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3 For the competitive student-athlete, the bottom in today's marketplace is clear: if you want to achieve success in your athletic career, you have to assume more self-responsibility, be prepared to compete in the marketplace and master 'the career basics'. The UCSD Athlete Career Guide and Handbook coaches the Triton student-athlete through all the steps necessary to achieve a competitive edge in world's job market.

YOU WILL DISCOVER:

- 4**
- How to leverage your athlete DNA in the workplace
 - Unique workplace challenges that face the competitive athlete
 - Primary reasons why athletes make great employees
 - What is your 'Athlete Trait Profile' and why employers respect it
 - Interpreting and leveraging your athlete 'soft-skills'
 - Real world strategies for elite or soon-to-be professional athletes
 - How to overcome stereotype threat: "Dumb Jock or Scholar-Athlete"
 - The importance of identifying your work values and work interests
 - The Do's and Don'ts of successful networking
 - 4 characteristics you should seek in a great mentor
 - The #1 Most Valuable career activity you can do...today!
 - 10 career-trend opportunities to watch in the New Economy
 - 'How' and 'what' to prepare for on your job interviews
 - Valuable resume and job interview skills for athletes
 - The keys to overcoming life's little screw-ups
 - 'Think Big...but Think Smart' about the choices you make
 - and... "Tips from the Pros" -outstanding career advice from former collegiate athletes

Are you ready? Let's play some CareerBall!

THE SPORT ATHLETES PLAY WHEN THEY'RE THROUGH PLAYING SPORTS



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CAREERBALL ATHLETE **2** GUIDE AND HANDBOOK

CAREER BALL



UC SAN DIEGO INTERCOLLEGIATE ATHLETICS
ATHLETE CAREER GUIDE AND HANDBOOK

1



CHRIS SMITH & RUSS HAFFERKAMP
CEO, CAREER ATHLETES & ATHLETE CAREER ADVISOR

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1 Custom School Colors and Logo: The entire book is branded in your authorized school colors and athletic logo.

2 Personalized School Title: Presented as your exclusive 'Athlete Career Guide and Handbook' for your current and former athletes, coaches, parents, alumni and department instructors.

3 Custom Messaging: This 'Athlete Career Guide and Handbook' is directly aligned to your audience.

4 Valuable Content: Easy-to-read information that every athlete (at any age) can use to successfully leverage their sports experience throughout their work careers.

Title Page

Publisher Page



CareerBall

UC San Diego Intercollegiate Athletics
1 Athlete Career Guide
and Handbook

CHRIS SMITH
Chief Executive Officer
Career Athletes

and
RUSS HAFFERKAMP
Author of
CareerBall

The Sport Athletes Play When They're Through Playing Sports

1 UC San Diego Intercollegiate Athletics
Athlete Career Guide and Handbook

2010-11 Employment Trends Edition

2

3 UCSD Intercollegiate Athletics
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About Russ Hafferkamp: Russ Hafferkamp is a former NCAA all-American, CEO of the Athlete Career Network, Inc. and Managing Director of Career Athletes, LLC. Russ is recognized as a leader and coach in the career planning of high school, collegiate and elite athletes and author of '*CareerBall: The Sport Athletes Play When They're Through Playing Sports*'. For further information contact Russ Hafferkamp at www.careerball.net

About CareerBall™: '*CareerBall: The Sport Athletes Play When They're Through Playing Sports*' is the #1 career guide that coaches the competitive athlete through all the steps necessary to achieve a competitive edge in today's job market. Read the reviews or available for sale at www.careerball.net. Get updates and regular go-to advise by visiting the Athlete Career Blog at www.careerball.net/blog

About Career Athletes: Founded in 1998, Career Athletes (www.CareerAthletes.com) is the premier destination for hundreds of thousands current & alumni student-athletes who seek to create and share outstanding professional networking relationships and career education/job opportunities. Its mission is to assist competitive athletes, athletic departments and employers by providing a wide range of helpful career training and communication tools, including access to a secure, compliant network of customized, interactive communities for each individual athletic department. Career Athletes is owned and managed by former student-athletes with offices in Kansas, Washington, Georgia, Florida, New Jersey and California.

1 Personalized Title Page for your school and athletic department.

1 Personalized and Exclusive Title for your school and athletic department.

2 Updated content each year that addresses current employment trends.

3 Specific department recognition for content responsibility (CHAMPS Lifeskills, Student-Athlete Services, Varsity Club, etc.).

4 Dedicated International Standard Book Number (ISBN) and Bar Code (EAN).

5 Copyright protection and Printed in the United States.

Custom Message Page from Athletic Director (or designee)

Valuable, Athlete-specific Content

1 Message from Earl Edwards

At UCSD, over 450 young men and women actively participate in our intercollegiate athletics program, comprising 26 teams that compete regularly for conference and national championships. As a Triton athlete, you will one-day make the transition from the structured life of college and competitive athletics to jobs and careers that will fulfill your life's potential. For many, this transitional period will be navigated gracefully without incident; for many others it may be a confusing and frustrating experience.

Whether you are a freshman athlete just finding your way around campus, or a senior student-athlete tracking towards graduation, the UCSD Athletic Career Guide and Handbook is designed to better prepare you for 'life after sports' and provide ready-to-use career tools and job tips you can use throughout your life.

Many of you know this already but I have great news to share: Hiring managers and HR professionals across America readily identify the athlete DNA as a very valuable commodity in the workforce. Confidence, discipline, loyalty, resilience, persistence...sports has always been a terrific and proven learning ground for life skills. Learning how to leverage these valuable 'soft skills' will help you greatly as you progress through college and life.

Our entire athletic department and coaching staff here at UCSD is committed to helping you achieve great success inside the classroom, on the playing field and in your career pursuits after college. When the day finally comes to 'go pro in something besides sports', we want you to be enlightened, responsible and fully prepared to make it a smooth transition.

Good luck, and enjoy the road to your future success!

Go Tritons!

3 Earl W. Edwards
Director of Athletics
University of California, San Diego

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1 Dedicated Introduction Message from the Athletic Director or Varsity Club leader.

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3 Great preparation material for the all-important job interview.

4 Personal career insight from former collegiate and professional athletes.

5 A look into current employment trends and opportunities to pursue.

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CareerBall: UC San Diego Intercollegiate Athletics Athlete Career Guide and Handbook



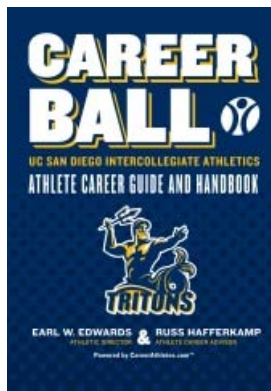
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CareerBall: UC San Diego Intercollegiate Athletics Athlete Career Guide and Handbook

The Sport Athletes Play When They're Through Playing Sports

Authored by Russ Hafferkamp

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For the competitive student-athlete, the bottom line in today's marketplace is clear: if you want to achieve success in your post-athletic career, you have to assume more self-responsibility, be prepared to compete in the marketplace and master 'the career basics'. The UCSD Athlete Career Guide and Handbook coaches the Triton student-athlete through all the steps necessary to achieve a competitive edge in the world's job market.

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Russ Hafferkamp is the Founder and CEO of the Athlete Career Network, Inc. (www.athletecareernetwork.com) and Managing Director and Co-Founder of Career Athletes, LLC (www.careerathletes.com). Russ is recognized as a leader and coach in the career development of collegiate and elite athletes and is the author of "CareerBall: The Sport Athletes Play When They're Through Playing Sports" (www.careerball.net). Russ has been featured in mainstream and sports industry media for his success in this area and has been a speaker at major corporations and leading universities. He is a former NCAA All-American athlete, coach and successful CEO and currently has a private career counseling and coaching practice, providing advice and counsel to over 400 former collegiate and elite athletes.

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to creating and distributing your own custom 'Athlete Career Guide and Handbook'

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5 Once you approve the proof-copy, we will print your order that will be delivered to you within 3 weeks of final approval.

6 Contact Russ Hafferkamp, at (510) 377-3348 or russ@careerball.net with any questions