



MICHAEL NAWA

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Montague & Associates

... Path to the Present

The first 18 years of my life were spent in a small town, suburban setting located in Mohnton, Pennsylvania. I became accustomed to the environment and the people. I felt comfortable in my lifestyle, but at a certain point, I needed to make a change. College was kept in the back of my mind in my first years of high school and became almost an obsession as senior year came along. I knew what I wanted: city life and a Sports Management Program. My answer was Temple University.

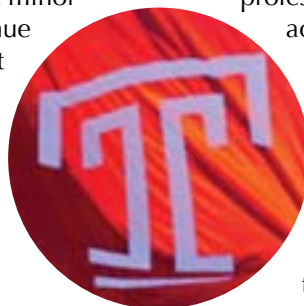
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Temple University

I am currently a senior in the School of Tourism and Hospitality Management at Temple University (STHM). I plan to graduate in May of 2012 with a Bachelors of Science Degree majoring in Sport Management and a minor in General Business. Academically, I continue to learn the knowledge of the Industry that is preparing me for the future. As a Temple University student focused on both industry and academic efforts, I feel as though my experiences have me well prepared for the demands that lie ahead.



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SMAT

The Sport Marketing Association at Temple (SMAT) is a student professional organization founded on the intent to expose Sport Management students in STHM to career professionals in the sport marketing industry. This is achieved through guest speakers, networking, volunteer opportunities, and partnerships including our new partnership with Wells Fargo Center. As a founding member of SMAT, I spent the first semester with the group as Recruiting Coordinator, focusing on bringing in interested students. This semester I will be taking on a new role in the organization as Director of Development.

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RW Promotions

As part of the RW Promotions staff, I generated sales leads for Sundance Vacations at major attractions and venues in the Northeastern Region. I consistently generated 150-600 sales leads an event and I have remained the companies' top representative. Working with RW gave me the opportunity to become familiar with several sport organizations and venues. Also, my time with RW Promotions taught me the extreme value of good communication skills and the benefit of exceeding expectations.

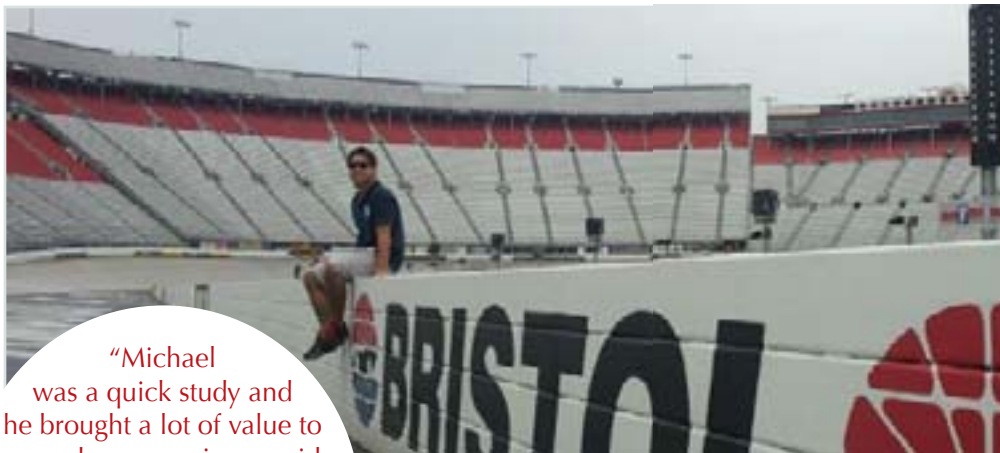
"I consider Michael to be one of my hardest working employees and remains to be an essential asset in all aspects of his work for me."

Russ Waldman - Owner RW Promotions/Acting Manager AP Marketing Group

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AP Marketing Group

As a part of the AP Marketing staff, I covered the MLB Extra Bases Promotion at Philadelphia Phillies games as well as Coca-Cola Event Marketing displays in the Philadelphia region. My responsibilities for AP included recruiting applicants for Bank of America at Citizen's Bank Park, managing and installing kiosks, supervising events when acting manager was not present, and the training of new employees on all aspects of the routine. Duties for Coca-Cola events included overseeing product pickup, event management, and transportation. My work for AP has taught me how to react effectively in leadership situations while working as a member of a unified staff.



"Michael was a quick study and he brought a lot of value to our needs as a service provider to our partners"

*Russell Branham
HB&M Sports - President*

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HB&M Sports

I spent the past three months as a Marketing Intern for HB&M Sports. HB&M Sports is a sport marketing & event management company based in Charlotte, NC. I was exposed to NASCAR customer hospitality, social media, at track signage/sponsorship, mobile, and event marketing. The primary focus areas of my summer internship included the assistance with two major NASCAR Sprint Cup Series events: the LENOX Industrial Tools 301 at New Hampshire Motor Speedway and the IRWIN Tools Night Race at Bristol Motor Speedway. My time was also spent preparing Public Relations documents for release including David Pearson's Hall of Fame Induction Speech.

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EnerSys

This semester, in addition to taking classes, I will be working as the marketing intern for EnerSys, the leading industrial battery provider worldwide. My responsibilities will be focused on the advancement of developing strategies to market industrial products to corporations. As a client of HB&M, my time at EnerSys also allows me to understand the relationship between the service provider and the client.

"Michael has been a great addition to our team this summer. He did a nice job for our staff and fit in very well. We were fortunate to have him"

Harper Lee - HB&M Sports President

Moving Forward ...

As I enter the final semesters of my academic career, I am hopeful that I can continue to expand my skills and knowledge through higher levels of experience. I am passionate about my future and will continue to work hard to achieve my professional goals.