



PRESS RELEASE: Ferris Sports Marketing Major Learning 'The Ripken Way' During South Carolina Internship

Betsy L. Musolf to: Archive

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Good morning,

Here is a press release about Ferris State University student Chelsea Konarzewski, of Pinconning, a Sports Marketing major who is interning with The Ripken Experience in Myrtle Beach, S.C. Questions can be addressed to Sandy Gholston, News Services and Social Media Manager: (231) 591-2021, sandygholston@ferris.edu.

Also attached is a photo of Chelsea.



Ferris Sports Marketing Major Learning 'The Ripken Way' During South Carolina Internship.docx



Chelsea Konarzewski.JPG

View the release online here:

<http://www.ferris.edu/HTMLS/news/archive/2013/july/konarzewski.htm>

FOR IMMEDIATE RELEASE: July 17, 2013

Ferris Sports Marketing Major Learning 'The Ripken Way' During South Carolina Internship

Ferris State University students gain valuable work experience through internships. Internships also can confirm or redirect career decision-making, provide marketability, develop people skills and enhance classroom learning. Many academic programs require one, but the experience is encouraged regardless to provide students with a better understanding of what will be expected of them in the workplace.

Many students are participating in myriad internships this summer. Meet:

Chelsea Konarzewski

She is: A senior from Pinconning, Mich., majoring in Sports Marketing

Internship: The Ripken Experience in Myrtle Beach, S.C., a baseball complex that hosts youth camps and tournaments, and high school and college baseball and softball spring training. The organization teaches "The Ripken Way," a values-based effort to elevate player potential created by former Major League players Cal Ripken Sr., Cal Ripken Jr. and Bill Ripken.

Chelsea's 10-week internship is unpaid and will wrap up in August.

What she's learning: Chelsea's job responsibilities include helping to coordinate opening ceremonies, assembling welcome packets and player gift bags, and assisting at check-in. She worked as a marketing intern for Ferris' men's basketball team and now is learning about the world of baseball.

“Just working in a different sport has made me a more well-rounded person,” Chelsea said. “Not only am I learning ‘The Ripken Way,’ I am reconfirming the different skills needed to work in sports.”

Favorite experience: “Being able to see the happiness and excitement on the players’ and coaches’ faces when they see the Ripken facility.”

On campus: Chelsea is involved in the Ferris chapter of the American Marketing Association and the Mujeres Triunfando Succeeding Women registered student organization.

“(My involvement) has helped me to pay more attention to detail, and that’s a huge part of the internship,” she said.

Her plan: After graduation in May, Chelsea plans to pursue a marketing career in the sports industry.

MEET THE INTERNS: <http://www.ferris.edu/HTMLS/news/ferris-in-news/interns.htm>

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