Veeck headlines ISU Sport Management Symposium

Nationally recognized sport marketing guru Mike Veeck headlined a stellar cast of sport industry executives who presented to nearly 200 students at the Illinois State Sport Management Symposium presented by MultiAd Sports Printing. ISU sport management graduate students Michelle Krischel and Chris Mallen organized the one-day event, which attracted students from five different states this past February. Once on campus, those students not only had an opportunity to listen to and network with top professionals, but also participate in an internship fair featuring several different sport organizations from around the state.

A highly sought-after speaker, Veeck literally wrote the book on how sport managers and marketers can make their organizations better by injecting more fun into the workplace (Fun is Good, Rodale Books). He was more than happy to share the ups and downs of his lengthy career in professional baseball with his audience, telling tales from his stints as a marketer with several Major League Baseball teams and owner of several minor league ones, and gave students tips on how to break into, then succeed, in the incredibly competitive sport industry. He readily shared the devastation he felt from being fired from the Chicago White Sox for his role in the ill-fated Disco Demolition promotion of 1979 and how he eventually used that moment to inspire his comeback to become arguably the most well-known and successful baseball marketer in the country today.

While an hour of Mike Veeck was likely worth the $20 admission fee to the event for most attendees, Krischel and Mallen put together a strong itinerary for guests. The day began with a four-person panel focusing primarily on personnel and event management issues, as well as offering students insight into breaking into the sport industry. Panelists included Dana Brenner, associate athletic director at the University of Illinois; Lee Dicklitch, assistant athletic director for the NCAA’s Division I Men’s Basketball Championships; Aaron Leetch, senior associate athletic director for the NCAA’s Division I Men’s Basketball Championships; and Kate Peters, assistant athletic director for the PGA’s Division I Men’s Basketball Championships. Panelists also addressed personal stories and career advice, with some focusing on the positive aspects of their experiences.

A symposium attendee talks to Megan Miller from the Peoria Chiefs at the internship fair.

The NCAA’s Lee Dicklitch talks to symposium attendees about his experience working with the Division I men’s basketball tournament as ISU’s Aaron Leetch and the LPGA’s Kate Peters look on.
Dear ISU Sport Management alumni, students, and friends:

The past year has been another terrific one for our sport management program, as you’ll read throughout this newsletter. Some of our 2010–2011 highlights include hosting a sport industry symposium in February with students attending from across the Midwest, running our first charity golf tournament, which raised over $4,000 for the Miracle League of Central Illinois; our third annual class trip, which was in Indianapolis last October; and the opening in January of our new McCormick Hall, which is adjacent to the new Student Fitness Center on campus. This new facility provides our program, and all of our School of Kinesiology and Recreation, with modern classrooms and office spaces, which is very welcome after years of operation in less-than-ideal conditions.

This past year also saw the implementation of our newly revised graduate curriculum in sport management, with new classes including an industry overview course, facility and event management, and the advanced event management course that planned and coordinated the golf tournament in the spring. Additionally, our advanced sport marketing course was converted from an elective to a required course and had a shift in focus toward a sales emphasis, as our faculty believes that having the ability to sell tickets and sponsorships is often a path of entry into the sport industry job market. This emphasis has already begun to bear fruit, as we’ve had several students hired in sales positions by both major and minor league pro sports teams in just the past few months.

As many of you know, our program is committed to being the best sport management program in the Midwest and one of the best in the country. While progress toward that goal can be difficult to assess (there are no published rankings of programs as with the BCS in college football or U.S. News & World Report for universities), we believe that we are continuing to make progress toward these goals, as evidenced by many of the events and accomplishments described in this newsletter. Further, we had another large quantity of applications for enrollment this year, with an all-time high of 17 graduate students set to begin in our new cohort group this fall. Because of increased demand for our program, we have been able to not only increase the numbers of incoming students, but to raise the bar in terms of applicants’ credentials necessary to be accepted into the program. We hope to see this trend continue in the coming years.

Please continue to keep in touch with us. We love hearing from our alums and friends and learning what’s new with you, both professionally and personally. I hope all is well with you.

Chad McEvoy
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Have you been recently hired or promoted? Help us maintain our records and continue building networking opportunities for both our past and current students with Redbird Connections. Just visit today!

Or you can send us your updated information or accomplishments to Chad McEvoy (cdmcveo@IllinoisState.edu) or Nels Popp (npopp@IllinoisState.edu) with your latest achievements and contact information.

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for External Affairs at Illinois State; and Kate Peters, executive director of the LPGA State Farm Classic.

After the first panel, guests were provided lunch before hearing the keynote address from Veeck. Following a short break, the audience then heard from a second panel of speakers, this one focusing primarily on marketing and sales issues. Panelists for the afternoon included Todd Fischer, director of National Sponsorships at State Farm Insurance; Allison Scharfman, VIP player development coordinator at Arlington Park Race Track in Chicago; Tom Sheridan, director of ticket sales for the Chicago White Sox; and Rocky Vonachen, president of the Peoria Chiefs. Audience members had an opportunity to ask questions of all panelists after each session and to interact with them between sessions. Before breaking off for an internship fair, which featured exhibitors such as the Gary RailCats, the Bloomington Extreme, the LPGA State Farm Classic, the Peoria Chiefs, and Illinois State Athletics, attendees had a chance to win some great door prizes, including tickets to White Sox and St. Louis Blues games as well as plenty of autographed memorabilia.

With very positive feedback, plans are in place to repeat the symposium in early 2012.
1. How would you describe your job in 100 words or less?

As general manager, I am responsible for all facets of the organization, including accounting, marketing, human resources, sales, baseball operations, and staff management. I am also certified in food safety and sanitation, which allows me to oversee the food and beverage operation. In addition, I have knowledge of every aspect of the facility operation. Since we lease the stadium, I serve as a liaison between the ballclub and the Village of Crestwood. One of the most rewarding aspects of my job is client and fan services, which allow me to interact with our sponsors and fans on a daily basis.

2. What are some of the unique opportunities you have had with your job?

I have met many great people in this business who have helped me grow as a professional. I have also been able to travel to cities throughout the Midwest.

3. What is the toughest part of your job?

So far, the toughest part of my job has been terminating employees, especially when the economy isn’t stable. At the end of the day, I have to put the best interests of the organization ahead of everything else.

4. What are some of your favorite memories from your time at Illinois State?

My graduate classes were amazing! I have to credit Dr. McEvoy and former ISU professor Dr. Turco for allowing me to be creative and have fun while learning. I immediately found out that the sport industry is my calling. I couldn’t have done it without the support of my professors. Writing my graduate thesis is also a favorite memory. Thinking back, everything I did during my graduate studies is a favorite memory.

5. What advice or recommendations would you give to current ISU sport management students trying to break into the sport industry?

Take advantage of professional practice opportunities. I worked for the Peoria Rivermen as an intern before I took my full-time position with the ThunderBolts. Although the hours are long and sometimes strenuous, I encourage students to keep an open mind and to learn as much as they can from their internship or professional practice supervisors. One last bit of advice is to incorporate sales into any position you take. I get to sell something I enjoy while developing long-lasting relationships in the industry.

Tracking the Redbirds—alumni update

Alumni Spotlight: Mike Lucas ’04
Employer: Windy City ThunderBolts
Position title: General manager
Location: Crestwood

Where are they?

Over the past 12 months, several Illinois State sport management graduates have been hired or have been promoted within the sport industry. Below is a list of a few of these individuals listed by their current positions:

- Mike Brant ’10—Corporate sales assistant, Kansas City Royals
- Bailey Brenner ’10—Coordinator of Young Athletics, Special Olympics Illinois
- Margot Frederick ’10—Assistant volleyball coach, University of Texas-Pan American
- Liz Holcomb ’10—Event coordinator, Quail Meadows Golf Course
- Tiffany Hudson ’11—Event coordinator, Red Frog Events
- Lauren Hutchcraft ’11—Assistant athletics communications director, Illinois State University
- Tim Kelly ’10—Graduate assistant football coach, Ball State University
- Michelle Krischel ’11—Assistant athletic trainer, Elon University
- Matt Lyons ’10—Assistant athletics director for development, Illinois State University
- Kevin McCarty ’10—Interactive Web designer for athletics, Kansas University
- Brian Nystrom ’11—Marketing director, University of Minnesota-Duluth
- Brendan Reilly ’11—Inside sales representative, Kansas City Royals
- Jack Schmitz ’10—Account executive, Indiana Fever
- Mike Schulte ’09—Season ticket sales and service representative, Peoria Chiefs
- Brian Teter ’87—General manager sports marketing, Nelligan Sports Marketing/IUPU-Fort Wayne
- Alex Totura ’10—Director of stadium operations, Normal CornBelters

Professional Practice:

- Corey Ansfield—Normal CornBelters
- Mark Darnall—Bradley Basketball
- Scott Krapf—Indiana University—Purdue University Indianapolis Athletics
- Mark Steiner—Normal CornBelters
- Alex Totura—Bloomington PrairieThunder
Illinois State sport management updates

- Former ISU sport management students and media relations graduate assistants Kevin McCarty ’10 and Lauren Hutchcraft ’11 designed the top men’s basketball game day program in the country in 2010, according to CoSida. The organization awarded Illinois State first place in their annual publication contest last July. The program was judged as the best in the Division I, topping West Virginia and Missouri State.

- This past September, seven ISU sport management students and Assistant Professor Nels Popp travelled to the Sheraton Chicago Hotel and Towers to attend the Newsmaker Series: The Business of Sports Luncheon presented by 670 the Score. This event featured an all-star keynote panel of Windy City sport executives consisting of Chicago Cubs owner Tom Ricketts, Chicago Bears President Ted Phillips, Chicago Blackhawks President John McDonough, Chicago White Sox Vice President and Chief Marketing Officer Brooks Boyer, and Northwestern Athletics Director Jim Phillips. After enjoying lunch and hearing from the panelists, students also had a chance to network with staff from Northwestern University’s athletic department and the promotion and special events team from 670 the Score Sports Radio.

- This past fall, sport management alums Brendan Reilly ’11, Brian Nystrom ’11, and Pat Bodame ’10 formed the H2OOPS Foundation, which conducts 3 on 3 basketball tournaments in an effort to raise funds and awareness for the development of clean water supply in parts of the world that need it most. They have organized tournaments in both Chicago and Kansas City. To find out more about their organization, visit www.h2oopsfoundation.com.

- ISU sport management alum Matt Garrett ’95, who is now a sport management professor at Loras College, led his team of undergraduate students to a sport management case study competition this past October at the Sport Marketing Association conference in New Orleans. His squad developed a marketing strategy for the NBA’s Hornets. Garrett also led the Duhawks to a first place showing at the College Sport Research Institute case study competition last spring in Chapel Hill, North Carolina.

- In November, Nels Popp and Associate Professor Chad McEvoy had an opinion piece appear in Street and Smith’s SportsBusiness Journal, “True partnership takes sport management out of classroom.” The column ran in the November 1 issue.

- As part of an independent study project, second year student Mike Brant ’10 created an ISU sport management directory this fall, which has since been updated this summer. The directory contains the names and contact information of any known Illinois State alumni, regardless of undergraduate or graduate degree, currently working in the sport industry. The purpose of this directory is to assist current and former graduate sport management students in building their professional network. Anyone interested in obtaining the latest copy of this directory should contact Nels Popp at npopp@IllinoisState.edu.

- The Illinois State University sport management program was well represented at the 2011 NCAA convention, held this year in San Antonio, Texas. Second year student Scott Krapf ’11 and first year student Rich Eckert attended the event as representatives of the student-athlete advisory council. Krapf was named chair for Division I SAAC (see accompanying story). Meanwhile Eckert, who was an All-America swimmer at Clarion, was a representative at the Division II level, and even had the opportunity to film a PSA on his experience as an NCAA Division II student-athlete (http://www.facebook.com/video/video.php?v=620943232754).

- In Spring 2011, Human Kinetics, the leading textbook publisher in sport management and related fields, published Research Methods and Design in Sport Management, coauthored by Damon Andrew, Paul Pedersen, and Chad McEvoy. The book is McEvoy’s second published text, following the sport finance book he coauthored in 2010.

- ISU sport management alum Matt Hawkins ’05, sports marketing manager for the Bloomington-Normal Area Convention and Visitors Bureau, became a Certified Sports Event Executive at this year’s National Association of Sports Commissions Sport Event Symposium. The event was held in Greensboro, North Carolina, in April, and Hawkins attended as part of the Sports Illinois contingent.

- This past spring, Chad McEvoy was recognized as the Outstanding Researcher Award winner. Each year CAST awards one professor with such an honor, recognizing that person’s achievements in their contribution of scholarly work within their field. Since coming aboard at Illinois State, McEvoy has authored 14 scholarly journal articles, made 45 national and international research presentations, and has coauthored two textbooks. He is also the coeditor of the Journal of Issues in Intercollegiate Athletics. As part of this award, McEvoy presented to CAST faculty at the college’s spring meeting and will receive a research grant, plus he now becomes eligible to win the University’s Outstanding Researcher Award.

- This spring, sport management graduate students, along with recreation administration graduate students, participated in the first offering of a new class called Advanced Event Management. In this class, 17 students organized a charity golf outing to benefit a local non-profit organization called the Miracle League, a baseball league for kids with disabilities. Through students’ work, more than 130 participants were registered, numerous sponsorship deals were negotiated, dozens of prizes and silent auction items were collected, and arrangements were made to play at Crestwicke Country Club, a private course south of Bloomington. Unfortunately, the weather did not cooperate on the day of the event and the golf portion had to be cancelled. The dinner and auction went forward, and at the end of the day members of the class raised just under $7,000.

- This spring, former ISU sport management student Clint Warren ’07 earned his Ph.D. in sport management from the University of Minnesota. Warren successfully defended his dissertation, “Understanding the Impact of Core Product Quality on Team Identification, Service Quality, and Customer Satisfaction.” Warren just completed his first year as a professor at Eastern Illinois University.

- This summer, Nels Popp was invited to participate in a panel discussion at the National Association of Collegiate Marketing Administrators convention held in Orlando. Popp joined professors from the University of Florida and Seton Hill and athletic marketers from Syracuse, Ball State, and Boston College to share how college athletic departments could collaborate with students and professors in sport management programs to create mutually beneficial initiatives.

- On Friday, June 10, on the front page of USA Today, Chad McEvoy’s research was cited in an article about major college athletic programs who have recently run afoul of NCAA rules. In the article “Are Ohio State, USC too big to be hurt by NCAA penalties?,” one of McEvoy’s studies was prominently mentioned. In that particular study, McEvoy found that major college football teams which had been penalized actually saw their winning percentage increase only a few years after the penalties were assessed by the NCAA.
Scott Krapf, who graduated from the ISU sport management program this past spring, not only exemplified the characteristics of the ideal student-athlete during his athletic career at ISU, he took it to the next level and represented Division I student-athletes as a whole, when he was elected as the chair of the NCAA Division I Student Athlete Advisory Committee (SAAC) for 2011.

Krapf, who was named the Emerson Excellence Award winner and Dr. Charlotte West Scholar-Athlete Award recipient by the Missouri Valley Conference for his academic and athletic achievements, recalls how his initial involvement in SAAC began.

“My involvement started after I finished my freshman year at Illinois State,” said Krapf. “I had a conversation about my career goals and what I wanted to do in the future with the staff at the athletic study center and was informed of the SAAC group on campus. During my second semester as a freshman, I started to attend meetings, and from there it started to take off to the various levels.”

It did not take long for Krapf to actively involve himself with the committee, as he was elected as an officer as a sophomore. Prior to starting his junior year, Krapf accepted the position as Illinois State’s representative to the Missouri Valley Conference SAAC, which jump started his advancement to the top position among Division I student-athletes. As the MVC’s representative, the Danville native was first introduced to the proceedings at the national level and was nominated for the vice chair position.

“I was nominated for the vice chair position two years ago and was fortunate enough to be named the vice chair based on [the Division I SAAC’s] selection,” recalls Krapf. “The following year, last January, I was appointed as the chair of the committee, and I will serve as the chair throughout 2011.”

Scott remembers the moment that he was selected as the chair.

“It was quite a whirlwind when I first got selected,” Krapf stated. “The selection takes place at the NCAA national convention, and as soon as I was elected I was immediately thrown into the NCAA Division I legislative council meeting that afternoon. To say that it was a wake up call for me is an understatement. Any time that you are speaking on behalf of 150,000 Division I student-athletes in front of athletic directors, conference commissioners, and university presidents, it is a bit of a daunting task.”

When looking back on his quick advancement, from officer at Illinois State to the chair of the Division I SAAC, Krapf finds irony in not only his quick advancement, but that he was selected as the chair, despite being an athlete from an Olympic sport at a non-FBS institution.

“I never had any intention of getting this involved, but I am very fortunate that I am able to,” Krapf said. “When you look over the history at the national SAAC, the student-athlete that has served as the chair has seemed to come from some of the FBS conferences and/or served, while being a student-athlete in one of the more high profile sports, such as men's basketball, football, volleyball, or women's basketball.

“It is a unique time for our committee to have the leadership of a student-athlete from an FCS conference and an Olympic sport,” Krapf continued. “I think it is a really great opportunity for me to serve in that capacity, to not only represent the national committee, but to also represent the FCS schools, Olympic sports, and Illinois State.”

Krapf has certainly welcomed the challenge of representing his fellow student-athletes and explained that his role as chair of the national committee involves serving as the speaking voice of every Division I student-athlete in the country regardless of sport or conference. He is involved in numerous cabinets and committees within the Division I governance structure, including the leadership council and legislative council. Krapf has had to juggle the interests and opinions of his peers, along with the elements of his personal life, including academics and athletics as a college student.

“I have done a lot of traveling, which has been great for me, and I have had tremendous support from my coaches at Illinois State,” said Krapf. “Their support has allowed me to take this position on with a full head of steam. The travel aspect is busy, but it is definitely one of the best parts of it. I have gotten to see new places and interact with new people and administrators. It has been awesome, and it has been the people I have met that have really shaped it into the positive experience that it has been for me.”

Throughout his tenure as a SAAC officer at Illinois State, the MVC, and at the NCAA, Krapf has gotten to experience some once-in-a-lifetime opportunities. He stated that perhaps his most rewarding experience was attending the NCAA national convention and interacting with the NCAA board of directors, including NCAA President Mark Emmert. Krapf was also able to attend a meeting in New York City with a continued on page 6
Blackhawks bring cup to ISU, Hums delivers Esther Larson McGinnis lecture

Last fall ISU sport management students had a unique opportunity to hear from some of the leading sport management minds in the country without having to leave Illinois State’s campus. The first chance included hearing from the architects of the Chicago Blackhawks 2010 Stanley Cup championship. The second involved hearing from one of top scholars in the academic field of sport management, when Mary Hums paid a visit to Bloomington-Normal.

On homecoming weekend, Illinois State welcomed alum Jay Blunk back to campus. Blunk is now the executive vice president of the Chicago Blackhawks. During his campus visit, he brought with him Blackhawks President John McDonough, former ISU sport management student and current Blackhawks Manager of Creative Services John Sandberg, and also the Stanley Cup. Arguably the most recognized trophy in North American sports, the cup was on display in an ISU classroom for an invitation-only crowd, which included ISU’s current and former sport management students, during an hour-long presentation by McDonough and Blunk. The presentation focused on the Blackhawks’ incredible championship season in 2009–2010 and how the front office team created a culture shift within the organization to develop what Forbes magazine labeled the “greatest sports-business turnaround ever.” Under McDonough’s and Blunk’s leadership, the Blackhawks were named the SportsBusiness Journal’s professional sports franchise of the year in 2009 and achieved numerous accolades both on the ice and off during their remarkable run during the 2009–2010 season. In addition to speaking about strategies such as making players more accessible and personable to fans through social media, becoming more visible in the local media, delivering more to sponsors, and standing out in a crowded but passionate sports market, Blunk and McDonough also allowed members of the audience to wear their championship rings and get an up-close look at the cup.

A little over a month after the Blackhawks’ visit, ISU welcomed another notable sport management speaker in Mary Hums. She was invited to campus to serve as the Esther Larson McGinnis scholar lecturer, an honor bestowed annually from the School of Kinesiology and Recreation to a prominent female scholar. Hums, who is a professor at the University of Louisville, is one of the leading academicians in the field of sport management, and in fact, was awarded the Earle F. Ziegler Award in 2009, the most prestigious honor given by the North American Society for Sport Management. Hums’ primary area of scholarship focuses on Olympic and Paralympic sport. She has appeared before the United Nations to present on sports for people with disabilities and has been selected by the United States Olympic Committee to attend the International Olympic Academy in Athens. She has also worked at four different Paralympic Games and two different Olympic Games. Her presentation at Illinois State focused on how sport managers, coaches, and athletes can use sport to promote social change, whether it is improving the environment; creating an atmosphere of inclusiveness for people of all races, abilities, and socioeconomic status; or by educating others about healthy lifestyle choices. Approximately 200 students and faculty members attended Hums’ presentation, including ISU sport management faculty members Chad McEvoy and Nels Popp. Hums was a former advisor for both of them, serving as McEvoy’s master’s advisor at the University of Massachusetts and as Popp’s dissertation chair at the University of Louisville.

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major corporate sponsor of the NCAA, Capital One, regarding the philosophy and business strategy behind the Capital One Cup, an award that is presented annually to the top men’s and women’s Division I college athletics programs in the country.

With all that he has already accomplished as a student-athlete at Illinois State, both in the classroom and as a Division I athlete, Krapf remains focused on the future and plans to use his experiences as the chair of the NCAA Division I SAAC to prepare him for law school and a professional career.

“Serving as the chair of this committee has helped me out tremendously, not only from a personal standpoint by developing relationships, but also from a professional standpoint,” Krapf said. “It has given me a perception of what I want to do as a career. Having the chance to interact with athletic administrators has shown me that they are out there to do the right thing for student-athletes, and that is something I want to carry on in my profession.

“I will be heading to law school in the fall and hopefully it will lead to a future in college athletics as an athletic director, at a conference office, or at the NCAA. In some capacity, I certainly want to continue to have an impact on the lives of student-athletes to come as I have been able to do as the chair of the SAAC committee.”

Krapf will continue to make an impact in the lives of student-athletes through the rest of his tenure at the NCAA and also as an alumnus of Illinois State.
Any good sport management student has heard repeatedly that hard work and volunteering are the first steps needed when starting down the career path. But what really sets someone apart when applying for graduate school, an internship, or that first job out of college? Our sport management class headed to Indianapolis this past fall hoping to find some answers.

At 6 a.m. on October 9 the sport management graduate students headed east to Indianapolis where the students were about to take in the sights and experiences of the NCAA Hall of Champions and two panels of speakers, in addition to keynote speaker Greg Shaheen, who is the executive vice president for championships and business strategies at the NCAA.

The first panel began with Julie Roe Lach, director of enforcement at the NCAA; Matt Godbout, director of sponsorship sales for the Indianapolis Colts; Tonia Hawkins, director of ticket sales and credentials for Indianapolis Motor Speedway; and Michael Fox, stadium director for Lucas Oil Stadium, home of the Indianapolis Colts. The topics discussed covered hiring within the sports industry, current trends, and their biggest challenges. When hiring, Hawkins looks for experience and for individuals who have worked the irregular hours. Roe Lach agreed, adding that she hires individuals who have different types of experience, not just the same type of internship over and over again, but a well-rounded candidate. Godbout included that sales experience was a key aspect he focused upon. Fox concluded the topic stating he wants to know a potential candidate is able to manage their time well and left us with this note, “you go to school to grow up, you get a job to learn.”

Keynote speaker Greg Shaheen began his speech with four important points. First, never ask someone you work with to do something you will not do yourself. Second, let people know their job is crucial and makes a difference within the department. Third, be willing to work harder than what is asked of you, and lastly, be willing to have the conversations no one wants to have.

As Shaheen continued his speech he discussed issues the NCAA was going through such as the increase from 64 to 68 teams for the NCAA men’s tournament beginning in 2010 and their reasoning behind the matter. He also discussed the NCAA’s biggest challenge of how the NCAA deals with the student athlete experience rather than being an organization driven by money. Shaheen provided words of wisdom by telling our program to pursue what you want to do with zeal and to never worry about what others say.

Our second panel was made up of Sheila Bradley, director of volunteer services for the Indiana Sports Corporation; Michael Moore, athletic director of IUPUI, John Shukie; director of academic and membership association for the NCAA; and Joe Gentry, director of corporate sponsorship and manager of television and radio for Butler Athletics. One of the key questions asked of the panelists was, “What are some key skills to work in the sports industry?” Each member built off of the previous speaker. Moore said being able to communicate is important to any department. Gentry said being a team member was important to Butler’s department. Persistence was Shukie’s key word, stating, “You won’t get it right every time.” Sheila Bradley added flexibility and its importance to the sports industry. You have to be willing to work nights, weekends, and many hours during the season to work in this industry. Moore added, “State your opinion; one day you won’t be asked.”

After the last panel ended, the class was able to network with speakers before leaving to tour Conseco Fieldhouse. I think the rest of the class would have to agree, one of the greatest memories from Conseco Fieldhouse was being treated like VIP guests and watching the Pacers and Magic from the “Jack Nicholson” seats, at least for the warm-up prior to the preseason game.