

## The Bleacher Report// Prof. Perricone

I can see signs of our sports management is growing and the effort put forth by our students to gain experience at outside events this past school year and last summer. Here is a short list of some of the events current sports management students volunteered: MLB All-Star Game, Super Bowl, New York Red Bulls soccer games, Easter Seals walk at MetLife Stadium, NYC Jaguars vs Centenary College Community and NY Mets games.

We developed and established relationships with industry leaders both locally and nationally. During the summer, two students will be doing internships with the WNBA Chicago Sky and the Bluefield Blue Jays the minor league team of the Toronto Blue Jays.

Some of the highlights this year included students using their funds from working MetLife games and having the opportunity to sit in a club suite at a Mets game, watching a NY Rangers play-off game and seeing the Brooklyn Nets against Miami Heat in a second round matchup.

The Professional Selling in Sports class spent 15 weeks working with Jamie Ponce '05 selling the "Friends and Family 4 Pack." As a reward to the class and to show their support to the Red Bulls they enjoyed a night at the Red Bulls vs Chicago Fire match.

Facility Management class had the opportunity to visit with alumni Arden Wright '13 as she gave the class a tour of MSG. The class also had a behind the scene tour of MetLife Stadium. It was great to see all our alumni at our 3rd Annual Sports Management Conference. This year's conference attracted students from three colleges and one high school. Great job by the Event class for organizing a successful conference.

This semester we were honored to have Fred Mangione '93 and Jamie Ponce '05 co-teach our Sponsorship and Business Development class. Students had the opportunity to learn and interact with these two leaders in the industry. The class enjoyed the trip to a Nets practice facility for a class.

Congratulations to Natalia Ortega as she was awarded the 2014 Perricone Family Sports Management Scholarship during the Business Department Awards Ceremony. Also, congratulations to Kyle Malavasi, Zach Rosner, Chris Ruoff, Cesar Storm, and Natalia Ortega for receiving a certificate of merit for their accomplishments this year.

Every semester I am more amazed at what our students accomplish both in and out of the classroom. We are looking forward to another great year in 2014-2015.

Special thanks to John Brandes for printing this newsletter and Kathryn Nieves for putting it together.



*Left:* Abiodun Lawal and Vanessa McKellar at the Nets Practice Facility  
*Right:* Fred Mangione '93 presents President Lewthwaite with a Brooklyn Nets jersey during the Sport Management conference.

## Working with the Easter Seals//Kyle Malavasi

My name is Kyle Malavasi, and I am a senior Business Administration major at Centenary. Over the summer I got involved with Easter Seals NJ. For those of you who are not familiar with the organization, their purpose is to help people with special need and disabilities. Their programs help over 7,000 people every year.

The story of how I got involved with the organization is interesting. I met Yolanda Sheffield-Williams at a mock interview through my Career Development class in the spring of my junior year. I prepared well for my interview and she and I talked extensively about things outside of the class and future plans for me. She was impressed enough to offer me the opportunity to come volunteer with Easter Seals NJ. I followed up with her quickly after the mock interview and we began discussing the opportunity. I began volunteering at their offices in East Brunswick, NJ. After a couple of weeks I was coming in more and more and it turned into an internship. I did not receive credit for the internship, but the experience was invaluable. I made phone calls, helped put gifts together, helped with mass mailings, and even volunteered at Camp Merry Heart in Hackettstown.

After my involvement in the summer, I was able to continue to stay involved throughout my senior year. I volunteered to be on the Walk With Me action team for the event on April 12th. This is Easter Seals NJ's biggest event that is held at MetLife Stadium. I was on the volunteer and marketing committee for the event. My responsibilities were to help advertise and market the event

and get volunteers from the college for the event. I was able to get seven volunteers from the college to attend the event on the 12th. The event was very successful and all the volunteers will be able to give back as well as see how a large scale event is run. I was also able to volunteer my time the day before the event to help set up all the tables, stage, signage, etc. This was a great experience for me as I was able to see the behind the scenes of the event and experience the operations side.

My latest involvement with Easter Seals NJ was an event that I planned and executed on April 27th. The event was called Easter Seals NJ Fun Run. I wanted to take on this project to help give back to an organization that has given me a great experience and satisfaction. I began planning the event in January, and I really learned how much effort and time goes into planning an event from start to finish. It is impossible to put into words the amount of determination and perseverance you need to really make an event successful. The 27th was a very windy day which made things even more difficult. I had tables and tents almost flying away. Everyone involved had to improvise quickly to weigh everything down. Something that I learned in Professor Perricone's event class is that, "anything that can go wrong will go wrong". This is definitely true and I experienced it firsthand. Other than the wind, the event was very successful. In attendance were several college students, D2W Pro Wrestling, and the Hackettstown group home. The event raised over \$550 for Easter Seals NJ.



Students working at the Easter Seals Walk with Me event.

## Hackettstown High School Internship//Tim Brix

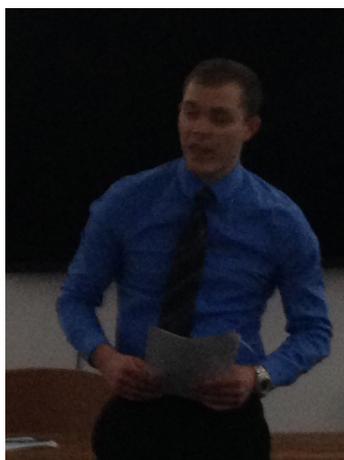
Going into my senior year I had no idea what I wanted to do. My mind was all over the place and I was feeling the pressure of graduation and I still had no clue as to what I wanted to do. I decided to take an internship with the Hackettstown Athletic department this semester to see if this is something I could see myself doing. Mr. Grauso, the athletic director at Hackettstown High School, offered me a position as an intern in the athletic department. I accepted it and did an internship this semester with him.

At the start of my internship I was very nervous and excited all at once. I was anxious to start this new opportunity in my life. Throughout the course of the semester I did numerous things for Mr. Grauso such as managing budgets, being a site manager, staying in contact with other athletic directors around the conference and assisting Mr. Grauso in daily activities around the office.

My favorite part about the internship was the site manager. Being a site manager is a very important job for each game that Hackettstown participated in. Being a site manager consisted of giving the refs and umpires their

pay checks, assisting the opponents to their locker rooms, making sure the games started on time, and overlooking the fans and parents to make sure they showed good sportsmanship. Working with Mr. Grauso was very demanding and also rewarding at the same time. He showed me the true dedication and commitment it takes to be a successful athletic director.

While on the job I connected with numerous people and made lifelong connections with staff members at Hackettstown High School. This internship was very eye opening and it helped me figure out what I wanted to do with my life. Without taking this internship I would have never expected to see myself as an athletic director. Internships are very important to take because it gives you on the job experience that you won't receive in the classroom. I recommend that all students take the time to search for an internship because you never know who you will meet along the way that could help you during your career.



*Left:* Joe Delchop, Account Executive NY Red Bulls, visits Centenary College's Professional Sports Selling class.

*(L to R):* Bobby Grauso, Hackettstown High Athletic Director, John DeGenito, Raritan High Athletic Director, Josh Huber, Head Golf Coach and Associate Athletic Director, Centenary, Billie Jo Blackwell, '97 Director of Athletics, Centenary College



## Super Bowl: Centenary College students get real life economics lesson running food stand//Alexi Friedman

taken from the Star Ledger

For a class from Centenary College, today's Super Bowl is a real-life lesson in big game economics.

The 15-student "Event Administration" class, led David Perricone, an assistant professor of sports management at Centenary, is running the vending booth outside Section 129 in MetLife Stadium in East Rutherford.

The class left the Hackettstown campus at 6:30 this morning, before meeting the army of fellow vendors at Newark Liberty International Airport, then taking a shuttle to Moonachie for credentials before arriving at the stadium at 10:30 a.m.

The team is selling the usual game day staples of hot dogs, beer, soda, popcorn, coffee and hot chocolate.

Fans were hungry.

In the first three hours after they opened at 2 p.m., the students sold an estimated 300 hot dogs, said Natalia Ortega, 20, a junior from Jersey City. The class worked four Jets and two Giants home games this season, and barely sold that many hot dogs over the course of an entire game, they said.

"We got hit with an early rush," said Ortiz, a class "team leader," who beamed at the total. "It's really exciting. This is a life lesson you can't teach."

Perricone said the class wouldn't finish their day until past 2 a.m., after the inventory was tallied and receipts matched up. The class, made up of all seniors except Ortega, got to look around the stadium before the day officially began, taking photos with the field as a backdrop and soaking in the atmosphere before getting to work.

Their past experiences at MetLife got them ready for the early rush of hungry fans, Perricone said.

"You can feel it in here," he said. "The fans are pumped, we're pumped."

He said the students learn a variety of real-world skills during game day, including how to communicate in pressure situations, how to manage problems and how to hold themselves accountable for mistakes.

"It's a challenge," Perricone said.

The day's take will likely exceed \$10,000, Perricone said. Each student - and teacher - gets paid \$100 for the day, plus commission on sales.

The students and teacher can't keep the money individually, but can pool the proceeds. They plan to go on a trip, maybe to a sporting event - to watch, not sell - or to Cooperstown, N.Y., to see the Baseball Hall of Fame

Timothy Brix, 21, of Monroe Township, said his classmates have improved since the first game they worked early in the season, "when we were pretty shaky," he said.

Brix, the class' other team leader, called working the Super Bowl "a once in a lifetime experience. I mean, I'm probably never going to get to go to another one. When you see what goes on away from the game, it's actually pretty amazing."



Centenary students working at this year's Super Bowl

## Visiting Madison Square Garden//Zachary Rosner

On April 30, 2014 my facilities management class went on a field trip to see a sports facility. Our facility management class had already been to MetLife Stadium for a trip earlier in the semester. The facility that we visited on April 30 was Madison Square Garden. Madison Square Garden is known for the mecca of sports and entertainment while being nicknamed the world's most famous arena. Our class had the honor of having a great Centenary alumni tour guide, Arden Wright. Arden Wright graduated from Centenary College in 2013 and was hired by MSG to be a Sales Representative for New York Knicks, New York Rangers, and New York Liberty.

As our class walked up from Penn Station to MSG, there was a vibe to see MSG. MSG just completed the last phase of a three part transformation that cost 1 billion dollars. While we passed through security and walked into the Chase Square lobby of MSG, we could feel the change. The Chase Squad had unique features of having two video board ceiling. The video board ceiling had a cool feature of showing a bouncing basketball with a Knick player on it. After we saw the Chase Square, the next stop was the 1879 Club. The 1879 Club has a celebrity chef that makes food while you enjoy the game. The person or business that sit's in 1879 club for a New York Rangers game sit on high chairs along the ice which are amazing seats. Once we saw the 1879 Club, we got to take in the new scoreboard which is a great amenities for MSG. Another place in MSG that was great looking was the new concourse with new concession stands, new de-



Facility Management class visits Arden Wright '13 at MSG

sign, and having a timeline of great Garden moments. Another place we visited in MSG was the 10th floor that held the Chase Bridge and Lounge Club Seats. The Chase Bridge has a north side and south side facing center court, or rink. The Chase Bridge has great view besides sitting front row of the bridge which can make you feel that you might fall down.

The transformation of Madison Square Garden has changed the looks of MSG in many great ways. Some of my classmates have been to MSG and the renovations change the way MSG looks now. By adding a new scoreboard, more club seats, more unique seats, and experiences inside the concourse. With regards to things we learned in facilities management, MSG follows the ADA Act very well. Madison Square Garden transformations is really nice but it has turned into a place with more suits and wealthy people.



*Left:* Mike Medley, Manager-Event Manager Brookdale Community College, George Moreria, Manager, Professional Tennis Operations, USTA, George Barbetto, Event and Gameday Operations, NY Jets, and Justin Belanger '13, Championship Asst. at Bruno Event Team  
*Right:* Nicole Collins '15, Andrew Granozio '10, Team Leader/Premium and Group Sales, Rutgers University, Arden Wright '13, Inside Sales Representative MSG, and Professor Perricone

## Professional Sports Selling//David Koblentz

The Professional Sports Sales class taught by Jamie Ponce '05 taught me practical experience that is useful in the business world. Jamie went through the steps of a sales process and taught us how to talk to a customer over the phone. The most important thing I took away from this class is techniques used for closing the sale. The class and I expressed how difficult it was asking the potential buyer for their credit card information. Jamie explained to us that after you have a good conversation it should be as easy as saying, "How about we lock down these seats for you?" Just something as simple as that has helped me improve my sales technique. The sales class helped me mature as a sales person, I was able to gain more confidence over the phone and increase my overall time of each call.

Before taking the sales class, I knew that I wanted to work in sales but I felt I lacked confidence and experience. Taking this class boosted my confidence tremendously. I am now able to make sales calls and speak in front of groups without getting nervous. I also gained a lot of experience from

this class. Within three weeks Jamie had the class on the phone making sales calls to potential customers. In the first two weeks, I was learning the product and working on my sales pitch. Once on the phone, I was able to gain experience from every call. From one call I would learn not to say, "how is your day going?", on another call I would learn that saying something else does work, "its a great thing I was able to speak to you today." The Wednesday night class taught me that my sales calls must constantly be improving and that I should always be researching information on how to improve myself.

The Professional Sports Sales class was one of the best courses I have taken at Centenary. It has given me practical knowledge that I will be able to use later in my career. I now have the confidence to walk into an interview and tell them about my sales experience because of what I was taught in the sales class. I gained insight into what it is like to be a salesperson in the sports world. It is full of long hours and hard work, but in the end you are working in sports and doing something that hopefully interests you.

## Mount Union Sales Workshop//Natalia Ortega

On February 7, 2014, I attended the Mount Union Sport Sales Workshop and Job Fair. The Sport Sales Workshop/Job Fair began at 7:30 am with breakfast and interviews. Then the day began with a training session, about an hour and fifteen minutes long and then lunch was given with time to network.

After lunch we had two more training sessions, an hour and fifteen minutes each and then the closing sessions at 3:45 pm. Interviews were given from 4:15pm to 7:30pm.

In the training sessions you learned the three steps in making a sales call which are the introduction, pitching the product/trying to make sale, and the closing. These were fun and educational as managers from the different organizations gave the training sessions and the students got the opportunity to role-play. Role-playing was important because it let us understand the process by doing it hands on. I had 12 interviews throughout the day with nu

merous teams from the New York Mets to the Philadelphia 76ers to the Tulsa Shock. Each interview was unique and it was great meeting with different men and women in the industry.

It was a learning experience and one that I would highly recommend to freshmen, sophomores, juniors and especially seniors. This workshop and job fair gives you an opportunity to network, interview for internships, interview for jobs, and build relationships with other students and people in the sport industry.

From attending the fair I received a part time job offer, two internships, and numerous connections to individuals in the sport industry from the east coast to the west coast, north to south. I will be doing a summer internship with the Chicago Sky, a WNBA team. This was an opportunity that was given to me because I attended the conference and stood out. The conference really made me break out of my shell and learn more about what I need to do to make a name for myself.

## Nets Exec is a Proud Resident of Garden State//Rob Jennings

taken from the NJ Herald

The marketing executive who played a key role in transforming the perpetually overlooked New Jersey Nets into the thriving Brooklyn Nets remains a proud lifelong resident of the Garden State.

Fred Mangione, a Jefferson native and a 1993 graduate of Centenary College, was the keynote speaker Friday at the college's third annual sports management conference.

A 16-year Nets employee, Mangione is chief revenue officer and chief marketing officer for both the Nets and the Barclays Center, where the NBA team plays. His dual, high-powered role gives him standing among the upper echelon of executives in the most populated of New York City's five boroughs.

Yet Mangione acknowledged that, prior to his longtime employer taking an interest in Brooklyn, he had visited Brooklyn only three times.

"Now I go to Brooklyn every day of my life," Mangione told the 110 students in attendance.

Mangione recalled the astonished reactions he gets from Brooklyn residents upon hearing that he lives in New Jersey, the state the Nets abandoned after 35 years in 2012.

"They're like, whoa," said Mangione, a married father of two living in Glen Rock.

"New Jersey to Brooklyn is like going to London sometimes for people," Mangione mused.

Centenary College offers sports management courses as an option for business administration majors.

Most students attending the six-hour conference were from Centenary, but participants also included students from William Paterson University, DeSales University and Hackensack Regional High School.

The half-dozen panelists include 2013 Centenary graduate Arden Wright, a sales representative for Madison Square Garden.

Mangione, of Friday's speakers, has the highest profile in the highly competitive, networking-driven field of sports management.

"I know there's a lot of people that want

my job. I know there's a lot of people that would take my job tomorrow," Mangione said.

David Perricone, an assistant professor in sports management at Centenary, discussed afterward the difficulty of breaking into the business.

"It's tough to get into, but once you get into it, it's a fraternity," Perricone said Monday.

"Everyone's trying to help everyone," added Perricone, who got his start with the Pittsburgh Pirates while attending Robert Morris University and was senior director of merchandise for the New Jersey Devils.

Perricone's students organized Friday's forum, including Nicole Collins, of Hazlet.

Collins, on track to graduate in January, said she was impressed that Mangione, despite graduating from a small school, is thriving in the big time.

"He was actually an inspiration for a Centenary student like myself," said Collins, who is pursuing a career in sales and will be interning this summer with a minor league baseball team in West Virginia.

Helping with the Nets' move to Brooklyn did not make Mangione a New Jersey villain on a par with, say, Walter O'Malley, owner of the Brooklyn Dodgers when the team moved out west and still reviled in Brooklyn decades after his death.

The Nets never really established strong roots in New Jersey despite more than three decades in the state.

The team never won an NBA championship, often had a losing record, and even in its few successful seasons — except for back-to-back Eastern Conference titles in 2002 and 2003 — were overshadowed by the New York Knicks.

Gov. Chris Christie, when asked about the Nets leaving, jibed that it did not bother him.

Mangione said that, in the team's 2011/12 season, the last in New Jersey, the Nets ranked 31st in team merchandise sales, even though there are only 30 NBA teams.

He explained that shirts and other mem

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## Nets Exec is Proud Resident of Garden State continued

orabilia associated with the defunct Seattle SuperSonics outsold the Nets.

“Why would anyone want to invest in a franchise that, I don’t want to call it a lame duck, but a franchise that was moving,” Mangione said.

“When we were in New Jersey, we weren’t a brand. We were a basketball team,” Mangione said, drawing a contrast with the present.

Heading into the transition to Brooklyn, developing a brand and memorable logo were among his top priorities.

“We needed a marketing plan that’s subtle, that everybody can respond to. We came up with the tagline, ‘Hello Brooklyn,’ Something nice, something quick,” he said.

Though some diehards from New Jersey stuck with the team, the Nets — now in their second season in Brooklyn — have a much-different and clearly stronger fan base. A franchise that once lagged behind most others is now among the most successful in ticket sales and merchandising.

That is due, in part, to the freshness of starting anew, and the benefit of being Brooklyn’s first major-sport team since the Dodgers left for Los Angeles in 1958.

But it is also due to savvy marketing, which is Mangione’s role — everything from hiring Disney employees to train its arena workers to sell-

ing food from Brooklyn restaurants.

“You got to make sure you know the business side. Because it’s a business at the end of the day,” he said.

Mangione played basketball at Centenary, and was a member of the first class in which male students were admitted. His professors included Barbara-Jayne Lewthwaite, now Centenary’s president.

He presented a Brooklyn Nets jersey, with the number 1, to her at the start of her speech.

Lewthwaite told the students, “You always knew there was something special about Fred and he would be very successful.”

While sales of Nets gear and tickets are now in the NBA’s top five, the team’s on-the-court performance remains outside the league’s elite.

As of Monday afternoon the Nets had a 31-30 record, for sixth place in the Eastern Conference.

In their inaugural season, the Nets were 49-33 and made the playoffs, but lost in the first round.

Success on the court, Mangione acknowledged, is outside of marketing’s sphere of influence.

“We can’t control wins and losses,” he said.

## Congratulations

### Congratulations to the following seniors as they start their career in the sports industry

Cameron Gunn – Account Executive Nike Golf  
David Koblentz – Inside Sales New York Red Bulls  
Adam Rosko – Assistant Superintendent Fiddlers Elbow Country Club

### Students working and volunteering at some great places during the summer

Zach Brugger – Bogota Recreation Department  
Natalia Ortega – Chicago Sky (WNBA)  
Nicole Collins – Bluefiled Blue Jays (West Virginia)  
Tom Rayfield – NY Jets

### Students working and volunteering at some great places during the summer

Sal Manzella- NY Jets  
Abiodun Lawal – NY Jets & NY Red Bulls  
Vanessa McKellar – Powerzone Volleyball  
Chris Ruoff – NJ Devils  
Gabriel Gimenez – NY Red Bulls  
Marquay Mayo – Brand Ambassador for Akademia & NY Jets  
Cesar Storm – NY Mets  
Jason Grisales – NY Red Bulls  
Keith Salkind – NY Red Bulls  
Jesse Goleman – Athletic Republic & US Sport Group  
Erin Walsh - Global Team Events Team for UK Elite Soccer