



FOR IMMEDIATE RELEASE - DRAFT

October 1, 2008

## **SPORTS EMPLOYMENT INC. COMPANY FACT SHEET**

### **COMPANY**

**OVERVIEW:** Sports Employment Inc. (SEI) strives to become the leading resource for job seekers and employers in the sports industry. SEI begins by hosting the Sports Employment Fair, "The World's Largest Sports Career Fair" during Super Bowl week of 2009. The Sports Employment Fair is an annual event, held in conjunction with major sports events domestically and internationally. SEI will also host a Sports Employment Conference in late 2009 where job seekers will have an opportunity to get resume writing assistance and interviewing tips from sports professionals and hear guest speakers from various sports teams/leagues and learn more about the technology and changes within the sports industry.

Providing employment solutions for SEI clientele is the number one priority.

**MISSION:** The mission of Sports Employment Inc. is to bring together in one venue sports employment opportunities for college students and current professionals looking to work in the sports industry.

### **JOB**

**SEEKERS:** There are more than 300 Sports Administration/Management programs in the United States. Each Sports Administration/Management program administrator as well as the career services departments of the college/university will be contacted and made aware of all services offered and events hosted by SEI. The program administrators and career services departments will be asked to disseminate the information to the students. Similar efforts will be made to reach the international colleges/universities offering Sports Administration/Management programs.  
\*Information courtesy of North American Society for Sport Management, [www.nassm.com](http://www.nassm.com).

SEI will work closely with Sports Administration/Management programs in cities hosting events and those interested in providing students with the direct benefits of services offered.

### **SPORTS**

**EMPLOYERS:** In order to provide students and other professionals with as much information regarding the sports industry as possible, SEI is in contact with all four major sports leagues and their teams, plus other professional and semi-professional leagues and teams domestically and abroad. In addition, SEI will also contact the university and collegiate athletic programs and conferences. Finally, SEI will include all corporate entities with a sports marketing, sponsorship or other division and all youth and other fitness and sports related groups.

-more-



**MANAGING  
PARTNER  
PROFILES:**

***Leslie Bauknight Nixon*** is a proud graduate of the University of North Carolina at Chapel Hill where she earned a dual degree in Journalism and Mass Communication with a concentration in Public Relations and Economics in 2002. In 2005, Nixon graduated cum laude from St. Thomas University School of Law and obtained her master's degree in Sport Administration the same year. After passing the Florida Bar, Nixon served as a staff attorney with the St. Thomas Human Rights Institute. Nixon is also pursuing her Doctorate of Education in Sports Management at the United States Sports Academy.

In the spring of 2006, Nixon joined the staff of the South Florida Super Bowl Host Committee as the Community Outreach/Communications Coordinator. In this role, her primary focus was implementing the Emerging Business program, which was the most successful in Super Bowl history. In August of 2006, Nixon was promoted to Director of Administration overseeing all general and business management functions of the Host Committee, but remained involved with administration the Emerging Business program. In 2007, Nixon became an adjunct professor in the Sport Administration program at St. Thomas University teaching Negotiations in Sports to graduate students. Currently, Mrs. Nixon remains with the Host Committee as it prepares South Florida for its record-breaking tenth Super Bowl in 2010.

***Kenyatta Randall*** started her recruiting career as an Admissions Recruiter at her alma mater, Grambling State University located in Grambling, Louisiana. Randall served as a first point of contact in the office of Admissions & Recruitment by providing prescriptive academic advisement and general information to prospective students and transfer students as well as an appointed University Ambassador at College Fairs, High Schools and Junior Colleges, Athletic Events and Scholarship ceremonies on the national level.

Randall served four seasons with the Miami Heat and the American Airlines Arena as Recruiter and Human Resources Information Systems Administrator. Her responsibilities include all functional areas within executive and staff recruiting for all awards shows, concerts and sporting events for the American Airlines Arena, the Waterfront Theatre and the Miami Heat. Randall also facilitates the internship program by recruiting academically talented students from various universities within the United States.

As Randall enters her sixth year as a recruiter, she remains deeply committed to serving the community.

###

***Media Contact and Notes:***

Maria Elles Scott, cell 954-821-4258, [media@sportsemploymentinc.com](mailto:media@sportsemploymentinc.com)