

From The Field To A Future

My career into sports marketing

By Brandon Cummons

Three minutes remained in the biggest game of the season - Parkersburg vs. Morgantown - the score was tied at 2-2 and at this point it was anyone's game. The seconds continued to tick away and the intensity began to increase. Then the time came, we received a corner kick with one minute left to play. The cross came in and before I knew it, it was in the back of the net. I had just scored the goal that gave us the win and propelled us to the number one ranking in the state of West Virginia.

It was at this moment in time that I realized being a young junior in high school - playing against some of the toughest competition in West Virginia - I could take my talent to the next level. But after having knee surgery in late spring of my senior year, I wasn't looking to play college soccer and applied to a large college. However, I had received several phone calls from a soccer coach at a small rural college in West Virginia. He had expressed his interest in wanting me to come and visit the college before I made my final decision of where I would attend school in the fall. To my surprise, I visited the college in late April 2002, and fell in love with the campus and the atmosphere. After meeting the coach and some of the current players I knew right then where I



would be the upcoming school year.

The school was Alderson-Broaddus College, located in Philippi, West Virginia. It was a great place, small and quiet, and the scenery was beautiful. I loved everything about it. As soon as I stepped on campus, the people made me feel right at home. One of the biggest factors that made my decision easy was the scholarship package they offered. It included an athletic and an academic scholarship, both of which helped my parents out tremendously. It was hard for them to afford college for both me and my older brother - now a Fairmont State University graduate - at the same time. The generosity showed me how much they valued me as a soccer player and how they truly wanted to see me succeed in the classroom.

I decided to major in business marketing, which I knew would help me in my future plans of

opening my one sports equipment store. You will find many opportunities to get involved on a college campus and in the community. I became involved with Students in Free Enterprise (SIFE), an organization that allows college students to take what they are learning in the classroom and apply it to real-life situations. SIFE also allows students to use their knowledge to better their communities through educational outreach projects. Each year the SIFE team competes regionally where they are judged on the effectiveness of their various community outreach projects. Since my time in SIFE, we have been first runner-up twice, a regional champion, and a national participant. This hands-on experience will undoubtedly help me in developing my sports equipment business after graduation.

Things were confusing and stressful for me during the last few months of my senior year of high school, but everything worked out for the best. I'm glad I waited and was patient in my decision making process during my college search. My time spent at A-B is something that I wouldn't change for anything. Even when things aren't clear to you in the beginning, always remember you will end up right where you're meant to be.