

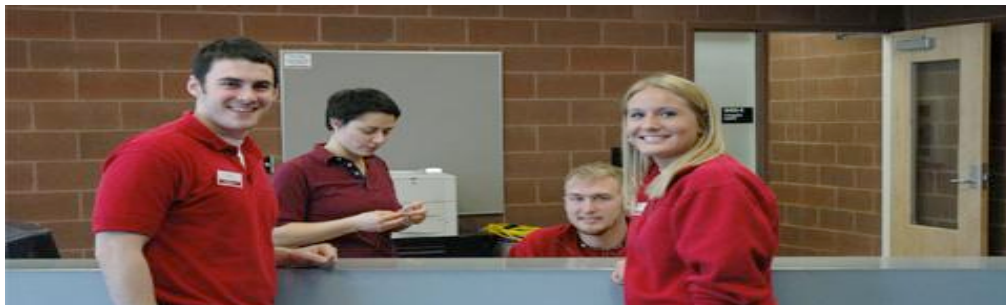


COLLEGE INTERNSHIP PROGRAM

Director: Alfredo Portela, General Manager

History

This program actually had its roots in 1997 with the Clinton (IA) LumberKings minor league baseball team, then an affiliate of the San Diego Padres. In order to successfully host the 1998 Midwest League All Star Game, I knew it would take more personnel than my four person front office staff. Although we had a few interns in 1997, I realized that a large group of college students who were majoring in sport management were needed. Asking that question led to the creation of the internship program we are presenting for the Virginia Beach Field House. Although the program has been tweaked over the years, the core has remained the same. The central ideas were to create a program that would truly ready students for a career in the sports industry after college, to prepare them better than any other internship in professional sports.



For our efforts, we were presented with the President's Trophy given each year to the league's best front office staff. Every league in the minors gives out the award, and Clinton had never received it before. We did it with only four staff members and a bunch of bright yet inexperienced college students.

Over the next few years, over 85% of all interns went on to get jobs in the sports industry after graduation, and the program became more prestigious. We worked with several dozen schools, Several of my interns have gone on to tremendously long and successful sports careers, including Arena Football General Manager John Adams of the Cleveland Gladiators and Lock Haven University, Brad Hooser, Food and Beverage Director for the Akron Aeros AA minor league baseball team and Bowling Green University, and Jeremy Hostetter of the University of Iowa, Director of Guest Relations and Ticket Representative for the Detroit Tigers, a job he was offered at the 1998 All-Star Game while in our internship program. I would invite any college or university interested in hearing from former interns in the program to contact any of these men.



[THE VIRGINIA BEACH FIELD HOUSE](#)

At 175,000 square feet, the Virginia Beach Field House is one of the largest indoor sports facilities in the world. We offer numerous sports options for both youth and adults, mostly in the form of leagues, although there are many training components as well. We have four full sized turf fields (90' x 180') on the first floor of the building and two small fields (45' x 90') upstairs. We also have eight full sized volleyball/basketball courts on the main floor, and party rooms, a children's playground and a small banquet area upstairs. There is a full concessions area and food court set up downstairs, and there are 40 flat screen TV's in the building. We offer five seasons of leagues (each one about 10 weeks long) insports such as soccer, flag football, lacrosse, field hockey, volleyball and baseball..

As all of the interns will learn, the Virginia Beach Field House business plan is grounded in a few concepts. At the Field House, our basic mission is to accomplish three things:

- 1. To provide the most thorough, complete guest service experience in Hampton Roads and in the sports facility industry. We refer to people only as our guests, never customers, because the Field House is our home, and we only invite guests into our home.**
- 2. We operate, facilitate and supervise sports leagues. This is our area of expertise, and our leagues will be organized, scheduled properly, have all necessary personnel and equipment needed, start and end promptly, and allow our guests to enjoy the games and not concern themselves with anything but having fun.**

3. **We will increase sales for our sponsors. Our attitude is to pretend that we are on our sponsors' payrolls, and to treat their businesses as if we own them and are responsible for their success. This type of thinking leads to exciting and creative ways to sell more products for our sponsors.**

THE PROGRAM

Most students have to complete a 400 hour internship in order to graduate. At forty hours a week, that would take 10 weeks to accomplish. I am aware that some students will stay longer and that some students will only have to complete a practicum, which takes less commitment. Those cases will be addressed individually. For the majority of the students, the 10 week model will apply.

Students will go through ten work assignments, or positions, one for every week of the program. This is flexible, as they will be directed to work on whatever the business needs dictate; however, their primary focus each week will be to work the station they are assigned. The positions are as follows, although not in any particular order:

GENERAL MANAGER – Students will shadow the general manager and be involved in most meetings, including sales, media, ownership, city relations, and any other talks that are necessary. They will have access to all of the tasks of operating the business, including P & L considerations, scheduling, etc.

FOUR (4) SPORTS MANAGERS – Students will shadow each of the four sports managers for one week each, two adult and two youth managers. They will immerse themselves in the execution of league play, birthday parties, any special events such as tournaments. They will be exposed to all of our sports and will work not only to execute the leagues and programs we offer, but to help pre-plan our next season of offerings.

ADMINISTRATOR – Students will learn how the administration of a sports business operates, including all HR concerns, payroll execution, AP/AR duties, etc. While not the most glamorous side of business, certainly the most important.

YOUTH SERVICES – Students will be involved in our Sports Stars Academy, a program geared for our younger guests that involves development and individual sports training, as well as before and after programs for school aged children and special event management such as birthday parties and our playground area.

FRONT DESK – Interns will manage the front desk at the facility, involving heavy guest relations duties, along with assisting in league signups through our personalized computer software system. This is the front lines of our business, and a crucial component.

CONCESSIONS – Students will help operate our food and beverage facility and be involved with guest service, ordering, inventory, etc. Concessions will make up over 20% of our budget and is vital to success.

MAINTENANCE – Students will learn to care for the upkeep and maintenance of the facility, from the smallest of details to large projects. This will be a state of the art facility, and students will be dealing with low and high tech projects. Again, not glamorous, but lighting, sound and cleanliness create the proper environment.



ADDITIONAL TRAINING

Besides these ten positions, students will also have training in sales of all types. I strongly believe these are the most necessary skill sets to have in order to prepare for a professional career, and will do this training myself.

Interns will learn how to plan and execute our leagues in preparation for the current and upcoming seasons. They will be involved in special events such as camps, clinics and tournaments. A key for our organization are daily staff meetings which can last from five minutes to three hours. Students will be asked to attend, participate and a different person each day will be asked to take notes and enter them into a computer file that everyone will have access to so we can stay on point on subjects such as project assignments, dates, etc. At the conclusion of their internship, they will be asked to interview for mock jobs in what is a rigorous, demanding but exhilarating experience.

OUR PARTNERSHIP WITH COLLEGES AND UNIVERSITIES

When I began this program in 1997, the schools we received students from had many levels of involvement, varying from none to a little. Today, I believe the school's programs are infinitely more organized, thorough and proactive. We promise to comply with all of your school's processes and all of the interactive communications needed to make this the most well received internship experience for your students and your institution. We are committed to our program as deeply and authentically as any you will find.



OUR PROMISE TO OUR INTERNS

To be clear, this is an unpaid internship, however this is not like most other internship. We promise our students the most complete, well rounded internship experience available anywhere. We will treat them as staff members, not college students. They will receive training and experience every step along the way, and will be challenged on a daily basis to “play big”. We will give them honest feedback, advice and praise and understand that they are learning. We will take personal interest in their development and in preparing them for life after college. We will do everything in our circle of influence to assist them in their efforts after the program is done, either by helping them in job searches or offering them hourly or even full time positions with our company. We also have a facility in Fredericksburg and plan to build several more in Virginia over the next few years. We would like our future managers and leaders to emerge from our program.

GRATITUDE

Thank you for considering our program. Our goal is to work in true partnership with your school and help you provide your students with the most proactive experience possible and prepare them for successful careers in whatever endeavors they choose. We open in September 2010, but are looking for interns immediately. Out of town students will be housed by us. Please contact aportela@beachfieldhouse.com with comments or ideas as well as resumes. Please note when you will be available for an internship anytime in 2010 or 2011.