

SPORT MANAGEMENT ALUMNI NEWSLETTER

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UMASS ISENBERG SCHOOL OF MANAGEMENT

DEPARTMENT HEAD MESSAGE:

There can be no denying that this year has been one of our most productive and most dedicated years in our department. Our faculty and staff have worked unceasingly to create the best possible environment for our students. We are also proud of our students who have, in lieu of these economic times, persevered to find quality jobs in the industry.

There are many things in this newsletter that I am proud to note, however, no more so than the appointment of a new dean to the Isenberg School of Management. We are thrilled to welcome Dr. Mark Fuller as a permanent dean after three years of challenging searches.

There are also a few personnel changes in the department that I would like to mention. In June we bid a sad farewell to Dr. Jay Gladden who took a Dean's post in the School of Physical Education and Tourism Management at Indiana University Purdue University Indianapolis. We wish him all the luck in his new role and already miss him very much. We will begin a search for his position in the fall. In the meantime, we have hired alum Bryan Bracey, MS MBA '03 as a lecturer to help us out this fall.

We also welcome part-time lecturer Dan Touhey of DPT Consulting, formerly Vice President of Spalding Sports, to teach our graduate sport marketing course. Dan will be leading our grad students in the Octagon Bowl for yet another year, one of the many fine additions to the graduate program from Jay Gladden's legacy. In other personnel items, I am pleased to announce the hiring of Dr. Tony Lachowetz in a Lecturer role. Tony served in that role for the previous year and due to his inspiring efforts with our students, he received the Residential First Year Experience Student Choice Award. This year, I have asked Tony to take over the placement of interns as well as the supervision of the MBA-MS practicum projects due to his prior entrepreneurial experience. If you are looking for interns or have a practicum (consulting) project idea for the spring dual degree students, please reach out to Tony. *(Continued on page 13)*



Bryan Bracey, MS MBA '03 Joins Faculty

Bryan Bracey is starting his first year as a lecturer in the Department of Sport Management at UMass.

Born and raised in Amherst, Bracey completed his Sport Management MS/MBA dual

degree in its inaugural year, 2003. Prior to his graduate work at UMass, he earned a BA in Sociology from Howard University in 2001.

Currently, Bracey is a Doctoral Candidate in Physical Cultural Studies at the University of Maryland – College Park, working toward completion of his dissertation project. His dissertation research is entitled *Leading Us from Day to Day: Blackness, Discourse and Howard University's Homecoming*, and is a critical engagement with the sporting practices at his Alma Mater. The project embodies his primary research interests of race, sport, and the media.

His parents, John and Ingrid, are long time members of the UMass faculty and his brother, JP, is a fellow UMass graduate. Outside of his professional interests, Bryan enjoys spending time with his family.

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Amy Tessier, BS '04

Birth date/Place: July 19, 1982, Beverly MA

UMass Connection: University of Massachusetts, Amherst Isenberg School of Management, B.S. Sport Management, Summa Cum Laude, May 2004. (Additional education: Oxford University, Oxford England, Summer Seminar Program, Summer 2002.)

Honors/Awards: Commonwealth College Scholar, Citizen Scholar Award, Chancellor's Award for Outstanding Community Service, Golden Key International Honor Society, Erik Kjeldsen Scholarship, William F. Field Alumni Scholar. Volunteer Work included S.H.A.R.E. (Students Helping Area Reach-out Efforts) President (3 years) – coordinated weekly community service events with local organizations and UMass students, Middle School Enrichment Program Facilitator at the Amherst Middle School (2 years), Amherst Middle School resource room tutor, W.I.S.M Vice President, UMassSM, Isenberg School of Management Freshman Transitions Course Leader.



Amy Tessier (r.) at the 2009 Eagles Playground Build at Potter-Thomas School in Philadelphia

Since I left UMass My Professional Career Has Included: After graduation, I was very fortunate to get a job in Community Relations for D.C. United. I started working for D.C. United in September of 2004 - one month later we won the MLS Cup! It was a very cool experience. During my time at D.C. United I moved from the role of Community Relations Coordinator to Program Manager for the team's charity, United for D.C. In my roles I worked with non-profit organizations and D.C. public schools executing our community programs. I also planned fund raisers, including a charity golf tournament and silent auctions and handled all game day community activities. In February 2006 I received a call from my old boss at Eagles Youth Partnership inviting me to apply for a new position in the charity as the Program Coordinator. I was all over it and a month later I had moved to Philadelphia. Since joining the team at Eagles Youth Partnership three and half years ago I've had a lot of growth opportunities. First, coordinating one program and second, assisting with two major events. As the program manager, I now oversee our two signature programs, the Eagles Eye Mobile and the Eagles Book Mobile programs which are out in the community almost every day. I also lead the entire Eagles organization in our annual day of service, the Eagles Playground Build and I manage one of our annual fund raisers, the Eagles Radio-thon. I credit my internship with Eagles Youth Partnership during my last semester at UMass as the reason I am so fortunate to have a job I love today.

Civic Organizations: For over a year I have been a Big Sister through the Big Brother Big Sister program, meeting weekly with my Little. It is an awesome experience!

My Favorite Activities: Enjoying the outdoors – whether at the beach or at a ball game, distance running, great meals with family and friends.

My Favorite Sport/Club/Team: Always a Red Sox fan! Through my jobs I've become a huge fan of D.C. United and of course the Philadelphia Eagles.

Family: Mom, Dad, aunt, uncles, cousins, sister - all UMass grads. I'm the oldest of four kids.

My Most Memorable Moment in the Sport Management Program: MOST memorable....that is a tough one! There are many...although my trip to the Baseball Winter meetings in New Orleans in December of my senior year was a trip I'll never forget (for many reasons)!

What My Education In the SM Program Has Meant To Me: I brag about the UMass SM program to anyone that will listen! Whether it was the relationships with my professors, the connections to alumni or the hands on experiences in & out of the classroom – I can't say enough great things about my time in the UMass SM program.

The Best Changes In The Field Of Sports Since Graduating From UMass/ How I See The Future of Sport Management: Coming from the world of sports philanthropy, I am excited by the developments in the field. More and more sports teams are creating charities and developing their community relations programs. While philanthropy is no doubt great PR, I am confident that teams will begin to create more impactful programs that leverage the brand of their team. The star power of athletes has the ability to influence people in significant ways. I am excited to see more teams use their sports brand and star power to positively influence the communities they serve.

Views from the Field:

Searching For “Fist Pumps”

Lessons Learned from My UMass Education

by Brett Danahy, BS '06

When I was asked to take a retrospective look at my experience in the UMass Sport Management Program, I struggled with my approach. Truthfully, the learning experience did not stop once I hung up my cap and gown and there isn't a day that goes by that I don't apply the key lessons, principles and advice from my time at UMass.

“You're not going to make millions of dollars in the sport industry:” This was the first thing I remember being told upon my early days in Amherst. While it certainly wasn't the welcome I had imagined, it had a lot of underlying meaning to it. I believe now that the statement is not about limitations on potential financial gain in the industry, because with time and hard work – that comes. Instead, I believe it speaks more towards the mind-set, ambition, and yes, compromise, that as sport marketers we need to harness in order to succeed in this industry.

Front Line Experience: During the second semester of my senior year - I sold my first sponsorship to an engineering firm in Holyoke. It was for a couple thousand dollars. I found the president's cell phone number and gave him a call – he answered. After stumbling my way through a fifteen minute cold call that felt more like an hour-and-a-half, he agreed to take a meeting. I customized a presentation, woke up at 7:30 AM one rainy spring morning, and with shaky hands and a healthy sweat, made my first pitch. Thirty minutes later, the president of the firm stood up, shook my hand and agreed to join the Holyoke Giants as the Official Engineering Partner. While walking out of their office, giving my best Ray Bourque one-knee-triple-fist-pump, I realized what I wanted to do for the rest of my career. I wanted to replicate that feeling -- the nerves of the pitch and the rush of the close. It wasn't in a classroom or while reading a text book that I decided what I wanted to do with my life – it was in a parking lot off of I-91 in Holyoke, MA.

Sidebar Lessons: Without a doubt, the extra time I spent outside of class with professors and faculty made the biggest difference in my career. Their attitude helped shape my ambitions, their experiences carved out my motivation, their connections helped blaze my initial path, and their willingness to help me instilled a “pay-it-forward” mind-set that I keep with junior colleagues and prospective Isenberg alum hires.

I absorbed as much as I possibly could from the faculty at UMass during my tenure in Amherst and take the same approach today. I learn more about this business from side conversations (in the hallways, at lunch, on business trips, rehashing a conference call) than anywhere else. If I have any advice to give, it is to be a sponge and soak everything in. Find people you respect and seek out their knowledge. Decide what works for you and what doesn't, but take it all in – the good, the bad, and the ugly -- all of it. It all helps you to shape your own style, and become well-rounded.

As for the classroom lessons, there are some that really sunk in and changed how I approach the sport marketing industry (and sometimes life at large). The first was an article written by Dan Chambliss, *The Mundanity of Excellence*, which was included in Dr. Crosset's curriculum for *Sociology of Sport*. I have reread that article countless times since graduation and the theme of constantly making qualitative adjustments has changed the way I approach everything I do – from corporate sales, to playing golf, to managing relationships, and so on. In *Sport Policy*, we talked about the importance of core values – both to a brand and a property. I think about that course each time I reach out to a potential sponsor. It is important to be able to grasp the motives that surround our industry. Behind every F1 sponsorship, beneath each billboard in Times Square are the core values that a campaign or program are built upon.

Looking back on it, I've realize that UMass provides its students with a solid base as well as the tools and techniques to begin a career. The program, however, can only take you so far. It will always be up to us to put our heads down, find the tools that are most valuable to us and relentlessly charge ahead. So, while we may forget much of what we learned in the classroom, we retain the information necessary for our future success.

Today, I work for Velocity Sports & Entertainment (a position referred to me through UMass), selling corporate partnerships for properties such as the Dew Tour and Cirque du Soleil. I spend my days thinking about what drives a brand's business and what their core values and objectives behind their current marketing campaigns or sponsorships. I try to provide insights that are relevant to their business and I pray to the gods for impeccable timing. I spend countless hours customizing presentations and packages that might meet their needs and objectives. But more than anything else, I am constantly hunting for the next “triple-fist-pump” in my career.

Alli, the Alliance of Action Sports Partners with UMass Sport Management

By Alex Niefer, Associate Director of Development, ISOM

Alli, the Alliance of Action Sports, partnering with the Department of Sport Management and the Center for Spectator Sport Research is the first multi-year corporate sponsorship of its kind in department history. Alli will form a 3-year partnership worth \$120,000, helping to fund graduate assistantships, research, and curriculum initiatives in the Department of Sport Management.

Alli is owned by NBC Sports and MTV Networks and represents a network of athletes, fans, brands and properties. Its mission is to facilitate the momentous growth of action sports, through competition and lifestyle, for a new generation of fans and athletes. The Alli properties are home to more than 550,000 spectators each year and broadcasts more than 150 hours of original content in 100 countries and 280 million homes worldwide. More information can be found at allisports.com.

The relationship with Alli started in the fall of 2008, when UMass students formed their own marketing “agency” to develop and implement a marketing campaign that supported Mount Snow and the Winter Dew Tour. This agency was created as part of a six-credit experiential learning class, Sport Event Management, under the direction of Dr. Mark McDonald. The goal of the agency was to draw in action sports fans to the main event at Mount Snow. Students developed and exercised entrepreneurial, management, and marketing skills by creating promotional and internet marketing initiatives and developing local, regional, and national partnerships.

Alli’s support of the Sport Management Department comes at an important time in University history both financial-ly and strategically. Chancellor Holub, appointed in September, 2008, has brought a clear vision for the goals and aspirations of the University. His vision is that UMass become an internationally recognized institution of research and graduate study while maintaining strong undergraduate programs. The past year’s economic downturns have also brought tighter restrictions on departmental spending. The Alli partnership will ensure the funding of some of our Graduate Assistantships, while helping reach Chancellor Holub’s goal to increase research initiatives.

While building on the foundation of a successful 2008 event management partnership between Alli and Mount Snow, the Sport Management Department looks forward to an exciting future. “This partnership is an exciting example of how influential alumni such as Wade Martin (President, Alli) and Jeff Wagner (Finance Manager, Alli) can directly impact the quality of education our students receive, ensuring our ability to offer the best Sport Management education in the country”, says Lisa Masteralexis, Department Head. UMass Sport Management alumni continue to thrive in the industry and the department looks forward to future opportunities with industry professionals and alumni enabled by this partnership.



New Assistant For The Center For Spectator Sport Research

Kari D’Elia, MS MBA ‘08 is now working with Tracy Schoenadel as the Assistant Director of the Center for Spectator Sport Research where she consults with clients such as MLS, the New York Red Bulls, the Dew Action Sport Tour, Formula One Shanghai and Fuse Marketing. Her primary duties include project management, study design and execution, data analysis and new business development. She earned her MBA and MS in Sport Management from the University of Massachusetts in 2008, during which time she served as a graduate assistant for the Center for Spectator Sport Research. Prior to working at the CSSR, Kari worked for the NCAA in the Branding and Communications office as the Promotions and Events Intern. She has also worked with Performance Research, Relay Worldwide and the United States Olympic Committee.

SoccerFest Reaches New Sponsorship Heights!



Managed and marketed by the 25 students in the Sport Event Management class, Supercuts SoccerFest 2009 was better than ever. Over 100 soccer teams of all ages and ability levels participated in the event, with approximately 4,500 spectators and 175 volunteers on site. Students worked both semesters recruiting 30 corporate sponsors providing a record \$20,000 cash along with approximately \$25,000 in trade. MaxxTone, a regionally recognized band (stage kindly donated by the Mullins Center), returned as the headline entertainment. One major addition to this year's event was the involvement of the Amherst Survival Center, which raised \$480 through their involvement with the always popular dunk tank. In mid-April, Supercuts signed on as the new title sponsor of SoccerFest. According to the Supercuts corporate newsletter: "The event was a great success and lots of fun for everyone! Soccer teams, parents, families and students from all over the Northeast were in attendance. Supercuts had a huge presence - we sponsored the event and our logo was on every T-shirt, banner, beach ball, stage, frisbee, etc! We look forward to Supercuts SoccerFest 2010!" Proceeds from this event continue to go toward the Kjeldsen Scholarship fund benefitting two Sport Management Undergraduate students annually.

Graduate Program Continues to Attract Exceptional Pool of Applicants

by Steve McKelvey, Graduate Program Director

We are delighted to welcome yet another exceptional class of MBA/MS (dual degree) and MS students for the Fall of 2009. This class was selected from a highly-competitive pool of 104 applicants (a 15% increase over the applicant pool in the past two years). As in recent years, the pool of applicants skewed slightly more toward dual degree applicants. For the 2009 class, we had applicants from 21 states, including Massachusetts (18 applicants), New York (10), Florida (7), California (6), Connecticut (6) and Pennsylvania (5). This year's incoming class also includes our first-ever Fulbright Scholar.

Our grad program also continues to attract applicants from around the world. For the incoming class, we had a total of 25 international student applicants from countries including China, Belgium, Canada, India, Romania, Turkey, Japan, Korea, Australia, Israel, Singapore and Taiwan. As you may be aware, with the emergence of so many new graduate sport management programs, the competition for top-notch graduate students has become increasingly intense. Perhaps most impressive was our matriculation rate this year. Of the 11 offers made to dual degree candidates, 10 accepted. Of the 16 offers made to MS students, 15 accepted. We attribute much of this to the upgrades in our on-campus interview process. This Spring, for the first time ever, we expanded our interview process to include the opportunity for candidates to sit in on classes, an evening reception with the faculty, and the alignment of each on-campus interviewee with a current grad student who served as a personal "host." We received very positive feedback from applicants after their on-campus visits, and we believe that this enhanced "personal touch" was in large measure responsible for our exceptional matriculation rate.

2009 Scholarship Award Banquets

This spring, the Isenberg School awarded more than \$300,000 in scholarships to over 100 students at two recognition banquets. The scholarships were made possible through the generosity of alumni and friends of the School. Parents, friends, faculty members, staff, and alumni were on hand for the well-attended events. Sport Management Majors awards and winners: Joan E. Barr Memorial Scholarship, Kevin Johnstone; Glenn M. Wong Scholarship, Peter Chiaro; Tannenbaum Scholarship, Brian Sharkey; Eric K.M. Kjeldsen Scholarship, Joe Canavan and Christopher Silva; Eastern League Scholarship, Matt Rosenthal; William F. Field Alumni Scholars, Melissa Hylton, Travis Pollio, and Emily Shillette; and Twins Enterprise Scholarship, Matthew Finlayson.



Melissa Hylton BS '10, awarded the Field Scholarship from Tony Butterfield, Interim ISOM Dean.

"UMass Sport Management has provided me with many opportunities for personal and professional growth. Not only am I thankful for the generosity of others, but I am proud to be a Sport Management student because of the continued support from alumni, faculty, and friends." —Melissa Hylton, BS '10



Department Head Lisa Masteralexis and Dean Tony Butterfield with **Brian Sharkey'09** recipient of The Marilyn & Richie Tannenbaum Scholarship. "I would like to thank you for your generosity and your willingness to help a recent graduate make the first step toward greatness—or at least a step towards the job of his dreams. My experience here at UMass has been a terrific one. My professors have all brought life and energy to their lessons, as well as industry experience that I doubt can be found anywhere but through UMass . . ." —Brian P. Sharkey '09



l. to r. Associate Dean Carol Barr, Cindy Barr, Kevin Johnstone, Ed Barr, Dean Tony Butterfield.



l. Dean Butterfield, r. Travis Pollio, BS '10

FACULTY UPDATES

UMass Professor Dr. Mark McDonald Wins the 2009 North American Society for Sport Management Distinguished Educator's Award

The North American Society for Sport Management (NASSM), the largest professional association in sport management in the world, awarded Dr. Mark McDonald with the 2009 Distinguished Sport Management Educator's Award. It is one of only three NASSM awards given at the yearly NASSM Conference.

NASSM is actively involved in supporting and assisting professionals working in the fields of sport, leisure and recreation. The purpose of the North American Society for Sport Management is to promote, stimulate, and encourage study, research, scholarly writing, and professional development in the area of sport management - both theoretical and applied aspects. Topics of interest to NASSM members include sport marketing, future directions in management, employment perspectives, management competencies, leadership, sport and the law, personnel management, facility management, organizational structures, fund raising, and conflict resolution.

The North American Society for Sport Management Distinguished Sport Management Educator's Award recognizes the exceptional contributions of a NASSM member for teaching and learning.

The award acknowledges distinction in the classroom, and/or field, and/or on-line teaching; excellence in pedagogical innovations in teaching methods, and/or course design, and/or curricular design, and/or assessment; sustained commitment to the improvement and quality of teaching and learning in the sport management disciplines; and sustained commitment to one's own professional learning.

Dr. McDonald was presented with the award at the 2009 NASSM Conference which was held in May in Columbia, South Carolina.

Department Head Lisa Masteralexis recently presented two papers at the Annual Sport and Recreation Law Association meeting in San Antonio, TX. The first, "The German Tennis Federation v. ATP Tour and the LPGA English Language Policy: Raising questions of sport tour governance, decision making, and legal liability" was presented with James T. Masteralexis, J.D., an assistant professor at Western New England College and the second was "Labor relations in professional baseball: A comparative of the United States and Japan" with Keiji Kawai, J.D., Doshisha University, currently a visiting researcher at UMass Sport Management Department and Amherst College.

Professor Todd Crosset was awarded the University's Distinguished Academic Outreach Award for his dedicated

contribution and development of the Key Players Program. He is also a General Education Fellow in the 2009-2010 Academic Year.

Professor Glenn Wong was appointed to a National Committee of the United States Tennis Association (USTA), Constitution and Rules Committee in March, 2009. He attended the semi-annual meeting in March in Palm Desert, California. He will be attending the annual meeting in September, 2009 in New York. Wong's new book, *A Comprehensive Guide to Careers in the Sports Industry*, by Jones & Bartlett Publishers, was released in January, 2009.

Wong has co-authored the following law review articles: Wong, G.M., Richard Evrard, Kyle Skillman, and Chris Deubert. *The NCAA's Infractions Appeals Committee: Recent Case History*, Virginia Sports and Entertainment Law Journal, Vol. 9, no. 1, Fall, 2009. Deubert, Chris and Glenn M. Wong, *Understanding the Evolution of Signing Bonuses and Guaranteed Money in the National Football League: Preparing for the 2011 Collective Bargaining Negotiations*, UCLA Entertainment Law Review, Vol. 16, no. 2, Spring, 2009. Wong, G.M. and Chris Deubert, *Major League Baseball General Managers: An Analysis of the Responsibilities, Qualifications and Characteristics*, submitted to NINE: A Journal of Baseball History and Culture, Fall, 2009.

Wong also attended the Board of Directors meeting and the Annual Conference of the Sports Lawyers Association. He gave a presentation, "Teaching Sports Law", in Chicago, Illinois, on May 15, 2009.



1. Dr. Todd Crosset, r. Chancellor Holub at the Outreach Award Banquet

ALUMNI UPDATES

1974

Salvatore Squeglia, Jr, MS, Retired.

1980

Dale Adams, BS, Regional VP, Booking and Event Development, AEG.

1982

Keith Geissler, MS, Physical Therapist, Personalized PT, **Drew Lawsky, MS**, Group Show Director, JA New York Shows.

1985

William Downs, BS, Operations Manager Thyssenkrupp.

1986

Robert Barry, MS, Coach, Iolani Soccer Academy, **Scott McNett, MS**, Principal, Executive Search.

1987

Wayne Levy, MS, Owner, Levy Consulting Group.

1988

Judith McInis, BS, Owner, Uniquely Chic.

1989

Julie Fabsik-Swarts, MS, Director of Advancement, The American College. **Declan Bolger, MS**, Club Services, MLS League and SUM.

1992

John Stamatis, MS 92, VP of Marketing and Partnerships, **Nancy Gonsalves, MS**, Director of Games Preparation, US Olympic Committee.

1993

Travis Hyland, BS, Advance Scout, NBA, MA, **John Gillooly, BS**, Photographer, Professional Event Images, **Louis Olivieri, Jr., BS**, Regional Sales and Business Development, Tripwire, Inc., **Stacey Heintz, BS**, Assistant Coach, University of South Florida, **Daryl Jasper, BS**, Executive Director of Business Development, URI Athletics/The Ryan Center.

1994

Cherie Muza, BS, Staff Accountant, O2HR.

1995

Katherine Connors, MS, Principal & Founder, KMC Consulting, LLC, **Christopher Shea, BS**, Program Manager for Sales, Direct TV.

1996

Paul Cacciatore, BS, Sr. Director of Ticket Services and Operations, Boston Celtics.

1997

Christopher Chamides, MS, Head Coach, CSULA Soccer, **Daryn Freedman, BS**, Coach, Basketball Stars of America, **Thomas Kim, BS**, Manager, Cerberus Capital Management, **Aaron Polansky, BS**, Assistant Principal and Head Wrestling Coach, Bristol County Agricultural School, **Kellie Morton, BS** Baseball Operations, Boston Red Sox.

1998

Jonathan Jensen, MS, Director, Strategic Consulting, Relay Worldwide, **Ted Dalton, MS**, Senior Director, Corporate Partnership Sales and Business Development, Boston Celtics, **Ryan Thistle, BS**, National Account Executive, Experience, Inc.

1999

Geoffrey Spies, MS, Sr. Brand Delivery Consultant, MetLife, **Richard Hartman, II, BS**, On Line Retional Account Manager, CXO Media, Inc.

1999

Mark Williams, MS, Chief Marketing Officer, Williams Communications, LLC.

2000

Lara Collazo, BS, Corporate Development Manager, Autism Speaks, **Scott Mittleman, BS**, Co-Founder, SF Fund Raisers.

2001

James Reddish, MS, Men's Head Soccer Coach, Stonehill College, **Christopher Zamzow, BS**, Account Manager USMP/The Marketing Arm, **Brett Reopell, BS**, Director of Booking, AEG Facilities -- FedEx Forum.

2002

Robert Schruppf, BS, Vice President/Managing Director, Green Sports Marketing, **Eric Lapointe, BS**, Season Ticket Sales Manager, Miami Dolphins, Ltd.

ALUMNI UPDATES

2003

Patricia Lapinski, BS, Program Manager, SUNY Levin Institute, **Alexander Schwerin, BS**, General Manager, NBA Springfield.

2004

Jessica Sabourin, BS, Assistant Director of Student Accounts, Clark University, **Takehiko Nakamura, MS**, International Business Development, FC Barcelona.

2005

Lawrence Chee, MS, Business Development Analyst, American Casino and Entertainment Properties, **Michelle Price, BS**, Group Sales Account Executive, Boston Celtics, **Kathryn Counihan, BS**, Senior Compliance Officer, Dana Farber Cancer Institute and the Jimmy Fund, **Christopher Starck, BS**, Special Events Manager, Kraft Sports Group/New England Patriots/New England Revolution, **Emily Huddell, MS**, Director of Major League Accounts, Turnkey Sports & Entertainment, **Katherine Hafner, BS**, Community Executive Development, American Cancer Society.

2006

Romy Nehme, MS, Associate Consultant, Hands On Sports and Entertainment, **James Southwood, BS**, Development Manager, Jumpstart, **Ashley Sharpton, BS**, Girls' Basketball Coach, St. Pius X Catholic HS, **Robert Palardy, BS**, SID, Lesley University, **Scott Harding, MS**, Senior Manager, Genesco Sports Enterprises, **Louis Love, MS**, Academic Coordinator, University of Arkansas, **Sean Corbett, BS**, Coordinator, Marketing Partnerships, New York Road Runners, **William Rankin, BS**, Assistant Director of Group Sales, Portland Sea Dogs, **Jeffrey Gray, BS**, Video Coordinator/Men's Basketball, Richmond Spiders/University of Richmond.

2007

Kate Owen, BS, Manager of Sales and Marketing, API Management and Marketing, **Brian Hamm, MS**, Interim Baseball Coach, Amherst College, **Daniel Schwartz, BS**, Special Projects Coordinator, Harbor Conservatory for the Performing Arts, **Megan Mercadante, BS**, Box Office Coordinator/Admin. Assist., Global Spectrum, **Loretta Sullivan, BS**, Group Sales Representative, Brockton Rox, **Julia Ortenzia, MS**, Regional Sales Manager, Advisor Business Development Group, Ameriprise Financial Services, Inc., **Joshua Griffin-Ryder, BS**, Indoor Sports Operations Manager, Teamworks LLC, **Peter Axtman, BS**, Assistant, WNBA Basketball Communications, NBA.

2008

Mark Brumbaugh, BS, Athletic Communications Assistant, West Point US Military Academy, NY, **Rebecca Fagan, MS**, Senior Account Executive, Octagon, CT, **Frangiosa Angelo, BS**, Assistant Box Office Manager, Ted Constant Convocation Center, Old Dominion University, **Whitney Swab, BS**, Director of Marketing and Sales, Metro Atlantic Conference, **Seth Hammer, BS**, Brand Promotions, LeadDog Marketing Group, **Whitney Palmer, BS**, Financial Specialist, Wells Fargo, **Ari Sliffman, BS**, Project Manager /Gatorade, Paragon Marketing, **Rachel Weiner, BS**, Program and Event Coordinator, Philadelphia Eagles Youth Partnership, **Yu (Phil) Chien, MS**, Sports Sponsorship and Promotions, The Walt Disney Company, **Sarah Hurd, BS**, Media Relations Assistant, USC Upstate, **Orazio Tartaglia, BS**, Sponsor Relations, New England Patriots/Revolution, **Nathaniel Cross, BS**, Tickets Sales Associate, Philadelphia Flyers, **Jonathan Tosches, MS**, GM, Pittsfield American Defenders, Boston Baseball All Stars.

2009

Daniel Gollinger, BS, Coordinator, Velocity Sports Entertainment, **Eric Ginsburg, BS**, Coordinator, Velocity Sports Entertainment, **Christopher Bowles, MS**, Campaign Manager, Team in Training/Virginia Chapter, **Ellen Fitzgerald, MS**, Account Executive, UV/CBS College Sports Properties. **Luke Bonner, MS**, Basketball Player, Albacomp, Hungary.

Alumni Tidbits

Aaron Polansky, BS '97 and wife Rhonda welcomed twin daughters numbers 4 & 5 (Lila and Olivia) into the world on October 2, 2008....Ann Reynolds, MS '96 gave birth to Will Evans Rankin in Stamford, CT on Nov 19, 2007. He's already 15 months! My time flies....Christopher Starck, BS '05 married Christine Byrne in July 2008..... Jeff Price, MS, '89 and Cristina are pleased to announce the birth of their daughter, Julia Ruiz Price - 7lbs. 1oz., 19-1/2 in. long, who came kicking and screaming into the world on February 26th.... Ben Leigh, BS '04 and Emily Ries, BS '05 were married on May 24, 2009 -- Congratulations newlyweds!

(Please send your contribution to "Tidbits" to Janis Ori at janis@sportmgt.umass.edu)

Going West to Visit Alums

by Alex Niefer, ISOM Development

Rarely have I met a Sport Management alumnus that I haven't liked, and truth be told, with the department nearing its 40th Birthday, there is a lot to like and be proud of. In fact, at last count, we are approximately 4,000 strong and growing. This strength and growth is directly attributed to the success and integrity of our graduates. That's why I feel fortunate to have had the opportunity to visit with so many of you over the past year. In one of my most recent trips, which encompassed stops in 8 cities, I began to fully appreciate the depth, breadth, and loyalty of our alumni – something that distinguishes us from our counterparts.

Along the 3,200 miles of road that I covered, I had the opportunity to meet with close to 30 folks, ranging from recent graduates to 30+ year professionals. The common theme between all of them is their passion for the department and the pride they feel for their alma matter.

In St. Louis, I had the opportunity to have lunch and spend part of the day with Barney Hinkle, Frank Viverito and Patty Viverito. Frank is the President of St. Louis Sports Commission and in 2007 was named the third most influential St. Louis sports personality (one ahead of Albert Pujols). Patty Viverito is Senior Associate Commissioner of the Missouri Valley Conference where she controls oversight of multiple sports, including football. She is also a Harold J. Vanderzwaag Distinguished Alumnus Award winner. Barney is the Senior Manager of Entertainment Marketing at Anheuser-Busch and was the mastermind behind Jimmy Buffet's Landshark Beer brand and Bud Light Port Paradise VIP Cruise – which features a private concert by Dave Matthews. After lunch, the four of us headed over to the St. Louis Rams' training facility to watch practice and meet up with the team's new Head Coach, Steve Spagnuolo. After graduating from the Master's program, Steve climbed the ladder of college and professional coaching, including stops in Europe and the NY Giants. Now as the Rams' new Head Coach, Steve wishes all his UMass family the best... and I am certain that we will all be cheering for him as well.

In Chicago, I caught up with a number of alums, including Wade Martin and Jeff Wagner of Alli, The Alliance of Action Sports. Wade is President of the organization and Jeff serves as the Chief Financial Officer. Wade and Jeff are both Master's Degree recipients and both were instrumental in Alli's \$120,000.00 gift to the Department of Sport Management. The gift will help cover a portion of the Department's Graduate Assistantships – a critical area of need for the Department in recent years.

It was a pleasure getting out on the road and meeting with some of you in your own backyards and I look forward to seeing some more of you in the upcoming year. In the meantime, if you have any ideas or questions regarding alumni relations or fundraising, please don't hesitate to drop me line at aniefer@som.umass.edu. Best wishes for a fantastic fall!



l. to r. Frank Viverito MS '79, President of the St. Louis Sports Commission, Patty Viverito MS '79, Senior Associate Commissioner of the Missouri Valley Conference and Steve Spagnuolo MS '84, Head Coach, St. Louis Rams.

Department Head Message Continued....

We also have welcomed a new staff member in the Center for Spectator Sport Research. Kari D'Elia joins us as our Assistant Director. Kari will assist Tracy Schoenadel with new business development, client servicing, and student training and supervision. The good news is that even in this down economy, our Center continues to grow.

Our thanks go to alumni Bill Hubbard and John Pride, who have initiated the Center's success, and thanks to those of you who have sent projects to the Center. Please keep the new business coming – our students love the great experiences they gain from working with the CSSR as it provides yet another measure of distinction in their UMass Sport Management education! I'd like to take this opportunity to acknowledge our top-shelf faculty.

As mentioned in this newsletter, Mark McDonald was recognized with the NASSM Distinguished Sport Management Educator's Award and Todd Crosset received the University's Distinguished Academic Outreach Award this year. Both awards noted Mark and Todd's impact on students in their experiential learning courses. We also had two nominees for the University Distinguished Teaching Award, Dr. Neil Longley and doctoral student Dave Tyler. And for the third consecutive year, one of our doctoral students Joe Cobbs was a recipient of the College Distinguished Teaching Award. Once again, lots of great recognition for our department's fine teaching!

The UMass program's strength also come from all of you alumni who show the industry the quality of our program through your work. I was recently asked to comprise a list of our top alumni in key industry positions for an interview I was giving on our program. The list included Directors, Vice Presidents, Executive Directors, Presidents, CEOs, Athletic Directors and many other top placements. You are leaders in the industry and we are all proud of your association with our program. Every time I pick up Sports Business Journal, I see one of you recognized for your work. Whether it is Sandy Barbour, MS '83 as a finalist for SBJ's Athletic Director Award, Howie Nuchow, BS '92 winning the 40 under 40, Wade Martin, MS '96 making moves with the Alli Tour, organizations where many of our alums work such as the Celtics or Octagon being recognized with SBJ awards, reading Sports Business Daily where I catch a feature story on a day in the life of Peter Luukko, BS '84 at Comcast-Spectacor or an article on AEG's move to China and knowing that alumni like Bob Newman, MS '87 and Zhaoquan Ding, MS MBA '09 playing a big role in those efforts. Even here at UMass, I noticed the announcement yesterday that alums Hilary Rose, BS '97 and Danielle Henderson, BS '99 will join other Sport Management alums Holly Aprile, BS '93, April Kater, BS '91 and Ron Villone in the UMass Athletic Hall of Fame. But far more important than this recognition is the fact that so many of you remember the students or fellow alumni when you have internships or jobs available.

I also like to send out a special thank you to our alumni who served as Guest speakers, PRISM Judges, and Graduate Student Mentors who have assisted and supported the department throughout the past academic year. Thank you so much for your dedication to us!

Lastly, I would like to ask you for your financial support whenever possible. To put it in perspective, approximately 12% of UMass alumni give to the university annually. This compares upwards of 70% of alumni at private institutions. The state of Massachusetts supplies us with less than a quarter of the University's operating funds. Thus, the rest of the funding for programs must come from donors, contracts, or grant funding assistance. As a result, we need to shift more of our emphasis to donor-funded programs. Even a small amount goes a long way if we have a larger percentage of alumni contributing. I especially noticed our weakness in the recent recruiting cycle. In the down economy, with little or no scholarship funding for incoming undergraduate students, we forfeited some of the best candidates to our competitors offering substantial scholarship funding. More of your support is required to remain competitive. I appreciate those of you, like Garret Bedrin and Joe McEacharn, who have heard the call and contributed with scholarship funding enabling us to attract top students to the program. If you have questions about how you can help us achieve our development goals, please reach out to Alex Niefer or me.

Thank you for continuing to help the department and making my role as department head an easy one. Not a day goes by that I don't appreciate how fortunate I am to be a part of the UMass program.

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