

2017 RAWLINGS SPORT BUSINESS MANAGEMENT SUMMER INSTITUTE

PROFESSIONAL BIOS

Dr. Jason Williams Ed.D, Director of the Rawlings Sport Business Management Program, Assistant Dean of the John E. Simon School of Business -

Dr. Williams has been at Maryville University for eight years. Dr. Williams has been instrumental in developing and growing the Rawlings Sport Business Management program. Through his efforts he forged the partnership between Rawlings and Maryville making it the first and only corporately named sport business program in the nation. Additionally, Dr. Williams has created partnerships with local sport teams including the Cardinals and Blues and has connected the program to both Stadia Ventures and the Abstrakt Marketing group. Dr. Williams previously worked at Florida State University and Boston College.

Meghan Essman M.S.Ed, Assistant Professor of the Rawlings Sport Business Management -

Ms. Essman joined the Rawlings Sport Business program in June 2016. Prior to that she was the Director, Fan Development & Educational Programs where she oversaw all youth baseball/softball programs, educational programs, various ticketing community nights and engaged players in community and marketing initiatives. In addition to her role at Maryville and through her consulting business, Meghan Essman Consulting, she continues to work for sport entities including the Phillies and the St. Louis Sports Commission.

Daniel Schmidt MBA, Program Coordinator -

Mr. Schmidt joined the Rawlings Sport Business Management program in 2014 after five years with the St. Louis Blues of the National Hockey League. While at the Blues, Mr. Schmidt served in two different capacities, Sponsorship Services Coordinator ('09-'13) and Building Operations Coordinator ('13-'14). Mr. Schmidt is a two-time graduate of Maryville University, receiving his B.S. in Sport Management in 2010 and MBA in 2017.

STUDENT AMBASSADOR BIOS

Olivia Reese - '20 -

Ms. Reese enters her second year in the Rawlings Sport Business Management program in the fall. She has volunteered with MVC, Rawlings, St. Louis Sports Commission, St. Louis Ambush. In addition to those opportunities, she has also attended professional development trips to Indianapolis and England with the program. Olivia currently works on the Maryville campus in Student Life.

Grant Vollmar - '20 -

Mr. Vollmar is entering his second year in the Rawlings Sport Business Management program. Like Ms. Reese, Mr. Vollmar is a veteran of the summer institute, attending in 2015. Mr. Vollmar currently serves as a Ticket Sales Agent for the St. Louis Cardinals and held an internship with the St. Louis Ambush during the 2016-2017 academic year. He has also attended several professional development trips with the program including the MVC Women's Tournament in Moline, IL and study abroad in England.



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SCHEDULE OF EVENTS

Monday, June 12

1:00 – 6:00 – Airport pickups
6:00 – Check-In – Saints Hall
6:30 – Dinner – Jet's Pizza
Student and Staff Introductions
Camp Expectations

Tuesday, June 13

8:30 – Breakfast – Gander Dining Hall
9:00 – Rawlings Sport Business Management Program
Overview
9:30 – Classroom – Revenue Tree and Spectator
Motivation
10:30 – Skype – Cody Haynes and Sam Robison –
Houston Rockets
11:30 – Skype – Tom Woelfel – University of Kentucky
12:30 – Lunch – Buffalo Wild Wings
2:00 – Saint Louis FC
4:30 – Campus Tour
6:00 – Dinner w/alumni – Mike Duffy's
7:30 – Activity

Wednesday, June 14

7:45 – Breakfast – Gander Dining Hall
9:00 – Stadia Ventures
10:30 – Missouri Valley Conference & Learfield Sports
12:15 – Lunch – Triumph Grill
2:00 – St. Louis Sports Commission
4:00 – Group Project
6:00 – Dinner – Rosalita's Cantina
7:45 – Open Gym

Thursday, June 15

9:00 – Breakfast – Gander Dining Hall
9:30 – Spectator Motivation
10:30 – St. Louis Blues
12:30 – Lunch – Ballpark Village
2:30 – St. Louis Cardinals
Meet and Greet + Q&A with Sales staff
Game day shadow DSR's (Direct Sales Representatives)
Stadium Tour
6:15 – St. Louis Cardinals vs Milwaukee Brewers

Friday, June 16

9:00 – Breakfast – Gander Dining Hall
9:30 – Rawlings HQ
12:00 – Lunch at Rawlings Tech Center
12:30 – Rawlings Tech Center
3:00 – Group Project
4:30 – Student presentations
5:30 – Open Gym
6:30 – Dinner – Gian-Tony's
8:30 – Ted Drewes Ice Cream

Saturday, June 17

8:30 – Breakfast – Gander Dining Hall
9:00 – Student Certificate Ceremony
Welcome - Admissions presentation
Student speaks about their experience
Certificate presentation
10:00 – 12:00 – Checkout
12:00 – 1:00 – Airport Shuttle

