



PARTNERS IN SPORTS

2023-2024 YEAR IN REVIEW

Membership

143 Student Members & 7 Faculty & Staff Members

Partners in Sports Golf Tournament

The 19th Partners in Sports Scholarship Golf Tournament was held June 12, at Gettysvue Golf & Country Club. Tournament Directors Tyler Zaubi and Ally Davis along with the Championship Committee comprised of other students managed the outing for more than 100 golfers and guests.

Ashley Jahn

Ashley Jahn (M.S. 2010) is the Associate Head Coach for the Tennessee Swimming & Diving team. She shared her career journey, coaching philosophy, and thoughts on leadership with more than 50 students. The Q-and-A session was led by Sierra Bailey as Ashley shared her thoughts on professionalism, the current state of college athletics, and making the most of career opportunities.

Ladina Poltera

Ladina Poltera (B.S. 2012) was back on campus in the fall to discuss her career working on the international stage in sport marketing and event management. Ladina is the marketing operations manager with Infront Sports and Media AG, which is based in Switzerland. Ladina's experiences include working with the FIFA World Cup, the Olympics, and World Hockey Championships.

Dr. Terry Shoemaker Lecture

Partners in Sports served as a co-sponsor of a lecture by Dr. Terry Shoemaker. Dr. Shoemaker shared his insights into the role of religiosity and spirituality in sports participation.

ASMA Conference

Partners in Sports assisted in managing the Applied Sport Management Association conference. The conference had 270 attendees and spanned three days. Students were instrumental in overseeing the opening reception attended by approximately 200 guests as well as managing other event logistics. The conference featured 28 academic sessions, 19 case study teams, and a closing awards ceremony.

Women's Roundtable

Sara Quatrocky, Maryville College Athletic Director, was the guest for the 14th Women's Roundtable. Nearly 40 women gathered to discuss issues and challenges facing women in today's work environment.

Brooks Savage

Brooks Savage (B.S. 2008, M.S. 2010), the head men's basketball coach at East Tennessee State University, was welcomed back to campus by a packed auditorium to share his career journey from a student basketball manager here at Tennessee to a NCAA Division I head coach. More than 120 students heard Brooks discuss the challenges he faced as he pursued his dream of becoming a college head coach. He shared how he developed his leadership philosophy, coaching philosophy, and how he learned the value of being true to yourself.

Greg Via

Renowned sports marketing professional Greg Via discussed the ever-evolving world of sports marketing. Greg has held executive level marketing positions with Gatorade, Motorola, New Era Cap, and Gillette. He offered insight into how technology is changing the landscape of sport marketing as well as the importance of eSports in the marketing industry.

Spring Reception

Ten students were recognized at the Spring Reception for their professional development, academic achievement, and commitment to Partners in Sports. Students received a total of \$20,000 bringing the total awarded since the organization's inception in 1998 to more than \$300,000.

Volunteer Activity Highlights

Visit Knoxville Open, USA Cycling National Road Racing Championships, Tennessee Invite Track & Field Competition, Legacy Parks Luncheon, Josh Dobbs ASTROrdinary Golf Classic, SEC Football Media Days, USA Olympic Team Diving Trials, Eric Berry College Football Hall of Fame On-Campus Salute, NCAA Championship Events, Super Bowl