

Briana Brown

Mr. Speice

Mentor Assessment #1

14 December 2017

My First Mentor Visit

Ms. Tasha Wells

Tour Guides Operator

The Ford Center

9 Cowboys Way, Frisco, TX 75034

8 December 2017

11:00am

This week I conducted my very first mentor visit with Ms. Tasha Wells, the Tour Guides Operator at the Ford center. Ms. Wells was extremely knowledgeable about her job and taught me so much about her daily responsibilities, as well as, show me around the facility. On Friday at 11am I went to the Ford Center. During this time I missed my Sports and Entertainment Marketing class, luckily, I was able to catch up on all my missed assignments prior to my mentor visit. While I was on my visit, Ms. Wells informed me that on my following visits, I can dress casually and wear jeans. She showed me around the atrium where I saw Mr. Jones's helicopter, Stephen Jones, and I saw the Cowboys practicing. Ms. Wells also took me into the exclusive Cowboys Club lounge. Most importantly, Ms. Wells showed me how the event planning and tour guide system works.

After I put my belongings away, Ms Wells exchanged some small talk with her co-workers and then we dived straight into action. Ms. Wells began by showing me her computer which contains a calendar that has very event that is happening at the Ford Center scheduled. The calendar has events that need to be planned for all the up until 2019! Along with that, she showed me the various types of packages that can be sold to customers who want to have events at the Star. Ms. Wells then proceeded to educate me on the involvement that Mr. Jones has within the sports and entertainment industry. Mr. Jones is apart of a collaborative, organization called Legends. This organization focuses on global planning, global sales and hospitality divisions synchronizing business across North American Professional sports, Collegiate athletics, and International franchises. Surprisingly, Mr. Jones has co-ownership or some type of involvement in various franchises such as the Atlanta Falcons, San Francisco 49ers, Baylor, Texas A&M, FC Barcelona and more. This information was very fascinating and relevant to Ms. Well's work because she collorbates, has connections and contacts from people who work within these various businesses.

After Ms. Wells showed me her computer and event planning procedures, she began to show me around the Cowboys facility and introduce me to her fellow co-workers. As Ms. Wells walked me to her cuticle desk area, we saw Mr. Jones's helicopter and Stephen Jones walking into the building. In my opinion, it was really fascinating to see something that extravagant because it was not something I see everyday, however, most cowboys employees are used to seeing Mr. Jone's helicopter on a daily basis. Once we arrived in the office area, she introduced me to 3 of her "neighbors." They were all extremely nice people and they did not know I was a highschool student.

The mentor visit was very eye opening and allowed me to gain a better understanding of what goes on within the sporting industry. Although, I did not get to learn much about broadcast, being knowledgeable about factors beyond broadcast still benefit my ISM research because while I'm learning more about sports marketing and hospitality my original work balances out the broadcasting realm.