

## Jenni Peters



When most of us talk about getting or having their “Dream Job” ---Jenni Peters says she has had 3 of them.

Jenni didn’t start running until she was in graduate school at the LSU College of Business.

While working at Weill and East Advertising she got the opportunity to run professionally for Nike National Team. She traveled and raced all over the country for about a year only to realize that the money one makes in race prize money can’t really pay all the bills. So she went back to LSU and asked Dr. Joe Hair for a job as an instructor in the LSU Marketing Department while she continued to compete.

That began 25 years of a perfect job for her where she was later named M.B. Ourso Endowed Professor.

In 2000, Jenni and friends decided to turn Dream Silk Screens that she co-owns with Jane Swift into a fun little running store – Varsity Sports.

Seemingly simultaneous to opening the store – new LSU Athletic Director, Skip Bertman offered her a position she absolutely could not turn down – no matter how busy it would make her. Skip asked her to be the newly created - Director of Marketing and Promotions for the LSU Women’s/Olympic Sports.

She worked alongside women coaches and players to try to make an impact on attention and attendance at those sports at LSU.

Everyone was surprised when the store in the little house on Perkins Road started growing and revenues were well beyond anyone’s expectations.

In 2007, Varsity Mandeville was opened near the lakefront in the old business district there.

And 2010 the New Orleans store opened on Magazine Street. And, as of 2017, the Varsity team is now in Old Metairie.