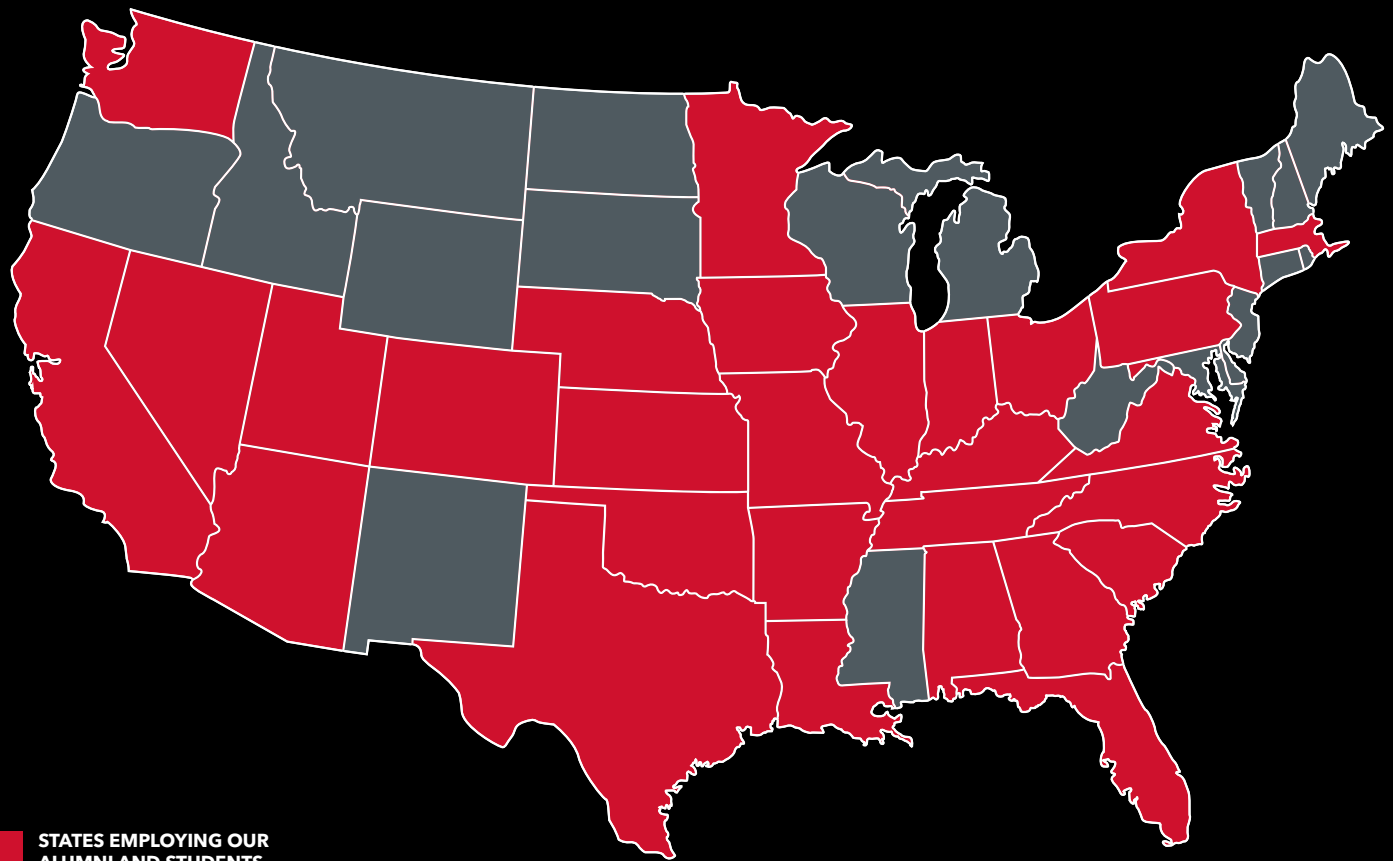
"I remember that being out of state, I couldn't always go home for holidays, and Jason Williams would let me stay with his family. And my instructors were always connecting us with alumni. Character is what I took away from that."

Jenkins makes a point to give back. He connects with RSBM classes via Zoom to talk about his work and recently recorded a video for students on how the Atlanta Falcons approach sponsorships.

"I'm also always communicating with students on LinkedIn," Jenkins said. "When I was in their shoes it was a humbling thing to have the opportunity to speak with alumni who had insights to share." 🦅

MARYVILLE UNIVERSITY RAWLINGS SPORT BUSINESS MANAGEMENT PROGRAM

More than 150 premier sport business organizations have placed our students as interns and our program alumni in careers across the country. The Rawlings Sport Business Management program has a career outcomes rate of 96%, meaning graduates are working in the industry within six months of graduation.



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Hutson Dickens

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Karleigh Parrish

PREP BASEBALL REPORT

Evan Richardson

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Nick Meyer
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RAWLINGS SPORTING GOODS

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ST. LOUIS SPIRITS

Nia Lyles

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Sierra Rodgers
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Declan Mulholland

TEXAS STARS

Davis Fiala

TRAILNET

Andrew Timmerman

VETTA SPORTS

Nick Nahstoll

YMCA

Andrew Herpstreich

CAREER POSITIONS 2022-23 NEW POSITIONS AND PROMOTIONS

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LULULEMON

Amanda Michenfelder

MERCEDES-BENZ STADIUM

TJ Lamarca

MGM

Ryan Short
Nicole Nardi

MINNESOTA VIKINGS

Clayton Patterson

NEW BALANCE

Grant Vollmar

O'FALLON HOOTS

Josh Gerwel

PEAK SPORTS

Josh Parrish

PEAK SPORTS – MO WESTERN ST.

Donnie Fox

RALLY HOUSE

Jacob Anderson

RAPSODO

Adam Aldridge
Alex Smith

SPORTS CARD MARKET

Evan Muhlhauser
Klayce Cooper

ST. LOUIS BLUES

Shelbie Sheehy

ST. LOUIS CARDINALS

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Sam McAnulty

ST. LOUIS SCOTT GALLAGHER

Fernando Molina

TAMPA BAY LIGHTNING

Michael Braunfeld

USA TRACK AND FIELD

C.J. Donegan

WORLDWIDE TECHNOLOGY RACEWAY

Nathan Degroot

YOKOHAMA

Brian Sullivan

Industry experts speak about the importance of career readiness for Rawlings Sport Business Management students.



"One of my favorite things during my role with the Blues to date is the relationship I have built with Maryville University and Rawlings

Sports Business Management Program. Whether it's speaking during a class or having their students assist with gameday promotion, I know time spent with the program is time well spent. The staff is second to none in the industry and I know when working with their students that they are prepared and an asset for any assignment. The volunteer and experience opportunities provided to the students really set them apart from other students when applying for internships or full time positions. The St. Louis Blues are lucky to have Maryville University and Rawlings Sports Business Management Program as a partner."

KYLE WAYMON

Director, Group and Ticket Sales,
St. Louis Blues



"I've witnessed firsthand just how eager the students are to dive headfirst into the sports industry, as they take advantage of all the real-world opportunities available to them. As they emerge from the program, their level of experience, knowledge and professionalism provide them with a clear advantage when setting out in their respective careers."

LINDSEY NABER

Sr. Director of Marketing,
Rawlings Sporting Goods

Instructor of Sport Marketing,
Rawlings Sport Business Management



"In the Business of Selling Sports class, the students sell all-inclusive tickets to the St. Louis Cardinals ticket department, create theme night concepts for the Blues, present corporate partnership proposals to multiple general managers at college athletic properties and hear directly from Maryville alumni who are already successful in the sports industry... thus, they get real world experience from experts and take away something meaningful to share when they have their sport industry interviews."

JOHN SARTORIUS

Managing Partner, New Direction LLC

Adjunct Instructor,
Rawlings Sport Business Management



**INTERN OF
THE YEAR
ANDREW
TIMMERMAN, '24**



**SELLING IN THE
BUSINESS OF SPORT
AWARD
SAM MCANULTY, '23**



**VOLUNTEER
OF THE YEAR
JOSH PORTNEY, '23**

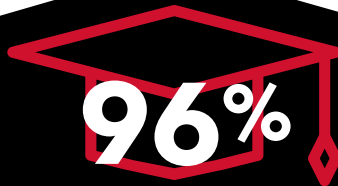


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