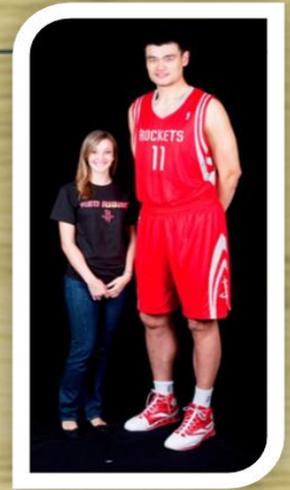


"Direction"

Kelsey Smith: May 2010 Sport Management graduate from Lubbock, Texas

What characteristics do you like about Baylor?

I played volleyball at Baylor so one of the major areas I was looking at when deciding where to attend college was what the volleyball program had to offer. More than that I knew that playing sports was short-term and the education I would receive was my most important priority. Baylor is distinguished in the academic realm which helped me make my final decision. In addition, Baylor offered the small class size I was seeking paired with a beautiful campus. After researching the different programs Baylor had I knew it would be a great fit for me.



Why did you decide to pursue Baylor's Sport Management graduate program?

The professors and classes I had during my undergrad at Baylor challenged me every semester. I knew that completing a graduate program would further me in my career. The Sport Management program encompassed every area of interest and opened doors into areas I've never considered. I was still not sure what I wanted to do post-graduation and the Sport Management program narrowed down my career path into my current job.

Briefly describe Dr. Petersen in relation to the program he is building.

I was half way through my masters when Dr. Petersen took over the department. Within the first few months I immediately noticed the positive change and the new direction the program was heading. He challenged me in every class, even during my internship, to take advantage of every opportunity. I have many people reach out to me, one from Italy, to ask me about the program. The Sport Management Masters program at Baylor has become one of the most sought after programs because of Dr. Petersen.

What did you do for your internship?

I was the Event Service Intern for Toyota Center. From my internship I was hired full-time as the Ticket Sales and Services Coordinator. Within the first year of employment I was promoted to Ticket Service Executive.

How did the Sport Management program prepare you for your current profession?

Almost daily there is a situation or scenario at work which the program has provided me background for. Whether that is communicating with clients, making presentations to Directors, researching other NBA team's practices, the masters program made the transition into my current role a breeze.

What is your current profession?

I am the Ticket Service Executive for the Houston Rockets. I am in charge of \$10 million in accounts (Season Ticket Holders) with the Rockets. I manage individual & corporate accounts, help them renew their season tickets with us, assist with day-to-day things they need, etc. I work with our management department to make sure our Season Ticket holders are happy and will come back for next season. We host many events for them, including a Holiday Party, Happy Hours, Breakfasts, Luncheons and a Play Day where they get to come out and meet players.

What advice or encouragement would you give to future graduate students in the Sport Management program?

Take advantage of every opportunity that is offered during the program. I spent many days after class talking to my professors finding out what they did to reach their current job/career. Don't be afraid to ask questions and to spend extra time at business or sports functions.

