



COLLEGE INTERNSHIP PROGRAM

Director: Alfredo Portela, General Manager

History

The internship program began in 1997 with the Clinton LumberKings, an Iowa based minor league baseball team then an affiliate of the San Diego Padres. In a bid to host the 1998 Midwest League All Star Game, we had to increase our personnel beyond the 4-person front office staff. Although a few interns were on staff in 1997, I quickly realized that college students majoring in sport management would provide a motivated source of capable employees. The central idea was to create a program that would prepare students for a career in the sports industry, and to prepare them better than any other internship in professional sports. Soon, the program was being utilized by several dozen schools.

Over the next few years, over 85% of all interns landed jobs in the sports industry after graduation. Many of these intern graduates went on to tremendously long and successful sports careers including: Arena Football General Manager John Adams (Lock Haven University) of the Cleveland Gladiators; Brad Hooser (Bowling Green University), Food and Beverage Director for the AA minor league baseball Akron Aeros; and Jeremy Hostetter out of the University of Iowa, now 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 to contact any of these fine sportsmen.



THE VIRGINIA BEACH FIELD HOUSE

The Virginia Beach Field House, at 175,000 square feet, is one of the largest indoor sports facilities in the world. We offer a plethora of sports options for both youth and adults. On the ground floor we operate 4 indoor synthetic turf fields (90' x 180'), 8 regulation volleyball courts, and 6 regulation basketball courts, as well as a full food court with concessions. Upstairs are 2 half size synthetic turf fields (45' x 90'), party rooms, a children's playground and a small banquet area. There are 40 flat screen TV's providing entertainment throughout the building.

We offer leagues in soccer, flag football, volleyball, baseball/softball, basketball, lacrosse, field hockey, and dodgeball during 5 seasons throughout the year, each season lasting about 10 weeks.

The Virginia Beach Field House is grounded in 3 core concepts, which we consider our mission.

- 1. To provide the most 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. Our leagues are well organized, scheduled properly, have all necessary personnel and equipment, and allow our guests to enjoy the games, concerning themselves only with having fun.**
- 3. We increase sales for our sponsors. We view our sponsors as employers and treat their business as if it were our own. Being responsible for our sponsor's business leads to exciting and creative ways to sell more products for them.**

THE INTERNSHIP PROGRAM

Most students will complete a 400 hour internship to satisfy graduation requirements. This equates to 40 hours per week for 10 weeks. Some students will need to stay longer and some will have shorter practicum requirements with less time commitment. These cases will be addressed individually, however, the majority of students will follow the 10 week model.

Students will complete 10 work assignments, or positions, one for every week of the program. There is some flexibility in this rotation as the needs of the business will dictate the week's primary focus. The assignments are as follows, in no particular order:

GENERAL MANAGER – Students will shadow the general manager, involving themselves in meetings pertaining to sales, media, ownership, city relations, and employee training. They will learn the necessary tasks of operating a business, including profit & loss, staff scheduling, business ethics, etc. Students will also benefit from focused sales training and mock interviews.

SPORTS MANAGERS – Students will shadow each of the four sports managers (youth and adult) for one week. They will immerse themselves in the scheduling and execution of leagues, camps, clinics, tournaments, and other special events. They will be exposed to all aspects of the sports we offer, including the planning of future seasons.

ADMINISTRATION – Students will learn the administrative details of a sports business, including human resource concerns, payroll, guest management, and communications.

YOUTH SERVICES – Students will be involved in our Sports Stars Academy, a program for our younger guests that teaches physical development and individual youth sports training. Included in this rotation is our Before and After school program, special event management (ex/ birthday parties), and supervision and maintenance of our indoor playground.

FRONT DESK – Interns will manage the front desk – a crucial component in all guest service operations and the front line of our business. Responsibilities include guest relations, assisting in league registrations, managing the computer system, and proper telephone etiquette.

CONCESSIONS – Students will help operate our food and beverage facility where they will earn further exposure to guest service, as well as logistical operations such as ordering and inventory management. Concessions accounts for over 20% of the facility budget and is vital to our success.

MAINTENANCE – Students will assist in the maintenance and cleaning of the property. In this state of the art facility students will be exposed to high tech audio/visual components.

OUR PARTNERSHIP WITH COLLEGES AND UNIVERSITIES

The Virginia Beach Field House will comply with all of your required processes and procedures. We will maintain an open line of communication to make this the most well received internship experience for your students and your institution.

OUR PROMISE TO OUR INTERNS

We promise our students the most complete, well rounded internship experience available. We will treat them as staff members, not as college students. They will receive on-the-job training and challenged daily to exceed expectations. They will receive honest feedback, advice, and guidance. We take personal interest in their professional development and preparation for life after college. We will do everything in our power to assist them in their job search efforts after completing the internship. As an established company, we take pride in the career advancement of the students that come through our program.

GRATITUDE

Thank you for considering our program. Know that our goal is to be a true partner with your school, and help you provide your students with the most proactive experience possible. We 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 your internship.