

Hitting a Home Run in the Sports Industry

Careers: Sports industry becoming big business for college graduates

BY MICHAEL TABAKA
CONTRIBUTING REPORTER

Choosing and attaining meaningful post-graduate employment is an important challenge for every college graduate. It is every student's goal to find their dream job upon graduation, but unfortunately for the young professional entering the working world this dream may be only an illusion. There is an industry that many people do not realize offers thousands of opportunities. Welcome to the world of sports.

The business of sports is currently the 22nd largest industry in the United States. It employs more than 4.5 million people and accounts for 1.3 percent of the gross national product, or about \$100 billion annually.

In order to become involved within the sports industry, like any other career, you must be prepared. Career management experts continually address the need for individuals to network with industry professionals, remain educated on industry trends, and obtain the means to market skills and talents.

Sports Careers, the premier career information company in the sports industry, helps prepare people for careers in the business of sports through seminars, networking events, a resume bank and a continuing education program.

"There's exciting opportunities out there," says Sports Careers President Jay Abraham, whose

previous employment includes the NBA's Phoenix Suns, Nike and Pepsi. "It's not only a matter of what you know but also who you know. The opportunity to network and make contacts is essential for breaking into a career in sports."

Sports Careers brings together executives from the nation's most influential sports oriented corporations, associations, national media and professional teams all under one roof during its national seminars. The Seminar Series has quickly

ly established itself as the premier career development seminar series in the sports industry.

"The conference is one of the best ways to learn where the hidden career opportunities exist in the sports industry," Abraham says.

Presentations, panel discussions and small group encounters will be presented on careers in sports marketing, public relations, special events, manufacturing, recreation and athletic representation. For those seeking an entry level position, the

seminar will also have a career development workshop.

To get one step closer to making your dream a reality, Sports Careers will be conducting its next career seminar in Los Angeles, April 21-22. The two-day summit gives job seekers an opportunity to network with speakers from Nike, ESPN, Sports Illustrated, Prime Sports, LA Gear, the 1996 Super Bowl Committee, and professional sports franchises and major universities from the west coast area, as well as nearly 100 other top execu-

tives from national corporations.

As the semester comes to an end, and graduation finally becomes a reality, you must start preparing for the future by establishing the tools needed to realize your goals and how to succeed in the sports industry. For more information about the sports industry and how to make dreams come true, call Sports Careers at 1 (800) 776-7877.

—Michael Tabaka interns at Sports Careers and attended Arizona State University.

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