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Abstract

and

Acknowledgements
The following literature is a documentary of my experience as an intern with the Kane County Cougars. The Kane County Cougars are a Class A minor league affiliate of the Major League Baseball Oakland Athletics. I did this internship not only as a requirement for my major of Sport Administration, but to help me to personally further my career after my graduation in December of 2003. This thesis represents my thoughts and goals before I began this internship, a daily log of all of my experiences, weekly and monthly evaluations of my encounters, and a personal experience evaluation stating my final overall feelings.

My goal with this thesis is to educate others within my major and field of study while also giving an insider’s view to fans that enjoy professional sports. Through reading this literature I hope others may learn what it takes to work in minor league baseball, a few events to expect, and why an internship with a professional sports team, specifically minor league baseball, can be such a valuable experience.

Acknowledgements

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Objectives and Expectations
Going into this internship, professors and others told me that a minor league baseball internship is the best internship to have if you are a Sport Administration major. I was told that I would learn so much from this because minor league baseball teams provide all the aspects of the business for themselves. They are much smaller and more close knit than major league teams. I was expected to learn so much in a short period of time because there are so many games in a season. All of these statements and advice have made me excited for the upcoming eight weeks. I have given myself three objectives I hope to complete during this internship. I want to learn the basics of minor league baseball, accomplish diverse tasks, and gain experience which will help me in my future career. Accomplishing these objectives will make for a successful and rewarding internship experience.

My first objective is to understand more about minor league baseball. I grew up in St. Louis, Missouri. It is a town that is known to be “the best baseball town in America.” So growing up in a town that lives and breathes baseball, I learned a lot about the sport. However, I have never been to a minor league baseball game, nor do I know much about the minor leagues. The only piece of information I know is that the minor leagues develop players for the major leagues. I do not really know what goes on behind the scenes of big sporting events, so I am really excited to learn the business from the ground up. My goal is to learn the general basics of a minor league baseball team and what goes into putting on seventy games a season.
Second, I want to gain experience in all the different areas in the baseball team. I want to learn about group sales, promotions, marketing, advertising, ticket sales, and anything else there is to know. I want to learn as many aspects as possible during this short eight week period. I want my experience to be very diverse. I am looking forward to working with different people and learning their jobs.

My final objective is to gain useful experience that will help me in my future career. Hopefully this experience will teach me more than is possible just inside a classroom. I hope to be able to apply what I know from my professors to my tasks at this internship. In turn, I hope to be able to apply what I learned from my internship into my future career. My goal is to gain knowledge that will be useful to me after I graduate.

Overall, my objectives are all just to learn. I am very excited about going into this experience. I want to learn about minor league baseball and the team functions on game days and off days. I want to learn as much as possible in a short amount of time, and I hope to gain knowledge that will help me beyond college. I am sure this opportunity will not disappoint me in any of my goals and expectations.
Daily Log
Monday, May 26, 2003 – Day 1

On my first day, the Cougars had a two o’clock game against the Cedar Rapids Kernels. When I arrived at ten o’clock in the morning, I was sent to the souvenir shop to help prepare it for game time. I vacuumed the carpet and helped organize some of the merchandise.

When that was completed, I headed over to our staffing director and helped her assemble some job applications.

It was almost time for the gates to open, which is always 2 hours before game time. I changed into my uniform and headed down to the KidZone. The KidZone is an area of the ballpark that has inflatable attractions for children to play on. Tickets cost one dollar each and each ride costs one ticket. Attractions include a moonwalk, a super slide, a mini-moonwalk, and an obstacle course. Other interns and I work down there periodically to supervise the attractions.

After the game, I helped set up for one of our biggest promotions, Run the Bases. All children and adults are invited after every game to come down to the field and run the bases. In order to set up, we have to bring out boards to lay on the grass so it does not get away by all the fans walking on it. We also have to put up signs instructing people where to go and that no sliding into home plate or walking on the grass is allowed. After the set up is complete, the interns are positioned at different stations. We direct people where to go. On this particular night, I stood by the entrance and instructed people not to stand on the grass and which way to go.
Tuesday, May 27, 2003 – Day 2

This day was an early day for the staff at the Cougars. The game started at noon, which meant the gates opened at ten. We did not have to be at work until 8:45am. We only had an hour to have everything ready, so we had to move fast.

First, some of us assembled the scorecards for the day’s game. That meant taking yesterday’s rosters out of the scorecards and replacing them with current rosters.

Next we had to prepare the stadium grounds for the game by cleaning up the lawns and the sidewalks.

Finally, it was time for my game day job. Today it was Scorecards and Promotions. This is a two part job that begins with selling scorecards when the gates open. I sold scorecards for one dollar each until the end of the second inning.

The promotions part of my job was next. I headed down through the clubhouse to field level and helped run on-field promotions. I helped out with games such as the Meijer shopping cart relay, the Carl Buddig horse race, the Farmer’s Insurance pedal car race, and the usual Run the Bases after the game.

Wednesday, May 28, 2003 – Day 3

With a seven o’clock game time, the interns did not have to arrive until noon. When we arrived we were given cases of pocket schedules and sent to deliver them to local businesses all over the Chicagoland area. We deliver
display boxes to the businesses and they set them up for their customers to take at will. This is a huge marketing effort for the organization. One in three fans when asked how they heard about the Cougars say pocket schedules.

When we returned for the gates to open, we arrived to find that the tarp had been pulled on the field. This meant that we had to pull it off to get ready for the game. This is a tough job and it takes almost everyone in the front office to do it.

After the tarp was pulled and put away, I went over and became an usher for the evening. I handed out the daily giveaway, which was sponsored Frisbees. I then went over to the right field deck area, which is a private party area, and checked tickets and gave out wristbands to the people who were a part of the party.

Thursday, May 29, 2003 – Day 4

Today was another day of delivering schedules.

My game day job was Pitch-in for Charity. Pitch in for Charity is sponsored by Dannon and Meijer, and all of the proceeds go to Second Harvest, a charity that strives to feed hungry people around the United States. For a donation of two dollars for one tennis ball or ten dollars for six, customers receive numbered tennis balls. At the end of the game, large targets are laid out on the field. The fans then throw the tennis balls from their seats to try to win prizes such as gift certificates, splitting the pot with charity, or $10,000. Our promotional director then collects the numbered tennis balls that are winners and
sends out the prizes. The intern's main task is to sell the tennis balls and take the name and address of each contestant so they can be contacted if they win.

When the game was over and the charity event was over, it was time for the fireworks. The fireworks show that is put on by the Cougars is very impressive. It is put to music and everything is timed with the music. It also brings in so many more fans than on a night when we do not have fireworks. After the fireworks, I was sent out to the parking lot to direct fans the safest way to their cars.

Tuesday, June 3, 2003 – Day 5

Since there was no game today, I spent my day in the group sales office. I observed some of the sales people and listened to them talk on the phone to potential clients. I also helped generate leads for the salespeople by scanning the business section of the Chicago Tribune. By finding the names of companies and their CEO's, I was able to help the Cougars contact decision-makers and convince them to bring groups to the ballpark.

Monday, June 9, 2003 – Day 6

Another off day and I was sent again to the group sales office. This time I learned how to use the sales computer program ACT. I checked through the database for duplicate leads with a list bought from a company that sells sales leads.
After lunch, I was sent with the concessions staff to clean food warmers, soda coolers, and keg coolers in preparation for the group picnics coming up throughout the season.

**Thursday, June 12, 2003 – Day 7**

Today there was a scheduled six-thirty game time. When we arrived we were set out to do schedules again. When we returned, we prepared the picnic areas by wiping down the picnic tables in the many tents and party decks we have.

During the game, I worked the Pitch-In for Charity table again and after the game we had fireworks. After the fireworks, I went down to the field to help with Run the Bases.

**Friday, June 13, 2003 – Day 8**

With another six-thirty start, we got right to work when we arrived by wiping down the picnic tables and preparing the picnic areas. Then we continued with our buckets of bleach and water by wiping down the portables along the concourse. (The portables are the beer and food serving carts, besides the actual concession stands.)

After we put away our buckets, we grabbed some shovels and were sent to clean up the firework debris from last night’s show. The worst of the fireworks usually fall back by the warehouse, where they are shot off. If we are lucky, there is a nice breeze during the fireworks and the debris travels off of the
grounds so we do not have to clean it up. Unfortunately, we were not very lucky today.

When the gates opened, I was in the KidZone supervising the obstacle course. In the eighth inning, we broke down all the attractions and covered them with tarps so they do not get damaged by the fireworks.

The post game show included sky divers and fireworks. I finished the night on parking lot duty.

Saturday, June 14, 2003 – Day 9

Tonight’s game was expecting the biggest crowd of the season so far. We started the day by cleaning up yesterday’s fireworks debris. Then we cleaned up the entire picnic areas and prepared them for the many groups we were scheduled to have tonight.

During the game, I worked the right field deck checking picnic passes and handing out wristbands to the partygoers that belonged there.

Post game included another fireworks show. After the show I helped with Run the Bases.

Sunday, June 15, 2003 – Day 10

Today’s game was a two o’clock game against Wisconsin. We arrived at work at ten and did the usual stadium maintenance that we do every game (cleaning picnic tables, lawns, etc.).
At game time, I was in the KidZone supervising the mini-moonwalk. There was no post game show, except for the usual Run the Bases, which we all set up for. I stood at the beginning of the line and told the fans running when to go in order to try and prevent collisions around the bases.

Monday, June 16, 2003 – Day 11

The home stand has finally ended and it is time for the Midwest League All-Star game. Unfortunately, there is no break for an intern. Half of us were back at work today, but the majority of the staff was out of the office.

Our main task of the day was preparing a group sales effort. We stuffed envelopes and labeled them to be sent out to specific groups. That took until lunchtime. After lunch we came back and weeded some of the flower beds around the stadium. When that was completed, I stayed around to answer the phones before going home.

Thursday, June 19, 2003 – Day 12

Today was another off day. We spent the day filling ticket mailings. Ticket mailings are envelopes which contain schedules, flyers, and a letter. They are prepared before hand so that when the ticket office mails out tickets to fans, they just place them in the envelopes and they are ready to go.
Monday, June 23, 2003 – Day 13

Another home stand begins with the Quad City RiverBandits coming to town. The game was a seven o’clock start, so when we arrived at noon, we were sent out to deliver more schedules.

When we returned from that task, it was game time. Today I worked in the ticket office for the game. I prepared tickets for the will call window, filed ticket receipts, and prepared tickets to be sent out to patrons. When the second inning rolled around, I help count gate receipts to determine the night’s attendance.

When the game ended, there were no fireworks, so we started Run the Bases immediately. I helped prepare the field for the fans and clean up afterwards.

Tuesday, June 24, 2003 – Day 14

We were allowed to come in later today, so when we arrived at one o’clock, we immediately had to get started preparing the picnic areas and lawns. Once we were done with our usual work, it was already time for the game.

For the two hours before the game started and the first two innings, I sold scorecards. When I was finished with that, I was sent on the field to help with promotional games. Games include the human bowling ball and the baseball tire toss.

After the games, we had another fireworks show. Right before the fireworks, we held our Pitch-In for Charity promotion on the field, which I helped set up and break down. After the fireworks, we had Run the Bases.
Wednesday, June 25, 2003 – Day 15

The usual preparations were underway for today’s game. When the gates opened, I was sent to be an usher on the right field lawn seats. I sat down by the bullpen and supervised fans while they attempted to get autographs from players. I also sent them away during the game because the players are not allowed to give autographs during the game by order of the Midwest League. I also was in charge of keeping the lawn under control.

Then, it started raining. It started raining very hard very quickly. Since I was practically sitting next to the tarp, I was one of the first people down on the field. We put the tarp on the field in record time. We were all very soaked. Then, about a half an hour later, we removed the tarp from the field and started the game again.

Post game we decided to cancel the fireworks. We decided to do this for two reasons: 1) there was hardly anyone left in the stadium to see them and 2) we were past our city curfew to let them off. We also cancelled Run the Bases because of poor field conditions.

Thursday, June 26, 2003 – Day 16

Today was one of the best days of the year. It was 80s day! Everything during the game was based on events from the 80s.

I started the day by stopping by a mall on my way to work to pick up an Ozzy Osborne t-shirt for our mascot, Ozzie T. Cougar, to wear during the game. When I finally got to work, I helped set up the picnics. I learned how to prepare
everything from the food warmers, to the utensils, to the condiment carts. There is a lot of work that goes into putting on successful group picnics. It's very important to the organization that everything goes smoothly because they are where we make a lot of our money.

Since it was 80s day, when it was time for the gates to open, the staff was all dressed in 80s clothes. I was supervising the KidZone. All the music played during the game was from the 80s, and there were a bunch of video clips played from classic 80s movies. All of the promotional games were based on toys from the 80s, such as Big Wheels and Skip-It.

Post game included a fireworks show based to 80s music and the usual Run the Bases.

**Monday, June 30, 2003 – Day 17**

Today was an off day. We spent our entire day doing souvenir inventory. We had to count all of the souvenirs, including the items in both shops and in storage. It took five interns all day to do it.

**Wednesday, July 2, 2003 – Day 18**

Another off day and another day spent delivering schedules all over Chicagoland. On this day we were sent to Wrigleyville in downtown Chicago to deliver schedules.
Friday, July 4, 2003 – Day 19

Today was the Fourth of July. We completed our usual jobs of preparing the lawns and picnic areas. When the gates opened, I worked the KidZone.

The post game show included a lot of entertainment for our fans. We first had the Jesse White Tumblers, followed by skydivers, and finally our patriotic fireworks show. After the entertainment, I had to work the parking lot and direct fans where to go to their cars.

Saturday, July 5, 2003 – Day 20

The day after the Fourth of July was another fireworks night at the ballpark. When we arrived, we delivered schedules. When we returned, we picked up the lawns and did our usual stadium preparations.

My game day job was the Pitch-In for Charity table. After the fireworks show, I helped with Run the Bases. We were expecting some rain in the early morning hours, so we pulled the tarp before we left just to be safe.

Sunday, July 6, 2003 – Day 21

Since we had to pull the tarp the night before, we all had to arrive at eight o’clock in the morning to get the tarp off the field as soon as possible. After we did our stadium preparations, our boss sent some of us home due to the fact there was a lot of time to kill before the game and we were not expecting a very big crowd. Those that lived far away got to go home and stay home, while those
that lived close to the ballpark returned to help out with the game. I live almost an hour from the ballpark, so I was able to go home for the day.

**Tuesday, July 8, 2003 – Day 22**

The holiday home stand was over and today was an off day. We spent the day assembling a group mailing. It was a mailing to a local group offering them tickets to two promotional dates at discounted prices.

**Thursday, July 10, 2003 – Day 23**

Today was another off day for the front office workers. We spent all day assembling the pocket schedule display boxes that we drop off at businesses when we deliver schedules. We knew we would be delivering all of the schedules at a later date.

**Friday, July 11, 2003 – Day 24**

I arrived earlier at the ballpark than everyone else because I was scheduled to help out with group picnics. When I did arrive, the office was one person short on answering the phones, and since it was a game day, we were getting a lot of phone calls. I helped out with the phones and then was designated as “Picnic Girl” for the day.

I learned all the basics of group picnics. Everything from why they are so important to the organization to what needs to be done to keep customers happy.
The picnics make a lot of money for the team and bring in a lot of fans to sit in the seats.

First, I helped set up. We have 13 tents in the area behind stadium, along with two party decks and a tent by the third base line. All of the tents were not filled today, so our job was not as hard as it would be in the next few days. We started by setting up the food warmers at each tent, getting the utensils ready, cleaning the condiment carts, and getting all the supplies needed to each tent. This job took up most of the day.

The picnics start two hours before game time and run until the start of the game. I helped supervise the picnics on the right field deck. I made sure the workers were in the right places and doing what they were supposed to be doing. I also made sure each serving station had enough food, beer, soda, or ice to provide for the picnic. I checked with the contact of each picnic to make sure everything on their contract was right. I was instructed by my boss to try and upsell them to more food or desserts. Our goal is to keep the clients entirely happy.

After the picnic ended, I helped clean up. Since the party decks stay open the entire game, we have to continually check on our beer pourers and soda servers to make sure they are stocked throughout the entire game.

When the game was over, I helped get ready for tomorrow's picnics. That means making the set ups for supplies and the salads for all the picnics scheduled for the next day.
Saturday, July 12, 2003 – Day 25

Today was another game day and another day as a “Picnic Girl.” I did basically the same thing as the day before, except on a larger scale. All of our picnic areas were full.

After I had set up and supervised the picnics, I learned another aspect of the picnics that goes on during the game. I learned that for a fee, groups can have their beverages moved from their tent to a concourse area behind their seats to be served drinks for the entire game. We give them colored wristbands to identify them from other fans and they can continue their beverage service throughout the game. I helped move the kegs up the concourse and I checked on the first base pourers during the game. I made sure they were stocked with soda or beer.

At the end of the night, I helped close them down. I had to count all the soda cans to see how much the clients actually used. We then prepared for the next day’s picnics by making setups and the salads.

Sunday, July 13, 2003 – Day 26

Today I was “Picnic Girl” again. There were fewer picnics today then the day before, so it was a pretty easy day. I set up, supervised, cleaned up and then went home. It was the end of a very long weekend. When you work with picnics, you work 12-15 hour days, and that is exactly what I did for three days in a row.
Monday, July 14, 2003 – Day 27

Since I had such a long weekend, my boss allowed me to come in a half an hour before the gates opened. When I arrived, I was doing Scorecards and Promotions. There were no special promotions today, just the usual on field games. There was no Pitch-In for Charity today due to the small crowd. I helped with Run the Bases after the game.

Wednesday, July 16, 2003 – Day 28

The home stand had finally ended and today was an off day. We spent the entire day doing another group mailing. This was another promotional ticket opportunity for a local group.

Thursday, July 17, 2003 – Day 29

Today was another off day and we continued to work on the same group mailing we did on Wednesday.

Monday, July 21, 2003 – Day 30

The week started with a series against the Dayton Dragons. We started our day with the usual stadium preparation of cleaning the lawn seating areas and getting the picnic tents clean.

When we were done with that, I helped out by doing some data entry. We had a lot of contest entry forms that had to be entered into a database. I did that until the gates opened.
My job for the evening was operating the video board. I did not have to be in the press box until an hour before game time. When I arrived in the press box, I had to learn how to do the video board very quickly. It was pretty easy. All the video boards are laid out on a computer program and you just click on the sponsor or animation you want to appear on the board. It was a lot of fun and I learned a lot about who our sponsors are and who pays more to be displayed more often during the game. I spent the entire game and post game in the press box.

While leaving work, I was approached by the Director of Promotions: He asked me if I would pick up entry blanks located at restaurants around where I lived on Tuesday.

**Tuesday, July 22, 2003 – Day 31**

Today I traveled all over northern Chicagoland and picked up POPs at Red Robins. Red Robin is a restaurant who participates in a promotion with us. Out in centerfield there is a lift called “The Robin’s Nest.” Contestants enter at local Red Robin Restaurants to sit in the Robin’s Nest. I had to pick up all of the entry blanks and make sure the display appeared correctly. For instance, I had to change a few drop boxes because they had been written on, and I had to drop off more schedules.

When I arrived at work, I helped do data entry for another contest we were running. I had to enter the information of each entry blank into the computer.
When I had completed that task, it was time to do the video board again.
The same routine applied as the night before.

Wednesday, July 23, 2003 – Day 32
When I arrived at the ballpark today, we did the usual park preparation.
When that was completed, I worked the video board like I had the past two nights.

Thursday, July 24, 2003 – Day 33
Again, today began by preparing the lawns, picnic areas, portables, and other park preparation duties. When completed, I helped out again with data entry on contest entry blanks.
My game day job was video board. Today was supposed to me my last day of video board because the series was over and another team was coming to town. However, the announcer I worked with asked if I could stay for two more games because I was doing such a good job. The general manager allowed it since the two upcoming games were very busy and very important.

Friday, July 25, 2003 – Day 34
I started today by helping the picnic crew set up for the picnics. There was a lot to be done and the picnic crew was short a few people so I helped out because I had done it before.
That required most of my time for the day, but before I went to do video board, I helped out with data entry again. There are so many entry blanks received that even after working on them for three days, I did not even put a dent in the overall number.

I then went to the press box to do the normal video board duties.

Saturday, July 26, 2003 – Day 35

Today I helped out again with picnic preparation, most of which was done when I arrived for work. After that, I helped with the normal park preparation duties.

When the preparation jobs were completed, I went to the press box for my last day of working the video board.


The day started with normal park preparation. When we had finished, I helped the promotions assistant prepare the promotional activities for the day. I set up the equipment for the in game events and filled water balloons to be launched into the crowd by slingshot.

Since I had spent the last six days in the press box, I was counting on working the KidZone today. I was right. I supervised the obstacle course. After the game, we had the usual Run the Bases event, which I helped set up for and supervise.
Monday, July 28, 2003 – Day 37

Today was very similar to the day before. We cleared the lawns, wiped down picnic tables, and cleaned off the portables. I also helped the promotions department again by helping prepare for the day’s activities.

When stadium preparation was complete, I was in KidZone again. I supervised the moonwalk. After the game, I worked parking and helped safely direct fans to their cars.

Tuesday, July 29, 2003 – Day 38

Today was our first off day in eight days. We assembled group mailings for the ticket office and helped out with general office work. We filed ticket receipts, worked on data entry, and answered the phones.

Wednesday, July 30, 2003 – Day 39

Today was another off day and another day to deliver schedules. Today we stayed fairly local and basically restocked businesses with schedules if they were running low.

Saturday, August 2, 2003 – Day 40

This was the first game of a four game home stand against the Fort Wayne Wizards. I was designated as a picnic girl. The picnic department was short handed again, and since I had done it before they asked for me to help out.

I started the day with picnic preparation and then got ready to start the
picnics. When the picnics were about to begin, we found out that we were short workers. I had to pour beer for a picnic, and then relocate and pour beer for the same picnic on the concourse behind their seats.

This turned out to be an interesting night, because as soon the game was about to end, it started to rain. They finished the game in the rain, and since we had fireworks scheduled for the night, we had to figure out what to do. The decision was made to shoot the fireworks off in the rain. We did, and it made for a very interesting fireworks show with lightning bolts in the background. The thinking behind shooting them off anyway is that people come to see the fireworks and we do not want to disappoint 13,000+ fans. However, running the bases was cancelled.

**Sunday, August 3, 2003 – Day 41**

Today I came in early to help set up picnics. The picnic department did not need me to supervise; they just needed some help setting up for all the picnics. That took up all morning and it was time to open the gates when I was done.

My job for the day was KidZone. However, due to rain, we were only open for a couple of innings before we shut it down and pulled the tarp. When the rain stopped, we were unable to open KidZone because of the amount of mud in the area. Since there were half the jobs as there usually are, the general manager sent me and a few other interns home.
Monday, August 4, 2003 – Day 42

We started the day early at eight o’clock in the morning because we had to get the tarp off the field. The first pitch was also at noon so we would have had to arrive early even if the tarp was not on the field. It was a Summer Camp day at the ballpark.

After we pulled the tarp off the field, we completed our normal stadium preparation duties. When it was time for the game to start, I sold scorecards until the bottom of the second inning. After that I helped out with on field promotions. Post-game, I helped with running the bases.

Tuesday, August 5, 2003 – Day 43

When we arrived, we started with stadium preparation. When it was time for the gates to open, I was stationed at the Pitch-in for Charity table. When the game was over, I helped with the Pitch-in on field promotion and Run the Bases.

Wednesday, August 6, 2003 – Day 44

Today was a much deserved off day between two home stands. Most of the interns had the day off, but a couple of us came in to help answer phones and get some general office work done.
Thursday, August 7, 2003 – Day 45

When we arrived for the beginning of another four game home stand, it was time to do the daily stadium preparation. After that, my job for the day was Scorecards and Promotions. At the end of the game we had Run the Bases.

Friday, August 8, 2003 – Day 46

Today when I arrived at work, I helped set up the promotions for the day. I also helped assemble the scorecards to be sold before the game. When the gates opened, I ushered on the left field deck. I made sure that the people on the deck were supposed to be there. About half way through the game, I was moved to gate 4. Gate 4 is a concession service gate which is open during games. I made sure no fans went in or out that gate. After the game, I helped out in the parking lot.

Saturday, August 9, 2003 – Day 47

When we came into work today, we had to clean up the fireworks from the show the night before. After that was completed, we wiped down the picnic tables and the portables.

The gates opened at four o’clock and I was in the KidZone. In the eighth inning, we closed it down and covered all the attractions with tarps to protect them from the fireworks.
After the game, I helped clean up some of the fireworks that had made their way onto the field.

Sunday, August 10, 2003 – Day 48

Today was my last day. It started like any other with pre-game stadium preparation. We cleaned up the lawns, wiped down the picnic tables, and cleaned up fireworks. When the game started, I worked the Pitch-in for Charity table. It was unusually slow today for some reason. The crowd was not very big either. After the game, we had Run the Bases, which I helped with.
Weekly Evaluations
This group of reports and logs were filed by me every two or three weeks of this internship. This log illustrates the tasks and activities I participated in, while also showing my personal feelings about the experiences.

In each of my weekly evaluations, I answer three questions:

1) What were your new learning experiences this week?
2) Evaluate and provide your reaction to the learning experiences that you have had this week.
3) Suggestions or further comments for ways to improve/enhance your experience.

May 26, 2003 - June 9, 2003

1) One of my new learning experiences for the past two weeks was generating leads for the group sales department. For this task, I scoured through newspaper after newspaper looking for the names of executives, managers, etc., the companies they work for, and where they were located in the Chicagoland area. I really enjoyed this experience because it was the basis of the group sales department. In order for them to sell successfully, they need to start from solid leads and have a contact for the decision-maker of the organization.

The chores that must be completed before a game starts, such as cleaning the souvenir shop, picking up the lawn areas, and so on, were probably going to become very monotonous. These chores will be performed every game day throughout the internship.

I also had many experiences during the games. I ushered, ran a charity
promotion, sold scorecards, worked the KidZone, and helped with on-field promotions. At the end of every game, I was on the field helping with our big promotion of Run the Bases.

2) Not only did I learn a lot of the basics of putting on a minor league baseball game, I had a lot of fun doing it. Although most people believe that the interns’ jobs are only "dirty work," I honestly believe that doing the little things helps you understand why the big things take place.

I really learned a lot when I was in the group sales office, and the group sales leader has promised to give me "Sales 101" so that I know how to be a salesperson when I leave this internship.

3) I do not have any suggestions at this time to improve my experience. It is hard to get good administrative experience when there are games taking place most of the week, but my supervisor makes sure I obtain that experience on off days. The whole organization takes time to teach the interns what they need to know about the business.


1) My learning experiences these past two weeks included more tasks in the group sales department. I learned how to use the ACT sales database. The ACT database is a tool used by a majority of sales programs across the nation. It organizes data such as times of contact, sales, and follow-ups. Our sales
manager taught me how to use the program to find leads within our company.

Apart from the sales department, I helped the concession workers get ready for the upcoming picnic season. The Cougars get the majority of their profits from the group picnics they offer to their customers. The Cougars cater picnics and have about 16 tents on the property of different sizes for groups to rent out. There are also two outfield decks, one with a hot tub, which can also be rented.

Another task I participated in was delivering schedules to businesses in the Chicagoland area. This is similar to “cold calling” for sales. We go into local businesses and ask if we can display a small box of schedules on their counter or waiting room for their customers to take at will. Sometimes this is easy and sometimes it is more difficult. This is another valuable job the interns do for the organization. One out of every three ticket buyers finds out about the Cougars through pocket schedules.

I also saw what it is like to have our biggest crowd of the year. On June 14, we had 13,500 people attend a game. I ushered one of the decks and found that if the team is prepared and organized for a big crowd, there’s really no difference than any other game of the year.

2) I’ve learned a lot about the team these last two weeks. I’ve learned some facts from the general manager, like why we do fireworks, how much it costs, and that he understands that raking them up after every game is a thankless job, but he appreciates it. I have a lot of fun at this internship and enjoy learning about
the organization as a whole and why things are done.

3) My only suggestion is that we get a little more variety. I would really like to learn more about the marketing and advertising sales of the team. However, I know this is a pretty difficult task because most of this is done in the off-season.


1) My biggest learning experience this week was working with the picnics. The group picnics we sell are some of the biggest events that happen at the Cougars. We have the ability to have 24 picnics at a time. I worked with the picnics for 3 days and learned how they work. I learned how to set up for all the picnics, how to control the picnics, and how to close them. Keeping the client happy is the number one concern.

2) The hours for the picnic supervisors are very long. I worked a lot of hours, but I also learned plenty about the organization in the process. I learned how to speak to clients and contacts and how to push sales of menu items that were not originally ordered.

I really enjoyed this experience. It was different than what I have normally done, and it taught me a lot about one of the biggest segments in the sports industry.
3) I am very glad I got to do something out of the ordinary. I would like to have experiences like this more often.

**July 14, 2003 - August 4, 2003**

1) The biggest new experience I had these past couple of weeks was working the video board. I learned how to operate the board itself and coordinate with what the announcer has to say.

Other than the video board, I have done pretty much the same things as usual. However, I did learn that pulling the tarp 4 times in one game is not a lot of fun.

2) Working the video board taught me a lot more than I thought it would. I learned who our advertisers were and who paid more. Those who paid more had more spots during the game. I really enjoyed this experience.

Everything else was pretty much the same as it has been all season. Everything we do now is routine. I am still enjoying and learning from everything we do.

3) Next week we are having an intern luncheon. I am really looking forward to it because the general manager and the assistant general manager will be there to answer any questions we might have about the organization. I think that will be a great learning experience.
Program Evaluation Forms
The following section contains three program evaluation forms. I was required to submit these forms three different times throughout the duration of the internship. The program evaluation forms give more insight to my own personal feelings regarding the internship than found in my daily log or weekly evaluations.
INTERNSHIP PROGRAM
SPORT ADMINISTRATION MAJOR
PROGRAM EVALUATION FORMS

TO BE TURNED IN EACH MONTH TO THE PROGRAM COORDINATOR

_x_ PART I      ___PART II     ____PART III

Intern Report - Program Evaluation (student use only)

Name  Erin Zukosky       Supervisor  Curtis Haug

Site Address  34W002 Cherry Lane
          Geneva, IL  60134

Phone Number  (630) 232-8811

Date of Intern Assignment: from 5/26/2003 to 8/10/2003

1. What specific jobs have you performed? (Attach additional pages if necessary.)

   I have learned our typical pre-game stadium preparation. Stadium preparation includes cleaning and preparing picnic areas, cleaning up fireworks, and picking up the lawn seating areas.

   In-game tasks I accomplished were working the KidZone, ushering at the gates and picnic areas, and tending the Pitch-In for Charity promotional table. I also worked on-field promotions and sold scorecards. Supervising Run the
Bases and helping fans to their cars after games were common post-game activities.

On off days, my fellow interns and I delivered schedules to local businesses, generated group sales leads, answered phones, and learned how to use the ACT sales database program.

2. **Do you feel you are getting job experience of high quality? (Explain.)**

I do feel like I am learning different things and I am learning what makes an organization function from the ground up. My supervisor provides us with financial facts, why the organization does what it does, and information on other business aspects. Just learning the little facts can really help me in the future.

Unfortunately, I do end up doing some jobs that I was not expecting to do. As mentioned above, we have to clean the lawns before game time. Most of the large trash has already been removed by the clean up crew, and we have to rake up peanut shells and small bits of trash. This is not my typical dream job. However, I do realize that these tasks need to be completed. I did learn that whenever the interns are not there to rake up peanut shells and fireworks, the full time staff has to do it. This fact does not make me feel quite as bad.

3. **Suggestions for improving your experience:**

There are facets of the organization that I have not yet experienced, such as working in the ticket office. The jobs we are completing now will help me learn all the little things that make this organization one of the most successful minor
league organizations in the country. Just being in this organization is a great learning experience.

4. Other comments:

So far, I am learning a lot in this internship and I am having a lot of fun doing it. I cannot wait for the rest of the season to come to see what else there is in store.
Name  Erin Zukosky  Supervisor  Curtis Haug  
Site Address 34W002 Cherry Lane  
Geneva, IL  60134  
Phone Number (630) 232-8811  
Date of Intern Assignment: from 5/26/2003 to 8/10/2003  

1. What specific jobs have you performed? (Attach additional pages if necessary.)

I have done such tasks as assisting in the ticket office, selling scorecards, working promotions, and being an usher. I also worked in the souvenir shop performing inventory counts. Pulling the tarp, working in the KidZone, and delivering schedules to neighboring businesses happened frequently this period. I have also assembled group mailings and prepared schedule boxes to be delivered.
My biggest job this month was working with group picnics. It is a very large part of the organization and brings a large number of people into the ballpark. I learned how to set up the picnics and then supervised the picnics when they arrived. While supervising, I made sure the servers were doing their jobs and most importantly, made sure the clients had everything they needed and were happy with how their picnic was going.

Another important job was working the video board for six games. This really taught me a lot about the promotional aspect and how everything works together on and off the field. I really enjoyed this aspect of my internship. I learned how our sponsors pay for their advertisements and how we have a specific number of times they must be played every game.

2. **Do you feel you are getting job experience of high quality? (Explain.)**

I am very happy with my experiences this month. Working the picnics and the video board have been my biggest learning experiences. I feel I have learned a lot more in this second portion of the internship than I did in the first portion.

3. **Suggestions for improving your experience:**

I would just like to see my last 3 weeks at my internship be as informative as the past 4 weeks have been. I have learned a lot in my last couple jobs and I hope it continues.
4. **Other comments:**

As I expected, my internship has just gotten better. This period was amazing in the aspect that I learned so much. I am very fortunate to have had the opportunity to work as a picnic supervisor. Not all the interns had this experience and I am very thankful for the opportunity.
Intern Report - Program Evaluation (student use only)

**Name**: Erin Zukosky
**Supervisor**: Curtis Haug

**Site Address**: 34W002 Cherry Lane
Geneva, IL 60134

**Phone Number**: (630) 232-8811

**Date of Intern Assignment**: from 5/26/2003 to 8/10/2003

1. **What specific jobs have you performed?** (Attach additional pages if necessary.)

   This period, one of my main new jobs was working with the promotional director. I had the opportunity to help her send out press releases to the local media. Another one of my jobs, including the usual daily intern routines, was working with the concession manager getting ready for the game.
2. Do you feel you are getting job experience of high quality? (Explain.)

I feel as the summer has progressed I have gotten more work experience than I first expected. I have seen many different aspects of the organization. I have witnessed everything from the concessions, to the group picnics, to the promotional aspect, and the list goes on.

3. Suggestions for improving your experience:

My experience overall was very good. I would have liked to see more of what the general manager and assistant general manager do. I would have also liked to see more of the staffing aspect. There are so many part time workers that work at Elfstrom Stadium. I would have liked to witness how all of those people are kept track of and how they are placed in the correct job.

4. Other comments:

I believe this internship was a very good experience for me. I have learned aspects of a sports business I did not realize before.
Conclusion
My experience this past summer has made for an excellent internship. Overall, I would call this internship very successful. I accomplished my three objectives, worked within a great organization, and met many great people in the process. I learned important aspects about the sports industry that will help me in the future.

At the beginning of this project, I assigned myself three objectives I hoped to be completed throughout this internship. They were to learn the basics of minor league baseball, accomplish diverse tasks, and gain experience that would help me in my future career. These three goals were undoubtedly accomplished.

The first goal was to learn the basics of minor league baseball. I learned everything from the ground up, literally. One of our main jobs every game day was to rake the peanut shells off the lawns and the fireworks out of the picnic areas. We got our hands dirty on many occasions. While these jobs often seemed monotonous and boring throughout the entire season, I now realize that these jobs had to be done by somebody. If we did not do these jobs, then the full time staff would have to do it.

Not only did I learn these "grassroots tasks," I also learned many things within the front office without realizing at the time that it was a learning experience. Although some of the tasks seemed trivial, I eventually learned that if we did not do these tasks, they may not get done.

We delivered schedules throughout the season. Not only did this help the organization, it helped the interns develop their sales and marketing skills. We would frequently have to convince business owners to put the displays in their
stores. Along with our sales skills, this also helped us with our public relations skills.

We also stuffed envelopes for group mailings. We would sit in the owner’s suite folding numerous letters and schedules to be send out in bulk mailings. Sometimes these group mailings would take several days to complete.

Pocket schedules and group mailings are a large part of the Cougars’ marketing strategy. Without the interns to deliver schedules and send out group mailings, the Cougars would not have the fan base that they have today. One out of three people who purchase tickets to a Cougars’ game buy them because they picked up a pocket schedule at a local business.

I did not realize it at the time, but these trivial responsibilities are the basis of the Kane County Cougars. Without knowing how the little things are done, there is no possible way to ever know how to manage an entire organization properly. Our intern supervisor knew what he was assigning us to do, and it was not just stuffing envelopes and raking lawns. It was larger than that. Our general manager started when the stadium opened as a cook in a concession stand. We were learning the basics just like everyone. He wants us to succeed later in our careers, and he gave us that opportunity by starting us how he and everyone else started.

My second objective of this internship was to gain experience in many different areas within the baseball organization. I was looking for a diverse experience. Overall, that objective was very well met.
I spent time in the group sales office listening to sales calls and finding leads in the newspaper. I set up promotions before the game, helped run them during the game, and worked with marketing events outside the ballpark. I learned about general marketing and promotions. Working with the group picnics and the concession stand managers helped me understand the food and beverage functions of the organization. I worked with game operations and had the opportunity to sit in the press box.

I definitely received experience in many different areas of the Kane County Cougars. If I was not directly involved with a department or project, I learned by listening and watching the full time staff members.

My third and final goal was to gain experience to help me in my future career in the industry of professional sports. I learned not only about the Cougars and minor league baseball, but the entire professional sports industry.

The Cougars and minor league baseball are very unique when you compare them to the major leagues of any sport. In professional baseball, for example, you will not find the general manager on the field in the rain helping pull the tarp. I learned that in minor league baseball, you have to truly love the sport you are working in to enjoy your job. The job consists of long hours, no summer vacations, a lot of hard work, and low starting salary. Although it starts out hard, it does get much better. Our general managers started out where we are today. If you can fight through the unpleasant aspects of the job at the beginning, it will reap rewards in the end.
Many aspects of the business I learned by keeping my eyes and ears open to what was occurring around me. While working in marketing and promotions, I learned strategies and how the arrangement of promotions is important. I also learned about different segments within the sports industry, such as sports agencies and professional sports. Overall, this internship gave me experience to take with me.

My three objectives I set for myself before I ever started this internship or knew what to expect were met with ease. I also accomplished more than just my three goals of learning the basics, having a diverse experience, and learning ideas to take with me into my career. I worked for a great organization.

Not knowing the greatness of this team we were working with, a few of my fellow interns went to a sports job fair in downtown Chicago. When an intern told an employer where he was doing his internship, the employer immediately praised him and told him he already was a step ahead of everyone else who would apply.

Since most of us were from the area, we knew that Cougars games were known to be exciting, but we had no idea of the national recognition they had obtained over the years. I was not aware of this when I started this internship, but the Kane County Cougars are one of the top minor league teams in baseball today. *Street and Smith's SportsBusiness Journal* ranked the Kane County Cougars as number one in fan support among minor league teams in their April 19 issue of 1999. The team was also in *TIME* in their August 12 edition of 2002. The Cougars were the feature team in an article about minor league baseball and
how it was prospering. The list of Cougar credentials goes on and is amazing for a team located within fifty miles of two major league baseball teams.

By working for the Kane County Cougars, I placed myself in a great position for my career. I was an intern for an organization that is very well respected within the sports industry. People all over the country have heard of the Kane County Cougars and know the great reputation they carry. I worked for a great organization, and at the beginning, I did not even realize it.

The final aspect that made this internship a success was all the great people I had the opportunity to meet and learn from. I met my fellow interns and colleagues, my bosses, and others within the industry.

With my fellow interns, we not only built lasting bonds with each other, but we also learned a lot. We heard and experienced everyone's different outlook on the sports industry, while also learning different ideas they acquired in school. Each one of us has an extensive network of friends and colleagues, something that is very important in this industry.

I also had the opportunity of making bonds with the general managers and other staff in the front office. They will never hesitate to help you with any questions you might have. Many of them keep an eye out for potential jobs for you. They were all wonderful people whose graciousness is appreciated by me and other interns.

Probably the most exciting person I got to meet was the Director of Minor League Operations for the Oakland Athletics. The assistant general manager thought of me when he was in town and took me to meet him in his suite at the
game. He answered my questions on breaking into the industry of sports agents. He gave me advice on how to contact people in the industry. He took time out of the game to talk to me for ten minutes. He also gave me the option to contact him if I ever need anything. Just meeting him and hearing what he had to say was a great experience for me.

As you can see, this internship was very beneficial to me. I accomplished my three objectives, worked within a great organization, and met a lot of great people. The internship was a success and a very enjoyable experience that will help me throughout my career.
Pictures
The following is a simple picture journal of some of my familiar sites. Each picture contains a description explaining it. Most of the experiences mentioned earlier in this thesis can be connected with some of the pictures featured in the following section.

_Main Entrance:_ This is the entrance to Philip B. Elftstrom Stadium, home of the Kane County Cougars.
Gate 3: One of many gates entering into the park, gate 3, along with gate 1, is a main entrance for fans. Interns frequently help out at these gates when we are assigned to usher. We hand out giveaway gifts and tear tickets.

The entrance to the Cougars front office: This is where the interns and other front office staff come in every day for work. Behind these doors are the offices of the general managers, promotional directors, and others.
**KidZone:** Located directly behind the centerfield wall, KidZone is an inflatable playground for children.

**KidZone:** Ozzy's Super Slide, Ozzy's Mini-Moonwalk, and the Obstacle Course are just a few of the rides for children to enjoy in the KidZone.
**KidZone:** The Obstacle Course and the Moonwalk, along with all the other rides, cost one ticket per ride. Tickets are bought at the entrance to the KidZone for one dollar a piece.

**Speed Pitch:** Another part of the KidZone, both children and adults can see how fast they can throw. Winners of each age group are given four free tickets to an upcoming Cougar's game.
**Group Picnic Tents:** Before games, corporate sponsors and other groups have the opportunity to hold picnics. They are held either in the outfield decks or these tents located behind the right field party deck and centerfield.

**Leinie Lodge:** The Leinie Lodge, named after its sponsor, Lienenkugal's Beer, is one of the picnic decks located in the outfield.
Louie's Left Field Lounge: Like the Leinie Lodge, Louie's Left Field Lounge is also a sponsored party deck. It is sponsored by Budweiser Beer.
**Pitch-In for Charity:** In order to benefit Second Harvest, a charity that helps feed hungry Americans, Dannon and Meijer have teamed up to sponsor Pitch-In for Charity. Fans purchase numbered tennis balls and throw them onto the field at the end of the game, attempting to hit targets and win prizes.
A View of the Field: As the Cougar players take batting practices, preparations are made around the stadium for the start of the game.
Appendix
The Kane County Cougars Sales Presentation shows how corporations can become sponsors. This booklet not only gives descriptions of advertising opportunities, it also gives a large overview of the Cougars organization and what they produce on the field. It shows some of the promotions and events the Cougars support.
Picnic “Shrinker”

This is an example of an information paper that is handed out to every picnic supervisor. These are used for set up of the picnics and during the picnics. They are referred to as “shrinkers” because they are the picnic information sheets shrunk down so eight can fit on a page. The shrinker tells the supervisors what picnics are where, what they are eating, what color passes they have, and any other information the supervisor needs to know to satisfy the customer. This specific example is for Saturday, June 12. It was one of our busy picnic days and one of our largest shrinkers.
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Group Mailing Sample

This is a general example of a group mailing we assembled. This example is sent out to anyone who has purchased tickets before and is in our ticket database. This group mailing did not require any envelopes and was simply assembled by adding a mailing label.
Resume

This is my updated resume after completing my internship with the Kane County Cougars.
ERIN ZUKOSKY

Permanent Address:  
668 Independence Drive Apartment 6  
Palatine, Illinois 60074  

Current Address:  
405 Alameda Avenue  
Muncie, Indiana 47303  

(618)-670-3444  
erin_zukosky@hotmail.com

EDUCATION

**Ball State University**  
Muncie, Indiana  
2000-present

- Candidate for Bachelor of Science, Sport Administration; Minor in Foundations of Business
- Honors College
- Expected graduation date: December 2003

SPORT ADMINISTRATION EXPERIENCE

**Kane County Cougars**  
Geneva, Illinois  
2003

*Intern*

- Worked within the marketing and promotions department setting up and executing promotional activities
- Generated group sales leads and assisted with diverse group sales efforts
- Interacted with corporate sponsors
- Involved in community relations and charity events
- Established, promoted, and maintained public awareness
- Assisted in stadium preparation
- Retail and souvenir merchandising

**Splash City Family Waterpark**  
Collinsville, Illinois  
1998-2001

*Guest Relations Coordinator, Lifeguard, and First Aid Administrator*

- Interacted and communicated with customers
- Coordinated park events such as children’s birthday parties, private parties, and concerts
- Worked cooperatively with co-workers as a team
- Formally licensed by the American Red Cross in First Aid, Lifeguarding and CPR for the Professional Rescuer

**Ball State University Athletic Department**  
Muncie, Indiana  
2001

*Chase Charlie 5K Fun Run, Walk, and Roll Operations Chair*

- Planned and coordinated race course and placement of workers on course
- Worked with campus police and other departments on campus for their full cooperation with event
- Collaborated with other chairs to help the event run efficiently
RELATED EXPERIENCE

Champs Sports
Sales Associate
Fairview Heights, Illinois 1999-2001
- Interacted with customers
- Exercised diplomacy in handling customer returns
- Assumed full responsibility of the cash register
- Initiated sales of sporting goods

ATHLETIC ACTIVITIES

Varsity Women's Volleyball Team 2000-2001
- Member of NCAA Championship Tournament qualifying team

Varsity Women's Track and Field Team 2000-present
- Three year letter winner
- Three time qualifier for the Mid-American Conference Championship
- Member of two Mid-American Conference Championship teams

VOLUNTEER EXPERIENCE

Sport Administration Club 2000-present
- Member of promotions committee for Midnight Mania
- Worked security at RCA Dome in Indianapolis, Indiana for Indianapolis Colts football games

Coached volleyball and basketball camps at Metro East Lutheran High School and Good Shepherd Lutheran Grade School 2000-2001
- Coached students on sport specific skills
- Taught children the importance of determination, teamwork, and good character on and off the field of play

Assisted with the Indiana Special Olympics Volleyball Tournament 2000
- Refereed and monitored games and participants

FitKids Counselor 2000
- Instructed children in exercises in an exciting, fun-filled environment

Track and Field Meet Assistant 2001
- Assisted at high school high jump competition as a fundraiser for the Ball State Women's Track and Field program
HONORS AND ACHIEVEMENTS

- Dean's List
- Presidential Scholar
- Honors College
- Ball State University Scholar Athlete
- Golden Key International Honor Society Member

COMPUTER SKILLS

- Microsoft Office
- Internet
- Corel WordPerfect
- Microsoft Outlook
- PageMaker

REFERENCES

Available upon request
Bibliography