



NEWSLETTER

ISBI 360 Alumni Network Newsletter



A NOTE FROM THE EDITOR

Hello and welcome to the first edition of our **ISBI 360 Alumni Network Newsletter!** I'm really excited to be spearheading this initiative as I feel the network it is a great way for us all to stay connected with those from our VSN assignments, as well as all those who have graduated the program and gone on to full-time roles within the sports industry.

In addition to receiving these monthly newsletters, being a part of the network will allow you to **socialize with your peers through virtual events, gain access to exclusive trainings / guest speakers**, and so much more! **Networking is the key to career growth.** We hope you find this to be both engaging and valuable to your professional and personal journey!

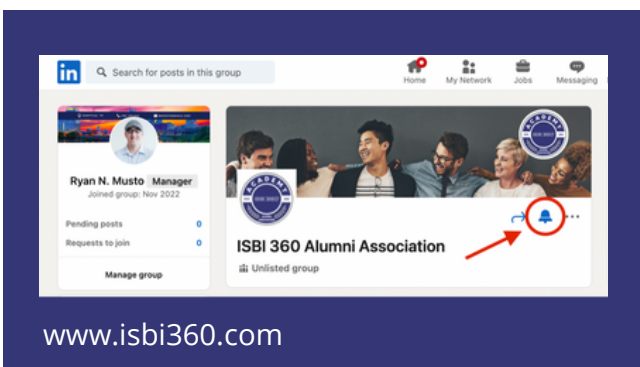


- Ryan

JOIN THE ONLINE COMMUNITY

If you haven't done so already, please take a moment to join the ISBI 360 Alumni Network on LinkedIn. You can access the group by clicking here: <https://bit.ly/3jDUHZY>

Once on the page, be sure to click on the blue **"Join"** button located in the center, just underneath the logo and name. Once a member, you can click on the **blue "bell"** icon which will allow you to receive notifications for any new activity, so you'll never miss an update!



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VSN UPDATE

Over the first two months of 2023, we have started projects with the **Lake Erie Crushers** and **New York Boulders**, both minor league baseball clubs. With 8 reps selling between the two teams and several sales already on the board, we are expecting BIG things from this group!

On the training front, we've completed **two seasons** thus far and **graduated 20 reps** who are now fully equipped with the tools necessary to sell for any sports organization. With several new projects on the horizon, we look forward to getting this newest crop of talent placed and hitting the phones!



Contact Us

ALUMNI ON THE MOVE



Charles Kopf is now Account Executive for the **New York Liberty** of the **WNBA**



Jackie Norgren is now Executive Assistant to the EVP/CCO for the **Miami Heat** of the **NBA**



Josh Olson is now Ticket Sales & Experience Manager for the **Orlando Guardians** of the **XFL**



Sal Parra is now an Inside Sales Representative for the **Columbus Crew** of the **MLS**



Jim VanHootezem is now an Account Executive for the **San Diego Loyal SC** of the **USL**



Congratulations to each of you!

If you have recently been promoted within your organization or changed employment within the sports industry, let us know and we will be sure to feature you in a future newsletter!

UPCOMING EVENTS

We will be hosting our first Alumni Happy Hour in March and what better day to do it than St. Patrick's Day? Additional details to follow so be sure to check your email/LinkedIn. One thing is for certain – mark your calendars and have your green apparel ready for Friday March 17th. This event will be held virtually so grab your favorite beverage and come network with your fellow ISBI alumni!

WE'RE HERE TO HELP



It is obvious that you understand just what ISBI brings to the table, but maybe your current organization doesn't. Could the sales team produce more after receiving virtual training taught by industry experts?

Is the organization a bit short staffed and needs assistance reaching fans and driving revenue? Are there recruiting challenges and they need help filling full-time roles with qualified individuals who can hit the ground running? Whatever the situation, ISBI has a solution. Help us help your team! We will happily reward our alumni for any referral that results in a contract.



SPORTS TRIVIA

Seeing how pitchers and catchers have started reporting to Spring Training, we'll start with a baseball question...

Who was the first Major League Baseball player to have their number retired? And what was the number?

If you think you know, submit your answer to Ryan.Musto@isbi360.com with the subject line "Newsletter Trivia." A winner will be chosen at random from all correct entries and will receive a \$10 gift card.

The correct answer, along with the winner's name, will be published in next month's newsletter. Good luck!



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