



Danielle Westerfield

Senior Territory Manager-Southwest, US Games

Q: Tell us about your role within your department. What do you love most about your job?

A: My name is Danielle Westerfield I have been working for BSN SPORTS for coming up on 3 years in June. I started out in the Call Center and made my way to the US Games Division; my title is Senior Territory Manager-Southwest. I would define my role as a Physical Education Advocate.

I spend my days interacting and building relationships with Physical Educators and Administrators to learn how best we can add value and provide resources and products that meet their needs. I work with a rather small team made up of some of the most passionate individuals who have put in so much time and effort throughout these unprecedented times to go above and beyond to support our customers and one another. I am overjoyed that I found my home within the US Games division and this great company.

Q: What does Black History Month mean to you?

A: BHM is a time to celebrate the great accomplishments, the excellence, the culture, and the essence of Black Americans. It is a time to remember, and even grieve, for the ancestors who've died, suffered, fought, built, and loved so that I could have the opportunities that I have today. I believe that we must use our voices and platforms to continue to build a better future with more doors opened and opportunities created - more understanding, more unity, and true equity for the generations to come as my heroes did before me. I don't think we should ignore a painful past or the current oppression that continues to exist, but use that pain to fuel a passion for the advancement of Black Americans in this country today and forever. I also think it is a time to further educate ourselves, a time to become more conscious about the past and those who have paved the way for our existence now.

Growing up my parents always instilled education as a building block for everything. My mother was a teacher, both of my grandmothers were teachers, and many of my aunts, uncles and cousins are or have been teachers. The power of knowledge is very seldomly not a topic when my family is together, many times to the point of strong passionate debate, which I can't lie is my favorite form of discussion. So, I would challenge us all to use BHM to continue to educate ourselves, do a little research then pick up a book, watch a movie, listen to a poem, discover a new perspective, and be purposeful in celebrating Black History.

Q: Tell us about a moment in Black History that has influenced your career/life. What about that moment sticks with you?

A:When I was in Elementary school, I loved the library almost as much as I loved the playground. That might be a bit of an exaggeration, but the library was definitely my 2nd favorite place in the school. I

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remember the day I picked up a book and read about [Wilma Rudolph](#) and I was mesmerized at how she faced adversity and worked so hard to achieve her goals. No one could tell me anything after I read her biography, I was invincible in my mind and I worked that much harder to prove I had what it took to be great. Until this day, when someone tells me why I can't or shouldn't do something I want to achieve, I remember Wilma Rudolph and how she overcame so many obstacles and achieved greatness that no one yet had.

Q: What is your favorite quote or mantra?

A: "I've failed over and over and over again in my life and that is why I succeed" -Michael Jordan



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