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Making Your Own Destiny

By Traci Peterson C20

"There are no secrets to success. It is the result of preparation, hard work, and learning from failure" -Colin L. Powell

"The Detroit Super Bowl XL Host Committee joins businesses, communities, political, and economic resources from throughout the region for a common goal – to showcase a revitalized Detroit. One big misconception people have is that the Host Committee schedules the half-time entertainment and other game related tasks. The main objective of a Super Bowl Host Committee is to serve as a liaison between the NFL, the host city and other sponsoring parties. Many people also have bad stigmas about the Super Bowl being located in a cold weather climate such as Detroit, but they will be blown away at what Detroit has to offer.

I currently serve as the Volunteer Services Assistant, which falls under Operations for the Host Committee. Many people ask the question "is that really a paying job"? Believe it or not, it is. The volunteer services department, staff of four, is responsible for the recruitment, training, and management of 8,000 volunteers during the Super Bowl. Volunteers are placed at hotels, airports, events, on shuttles, and more with responsibilities that come from a lot of intensive training. There will be over 100,000 visitors, and 3,000 credentialed media visiting the Detroit region during Super Bowl week so it is imperative that each and every volunteer understands that their job is to showcase Detroit as a tourist & sport destination. Each volunteer goes through a

background check, attends a mandatory training session and is then given event specific training for each event scheduled to work. Approximately 200 events will take place before and during Super Bowl week. These events will fall into several categories: free, ticketed, youth, community, celebrity, sanctioned, unsanctioned and many more. Throughout the months of October and November, we will hold 18 2-hour training sessions for 8,000 people.

I am also responsible for assisting with the coordination of our large-scale events for the volunteers including: Volunteer Orientation (attendance of 6,000) and Volunteer Appreciation Party (attendance of 4,000). If it weren't for the volunteers of each host city, the Super Bowl would just be a game with nothing to experience around it.

So, how did I get to this point?

I graduated from Lakeland College in Sheboygan, WI where I was a member of the Women's basketball team. Back in January of 2004, when I was accepted to the Sport Management Program, I decided to take off for San Francisco from my hometown of Menominee, MI. I was heart set on working in professional basketball. So, the very first internship I obtained was with the Golden State Warriors working as a Game Night Operations intern, and decided later that wasn't for me. I hadn't really experienced or knew *all the opportunities* there were in the sports industry, so my game plan was pretty broad. I participated in Marketing

Research projects, where my duties were to walk around and ask people to fill out a survey. At the University of California-Berkeley, I worked as a Marketing Assistant, assisting with on-field promotions, game entertainment, and sponsor fulfillment for Women's Volleyball, Women's Basketball, and Football. At the same time, I interned as an Event/Sponsorship Assistant for the Emerald Bowl, which is when I realized I really had a passion for special events.

In 2004, I volunteered for the Pac-10 Women's Basketball Conference Tournament as a Media Relations Production Runner. I enjoyed this experience so much that I made sure to stay in contact because I knew I wanted to work this event again in 2005. To show my interest, I made a trip to the Pac-10 Women's Basketball Media Day in San Jose and made sure the right people saw me there. It wasn't much longer that I was offered a position for the 2005 Conference Tournament as the Media Relations Volunteer Coordinator.

I have experienced many areas of the industry, and truly love what I do. The relationships and networking that I have acquired through the Sport Management Program have enabled me to make my destiny and big dreams reality. When the Super Bowl is finished, the Host Committee will dissolve and I will then be looking for my next great adventure.

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Students – Recent Internships & Jobs (C1 = Cohort 1 in SF, C1S = Cohort 1 in Southern California)



This is the entire Detroit Super Bowl XL Host Committee Volunteer Department staff. Left to right - D.J. Brown, Sean Krabeach, **Traci Peterson** C20, Kate Vickers

Tracy Baca C6S, Customer Service Specialist, Los Angeles Lakers

Erica Bakeman C6S, Communications Manager, Girl Scouts – Bakersfield

James Brown C7S, Intern, University of Southern California Athletic Department

Won Jin Chung C22, Sales & Marketing Intern, Longs Drugs Challenge Golf Tournament

Alex Cribbs C6S, Sports Marketing Coordinator-Athletic Services & Representative, Speedo, Inc.

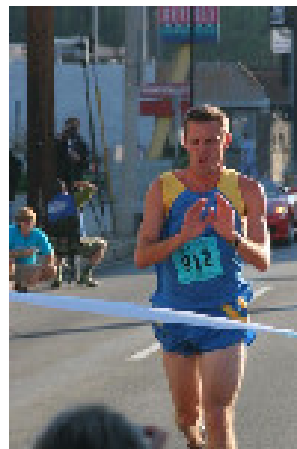
Tim Della Maggiore C21, Merchandise Coordinator, Silicon Valley Sports & Entertainment

Rich Egan C21, Account Manager/Ticket Coordinator, GMR Marketing

Chris Forrest C6S, Community Relations Intern, Los Angeles Lakers

Amber Hadisoenarto C21, Ticket Services Account Executive, Golden State Warriors

Alysia Hendricks C7S, Ticketing Intern, Tiger Woods Foundation; Marketing & Promotions Intern, UC Santa Barbara Women's Basketball Team



C7S student **Scott Abbott** crosses the finish line in 1st place at the first annual Run For Her event, created by alum **Kelli Sargent** C4S



On a recent trip to the Dominican Republic with the LA Dodgers, **Carly Petersen**, C4S alum (left) and **Denise Herron**, C7S student (right) take in a local ballgame

Jeff Miller C6S, Community Relations Intern, Los Angeles Clippers

KeeJae Kang C21, Sales & Marketing Intern, Longs Drugs Challenge Golf Tournament

Matthew Roberts C21, Marketing Associate, Stanford University

Pedro Rodrigues C22, Consultant Intern, IMG

Mike Selvidge C23, Corporate Sales and Service Department Intern, Golden State Warriors

Mike Theoharis C20, Intern, University of California-Berkeley Development Office

Alumni – Recent Job Changes



Aric Agresti C19, Marketing Supervisor, Bay Meadows Race Course

Tiffany Fong C16, Partner Relations Coordinator, George P. Johnson Company

Ignacio Garcia C16, Sponsorship Manager, Atletico de Madrid Soccer Team, located in Madrid, Spain

Jeff Gilbert C15, Assistant Equipment Manager, San Francisco 49er's

Chris Greene C3S, Athletic Director, Carlsbad High School

Mario Hirose C3S, Manager of Marketing & Client Services, National Hot Rod Association (NHRA)

Jaron Madison C2S, Assistant Scouting Director, San Diego Padres

Kristen O'Connor C16, Senior Manager - Marketing Partnerships, Daytona International Speedway

Mark Ryan C11, Direct Marketing Group, Electronic Arts

Kim Sawyer C4S, Office Coordinator/Assistant to the President, San Diego International Sports Council

Jenn Shull C19, Sr. Administrative Assistant-Athletic Development, Santa Clara University

Adam Smith C19, Account Executive, MySpace.com

Stevie (Stribling) Gray C19, Senior Ticket Operations Coordinator, Golden State Warriors

Patrick Vesely C5S, Membership Development Officer, American Youth Soccer Organization (AYSO)

Bobbie Walker C11, Director of Ticket Sales, Salt Lake Stingers

Sport Management Updates

The Sports Philanthropy Project web site is now host to C5S alum **Rebecca Robinson's** master's thesis on the charitable foundations of major league teams titled "*Sports Philanthropy: An Analysis of the Charitable Foundations of Major League Teams*". Robinson, who works for the San Diego Padres, focuses on leveraging the unique position of major league teams in popular culture to make a positive impact in the community. SPP provides technical assistance to sports foundations, enabling them to define their mission and use the popularity and resources of professional athletes and teams to promote vibrant, healthy communities. SPP was launched in 1998 by The Robert Wood Johnson Foundation, the largest philanthropy devoted to health and health care in the United States.

Professor **Jeremy Howell's** wife **Yvonne Gomez**, former Spanish Women's Figure Skating Champion, was elected into the USF Athletic Hall of Fame. She was informed of this honor by the President's office and Alumni Association. Yvonne was a student at USF when she competed in the 1988 Olympics and 1988 and 1989 World Championships. She was also in two World University Games while at USF. The 2005 inductee ceremony is Feb. 3, 2006.

Johanna Thomashefski C13, Residence Hall Director--Xavier Hall, was accepted in June as a member of the U.S. Lacrosse



C5S alum **Clark Hills** and two future SM students, his granddaughters Kaitlyn (left) and Ellie (right).

Youth Council, the national governing Lacrosse organization. She is also a chair of the organization's Building Relationships to Initiate Diversity, Growth and Enrichment committee.

Denise Herron, C6, was invited by the Dodgers to a post-season get-away in the Dominican Republic. Also attending was **Carly Petersen**, C4 alum.

Marisol Ortiz C5S, will move into a new office in Newport Beach called Siena Medical Aesthetics. She is partnering with 2 other ladies, one is a family practitioner and another is a skincare specialist while Marisol will continue to be the massage therapist.

Artesia High School boy's basketball team beat Fairfax High School, the number 1 team in the state, Friday December 2nd, with a score of 69-56. Assistant Coach **Loren Grover** C6S, was proud of his team as they dominated throughout 90% of the game and won the semi-finals of the Pacific Shores Tournament. Coach Grover will be joining his team as they fight their way through the finals on December 9, 2006 at Redondo Union High School in Southern California.

Another round of lovebirds taking the plunge! **Jason Weber**, C4, recently announced his engagement to Kim. No wedding date has been set. **George Kavouridis** C13, was married on the 1st of July to his fiancée Marianna and they are living in the southern part of Athens, Greece. **Christopher Rubin** C7S, was married to his fiancée Tina in a lovely sunset ceremony in October. Congratulations to all the happy couples!



International Student Spotlight

For the past 6 months, **Jeong Beom Hahm** C20, **KJ Kang** C21, **Won Jin Chung** C22, and **Sae Young Park** C19, have interned for the Longs Drugs Challenge 2005 LPGA Tournament. The tournament was held from October 3-9, 2005 at the Ridge Golf Club, in Auburn, CA.

They created the Korean community marketing programs which is a specially designed ethnic marketing campaign for Korean people in the Bay Area because more than 26 LPGA Korean pros were going to participate. Actually 20 out of 26 attended. The marketing program included Ticket and Pro Am sales, corporate sponsorship, Special event, and various promotional activities.

This is a shining example of our international students, across several cohorts, coming together to work towards a common goal. Congratulations on a job well done!



Pictured along with other Tournament staff and interns, from left - **Won Jin Chung** C22, **Sae Young Park** C19, **KeeJae Kang** C21, **Jeong Beom Hahm** C20

Longs Drugs Challenge 2005 Player Field List (Korean)

1. Shi Hyun Ahn
2. Aram Cho
3. Il Mi Chung
4. Hee-Won Han
5. Young Jo
6. Jimin Kang
7. Soo-Yun Kang
8. Birdie Kim
9. Christina Kim (2004 the Longs Drugs Challenge Champion)
10. Hana Kim
11. Mi Hyun Kim
12. Young Kim
13. Ji Yeon Lee
14. Meena Lee
15. Sarah Lee
16. Gloria Park
17. Pearl Sinn-Bonanni
18. Sae-Hee Son
19. Young-A Yang
20. Sung Ah Yim

USF Sport Management

Dr. Stan Fasci – Director of Administration
Dr. Dan Rascher – Director of Academic Programs
Peggy O'Leary, M.S. – Senior Associate Director and Administrator of Southern California Program
Dr. Jeremy Howell – Associate Professor
Dr. Rich Cellini – Assistant Professor
Maria Palmo – Program Assistant for Northern California Program
Sabrina Karras – Program Assistant for Southern California Program
Mike Selvidge – Graduate Student Assistant for Northern California Program

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Alumni & Student News

- ❖ Nicole Olszewski C19, and her husband Brett had a baby boy, Nathan Cole, born July 8, 2005.
- ❖ C5S alum Clark Hill's daughter Kimmie delivered a little girl on October 3rd. Kaitlyn Claire was 20 1/2 inches long and 8 1/2 pounds. Kaitlyn is Clark's 2nd granddaughter born this year.
- ❖ Marisol Ortiz, C5S alum, is expecting her first child who will be due in May 2006!
- ❖ Kim (Hay) Rogowski C12, and her husband welcomed son Trajan to the world in early December 2005
- ❖ Ray Pettit C10, and his wife Lisa had a baby boy, Parker Timothy, on April 23, 2005. They are living in Arizona and Ray is teaching 6th grade and coaching youth sports
- ❖ David Kaufer C11 and his wife Renee and can happily report that they officially welcomed Stone Ronan and Ty Evan on November 19, 2005! Mom and the twin boys are now home and resting comfortably. Stone arrived at 6 lbs. 14 oz., while Ty came in at 6 lbs. 13 oz., both 19 in. long.
- ❖ Shae Taylor C23, and his wife had their baby on December 11, 2005. Daughter Rhaegan Taylor was 6.3 lbs and 18 inches.

Announcements

- ❖ **Moved recently?** Be sure to let us know if you have new contact information so we can keep you in the loop and in the know!



Happy Holidays
To you and your
family

From all of us at
The Sport Management
Program!

Happy New Year!

Save the Date!

The Northern California
Social
will be held on:

Monday, February 13, 2006
USF vs. University of San
Diego
Men's Basketball Game
Memorial Gym

Ballpark dinner starts at
5:30 p.m.