

How to Become Invaluable

Making yourself marketable from day one

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**The best time to think about your
practicum, internship, graduate
school and professional
development is the moment you
step foot on this campus. Start
strategizing as a freshman.
Not as a senior.**





Are you a triple threat or one dimensional asset?

Are you versed in sales, public relations, accounting/business, event management, ticketing, facility management, and more?

Can you add multiple values to an organization? Think about this relative to each grade you earn, each organization you join, each experience you undertake over your time at JMU.





The first question I ask students is “where do you see yourself five years after graduation and what are YOU going to do to make that happen?”





As a freshman...

- *You want to start off on a good foot with your classes and get above a 3.25 academically if not better*
- *You want to think about using the summer after your freshman year to intern and/or volunteer in sports to gain experience (start looking in November)*
 - **visit the Career Center**
 - **make sure you have professional attire for interviews – dress to impress**
- *You want to be involved in organizations on campus that hone the skills needed for success*
 - **volunteer work with Special Olympics/YMCA/Big Brother, Big Sisters, Boys & Girls Club**
 - **working for the campus newspaper/radio/TV**





As a sophomore...

- *You want to continue your stellar work in the classroom knowing the business courses may require more commitment and greater attention to detail*
 - **strive to start earning membership to academic honor societies/programs as well as additional accolades**
- *You want to think about using the summer after your sophomore year to study abroad, intern and/or volunteer in sports to gain more experience (start looking in November)*
 - **visit the Career Center**
- *You want to continue to be involved in organizations on campus that hone the skills needed for success*
 - **volunteer work with Special Olympics/YMCA/Big Brother, Big Sisters, Boys & Girls Club**
 - **working for the campus newspaper/radio/TV**
 - **working with athletics and campus recreation**





As a junior...

- *It is important that academics take priority as employers like to see that you finished strong*
 - **Note: you can still list that you were invited to join honor societies even if you did not pay the fee to join**
- *You want to think about using the summer after your junior year to study abroad, intern and volunteer in sports to gain experience (start looking in November)*
 - **visit the Career Center asking about GMAT/GRE/LSAT tests for graduate school**
- *You want to be involved in leadership roles (formal or informal) with organizations on campus that hone the skills needed for success*
 - **volunteer work with Special Olympics/YMCA/Big Brother, Big Sisters, Boys & Girls Club**
 - **working for the campus newspaper/radio/TV**
 - **practicum experience for class credit**





As a senior...

- *You want to contemplate graduate school options and explore what standardized tests are needed to meet necessary admission requirements*
 - **some students sign up Kaplan or other standardized test prep programs – visit the library for related prep books**
- *You want to think about using the summer after your senior year to intern and volunteer in sports to gain experience (start looking in November)*
 - **visit the Career Center**
- *You want to scale back your involvement in organizations on campus that hone the skills needed for success in order to focus on pursuing the next chapter of your professional growth*
 - **Graduate School**
 - **Internship for class credit**





Reality Check I – *Your Competition*

1. There are over 300 programs in sports management around the country. JMU alone has over 500 students in this major (*as of 3/15/09*).





Reality Check II – *Your Competition*

2. There are students in other majors that would LOVE to work in sports.
 - *One can go to the marketing department to fill their organization's sales/marketing needs, the accounting/economics/finance department to fill business needs, the communication department to fill PR/media relations/broadcasting needs, the ROTC department to fill event management needs (first to arrive, last to leave, never complain), and the Honors Program to fill ticketing needs.*





Reality Check III - *Separation*

How are you separating yourself?

Like a player that desires to play in the big leagues you should always hone your game and do the little things to make the team (*diving on the floor, blocking out, watching extra film, talking with the coaches, being a good leader in the clubhouse – for YOU: do well in class, ask faculty questions, volunteer, give back to the community, and smile – it's sport/recreation management*).

Like that player there may be some stops at the minor leagues where you hope to catch the eye of the next level.

Like that player, sometimes you just need to catch a break by being in the right place at the right time.





Reality Check IV – *Graduate School*

If you have above a 2.8 cumulative GPA, you are a candidate for graduate school (*albeit a marginal candidate*). **SOME** schools may look solely at your final 60 graded hours for the GPA consideration. Students with a GPA above a 3.2 are better candidates.

- *The MBA is a stronger degree than the MS and provides a plan B career option should you not wish to work in sports & recreation down the road – think of it as a long-term investment*
- *The GMAT's, GRE's and LSAT's are required admissions tests and have deadlines – contact the Career Center as a junior*
- *Always explore graduate assistantships and teaching assistantships to pay for graduate school – do your research*



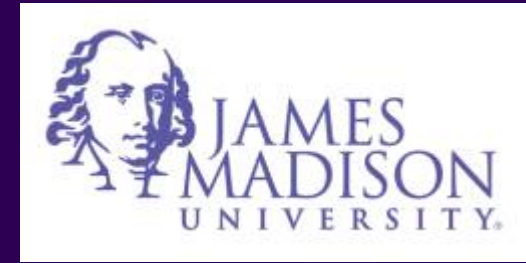


Reality Check V – *No Grad School*

If you are below a 2.8 GPA, you are going to need to focus on outworking your competition to work in the sports business industry.

- *How? Multiple experiences & internships*
- *You have a smaller margin of error given the size of the talent pool of candidates willing to work in the field*





What makes a good resume?

Employers want to see:

1. Good grades

- Honor societies, Dean's List, Honors College, academic accolades, et al.
- These accolades are expected as sports management is not perceived to be of the same academic rigor as accounting, biochemistry, engineering, English Literature or statistics





2. Relative experiences

- Sales, media & public relations, marketing, event management, finance, ticketing
- Established and recognized organizations demonstrate that you worked under pressure

3. They want to see quality and quantity in the experiences

- Did you increase attendance at a Division I school or with a local high school?
- Did you increase sales or did you increase sales by a whopping 95%?





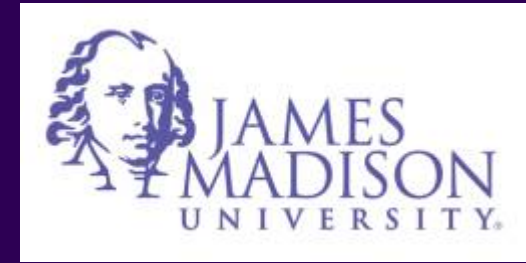
4. Networking

- If you do not go meet people your competition will (*attend conferences, speaker series, job fairs, events and conduct informational interviews*)

5. Free time experiences

- Are you a kegmaster or a Special Olympics/Boys & Girls Club/YMCA volunteer?





Your Experiences Speak Volumes as You Progress

- Do you want to work in Division I-A or Division III?
- Do you want to work for the Atlanta Braves or the Danville Braves?
- Do you want to work for the Lowe's Motor Speedway or the local dirt track?
- Do you want to work for Mathews Country Parks & Rec or Arlington County Parks & Rec?
- Do you want to work for UVA Campus Rec or UVA-Wise Campus Rec?

Plan Strategically





Points to Ponder

- While the NY Yankees might provide a more eye-catching, name recognizable internship the experience in the Bronx “might” be very narrow and focused in a single niche/area versus working for a minor league team where one is frequently a jack of all trades
 - You have to weigh the trade-off of both





Sports & Recreation Sites

The Big Leagues, Minor Leagues, Players Unions
(*MLB, MLS, NBA, NFL, NHL*)

College Sports and High School

Governing Bodies, International Sports Teams

TV, Radio Stations & Internet (*multi-media*)

Parks and Recreation & Campus Rec & Fitness

Third Party Firms in Sales, Public Relations, Licensing,
and Event Management (*IMG, Octagon, Velocity*)

Non-Traditional Groups: PGA, PBR, WWE, Ultimate
Fighting, X Games, Action Sports, Poker

Sports Agents, Non-Profits, Golf, Motorsports

Facilities, Resorts, Sports Commissions





Facets of Sports & Recreation within job sites

Management
Marketing, Sales, Promotions, Fundraising
Ticketing
Facilities
Event Management/Operations
Media (*TV/Radio/Internet/Print*) & Public Relations
Finance/Business
Legal Issues





Are you a triple threat or one dimensional asset?

Are you versed in sales, public relations, accounting/business, event management, ticketing, facility management, and more?

Can you add multiple values to an organization?





Questions to Ask Yourself

Salary – The positions that pay the most focus on trimming the budget, filling seats and generating new revenue. Other positions are going to be relatively more stable, but lesser in salary scale as they do not add as great a significant financial value to the organization.

Location – City or country? US or overseas? College campus or pros? Where do you hope to be?

Quality of Life – Expect 5-7 days a week with nights and weekends. Games and events are held on holidays.

Willingness to Move? – To get a boost in salary and duties you have to be comfortable with the idea of moving to a new organization.





SALARY CACULATOR

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Trimming the budget, filling seats and generating new revenue streams for your organization. High reward. Higher risk. If you can not meet the sales demands, your job security will be shaking. Pursuit of the MBA is encouraged to better understand the financial aspect of your organization.

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Other positions are going to be relatively more stable, but lesser in salary scale as they do not add as great a significant financial value to the organization. This does not mean they are less important as many positions will put you close to the action (*event management, media relations, ticketing*) but do not carry the same risk relative to sales.





Once again...

Willingness to Move? – To get a boost in salary and duties you have to be comfortable with the idea of moving to a new organization.

Too many people want to work in sports so you have to leverage what value you bring to an organization.





What do you need to read?

STREET & SMITH'S SportsBusiness JOURNAL
 www.sportsbusinessjournal.com
 JUNE 20, JULY 7, 2008
 VOLUME 8 ISSUE 10 • \$3.00

The entertainment industry's most powerful agency has its eyes on the sports business, and CAA President Richard Lovett is meeting with key influencers and targeting the talent he needs to form the next big player in sports.

Building a blockbuster

BY LIZ MILLER

Hollywood talent firm Creative Artists Agency has been secretly building meetings over the last two months with powerful sports agents across the country — including top football agent Bill Duffy and top basketball agent Don Stein — in preparation to build a dominant multiagent representation firm.

The resulting buzz in the agent world over potential acquisition talks results the late 1990s, when SPX Entertainment began a buying spree with the acquisition of football agent David Pick's agency in 1996.

CAA, regarded as the most powerful entertainment agency because of its dominance in signing top entertainers, branched into the agent world in April by hiring former SAG football agent Tom Condon and SAG basketball agent Casey Chase. That what has become one of the last few months in that Combined Case was just the foundation on which CAA plans to build a much larger sports

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BY CAA Press 21

Inside the Big Ten talks
 BY MICHAEL SMITH

By the time Big Ten Commissioner Jim Delany and executives from Fox returned to Carleton for an initial meeting on the night of April 15, both parties seemed that they were about to create a grand breaking new network.

The match of that afternoon, the high-powered team from Fox's broadcast and cable divisions sat at a table before Delany and the Big Ten's athletic directors at the language of new Chicago highlighting among other things its track record of launching cable networks. Most in the room didn't even know that the Fox Corp. unit was behind the success of the National Geographic Channel.

In forming a network around the Big Ten, Delany said what he saw in National Geographic — a network that

BY Big Ten Press 22

From a purely promotional standpoint, I have one rule: I think it's vitally important. If you are going to give something away, only give away the best.

FROM "FREE" — AS IN FREE? BY MIKE WICK

Clubs change face of freebies
 BY PETE HILLIARD

More than a half century has passed since Bill Wack helped create the promotional giveaway in sports.

Now major AFLD have had both to their own, accompanied by adults in 60 Louis Rivera game.

Steve Stein, Stein have received countless T-shirts, hats, keychains, beach towels, small magnets, calendars, Pennie Babine, Bobbleheads, magnet schedule and other knick-knacks. With sponsors' satellite covering the cost, it's not surprising their hats upon the product.

The NFL, with its shorter schedule and packed stadiums, offers freebies. Major League Baseball, the NBA and NHL still don't give away the merchandise, though in the era of the 875 ticket, teams have been forced to create the No longer than a 10-cent item.

Hollywood top gun setting his sights on the Penguins?
 BY DANIEL KAPLAN

Hollywood movie and TV producer Jerry Bruckheimer is the latest to express interest in buying the Pittsburgh Penguins, financial sources said. He has received bid information from the team's landlord, Allen & Co., though he has not submitted an offer last week.

Despite the Penguins' world-class and off-ice performance, the purchase price looks to be around \$100 million. Deriving the high price is demand from a group of at least six suitors, and the fact that the team's lease expires next year, which would allow a buyer to relocate the franchise to another city.

"This will be a real number north of 100," said Andrew Murstein, a New York businessman who said

BY Pittsburgh Press 23

One-on-One
 With **Tom Hanks** in the new 'MV' analyst ready for prime time? He doesn't know. **Page 21**

19-23 Following the boomers
 Marketers forced to re-examine how they look at age groups.

3 Arsenal loads up with SABOM loan
 Team financing bid to see season breaks the need for European clubs.

In-Depth
 The demographics of the club.

In this issue
 A surfer riding a wave.

- The Sports Business Journal*
- Good to Great
- 7 Habits of Highly Successful People
- Who Moved My Cheese
- The One Minute Manager
- John Maxwell books
- Ice to Eskimos
- Marketing Outrageously
- The Elusive Fan
- Fun is Good

ASK YOUR BOSS, FACULTY AND MENTORS FOR OTHERS





What websites should you browse weekly for opportunities?

Teamworkonline.com

Workinsports.com

Womensportsjobs.com

NRPA.org

Bluefishjobs.com

Monster.com

Careerbuilder.com

**ASK YOUR BOSS, FACULTY, and
MENTORS FOR OTHERS!**





What national events should you aspire to attend? Examples include:

COLLEGE SPORTS – NACDA

Convention in the summer

BASEBALL – Winter Baseball

Meetings in December

CAMPUS REC – NIRSA

Conference in the summer





What national events should **YOU** aspire to attend?

Ask faculty, mentors and **Google**
your area/niche to find the right
conference for you.

AGE IS JUST A NUMBER.

GET INVOLVED TODAY!!!





Does this guarantee success?

No, but as John Wooden once said,
“luck is the point where hard work
and preparation meet.”

Or to quote Woody Hayes, “either
you are getting better or you are
getting worse.”

Good luck and use your resources.

