



FLORIDA STATE UNIVERSITY.
SPORT
MANAGEMENT



A newsletter for students, alumni/ae, and friends of the FSU Sport Management Program **Volume 1, Issue 1**

IN THIS ISSUE.....

Director's Message	1
Program News	1
Alumni Profile	2
Student News	2
Alumni Updates	3
Event Calendar	3
Coaches Corner	3
In The News	3
My View	4

A message from the Director



Hello, and welcome to the launch of our newsletter for students, alums, and friends of the FSU Sport Management program. Each semester, we will hope to bring you updates from what's happening here in our

little slice of Florida, in an effort to keep you involved and connected to our program. We look forward to this effort, and welcome any and all feedback that you wish to provide. We hope you enjoy our first issue! -AK

FSU SPORT MANAGEMENT..... PROGRAM NEWS



The program is thrilled to announce the addition of a sixth faculty member this Fall. Dr. Harry Kwon (pictured left) joins us from the faculty at Iowa State University. Harry adds to our expertise in the area of sport marketing, and has specific interests in the behaviors and attitudes of sport consumers.

- **WE HAVE A NEW WEBSITE!!!** Some of you may already have noticed, but the look and utility of our Department site (fsu.edu/~smrmpe/), has been greatly improved, thanks to our new webmaster, Dwayne Byrd. I encourage you to check it out. Some of the new features include a sport management alumni page (with an alum feature archive), and information about our international program and conference.
- The program has recently advertised in the Chronicle of Higher Education to hire a seventh faculty member. We hope to add this individual to our team for the Fall semester of 2005. Any questions can be directed to our search chair, Dr. James.

ALUMNI PROFILE



Christopher Dean
Masters Degree
(1998)

General Manager &
Executive VP for
Business Operations
Hamilton Tiger-Cats
(CFL)

Chris was recently appointed to his position with the Ti-Cats, and he is responsible for overseeing the day-to-day business operations of the organization. Chris has worked for a variety of professional and academic organizations including the Tampa Bay Devil Rays and the University of Kansas Jayhawks. Chris was hired in his first full-time job with the Tampa Bay Devil Rays by sports marketing legend Mike Veeck. Since that time, Christopher has held several high-profile sports marketing positions, including Director of Promotions and Special Events for the



Devil Rays, Director of Marketing for the Jayhawks and VP of Gcomm Sports & Entertainment, a sports marketing firm.

Chris was recognized for his work with the Devil Rays in 2001, when he was selected for and completed Major League Baseball's Executive Development Program for Business Operations.

To view a complete profile of Chris and other alums, please visit the alumni section of our website at:

<http://www.fsu.edu/~smrmp/programs/sm/alumni.htm>

STUDENT NEWS

- Our students this semester are interning at many sport organizations, including the FSU athletic department (Seminole Marketing, Ticketing, Facilities and Events).
- Other notable placements include: **Tom Block**, who is working with the Sunshine Network; **Shannon Nazzal**, who is working with the Palm Beach County Sports Commission; **Arthur Jones**, who is working for Sports Illustrated on Campus; and **Heath Tavriles**, who is working for the Florida Sports Foundation.
- **Antonio Torres-Roman** is interning with the Office of Diversity Enhancement and Compliance, helping to structure handicapped parking and transportation at



Congratulations to **Dan Sweeney** (pictured above), who was elected as President of the student society (SMS) for this year. For more information on SMS activities, please visit the SMS link at the website.

Alumni/ae Updates

- **Cam Katchuk** (Masters, '04) is now a Coordinator of Academic Support Services here at FSU
- **Lauren Bradley** (Masters, '04) is now an assistant coach (WBB) at Chipola College
- **Erin Meier** (Masters, '03) is the athletics tutorial coordinator at the University of Oregon
- **Damon Andrew** (Ph.D., '04) is teaching at the U. of Louisville
- **Fred Battenfield** (Ph.D., '04) is teaching at Old Dominion University

Events Calendar

OCTOBER 28-30

The program will be hosting its 6th annual sport management conference on campus in the Student Life Center. Co-sponsored by our student society, the featured speakers this year include Rick Nafe (TB Devil Rays), Gary McCauley (Daytona Speedway), Molly Fletcher (Career Sports), Kirsten Sabia & Mike Cooney (PGA Tour), Kevin Carr (NBA), and many more! Look for highlights in our Spring edition of the newsletter.

The Coaches' Corner



After retiring from coaching I wanted to contribute back to the field in an area that was lacking resources.

I came up with the concept for a book for coaches written by highly successful female coaches. It is called "**She Can Coach!**" and will hit the bookstores in December, 2004. For more information on the book, please visit the Human Kinetics Publishing website!

<http://www.humankinetics.com/products/showproduct.cfm?isbn=0736052321>

IN THE NEWS.....

- **Dr. James** was prominently featured in a recent special report on fan loyalty in *Street & Smith's Sport Business Journal*.
- **Dr. Mondello** was recently quoted as an expert in an article on Greg Norman's business enterprises in the *Stuart News* (Palm Beach).
- **Dr. Kent** was widely quoted in a recent article about the impact of the trend towards specialization in youth sports in the *Gainesville (Ga.) Times*.
- **Dr. Reynaud** was acknowledged for her work as President of Refuge House in the *Tallahassee Democrat*.

MY VIEW Dr. Kent on the NHL lockout

This is the first time I can ever recall siding with the players in a labor dispute of this sort. Not only did owners create the current mess, but they even renewed the CBA in 1999, knowing full well where they were headed. They greedily over-expanded into questionable markets, which (among other problems) created a higher premium for elite players. They also embraced an arbitration system that allowed virtually no control over escalating salaries. Of course, overpriced contracts didn't help either. The \$8-11 million mistakes are obvious (Jagr, Holik, Bure, Tkachuk, Yashin, etc.), but it is the many \$2-7 million contracts given to middling-to-poor players that other arbitration eligible players use as comparables that have really driven the NHL train off the rails. For a more in-depth analysis of my view, visit <http://www.fsu.edu/~smrmpe/faculty/kentmain.htm>

MY VIEW Dr. James on the promotion of college football

A special report in a recent issue of the *NCAA News* focused on the efforts by athletic programs to promote college sports, especially football. The promotional efforts, however, have little to do with football games. Programs are placing greater emphasis on pre-game activities and providing other entertainment activities around football games. One challenge with the current environment for marketing college athletics is attempting to provide an entertainment product for the general public rather than an athletic product to augment the collegiate experience. For a more in-depth analysis of my view, visit <http://www.fsu.edu/~smrmpe/faculty/jamesmain.htm>

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<http://www.fsu.edu/~smrmpe/>

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