

Briana Brown

Mr. Spiece

Interview Assessment

28 November 2017

Interview Assessment #3

Tasha Wells

Tour Guides Operator

Dallas Cowboys

8 November 2017

I recently conducted an interview with Ms. Tasha Wells, the Tour Guides Operator at the Ford Center. This summer I was working at my job, Fans United, which is a retail store at the Star that sells Dallas Cowboys, college, and FISD high school spirit wear. While I was at work, employees that work for Ms. Wells were in the store helping out because the store was extremely busy due to Training Camp. I ran into a man named Ted, where he taught me about the different types of stitching on Dallas Cowboys jerseys. As I was speaking with Ted, I mentioned the ISM program and told him that I was looking for a person of contact who would be interested in being my mentor my ISM. Thankfully, Ted was very kind and eager to help. He gave me Ms. Well's business card and once Mr. Spiece went over how to contact professionals, I contacted her as soon as possible.

After contacting Ms. Wells, we set up an interview at the Atrium, the office building located at the Star. Upon arrival, I met with Ms. Wells and she began to show me around the Atrium. In the Atrium, I saw Ms. Jane Slater, a reporter to NFL Network, along with other NFL Network employees analyzing film. Moving on, Ms. Wells showed me the broadcast room where shows such as Cover 4, the Jason Garrett show, and the OT are filmed. Along with that, Ms. Wells showed me the podcast room, where radio broadcasters film their podcast. After that, Ms. Wells showed me the outdoor field where the Cowboys practice and the cafeteria where the players and Cowboys staff dine. We then walked into the indoor facility while the Cowboys were practicing. Afterwards, we then made our way into Ms. Wells office where we began the interview.

I wanted to start the interview process by getting to know more information about Ms. Well's background and how she ended up in her current employment status. She grew up with an athletic family and has family members who played professional football, so she knew from the get go that she wanted to work in the realm of sports. She attended Texas Tech University and got her Bachelors in Business Administration and Marketing. During her years at Tech, she participated in an internship program called the Lubbock Lonestars, where she interned under the Texas Tech athletic department where she networked and built various skill sets in order to prepare her the business world. Once she completed her time as a Raider, Ms. Wells then went on to work for the Miami Dolphins. After working in Miami Ms. Wells moved on to work at UT Arlington, UNT, and now currently the Dallas Cowboys. Later in her career, Ms. Wells mentioned that she went back to school. She attended Texas Woman's University where she received her Masters in Sports and Fitness Administration/ Management.

After talking about her background, Ms. Wells then went on to tell me about her work. She mentioned that her main responsibilities consist of managing tours, budgeting, revenue sales, and new hires. During the interview, Ms. Wells stated that her work is busy year around because the Dallas Cowboys are the most valuable team in the NFL, promoting their brand requires time and creativity. As far as her daily work, most days are consistent and her job does not require her to travel very often. Ms. Wells then told me some tips about making it in the sporting industry. She told me that it is important to always have a positive attitude, open mind and smile, even when times are rough because faking it until you make it allows an individual to grow stronger internally so they can handle the obstacles of the workplace. As well as, only worrying about situations that you can control because this allows an individual to focus solely on situations that have a solution. Once my interview was complete, I decided to ask Ms. Wells to be my mentor for ISM because throughout the entire interview she was energetic, welcoming, and she made me feel very comfortable. She is definitely someone who I feel like I can build a great, professional relationship with and I will learn a lot from her.

INTERVIEW NOTES

Tasha Well

Tour Guide Operator for the Dallas Cowboys

Background Info:

1. Background information, how did you work your way into your current employment status?

- Undergrad at Tech
- Participated in internship programs for the athletic department

2. As the tour guide operator what are some of your responsibilities?

- Public group and your responsibilities
- Managing tours
- Marketing
- New hires
- Budgeting
- Revue sales
- Always looking to help out people in other departments

3. How long have you been in marketing?

- First time (created)
- Game day sports back in college
- Student assign start at tech
- Marketing international business

4. Have you worked for any other NFL teams?

- Miami dolphins
- 2 owners
- Miami heat
- University of Miami

5. Have you participated in any internship programs?

- Lubbock lone stars
- -network and built different skill sets

6. Any advice for landing a job with a big company after college?

- Volunteer opportunity
- January 9th (beginning of tours)
- organic marketing
- helicopter tours
- Duramax play 60
- Travis fredericks- Leader of Play 60
- kid tour

7. Which seasons are the busiest time of year for your job?

- Constant workload- busy all year along, because the Cowboys brand is always being promoted- it's the most valuable team in the NFL

-working during earthquake in Haiti was hard (students on a mission)

-hurricane in Florida

-president shalala was there

-university of Miami vs FIU 2006 fight

-donated stuff for hurricane Harvey

8. How often do you travel?

- Doesn't travel often

9. How similar or diverse are your workdays?

- most days are consistent (60%)
- 8-10pm

11. Goals for the upcoming year?

- venue operations certified 2018 goal
- GM of arena
- CAD visual designing

10. What do you see as the most rewarding parts of your job?

- When it's over
- Attendance
- Concessions
- Uncontrollable situations when planning
- Anita Matner- Bill Clinton secretary- learned stress over controllable things
- -World Cup
- -Veterans Bills
- -Attended democratic and republican convention
- -Olympics in china
- -BCA (Black coaches association)
- -Junior League
- -Kirby Willcutt tech athletic coordinator
- Wanted to be an agent
- -not afraid to ask questions
- -kindness makes a difference
- -Will Mcclay - commentates the players
- -events marketing and coordinator at UNT
- -Miami helped her become herself
- -volunteer at events

11. What do you see as the most challenging parts of your job?

- always have to be looking for something new because you're gonna have to move around a lot

12. Specifically, what are some qualities that a great sports marketer should have?

- Listeners
- Empathize and sympathize
- Open mind
- Word of mouth is important

What the most interesting thing that has happened during a tour?

- Ryan Switzer is so funny shorter than Cole Beasley
- Jerry talks to people during the tour
- Some of the players joke around while people on are tours

13. what have been your biggest achievements?

- Happiness
- Wants to keep growing and learning
- Met the Dalai Lama- Religious leader Buddhist...
- TAKEAWAY: enjoy life look into people's heart

14. Have you had any interactions with males who have stereotyped you for being a woman?

- Most people are playful and do not judge/stereotype
- She was raised in a football family
- Never underestimated
- Always knowledgeable and worked hard

Reflections:

15. What is something you wish someone told you while you were in the preliminary stages of your career?

- Fake it until you make it
- Don't stress over things you can not control
- Stay Positive
- Never settle and always continue to strive for more
- You have to have a personality and be willing to try
- Always picking people's Brain
- Not afraid to ask questions

16. Would you mind taking a look at my résumé and giving me some feedback?

- Make everything flow vertically
- Remove color
- Change extracurricular to - achievements
- Elaborate on work experience
- Elaborate on skills

Additional Information:

- Amy Pratt = VP for tours
- Legends.net
- The legends own a portion of the majority of the sports teams in the DFW area
- Mr jones and steinbergers - they co- own the legends facility