

Dear Aaron,

I am writing to apply for the JD Selig Scholarship as a rising 2L. Sports have always been my passion; not just because of my personal love for them, but because of their ability to bring communities together. They happen to be one of the few things in this world that have the power to break down cultural barriers and make change.

My love for the game of basketball propelled me to pursue a career in sports. I was the last player cut from the basketball team in the eighth grade. It was only my second year playing, but I fell in love with the sport. I knew I needed to improve, and I was willing to do whatever it took to do so. After I was cut, I started practicing with a 17U AAU team in the inner city when I was 13.

Despite being raised to be inclusive and socially conscious, I never fully appreciated what that meant until I joined that team. It opened my eyes to poverty, racism, and privilege I did not fully understand until I started spending all of my time with the team. When I first met my teammates, I thought none of them would accept me because I grew up differently. I could not have been more wrong. It took less than two hours of my first practice for basketball to completely shatter whatever cultural and social barriers separated us. It did not matter to my teammates what our backgrounds were. We all just wanted to live, sleep, and breathe basketball. These friends became like brothers to me, and that experience taught me that sports have a power to create relationships and bring together communities unlike anything I have ever witnessed.

The potential social good that can arise from sports, combined with my own personal love for them are the reasons I am so driven to the sports industry. Although my family was able to help a lot of my friends, there is a systemic issue that cannot be fixed by merely a few helping hands. One day, I hope to use the skills, education, and experience I've acquired to use sports as a platform for change.

My sports experience is comprised of a bizarre variety of roles. In high school, I started my own sneaker reselling business that I ran myself for roughly six years. It all started in middle school when my parents told me the 2010 LeBron's were far too expensive for me to ever buy. That Christmas, I asked for an investment rather than the shoes themselves. I spent countless hours studying the sneaker market trends for exclusive releases. I knew from research that within four hours after the drop the market value for the shoes would be at its highest because everyone

that missed out on the release is determined to buy them then and there. The shoe value would then steadily decline for months and eventually gradually rise back up after many were taken off the market. For a while, I only sold new sneakers off the Saturday releases and reinvested every penny back into the business.

My numbers really took off when I began selling used sneakers. I would spend all day in high school prowling eBay for deals on exclusive shoes. I could tell you what the market value was for a shoe to the dollar for any sneaker that came out in the past decade (the exclusive ones at least). Back then, there weren't dozens of sneaker platforms for sales and tracking prices. This was also before eBay heavily monitored communications between sellers and potential buyers. I would essentially advertise on eBay and reach out to potential buyers to complete the deal outside of eBay to avoid their outrageous fees (which have risen since). I learned to write my own invoices, manage clients, and promote a brand. By the end of my senior year of high school, my company's Instagram had over ten thousand followers (I also got a little into photography). More importantly though, I was able to turn a two-hundred-dollar investment into an inventory of exclusive sneakers valued at roughly sixty-thousand-dollars.

Then, in my time at Clemson, I expanded my knowledge on social media marketing, sales, and analytics through classes, clubs, and internships. In my first year, I joined a club called ILEAD that taught me a lot about how to be an effective leader and promote community. I would attend monthly leadership seminars and volunteer for various on campus activities. Through ILEAD, I had the opportunity to coach an intramural basketball team for special needs students that further opened my eyes to the power of sports. I learned so much working with those students and it gave me the opportunity to create friendships would have never made without basketball.

To better my social media skills, I took four social media related courses. I also managed to get an internship with Clemson's Social Media Listening Center. The social media internship helped me understand the analytics behind social media sales and marketing. I acquired five certifications related to social media analytics, sales, and marketing. I would track trending sports topics daily and write reports on them.

In my freshman year, I also tried out for Clemson's Club Basketball Team. It was a competitive tryout with about one hundred players that likely could have played D3 ball, but chose to attend a larger school. The team would travel to other universities to compete in large

tournaments. I fortunate enough to make the team my freshman year. Eventually, I went on to be Treasurer and Team Captain by the end of my time at Clemson. Club basketball further reinforced my perception of the power of sports. Nearly everyone on the team had a different background because we were all from drastically different areas. I learned how to be an effective leader through trial and error, working with drastically different personalities. Again, I made lifelong friends through mutual love of the sport.

More recently, I had the opportunity to work for a sports marketing agency called Lammi Sports where I oversaw multiple social media accounts and assisted with event planning. However, the most valuable experience I had at Lammi Sports was the opportunity to represent one of their clients, Coach Rob Mendez. Coach Rob won the Jimmy V award for perseverance in 2019. He was born with an extremely rare illness that meant he would live the rest of his life without arms or legs. Despite this rare disease, Coach Rob became an incredible football coach and a phenomenal speaker. I was responsible for reaching out to sports contacts that might want to book Coach for speaking events. I had an incredible time getting to know him and reaching out on his behalf. I am proud to say I was able to book him for multiple speaking events, including one with TB12 and one with Clemson Football.

Now, I am currently working to utilize these experiences along with my education to work towards a basketball operations position with an NBA team. In the Spring, I attended Tulane's Pro Basketball Negotiation Competition. At the competition, we were tested on our knowledge of the NBA CBA, negotiation skills, and basketball knowledge. We competed against over forty law schools and the judges consisted of forty high-ranking NBA executives. I spent countless hours this semester studying the CBA, basketball strategy, and the NBA in general. After the competition, I became certain that basketball strategy is the role I want to pursue. While I have always loved being a fan of the game, I am ready to become a student of the game.

I was recently named SLB's Executive Director of Competitions, so I am seeking to start a multi-school competition similar to Tulane's. My team and I hope to eventually create an opportunity for students at ASU to gain actual league experience through real NBA scenarios along with feedback from NBA executives. To better my knowledge of the CBA, I am also taking an NBA CBA course this Summer. I was fortunate enough to be one of 96 students selected to attend Sports Business Classroom at NBA Summer League in Las Vegas. The course is taught by the founder of the CBA FAQ, which is used by essentially every NBA front office.

Lastly, I recently started a position as a Salary Cap Compliance extern with the Arizona Coyotes to improve my knowledge of contract drafting, team operations, and contract negotiations. The NHL and NBA CBAs have much in common, so I am gaining incredibly valuable experience that should help me pursue a basketball strategy and operations position in the long run. I have only been working for a few weeks, but I have already gotten an incredible amount of hands-on experience related to what I hope to do for a front office in the future.

I have my work cut out for me, but I could not be more excited about the route that I took and what lies ahead. I have far from forgotten my objective of utilizing sports as a tool for social justice. If I can eventually take on an executive role for a team, I hope to follow in the footsteps of Nona Lee and use that role as a platform for social change. Every professional team needs programs focused on diversity and inclusion. If I am fortunate enough to make it, I intend on creating and enhancing these types of programs as much as humanly possible.

Thank you for your time and consideration in reviewing my Selig Scholarship Application.

Sincerely,

A handwritten signature in black ink, appearing to read 'K. Goodier', is written over a horizontal line.

Kyle Goodier