

# FULL COURT PRESS

The Official Newsletter of the Centenary University Sports Management Concentration

## 8th Annual Sports Management Conference

## Topic Breakdown



### 8TH Annual Sports Management Conference

To all of our industry alumni and friends, On behalf of Centenary University, the Sports Management Program, Dean Hadzovic student leader for the conference, and the Event class, please accept our deepest appreciation and thanks for your participation and support of the 8th Annual Centenary University Sports Management Conference. Over 100 students from 5 different schools were registered and the feedback from them was outstanding especially with their interaction with you on the panels and round tables!

### Highlights of the Conference

Dr. Sutton with his inspirational keynote address to the students.

The pre-conference networking event with Centenary students. Special kudos to Dr. Sutton, Lisa Meyer, Nicole Cartaino for leading this event and to Chris Cameron and Ornette Sanchez for organizing the pre-conference.

The workshops were greatly appreciated and valued by the students. Special kudos for leading these workshops to ...

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# HIGHLIGHTS OF THE CONFERENCE (CONTINUED)



(Continued) The workshops were greatly appreciated and valued by the students. Special kudos for leading these workshops to

- o **Sales** - Kyle Ingram, Chris Ruoff, Luis Santiago
- o **Analytics** - David Hedlund and Linda Ritchie
- o **Social Media** - Will Carafello, Tim Guella, Carolyn Clites
- o **Events** - Sam Greiner, Kristine Prokopec, Lisa Meyer, Arianna Thompson

The roundtable sessions as always were popular and added to the energy and dynamics of the student engagement.

The industry representation at the conference was outstanding as always, your impressions of the event is crucial with their return and encouraging their peers from other organizations to attend.

Our sponsorship support was tremendous, and we had a total of over \$2,200 and special thanks to our presenting sponsor Enterprise Holdings

Also, for the Centenary University Sports Management Hall of Fame reception and induction ceremony recognizing Fred Mangione, Elisa Padilla, Drew Green, Jamie Ponce, and Dr. Bill Sutton special kudos to Todd Reddington for chairing the selection committee and serving as the MC for the induction ceremony.

In closing, again, thank-you for all you do for our students and look forward to seeing you at our 9th Annual Sport Management Student Conference.





# CENTENARY AND PHILADELPHIA EAGLES



## **Chloe Christopher '20 Volunteer Experience at Centenary (Soccer)**

Christopher on the right says, "My volunteer experience included being involved with Centenary University athletics. For 5 men's lacrosse games I assisted Meg O'Brien, the Sports Information Director, with a set of different tasks. I would help with the set up and with the breakdown of each game, as well as, assist throughout the duration of the games.

Throughout the games I would assist Meg in whatever she needed help in, such as making sure the lacrosse balls were in place all around the field, checking if the shot clock was running properly, and helping with penalty countdowns. Overall, I spent 10 hours (2 hours per game) getting to learn all about lacrosse as a sport and how it is on the technical side.



## **David Vanartsdalen '19 Internship at the Philadelphia Eagles**

This semester I had the opportunity to intern with the Philadelphia Eagles. I worked in the Ticket & Fan Services department with my main responsibilities being assisting with incoming calls and emails to the Ticket Office and Guest Services lines and assist visitors at ticket windows, managing and maintaining customer season ticket member accounts, using Archtics ticketing systems for reports and account updates, working all events at Lincoln Financial Field as well as Game Day Staff related events, organizing and preparing the department for Eagles events and non-Eagles events, and helping organize and input incoming payments.



## **Matt Miller '20 Volunteer Experience at Centenary (Lacrosse)**

This year I did my volunteering with Megan O'Brien the Sports Information Director at Centenary University. I volunteer on March 30th there was a Lacrosse doubleheader on campus both men's and women's had a game on that day. I had to be alert at all times during the game helping with the shot clock and telling the student putting live stats into the computer for people following on the computer at home. I also was in charge of making sure players in the penalty box knew when to be released to this consisted me looking at the penalty clock and yelling release so the players know they can go back out onto the field.

Being an athlete here myself I did not know how much behind the scenes work goes into our games. Doing this I learned how to be prepared and work fast under an intense atmosphere. Problem Solving has a huge part in this job because sometimes the wrong time goes onto the clock or you add a goal for the wrong team and people have short fuses with that kind of situations so being able to fix mistakes quick is crucial because they are going to happen. I would like to thank Megan O'Brien to give me the opportunity and showing me what it like working in college athletics.

# BOYS & GIRLS CLUBS IN NEW JERSEY

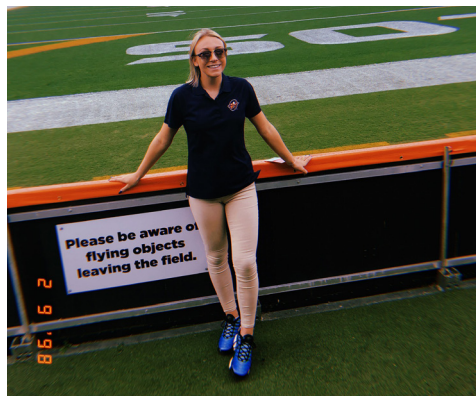


## **Tyler Lisa '19 Comedy for A Cause**

On Sunday April 14th, Centenary Universities Sports Management class ran a comedy event that was a fundraiser for the Boys & Girls Clubs In New Jersey. The comedy event was led by students Tyler Lisa and Frankie Iannone, as they were in charge of making sure the event ran smoothly.

The event had performances from Joe Piscopo along with his son and daughter. Joe sang and did impressions along with singing and playing guitar with his son and daughter. Along with a comedy performance from Jeff Norris. The event was a great success as the Sports Management class raised over \$2,500 and presented the check on stage to Susan Haspel, the State Director of the Boys & Girls Clubs in New Jersey. The students also presented Joe Piscopo a plaque with his name and photo on it. This plaque was

for Joe's induction into the Centenary University Sports Management Hall of Fame. This was a great day for Centenary Universities Sports Management class and showcased how hard these students worked throughout the semester to make this event as successful as it was.



## **Cassidy Haller '20 AAF Internship**

My internship was with the Alliance of American Football (AAF) in Orlando, Florida. I received this amazing opportunity by attending

a sports management conference at Robert Morris University (RMU). The initial intrigue I felt towards the AAF led to an internship at a startup company in Orlando, Florida. I was not remiss to the fact that this was an opportunity few individuals had the privilege of taking part in during their college years. After many interviews via phone, I was hired as a sales intern with the Orlando Apollos.

The internship started January 7th, 2019 and concluded April 7th 2019. The Apollos office was located in downtown Orlando, 25 minutes away from where I was staying. On game days I found my office location switched to The University of Central Florida's Spectrum Stadium. My day to day responsibilities included making phone calls to season ticket holders, using salesforce and Archtics, attending meetings and events, as well as creating seat tags and the game day schedule in excel. While in the office, I always tried to listen and learn from the other sales representatives. As a sales intern, I worked closely with our marketing team to promote the Apollos brand to UCF students.

I also attended events five to six times per week to get leads. Game days were the busiest. Before the game I was in charge of creating and tagging 300 seats with our season ticket sales promotion. During the game I assisted at sales tables and in the box office. It's an extremely rewarding feeling to see your hard work pay off when fans are

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# FOOTBALL AND LITTLE LEAGUE BASEBALL

enjoying the game and leaving with a great experience. The Orlando Apollos finished with a 7-1 record and were on the way to playoffs and championships in Dallas, TX.

Unfortunately, all operations were suspended April 3rd 2019 due to multiple coinciding factors. Although the league ultimately did not succeed, the experience I gained was incredible. I was able to network and build connections in the sports industry and make lifelong friends. I got to see a company from the ground up and be a part of something that not many students my age get to do. I am forever thankful for the opportunity.



## **Isaiah Santiago '20 NFL Watch Party with Jamal Adams**

For the watch party with Jamal Adams, it was focused on the operations of live events. I had to arrive 2 hours before the event began to help set up for the party. Setting up involved putting up a backdrop for

pictures, setting up lights, and tables. Compared to previous ProCamps events, this one was significant as it was for four lucky fans along with three guest of their choice who entered a contest through a ShopRite survey. Compared to other events where there would be about 40-50 people, there was not much to set up.

This is my seventh event with ProCamps, so I know how most of the day runs beforehand. Since I have done registration in many events for ProCamps in the past, I was put there again. Registration included me having a list of the sweepstakes winners along with their guest. When the people arrived, I had to ask for their last names along with a waiver each guest was supposed to fill out beforehand. If the waiver was not filled out, they would fill it out on the spot at the registration table.

As soon as Jamal Adams got there, each guest got to take a one on one photograph with him and had a chance to have a special Q and A. This was the part of the event where I can sit back and enjoy myself. Towards the end, I had to grab all merchandise that was signed by Jamal Adams and bring it to the registration table. Once the Q and A was complete, Jamal stayed awhile longer as he insisted on signing everything the fans wanted to get signed.

After this, I made my way back to the registration table to collect surveys that were completed after the Q and A

that ProCamps gives out to get some feedback on how they can improve themselves. As the guest give me their surveys, I handed each of the four winners from the sweepstakes a signed Jamal Adams football. Once the room was empty, the room had to go back to the way it looked when we first got there. My team and I broke down everything, brought everything down to the cars and the event was over. Overall, it went pretty smooth and was one of the best events I've done for ProCamps.

## **Julian Noriega '19 Little League Volunteering**

My volunteering experience involved helping coach a little league baseball team ages 12-14 for two days. As a volunteer coach, I prepped the field putting the bases in, setting up the L screen for live BP and with my past experience playing infield was able to help the kids with the fundamentals and other every day times.

This was my first time coaching and the experience really opened my eyes as to something I would truly enjoy doing from here on out. Being able to give tips on fielding, foot work, throwing, hitting to later see the difference in performance is a very rewarding feeling. Volunteering is something I've always wanted to do but never too advantage of, having done this now has opened my eyes and am hopping to continue to do so in the future, perhaps even coach a team someday of my own.

# NY METS AND WWE WRESTLEMANIA

## **Imani Lugo 20' New York Mets Sponsorship Project**

Being able to work on a sponsorship with the New York Mets is something I would never imagine being able to do. It was definitely a learning experience to get a feel for what goes into being apart of Corporate Sponsorships for a company. At first I thought this sponsorship project would be a little challenging since my group was assigned Real Estate as our “company” to be partnered with the Mets and there was not much that my group and I knew about Real Estate and how the NY Mets could benefit from being partnered with a Real Estate company. But after looking more into different Real Estate companies in the area and thinking creatively having that as our topic went pretty well.

With doing this project we considered some of the local Real Estate agencies within the area, key metrics regarding the NY Mets fans, and came up with different promotional ideas that would benefit both the Mets and Real Estate company. Some of the promotional ideas we thought of included a Real Estate Night where those that worked in the company could come out to a game and set up a table to attract the attention of fans, “Open House” Day where fans and possible clients could get a tour of Citi Field and browse at different housing options which would be displayed in suites, and much more.

When my group presented our ideas to Brian Glynn who is apart of Corporate Sponsorships at the New York Mets he was very pleased with all that we thought of and put into



the presentation. Being that it was one of my first real business type of presentation I was a little nervous having to present for someone apart of the Mets but at the end it was okay. It was definitely a good experience to have and a great resume builder. I hope on the future I could take part in more presentations like this and gain more experience in different parts of the industry like this.

## **WWE Wrestlemania Axxess Experience**

On April 4, 2019, we traveled to Brooklyn, NY to volunteer for WWE Wrestlemania Axxess. When we got there, we checked in and got our volunteer uniform and got a tour of the facility and what we would be doing that night. Our zone manager took us to the VIP stage where fans could get autographs and pictures with the biggest names of the night. For the first two hours the New Day, which is the group with Kofi Kingston, Xavier

Woods, and Big E, were at the stage. Kofi got to compete for the WWE Championship at Wrestlemania and ended up winning.

Then after them for the next two hours, Charlotte Flair took the stage which was cool to see since she was in the first ever women’s main event of Wrestlemania. When fans went to the stage to meet the wrestlers, they would give us their belongings that they did not want in the picture. So our responsibility was to grab their stuff, pass it along, and make sure they got their stuff back intact when they were done. Overall, it was a fun volunteer experience that we are all glad we had the chance to do. The whole event was run very well and we could definitely see why fans enjoy attending.



**By**

**Jonathan Fleck ‘20**

**Jon Pezzato ‘20**

**and Justin Wulff ‘20**

# ANIMAL RESCUE

## **Centenary University and Newton High School Joint Project**

My name is Payton Ernst and I am a senior at Newton High School. This year my Sports and Entertainment Management class has taken on the task of helping plan and run the Paws For a Cause event held at Donaldson Farm benefiting the charity O.S.C.A.R. We have teamed up with professor Perricone's sport management class at Centenary University to execute a successful event. This opportunity has been extremely beneficial because it has given my classmates and I a glimpse into the different levels, steps, and stages of planning a successful event.

We have learned that it takes a lot of hard work and efficient teamwork to ensure that everything runs very smoothly. There was a lot of time, effort and planning that needed to be completed leading up to the event. With the help of the college students and guidance from our teachers, we were able to accomplish these big responsibilities and tasks. Planning this event was a big step for us high schoolers as we learned, first hand, the commitment needed to execute a successful event.

I am going to college in the fall to study business and sport management, and after being given the opportunity to be the student leader of my class on this very important event, I have learned so much that will be very

beneficial in my future. Additionally, I cannot express how much this leadership role has helped me understand what it takes to lead a group of talented people. I can speak on behalf of my classmates that this experience was very beneficial, educating, and fun for all of us. The experience we gained

**- Peyton Ernest NHS '19**

## **Kaitlyn Anesh '20 Paws For A Cause**

As the end of the semester approached I decided to do one of my volunteering opportunities with the senior Sports Management's event class and help out with Paws for a Cause where all proceeds were going to One Step Closer Animal Rescue (OSCAR). I thought this would be a great event to be apart of because of my love of animals as well as this was all for a good cause. Over the course of a few weeks I started off doing social media posts on our Centenary University Sports Management instagram, twitter, and facebook to help get the word out about this event.

This would consist of me posting about all of the vendors that would be coming to the physical event as well as the ones supporting this event and then posting about the people and businesses who sponsored the event and including any information about events that they may be holding, contact information and more. At the day of the event I was still tasked with the job

of social media. I would walk around to the different tables and booths to talk to the organizations, people, and businesses that came to find out more information about them and then make a post on the social media pages about them being at the event and a reminder to stop by their tables. I would also provide thank you posts to the people who had sponsored the event and the ones that were there at the event to help make it come to life.

Being a part of this event I had picked up some ideas for how I can run an event in the future. I had picked up some ways of how I should communicate with the people assisting me in the event as well as the people who we are being asked to help participate and be a part of the event. It is also always good to have a list and make deadlines in advance so if needed things can change if something comes up and it would not affect the event in a bad way as well as making sure everyone knows what needs to be done and what they need to do. Overall I had a good experience being a part of this event and helping my fellow Sports Management students and friends out.



# POCONO COLLEGE TOUR



## **Matt Miller '20 Pocono College Tour**

The Pocono College tour has the raceway be able to work directly with the sports management students and club organizations at each of the universities participating. This year's competitions had Scranton University, Kutztown University, East Stroudsburg University, and Centenary University. This competition had three different parts they focused on marketing, research and analysis, and the final part event planning.

The first part had us reach out to any business this could be local or not and ask if they were willing to put up a Pocono raceway poster and for doing that they would receive free tickets to a race. To make sure we got the number of business each student was in charge of getting at least one business.

The second part was conducting surveys. Our approach was getting these surveys out to as many people as possible whether it be family members, teammates, classmates, etc. Also on the day of our event, we had computers set up at all times for anybody passing to fill out the survey for us.

The finals and toughest part of this event was conducting the Pocono event on campus. This was an unforgettable learning experience for me and the rest of the class. We had to sit down together and make an itinerary for the driver Zane Smith we had everything from interviews from local radio stations planned, to ice cream and racing video games like Mario Kart.

One of the hardest parts was making sure we were running on time with everything and knowing what to do if we ran out of time how to make up for it. Being the project leader I

had to delegate responsibilities to the class and made sure everyone knew their job to make sure the day ran as smooth as possible. A big skill I learned after doing this event was problem-solving a day before the event we have received news that Zane Smith was no longer going to make it but instead the president of the race track Ben May, I remember Professor Perricone telling us "relax and figure out how to fix it?" this helped us calm down and realize we only had to tweak a couple of things and everything was still okay to do. This past week we received news that we received second place this year right behind East Stroudsburg University. I am beyond proud of our class and our accompaniment. I wanted to thank Professor Perricone and everyone from Pocono Raceway to give us the opportunity to participate in this competition.