

February 9th, 2010



School of Tourism
and Hospitality
Management
TEMPLE UNIVERSITY®

Keith J. Kolesa



Montague & Associates

Special points of interest:

- * Intern SWB Yankees from May 18th until August 15th 2009
- * Manager for Rich's Golf and Fun Center from 2005 until 2009.
- * Planned and Organized the city of Wilkes-Barre's St. Patrick's Day Parade in 2009.

Keith Kolesa's Professional Career

Keith Kolesa is a 22 year old professional with a young and promising career. Keith Kolesa studies at Temple University in the school of Tourism, Hospitality, Sport, and Recreation Management, with a concentration on Sport Management. Keith is currently a senior and plans to graduate in August of 2010.

Keith Kolesa started working in Sport Management when he began his first internship with the Scranton/Wilkes-Barre Yankees. Which is the New York Yankees Triple-A baseball club. Keith spent his time at the Scranton/Wilkes-Barre Yankees as a Sales and Marketing Intern. Keith accumulated over 220 hours of work from May 18th until August 16th.

Keith had several responsibilities during his time with the Yankees. He was in charge of their hat redemption booth; which took care of groups that came to the games. Other responsibilities were data entry, taking fans on tours of the stadium, making phone calls to inform fans of any changes in policy or games. Keith did a lot of this during his internship because of the infamous drainage problem that occurred during the summer. Multiple games were cancelled and moved throughout the year to different fields. Keith had to represent himself and the Yankees in a professional manner while making phone calls that were not appreciated by the fans. Keith conducted himself professionally and did a great job making the best out of a negative situation.



Keith Kolesa's Plan for Internship II

Keith would like to continue on a path to a successful career; and would like to intern with a professional organization. Keith said he would really like to obtain an internship with one of Philadelphia's professional sports teams; but will go anywhere in the

country for a good opportunity. Keith would like to stay in the same department that he interned with for the Yankees; a sales and marketing intern.

Keith would like to become better at working with groups, time manage-

ment, and personal selling through his second internship. He feels that an established organization can help him in each of those areas.

Keith thinks he can have great success in the sport world.