

LITERALLY, A NEW CHAPTER FOR WISE



With the advent of a new year came some exciting news: the creation of a new chapter, WISE NYC Metro. You may be asking, Wasn't there always a New York chapter? Well ... yes and no. This change didn't affect New York-area members at all, but it took WISE to a more strategic plane.

The former WISE Board became the National Board and its attention is focused on strategic growth of the organization. The WISE NYC Metro chapter will emulate its WISE chapter siblings, i.e., plan events and grow the membership in the region.

We are delighted that a stellar coterie of dedicated WISE members are leading the charge for this new chapter: Melissa Brody Garden, president; Vanessa Adams, vice president; Patty Bifulco, secretary; Donna Corrado Providenti, treasurer; Patience Ramsey, sponsorships; Alexandra Sklansky, membership; and Ellen Fong, events. Their collective talents will take the Big Apple membership to new heights.

As WISE continues to grow nationally, if you know of strong and dedicated sports and special events professionals in other markets, let us know. We are eager to increase our footprint across the country, as we continue to serve as the voice and resource for women in our industry.

WISE works!

A handwritten signature in black ink that reads "Sue Rodin". The signature is fluid and cursive, with a long horizontal line extending from the end.

Sue Rodin
Founder and National President

WISE Within Connects Mentors with Mentees

Based on our research, WISE members look to trusted resources to help them unlock the knowledge needed to respond to challenges and accelerate their career paths. That's why we developed WISE Within, a program designed to assist women with five to seven years industry experience by connecting them with sage counsel- men and women with 15 plus years experience.

"Follow your dreams. Take opportunity where you can find it, take on projects, join organizations. Continue to learn and have fun on the journey. Embrace the experiences," said mentor Ed Willett, senior director of ESPN, when asked what words of wisdom he would share with mentees along their professional journeys.

After a six-month run ending in April, participants had the opportunity to develop relationships with top-level executives on a one-on-one basis, as well as take part in two facilitated group sessions. These discussions focused on specific strategies to 1) help individuals identify their strengths and to learn more about the leadership styles of their matches, and 2) connect and build resources within (and outside of) the industry.

Our next cycle begins in the Fall and will run through Spring 2009 when we'll launch the program on a national level through our chapters. Please visit WISEworks.org in August to learn more about how you may qualify and apply for the WISE Within program.

THE WISE/ITHACA COLLEGE Status of Women in Sport Industry Survey Overview

The WISE/Ithaca College Status of Women in the Sport Industry Survey was designed to gather feedback from women about their perceptions of the workplace and to gain insight as to the steps that can be taken by both employers and women employees to address this gender gap. The full text version of this report of last fall's survey can be found on the WISE web site starting on June 1, 2008.

According to a recent story in The Boston Globe (Spring, 2008), 10.8 percent of vice president positions or higher are held by women. The 122 franchises surveyed were comprised of Major League Baseball (MLB), The National Basketball Association (NBA), the National Football League (NFL), and the National Hockey League (NHL). This statistic dropped to 6.2 percent after removing women in positions who were not aligned with decision-making from the calculation. These included non-revenue positions such as media/community relations, human resources, special events, and legal. In light of the fact that women hold 16.4 percent of corporate officer positions at Fortune 500 companies, the perception that the sports industry is farther behind than other business entities in integrating women into positions of power and authority seems to be well-founded.

Overall, WISE women are highly satisfied with their current position (77%) and with their employers (69%).

When asked to respond to questions about women they believe were the most visible and influential women in the industry, WISE women identified legend, advocate, and business woman Billie Jean King and WNBA president, Donna Orender most frequently. When asked to qualify their answers, survey respondents saw Billie Jean King as a "leader and history maker," a "pioneer," and "an advocate for women in general." She was also recognized for her "constancy of commitment and devotion to equity for all." Donna Orender was lauded for her "knowledge of the business," "credibility," "energy/enthusiasm," "strong presence," "sense of humor," "fearlessness," "intelligence" and a reputation as a "powerful, bottom line leader."

Based on these qualitative responses, if WISE women were to create a prototype of the successful woman in the sport industry, she would be someone who has an abundance of business acumen, confidence, knowledge of the industry and the broader world, an ability to inspire respect from those around her, the ability to take calculated risks, and a vision she can communicate effectively.

When asked who WISE women regard as being top employers for women in the sport industry, the top 5 included the following:

Women's National Basketball Association (WNBA)

National Basketball Association (NBA)

United States Tennis Association (USTA)

Women's Sports Foundation (WSF)

Ladies Professional Golf Association (LPGA)

From the perspective of WISE women, top employers are forward thinking, progressive, enlightened. They are looking for employers that have a demonstrated record of fair hiring and employment practices, exhibit a genuine commitment to "authentic" diversity initiatives, possess strong career tracks for women leading to promotion and advancement and are generally supportive of women and women's sport.

WISE women believe the hallmarks of top employers for women in the sport industry are those who have a presence of women in the workforce, women in senior management positions, women working throughout the organization in a variety of roles and capacities, and a record of including women in key decision making positions.

What do WISE women working for sport organizations want as employees?

To be promoted and compensated appropriately for the work they do.

To be recognized for what they bring to the table.

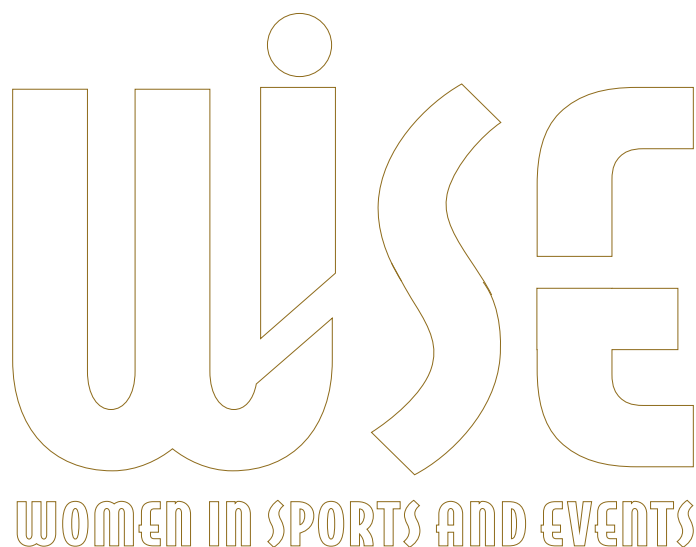
To be supported with professional development and resources to be successful.

To be provided with flex time to balance work and family life.

Whereas WISE women identify much in the sport workplace that is positive, 71% expressed a belief that a glass ceiling barring women from advancing in the sport industry is firmly in place. Similarly, nearly 80% of the respondents agreed with the perception that women have to be twice as good to receive half the credit in sport.

Although WISE women report that the sport industry workplace can offer rewarding career opportunities, they also feel strongly that more needs to be done to create a climate of diversity and inclusion.

This survey is the first in a series of efforts to explore the work lives of women in the sport industry. The second phase of the study, which is currently underway, is an interview project with executive women in the industry to gain insight into the transitions women go through as they move up the ladder. The third phase, which will roll out this summer, is surveying women in other sport industry sectors and non-WISE members on their experiences. For more details on this study or the studies in progress, contact Ellen J. Staurowsky, Ed.D., Professor & Graduate Chair, Department of Sport Management & Media at Ithaca College at staurows@ithaca.edu or via email at staurows@ithaca.edu. is firmly in place.



CHAPTER UPDATES

Atlanta.....

The Atlanta Chapter has been very busy this spring. In March, it sponsored a Casual Networking Event, "Coffee Talk with WISE Atlanta" at Caribou Coffee. Attendees were invited to join members for coffee at 8 a.m. to casually network prior to starting their busy day. On April 14, Atlanta held its Fourth Anniversary Event Luncheon at the 755 Club located at Turner Field. Atlanta Dream Head Coach and General Manager Marynell Meadors was the guest speaker. This spring, the Atlanta Chapter is hosting a membership referral drive with Delta Airlines, offering two roundtrip airlines for the member that refers/ encourages the most women to get involved in WISE Atlanta. Members will receive one "credit" for each person that becomes a member. They are tracking the number of referrals based on the name used in the "referral box" on the membership application online. What's coming up next in Atlanta? A Members-Only outing at Turner Field, more Casual Networking in August, an Industry Pulse Event in the fall, and a Holiday social and Toy drive for Toys for Tots in December.

Chicago.....

The Chicago Chapter started its engines! On February 27th, WISE Chicago hosted a "Women in Motorsports" panel event. Speakers on the panel represented all the different facets of motorsports from sponsor to track personnel. The panelists included Dockery Clark, a former WISE Woman of the Year and currently senior director, Sports and Alliance Marketing at Miller Brewing Company, Lisa Boggs, vice president

of Sports and Sponsorship Marketing at Edelman and Leslie Hunt, director of guest relations at Chicagoland Speedway and Route 66 Raceway. WISE Chicago President Rita Battocchio moderated the panel discussion which focused on trends in the motorsports industry, the future of the motorsports and reaching consumers through motorsports sponsorship. Panelists provided insight to the over 60 attendees on getting the right motorsports sponsorship mix and driver vs. team debate.

WISE Chicago is currently working on its 2008 schedule of events. Events are planned for the summer, dates and topics to be announced shortly. For more information on the Chicago chapter, please email wisechicago2006@yahoo.com.

Cleveland.....

Cleveland's April event focused on "How to Create and Present your 30-Second Commercial." Local presentation coach Sheri Jeavons of Power Presentations taught attendees how create and present an "elevator speech." A workshop-style meeting, everyone who attended came away from the experience better prepared to self-promote in a subtle yet effective manner.

The annual WISE Cleveland membership meeting will be held in May. The topic is "Making WISE work for YOU!" Members are encouraged to participate in a member survey that describes their current participation in WISE, how WISE can be improved, and what can be done to increase participation/ membership in WISE. Members completing the survey prior to the deadline will receive one free

WISE Cleveland Scholarship

WISE Cleveland launched the first annual WISE Cleveland Scholarship Program this year! The scholarship is for high school or college students with an interest in sports and events and who are pursuing a career in related fields. The application form and an informational flyer were sent to over 150 local high school guidance counselors and principals, as well as to 20 local colleges and universities. The current award amount is \$1,000 and one or two awards will be announced in May, 2008. The scholarship program will be an annual function of WISE Cleveland.

CHAPTER UPDATES



From left to right: **Sanaa Julien**, director of marketing for the Cleveland Indians, **Jackie Thuener**, director of administration for the Cleveland Gladiators, and **Tracy Marek**, senior vice president of marketing for the Cleveland Cavaliers

event coupon. The results of the survey will be the main discussion points of the May meeting, as well as sharing the results of the 2008 WISE election will be presented at the meeting.

Los Angeles

WISE LA is gearing up for the year, kicking things off with a few Happy Hour Meet and Greet opportunities. The first of the year, held March 19th, was hosted by VP Alex Mallen. Upcoming Happy Hours include April 17th and June 11th, both hosted by WISE board members. Plans are currently in the works for an Event Planning Panel and a Dodger Night for WISE members. Please contact the LA Chapter secretary for details as they become available -smarbut@caltech.edu

New York

WISE NYC Metro kicked off the spring with its second event, "Elevate Your Game: Managing Your Career from Communications to Your Closet," on May 6, 2008, an evening that marked the organization's first professional development focused panel. With a variety of speakers with distinct areas of expertise, from Sonia Alleyne of Black Enterprise Magazine, to professional image consultants Elaine Armstrong, Raleigh Mayer and Dale Kramer Cohen to stylist Rachel Simon and cosmetic

continued on next page

Chapter Spotlight: New York Metro

By Vanessa Adams

The newly minted NYC Metro Chapter got off to a remarkable start earlier this year with the chapter's inaugural event, *Behind The Business Of Sports Tourism* held in the heart of New York City at the ESPN Zone —Times Square on February 26th.

Chapter members gathered for breakfast and engaged with an influential panel of sports tourism experts including:

Lisa Delpy Neiroffi, Associate Professor of Sports Management & Tourism Studies, George Washington University and President, WISE Washington D.C. Chapter;

Ken Podziba, Commissioner of New York City Sports Commission;

Philip Schwalb, CEO & Founder, Sports Museum of America;

Mary Wittenberg, President & CEO, New York Road Runners and WISE Women of the Year Honoree (2006)

The discussion was moderated by Cristyne Nicholas, CEO of Nicholas & Lence Communications LLC. Panelists covered a wide range of topics relative to sports tourism such as how sporting events drive economic growth in event cities and the impact customer/fan loyalty has on the event and its sponsors.

The newest addition to the WISE organization, the NY Metro chapter's membership is comprised of women from entry to executive level positions with corporate, educational and non-profit entities. WISE NYC Metro members represent a broad spectrum of disciplines such as entertainment marketers, special event planners, publicists, media analysts, and brand managers, to name a few. A growing number of members are independent consultants, small business owners and entrepreneurs.

WISE NYC Metro is the largest chapter within the WISE National Association serving the greater New York City metropolitan area, including New Jersey, Long Island, Connecticut and Pennsylvania.

CHAPTER UPDATES



Elevate Your Game: *Managing Your Career from Communications to Your Closet NYC Metro event attendees, May 6, 2008*

consultant Maree Damm, the evening provided insight on building leadership in the workplace, gender differences in communication and the importance of dressing for success. WISE NYC Metro members also generously donated their gently worn clothing items to Dress for Success, an organization that provides challenged women with the tools they need to succeed in the workforce.

San Francisco

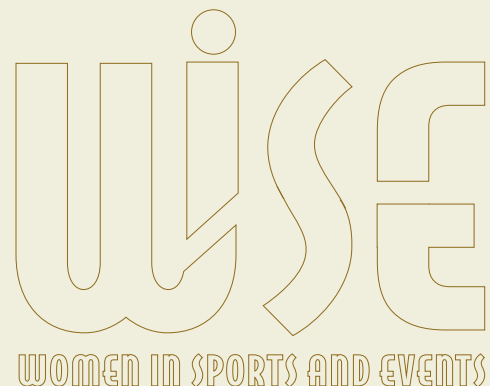
In March, The San Francisco Chapter held an exciting panel discussion on social media, entitled "Blogs, New Media, and You: Managing Your Digital Identity," to help members understand how to use the new social media to develop and manage their on-line presence. The event was a huge success with record attendance and we added several new members. April featured the annual outing to a San Francisco Giants game, and in May they are planning another one of its successful "Speed Networking" events. Board member Bobbie LaPorte continues to offer complimentary career consults to SF WISE members and has completed 8 in the first quarter. They are also pleased to welcome Mary Beth Carpenter, regional sales director for Coca-Cola North America to the Board.

Washington D.C.

WISE Washington hosted a Relaxation/De-Stress Event at Lululemon's Georgetown Showroom on February 7th. The event included tips on how to de-stress after work as well as a meditation session. Snacks, private shopping and an opportunity to socialize with other WISE members were involved. Mari Villalobos of WMG was the lead event organizer.

Keeping with the personal wellness theme, WISE Washington also hosted a "Creating a Vision for Yourself" event on April 3rd that focused on Financial Planning and Balancing Life. Two excellent speakers, Lisa Marie Barbieri, financial advisor with Ameriprise Financial and the creator of Divas After Dark (www.divasafterdark.com) and Kathy Wilson-Duprey, founder of Life Leadership LLC. and WISE DC treasurer, provided valuable insight in a fun and entertaining manner. Amy Shapiro, the lead event organizer, secured a number of special treats including a Chocolate Fountain donated by The Chocolate Chick, two Tickets to ESPN's "Pardon the Interruption," a Free Membership to Women on Course, a golf-focused networking group (Women on Course) - a \$65 value, and a 60-minute life coaching session with speaker Kathy Wilson - a \$120 value.

WISE Washington Members are excitedly planning to attend the WISE National luncheon in NY, entering a team into the Race for the Cure, and planning a "Wine & Golf" event.



WISE MEMBERS ARE KEY PLAYERS AT THE SPORTS MUSEUM OF AMERICA

By Ernestine Miller

A flurry of excitement has been in the New York air since the recent opening of The Sports Museum of America. Located at 26 Broadway along the Canyon of Heroes, the Sports Museum of America (SmA) is the nation's first all-sports museum-attraction and a 'must see' for fans of all ages. The innovative galleries showcase an impressive collection of over 800 artifacts, 1,100 photos, 24 inter-active exhibits and 20 films. The extraordinary team that worked on the development included four WISE members in key roles.



The Sports Museum of America opening Tuesday, May 6, 2008
Left to Right: Bess Brodsky, founder Philip Schwalb, Melissa Brody-Garden (front), Jayne Wise, Laura Purcell, Ernestine Miller

sports and entertainment marketing to the SmA. Brodsky is responsible for coordinating all sponsorship and strategic partner relationships with the SmA sponsors, while working closely with the sales and marketing team.

Jayne Wise, marketing manager, is primarily responsible for managing and activating the marketing relationships with SmA's Founding Sports Partners, which comprises over 50 single-sport halls of fame, governing bodies and other sports organizations in North America.

Curator Laura Purcell faced the daunting task of helping to create the ultimate state-of-the-art sports experience. A pivotal contact for many operations, Purcell was primarily responsible for developing content and amassing artifacts from athletes, collectors, halls of fame and other museum archives. She worked with designers on case layouts and supervised the installation of exhibits for the two dozen sports on display.

Melissa Brody Garden, director of special events, oversees all public and private events. Garden helped coordinate the many details involved in the grand opening receptions that took place over several days. Bess Brodsky, Strategic Partnerships, brings over 20 years in

The SmA is also the home of the Billie Jean King International Women's Sports Center, the first ever women's sports hall of fame, owned by the Women's Sports Foundation. In addition, SmA is now the permanent home of the Heisman Trophy.

The idea for SmA was Founder and CEO Philip Schwalb's. Along with Co-Founder and COO Sameer Ahuja, he envisioned a multi-sport museum that would be accessible to people from all over the world. Seven years later their dream is a reality. Legendary male and female athletes and memorable sports moments spanning decades are featured in a spectacular new museum, unlike any other.

Ask WISE

By Aimee Kaye

Ask WISE

Ask WISE is a recurring column in each issue of WISE words. Through this column, we are striving to open up an ongoing and interactive dialogue among our members, allowing experts in areas like Human Resources answer specific, write-in questions. By submitting your comments or questions in writing, you have given us permission to use them in future WISE newsletters or other collateral material.

Dear WISE:

I have a Masters in Public Relations and have worked in corporate P.R. for three Years. I've been successful in my current role, but my dream is to break into Sports P.R. I've joined WISE and take advantage of networking opportunities within WISE; besides that, what else can I do to better my chances of scoring a position in sports P.R. or communications -- either in-house or at an agency?

Signed,

Scoreless in Sports P.R.

Dear Scoreless,

Sounds like you are on the track to a great career. I think you have taken positive steps to be of value to the sports industry. Regarding your networking with WISE and networking in general, you need to be direct when you meet people. Never ask if they know about a job opening, but ask if they know someone in the sports industry who would be willing to meet with you to give you advice. You want to meet with people who work in sports, even if they work outside of public relations. Meeting someone who works in the industry can then lead you to meeting a marketing or PR person. Make sure your resume reflects any experience you have in sports both personally and professionally. You should also look for opportunities to volunteer at charitable sports events. Stay focused and confident about the valuable experience and skills you have to offer.

Dear WISE:

Recently, a colleague that I worked closely with was let go for a mix of reasons, most of which are unclear to me. I valued my working relationship with her, but I also value my job very much and am in a position where I work very closely with the CEO and his team. Is it appropriate to reach out to this person who has been let go? If so, how long should I wait ?

Signed,

Confused Colleague

Dear Confused Colleague:

Unfortunately, the reasons why an employer makes the decision to terminate an employee are usually only fully understood by the employer. I can tell from the way you positioned this question you have great loyalty to your employer and should support the decision that was made regarding this individual. However, you should reach out to your former colleague immediately. Offer your support and assistance in helping them find employment (unless you have direct knowledge that the termination was for illegal activities). Not only will you be doing the right thing by offering to help someone, but you will be creating a new business relationship with this individual. As a professional you want to create your own business network. Staying in touch with former bosses and co-workers is one of the best ways to do this. If the CEO confronts you, let him know that you are not having discussions about him, or your company (which you should make clear to your former colleague as well) but keeping in touch with someone that you had worked closely with on a personal level.

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: Aimee Kaye is Co-Founder of Sageview Consulting, a
: leading sports industry human resources consulting firm,
: specializing in training, benefits, and HR management
: consulting. Prior to founding Sageview Consulting,
: Aimee was the SVP, Human Resources for Madison
: Square Garden.
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Octagon
World Wrestling Entertainment

WISE sends a special thank you to Pamela Blum
for her work on **WISE words**.