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## Game Plan to Grow Your Network

By Mike Wagner C7S

As we all know, not everything happens according to plan, but I'd rather begin with a plan and improvise than enter a situation without one. Getting my first job in the industry required being able to adapt, but there was always one element in my plan that never wavered; networking.

Here are some key excerpts from each of my game plans:

*Game Plan #1: "I have also given myself monthly goals of meeting with professionals in the industry to get my name out there as well as learning how to succeed in this industry. I will meet with different people in different capacities in order to have a breadth of knowledge".*

*Game Plan #2: "I have kept lines of communication open with many of those people I met since I began the program and continue to learn from them. I have also met more contacts in different arenas of the sport industry, including media, and am keeping my options open."*

*Game Plan #3: "In the meantime, I am continuing to work hard and make impressions, but also reaching out to my contacts and searching for full time employment. My objective remains the same, but I am not closing the door on any opportunity that presents itself. My goal is to be fully employed in the industry before graduation."*



Mike on game day with the San Diego Chargers.

myself in a position to work for the team. In June 2006 I was offered the position of marketing intern for the 2006 season.

During my internship with the Chargers, I worked hard to create a reputation as a solid and dependable employee, while continuing to make contacts to grow my network and more importantly, lead me to a full-time job. It took time, but at the end of the 2006 season, the team asked me to consider working part-time for them over the off-season and into the 2007 season. This was a fantastic opportunity to gain even more valuable industry references.

Over the next 20 months I was introduced to top level executives or decision makers with the following companies: Genesco, Wasserman Media Group, AEG, StubHub, Baltimore Ravens, Octagon, and Millsport. I went on a lot of interviews that were made possible because of the contacts I made through hard work, dedication and a very solid networking plan.

I'm happy to report that I work for Millsport as an Account Executive. As I look back at my path, I realized that my networking plan was simple; meet people, stay in contact, learn about opportunities, and reach out for a little help. Having a good network reminds me of an older American Express slogan, "Membership has its privileges...are you a member?"

I spent most of my career interacting with people through action sports retail and hospitality, and because of that, networking was never a problem for me. I've found that you have to be willing and ready to put yourself out there, sometimes into uncomfortable positions, just to meet people. You never know when one of them will be in a position to help you or vice-versa.

As I look back at the opportunities that came to me, I realized that without a doubt, they were all through my network of contacts. In July 2005, only weeks into the program, I met and interviewed Chris Morales with the University of San Diego Athletic Department. This meeting led me to my first internship opportunity and the beginning of my network. That same month I met and interviewed Doug Carnahan (Cohort 10), with the San Diego Chargers. One of my goals was to intern with the Chargers and so I kept the lines of communication open with Doug in order to put

## Students – Recent Internships & Jobs



**Juvanie Maximo, Crystal DeJesus and Tana Smothermon** (from L to R) of C9S working (and enjoying) the LA Galaxy game.

**Courtney Walker** C28 — Intern, Partner Services Coordinator, Cal ISP Sports

**Michael Levine** C10S — Intern, Millsport

**Dawn Regan** C9S — Head Coach & Rowing Coordinator, LMU

**Brian Joanou** C10S — Marketing Intern, Fox Soccer Channel

**Kevin Holman** C29 — Corporate Sponsorship Sales & Game Day Promotions Intern, San Jose State Athletics and Spartan Sports Properties

**Chris Malme** C10S — Intern, Marketing & Academic Support, USD Athletics

**Maggie Fenton** C26 — Event Manager, Stanford University

**Meghann Carreiro** C9S — Intern, Pepsi 500, Auto Club Speedway

**Doug McCollum** C26 — Admissions Associate, JV Soccer Coach, Lick-Wilmerding High School



**Tomoya Nakata** C28 (on right) helping Dara Torres, swimmer for the U.S. Olympic Team pick up her apparel & footwear at SJSU before heading to Beijing for the Olympic Summer Games.

**Jeffrey Swisher** C29 — Intern, Ticket Sales, Oakland A's

**Danica Pommerenck** C10S — Intern, Women's Professional Soccer League

**Crystal DeJesus** C9S — Customer Service Representative, Upper Deck

**Rodney Truong** C9S — Business Analyst, Western Dental Services, Inc.

**Marianne Ward** C10S — Project Coordinator, UCEDD, Childrens Hospital Los Angeles, Assistant Varsity Softball Coach, La Salle High School

**Sean Moler** C27 — Event Management Intern, McAfee Coliseum; Event Marketing Intern, Learfield (Cardinal Sports LLC) at Stanford University

**Cory Hollingsworth** C10S — Community Relations & Kings Care Foundation Intern, Los Angeles Kings



**Matt Canter** C27 keeping a bird's eye view on the players while interning at the U.S. Open in Torrey Pines.

## Alumni – Recent Job Changes

**Michelle Boone** C7S — Director of Sport Services, Northeast Conference

**Will Kiss** C14 — Public Relations, Oakland Raiders

**DeSha' Runnels** C4S — Assistant Athletic Director, USC

**Mike Wagner** C7S — Account Executive, Millsport

**Cailen Wachob** C23 — Marketing Director, Fan Media Network

**Josh Esquith** C8S — Corporate Sponsorship Sales Associate, AYSO

**Jeremy Rechtshaid** C18 — Corporate Partnerships Manager, Jewish Community Center San Francisco (JCCSF) & JCC Maccabi Games San Francisco (Aug 2-7, 2009)

**Sam Brown** C7S — Business Development Executive, AffiliatePrograms.com

**Heather Jones** C20 — Director of Business Initiatives, Special Olympics of Northern California

**Ka'anela (Inn) Holcomb** C8S — Account Executive, Leader Enterprises

**David Noble** C10 — Assistant Director of Recreation and Athletics, UC Merced

**Patrick Vesely** C5S — Partner Marketing Manager, World Championship Sports Network (WCSN)

**Mario Trutanic** C6S — Lead Assistant Coach, Women's Basketball, SFSU

**Renee Stribling** C25 — Medical Device Sales, Dynasplint Systems, Inc.

**Taketo Honsho** C24 — Client Service Executive, Repucom International, Japan

**George Pappas** C25 — Vice President, Corporate Alliances, Six Flags Media Networks

**Sara-Mai Conway** C4S — Club Manager, Austin Rowing Club, Texas

**Kelli Sargent** C4S — Business Development/Marketing Associate, Cedars-Sinai Women's Cancer Research Institute

**Matt Slavin** C17 — Assistant Director, Graduate Admissions, Dominican University, San Rafael

**Kurtis Matzkind** C6S — Director of Ticket Operations & Group Sales, Huntsville Havoc of the Southern Professional Hockey League

**Marc Rosenberg** C7S — Director of New Business Development, Sports Media, Inc.

**Jeff Soklin** C8S — Marketing Coordinator, Nickent Golf

**Edie Gobel** C7S — Community Marketing Coordinator, UC Irvine

**Lena Pereira** C7S — Marketing Supervisor, Whole Foods Market

**Christine Foster** C5S — Marketing Coordinator, In Touch Health

## Sport Management Updates

**Cory Sterling** C27 covered the ArenaBowl XXII Championship Weekend in New Orleans and produced 12 articles for various news sources. Cory is the Content Provider for Public Relations with the Oakland Raiders.



**Christian Dempster** C3S, **Kim Sawyer** C4S, **Raquel Licuan** C5S and **Jennifer Alegado Sarmiento** C6S manning the 18<sup>th</sup> hole at the U.S. Open in Torrey Pines. **Molly Miller** C6S (not pictured) was also on the scene with Classic Party Rental (who held the tenting contract for this event).

### New Spring 2009 Elective Course Announcement!

**Professor Andrew Choi** spent this summer in his homeland of Korea working on the Global Sport Management Immersion Week elective to be offered in January 2009. This is a fantastic opportunity to spend a week in South Korea to learn about global perspectives in Sport Management with an impressive itinerary to visit not only USF SM Alums working in Korea but also interacting with key players in the Korean sport industry.



**Professor Andrew Choi** met with USF Alums over the Summer in Korea. Pictured (from left): **KeeJae Kang** (C21), **Sae Young Park** (C19), **JB Woo** (C22), **Won Jin Chung** (C22). Missing: **Dae Seok Chang** (C22) and **Professor Choi**



**Ilisa Kessler** C9 and Adjunct Faculty, Northern California Program at the WNBA Inspiring Women Luncheon in San Francisco with honoree Robin Roberts and fellow KGO-TV co-workers (Ilisa is 3<sup>rd</sup> from right).

Check out an interesting article by **David Almy**, Adjunct Faculty, Northern California Campus regarding the Olympics. It was published in the SBJ, September 1, page 37 and can be found online at <http://www.sportsbusinessjournal.com/article/59930>.



**June Solomon** C27 (left) and RollerSoccer creator Zack Phillips with Mayor Gavin Newsom's Proclamation for "RollerSoccer World Cup Day", August 14, 2008. The 2008 RollerSoccer World Cup was an historic event for the RollerSoccer International Federation, and for the birthplace of the sport, San Francisco, and the Bay Area. USA won 3 to 2 against France, the 2007 champions (with Zack's penalty kick in overtime to cinch the win). Special thanks to **Keith Marin** C28, **Cori Evans** C27, and **Alicia Ambrosini** C27 who volunteered at this unprecedented event.

**Jim Herrmann** C18 received the Gold Award (Best Print Ad) and the Silver Award (Best Season Ticket Sales Campaign) from the 2008 NACMA National Awards. Jim is currently the Director of Ticket Sales and Marketing at Cal Athletics.

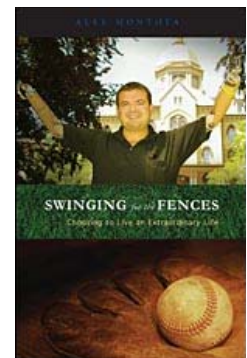
Exciting news from our rowing community. **Sara-Mai Conway** C4S coached the LMU Women's Lightweight Four to a National Championship at the Intercollegiate Rowing Association (IRA) Regatta in Camden, NJ in June. LMU hasn't won a National Championship in 19 years.

**Dawn Regan** C9S became the first female Coordinator of Rowing in LMU's West Coast Conference history when she accepted the Head Coach and Rowing Coordinator position at LMU!



**Liz Record** C7S coached the UCSD women's rowing team to 2<sup>nd</sup> place at the NCAA Nationals. Liz is above proudly holding the team's trophy. Great job!

**Rob Halvaks**, Adjunct Faculty, Southern California Campus and Senior Associate Commissioner at the Big West, was selected as Chair of the Division 1 Administration Cabinet. To read more about this new cabinet and Rob's vast experience in the industry, check out the following link: <http://www.ncaa.org/wps/ncaa?ContentID=35949>, published on September 2.



Summer may be over but I encourage you to check out this great book by our very own **Alex Montoya** C8S. His story is truly inspirational. To order, go to [www.tatepublishing.com](http://www.tatepublishing.com)

## USF Sport Management

**Dr. Stan Fasci** – Director of Administration  
**Dr. Dan Rascher** – Director of Academic Programs  
**Peggy O’Leary, MA** – Sr. Associate Director and Administrator of the Southern California Program  
**Dr. Jeremy Howell** – Associate Professor  
**Dr. Rich Cellini** – Assistant Professor  
**Dr. J. Andrew Choi** – Assistant Professor  
**David Manning** – Program Assistant for the Northern California Program  
**Cheryl Brier** – Program Assistant for the Southern California Program

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## Alumni & Student News

- ❖ **Mark Matsunaga** C9S and his colleague at the San Diego Padres are spearheading the first Filipino Heritage Night at Petco Park on September 10, 2008.
- ❖ **Reza Marty** C3S and his wife Desiree welcomed their first baby, Benjamin Daniel this past May.
- ❖ **Paul Caminata** C15 welcomed Olivia Lucille to the family on June 23. She weighed in at 6 lbs and 1 oz and the family is doing great!
- ❖ **Gloria Lee** C14 and **John Pimentel** C13 welcomed Gavin Amante Lee to the family on August 16 weighing in at 7 lbs, 8 oz.

**Cathy Chang** C23 said yes to Gary's proposal. They celebrated their engagement at AT&T Park in San Francisco. Congratulations!



## Announcements

- ❖ **Professor Dan Rascher**, his wife Heather and big brother Aidan welcomed Lucas Gardiner Rascher to the family this past June. Lucas weighed in at 7 lbs and 12 oz.
- ❖ **Dennis Bickmeier**, Adjunct Faculty, Southern California Campus and his family welcomed Nathan Andrew weighing in at a whopping 10 lbs!



## Welcome Cohorts 10S & 29



Peter Amador, SDSU; Daniel Balwigaire, Willberforce University, OH; John Bazzo, Cornell University; Tiffany Blevins, Pepperdine University; Hector Campos, Cal State Poly, Pomona; Patricia Campos, Saint Mary's College of CA, Dante Ciolfi, Seton Hill University; Abraham Collier, Wilmington University; Sammer Darwazeh, UCI; John Eberhard, CSULA; Jennifer Fatjo, Loyola University, New Orleans; Morgan Finley, LMU; Gabriel Garcia Villalobos, SDSU; Hollann Givens, SDSU; Ryan Harris, USC; Cory Hollingsworth, UCSB; Brian Joanou, CSU Fullerton; Kenny Lee, SDSU; Michael Levine, UCSB; Colleen MacKinnon, UCLA; Chris Malme, UCSD; Timothy McBride, Arizona State University; Kelly McIntosh, UCSB; Brian Morandi, Colorado State University; Danica Pommerenck, UC Riverside; Monika Rothenburger, UCLA; Jameson Shaw, UCSB; Blaine Smith, La Sierra University; Shen-Hsien Sung, Shih Hsin University, Taiwan; Marianne Ward, Willamette University; Joshua Zeidler, SFSU; Hui Zheng, Tsinghua University

Ryan Atkinson, Missouri Western State University; Thomas Baksa, SDSU; Steven Berringer, USF; Christopher Carlock, Arizona State University; Joel Churnin, University of Richmond; Liam Connolly, LMU; Michael Crivello, USF; Carlo Finlay, University of Georgia; Christopher Freitas, SJSU; Jonathan Haight, Brigham Young University; Jason Hicks, University of Hawaii; Kevin Holman, University of the South; Min Kyung Jung, Seoul National University; Hongtae Kim, Brigham Young University; Joel Kretzinger, University of Oregon; Jonathan Lee, Santa Clara University; Yuwathée Lohavichitranon, Thammasat University; Patrick Luck, Santa Clara University; Joseph Nazzaro, Vassar College; Amanda Nichols, Loyola University, Chicago; Patrick Purcell-Jones, USF; Tobias Riday-White, CSU Fresno; Clare Rudd, USF; Jennifer Schuman, University of Arizona; Nima Shaahinfar, UCLA, UC Hastings; Ioannis Stavridis, Idaho State University; Jeff Swisher, Cal Poly; Tasha Tait, Ohio State University; Vanesa Taube, University of Hawaii; Vanessa Tavalero, University of Washington; Keena Thomas, Wayne State College; Li-Kang Tsu, Chinese Culture University; Isela Velasco, SDSU; Steven West, Saint Joseph's University