JOHN E. SIMON SCHOOL OF BUSINESS

MARYVILLE UNIVERSITY | ST. LOUIS, MO | 2025

THE SPORT BUSINESS INDUSTRY IS OUR CLASSROOM

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Rawlings

SPORT BUSINESS MANAGEMENT

MARYVILLE UNIVERSITY

The Rawlings Sport Business Management Wheel of Success provides a visual framework that unifies the program's core goals with overall objectives. This wheel is a powerful representation of the program's commitment to student success, combining academic rigor, practical experience and industry connections to produce graduates who are ready to excel in the competitive sport business field.

INDUSTRY EXPERIENCE

"As an RSBM student, I was able to do real-world work through multiple internships that helped me develop confidence and skills as a young professional and eventually get hired by one of my internship managers. In my role with the St. Louis Blues, I am a hiring manager for interns. As a result of my own experiences, I ensure they do real-world work and are encouraged to make significant contributions to our team and organization."

– BLAKE ANSELM, '21, Senior Manager, Corporate Partnerships, St. Louis Blues

NETWORKING

"The idea of 'networking' is bigger than getting to know more people. It's about building a community you can lean on, grow within and collaborate with. The Samantha Robison Career Day event provides students the opportunity to begin their networking journey. The life-changing results of this annual event speaks volumes in how crucial it is for us as industry leaders to provide fundamental experiences that students can carry throughout their professional careers."

– SAMANTHA VADEN (ROBISON), '14, Premium Account Director, Houston Rockets

"The personalized coaching I received at Maryville was invaluable. Faculty and staff took the time to understand my career goals and provided guidance that extended far beyond the classroom. That support gave me the confidence and direction to pursue opportunities with organizations like the Golden State Warriors and Atlanta Falcons, and it continues to influence how I approach my career today."

– TRE JENKINS, '14, Corporate Sponsor Executive

PERSONALIZED COACHING

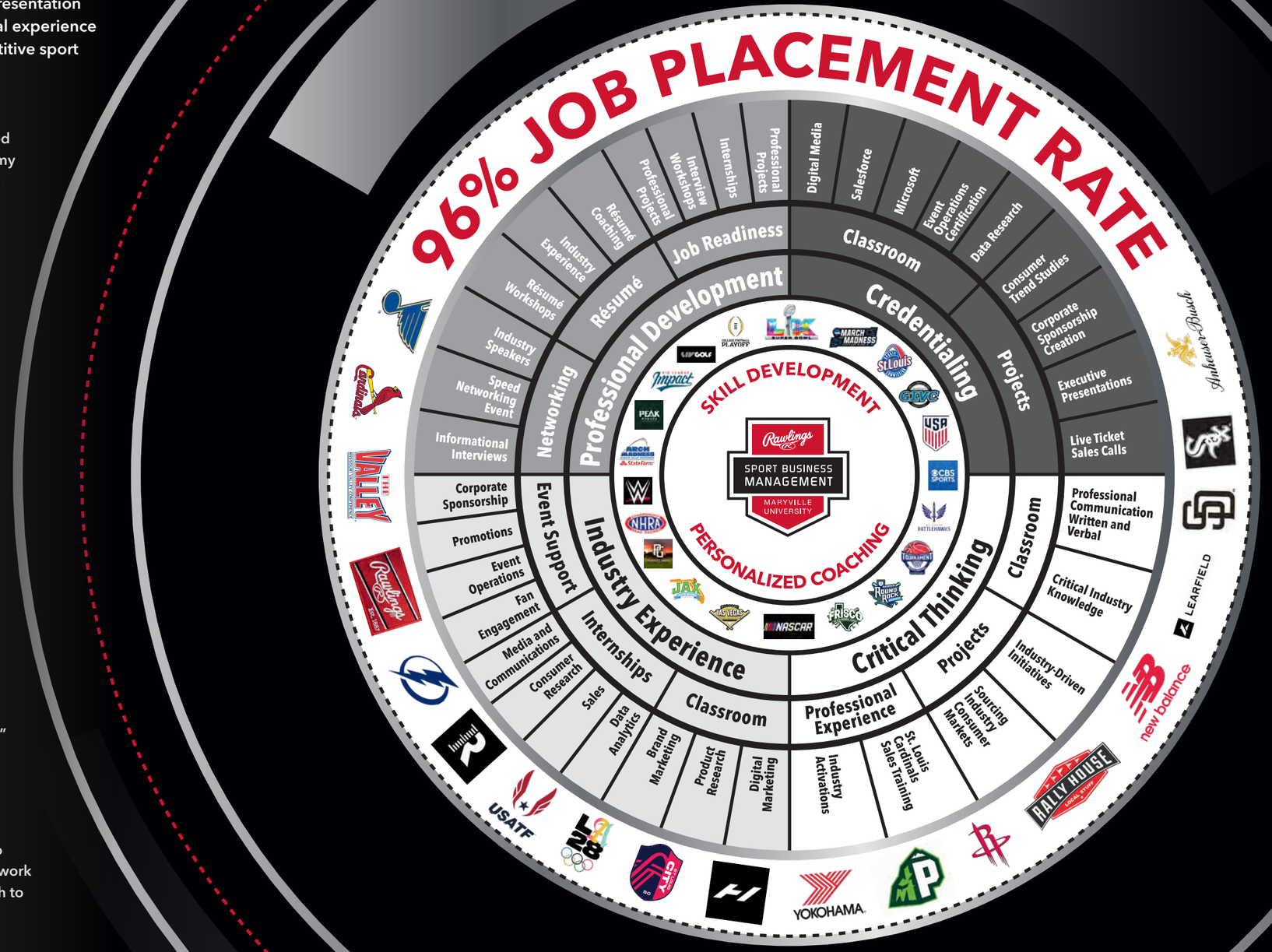
"When I started in the RSBM program, I knew I wanted to be a lawyer in professional sports but had very little knowledge of how to get there. The faculty and staff at Maryville personally guided me every step of the way, advising me on what actions would set me up for success. That guidance and mentorship continue to this day, long after my time at Maryville has ended."

– CJ DONEGAN, '19, Legal Affairs Manager, USA Track & Field

CRITICAL THINKING

"I learned critical thinking during the RSBM program's St. Louis Cardinals sales course. The training offered networking opportunities and real-time advice from professionals. I learned to think about selling results rather than just a singular product. The class also taught me how to work with an organization's information and inventory in a short time and become confident enough to sell products and services using that data."

– ANDREW TIMMERMAN, '24, Account Executive, Ticket Service, St. Louis Cardinals



LEARNING JOURNEYS

STUDENTS TRAVEL TO FILL ROLES IN 7 U.S. CITIES, U.K.

More than 50 students trekked to seven U.S. cities in the spring to gain hands-on experience at major sporting events, including the Super Bowl, College Football Playoff and baseball tournaments – as well as to England for a study abroad experience – marking the busiest travel semester ever for the Rawlings Sport Business Management program.

The students took on volunteer roles in every facet of the sports industry, networked with professionals in the U.S. and overseas, and gained invaluable behind-the-scenes exposure to event planning and implementation.

"It's all about providing access and opportunity for our students," said Jason Williams, EdD, program director. "Every year, we continue to develop better and deeper partnerships with sports organizations who recognize that our students are well prepared to handle themselves in fast-paced and challenging environments. Each learning experience builds a stronger foundation for the next call for volunteers."

The students who have participated in travel opportunities this year have practiced both hard and soft skills, Williams said.

"Customer service, operations, event management, marketing and promotions, corporate sponsorship – those are the types of hard skills they learn. But they're also learning to work collaboratively, how to work and behave like a professional, how to communicate exceptionally, learning the value of being there early and staying late and doing things no one else wants to do – and all with a smile on their face. Those are important skills that take our students to the next level."

RSBM students are prepared to work alongside big-brand professionals on the national scene because they have volunteered locally prior to tackling major events, Williams said.

"They might have worked at World Wide Technology Raceway or Perfect Game or one-off events with the St. Louis Blues, among many others, so they're getting pretraining in hours or days at a time. That prepares them for national events where they're working five or seven days straight and on call 90 percent of the time," he said. "Representatives from sports organizations consistently praise our students as exceptional – hardworking, eager to learn and contribute, and ready to jump in at a moment's notice."

In January, students traveled to the College Football Playoff in **Atlanta**, followed by more than a week at the Super Bowl in **New Orleans** in February.

Over the next two months, they volunteered at four different Peak baseball tournaments – a jump from previous years when just two tournaments were featured experiences. The expanded schedule included College Baseball Classics in **Jacksonville**, Florida; **Frisco** and **Round Rock**, Texas; and **Las Vegas**.

Over spring break, students traveled to **Evansville**, Indiana, to serve as exclusive volunteers for the Credit Union 1 Women's Tournament.

Six students traveled to **England** for a study abroad experience exploring different sports cultures and norms.

"Major sports organizations consistently invite our students to step inside the industry – whether that's here at home, across the country or around the world," said Williams. "We're committed to broadening their horizons, and they meet the moment every time. They show up prepared, professional and enthusiastic, fully embracing the value of hands-on experience.

"MAJOR SPORTS ORGANIZATIONS CONSISTENTLY INVITE OUR STUDENTS TO STEP INSIDE THE INDUSTRY – WHETHER THAT'S HERE AT HOME, ACROSS THE COUNTRY OR AROUND THE WORLD."

– JASON WILLIAMS, EdD, RSBM PROGRAM DIRECTOR

SUPER BOWL EXPERIENCE ADVANCES STUDENT SKILLS, NETWORK

"I MADE A LOT OF CONNECTIONS AND GAINED VALUABLE KNOWLEDGE ABOUT ALL THE LITTLE DETAILS THAT GO INTO PLANNING THESE MAJOR EVENTS. THEY'RE NOT THINGS YOU THINK ABOUT AS A FAN."

– ADDISON KOTH, '27

Addison Koth, '27, was thrilled to volunteer during the 2025 Super Bowl, held at Caesars Superdome in February. She was among 10 RSBM students who worked closely with the Greater New Orleans Sports Foundation and the NFL Teammate Program for an extended week of pregame, game day and postgame activities.

Those students joined four others who lived in **New Orleans** for a year prior to the big matchup and worked with the Greater New Orleans Sports Foundation while continuing their studies online. In a huge score for the RSBM program, they were the only full-time interns assisting the host committee, and they worked in a variety of roles, including marketing, communications, volunteer coordination, promotions and social media. Koth is grateful they paved the way for other Maryville students to follow.

"The yearlong interns showed us what hard work looks like and helped us get this opportunity. They opened even more doors for us while we were there," Koth said.

Students collaborated with various organizations and sponsors to help promote and host activities throughout the week, an experience that allowed them to interact with a diverse fan base, Koth said.

"I made a lot of connections and gained valuable knowledge about all the little details that go into planning these major events. They're not things you think about as a fan," she said. Some of her new connections have moved on to new organizations since the Super Bowl, so she already sees her network expanding.

"WE WERE PROUD TO WELCOME FOUR STUDENTS TO OUR TEAM IN PREPARATION FOR SUPER BOWL LIX. ... THEIR PROFESSIONALISM, ENTHUSIASM AND DEDICATION WERE EVIDENT THROUGHOUT THEIR TIME WITH US, AND THEY WERE TRUE ASSETS TO OUR TEAM." – CRAIG FORSHAG, DIRECTOR OF SALES, GREATER NEW ORLEANS SPORTS FOUNDATION

At different venues across New Orleans, the students took on a wide range of tasks and responsibilities, pivoting daily, if not hourly. They distributed volunteer packets and Mardi Gras beads, and they assisted with media party activities. Working with the NFL Teammate Program, students also volunteered during opening night and at various hospitality events.

"Working the Super Bowl was an incredible experience. Being part of one of the biggest events in the world, it allowed our students to grow their résumé, their network and their skill set," said Joann Thompson, '14, '24, RSBM program coordinator. "From event operations to customer service, our students were able to interact with hundreds of people and dozens of professionals."

Braden Tucker, '26, is grateful for the opportunity to experience a major sports industry event in real time before he graduates.

"There are so many things that take place on a trip like the Super Bowl that only a real-world experience can teach you, things you don't necessarily see or learn about in a classroom," he said.

Tucker had volunteered for the College World Series prior to traveling to the Super Bowl. As a result, he felt prepared to handle the tasks assigned by the NFL Teammate Program, which were heavily focused on customer service. "I transferred that experience to the Super Bowl," he said.

"I knew how to be a friendly face and address a customer that is looking for direction or to have their picture taken. The work was a lot of fun."

College Football National Championship

Field Experience Fast-Tracks Students' Career Goals

A volunteer opportunity at the 2025 College Football National Championship steered Worth Schirer, '27, toward an unexpected passion: motorsports. Now, he's revving up for a career that blends racing and data analytics. Schirer was one of eight RSBM students who traveled to **Atlanta** to work with the College Football Playoff committee, which hosted the championship. The experience provided industry insight into the operations of a major sports event and opened doors to valuable networking opportunities.

"Our instructors always emphasize the importance of networking and connecting with people, and Atlanta was a good testament to that," Schirer said, explaining that he had met the event manager of Atlanta Motor Speedway and was invited to work with him at a NASCAR race in Atlanta the next month.

"Through that experience, I met professionals connected with the Indianapolis Motor Speedway, which is where I ended up as an intern for the month of May. I got to help them put on the Indy 500," Schirer said.

The committee invited RSBM students to participate based on the strong performance of Maryville students the previous year. The opportunity continues to expand, said Joann Thompson, '14, '24, RSBM program coordinator.

"This was our second year of volunteering, and we've already been invited to help in Miami in 2026," she said. "It's a powerful way for our students to stretch their skills and meet any challenge or task that arises – and there are plenty when you're staging such a huge event. It's an excellent opportunity for them to grow their confidence, network and industry knowledge."

Over five days, students volunteered for both the College Football Playoff committee and the Atlanta Sports Council. They worked at the fan fest, distributed volunteer packets and uniforms, handed out fan gear, addressed fan inquiries and even participated in holding the American flag on the field during the pregame ceremony.

"We had a variety of responsibilities," said Sean Pawlowski, '25. "As soon as we arrived, we began preparing team locker rooms, and that night they needed help putting together hundreds of player gift packets. And that was just day one."

Prior to this experience, Pawlowski had taken advantage of other volunteer opportunities offered through the RSBM program, but he had never opted into the collegiate sports space. The experience helped prepare him for his next internship role: managing volunteers at the 2025 American Collegiate Hockey Association National Championships in St. Louis, a 12-day event involving 500 volunteers.

"IT'S A POWERFUL WAY FOR OUR STUDENTS TO STRETCH THEIR SKILLS AND MEET ANY CHALLENGE OR TASK THAT ARISES – AND THERE ARE PLENTY WHEN YOU'RE STAGING SUCH A HUGE EVENT. IT'S AN EXCELLENT OPPORTUNITY FOR THEM TO GROW THEIR CONFIDENCE, NETWORK AND INDUSTRY KNOWLEDGE." – JOANN THOMPSON, '14, '24, PROGRAM COORDINATOR

"RAWLINGS SPORT BUSINESS MANAGEMENT STUDENTS HAVE WORKED THE COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP THE PAST TWO YEARS AND HAVE GOTTEN RIGHT TO WORK. MARYVILLE UNIVERSITY IS A PLACE THAT KNOWS HOW TO TRAIN ITS STUDENTS TO WORK IN THIS INDUSTRY."
– BYRON HATCH, CHIEF OPERATING OFFICER, COLLEGE FOOTBALL PLAYOFF

"Being on the other side helped me understand how to support and lead volunteers more effectively," Pawlowski said. "There were times when we thought we were doing one thing and then we were redirected, so we learned quickly to adjust. That experience made organizing the hockey tourney volunteers much easier."

In addition to helping him discover a passion for motorsports, Schirer said, the experience reinforced the importance of professionalism, teamwork and communication.

"Opportunities to provide service and assistance to fans are always good practice," Schirer said. "The more I do that, the better I get at communicating with fans and professionals in the industry. Also, working with a lot of other volunteers from different organizations, we learned to work as part of a team and the importance of coordinating with other people to ensure the smooth operations of a large-scale event."

STUDENTS RISE TO THE CHALLENGE AS TOURNEY CHANGES VENUE

For the first time in nearly a decade, the Missouri Valley Conference (MVC) Women's Basketball Tournament moved to a new location, giving students a fresh and exciting perspective on the sports industry. They learned firsthand how processes and procedures must be adapted quickly and efficiently to ensure continuity in fan engagement and team support.

Since the partnership began, the program has taken nearly 70 students to the MVC event, which was held this year in **Evansville**, Indiana, after previously taking place in Moline, Illinois. The tourney is yet another unique RSBM experiential learning opportunity that bridges classroom instruction with real-world application, said Joann Thompson, '14, '24, program coordinator.

Since 2016, RSBM students have enjoyed this exclusive opportunity to gain broad experience in how a Division I tournament is run.

"My favorite time of year is when students travel to the women's basketball tournament and help us put on an elite championship," said Shelby Hild, '15, assistant commissioner for communications at MVC. "They volunteer in game operations, media relations and hospitality and help to ensure a top-tier experience is had by our student-athletes and coaches."

Prior to the Sunday afternoon championship game, students began their volunteer hours Thursday morning for preliminary games. They saw firsthand how a change in venue brings new opportunities and challenges. Staying flexible and adapting to immediate needs as the tournament progressed was imperative, Thompson said.

For Tabark Alkhaldi, '28, the experience allowed her to deepen her customer service skills and gain valuable insight into the many details required to execute a large-scale sporting event. Along with helping to coordinate in-game promotions and assist media coordinators, she supported the operations team by managing check-in areas, restocking supplies and ensuring facilities remained in top condition.

"Volunteering at the MVC Women's Basketball Championship was truly a game-changer for me," said Alkhaldi. "My career goal is to work in sports operations, and this experience gave me a front-row seat to what that really looks like. I learned how fast-paced and unpredictable the environment can be – and I discovered that I thrive in it."

One of the most exciting takeaways was realizing she can think critically under pressure, Alkhaldi said.

"Whether it was helping solve a last-minute issue or figuring out how to improve a process, I found myself stepping up with solutions. That insight gave me even more confidence that I'm headed down the right path," she said.

An alum of the Rawlings Sport Business Management program, Hild enjoys working alongside the next generation of professionals through the MVC partnership.

"As a former student who took advantage of the many volunteer and internship opportunities with the MVC, it's been full-circle for me to now help provide industry experience to students who are eager to learn and develop their skillset," she said.

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– SHELBY HILD, '15, ASSISTANT COMMISSIONER FOR COMMUNICATIONS, MVC

EXPANDED PEAK PARTNERSHIP DEEPENS STUDENT EXPERIENCE

A longstanding partnership with industry leader Peak Events gives Rawlings Sport Business Management students hands-on experience in corporate sponsorship, promotions and fan engagement. Previously involving two large-scale collegiate baseball tournaments hosted by Peak each spring, the partnership expanded this year to include four such events as well as elevated volunteer responsibilities.

Held over two weekends, students were split between the **Jacksonville**, Florida, and **Round Rock**, Texas, classics as well as the classics in **Frisco**, Texas, and **Las Vegas**.

"This year marked another major step forward in our partnership with the Rawlings Sport Business Management program, and the impact of the Maryville students was truly felt across all four of our Division I college baseball tournaments," said Nathan Wooldridge, Peak Events vice president.

On-site, students played a key role in ballpark setup – installing team and tournament-branded decals and hanging sponsor banners and team and conference flags at each venue, Wooldridge said.

"They also assisted with gate operations, distributed scorecards and collected valuable fan survey data that we now use to evaluate and enhance the tournament experience," Wooldridge said. "This was the first year we brought our merchandise operations fully in-house, and the Maryville students led the way. They managed inventory, processed transactions and actively engaged fans, persuading many to walk away with gear in hand. Their professionalism and attention to detail made a huge difference."

Students also played a pivotal role in outbound sales, Wooldridge said, reaching out to alumni groups, youth organizations, school districts and businesses to help drive group attendance and community engagement.

"In short, this partnership continues to be invaluable – not just for the reliable event support but for the students' growing contributions across sales, research and game day operations. It's a true win-win, and we're excited to continue building alongside a program that so closely mirrors the values and standards we strive for at Peak Events," Wooldridge said.

TJ Hill, '28, volunteered during the Jax College Baseball Classic in Jacksonville. A newer tournament, he was impressed by – and learned from – the ability of Peak staff to pivot as unexpected needs arose and expertly meet the challenges. He also appreciated the opportunity to test his critical thinking skills.

"Peak staff gave us free range to work how we saw best," he said. "It was a good feeling to know that they trusted us. They allowed us space to learn and to improve our skills. I enjoyed getting out of my comfort zone and trying new things. You really start to figure out who you are. You learn how best you lead, you work and how you collaborate. Working alongside professionals was a huge benefit."

"THIS YEAR MARKED ANOTHER MAJOR STEP FORWARD IN OUR PARTNERSHIP WITH THE RAWLINGS SPORT BUSINESS MANAGEMENT PROGRAM, AND THE IMPACT OF THE MARYVILLE STUDENTS WAS TRULY FELT ACROSS ALL FOUR OF OUR DIVISION I COLLEGE BASEBALL TOURNAMENTS." – NATHAN WOOLDRIDGE, VICE PRESIDENT, PEAK EVENTS

AJ Schachner, '25, was on the first-ever ticket sales team, an effort that took place largely during the fall semester. He leaned into the job and sold over 500 tickets in group sales, contributing to a sold-out event.

"Peak flew me out to the tournament so I could meet the clients, see how they were doing and make sure they wanted to come back next year," Schachner said. He's particularly proud of recruiting an alumni group that reported great outreach success as well as a nonprofit organization that supports children with disabilities. In fact, one of their clients was invited to throw out the first pitch.

"I want to be a sports agent, and this opportunity to engage in sales and negotiation was very beneficial. I love sales because it's good experience in whatever you do. … It helps you grow as an individual and be able to talk with and learn from other people," he said.

Schachner also was one of two students who worked on an independent research project to assess the feasibility of a new volleyball tournament initiative. Among other key indicators, they explored venues, locations and costs, and they conducted a survey to gauge fan interest, presenting a total package of findings to a team of Peak executives that included the president, vice president and director of operations.

"It made me feel like I was already working within the industry," said Schachner. "We were helping them understand the research and logistics. Being able to do that while still in school was one of the coolest experiences. You just rarely get such an opportunity."

CLASSROOM PARTNERSHIPS

STUDENTS TACKLE REAL-WORLD CHALLENGES FOR BIG-LEAGUE BRANDS

Classroom learning in the Rawlings Sport Business Management program extends well beyond campus through an innovative approach that positions students to engage in meaningful research and sales projects for major sports brands, including Rawlings, the St. Louis Cardinals, the Missouri Valley Conference and Peak Sports MGMT.

Often, students often present their findings to corporate executives, with results that can shape real-world sales and marketing strategies.

"Our students pursue opportunities alongside industry professionals who pose real-world questions for us to explore," said Daniel Schmidt, '10, '17, instructor. "Those classroom partners also offer instructional, behind-the-scenes access to sports events as well as real-world experience requiring measurable, professional results."

ST. LOUIS CARDINALS

Students practice results-centered sales techniques in the Selling in the Business of Sports class. Through a partnership with the St. Louis Cardinals, they learn active listening skills designed to identify and meet consumer needs. Many alumni consider this the most pivotal class of their college career because exceptional listening, communication and critical thinking skills are essential in any sports industry role.

Remarkably, Cardinals staff members provide the same training for students that the organization provides to all its entry-level sales hires. Training culminates at end of the semester when students spend two weeks making sales calls for a variety of ticketing products.

"The sales class is a game changer for students," said Andrew Dean, director of ticket sales for the Cardinals. "The hands-on experience is something that they will take with them throughout their career, and the Cardinals love to be part of the process. We share with the students the sales approach that we teach every member of our sales staff and give them firsthand training from our leadership team. We have hired many graduates from Maryville because we know they will be well prepared for a sales role."

ARCH MADNESS/MISSOURI VALLEY CONFERENCE

For the past 12 years, more than 70 students in the Event Facility Management class have gained hands-on experience in implementing a high-quality sporting event. Along with hearing from industry experts on relevant topics, students are required to volunteer for the "Arch Madness" men's basketball tournament or the Credit Union Women's Tournament, both of which are hosted by the Missouri Valley Conference (MVC), a longtime RSBM partner organization.

"Arch Madness" gives students an inside track to the operations of a major tourney and helps MVC fill the many volunteer slots required to put on such a major event. Maryville has been the exclusive volunteer provider for the women's tournament since 2016.

"WE SHARE WITH THE STUDENTS THE SALES APPROACH THAT WE TEACH EVERY MEMBER OF OUR SALES STAFF AND GIVE THEM FIRSTHAND TRAINING. ... WE HAVE HIRED MANY GRADUATES FROM MARYVILLE BECAUSE WE KNOW THEY WILL BE WELL PREPARED FOR A SALES ROLE."

– ANDREW DEAN, DIRECTOR OF TICKET SALES, ST. LOUIS CARDINALS

Students typically assume roles in operations, marketing and media relations. In 2025, they also created a fan experience survey as requested by the MVC sponsorship and marketing teams and deployed it during Arch Madness, providing valuable information as MVC eyes future events.

PEAK EVENTS

Selling a sponsorship is not the same as selling a ticket, as students who complete the Corporate Sponsorship and Sport Promotions classes quickly learn. During these courses, students actively review sponsorship proposals and learn how to engage corporate partners. They also volunteer on-site, assisting with promotions activities during tournaments.

"Everything we do with them focuses on Peak's four annual baseball tournaments," Schmidt said. "The bulk of our relationship is outside the classroom but some aspects, such as how to sell corporate partnerships, are taught in the classroom so students gain a clear understanding of the agency side of the equation."

RAWLINGS SPORTING GOODS

The RSBM program shares a deep relationship with Rawlings – its namesake organization – and the multilayered partnership continues to expand with each new academic year. From executive expertise shared in the classroom to real-world collaborations that spark meaningful learning opportunities, Rawlings is a constant force for academic and experiential education.

Rawlings executives often share their expertise in the classroom, with two leaders teaching semester-long classes. Ben McIntosh, senior vice president of supply chain, teaches Product Development, with a focus is on the product life cycle and how to manage that process. Sport Marketing, taught by Lindsey Naber, director of brand marketing, teaches students how to apply accepted marketing principles to the sports industry.

The rich nature of the Rawlings partnership is especially pronounced in the Rawlings Market Research and Development class, said Schmidt.

"What's great is that we're given different projects year in and year out, with very few parameters, to solve business opportunities for Rawlings," he said. All final projects, which include the results of survey and focus groups as well as

product testing, are presented directly by students to Rawlings executives. The 2025 challenge involved researching innovative ways Rawlings might increase engagement with its new consumer store, Rawlings Experience.

Rawlings also engages students through the Sport Business Analytics class, where they are charged with building and maintaining a database to track the company's existing sponsorship of professional athletes as well as identify new opportunities. Students learn how the industry uses data to make decisions in all aspects of sports and how to visually present their findings. The most recent project specifically involved the assessment of Rawlings-sponsored MLB athletes and their use of social media – investigating their levels of engagement and exposure. Through their own research, students discovered exciting trends that may influence sponsorship decisions.

Rawlings Advanced Applications of Sport Business serves as the culminating experience in the major. Collaborating with Rawlings or other sports organizations, students lead a professional project and deliver a showcase-ready presentation to both faculty and an executive team from the organization. They lean into learned skills across all aspect of sports industry, including marketing, analytics, finance, sponsorship and operations.

"THOSE CLASSROOM PARTNERS ALSO OFFER INSTRUCTIONAL, BEHIND-THE-SCENES ACCESS TO SPORTS EVENTS AS WELL AS REAL-WORLD EXPERIENCE REQUIRING MEASURABLE, PROFESSIONAL RESULTS." – DANIEL SCHMIDT, '10, '17, INSTRUCTOR

WORLD VIEW

Maryville Students Explore U.K. vs. U.S. Sports Culture

During a study abroad experience in England in the spring, Rawlings Sport Business Management students visited a wide range of organizations, meeting with executives in both **Manchester** and **London** to learn how U.K. sports culture and norms differ from those in the United States.

"One of the first things they noticed is how much more corporate sponsorship we have in the U.S.," said Joann Thompson, '14, '24, RSBM program coordinator. "Differences like that were highlighted throughout the trip."

Students also developed greater cultural awareness and explored international strategies in fan engagement, sponsorship, operations, marketing and the application of data analytics, she said.

"How we do business in the States is completely different than how they do it in England. I could not truly understand this without seeing it in person," said Eli Ewertowski, '28.

He was grateful for the opportunity to meet with the marketing director for Team Great Britain, who discussed management of an Olympic brand.

"My favorite takeaway from the conversation was that the main goal is not only trying to win gold medals but also engaging the community that represents Team GB," Ewertowski said.

Expanding the study abroad itinerary this year, students also visited the National Cycling Centre in Manchester and were invited to watch a Team GB cycling team practice.

"I was impressed by the uniqueness of the facility and the opportunity to observe firsthand how their operational philosophy is applied in practice," said Lorraine Pray, '26.

Pray also enjoyed meeting with Fiona Green, CEO and founder of Winners FDD, who discussed the role of data in sport business decision-making.

"Green provided valuable insights into the application of data analytics in the U.K. sports industry, highlighting key differences from the U.S., particularly in terms of data privacy regulations," Pray said. "Despite these differences, the core principles of data collection and analysis remain consistent, reinforcing the idea that data is a powerful tool across all markets."

Also new this year, students listened to a panel discussion on the international business of cricket at Emirates Old Trafford, Lancashire County Cricket Club. Later in the week, students attended a cricket match.

Students also heard an executive team with LIV Golf describe highlights of the league's innovative operations model. In addition, they visited the facilities of Wimbledon, Manchester United, Manchester City Football Club and Saracens Group.

"This study abroad opportunity provided me with a global perspective on how the industry operates across different markets," said Pray. "It also reinforced the importance of adaptability, cultural awareness and strategic thinking in a globalized industry – skills that will be essential as I pursue a career in sport business."

The spring trip marked the fifth study abroad experience in England. The opportunity is offered to students every two years.

Stats

VOLUNTEERING

STUDENTS ENGAGED IN VOLUNTEERING:
150

ESTIMATED HOURS WORKED:
5,800+

MILES TRAVELED:
4,620

ORGANIZATIONS:
27 IN 8 STATES

96%
of RSBM graduates found industry employment or pursued continued education/service within six months of graduation.

INTERNSHIPS

CREDITED INTERNSHIPS:
51

ACADEMIC CREDITS:
193

INTERN HOURS:
9,600+

NUMBER OF STATES:
8

JOSH PARRISH, '19, JOINS THE TEAM

Josh Parrish, '19, has joined the Rawlings Sport Business Management staff as a program coordinator. After six years working with Peak Sports in the areas of sponsorship and relationship building as well as employee training, he is thrilled to be back in familiar territory.

Parrish kept close ties with the program after graduation, creating case studies and projects for corporate sponsorship and promotions classes and teaching an introductory online class.

In his new position, he will primarily support students by facilitating internships, volunteer opportunities and real-world work experiences. He will also teach corporate sponsorship courses.

"In my roles with Peak Sports, I interacted with many sport business programs and quickly realized Maryville's is in a league of its own," Parrish said. "The quality of our students and graduates is exceptional, and I'm thrilled to help enhance their experience."

After graduating, Parrish landed a job with Peak Sports as an account manager at Nicholls State University in Louisiana. He exceeded annual goals in just six months and quickly moved to Missouri Western State athletics, where he managed sales and fulfillment activation. In 2022, he was promoted to director of employee and sponsor engagement for all 21 schools managed by Peak Sports. He also supervised the training and onboarding of all new hires.

"When I entered the industry after graduation, I felt more prepared and could rise to the occasion faster than my colleagues because of the opportunities I had at Maryville," Parrish said. "Being able to pass along that experience to other students is a dream come true."

LARRY ALBUS RETIRES

Industry Pro Has Opened Doors for Students

"I ALWAYS TOLD MY STUDENTS: 'WHEN THIS PROJECT – WHATEVER IT IS WE'RE WORKING ON – IS FINISHED, YOUR NAME WILL BE ON A FINAL DOCUMENT YOU CAN SHOW TO POTENTIAL EMPLOYERS.' SEEING THEIR SUCCESS WAS TRULY GRATIFYING." – LARRY ALBUS

Larry Albus, who joined the RSBM faculty as an instructor in 2020, retired from the program following the 2025 spring semester. Over the years, he shared with students his broad expertise in collegiate and professional sports, sponsorship, event ownership and corporate consulting.

Prior to joining Maryville, Albus founded IEG, a Chicago-based consulting agency. He directed projects for major corporate sponsors and properties, including Exxon Mobil, Capital One, TD Ameritrade and the NCAA, among many others. His work involved advising clients on a wide range of sponsorship matters: What events should I sponsor? How will results be measured? What is the cost, and is it appropriate?

Under Albus' watchful direction, RSBM students explored those same questions and more for organizations like Rawlings and the St. Louis Blues.

"I always told my students: 'When this project – whatever it is we're working on – is finished, your name will be on a final document you can show to potential employers,' " he said. "Seeing their success was truly gratifying."

"Our students were truly fortunate to learn from such a knowledgeable sport business professional. Larry's extraordinary legacy will live on through their ongoing contributions to the industry well as his own lasting impact,' said Jason Williams, EdD, director of the Rawlings Sport Business Management program.

Albus' career began as athletic director at Saint Louis University. Following that position, he served as commissioner of the Metro Conference. He also was a member of the NCAA Division I men's basketball tournament committee and represented the NCAA to the U.S. Olympic Committee House of Delegates. Albus also managed six NCAA national tournament championships, including two basketball championships.

Later, as president of DWA USA, a national sports marketing agency, he planned and executed sales programs for the Holiday Bowl, NHL, LPGA and the United States Baseball Federation. He also managed five LPGA golf events and college basketball doubleheaders owned by the agency.

Albus also created and served as director of the Anheuser-Busch Sports Marketing Group and the International Sports Marketing Division, which included Budweiser's first World Cup sponsorship.

With such deep industry experience, Albus was able to guide his students through projects involving valuable, hands-on learning opportunities that soared above and beyond a typical classroom experience.

"To me, that is the real point of differential in this program compared to others around the country – the real-world experience and the impact of the students' work," Albus said. "You can read a textbook about sponsorship or promotion or analytics, but to actually do something and participate in an important project is a strong selling point in postgraduate interviews. It's a terrific asset for students, in terms of job candidacy. They can show the projects they worked on and discuss in detail the work they did."

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

HENDRIX **BARNES**, ’22

INDIANA PACERS

The fact that **Hendrix Barnes, ’22**, had done internships with both the St. Louis Blues and the St. Louis Cardinals as a student – considered a remarkable feat outside of the RSBM program experience – was a recurring theme as he interviewed for jobs after graduation. He now serves as a corporate ticket sales manager for the Indiana Pacers.

“Those internships stuck out throughout the interviewing process,” Barnes said. “They kept telling me not everyone gets internships with major sports teams, not to mention two of them – especially in a big sports city like St. Louis.” He credits the RSBM program for providing extraordinary access to such valuable partnerships and networks.

Barnes experienced early success with the Pacers. New sales representatives typically spend a year on an inside sales team, and in terms of sales revenue, he finished that first year among the top 10 representatives overall.

As a corporate ticket sales manager, Barnes’ primary job involves meeting with presidents, CEOs and other managers of companies in Indianapolis to learn how best to assist them with corporate strategies, such as season ticket purchases, suite sponsorships, group outings and event planning. He also manages ongoing relationships involving 60–70 clients.

One of Barnes’ recent success stories involves a lighting company that provides business systems. He worked with the president to identify a profitable connection with the Pacers.

“They bought a partial season ticket plan and shared those tickets with business representatives they hoped to cultivate as customers,” he said. “From those prospects alone, the company created more than $50,000 in new revenue.”

An interesting aspect of Barnes’ job is that he gets to learn more about businesses and how they operate – and how sports can spark valuable partnerships. As much as he enjoys the role, however, working in sales was not on his radar when Barnes first enrolled in the RSBM program.

“It’s not at all what I thought I would do. I wanted nothing to do with sales,” he said. “But then I took sales class where we did a deep dive into sales techniques, and I learned more about it. I really started to enjoy it.” As part of that course, students made cold calls to sell gift cards for the St. Louis Cardinals.

He continues to appreciate the relationship-building aspect of sales.

“You’re cold-calling someone you literally don’t know, and a year from now – after you’ve built that relationship with them – it’s more like a friendship,” he said.

Barnes also enjoys his role in building excitement around game days. Essentially, he is tasked with ensuring ticketholders are happy with their overall experience.

“Giving VIP tours or taking kids down on the court or introducing them to players and seeing the joy on their faces is one of the big reasons I love working in the sports industry,” he said. “As a kid growing up, I always wanted to have those special moments, and I love being able to do that for other people.”

“YOU’RE COLD-CALLING SOMEONE YOU LITERALLY DON’T KNOW, AND A YEAR FROM NOW – AFTER YOU’VE BUILT THAT RELATIONSHIP WITH THEM – IT’S MORE LIKE A FRIENDSHIP.”

MEAGAN **McVICKER**, ’21

ST. LOUIS CARDINALS

“TO THINK THAT I WENT INTO THE RAWLINGS SPORT BUSINESS MANAGEMENT PROGRAM HOPING TO WORK FOR THE CARDINALS ONE DAY – AND NOW I AM WORKING FOR THE CARDINALS – IS UNREAL. MY 16-YEAR-OLD SELF WOULD BE SO PROUD.”

As a teenager, **Meagan McVicker, ’21**, dreamed of working for the St. Louis Cardinals. Since January 2022, she has done just that, working in special events for her hometown team. She was promoted to a supervisory role earlier this year.

“To think that I went into the Rawlings Sport Business Management program hoping to work for the Cardinals one day – and now I am working for the Cardinals – is unreal,” McVicker said. “My 16-year-old self would be so proud.”

McVicker’s primary role is to sell, coordinate and execute non-game day special events and internal event functions for up to 1,000 guests in Busch Stadium and Cardinals Nation. She also shares responsibility for executing stadium-wide events, such as concerts.

Her work varies day to day but often includes responding to customer inquiries, designing future events and coordinating those operations with constituents, leading tours of event spaces for potential clients and supervising staff on event days, which includes monitoring catering operations and addressing client concerns.

McVicker points to one event early in her career that helped establish her confidence in dealing with VIP events and clients.

“Just four months into my role, I was tasked with managing a high-stakes, full-day meeting followed by an outdoor reception on the field. Having an event on the field is very exclusive and expensive, so there’s added pressure there,” she said. “Despite being relatively new, I took full ownership of the event from start to finish.”

She recalls that when she arrived on site, there were multiple setup problems. Instead of panicking, McVicker assessed the situation quickly and worked with her staff to resolve the issues. The event ran smoothly, and the VIP client and their guests were pleased with the outcome.

“The positive feedback I received afterward was incredibly rewarding,” McVicker said. “Although I have since coordinated and executed larger events, this event gave me the confidence to know I can work under pressure, address issues in a professional matter without oversight and produce great events for my clients.”

McVicker looks back on her many volunteer experiences and internships offered through the RSBM program as being critical to her success. Those opportunities stretched her comfort zone, she said, but ultimately provided the skills necessary for success.

“They did a great job in giving us opportunities to gain real-life experience in the industry as well as introducing us to sports professionals who we could network with,” she said.

For example, after volunteering for the Musial Awards her second year, McVicker mentioned to Jason Williams, EdD, program director, that she enjoyed the experience and was thinking about exploring a career in special events.

“He connected me with the former director of special events at the Cardinals,” McVicker said. “I was able to do an informational interview with her, and when I applied for the special events coordinator role, she remembered me.

That’s just one example of how the program’s connections and networking opportunities can get you places.”

JAKE **NEWMAN**, ’20, ’21

HYPERICE

For **Jake Newman, ’20, ’21**, working as the senior account manager for the golf and wellness division of Hyperice checks a lot of boxes on his career wish list.

As both an undergraduate and an MBA student at Maryville, Newman helped the University’s golf team achieve two Great Lakes Valley Conference (GLVC) championships, earning many individual awards along the way.

“I knew while I was playing college golf that I wanted to keep going in the golf space, but I wanted to work outside the box,” he said. Volunteering for various events through the RSBM program offered Newman the opportunity to explore all facets of sport business and ultimately land him in a position he enjoys.

Hyperice is a global leader in recovery technology for athletes. For the past three years, Newman has directed the company’s golf and wellness operations and its PGA Tour partnership. He works remotely from Dallas, but his role requires plenty of travel for tour events and promotions.

The fact that Newman’s day-to-day job often requires different skill sets gives him ample opportunity to grow professionally.

Newman leads 20 independent sales representatives and manages overarching partnerships, including one with KemperSports, which owns around 200 golf resorts. In fact, Hyperice sells to more than 600 golf and country clubs around the country, plus resorts and hotels, providing everything from orders for branded retail products – travel massage guns with a company logo, for instance – to requests for event support, such as designing corporate gift packages and providing recovery lounges. Fulfilling his role is a win-win, Newman said.

“Ultimately, our products make people move better, feel better and do more of what they love to do,” said Newman. “Seeing our clients succeed – such as Rory McIlroy winning the 2025 Masters Tournament – and knowing our products helped set them up for success is rewarding.”

Newman began his professional career as an intern with RSBM program partner Rapsodo, joining them full time in golf product sales and new product marketing just prior to graduation. Following that job, he moved to Hyperice. Newman attributes both opportunities to the many volunteer stints he took on through the program as well as a sales class taken in his final semester.

“I was challenged in many ways in that class to be creative and not sound monotone. It was one of the top classes I took that was experiential – we made calls for the St. Louis Cardinals. There were a lot of takeaways, and I learned to be a better salesperson,” Newman said.

That sales experience convinced him to focus on sales, partnerships and business development as a career path.

Newman gives back to the RSBM program by meeting with classes and individual students seeking his expertise.

“They’re interested in the process of how I got to where I am, but success comes with experience,” he said. “I’ve yet to see a program provide as much opportunity for its students than the Rawlings Sport Business Management program, and I tell them, ‘Experience is right in front of you, if you want it.’ ”

“I’VE YET TO SEE A PROGRAM PROVIDE AS MUCH OPPORTUNITY FOR ITS STUDENTS THAN THE RAWLINGS SPORT BUSINESS MANAGEMENT PROGRAM, AND I TELL THEM, ‘EXPERIENCE IS RIGHT IN FRONT OF YOU, IF YOU WANT IT.’ ”

JOHN **NOBLE**, ’19

RAWLINGS SPORTING GOODS

“GRADUATES FROM OUR PROGRAM ARE MORE PREPARED AND STAND UP HIGHER AS JOB APPLICANTS BECAUSE OF ALL THE EXPERIENCES THEY’VE HAD ALONG THE WAY.”

The Rawlings Sport Business Management program consistently offers such a wide range of opportunities to engage in real-world work experiences that **John Noble, ’19**, had no doubt he would eventually discover his passion in the sports industry – and truth be told, his inner child couldn’t be happier with where the young professional has landed.

As a social media manager with Rawlings, Noble manages the company’s baseball social media accounts (including X, Facebook, Instagram, YouTube and TikTok) and the glove engineering account, which means he’s creating, scheduling, strategizing and curating new content every day. He also develops marketing plans to launch new products and keeps an eye on the social media accounts of influencers and competitors.

Noble parlays his passion for photography and video into the task of creating content that often involves working directly with MLB players, and he enjoys a busy spring-through-summer travel schedule to baseball events. It’s a far cry, he said, from the unappealing Hollywood version of the 9-to-5 workforce he grew up dreading.

“I wanted to have a passion about my job and not worry about getting burned out. I really hoped to do some kind of creative work in the sports world,” he said. “Ten-year-old me would love to be in this role. I’m very happy to come to work every day.”

Noble has been with Rawlings for over five years – seven if you include his two internships, one in digital marketing and the other in grassroots marketing. His hard work and experience have paid off, according to social media metrics.

“The algorithms are always changing, and we’re open to trying new things and researching different strategies,” Noble said. “When I joined the company, Rawlings baseball had 390,000 Instagram followers; now it’s well over 750,000 followers, which surpasses all our major competitors. Rawlings has climbed to the No. 1 spot of the most-followed baseball brands on Instagram.”

Noble credits the number and variety of volunteer opportunities and internships he had as a student for his professionalism and ability to handle his fast-paced role. The value of entering the workforce with real-world experience became clear when he was a second-year student interning with the St. Louis Blues.

“At the time, there was another intern, a fifth-year senior, who was a sport business major from a different school. He was doing his very first internship. He didn’t even have volunteer experience prior to that. I remember thinking, ‘He’s not at all prepared to graduate and join the workforce.’ At Maryville, we were fortunate to have new opportunities to work in the industry offered to us regularly.”

As a manager of Rawlings interns, Noble sees firsthand that RSBM students are able and eager to balance 20 hours of work each week along with their classes and extracurricular activities, such as team sports.

“Graduates from our program are more prepared and stand up higher as job applicants because of all the experiences they’ve had along the way,” he said.

GRANT **VOLLMAR**, ’20

NEW BALANCE

“THE PROGRAM GIVES YOU AN INKLING INTO EACH FACET OF THE WORLD OF SPORTS. IT ALLOWS YOU TO TEST YOUR LIMITS AND PUSHES YOU OUT OF YOUR COMFORT ZONE.”

For over two years, **Grant Vollmar, ’20**, has worked as a site experience associate with New Balance. The e-commerce position features a lot of moving parts, and he wouldn’t have it any other way. Every day on the job involves new data analysis projects, product promotions and website design strategies.

“It’s fun because you never know what’s going to happen that day,” Vollmar said. “I’m looking at everything on our website regarding sport categories. I manage the online products from start to finish, tracking sales and analyzing the data as well as strategizing the look and feel of the pages.”

Vollmar was a student during the COVID-19 pandemic. He used out-of-classroom hours to do online Google analytics and Adobe trainings, which serve him well at New Balance. The data he collects influences important aspects of the website because user input determines what works and what doesn’t, he said. He collaborates with a design team to ensure sales excellence.

The job is both creative and challenging, Vollmar said.

“There are lots of sets of eyes on the website,” he said. “It’s a very cool job, but it can be stressful to have ownership of something that is so widely viewed. At the same time, New Balance has been extremely successful recently, and I’m proud to have played a big part in that on the website.”

The ability to communicate well with colleagues is imperative, and it’s a skill Vollmar honed at Maryville during his many classroom projects as well as through volunteer and internship experiences. He also participated in the study abroad opportunity.

“Good communication is important because we represent a direct line to consumers,” Vollmar said. “We have so many touchpoints on our end internally and externally that we need to make sure we’re showing up well for our consumers.”

Vollmar found his niche in sports while working for Rawlings. Originally, he planned to work in college athletics, but after graduation, he was hired by Rawlings in customer service and promoted to account coordinator. He enjoyed the nature of the product production company.

“Once I started working with Rawlings, I learned that I like being on the brand side of things,” he said.

Vollmar graduated in May 2020, and it took a year in the pandemic environment to land a job at Rawlings – an eventual success he credits to the connections he made during student internships with the company. He earned his MBA and is now working on a doctorate in business administration. Vollmar hopes to teach later in his career.

He appreciates the many opportunities provided by the RSBM program to grow personally and build his professional network.

“The program gives you an inkling into each facet of the world of sports. It allows you to test your limits and pushes you out of your comfort zone,” Vollmar said. “Just having that flexibility and confidence helped me a lot when I got into the real world.”

RACHEL **ZILE**, ’25

ST. LOUIS CITY SC

“WHEN I WAS INTERVIEWING FOR JOBS, THE NUMBER OF MY EXPERIENCES WAS IMPRESSIVE – AND THE QUALITY AND VARIETY OF MY EXPERIENCES PROVED VALUABLE.”

As part of her role as an executive in member services for St. Louis City Soccer Club, **Rachel Zile, ’25**, manages about 700 ticket holder accounts to ensure the game day experiences of individuals and corporate guests meet their expectations.

“I love the account management aspect of my job and building those relationships. Whether that is enhancing corporate engagement or helping youth sports organizations celebrate their accomplishments, I enjoy having the ability to meet a variety of client goals,” she said. Zile also appreciates the creative aspect of sales.

“It’s about understanding that one size does not fit all and that you pitch a proposal to a client because you know it will fit their needs,” she said.

Zile enrolled at Maryville University without a specific game plan. She had already ruled out a few majors and was still searching for the right match when her Maryville adviser suggested she explore the Rawlings Sport Business Management program.

“I declared that as my major right after I learned about it,” she said. “My first volunteer opportunity took place with NASCAR (at the World Wide Technology Raceway) that summer, even before I had started the program, and I loved it. In fact, throughout all my volunteer experiences and internships, I didn’t find anything I didn’t enjoy – every opportunity was really cool.”

St. Louis is known for its national sports franchises, and St. Louis City SC, which had its inaugural season in 2023, has added an exciting new dimension to the catalog of sports experiences, Zile said.

“Sports are a big part of the St. Louis community, and with City being a newer team, it’s been so cool to see how quickly the community has been impacted and brought together,” she said. “I love hearing stories from members who were part of that first season about how those games were some of the best moments of their lives.”

Having completed internships with Rapsodo, the Gateway Grizzlies, the St. Louis Cardinals and the St. Louis Blues, Zile felt prepared for her job at St. Louis City SC after graduation, but she has been surprised by the level of her professional growth since 2025, when she started in the role.

“I see myself becoming a professional quicker than I expected, gaining confidence and being able to step out of my comfort zone,” she said. “Taking the lessons I learned at Maryville – in classes like sales, corporate partnerships and event facility management – and my real-world experiences and applying them in my career has been helpful.”

Sports is a constantly changing industry that requires flexibility and a broad range of experience, Zile said.

“You need to be the kind of person who can adapt and not get overwhelmed,” she said. “When I was interviewing for jobs, the number of my experiences was impressive – and the quality and variety of my experiences proved valuable.”

INTERNSHIPS

ACHA
Sean Pawlowski

CINCINNATI REDS
Owen Craddock

COMMUNITY CHRISTIAN SCHOOL
Daniel Alton

FITNESS WORLD HEALTH CLUB
Braden Guinn

GATEWAY GRIZZLIES
Paul Falbe
Jackson Zloty

GREATER NEW ORLEANS SPORTS FOUNDATION
Dana Buford
Colton Pecher

LINDENWOOD UNIVERSITY ATHLETICS
Adam McCarty

MARYVILLE MEN'S SOCCER
Anna Schamens

MARYVILLE UNIVERSITY ATHLETICS
Winnie Ponoesele
Emmanuel Ramoshebi

MARYVILLE UNIVERSITY HOCKEY CENTER
Devin Tockman

MISSOURI VALLEY CONFERENCE
Owen Nagel

NEW HAMPSHIRE FISHER CATS
Ashly Grenier

NEW ORLEANS SPORTS AUTHORITY
Dana Buford

NORTHLAND LACROSSE
John Chorlton
Jared Norris

O'FALLON HOOTS
Andrew Castelli
Ben Rives

ONDERLAW
Matt Becker

PERFECT GAME
Erick Gates
Evan Paulk
Brendan Ramsden

PREP BASEBALL REPORT
Tyler Rauser

RAPSODO
Ben Gregory
Myah Hoffman
Drew Richter
Braden Tucker

RAWLINGS SPORTING GOODS
Eli Ewertowski
Daniel Geiss
Addison Koth
Maddie Pitts

RAWLINGS EXPERIENCE
JJ Lerner

SPRINGFIELD LUCKY HORSESHOES
Matt Shaffer

ST. LOUIS AMBUSH
Anna Schamens
Reaghan Wells
Joey Wilson
Logan Young

ST. LOUIS BLUES
Riley Just
Hank Word

ST. LOUIS CARDINALS
Keaghan Holub
Lorraine Pray

ST. LOUIS SKYHAWKS
Tristen Moore

ST. LOUIS SPORTS COMMISSION
Morgan Copeland
Brady Pembrook
Lachlan Sanders

WISCONSIN PLAYMAKERS
Taryn Burgess

WWT RACEWAY
James Campbell

NEW POSITIONS AND PROMOTIONS

ALL VOLLEYBALL INC.
Brittany Gamache

ANHEUSER-BUSCH
Kyle Kanturek

BEIMEL ELITE ATHLETICS
Sydney Halleen

CHICAGO WHITE SOX
Brendan Ramsden

ESL FACEIT GROUP/BLAST
Airi Murray

GOLF TRAVELLER
James Casserly

HOUSTON ROCKETS
Samantha Vaden

HYPERICE
Jake Newman

LEARFIELD – BILLIKENS SPORTS PROPERTIES
Lexi Romeril

LEARFIELD – NORTHWESTERN SPORTS PROPERTIES
Sean Wollenberg

LEARFIELD – UNIVERSITY OF HOUSTON
Adam Rouse

MISSOURI ATHLETIC CLUB
Ashley West

MISSOURI VALLEY CONFERENCE
Owen Nagel

NEW BALANCE
Josh Mahler

OAK VIEW GROUP – NAVY PIER
Maggie Koszala

PINE LAKE COUNTRY CLUB
Amanda Michenfelder

PRO AM GOLF
Rob Maruska

RALLY HOUSE
Jacob Anderson

RAPSODO
Charlie Scheibelhut

RAWLINGS SPORTING GOODS
Kaylee Burton
Noah Campbell
Brian Dietrich
Jeremy Mossman
Sam Pagano
Josh Portney
Morgan Ripper
Shelby Steinkamp
Lucas Winkelmann

REGINA PATS
Keaghan Holub

SAINT JOSEPH'S UNIVERSITY
Dony McKnight

SAN DIEGO PADRES
Tom Blick

ST. CLOUD STATE UNIVERSITY
Aaron Turner

ST. LOUIS BATTLEHAWKS
Jeremy Busby

ST. LOUIS BLUES
Blake Anselm

ST. LOUIS CARDINALS
Maddie Canoy
Meagan McVicker

ST. LOUIS CITY SC
Rachel Zile
Josh Gerwel
Clayton Patterson

ST. LOUIS STARS
Andrew Williams

SWANK MOTION PICTURES
Troy Haeffner
Matt Pierson

TRUE LACROSSE
Trent Siggins

VINIK SPORTS GROUP – TAMPA BAY LIGHTNING
Michael Braunfeld

VISIT KNOXVILLE SPORTS COMMISSION
Heath Schatz

RECOGNIZING
AWARD-WINNING STUDENTS

From left: Camryn Skaggs, '27; Dana Buford, '25; and AJ Schachner, '25

THE JOHN E. SIMON SCHOOL OF BUSINESS AWARD FOR EXCELLENCE IN THE RAWLINGS SPORT BUSINESS MANAGEMENT PROGRAM

The foundation of the Rawlings Sport Business Management program rests on three pillars: volunteer engagement, classroom learning and dynamic internships. This signature award recognizes individuals who exemplify overall excellence in each of these areas. Honorees exhibit enthusiasm, flexibility, professionalism and maturity, while clearly demonstrating to their program peers that both knowledge and experience are required to succeed in the sport business industry.

DANA BUFORD, '25
"Dana has shown the confidence and maturity of a seasoned professional. Her yearlong semester-away internship in New Orleans leading up to the Super Bowl allowed her to showcase her vast and detailed skill set that will allow her to make an immediate impact in the sport business industry."

– RSBM Faculty and Staff

AJ SCHACHNER, '25
"AJ continues to combine his great understanding of the industry with his passion. His tireless work ethic has proven time and again that he's willing to go the extra mile to deliver great results for any organization."

– RSBM Faculty and Staff

VOLUNTEER OF THE YEAR

CAMRYN SKAGGS, '27
The volunteer award is an honor that is earned by an individual who goes above and beyond to gain experience in the business of sport. This individual specifically volunteered for 15 different organizations on 26 different occasions for a total of 225 volunteer hours. Camryn Skaggs used these experiences to expand her network, enhance her skills and amplify her résumé. All her hard work culminated in a summer internship with the St. Louis Grizzlies.

INTERNS OF THE YEAR

The intern award recognizes individuals who exemplify overall excellence in an internship role. Selected by faculty and staff, factors include excellent supervisory reviews, reliability, demonstrated professional growth and a strong determination to meet the needs of the hiring organization.

DANA BUFORD, '25
Serving as an event operations and community relations coordinator, Dana Buford excelled in every aspect of her internship leading up to Super Bowl LIX.

"In my 15-year career in this field, I have rarely met an intern I would hire to a full-time position right out of college. Dana is a rare and special person who would excel in this field."

– William Dede, Director of Event Operations and Community Relations, Greater New Orleans Sports Foundation

AJ SCHACHNER, '25
"AJ Schachner brought energy, professionalism and results to our outbound sales campaign for the Frisco Classic. From day one, he approached each call with confidence and purpose, and his ability to connect with groups like the LSU Dallas Alumni and Wildcats Baseball helped drive over $10,000 in total revenue. AJ's work ethic and communication skills were a major asset to our team, and his impact was felt immediately. He absolutely earned the Intern of the Year recognition."

– Ryan Kirkwood, Director of Operations, Peak Events

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- Engage with 36+ industry professionals representing the following organizations: Rawlings Sporting Goods, St. Louis Cardinals, St. Louis Blues, St. Louis Sports Commission, Rapsodo, WWT Raceway, St. Louis City SC, Missouri Valley Conference and more!
- Opportunities to work on real-world projects
- Explore different sports industry careers

DALLAS — July 2026

- Engage with 20+ professionals from the Dallas Mavericks, Peak Sports MGMT, College Football Playoff, Hyperice and more!

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

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