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Taking a Chance

I'm sure you wanted to be an athlete, and then when you finally realized you were no longer able to compete for one reason or another, you figured the natural progression would be to work in sports. You assumed it would be easy enough since you know all about your favorite teams and you read the sports section daily. I sort of thought that also until the night of my first Leadership in Critical Thinking class when Dr. Rich Cellini delivered his famous "This ain't gonna be easy" speech. He was right, this ain't easy.

Let's go back to January 2007. I am in Dr. Cellini's class preparing my game plan and my informational interviews. I had a plan, and I was confident that if I stuck to it I would be where I wanted to be at the end of the program. Reality check: it doesn't always go as planned. But that is okay.

My goal was to work for Major League Baseball (MLB) so I randomly picked a person to contact and was able to secure an informational interview. We spoke for about 45 minutes, and from that conversation, not only did I have enough material to write my class paper, but I heard first-hand what someone sitting in the chair I wanted to sit in did to get there. Even better, I had made a connection and started a relationship with someone at MLB.



Peter taking a well-deserved break at the conclusion of the World Baseball Classic.

Fast-forward 21 months. My entire inside sales department at the Oakland Raiders had just been laid off. I had been in the same sales position for the past 18 months, which was not in my game plan. During my time with the Raiders, I knew that ticket sales and the NFL was not where I wanted to stay. I still had my sights on MLB.

As I mentioned earlier, I had developed a relationship with my connection at MLB. Over a 21 month period we remained in contact by email and telephone. I reached out to him for advice and to hear his thoughts on a Chinese baseball project for my Business Development class. Another time he gave me a heads up about an upcoming internship, which I interviewed for, but wasn't offered the position.

So, jobless in November but still very aware of the international movements MLB was making, I reached out to my MLB connection and

By Peter Aiello C26

offered to lend a hand during the upcoming World Baseball Classic. He called me back the next morning to inform me of a position working directly under him from January through April, and asked if I would be interested. He sent me the job description, told me to think about it over the weekend and give him a call Monday with any questions. It was not much money and I would definitely be struggling for a few months, but it was a heck of an opportunity. No, it was my dream! I had to make this happen. I spoke with family, friends, and Dr. Cellini to weigh the pros and cons. Suffice to say, I accepted the position as the Coordinator for Sponsorship and Communications for the World Baseball Classic, packed my bags and moved to New York City.

During my first week on the job I was thrown into the fire trying to learn all I could about the sponsorship side of the tournament. I took the Corporate Sports Marketing elective with Adjunct Professor Marc Reeves (Vice President, IMG) and felt like I understood sponsorships and I also had a firm grasp on communications but I was a novice on one of my newly assigned projects, virtual signage.

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Students – Recent Internships & Jobs

Monica Rothenburger C10S — Event Operations Intern, International City Racing, Long Beach

Janet Atchan C30 — Sponsor Services Intern, IMG Tennis, Bank of the West Classic

Benjamin Aziz C28 — Corporate Sales Account Executive, Golden State Warriors

Megan Miller C11S — Event & Ticketing Intern, Tiger Woods Foundation

Matthew Chan C31 — Sports Marketing Intern, Oakland Raiders

Dan Chamberlain C28 — Assistant Men's Soccer Coach, Stanford University Athletics

Brennan Cassidy C11S — Tickets Fore Charity Champion Intern, Northern Trust Open, PGA Tour

Patrick Purcell-Jones C29 — Intern, Learfield Sports

Raymond Tioseco C31 — Internet/PR Intern, Oakland Raiders

USF Athletic Department Internships:

Matt Lehrer C31 — Compliance

Jordan Brewer C31 — Development

Aki Kadotani C31 — External Relations Coordinator

Michael Bell C30 — Academic Support for Student-Athletes and Graduate Assistant

Adam Sopris C31 — Marketing &

Corporate Sponsorship

Matt Peters C30 — Men's Basketball and Graduate Assistant

Min Kyung Jung C29 — Men's Basketball



George Panossian C11S, **Summer Wheaton** C11S and **Nate Bautista** C11S (from L to R) taking a break from their volunteer duties at the Women's Tennis Championships held in Los Angeles.

Chris Malme C10S — Marketing Assistant, UCLA Athletics; Academic Mentor, UCLA

Hiro Aoyama C17 — Interpreter for Japanese player Kosuke Fukudome, Chicago Cubs (and not Hiro Ozawa C9 as stated in the June Newsletter)

John Eberhard C10S — Game Day Operations Intern, Ontario Reign

Patrick Luck C29 — Guest Service Coordinator, HP Pavilion, San Jose

Cali Gilbert C30 — Blind Bid Auction Supervisor, Andre Agassi's 14th Annual Grand Slam for Children, Las Vegas, NV

Leilani Wagner C31 — Game Operations & Promotions, St. Mary's College

Robert Azcarate-Bascherini C30 — Marketing Intern, Warrior Evolution & Hypercat Racing

Tim McBride C10S — Red Bull Air Race Coordinator, Red Bull North America

Toren Bentson C30 — Intern, Marketing & Game Days, Oakland Raiders

Leah Schilling C31 — Campaign Manager, Leukemia & Lymphoma Society's Team in Training

Peter Amador C10S — Group Sales Representative, Del Mar Thoroughbred Club; Marketing Intern, VAVi Sport & Social Club

Colleen MacKinnon C10S — Marketing Coordinator, Anaheim Ducks

Matthew Andrus C28 — Business Development Intern, Premier Partnerships

Ben Flajole C30 — Baseball Operations Intern, San Francisco Giants

John Storm C30 — Business Development Intern, IMG



Nicholas Tsu C29 is interning with the MLB Developmental Center in China. He's working with them on the China Youth Baseball Tournament. (From L to R) Rick Dell (Director of Game Development), Nicholas, Jeff Brueggeman (Assistant Coach), Simon Huang (Administrator), Rajiv Subramanian (intern).

Lenny Valbuena C7S — Producer, Final Score, Fox Sports Net

Casey Leppanen C27 — Marketing Manager, Los Angeles Galaxy

Crystal De Jesus C9S — Diamond Program Supervisor, Upper Deck Company

Jim Herrmann C18 — Associate Athletic Director, External Relations, Niagara University, Niagara Falls, NY

Andrea Rogers C27 — Community Development/Foundation Intern, Frisco RoughRiders (Texas Rangers Double A Team), Texas

Alumni – Recent Job Changes

Nick Owen C25 — Director of Operations, Leganga Basketball Camp

Erin Flynn C5S — Director of Sales, Saucony

Matthew Kern C19 — Director of Marketing, Everlast Worldwide

Michelle Boone C7S — Assistant Commissioner, Northeast Conference

Ryan Moore C18 — Assistant Director of Public Relations, San Francisco 49ers

Meghann Carreiro C9S — Marketing Assistant, Glen Ivy Spa

Liz Record C7S — Rowing Coach, Austin Rowing Club, Austin, TX

June Solomon C27 — President, RollerSoccer International Federation

Ellen Moore C2 — Commissioner, Pacific Coast Softball Conference (PCSC)

Angie Fitzpatrick C7S — Project Coordinator, Covidien

Jessica Edwards C6S — Western Community Guru, Lululemon Athletica

Wei-ping Chang C25 — International Account Manager, LPGA CVS Pharmacy Challenge

Sport Management Updates



Professor Andrew Choi (above) speaking at the LGPA Duramed FUTURES Tour in San Antonio, TX. He gave two special lectures to tour players; one in English to about 110 English-speaking players and one in Korean to about 20 Korean players on the topic of embracing cultural diversity on the Tour. Andrew was also asked to be part of the KOLON-LPGA Cross-Cultural Program Task Force team.

Jarrold Dillon, Adjunct Faculty will be moving from the Bay Area to San Diego! He is the new Vice President of Ticket Sales, Service and Operations for the San Diego Padres.

Professor Rich Cellini was promoted by Sports USA Radio to lead play-by-play announcer for Sports USA's 2009 college football game of the week. Rich has been with the network since 2005 as a part-time play-by-play announcer and sideline reporter. Way to get it done Rich!



Professor Dan Rascher (on the right) receives an award designating him as a Research Fellow of NASSM (North American Society for Sport Management), which is the governing body of Sport Management.

Peggy O'Leary, Senior Associate Director, welcomed her first grandchild this Summer. Haydin Nicole O'Leary was born on August 14, weighing in at 8lbs, 3 oz and 21 in. long.

Sam Brown C7S launched a new website called SurfScience which is an excellent resource for anyone interested in surfboard design, surfing tips and other fun surf related items. Check it out at www.SurfScience.com.

Sara-Mai Conway C4S is enjoying life in Austin, TX! She opened her own indoor rowing studio, check it out at www.FlywheelFit.com

More news from the world of Major League Baseball (MLB):

Hosei Maruyama C3S is in his sixth season with the St. Louis Cardinal's in Stadium Operations where he's seen two World Series events. He worked extensively with the United States Secret Service to prepare for President Barack Obama's attendance and first pitch at the 2008 MLB All-Star Week. More to come from Hosei in January's 2010 newsletter!

Sharni Bruce C30 was a key player with the MLB World Baseball Classic. She was assisting in the formal interview room with all the press conferences as well as the informal interview rooms. Derek Jeter, Davey Johnson, David Wright and Roy Oswalt were just a few of the players involved.

Taking a Chance (continued)

I read all I could, researched what I didn't understand, and asked the right people the right questions. My boss (the person I randomly called one day requesting an informational interview) told me I was working in the capital of the world, and competing in the fiercest job market. He said there is always someone out there who is a little hungrier, who needs the job a little more, and who is willing to work a little harder to get it. So, I worked harder than everybody. We started at 9:00am, but I showed up at 8:15am. We finished at 5:00pm, but I left after everyone else. I would go to my boss's office after hours to learn a little more, ask for additional projects, see who he felt I should speak with and what questions to ask them. I wasn't punching the clock at 5:00pm, but some were.

We started with 18 coordinators. I am one of the surviving three. Was it because I'm smarter than the others? I would like to think so, but that's not the case. It is because I worked harder and was more prepared when my name was called. I'm still the first one in the office and one of the last to leave. I made a sacrifice to come to New York. I packed up and moved to a city where I didn't know anyone. They did not pay to move me out here. I share a studio with a stranger. I took a low-paying position with no guarantee beyond the four-month contract I signed. I want it more than the others. They see that. Seven months later, I'm still here.



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USF Sport Management

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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 – Associate Professor
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Alumni & Student News

- ❖ **Derek Howard C27** was selected for the third consecutive time as one of the “Northern California Superlawyers” which is a peer vote intended to select the top 5% of all attorneys in Northern California.
- ❖ **Angie Fitzpatrick C7S** was appointed Vice President of the SDSU’s Aztec Legacy Board (for former student-athletes). They are applying to be a chapter in the Alumni Society at SDSU.



Congratulations to **Drew Roberts C19** who married Krista Hegenbart this past July. In attendance (from left to right) were **Johanna Thomashefski C13**, Drew, Krista, **Brian Hampton C19**, **Dustin Rocke C14**, **Mike Theoharis C19**

Announcements

- ❖ **Desha’ and Michelle Runnels C4S** welcomed Taylor Camryn to the USF (and USC Trojan) family. She was born on July 12, 5lbs., 10 oz., 18 inches.
- ❖ **Alfonso Cerda C4S** welcomed Rocco Alfonso Cerda on June 18. Wife, baby and dad are doing great (albeit, Dad says he’s tired).

Welcome Cohorts 11S and 31!



Andrew Adashek, University of Oregon; Shaun Allen, CSULA; James Amerine, CSULB; Jonathan Arthur, USC; Nathan John Bautista, CSULB; Dominique Bommarito, LMU; Jose de Jesus Bonilla, UCSD; Todd Brewer, University of Redlands; Brennan Cassidy, Hamline University, MN; Frank Catota, UC Riverside; Melissa Deckers, SDSU; Conor Drake, University of Redlands; Reggie Duan, Beijing Union University; Timothy Finney, UCSB; Matthew French, UC Davis; Shannon Godfrey, Arizona State University; Matthew Gorham, UCSD; Sarah Gorman, UCSB; Eric Hanson, UCSD; Sarah Howard, Sacramento State University; Osarose Isibor, UCSD; Nicholas Jones, LMU; Britt Leach, Florida A&M University; Megan Miller, Arizona State University; Sean Otrakul, UC Merced; George Panossian, CSU Northridge; Stewart Payne, National University; Brian Pierce, CSU Northridge; Jason Priel, University of Wisconsin; Sandip Saini, University of Washington; Michelle Scheidler, Seattle Pacific University; Nicholas Schmidt, University of Wisconsin; Alec Stewart, Stonehill College, MA; Peter Sullivan, LMU; Jamie Vessey, SDSU; Christopher Watts, Principia College, IL; Summer Wheaton, CSU Northridge; Geoffrey White, Oregon State University



Evgenios Anyfantis, American College of Greece; Kevin Bean, Sacramento State University; Veronica Bosque, UCSD; Jordan Brewer, University of Alabama; Matthew Chan, Sacramento State University; Marissa Clark, SFSU; Mac Clonan, Wesley University; Tasha Demkiw, USF; Tim Fleshman, University of Arizona; Ryan Gozali, UC Irvine; Cavan Happel, University of Oregon; Steven Haren, Jackson State University; Bill Holdenstern, University of Massachusetts; Akhiro Kadotani, University of Maryland; Mickey Lai, National Chengchi University; Matt Lehrer, Denison University; Dora Li, Tianjin University of Sport, Walter Linares, Sacramento State University; Mari Miranda, CSU Monterey Bay; Briana Navarro, UC Berkeley; Ian Noh, USF; Ashley O’Brien, University of Connecticut; Kelly Readinger, Occidental College; Jason Sanchez, New York Institute of Technology; Joe Schaumburg, USF; Leah Schilling, Michigan State University; Adam Sopris, Siena College; Nicholas Tanza, UC Santa Barbara; Raymond Tioseco, SDSU; Zoe Tseng, National Kaohsiung Normal University; Leilani Wagner, CSU East Bay; Patrick Weathers, UC Davis; Spencer Williams, University of Missouri; Aaron Zaballos, CSU East Bay