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From: Sandy C Gholston
Sent: Friday, March 14, 2014 9:59 AM
To: Archive
Subject: PRESS RELEASE: Sports Entertainment Summit Registration Deadline is March 17

Included below is a press release highlighting the upcoming Sports Leadership Institute Sports Entertainment Summit that is scheduled for Saturday, March 22 at the Applied Technology Center at Grand Rapids Community College. Individuals interested in attending the summit are asked to register by Monday, March 17. The registration fee is \$75 and registration can be handled online. Any media requests regarding this release can be directed to Sandy Gholston, News Services and Social Media Manager.

To read the online version of this story, visit:

<http://www.ferris.edu/HTMLS/news/archive/2014/march/summit.htm>

FOR IMMEDIATE RELEASE

March 14, 2014

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Sports Entertainment Summit Registration Deadline is March 17

BIG RAPIDS – Ferris State University’s Sports Leadership Institute is sponsoring a Sports Entertainment Summit at Grand Rapids Community College’s Applied Technology Center on Saturday, March 22.

The opening ceremony begins at 9 a.m. Individuals attending the Sports Entertainment Summit are encouraged to register by Monday, March 17 at the latest. The event’s \$75 registration fee includes lunch.

Sandy Alspach, a professor of Communication and director of the Sports Leadership Institute, noted that the purpose of the summit is to network current people in the sports industry with West Michigan students and graduates.

“A degree alone will not get you a job,” Alspach said. “Today, it is more important to create relationships with people in the business you want to enter. It’s not what you know, it’s who you know.”

The summit will kick off with a keynote presentation by Ferris alumnus Ira Childress, director of athletics at Okemos High School. A native of Baldwin who earned a Bachelor of Science degree in Applied Speech Communication and a master's degree in Education from Ferris, Childress also played football for the Bulldogs. Childress has been a TV producer and show host, radio sports commentator, events planner for Ferris Alumni

activities, worked for the National Collegiate Athletic Association and operates Childress Sports Consulting.

Additional speakers, panel breakout sessions, a networking lunch, one-on-one conversations and a graduate school fair highlight the day's activities.

The Sports Leadership Institute's mission is "To support activities that position Ferris State University students for leadership in careers in the sports industry."

To register for the Sports Entertainment Summit:

<http://www.ferris.edu/HTMLS/administration/academicaffairs/extendedinternational/cps/sportsentertainment.htm>

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