

# FULL COURT PRESS

The Official Newsletter of the Centenary University Sport Management Concentration

## Congratulations Jamie Ponce '05!

## Topic Breakdown



HARRISON, N.J. (October 11, 2018) – New York Red Bulls II has promoted Jamie Ponce from Director of Business Operations to General Manager, the club announced today. Ponce takes over General Manager duties from Shaun Oliver, VP of Operations for the New York Red Bulls and Red Bull Arena, who is stepping down to concentrate on more arena-focused initiatives. Oliver will remain a New York Red Bulls II Board of Governors representative.

“I’m proud of what we have built so far with New York Red Bulls II,” said Oliver. “With a strong foundation in place on both the sporting and business sides, the time is right to pass the torch to someone as capable and passionate as Jamie. We are proud to make this announcement and know that Jamie will continue to build NYRB II and foster a strong relationship between the club and the community.”

Ponce was named Director of Business Operations shortly after New York Red Bulls II launched. Ponce has led all business-related aspects of the club, including ticket sales, member services and sponsorships. He joined the Red Bulls organization as an Inside Sales Manager in 2011 and rose to the position of Director of Ticket Sales & Service before taking on the role with NYRB II.

Ponce played a key role in the transition to Montclair State University, where the club began playing home matches in 2017 after renovating the playing surface, stands and press box, as well as adding streaming capabilities to ensure quality broadcast production of all home matches. MSU Soccer Park re-opened in June of 2018 after a second round of renovations.

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# Main Events Boxing Internship & Precision Sports Entertainment

INTERNSHIPS



With my Sophomore year drawing to an end, I knew I had wanted to get at least one internship for the summer to get my foot in the door, expand my horizons when it comes to networking and gaining connections, as well as working on advancing the skills I already have while trying to gain more skills and knowledge. With the annual Sports Management Conference that the graduating seniors create and hold every year I had made it my goal to take as many notes as possible during panel sessions and come up with questions, statements, or anything interesting to ask at a point throughout that conference. My overall ending goal was to leave the conference having new people to connect with on LinkedIn, had given out my resume to some people, and leaving my impression on at least one person.

With the days following the conference I had worked on sending out requests on LinkedIn, trying to start conversations with people that were there, and fixing up my resumes and making cover letters to send out to those that were looking for interns, and even those that did not flat out say they were looking for interns, but with them leaving an impression on me I felt it was in my best interest to at least reach out to them and build a conversation with them because

you never know where a simple act like that can lead you. By taking a leap of faith I was lucky enough to hear back from two different businesses both asking me to come in for an interview; the first being Precision Sports Entertainment and the second being Main Events Boxing. I went into both interviews with the idea of keeping a positive outlook, coming up with questions if need be and being able to overall talk about myself in a way where I can sell myself and tell them that I would be a good fit for these companies. I would like to believe that I must have done a good job seeing as how I was able to not work one, but two internships into my summer leading into my junior year.

With my time at Precision Sports Entertainment, I picked up and worked with a lot more planning and organizing skills than I thought. I was able to assist in calling, emailing, and programming events that PSE would be trying to hold at different high schools. Alongside this I was able to assist them in their planning and organizing for bridal shows that they assist at in July and January. My prior skills of planning, organizing, and working in a timely manner had overall come in handy with the roles I played in both working with the sports events being planned for the high

schools, and reaching out to businesses and vendors for the bridal show.

Working at Main Events Boxing was a lot more different than I thought it would be seeing as out of all the sports knowledge I have, boxing was a very bare minimum. However, I was shocked to see that I did not need to know a whole lot when it came to working there. I spent the summer days in the office working on boxer's bios, and by that I mean making sure that everything was up to date with their records, place of living, etc. When I was not working on their bios I would be going through the money aspect of how much is being spent on these fighters, making sure all of their legal documents were up to date and so much more. Now when the fight on August 4th was taking place, the other two interns and I went down to Atlantic City for the week to assist in the hands on events. I spent time planning and organizing rooms for interviews and pre fight press conferences, drawing a crowd for a live weigh in, manning the camera for pictures and videos, typing up the pre and post-fight press conferences to be sent out as a press release, taking quotes from fighters after the fight, and so much more. I was able to gain from this experience in knowing what to do and how to act when a crisis happens, and add more knowledge and experience to my skills.

At the time when my sophomore year was coming to a close, I did not begin to think that I would have been splitting my summer between two businesses that have both taught me a lot of life experiences. I had advanced my skills in communication, leading, problem solving, working in a team, organization, and some all while being taught what to do in the real world. There is always a difference between being taught the correct protocol and actually working through them in real situations. Thank you to both Main Events and Precision Sports Entertainment for taking a chance with me.

- Kaitlyn Anesh '20



# Sussex County Miners Internships

You never know how one interaction could stick in someone's mind. For my first semester final at Centenary, we had to create our own business and create a full-on business plan and present all of it at a symposium at the end of the semester. I chose to re-vamp my already existing photography business due to the fact that I already had a following on social media. Fast forward, and I'm setting up my black and silver-themed, oversized tri-fold poster and laptop with a slideshow of my photography in the President's Conference Room in the Lackland Center. I talked to many people that day, giving them my sales pitch, showing them my photography, and simply talking about why I enjoy it so much. One of them was Prof. David Perricone, who I then took for Principles of Management the following semester. At the end of the spring semester, he asked me to cover his Event Administration Class' final event, so they would have some pictures for their final presentation. I agreed to do so, not knowing the connections I would make in such a short amount of time.

Just a month after the spring semester ended, newly graduated Sports Management/Social Media Marketing student Carolyn Clites '18 inquired me through a short conference call about if I'd have interest in a summer internship, taking pictures for the Sussex County Miners, a pro baseball team located in Augusta, a town about 40 minutes north of Hackettstown. Hesitantly, I told her that I'd try it out, only having very minimal experience with sports photography. After purchasing my first EVER pair of gameday khakis, it was just a waiting game at that point. A week and a half later, I was on my way to Skylands Stadium. It wasn't until I could see the stadium lights high in the sky before my stomach dropped—I was so incredibly nervous, I almost considered turning around. I drove on though, and soon I reached my destination. I was greeted by a familiar face, given my Miners polo, introduced to a couple people whose names I didn't even hear, and was sent on my way!



I joined the organization a month into the season. Everyone was settled in, had each other in the loop, chose who they wanted to be friends with—and I was just kind of, there. You could tell after my first couple games that I had a lot of improving to do; I really only felt comfortable calling myself proficient in portrait and lifestyle photography, and you could tell through my lack of action-shots specifically. I had a long way to go before getting comfortable shooting fast-paced, high-action, start-and-stop, professional baseball. Though, never was I told that my work was bad quality. It was through suggestions, advice, and personal research that resulted in my biggest takeaway from this season—I learned how to successfully shoot a baseball game, with consistent lighting changes and all! As an amateur photographer, your first time taking pic-

tures in certain settings (take a wedding, an outdoor party, or a dimly lit awards show) is very intimidating. You go in not knowing any tricks of the trade, and when you only have one chance, may come out with a batch of photos that are simply not what the client was looking for. Luckily, I had plenty of tries to master my craft, and what I was brought in to do. Once I started capturing what the Miners' Creative Team needed, I was able to do a bit more; try out some new angles, venturing onto the field to get closer, and having the courage to simply ask people to pose for me when appropriate. I solidified a routine, so I would have the ability to cover pitchers and pitching changes throughout the game, all batters in the lineup, fielding action shots, promotions, and even slot some time in to just simply walk around

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# Sussex County Miners Internships

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the stadium once during the game to give myself a short breather from all the action.

Halfway through the regular season, the social media intern who was responsible for live-tweeting games had to end his time at the Miners early. So, as a Social Media Marketing major, you BET that I took on his responsibility for myself. So not only am I the team's photographer, but I'm live-tweeting the game as I walk from one side of the field to the other in between innings; you can find me at almost any moment typing up a tweet, frequently using my photography from earlier hat very game to add some flare to our followers' feed. Another takeaway from this whole experience—I learned how to use Twitter! I always had one but logged on once a week at best. I've had prior experience using other social media platforms but have never utilized Twitter in such a way before. Resume builder? Absolutely!

Even as the season reached the last couple homestands and I had become comfortable in my environment, I still had been unsure of myself and the quality of my work, despite the many praises I received regarding it. I had been a published photographer, my name under every Miners-related photo on the league website, my Instagram handle tagged on many photos posted on the Miners' profile. I couldn't tell you why, but it took until the last double-header/homestand of the season, many late-night, post-game conversations with the right people, a high-five and a "thank you" from a certain person before I was able to fully become aware of the fact that I was important—and that it's time for playoffs, and there is no room for anything other than contributing to the ultimate goal of the organization, winning a championship.

As I compose this, the Miners' are preparing themselves for Game 1 of a best-of-five series, for the title of Can-Am League Champions. As I wait for their return to Sussex County for Game 3, my focus is on the new semester,

but also reminiscing and analyzing the season, as this will be my last weekend at Skylands Stadium. I will miss it with no doubt—the food, the people, the players, the rush and emotion of a good game of baseball. On paper, there are so many things I've learned this season as a photographer. I've learned to shoot baseball/sports, how to make the best of low-light settings, how to stealthily take candid shots of fans, and more. As a social media student, I've learned how to utilize twitter, recognize the different niches of each platform, the importance of teamwork with social media (especially post-game, when I'm sorting through pictures, my superior is creating a universal caption, and another intern is bleeping out all the profanities from the celebration video he took, all in preparation for a "Miners Win!" announcement across all of our platforms), and that list can go on as well.

But most importantly, I've learned a lot of things that I can't put on my resume. About myself and how I handle certain situations, working with others, adapting quickly and what it takes, and what I want and don't want for myself as an individual on the market for other internships and opportunities. It has been such a valuable, once-in-a-lifetime experience, and one that I will always cherish, no matter what the outcome of this final playoff series.

**You never know how one interaction could stick in someone's mind, and the unexpected opportunities it could lead to.** Never downplay your hard work, believe in yourself, and just continue to "do your thing" if you're ever at a point where you feel like you don't



belong. There was a reason you were chosen for the job, and it's up to you to give your utmost effort.

*I want to thank Carolyn Clites, Bret Luthner, Justin Ferrarella, and the Miners Organization for taking a chance on me. Keep Digging and Go Miners!*

- Sara Schaarschmidt '21

I started my internship June 2018 in Augusta NJ at Skylands Stadium. This was my first internship for Sports management as I recently switched my major. My first day of orientation I met the staff and toured the stadium. Working for the Miners was an amazing experience as I was able to network with several experienced individuals. It was a busy summer as the Miners had 54 home games not including playoffs. Every intern was assigned to a certain job during game day. I was assigned to the Gold Crew therefore I was responsible for game promotions, assisting with on-field contests, setting up, finding contestants, tarping and stadium clean-up. I also was responsible for giving out prizes, t-shirts toss and keeping the fans excited.

Pregame preparation was also extremely important. It was crucial to arrive an hour before gates opened to print out the promotion schedule, gather the props needed, and attend pre-game meetings. I also came up with new on field promotions such as musical chairs. Once I planned the game I proposed it to the staff. Post-game, I assisted with Launch-a-ball pick up, sold baseballs for player autographs, helped kids run bases on Sundays and cleaned up the stadium. I learned a lot from my experience and I took away several tools I can use every day such as communication skills, sales skills from working in the box office, and problem solving. I was able to interact and make connections with other interns, staff, the general manager, the players and fans. I used this internship as a stepping stone for my next internship or job. Most importantly, I enjoyed going to the stadium every day.

- Cassidy Haller '20



# Lakewood BlueClaws

While at the BlueClaws I experienced a front office like setting, how all the different departments collaborate together and the duties they need to perform during the season and out of the season to run a successful Minor League Baseball franchise, team and stadium. A lot of projects were going on at one time, that each department was involved in.

I learned that most of the heavy work is the off season when they are planning out everything for the next season, by the time the season comes they are set with their events and other operations and it is just a matter of executing. I saw first-hand

all the tedious and long work they have to do in order to get things right and have the best possible outcome.

- Frank Iannone '19



# Major League Baseball



On October 2nd I had the opportunity to spend the day at the Major League Baseball Commissioner's Office in New York City. This was a project assigned to me in Professor Perricone's senior leadership course. I have always been interested in pursuing a career in stadium operations after I graduate, so I was very excited to spend the day with MLB's Senior Coordinator of Facility Operations, Jason Kobeda. Throughout the day Jason introduced me to several people in his department, allowed me to sit in on a conference call with the Los Angeles Dodgers, showed me a project he was working on for the All Star Game, and told me about his career path. I found the work he does to be very interesting and I now feel as if this is a career that I want to pursue after graduation.

- David Vanartsdalen '19

# Shadowing an Athletic Director

Kyle Hagenburger is the head men's soccer coach at the College of Mount Saint Vincent, located in the Bronx in New York City. The college is an NCAA Division III school that plays in the Skyline Conference. The college is a small liberal arts college with good scholarship opportunities for student-athletes. In addition to coaching the men's soccer team, Coach Hagenburger is responsible for recruiting new players, hiring and supervising assistant coaches, setting up practice and game schedule for the team, budgeting and fundraising for the team, and coordinating with other members of the athletic department.

On a typical game day, Coach Hagenburger arrives on campus about 3 hours before a home game, earlier if they must travel. First he checks in with the training staff to be briefed on players' health and status for the game. Then he goes to check in with his players and heads to his office to finalize his game plan. He convenes the assistant coaches in the conference room and they review the game plan together, then invite the players in to go over it with verbal instructions and diagrams on a whiteboard. Following warm-ups, Hagenburger pulls the players together for a huddle to communicate last details and motivation. During the game Hagenburger watches and takes notes along with his assistant coaches about what is working and what is not so adjustments can be made at half time and discussed after the game. He is also shouting any instructions that he feels players need to hear during the game. When the game is over, Hagenburger talks to the team about positives and

aspects that need attention. Once the players are gone, he holds a coaches' meeting at which the game is further discussed, including possible ideas about how to solve those problems.

The environment is variable and might seem hectic but really it is very organized. The game is fast-paced so a coach has to be able to multi-task and make changes rapidly, communicating your decisions clearly. The coach also have to work with people's personalities and egos.

One piece of advice that Hagenburger gave to the team that really made an impression on me was: You have to remember the losses more than the wins. I thought this was insightful because we all need to think about mistakes and learn from them, whether on the field or in the workplace. I also appreciated the degree of collaboration with the head coach and the assistant coaches so that different ideas were considered.

There are many pressures and frustrations in a coaching job and Hagenburger has developed a way to handle them with a cool head. He has the ability to deal with many personalities and egos and develops good working relationships with players, assistant coaches and other staff. Another skill that is essential to a coaching job is the ability to plan on multiple fronts. Hagenburger was thinking ahead in a way that takes into account what individual players need, what the team needs and what the team needs in relationship to the next opponent. Hagenburger was multi-tasking to manage all the different things that a head coach must do, and was also juggling these responsibilities with another job. The last skill that was important was time management. Hagenburger must manage his time carefully to accomplish all that he plans.

- Ornette Sanchez '19





This semester, I was given the opportunity of shadowing Mike Jones, who is the first-year Athletic Director at Warren Hills Regional High School. While shadowing Mr. Jones, I was able to learn a small amount of his past, and how he got to be the AD at Warren Hills. Mr. Jones is an alumnus of Centenary and has worked for many years in the sports industry. From coaching to administration, Mr. Jones has held many different titles related to sports business and uses skills learned at each position to make sure he does as good of a job as possible for Warren Hills.

A typical day for Mr. Jones consists of a large amount of emails and phone calls, as well as making rounds and interacting with students, players, teachers and faculty. Mr. Jones stressed several times throughout the day how important strong relationships are to a successful sports environment and how he wants to make each and every person at Warren Hills feel welcome and valued. This philosophy also helps to create and maintain the atmosphere of the office at Warren Hills. The small group of people that make up the athletic department are extremely motivated, organized and team-oriented which is an important factor into their success and consistency. It is a very small office with only three

desks, which again helps to create a culture of team work and comradery. The type of environment that Warren Hills has is one that I could see myself working and succeeding in, as it plays into strengths and values that I try to use in my coaching and teaching career.

While I was shadowing Mr. Jones, we toured the school and some of the athletic facilities, as well as shared stories of playing different sports and coaching/teaching the younger generation in various sports. Mr. Jones first took me around the school and introduced me to some members of faculty and teachers, including the Principal and some coaches of their various teams. Mr. Jones walked me through different processes that go into running a high school athletic program, many of which I was unaware of prior to my shadowing him. While shadowing Mr. Jones, he gave me so much insight and advice on how he started his career, what he did right and wrong, and what he thinks he should, or could, have done differently. Mr. Jones stressed the importance of interpersonal relationships, and it showed. He knew names, positions, classes, teachers, sisters, brothers and just about every person we came across during our tour, whether they were athletes or not. Mr. Jones said he tries to make rounds every morn-

ing like that, so that everyone feels welcomed, valued, and a part of his team. He stressed the importance of getting to know and listening to the people around you, so that you can make the organization the best that it can be.

Mr. Jones possessed a large array of skills, both academic and nonacademic that he uses every day to help improve his school and his teams. There are many lessons to take away from my shadowing, and five nonacademic skills that I noticed are:

- Interpersonal communication
- Friendliness/personable
- Mindset – “there’s no I in team”
- Adapt – how you react to unexpected events
- Leadership – take responsibility

These skills are important to any profession, but particularly the sports world. Because of my past as a coach, I have began to learn and use some of these skills in my own personal life. Like Mr. Jones, I too stress the importance of interpersonal communication and the team-oriented mindset. I believe that using these skills and applying them to your respective situation can help anyone further their career.

- Sam Galuppo '19





For my shadowing project, I shadowed Lindsay Cometz, social media manager for the Lakewood BlueClaws. The experience was great, I got to shadow and talk to Lindsay on what she did on a daily basis. Something that she told me on my visit is one of the most important

parts of her job was to be organized. She would have every post planned out in advance and times to post the content. Which is a very important part in Social Media Marketing. I got to sit in as she worked on Photoshop as for the BlueClaws Halloween promotional video. It was a great

experience to have a view on what a Social Media manager such as Lindsay, does on a daily basis.

Lindsay also gave me a tour around the stadium and also introduced me to all of the other BlueClaws front office where I also got to talk with other members of the staff and what they do for the team. It was overall an eye opening experience and a great way to network and to learn more about the Social Media Marketing industry.

-Tyler Lisa '19

## Precision Sports and Entertainment

SHADOWING

For the Leadership and Problem Solving in Sports class we had a shadowing project where we shadowed a professional at an organization. We picked the industry professional who worked at an organization we would like to learn more about. For this project I shadowed Danielle Ferrante from Precision Sports and Entertainment. She is the Vice President for this organization. During the day I learned more about her and what she does for the company. Danielle oversees many different events and marketing campaigns. These events consist of sports events and non-sports events. The event that Danielle and the whole office was working on during

the day was the Arizona Bridal Show event. This is an event where they coordinate and run the bridal show. It was interesting to see how much went into creating an event in a professional atmosphere. While I was there Danielle had me work on a project for the Arizona Bridal Show. The project consisted of collecting information from the Arizona Bridal Show social media pages. The information that I was collecting was the vendors that are attending the event. It was interesting to learn about what types of companies go to bridal shows. Danielle and her team are creative and find the best companies that would like to attend. There is research that goes into this to make

it a great event. During my day I also was meeting everyone who works in their office and what their role is in the organization. This is what I learned and did during my day of shadowing Danielle and Precision Sports and Entertainment.

- Brian Budd '19



# Hawk Pointe Golf Club Shadowing Project

SHADOWING

Hawk Pointe Golf Club is a beautiful golf course and they have many wonderful members. From my time shadowing Brian Bauer, their General Manager, and from working in their Pro Shop over the summer I learned a lot about the golf industry and about what running a golf course takes.

From Brian, I learned about making sure everything is presentable to the

outside members and what it takes to come up with different events for the club. They have many different things that always go on at the club, from different golf outings to trivia nights. He makes sure that all of these events are thought out completely and that the day off everything runs smoothly.

During my time in the Pro Shop over the summer I was able to enhance

my communication skills and learn a little about the inventory process of golf clubs. I was also able to go outside and work more closely with the members and take care of their needs with their golf sets.

- Nick Richter '19

# Lehigh Valley Phantoms Shadowing Project

SHADOWING

I was able to spend a day at the PPL center shadowing the staff of the Lehigh Valley Phantoms. I shadowed the vice president of ticket sales Erik Hansen and his sales staff. I had the pleasure of walking around the offices that overlook the ice and meet all the staff members. One of the first things that I noticed was that the employee atmosphere was terrific. Erik knew his employees on a personal level and they were allowed to be themselves. They were lively and nice to whomever they were talking to. Not only does his staff perform their daily tasks but they also do game day tasks. These include working at the season ticket retention table, the main sales table, the jersey auction table and the fan activities table. The fan activities table is where I spent the most time and was able to help out a decent amount. I brought fans down to the Zamboni machines to ride and brought others down to the

high five tunnel before the game. The entire staff made my experience great and it shows how a leader can influence an entire staff just by

knowing who his employees are and how to talk to them.

- Dean Hadzovic '19



# Mile of Rome

Although I am not a sports management or business major, I was given the amazing opportunity to take a week-long trip to Italy to participate in the Mile of Rome Race with Professor Perricone's Sports Management Practicum class. As an elementary education major, I assumed I would not do as well on the trip as those who were in the major, but after the event was over I realized that I did just as well as anyone in the major would have. The objective of the class was to gain hands on experience in event planning, preparation, and public speaking. The Mile of Rome Race is an event that the Atleticom company held in the middle of Piazza Del Popolo on Saturday, September 22, 2018. Our job as a class was to help the company set up for the event and afterwards give a presentation to the audience about a topic having to do with sports. My specific topic had to do with making the connection between sports and psychology. As the only school from America to participate in this event, we were the only English-speaking presenters. With this in mind, we were a bit thrown off when we found out that our presentations would have to be translated into Italian for the judges. We were only in Rome for a total of six days.

Our trip began on September 17th, arriving in Rome on the 18th and we stayed in the country until the 24th. During the first day or so there, we were just getting used to being in the country. Because it was my second time there in less than a year, I felt like I was at home. On Thursday, the 19th, we all went to Atleticom's office at the opposite end of Rome to meet with one of the event planners. We asked questions about the

event and pitched our presentations to her. Although there was a slight language barrier, she seemed to understand our pitches and enjoy them. It was during that meeting that we discovered we were the only English-speaking team and that we should use some sort of visual to help explain our presentation. After the meeting, we went to Piazza Del Popolo to look at the start of the event set up. The planner showed us around and even showed us the length of the race from start to finish. This is when she told us that we could participate in the race as well as do the presentations. Another student and I decided we did not want to run, but we would gladly help run the event while the third student and Professor Perricone ran it themselves. On that Friday, we returned to the Piazza to look at the progress of the set up. The planner expressed that the company was doing fine, and that we did not need to stay there all day. We used the rest of that day to prepare for our presentations on Saturday.

On the day of the event, we arrived at Piazza Del Popolo at noon. The planner asked us to start opening and unraveling the medals the company would be handing out to the runners as they crossed the finish line. We started unraveling medals alongside Italian students so that there were plenty ready for the runners. About halfway through the task, the one student running with Professor Perricone left our station to get ready. Once all of the medals were opened, we took them to the finish line to give to the participants as they finished. We were able to watch the two runners from our school cross the finish line and were very proud of

them. After all of the runners crossed the finish line, the three of us got ready to give our presentations to the audience. I went up first to represent our school and the other two followed shortly after.

Our presentations were done within fifteen minutes and we were so relieved when it was over. It had been a long day but everything we did was worth it. Unfortunately, we did not win the presentation competition. However, I think we did a great job considering the length of time we were there, the language barrier, and the fact that only one out of the three students representing our school was in the sports management major. Overall, the trip was a success and it showed that anyone can take part in an event like this. Anyone can achieve whatever they set their mind to.

- Amanda Vita '19





# Mile of Rome

This semester I had the opportunity to travel to Rome, Italy with our Sports Practicum class taught by Professor Perricone. The purpose of this trip was to compete in the “Mile Minds” case study competition at the Piazza del Popolo as well as help operate the “Mile of Rome” race hosted by Atleticom. During

our time in Rome we had the chance to visit amazing landmarks including the Colosseum, the Vatican, the Trevi Fountain, and more. We also had the opportunity to attend an SS Lazio Europa League match at the Stadio Olimpico. Overall this was an amazing experience that I will never forget. I really enjoyed having the

opportunity to network with industry professionals in Rome, doing a bit of sightseeing, and helping out with the “Mile of Rome” event. It was also a great learning experience presenting in a foreign country. I hope that this class will continue on into the future so that other Centenary students can experience this amazing city.

- David Vanartsdalen '19





# Teddy Bear Toss

As part of our Sports Practicum class, my partner Mike Vallario and I, had to come up with an event to increase attendance at our schools sporting events. We decided to hold a Teddy Bear Toss during the Women's and Men's Basketball games. In addition to the Teddy Bear Toss, we also hosted an Ugly Sweater Contest, Basketball Bingo, and invited Hackettstown Recreation Girls Basketball to come and play during the half-time of the Women's game. To increase attendance through these various events, like any event, it took a lot of planning. As there was only 2 of us in the class, it meant we were responsible for the planning, organizing, leading, and controlling of the event. Luckily, Professor Perricone and Athletic Director Travis

Spencer guided us along the way with their experience of working in events.

Mike and I felt like we had a good handle on the event in the days and weeks leading up to it, until crunch time came and we realized we were quiet far behind. A small lack of communication made our jobs on the day of the event more difficult than they had to be. Again, through the help of Professor Perricone, Travis, and our volunteers, we were able to run through the day smoothly and relatively stress-free.

I believe we both learned that there is a huge amount of work that needs to be done behind the scenes for events to take place. I am happy that I took the class and got to experience what it takes to work in events in the

sports world. Although, there is still so much to learn.

Most of all we collected over 50 Teddy Bears and raised \$220 for the Lehigh Valley Phantoms Charities.

- Erik Nugent '21 &  
Michael Vallario '21





# Centenary University Elisa Padilla '93



There are few Latina executives in sports who have had a more diverse career than Senior Vice President of Marketing and Community Relations of the Miami Marlins Elisa Padilla (@eprican).

Padilla joined the Marlins (@Marlins) as Senior Vice President of Marketing and Community Relations in June and is now responsible for leading the marketing efforts for the team which include brand marketing, community outreach, digital, creative, game presentation, events & promotions and foundation. She moved to the Marlins after a short time at Apple where she was the Head of Product Launch. Prior to Apple, she was Chief Marketing Officer for Brooklyn Sports & Entertainment where she oversaw the marketing efforts for the Nets (@BrooklynNets) and Barclays Center (@barclayscenter) arena, including branding, advertising, merchandising, database research, creative, websites, and social media.

The Portada Brand-Sports Summit in Los Angeles on March 15, 2019 (Hotel Loews Santa Monica) will provide a unique setting for brand marketers to learn about the opportunities sports and soccer content offer to engage consumers in the U.S. and Latin America.

Padilla's tasks in sports business read like a great "how to" for brand building. She seamlessly led the rebranding strategy of the Nets from New Jersey to Brooklyn, and is the creator of the award-winning branding campaign "Hello Brooklyn." She also played a key role in establishing the brand identity for Barclays Center by branding its five programming franchises. Padilla also led the marketing efforts for the venue's sixth programming franchise, the New York Islanders, who began playing in Brooklyn in the fall of 2015.

The biggest challenge has been to educate colleagues how important Latinos are in today's marketplace.

Before joining the Marlins, she had accumulated nearly 20 years of experience in the marketing industry, working with high profile sports and entertainment companies such as AT&T, HBO Sports, Nickelodeon, and NBA. During her time at AT&T, she developed marketing plans targeted at the Hispanic Segment that resulted in solid customer acquisition and retail distribution expansion in key highly Hispanic traffic areas. She also spearheaded marketing efforts for the opening of the first

AT&T store in New York City's Chinatown.

We wanted to catch up with Elisa as the Marlins season ended in Miami to get her thoughts on a few other topics.

Portada: You have had several amazing stops, from the Nets to now the Marlins and others; what's the common trait that exists in the places you have been?

Elisa Padilla: There has been an incredible drive and passion for the brand and its success. Whether it's relaunching a brand, ensuring its top position in its category or building it up, driving awareness and being number one has been the common trait among all of them.

Portada: How has the road been for you as a Latina in sports business? What's been the biggest challenge?

EP: The road in sports as a Latina has been challenging and rewarding. What I mean by that is I have been told over and over again that I can't do something, however, my philosophy has always been to let the work speak for itself. I have proven that out over and over again.

The biggest challenge has been to educate colleagues how important Latinos are in today's marketplace.

**CONTINUED...**

Portada: How about the biggest opportunity you have taken advantage of?

EP: Delivering a different point of view. As a woman, the majority of the purchasing decisions are made by women in the household, no male colleague can share that point of view because he doesn't live. I can deliver that view in multiple consumer profiles.

Portada: This is a business of relationships. Who have been some of those who have helped you along the way and how?

EP: I am so grateful, so very grateful for the relationships I have in this industry. I have many to thank and most recently the three that helped me get to Miami, in particular, are relationships that were formed years ago. A reminder to never burn any bridges.

PO: There are many brands who are still a little wary of engaging in the Latino community in sports. What are the opportunities brands are missing or taking advantage of?

EP: Brands are afraid of what they don't know. It's all in the education of understanding the Latino consumer. The Latino consumer is no different than the general market consumer, the approach should be the same. Understand the data, ensure the message is relevant and go to market. The biggest difference is that marketers who don't speak Spanish are afraid of the landscape because the consumer doesn't look or sound like them.

Portada: On to the Marlins. Seems like there is a big upside in the Latino community. What are the first things that are getting done to rebuild that bridge?

EP: Authentic outreach into the community. We are going in from the ground up. We are understanding who lives in our market, where they are from and how they behave. It's very exciting because it's an untapped segment for the team.

Portada: Baseball is tied to the Latino soul. Does that make it easier to engage, or are the challenges the same as say, in the NBA?

EP: The challenges are the same across all sports. Consumers have so many choices, it's critical that we make a one to one connection with your potential consumer and evoke the right emotion. In Miami, we are one step ahead because we are so close to the Caribbean and Latin America, baseball is their sport. We will capitalize on that advantage to elevate our brand.

Portada: You were very active in relief efforts for Puerto Rico, how did that come about?

EP: My parents and younger brother live in Puerto Rico. Our lives were turned upset down in September 2017. I became involved because they are American citizens and like the 3.4m on the island, their voices needed to be heard.

PO: Lastly, you must get approached all the time from young people entering the business; what advice would you like to share?

**EP: Network, network, network.**

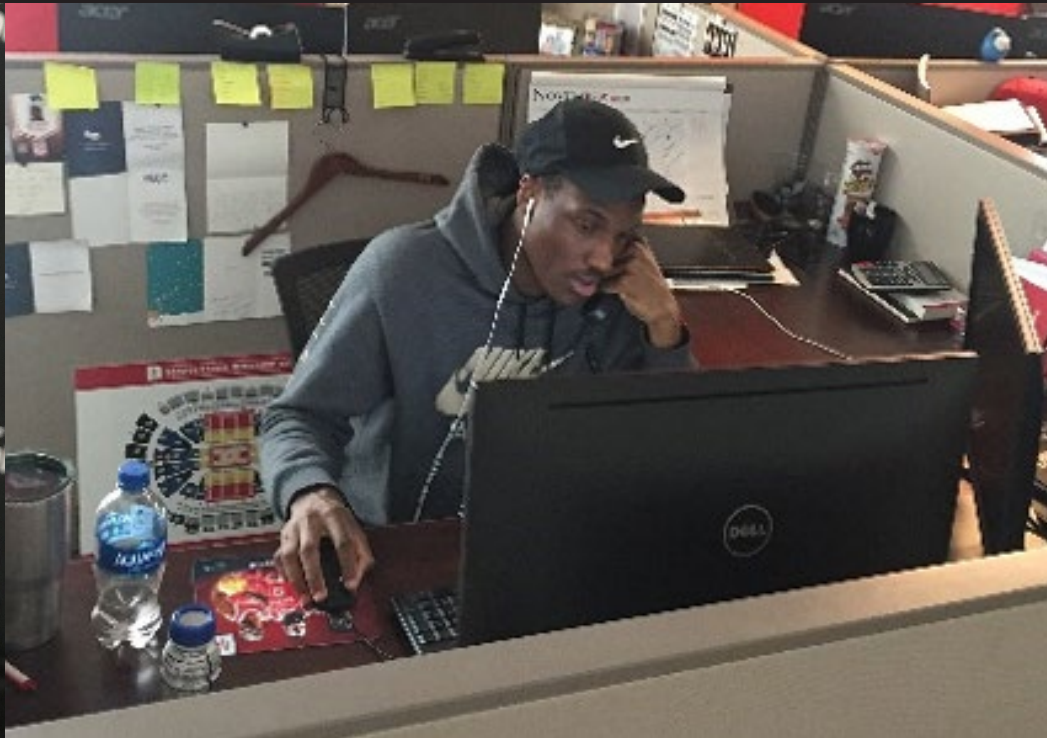
**Great advice from someone who has the rare mix of Hispanic expertise across sports, which makes Elisa Padilla one to watch and admire in the fluid world of sports business.**



# What Our Alumni Are Up To



**Julian Munoz '17**  
Stanley Cup  
Championship Ring



**Daniel Konteh '16**  
Manager of season tickets at Houston Rockets  
covering the phones on his off-day



**Centenary Alumni**  
celebrating  
their softball win against  
the seniors



**Alumni Abi Lawal '16**  
and Justen Davis '17 at the  
Dallas Cowboy's game



**Centenary Alumni**  
Alejandro Espinal '18, Nicole  
Cartaino '18, Chris Ruoff '16  
and Carolyn Cites '18 at the  
NY Jets Game



# What We're Up To



**Centenary Students attending the  
Robert Morris University  
Sports Management Conference**

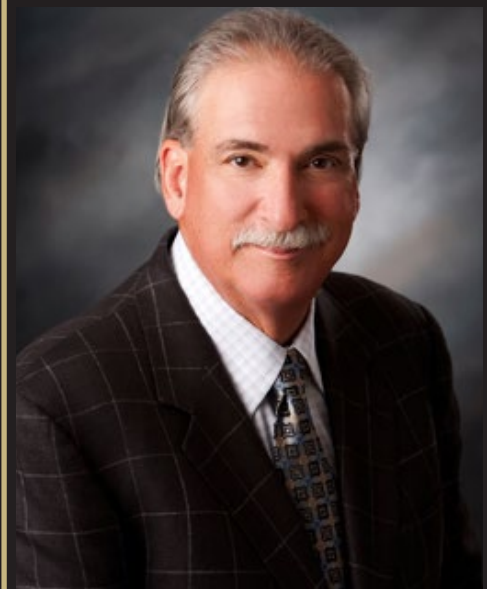


**Networking event at the Barclay Center in  
Brooklyn, NY with Buffy Filippell  
of TeamWork Online**

## **Save the Date!**

**8th Annual  
Centenary University  
Sports Management  
Conference.**

**Friday, April 12, 2019**



**Keynote Speaker:  
Dr. Bill Sutton**

