

COLLEGE OF BUSINESS

October 7, 2015

Dear High School Guidance Counselor and / or Athletic Director,

I am writing to you to make you aware of our Careers in Sports Program at Western New England University which will be held during our Undergraduate Open House on November 1<sup>st</sup> from 11:15 to 12:15. The Careers in Sports program is designed to introduce students who are interested in studying sport management and pursuing a career in the sport industry to our Sport Management Program and the realities of working in the sport business.

The event will feature a panel of our recent sport management alumni who currently work in the sport industry. Representatives of ESPN, the Boston Celtics and the Springfield Falcons, as well as other sport organizations will be available to answer student and parent questions about what it is really like to work in the sport business. They will share information about how they landed their jobs, what types of opportunities are available in the sport industry and offer advice about how they used their experience and education at Western New England University to get to where they are today.

Guests will have the opportunity to chat directly with our sport management alumni and current students. They will also meet our entire sport management faculty, who will be in attendance. Students will learn about internship opportunities, international sport travel experiences available through our Sport Management Program and our Sport Industry Executive Speaker Series. This is a great opportunity to learn more about the amazing and rewarding world of sport careers and how Western New England University sport management students are realizing their dreams of working in sport.

Students can visit our website at [wne.edu](http://wne.edu) and click on the "Open House" banner to register online for this exciting program. Thank you so much for sharing this information with interested students and families and extending this invitation to them on my behalf.

Yours in Sport,



Dr. Sharianne Walker  
Chair, Department of Sport Management\*  
College of Business  
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\*AACSB and COSMA accredited