

▶ PORTFOLIO OPPORTUNITIES IN SPORTS

Charlotte Sports Business Fellowship grows in Year 2

The second class of the Charlotte Sports Business Fellowship, in partnership with Sports Biz Careers, recently completed assignments at participating sports business organizations. The program, which grew to 15 fellows and 14 Charlotte companies this year, provides college students who identify as underrepresented in the sports industry — female, BIPOC or LGBTQ+ — professional experience and mentorship. The fellows, who are paid for their work, also visited all participating organizations and learned more about each organization's role in sports business.

The program culminates in a Sports Biz Seminar in March, which the fellows are responsible for leading and executing. In the pages that follow, learn more about the members of the class of 2023 and their thoughts about the summer.



CATHERINE ANDERSON



- ▶ **AGE:** 22
- ▶ **BORN:** Charlotte
- ▶ **COLLEGE:** Denison University
- ▶ **FELLOWSHIP ORGANIZATION:** Sports Business Journal

Catherine completed a rotation of departments at SBJ, including contributing to coverage of the NBA Draft. During her time with the events team, she organized and hosted a mock event and supported Thought Leaders and Thought Leaders Tech.

▶ **BEST PIECE OF ADVICE THIS SUMMER:**

To embrace curiosity and not hesitate to seek guidance. Recognizing that everyone has been “the new person” before, and that my growth is important to the team,

▶ **MOST SATISFYING ASPECT OF THE EXPERIENCE:** The immersive experience it offered, enabling me to engage with every facet of the company. I was invited to actively participate in significant calls and meetings and made to feel valued as a team member rather than simply an intern.

▶ **MOST CHALLENGING ASPECT OF THE TRANSITION FROM SCHOOL TO WORK:**

Coping with the performance pressure I placed upon myself to excel and validate my presence in the workplace. Striving to prove my worth and exceed expectations added a level of stress, but it also motivated me to continuously improve and demonstrate my capabilities to the team.

▶ **ONE WORD TO DESCRIBE THE FELLOWSHIP EXPERIENCE:** Grateful.

▶ **EXPECTED ACHIEVEMENT AFTER 10 YEARS:** I aspire to be making a positive difference in the lives of those in my sphere of influence. That includes, at least in some small way, to have given back to those who supported my journey and accelerated my professional growth.

MYLES BROWN



- ▶ **AGE:** 21
- ▶ **BORN:** Greensboro
- ▶ **COLLEGE:** University of North Carolina at Charlotte
- ▶ **FELLOWSHIP ORGANIZATION:** Bespoke Sports & Entertainment

Myles, who aspires to a career in broadcast and media at events like the Super Bowl, worked in client management, research and activation for Bespoke, contributing in meetings and assisting brands in maximizing their revenue. He also helped to strengthen Bespoke's social media and company outreach.

▶ **BEST PIECE OF ADVICE THIS SUMMER:** Stay focused, speak up, have faith and be consistent. There is power in being yourself, use it to your advantage.

▶ **MOST SATISFYING ASPECT OF THE EXPERIENCE:** Visiting and networking with all the Charlotte sports organizations. The experiences I had were truly one of a kind and I look forward to utilizing the skills I have gained in the future.

▶ **CLASS I WISH I'D TAKEN:** One course I wish were available is a sports marketing class.

▶ **MOST CHALLENGING ASPECT OF THE TRANSITION FROM SCHOOL TO WORK:** A “school” mindset is different from a “work” mindset.

While there are some similar concepts such as critical thinking and working in groups, being able to apply my work experiences to my personal life has been an impactful transition. Accountability of working in the professional field is also different from student accountability.

▶ **ONE WORD TO DESCRIBE THE FELLOWSHIP EXPERIENCE:** Opportunity.

▶ **EXPECTED ACHIEVEMENT AFTER 10 YEARS:** One personal achievement I hope to have accomplished is traveling across the world seeing various cultures while also maintaining a job I love in sports. There is a lot to see and do.

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JESSICA GOZLAN

- ▶ **AGE:** 21
- ▶ **BORN:** Neptune, N.J.
- ▶ **COLLEGE:** Queens University
- ▶ **FELLOWSHIP ORGANIZATION:** Tepper Sports & Entertainment (Charlotte FC)

Jessica was involved with many departments at Charlotte FC, including communications and corporate partnership, enabling her to talk with different members of the staff and express her creative ideas. She assisted with press conferences and prepared multiple business decks including grassroots marketing for Crown Legacy (Charlotte FC's MLS Next Pro team).

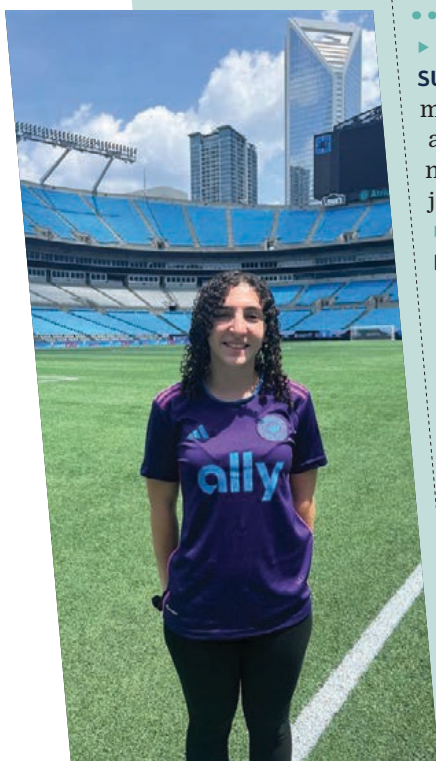
▶ **BEST PIECE OF ADVICE THIS SUMMER:** It is OK to make mistakes as long as you learn and grow from them. You are not expected to be perfect, just willing to learn.

▶ **MOST SATISFYING ASPECT OF THE EXPERIENCE:** Being able to pitch ideas in an accepting environment and seeing them come to life at a Crown Legacy match.

▶ **MOST CHALLENGING ASPECT OF THE TRANSITION FROM SCHOOL TO WORK:** Overseeing your own schedule and not having a set guideline/rubric on how to complete assignments.

▶ **ONE WORD TO DESCRIBE THE FELLOWSHIP EXPERIENCE:** Educational.

▶ **EXPECTED ACHIEVEMENT AFTER 10 YEARS:** I hope to make a positive impact and leave a good impression wherever I am.



SYDNEY GRAHAM

- ▶ **AGE:** 21
- ▶ **BORN:** Durham, N.C.
- ▶ **COLLEGE:** University of North Carolina at Charlotte
- ▶ **FELLOWSHIP ORGANIZATION:** Truist

Sydney joined Truist's sports and entertainment marketing team this summer. Working on the Charlotte-based bank's sponsorships and experiential marketing efforts, she helped in the planning of Small Business Night at Truist Field, home of the Class AAA Charlotte Knights.

▶ **BEST PIECE OF ADVICE THIS SUMMER:** "Take the high road, there's less traffic there." This advice was presented to me by Mike Boykin, CEO of Bespoke Sports & Entertainment.

▶ **MOST SATISFYING ASPECT OF THE EXPERIENCE:** The opportunity to give back to high school students in the Charlotte area by sharing my insights on professional development with them through the Sports Biz Careers Exploration Camp and Rising Pros Program. I also greatly enjoyed working in conjunction with the CLT

Alliance Foundation and the Charlotte Knights on planning Small Business Night at Truist Field.

▶ **CLASS I WISH I'D PAID MORE ATTENTION TO IN SCHOOL:** Management information systems because it was very beneficial when trying to filter through data analysis to make conclusions.

▶ **ONE WORD TO DESCRIBE THE FELLOWSHIP EXPERIENCE:** Enlightening.

▶ **EXPECTED ACHIEVEMENT AFTER 10 YEARS:** I hope to have obtained my dream job in a city that will help me flourish as a professional.



RAVEN HUIEL

- ▶ **AGE:** 21
- ▶ **BORN:** Hinesville, Ga.
- ▶ **COLLEGE:** University of North Carolina at Charlotte
- ▶ **FELLOWSHIP ORGANIZATION:** Hornets Sports & Entertainment

Raven worked across diverse departments for the Hornets each week, gaining experience in areas such as basketball communication, corporate social responsibility and marketing. She assisted on projects ranging from social content calendars to NBA Draft preparations, gaining hands-on experience that she hopes will help her secure a full-time position in sports.

▶ **BEST PIECE OF ADVICE THIS SUMMER:** "Embrace every challenge and opportunity that comes your way and strive to make a positive impact in every room you enter."

▶ **MOST SATISFYING ASPECT OF THE EXPERIENCE:** Being able to work in each department for a week all summer long. ... I've gained valuable skills and knowledge that I know will help me in my future

career, and I've also made some great connections along the way.

▶ **MOST CHALLENGING ASPECT OF THE TRANSITION FROM SCHOOL TO WORK:** Adjusting to a new routine and schedule. In school, I was used to having a lot of flexibility in my schedule and being able to work on assignments/projects at my own pace. My fellowship has allowed me the opportunity to be more structured and disciplined with my time.

▶ **ONE WORD TO DESCRIBE THE FELLOWSHIP EXPERIENCE:** Rewarding. I have had the opportunity to work on meaningful projects and initiatives that have a real impact on the Hornets organization and the community.

▶ **EXPECTED ACHIEVEMENT AFTER 10 YEARS:** To leave a profound and lasting impact, positively influencing every organization I am part of.



Charlotte FC; Kaya Comrie; Hornets Sports & Entertainment

TYRAN JONES

CAA ICON



- ▶ **AGE:** 22
- ▶ **BORN:** Matthews, N.C.
- ▶ **COLLEGE:** North Carolina A&T State University
- ▶ **FELLOWSHIP ORGANIZATION:** CAA Icon

Tyran assisted on the project controls side of project management, familiarizing himself with construction management software, coordinating meetings from members on the owners' side/contractors' side, and learning how change orders, pay apps and cash flows all relate. He also got on-site experience in Miami to help visualize the company's role on a project site, and how field managers handle conversations with owners.

- ▶ **BEST PIECE OF ADVICE THIS SUMMER:** Go into meetings as the most prepared person in the room.
- ▶ **MOST SATISFYING ASPECT OF THE EXPERIENCE:** Getting to travel on-site to an active project seeing the role CAA Icon plays in completing a project.
- ▶ **CLASS I WISH I'D TAKEN:** If I knew I was going to be at CAA Icon for a summer, a construction class to give myself a stronger foundation could have helped.
- ▶ **MOST CHALLENGING ASPECT OF THE TRANSITION FROM SCHOOL TO WORK:** Increasing my attention to detail a step above what it has been in school. Since CAA Icon represents the owners' side in projects, I recognize that my work (reports, submittals, emails) represents the project team and CAA Icon as well.
- ▶ **ONE WORD TO DESCRIBE THE FELLOWSHIP EXPERIENCE:** Exposure.
- ▶ **EXPECTED ACHIEVEMENT AFTER 10 YEARS:** To learn and develop into a leader in the sports/manufacturing industry for the role I'm in.

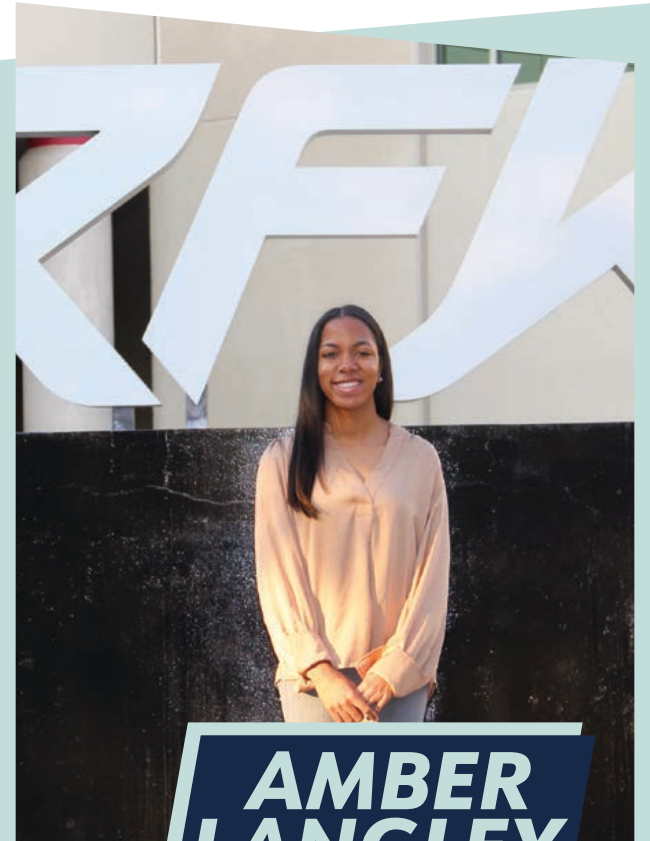
STEPHEN MINOR

During his time at Elevate, Stephen helped track hotel prices for events around Circuit of the Americas and for the Las Vegas Grand Prix, and researched competitive strategies for COTA. He also researched marketing strategies for COTA compared to other races and events.

- ▶ **AGE:** 21
- ▶ **BORN:** Winston-Salem, N.C.
- ▶ **COLLEGE:** Queens University
- ▶ **FELLOWSHIP ORGANIZATION:** Elevate



- ▶ **BEST PIECE OF ADVICE THIS SUMMER:** Keep those relationships you have built from networking. Don't let your first time be your last when meeting someone.
- ▶ **MOST SATISFYING ASPECT OF THE EXPERIENCE:** Seeing my maturation. Understanding and learning the industry a little more, along with completing projects that were assigned to me.
- ▶ **MOST CHALLENGING ASPECT OF THE TRANSITION FROM SCHOOL TO WORK:** Has definitely been me feeling like I will get in trouble if I am not working constantly. In school, professors are checking behind us to make sure we are doing our work, but in the corporate world, it is not like that.
- ▶ **ONE WORD TO DESCRIBE THE FELLOWSHIP EXPERIENCE:** Insightful. I've gained so much insight, knowledge, and tools since this internship. I have made some mistakes for sure, but I feel I have learned from them and it has made me better.
- ▶ **EXPECTED ACHIEVEMENT AFTER 10 YEARS:** I want to have hosted an event that was so memorable that it created opportunities and opened doors for me in business hospitality because that is what I want to do after college.



AMBER LANGLEY

- ▶ **AGE:** 21
- ▶ **BORN:** Valley Stream, N.Y.
- ▶ **COLLEGE:** North Carolina State University
- ▶ **FELLOWSHIP ORGANIZATION:** RFK Racing

Amber assisted in planning and executing various hospitality initiatives for RFK sponsors to ensure a memorable guest experience. She participated in in-house hosting, creating guest guides for at-track activity, coordinating with event vendors around the at-track experience, and traveling to a track to assist in executing a successful race weekend.

- ▶ **BEST PIECE OF ADVICE THIS SUMMER:** "Let your career path take you there versus trying to script it." — Steve Lauletta.
- ▶ **MOST SATISFYING ASPECT OF THE EXPERIENCE:** Having no prior knowledge of NASCAR, I enjoyed the opportunity to learn as much as I could while being immersed in this unique sport.
- ▶ **CLASS I WISH I'D TAKEN:** I wish I had taken more communication classes. Throughout my experience, I had to interact with various people through multiple forms of communication. I would have found it beneficial to learn how to communicate effectively in a professional setting, more specifically with being clear and concise.
- ▶ **MOST CHALLENGING ASPECT OF THE TRANSITION FROM SCHOOL TO WORK:** In the sport industry, and especially working within a fast-paced environment like NASCAR, no two days are the same. The most challenging part was being able to adapt fast and learn how to be proactive to be successful.
- ▶ **ONE WORD TO DESCRIBE THE FELLOWSHIP EXPERIENCE:** Impactful.
- ▶ **EXPECTED ACHIEVEMENT AFTER 10 YEARS:** I hope to be in a leadership position in a marketing division within a sports organization that allows me to assist in creating a lasting impact in the community while providing fan bases with lifelong memories.

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ELIJAH PATTERSON

- **AGE:** 24
- **BORN:** Charlotte
- **COLLEGE:** Johnson C. Smith University
- **FELLOWSHIP ORGANIZATION:** NASCAR



Working in the driver and team marketing department was a change of speed for Elijah coming from an operations background. Among other projects, he updated the Cup Series driver dashboards and handled the driver appearance surveys that gave feedback to the department about the driver's experience during their meet-and-greets or other obligations during race weekends.

- **BEST PIECE OF ADVICE THIS SUMMER:** Maintain the relationships you make during your time in the fellowship.
- **MOST SATISFYING ASPECT OF THE EXPERIENCE:** The knowledge and skills I added to my toolbox. The more versatile your skills are, the more likely an organization will want to bring you into their team.
- **CLASS I WISH I'D TAKEN:** I'm glad I took marketing and accounting courses. Those classes taught some important things that I used during my fellowship.
- **MOST CHALLENGING ASPECT OF THE TRANSITION FROM SCHOOL TO WORK:** Time management. You are in control of how timely you finish your projects. ... I learned to pace myself and used time throughout the day to network with other interns or full-time employees.
- **ONE WORD TO DESCRIBE THE FELLOWSHIP EXPERIENCE:** Incredible.
- **EXPECTED ACHIEVEMENT AFTER 10 YEARS:** I hope that I will become a seasoned vet in the sports industry. I would love to partner with [Sports Biz Camps] and give back to the next generation of aspiring sports business professionals.

PEYTON RIVAS

- **AGE:** 21
- **BORN:** Denver
- **COLLEGE:** Winthrop University
- **FELLOWSHIP ORGANIZATION:** University of North Carolina at Charlotte



Peyton skillfully navigated the 49ers athletic program, contributing her creativity and sports knowledge to various aspects, including student-athlete development, digital and social marketing, and event management.

- **BEST PIECE OF ADVICE THIS SUMMER:** Embrace constructive criticism and seize opportunities to learn from those around you.
- **MOST SATISFYING ASPECT OF THE EXPERIENCE:** Gaining insight into the behind-the-scenes operations and witnessing the immense effort involved in running a collegiate athletics program.
- **CLASS I WISH I'D TAKEN:** Daily, I relied on Excel extensively during the fellowship. Looking back, I wish I had taken an Excel course before starting

the program to enhance my skills with the tool.

- **MOST CHALLENGING ASPECT OF THE TRANSITION FROM SCHOOL TO WORK:** Adapting to a new schedule while also maintaining my personal life.
- **ONE WORD TO DESCRIBE THE FELLOWSHIP EXPERIENCE:** Motivating.
- **EXPECTED ACHIEVEMENT AFTER 10 YEARS:** Have a career in sports where I am challenged daily and impact those around me in a positive way.

ADRIAN RUDISELL

During his time at 23XI, Adrian worked in both the account management and sales side of partnerships. He contributed to projects such as aiding with the Dr Pepper Tuition scholarship selection process, updating race weekend production schedules and brainstorming activation strategies for current and potential sponsors.

- **BEST PIECE OF ADVICE THIS SUMMER:** "Never focus on being the best, always focus on becoming better." Meaning, I should never stop being willing to learn something new and become content with where I'm at.
- **MOST SATISFYING ASPECT OF THE EXPERIENCE:** Seeing my work, whether it was a project I started or a site-visit tour, come to life. It is truly rewarding having a project start from an idea and then become real, right in front of your eyes.
- **MOST CHALLENGING ASPECT OF THE TRANSITION FROM SCHOOL TO WORK:** Understanding that there is no rubric for the projects that you work on. This was difficult be-

cause I had to be extra proactive and diligent with my work in order for me to submit it in a timely manner while still being high-quality work.

- **ONE WORD TO DESCRIBE THE FELLOWSHIP EXPERIENCE:** Growth.
- **EXPECTED ACHIEVEMENT AFTER 10 YEARS:** To have been able to give back to youth sports in my community. The age in which kids are able to compete in youth sports is such a critical time in their development. Being able to financially support these programs will give these kids access to different opportunities, safer equipment, and more access to transformative coaches.



- **AGE:** 21
- **BORN:** Salisbury, N.C.
- **COLLEGE:** Catawba College
- **FELLOWSHIP ORGANIZATION:** 23XI Racing

JOY SHIPMAN

- ▶ **AGE:** 21
- ▶ **BORN:** Charlotte
- ▶ **COLLEGE:** Winston-Salem State University
- ▶ **FELLOWSHIP ORGANIZATION:** Fox Sports

As a Fox Sports production intern, Joy immersed herself in the world of sports broadcasting. Assisting the seasoned professionals, she was able to learn the intricacies of live event coverage, pick up on many new technical skills, and contribute to creating captivating sports content.

▶ **BEST PIECE OF ADVICE THIS SUMMER:** Everyone's journey is different and the path to working in sports is not always linear.

▶ **MOST SATISFYING ASPECT OF THE EXPERIENCE:** The real hands-on experience I was able to gain and be a part of, regarding a live TV broadcast.

▶ **ONE WORD TO DESCRIBE THE FELLOWSHIP EXPERIENCE:** Insightful.

▶ **EXPECTED ACHIEVEMENT AFTER 10 YEARS:** Established in sports media to some capacity.



IMANI SMALL

- ▶ **AGE:** 22
- ▶ **BORN:** Boston
- ▶ **COLLEGE:** Johnson C. Smith University
- ▶ **FELLOWSHIP ORGANIZATION:** Charlotte Sports Foundation

Imani's dream is to become a sports agent working with collegiate athletes to get NIL deals. During her fellowship experience, she worked in events and operations, exploring the many paths to a career in sports.

▶ **BEST PIECE OF ADVICE THIS SUMMER:** That sports are people and understanding that has helped me tremendously.

▶ **MOST SATISFYING ASPECT OF THE EXPERIENCE:** Not only being able to be a part of such an amazing team at CSF and work on so many amazing events that are the heart of Charlotte, but to also visit the 14 other sites and understand how they operate as well.

▶ **ONE WORD TO DESCRIBE THE FELLOWSHIP EXPERIENCE:** Fulfilling.

▶ **EXPECTED ACHIEVEMENT AFTER 10 YEARS:** I hope to just be successful and love what I do.



JAELEN WHITLEY

Jaelen's work with the Panthers spanned multiple departments including ticketing, community relations, partnerships, and stadium operations. He gained hands-on experience with events and operations, such as training camp and Play 60.

▶ **BEST PIECE OF ADVICE THIS SUMMER:** Be comfortable being uncomfortable and do not be afraid to put yourself in the mix.

▶ **MOST SATISFYING ASPECT OF THE EXPERIENCE:** All of the connections and relationships I was able to create and establish.

▶ **MOST CHALLENGING ASPECT OF THE TRANSITION FROM SCHOOL TO WORK:** Adjusting to working with professionals in a corporate setting.

▶ **ONE WORD TO DESCRIBE THE FELLOWSHIP EXPERIENCE:** Insightful.

▶ **EXPECTED ACHIEVEMENT AFTER 10 YEARS:** To be a homeowner.

- ▶ **AGE:** 22
- ▶ **BORN:** Charlotte
- ▶ **COLLEGE:** Central Piedmont Community College
- ▶ **FELLOWSHIP ORGANIZATION:** Tepper Sports & Entertainment (Carolina Panthers)



HAZEL WHYTE

- ▶ **AGE:** 20
- ▶ **BORN:** Charlotte
- ▶ **COLLEGE:** University of North Carolina at Chapel Hill
- ▶ **FELLOWSHIP ORGANIZATION:** Charlotte Motor Speedway

Among Hazel's career goals is to work in social responsibility and consulting. She gained valuable experience in that area, assisting in fundraising of \$50,000 for the Speedway Children's Charity.

▶ **BEST PIECE OF ADVICE THIS SUMMER:** That I am my own personal brand and to carry myself with that in mind.

▶ **MOST CHALLENGING ASPECT OF THE TRANSITION FROM SCHOOL TO WORK:** Not having hard deadlines, which means being more organized and on top of things.

▶ **ONE WORD TO DESCRIBE THE FELLOWSHIP EXPERIENCE:** Insightful, because I've learned so much about myself.

