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Behind the Scenes of the Tiger Woods Foundation

By Jessica Edwards C6S and Alysia Hendricks C7S

Jessica Edwards C6S and Alysia Hendricks C7S, who are part of the Tiger Woods Foundation (TWF), are responsible for preparing for the Tiger Jam, a TWF charity benefit concert featuring Van Halen. The charity events coordinated by the TWF are highly publicized, yet not many people realize that behind the glamorous, celebrity studded events lies a very small team of people who work endless hours to make it all happen. Tiger Jam is a charity benefit concert held each year in Las Vegas (the 2008 event is expected to raise \$700,000).

Jessica Edwards was born and raised in Mesa, AZ, but eventually moved to Los Angeles to attend USC in 2000. After playing collegiate soccer with the Trojans for 4 years, Jessica wanted to pursue a professional career and planned on trying out for the Women's United Soccer Association (WUSA). To her surprise, the league folded and left her with the burning question of what to do next. After some deliberation she applied for the USF Sport Management Master's Program and was accepted. The rest is a whirlwind. Edwards graduated with a B.A. in Communications in May 2004 and started graduate school shortly after in July. She quickly scrambled for internships, began coaching soccer to pay the bills, and volunteered for events on the weekends. But it was only 1 job description that peaked significant interest - Event Intern for the Tiger Woods Foundation. After applying, landing the position, and interning for approximately 2 years, she was hired full-time as the Event Coordinator.

Alysia Hendricks took a different path on her journey to pursue a



Alysia and Jessica getting ready to present the BIG check to winner K.J. Choi.

career that coupled her passion for sport and children. Alysia was born in Eureka, CA and before she was 5 her family moved to Southern Oregon. She completed her AA at a Community College in Merced, CA where she played Basketball and Softball. She moved to Santa Barbara to attend UCSB where she completed her BA in Sociology and finished her athletic career. After graduation she worked full time at the Santa Barbara YMCA as a Program Director and 10 years later realized she needed a change. She applied for the USF Sport Management Master's Program and was accepted. She worked full-time at the Santa Barbara YMCA and commuted to the Southern California Campus one night a week. In addition to working full time in Santa Barbara and attending graduate school one night a week in Orange, she interned one day a week as the Ticketing Intern with the TWF. After a year in her internship, she was offered a full-time position as the Ticketing Coordinator. Her goal to work in sport while benefiting children finally came true but not without a lot of miles driven to and from Santa Barbara to Orange County.

The Tiger Jam hosts approximately 1000 guests, 100 vendors, 25 celebrities, 100 volunteers and 25 staff members. One of Alysia's main

responsibilities is managing and distributing credentials to this group. It is a constant struggle to make sure all of our staff and guests have access to the proper areas.

Jessica's main focus is ensuring that our guests have a positive experience; from the moment they are welcomed, to the food on their plate, to the gift bag they are given. Additionally she executes all aspects related to the auction, which is slated to raise over \$700,000.

The TWF sponsors four signature events: Tiger Jam presented by AT&T, AT&T National, Tiger Woods Learning Center (TWLC) Block Party and the Chevron World Challenge. Also, they manage additional events that the foundation or learning center organizes.

The Tiger Woods Learning Center hosts 40 students at the Buick Invitational in San Diego. Each student met Tiger Woods on the 18th green shortly after he won the tournament! It was a memorable moment that will be remembered by both Jessica and Alysia.

Alysia & Jessica report that only a couple of years after finishing grad school, they found ourselves in a greenroom with Prince, on the 18th green with champion Tiger Woods, moving across the country to Washington D.C. (for a month), and presenting a check for over \$1 million to KJ Choi (winner of the AT&T National Golf Tournament). But most importantly, both have learned that hard work, perseverance and knowledge lead to success.

Students – Recent Internships & Jobs

Pete Holmes C28 — Baseball Operations Intern, San Francisco Giants

Crystal DeJesus C9S — Ticket Sales Representative, San Diego Padres

Daniella Garcia C28 — Marketing Associate, Stanford Athletics

Scott Simmons C9S — Ticketing Intern, The Tiger Woods Foundation

Mike Kovanis C28 — Hockey Coordinator/Tournament Director, Snoopy's Home Ice "Charlie Brown" Spring Classic

Juvanie Maximo C9S — Corporate Partnership Intern, Los Angeles Galaxy

Adam Hirsch C28 — Marketing Intern, Oakland Raiders

Mark Matsunaga C9S — Ticket Sales Representative, San Diego Padres

Michael Yanni C28 — Sales & Marketing Intern, San Jose Stealth

Annie Roeser C28 — Marketing Volunteer, Big West Basketball Tournament

Matt Clark C9S — Will Call Intern, US Open Golf, Torrey Pines

Rachel Susanne Sears C26 — Intern, US Triathlon Olympic Trials, Tuscaloosa, AL

Marnie Krell C26 — Intern, Athletic Facilities, Project Design, Stanford University

Glendon Hardin C9S — Intern, Roy Engelbrecht Promotions; Columnist, LBPost Sports; Sales Associate, The Lamont Group

Zhenfei Hu C9S — Events, Accounting Intern, USA Water Polo

Troy Muspratt C28 — Corporate Partnerships Intern, San Jose Earthquakes

Jacob Dubois C9S — Ticket Sales Representative, San Diego Padres

Carson Brown C28 — Event Manager, Stanford University



Roni Bossin C28, **Arman Medina** C25 and **Erica Pacheco** C8S as part of the SportsEconomics Market Research Team for the Amgen Tour of California.

Alumni – Recent Job Changes

Blaine Clemmens C20 — Scouting Supervisor, Northern California & Pacific Northwest, Atlanta Braves

Ron Nocetti C2 — Director-State Championship Events, California Interscholastic Federation

Jesse Hooper C23 — Sales Associate, In-Game Ads, Electronic Arts

Mike Rorabaugh C8S — Development Assistant, UCLA Athletics

Katy (Carnes) Power C15 — Assistant Athletic Director, Concord University in Athens, West Virginia

Hiraki Sekine C23 — Overseas Sales Representative, Marketing Dept, GT Entertainment, Japan

Ashley Moeai C8S — Sport Business Track Coordinator, American Leadership Academy, UT

Robert Aylesworth C8S — Account Executive, Corporate Sales, Los Angeles Angels of Anaheim

Jennifer (Alegado) Sarmiento C6S — Tournament Relations Manager, Buick Invitational

Wei-ping Chang C25 — VIP Coordinator, Final Olympic Baseball Qualification Tournament, Taiwan; Stadium Events Operation, Oakland A's

Jordan Wilcox C23 — Assistant SID for Athletics, USF

Adam Kinowski C8S — Corporate Sales Specialist, TaylorMade-adidas Golf

Nick Bisho C16 — Vice President/Sales, Quint Events

Pamm Hubbard C6S — Associate AD Compliance/SWA, University of Alaska Fairbanks

Andrew Blumberg C25 — Marketing Coordinator, 2K Sports

Ignacio Garcia C16 — General Manager, Basque Sports Internacional

Rich Egan C21 — Premium Sales Manager, Phoenix Coyotes

Mike Esola C22 — Account Executive, San Jose SaberCats

Rocky Harris C13 — Vice President, MLS Dynamo

Michael Steinberg C24 — Associate, Health and Productivity, Chevron

Angie Fitzpatrick C7S — Account Coordinator, SportsMark

Tony Perotti C13 — Assistant Women's Basketball Coach, UCLA

Erica Pacheco C8S — Junior Account Executive, Ticket Sales, Los Angeles Sparks

USF Sport Management

Dr. Stan Fasci – Director of Administration
Dr. Dan Rascher – Director of Academic Programs
Peggy O’Leary, MA – Sr. Associate Director and Administrator of the Southern California Program
Dr. Jeremy Howell – Associate Professor
Dr. Rich Cellini – Assistant Professor
Dr. J. Andrew Choi – Assistant Professor
David Manning – Program Assistant for the Northern California Program
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Alumni & Student News

- ❖ **Mark Orlando** C8S engaged to marry Carolyn Newbill on August 9, 2008 in Las Vegas. Woohoo!
- ❖ **Amber Stockstill** C5S has been accepted into the LA Unified School District Internship Program which is a three year teaching credential program. She will focus on special education.
- ❖ **Michael Nieves** C26 announces the arrival of Anthony Michael Nieves on March 21, 2008. Baby Anthony weighs in at 6lbs, 4 ounces and is 19 inches tall. Congrats to the Nieves family!
- ❖ **Michelle Alleyne** C25 was the graduation speaker at the USF Graduation International Student Recognition Ceremony (May 9, 2008).
- ❖ Congratulations to **Jessie Armijo** C9S on obtaining her Master’s Degree/Teaching Credential in Special Education.
- ❖ **Amy Gardner** C28 was on Wheel Of Fortune Monday, March 10, 2008.
- ❖ **Pamm Hubbard** C6S was accepted to the PhD program at the University of Alaska at Fairbanks.

Announcements

- ❖ Congratulations to **Jeremy Howell**, Associate Professor who received the Ignatian Service Award from USF.
- ❖ The Northern California Program Office will be relocating to Kalmanovitz Hall on lower campus in August. More details to come!
- ❖ The **Southern California Social** will be held on August 14th from 6:00 p.m. to 8:00 p.m. Email invitations will be sent in late July.
- ❖ **What Are You Up To?** Keep sending us news about yourself and a picture to be included in future issues.

Congratulations Cohort 8S & 25 Graduates, May 16, 2008



Dimitry Artamonov, Robert Aylesworth, Jill Bartel, Tammy Carlson, Estelle Collins, Josh Esquith, Adrian Garcia, Brian Gray, Ka’anela (Inn) Holcomb, Mike Iwamasa, Sean Kelly, Adam Kinowski, Jonathan Labastida, Orlando Lugo, Colleen McDonald, Ashley Moeai, Alex Montoya, Mark Orlando, Jonathan Sandoval, Jonathan Schulman, Jeff Soklin, Takeshi Toyoda

Not pictured: Ted Liebel, Justin Miller, Erica Pacheco, Tasso Panopoulos, Mike Rorabaugh, Tiffany Skoug, Edwin Zane



Michelle Alleyne, James Beer, II, Andrew Blumberg, Patrick Carlson, Anastasia Cesmat, Wei-ping Chang, Brandy Clark-Smith, Christopher Dorazio, Alesia Harris, Kelsey Hicks, Kyle Janzen, Arman Medina, Nicolas Owen, George Pappas, Stacey Pizzio, Jin Pyun, Kenji Quijano, Paul Ratner, Jillian Ruppenstein, Eric Smith, Renée Stribling, Atsushi Takahashi, Gladys Torres, Terence Wan, Elaine Williams, Jesse Zitrin

Not pictured: Adam Kincaid, Masahiro Takano, Rachel Thomas, Troy Vann