

2-11-2016

Business students help Super Bowl 50 Host Committee

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Recommended Citation

Gardner, Sarah and Albee, Dave, "Business students help Super Bowl 50 Host Committee" (2016). *News*. 23.
<http://scholar.dominican.edu/news-releases/23>

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Business students help Super Bowl 50 Host Committee

For Dominican business students Alex Evans and Sarah Shada, a once-in-a-lifetime opportunity to be a member of the Super Bowl 50 Host Committee was a big moment. They were prepared for it.

“The highlight was being able to network with the people that made it happen,” said Alex, a Business Administration major with a concentration in Management in the [Barowsky School of Business](#). “The business program at Dominican has taught me how to approach and talk to professionals that have a lot of advice to offer, and could have a key role in the future of my career.”

Alex and Sarah both applied to volunteer to be on the [Super Bowl 50 Host Committee](#). Alex, who has a [leadership minor](#) at Dominican, was encouraged to do so by a co-worker with the Oakland Raiders where Alex has been a premium game day staff member for the past two seasons. Sarah, a Raiders fan who is minoring in leadership and sports management, heard about the volunteer position from Ted Griggs, [Comcast SportsNet Bay Area](#) President and General Manager. Griggs also is a guest lecturer at Dominican in the [Communications and Media Studies Department](#).

On Super Bowl Sunday, Sarah worked at the Super Bowl 50 Host Committee’s post-game party in the Santa Clara Convention Center next to Levi’s Stadium. Alex was at the convention center a day earlier setting up for Sarah's team.

“I was given a captain position, which meant I was in charge of delegating assignments to my team of volunteers,” Sarah said. “It was an awesome experience to see all that goes into an event like the Super Bowl.”

During Super Bowl Week, Sarah and Alex worked in hospitality at numerous events, and actually worked together welcoming sponsors and VIPs at the Golden Gala, held at the cruise ship terminal on Pier 27.

Now that the Super Bowl is over, Sarah and Alex are focusing on graduating in May. Sarah is earning internship units as head coach of the Petaluma High School varsity girls’ lacrosse team while serving as manager of the [men's club lacrosse team at Dominican](#). Alex, who last season was on the Oakland A’s season ticket holder retention staff, plans to return to her role as Operations and Marketing Intern with the San Rafael Pacifics minor league baseball team.

February 11, 2016