

SPORT MANAGEMENT ALUMNI NEWSLETTER

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UMASS ISENBURG SCHOOL OF MANAGEMENT

DEPARTMENT HEAD MESSAGE

I hope you all had a wonderful holiday season and best wishes for a happy New Year!

I am eager to report to you all that our first Fall Alumni Weekend, this past November, was a wonderful success. We were touched by the sentiment expressed by the alums throughout the weekend. All of the alums shared the changes in their own lives since graduating from school. Many have married and had children and most were working in new and exciting jobs in the industry. We all remarked about how quickly the time has passed. It was a nice stroll down memory lane for everyone who attended.

We were proud to have the weekend as an opportunity to acknowledge several fine contributors and alums from our program.

One of our faculty offices was dedicated to Dr. William Sutton. A true friend to the program, Bill not only came up for the dedication, but to give a workshop as well. He and his wife, Sharon were both able to fly up from Florida to attend the event (see photo on page 5).

We were also happy to be able to award alumni John Wentzell, President of TD BankNorth Garden and Amy Scheer, Vice President of Marketing and Communications of the New York Liberty with the Harold J. VanderZwaag Distinguished Alumnus Award. We were fortunate to have Dr. VanderZwaag and his wife Jane join us for the dinner and program that evening.

I'd like to thank Janis Ori and our student intern Dana Bisordi, (BS '08) for their work on the Fall Alumni event. We would also like to thank the Alumni Association and their terrific staff for guiding us through our first alumni two-day event.

As much as things change, there is still an amazing consistency around the department. Our students, our faculty, and our staff are all working hard to keep our program on the cutting edge. Many of the alums at our fall event were astonished to hear of the quality of the students in our programs, especially the high concentration of honors students among them.

Others remarked positively about various experiential learning projects the students are involved in, whether it be in sport event management, sport community relations, sport sales and sport sponsorship, sport marketing and promotions, or sport market research. We continue to invest in these projects because we believe they provide a mechanism for our students to apply classroom learning to the real world, but as importantly because the work better prepares UMass students for jobs in the sport industry. (continued on page 7)

FIRST ALUMNI FALL WEEKEND STARTS OFF OUR SCHOOL YEAR

This fall semester marked our first Sport Management Alumni Reunion Weekend. In a survey sent out last year, many alumni requested an on-campus reunion strictly for Sport Management alums. We started our plans immediately for a weekend that would combine all the requested components.

On Friday, November 9th, we began with two veterans of the industry -- Tracy Schoenadel and Dr. Bill Sutton. Tracy, is our Director of the Center for Spectator Sport Research and Bill, (a former faculty member) is currently a professor at Central Florida and owner of a marketing consulting agency. The workshops with Sutton, entitled, "Out of the box or out of my mind - looking at ways to improve sports business profitability?" and Schoenadel's entitled, "Bringing Spectator Sport Research into your Organization" were presented to a "full house" of our students and Alumni in one of the Isenberg School of Management building's fully designed IT classrooms.

Following the workshop was a room dedication to Dr. Sutton which took place in our Sport Management suite of offices. The faculty office was donated by Bernie Mullin, and alumni Ted Dalton, MS '98, Kelly Stone, MS '98, and Jim Paquette, MS '94 to Dr. Sutton for his long-standing dedication to our alumni and department. Dr. Sutton's humor, tenacity and loyalty to old friends and the department was mentioned in several speeches made at the dedication. Dr. Sutton's constant vigilance in steering our alumni to new job opportunities and always being available to them for career advice was also acknowledged.

Sporty Jerald's MS '83 and a former VanderZwaag Alumnus Award winner, spoke after dinner at the Campus Center. Jerald's inspirational presentation was one of the many special moments of the weekend.

After dinner we presented the Harold J. VanderZwaag Awards to John Wentzell MS '84 and Amy Scheer BS '86.

On Saturday we gathered for great tailgating right outside the McGuirk Stadium with the quintessential tailgating food of sausage and peppers, chili, and lots of hot chocolate and coffee.

As we were catching up with old friends, the stadium parking lot filled up quickly and before too long we had a "full house" for the game between UMass and UNH -- a great rivalry. Needless to say we won, and a good time was certainly had by all.

Those who came back for this event were pleasantly surprised by the good cheer and nice memories they experienced while being here. Many spoke about how seeing familiar faces from the past was a great way to take a break from their hectic lives. It was fun to hark back to school days and hear humorous reminiscences from many of our alumni.

We'd like to take this opportunity to thank the Alumni Association for its support of our weekend. Their staff and crew were a tremendous help to us before and during the festivities.

We are hoping to schedule another Alumni Weekend in the future. We will keep you posted with more information and details.

IT'S ALL ABOUT THE PEOPLE!

BY J. ETHAN MEDLEY
M.S. SPORT MANAGEMENT, 2002
ASST. DIRECTOR OF COMMUNITY RELATIONS
NEW YORK GIANTS



Ethan Medley, MS '02, Jesse Linder, MS '02 and Jared Puffer, MS '02 catching up at a Mets game!

One of the bittersweet realizations of many of us upon graduating college is that we move on to our new and challenging careers that may never enable us to reconnect with our classmates again. Even if we are able to meet up again, we cannot recreate the moments that made our academic experience special, like going to Rafters after a long day of classes and studying or gathering at The Hanger for their wings. It doesn't take long for the campus to be swarming with new students that you don't recognize, and new faculty who replace the ones you knew while in the program. Many of us discover how much we valued the people who surrounded us during our time at school. Over time, it becomes more and more important for us to maintain those relationships and more and more difficult.

As a 2002 graduate of the UMass Sport Management Master's program, it's been over 5 years since I left school. However, this past year I had the opportunity to reconnect with my classmates and teachers more than ever before. In July, our class organized its own informal weekend reunion in Amherst, taking a tour of the new building and catching up over those wings at The Hanger and games of pool at Rafters. I also revisited the school in November for alumni weekend, meeting many fellow alumni and some new professors for the first time. I've always tried to stay in touch with classmates through email or occasional phone calls. Thanks to the strength of the program, there are alumni that

I see due to the fact that you can't go anywhere in this industry without running into UMass grads.

One of my fellow classmates, Jesse Linder, works in the NFL and performs the same job as I do "across the river" for the Jets. I always try to catch up with classmates whenever there is an opportunity for lunch in the city, or when travel takes me to their region of the country. I had the rare opportunity of meeting up with classmate Richard Blake when the Giants played in London in October. Richard is running his own company which specializes in sports photography. In November, I saw another classmate, Luke Flockerzi, in his first game as head coach of the Skidmore College men's basketball team.

As we mature in our careers and individual lives, there is nothing more satisfying than reconnecting and seeing the individual successes that are being achieved by your fellow classmates. Of course, staying in touch with your professors and friends in the industry is never a bad way to ensure that success has every opportunity to find you as well. Anyway, as 2007 draws to a close, I wanted to thank all of my classmates, professors, and fellow alumni for a great year. All the best in 2008!



John Wentzell, Lisa Masteralexis and Amy Scheer at the Alumni Weekend Dinner where they accepted their Distinguished Alumnus Award.



Professor Steve McKelvey, Nic Castellano BS '05, Dr. Mark McDonald and Caitlin Strack MS/MBA '08 at the tailgating party at the Alumni Weekend.

The Viveritos -- A Sport Management Collaboration



There are quite a few alums who have met while in the program. Some married and started a life together. There are few, however, that have done it like Patty and Frank Viverito. In my chat with them, I realized what a terrifically devoted couple they are to each other, their children and to their respective careers in the industry. They are both passionate and dedicated about what they do, and their story is inspirational to couples starting out in the industry.

Did you meet here at UMass?

Frank: If you want to start from the very beginning, I was walking past the tennis courts, it was Labor Day weekend in 1977, I saw this viciously attractive woman playing tennis with another one of our classmates and at that moment in time – my life changed forever.

Patty: Yes, he was so impressed with me that when we introduced each other and exchanged ‘where are you from’ stories, he said “Oh you’re from Chicago, that cow-town”? Talk about New York bias?

Frank: Actually, we met the first day of orientation with our other 20 classmates. I’m jumping ahead of myself...but I met the person that I married, I met the person who would be the best man (Karl Methven, one of our classmates) at our wedding, and I was able to trace back to that year the beginning of my career – all in all, it wasn’t a bad ten months that I spent up at Amherst.

Did you know back then what area of the industry you wanted to be in

and did you end up in different parts of the country after graduation?

Patty: Well, I knew I wanted to go into women’s sports but Frank’s passion was baseball. We had very different areas of interest, career-wise, so it didn’t just fall into place. I got an internship down at the University of Texas doing exactly what I wanted to do, and Frank got an internship in Minor League Baseball in Virginia doing exactly what he wanted to do. We were many miles apart for the three years after we graduated.

So how did that work?

Frank: While my interest might have been baseball and her interest might have been in college sports, specifically women’s sports, we still shared a pretty narrow common interest.

Patty: Especially when you consider the way Sport Management Programs were back then, we were a pretty unique crowd. There weren’t a lot of us.

Frank: The reality was that we had a lot in common just by being in one of the few programs in Sport Management in the country. And so while I left UMass wanting to work in Baseball, it didn’t take very long at all to realize that I also had a great interest in the civic side of sports that could serve a region -- whether that was the Hampton Roads Region of Virginia or where I am now in St. Louis. I moved from Amherst to Norfolk VA and Patty moved from Amherst to Austin, Texas and we both used the three years apart to establish ourselves in the new careers that we had chosen for ourselves. So that was a really important time and actually, as I look back on it, a pretty wise way to do things. We had each other, but we could devote ourselves 24-7 to establishing our careers.

Patty: And that very early, formative stage of a career neither one of us asked the other to sacrifice that – which was really important.

Did you find employment right out of school?

Patty: Well, it was my internship. Both of our internships turned into full-time jobs. So I went to work for Donna Lopiano who was the Women’s Athletic Director at the University of Texas, and I stayed there two years beyond the internship. And Frank did the same with Tidewater Tides.

(continued on Page 9)

ALUMNI UPDATES

1980

Kevin McHugh, MS, Bates College

1982

Dennis Mannion, BS, Los Angeles Dodgers LLC, Chief Operation Officer. Dennis Robinson, MS, NJ Sport and Expo Authority, President and CEO.

1983

David Jauss, MS, Baltimore Orioles, Coach.

1985

Stephen Zito, BS, Memphis Grizzlies, Senior Vice President, Operations and Entertainment.

1989

Joseph Roberts, BS, University of Maine, Associate Athletic Director. Brian Brogioli, BS, Consigli, Security Officer. Paul Baldrate BS, Fitness Management Systems, VP/General Manager.

1990

Mira Koplovsky, MS, Turner Broadcasting System, Inc., Marketing & Promotions Counsel.

1992

Neal Huntington, MS, Pittsburgh Pirates, General Manager. Mark Pyenson, BS, NaviSite, Hosting Sales. Pamela Batalis, MS, YouGov-Polimetrix, VP - Business Development.

1993

Mark Wilson, MS, Tennessee Tech, Athletic Director. Gloria Nevarez, BS, University of Oklahoma, Sr. Associate Athletic Director for Administration.

1995

Jonathan Rubin, BS, Washington Wizards, Account Executive.

1996

Timothy Reim, BS, North Carolina State University, Novelty Concessions Manager. Scott Sabatino, MS, Pac-10 Conference, Associate Commissioner - Business & Finance. Wade Martin, MS, Action Sports Tour (NBC/Clear Channel Comm), President. Jason Garrow, MS, Richard Childress Racing, Director, Partnership Marketing.

1997

Mark Awdycki, BS, Millis High School, Academic Advisor. Todd Degree, BS, Gateway Community College, Instructor - Fitness Special Studies. Leigh (Maurer) Moll MS, Momentum Fitness Center, COO/Founder.

1998

Jane Skillman, MS, Brooklyn Sports & Entertainment, Sponsorship. David Cohen, BS, Fox Sports Net, Account Executive.

1999

Adam Buxbaum, BS, AB Consulting, HR/Benefits Consultant. Elisabeth Erickson, MS, University of Iowa, PhD Student. William

Chaves, MS, Eastern Washington University, Athletic Director. Marc Williams, MS, ACI Media, Chief Marketing Officer.

2000

Mark Rogers, BS, JetBlue Airways, Marketing Manager, Southwest Region. Katherine Girotti, BS, Albert Kemperle, Inc., National Marketing Manager. Seth Leeds, BS, Nets Basketball/Brooklyn Sports and Entertainment, Manager of Sales and Administration. Sabrina Sherman BS, Cox Media, Marketing Manager.

2001

Nick Mann, BS, Los Angeles Galaxy, Senior Sales Manager. Brooke Kaplan, MS, Life is Good, Marketing Manager. Michael Bruny, MS, Run the Point Enterprises, Life Coach. Stephen Condrin, MS, AKT Properties, Project Manager.

2002

Jeffrey Cutler, BS, LPL Financial Services, Solutions Account Manager. Timothy Cohane, MS, Hasbro/Uproar Advertising, Account Director. Kerri Kennedy, BS, Doug Flutie, Jr. Foundation for Autism, Director of Marketing & Events. Kelly Wheeler, MS, Boston College Football, Assistant Director of Football Operations. Leonard Lopes, MS, Pannone, Lopes and Devereaux, Attorney.

2003

Lola Hoye, BS, Trinity One Marketing, Events Manager. Matthew Brady, BS, Indiana University, Assistant Director of Athletics -Media Relations. Alex Schwerin, BS, Modesto Nuts Professional Baseball, Assistant General Manager. Michael Davidow, BS, Frisco RoughRiders, Dir. of Partner and Community Relations. Patricia Lapinski, BS, Babson College, Operations Manager, MBA Center for Career Development.

2004

Jonathan Mercier, BS, Rancho Cucamonga Quakes, Director of Entertainment & Promotions Amy Tessier, BS, Philadelphia Eagles, Program Manager - Youth Partnership. Molly O'Mara, BS, Arkansas Razorbacks, Assistant SID. Christopher Valente, BS, Lowell Devils, Director of Marketing. Rama Mandadi, MS/MBA, NBA Managing Properties, Senior Manager. Paul Potenzzone, BS, Fishtank Brand Advertising, Brand Manager. Nathan Birtwell, MS, North Carolina State, Baseball Operations Director. Benjamin Leigh, BS, Under Armour, Brand Marketing Associate. Kate Farren, BS, Ropes & Gray. Laura Davis, BS, Velocity Sports & Entertainment, Associate, Sponsorship Consulting. Adam Sinclair, BS, SMG, Operations Manager.

2005

Heather Hall, BS, New Jersey Devils, Assistant, Marketing/Community Development. Kathryn Counihan, BS, Dana Farber Cancer Institute and the Jimmy Fund, Event Compliance Officer. Joseph Smith, MS/MBA, Octagon, Account Manager - Consulting. Emily Ries, BS, Under Armour, Athlete, Team & League Relations. Ellis Watts, BS, AMP Agency, Associate Mgr. Strategic Marketing Group. David Hong, PhD, University of Incheon, Assistant Professor. Alex Rolfe, BS, Cvent, Inc, Senior Account Executive. Rachael Nourse, BS, Arizona Diamondbacks, Current Account Executive, Suite Sales. Frank Tadych, MS, NFL.com/NFL Network, Senior Associate Editor. Philip Pilewski, MS, University of Washington, Assist. Director for Major Gifts.

Michael Lanieri, BS, Ernst & Young, LLP, Senior Auditor. Anna Slive, MS, Host Communication. Director of Marketing and Business Strategies. Jacqueline Lester, MS, William Morris Agency, Sports Broadcasting Assistant. Amanda Brown, BS, New Jersey Devils, Staff Assistant, Legal.

2006

Michael Roy, MS, Tampa Bay Devil Rays, Inside Sales Representative. Stuart Smilowitz, BS, Newark Bears, Community Relations Manager. Brett Moldoff, BS, New York Yankees, Assistant Manager of Scoreboard and Broadcasting. Ryan Tappin, BS, Reebok, Sports Marketing Specialist. Louis Love, MS, Texas A&M University, Center for Student-Athletic Services. Elizabeth Kazinskas, BS, University of Massachusetts-Amherst, Academic Advisor. Floris Weisz, MS, Essel Sports Management, Marketing Manager - Soccer, Golf and Field Hockey. Heather Flynn, BS, University of Massachusetts-Amherst, Industry Liaison. Sean Cummings, BS, Boston Bruins, Season Ticket Account Executive. Christopher Phillips, BS, Permasteelisa Cladding Technologies, Store Planning Coordinator. Brett Danahy, BS, Velocity Sports & Entertainment, Coordinator. Erick Dalton, MS, Washington Nationals, Assistant, Statistical Analysis. Samuel Melnick, BS, Octagon, Event Coordinator.

2007

Katrina Lerch, BS, Lehigh Valley IronPigs, Account Executive. Edward Jaffe, BS, Sports 620 KTAR/ESPN, Account Manager. Jonathan Weiner, BS, Mercer, Health and Benefit Analyst. Rachelle Hess, BS, Pittsburgh Pirates, Coordinator, Sales and Business Operations. Sharon Lorince, MS, Harvard University, Assistant Facility Manager. William Shapiro, MS, Octagon, Senior Account Executive. Christopher Lieberman, BS, Augusta Green Jackets, Ticket Account Executive. Gregg Allen, BS, Bobcats Sports & Entertainment, Inside Sales Representative. Daniel Iannetta, BS, Hartford Civic Center, Sales Coordinator. Leisl Bauman, BS, National Assoc. of Secondary School Principals, Program Assistant. Michael Goldstein, MS/MBA, Octagon, Account Manager. Julia Ortenzio, MS, Ameriprise Financial, Event Coordinator. Sarah Murray, MS, CSMG Sports, Manager, Media & Business Development. Bradley Wasilition, MS, Tennessee Titans, Administrative Assistant to General Manager

2008

Shane Scott, BS, Boston Bruins, Ticket Sales Rep

CONTRIBUTOR ACKNOWLEDGMENT: BOBBY D'ANGELO, ISOM BS '77

Bobby D'Angelo, ISOM graduate and owner of Twin Enterprises has made a very generous gift to the Sport Management Department. "The gift is to say thank you for the four great years at UMass where I gained better knowledge of business and people," said Bobby.

He has asked that the gift be directed toward Students and hands-on learning and internship scholarships.

Our students will benefit greatly from this support of our program and it will enable us to continue to provide to them what Mr. D'Angelo received from his four years at UMass.

Thank you, Bobby!

Alumni:

Remember to keep us up-to-date on your new jobs! You can email us via the web site or fill out the new form on our web site home page.

www.isenberg.umass.edu/sportmgt

Where Does Your Money Go?

If you've ever contributed or made a donation to the Sport Management Department, you may be wondering how and where your money is allocated. The following is a list of just where your money goes to support the program and the students in the program.

- Guest Speaker Costs
- Alumni Events -- Cost for rental of facility, honorariums for speakers, food/beverage,
- Graduate Students Professional Development Trips (companies and organizations including Sports Illustrated, ESPN, NFL and NBA)
- Student Receptions -- Recruitment, Retention, Graduation
- Travel Grants for doctoral and masters students to present papers and represent us at academic conferences
- Travel Grants for faculty, particularly for international travel materials to support student education (such as videos, books, etc)
- Advertising and promotional materials



Sharon and Bill Sutton at the Room Dedication in ISOM 236 after Bill Sutton's Workshop on 11/9/07, Alumni Weekend.

SPORT MANAGEMENT ALUMNI PROFILE



E. PETER JOHN-BAPTISTE, BS '97

UMass Connection: Bachelors of Science in Sport Management 1997.

My work-study job was in the Facilities Division of the Athletic Department working for Jim Patulak...Also was an Intramural Basketball Referee.

Birthdate and Place: July 29, 1975 in St. Croix, United States Virgin Islands

Since I left UMass My Professional Career Has Included: I started my career in professional sports as an intern in the New York Giants Media and Community Relations Department. Immediately following my internship, I was fortunate to be hired as a full-time Assistant Director of Media and Community Relations in March of 1998. I was promoted to the Director of Public/Media Relations in March of 2001.

My Favorite Activities: Spending time with my family...Hosting a Memorial Day Weekend Cookout...Wine tasting...Golf...Working in my yard.

My Favorite Sport/Club/Team: Favorite Sport – Football; Favorite Teams - New York Giants, Boston Celtics (from the Larry Legend Days) and New York Mets.

Family: My wife, Mashawn (married in June of 2000) and my two sons, Miles (age 4) and Ma-

son (age 2).

My Most Memorable Moment in the Sport Management Program: My most memorable moments were during my Community Relations internship with the Boston Celtics in 1996. I will always be grateful to former UMass Sport Management Director of Internships, Howie Davis, for introducing me to UMass Alum Wayne Levy who was the Director of Community Relations for the Celtics at that time. I learned the most in Lisa Masteralexis' Sports Law class and I always had fun in any class lead by Professor Todd Crosset.

What My Education In the SM Program Has Meant To Me: The UMass Sport Management program really helped me understand what it takes to get into the industry. Everyone knows how hard it is to get a job in sports, but I truly feel the professors gave me the direction I needed to prepare me for the opportunities that would come. The class curriculum was excellent, but outside of class, I learned so much more. I would always spend time in the Sport Management Office picking the brains of my professors. That's where I really learned what was needed to land my first job in the industry.

The Best Changes In The Field Of Sports Since Graduating From UMass: The best change I've seen in the field of sports since graduating UMass is an increase in opportunities for people of color. In my 11 years in the NFL, many efforts have been made towards making organizations more diverse from the top down and I feel these efforts are making solid progress. More people in positions of power within the sports organizations understand the importance of becoming more diverse and it's a good thing for this industry.

How I See The Future of Sport Management: The advances in technology will continue to change the field of Sport Management. Sports leagues are developing new ways to get their product to consumers. Leagues and teams continue to develop their own television networks and are taking full control in the development of their websites. Leagues and teams are also trying to gain more control of their image and brand. For the most part, I think image and brand control is a good thing but I also believe leagues and teams need to recognize their history and understand league success was built on mutually beneficial partnerships. In order to remain successful I believe you have to continue to do and improve upon, what you do best. The field of Sport Management will continue to grow and become even more global. Every major sports league is searching for ways to reach the international/global market. Young sport management professionals coming out of school need to think of ways to gain the experience they need to become part of this growing opportunity within the industry.

MENTORING PROGRAM STRENGTHENS GRAD PROGRAM

*By Steve McKelvey
Graduate Program Director*

With the ever-growing nationwide competition among sport management graduate programs, our Mentoring Program continues to provide a valuable point of difference for UMass. This innovative program, conceived by Dr. Jay Gladden three years ago, is designed to provide our graduate students with a year-long connection to industry by matching them with industry professionals, most of whom are alumni of the program.

The mentors serve as a sounding board for grad student questions about their prospective career paths. Mentors volunteer their time to regularly communicate with their assigned students by phone, by email, or in person to provide career guidance. The Mentoring Program is incorporated into the Professional Development Seminar, in which students learn job search skills, explore the various industry segments and hear from industry professionals who visit the class. The course culminates in a Career Analysis paper, which relies heavily on the insights of Mentors.

“Given the growing competition in the graduate sport management world, we continue to look for ways to add value to our program and benefits for our students,” said Department Chair Lisa Pike Masteralexis. “It is only because of the willingness of so many of our alums to volunteer their time and their insights that we have been able to create a Mentor Program that has become a model for the rest of the Graduate School.”

Since the inception of the Mentoring Program, over 50 alumni have graciously volunteered their time and insights to help guide our graduate classes, and on behalf of the Department, we sincerely appreciate the willingness of so many alumni to “give back” to those who are following them into the sport industry! “The mentor program has not only allowed me to expand my professional network, but has also made me excited about being part of the Sport Management alumni community after graduation,” said Caitlin Strack. “My mentors have been instrumental in my career development and I look forward to supporting Sport Management grad students in the future the way my mentors have supported me.”

The current graduate class (consisting of 1st and 2nd year dual degree students and our one-year Masters students) and the Sport Management Department wish to publicly thank the following for their service as Mentors. In no particular order, this year’s Mentors who are alumni of our program include:

Eric Chapman, Danielle Serronico, Jay Wegweiser, George VanderZwaag, Hunter Lochmann, Pam Ganley, Marcella Zalot, Russ Spielman, Amy Scheer, Gloria Nevarez, Mark Scialabba, Tom Shields, Scott Proefrock, Michelle Duff, Dave Wright, Leslie Wurzberger, Amy Gleeson, Marie Webb, Artemis Apostolopoulou, Dana Hackett, Zaileen Hassanali, Frank Viverito, Carolanne McAuliffe, Mark Wilson, Rachel Spates, Adam Cromie, Bob Flannery, Take Nakamura, Li Li Leung, Darran Miner, Adam Wogan, and Sarah Stevenson.

From time to time, grad students have career interests in areas that we are sparse in alumni. Even then, we can count on alumni to enlist individuals within their organization who are not alums! So, we also want to thank Ted Dalton (for enlisting Boston Celtics basketball operations executive Michael Aud) and Jeff Ianella (for enlisting Phoenix Suns basketball ops executive Amin Elhassan) for their work in providing non-alumni Mentors for our program!

If you are interested in serving as a Mentor in the years to come, please feel free to email me at mckelvey@sportmgt.umass.edu. Again, thanks to all of you who continue to help us maintain our status as the leading destination for graduate sport management through programs like the Mentor Program.

Department Head Message continued....

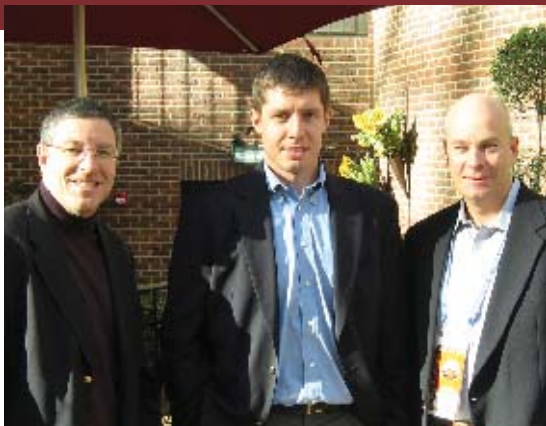
We are excited as we move into the Spring semester. We have been given approval to search for a new tenure-track faculty member. In the meantime, many of our faculty members have assumed responsibilities left by the absence of Carol Barr and Jay Gladden, whom we still consider part of our team, even though they work in different offices of the school. In December, I attended the Baseball Winter meetings and caught up with many of our alums in Nashville. I love doing these events on the road. I thank all who I saw for always making our meetings warm and enjoyable. Also, thank all of you who took student resumes to pass on to your organization. I appreciate so many of you who help to get our students’ feet in the door in this highly competitive field.

As always, thanks to all of our alumni who help us to keep UMass out in front of their organizations. As this field continues to be ultra-competitive, we truly appreciate your contact with us and your using influence to help us to place students and alumni in internships and jobs with your organizations. It is so important to have alumni inside the organizations to carry the UMass message. I would welcome a call from anyone who would like to help us get in front of their organization’s HR people. I am passionate about our program and what our students and alumni bring to the table and will gladly make time to tell our story to anyone interested in listening.

We are also happy to report that we are bringing the Mentoring Day back to campus this year on April 11, 2008 in the Amherst Room of the Campus Center. If you are interested in being a mentor, please contact us and let us know!

Lastly and most importantly, I would like to thank Robert D’Angelo, BS ‘77, a graduate of Isenberg Accounting and a partner in Twin Enterprises, for the magnificent donation to our Department. The D’Angelo family is a great supporter of UMass, and we are extremely grateful for their focus on the Sport Management Department. ■

BASEBALL WINTER MEETING '07 ALUMNI REUNION IN NASHVILLE



l. to r. John Brickley MS '81, Rob Metzler MS/MBA '05, Joe Fitzgerald BS '90



Steve Cohen BS '89 and Lisa Masteralexis

The Baseball Winter Meetings were livelier than ever this year held at the Nashville Gaylord Opryland Resort & Convention Center. The 106th annual gathering of the baseball convention, a place where club owners, front office personnel, league officials, just about everyone from the business side of the game whether from the Major Leagues, the Minor Leagues or internationally, gathered in one place.

Department Head Lisa Masteralexis met up with our alumni for breakfast at a restaurant in the major complex on Wednesday morning. Our alumni in attendance were Chris Antonetti, MS '97, Cleveland Indians; John Brickley, MS '81; Mark Brumbaugh, BS '08; Ben Cherington, MS '97, Boston Red Sox; Steve Cohen, BS '89, Brooklyn Cyclones; Ben Dugoff, BS '01, Durham Bulls; Joe Fitzgerald, BS '90, Major League Baseball; Jared Forma, BS '98, Wilmington Blue Rocks; Jeremy Gordon, BS '07, Tacoma Rainiers; Emily Huddell, MS '05 - FanTrak/Turnkey Sports; Joe McEacharn, BS '95, Eastern League; Rob Metzler, MS/MBA '05; Mark Scialabba, MS '04, Washington Nationals; Stuart Smilowitz, BS '06, Newark Bears, Adam Wogan, MS, '98, New York Mets; and Dave Littlefield, MS, '88 - Chicago Cubs.

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Nikolay Panchev
Thomas G. Peters

Keith J. Pignetti
Joan M. Pokorak
John B. Pride
Jeffery and Bonnie Rearick
Veronica I. Rivera
Dominic Rivers
Dennis R. Robinson
James and Heide Robinson, Jr.
Scott and Patty Rocklage
Lisa J. Rothstein
Michael V. Sarro
Gordon and Judith Shaw
Cheryl F. Silva
Dwight E. Smith
Andrea J. Stamm
Strategic
Sucherman Consulting Group Inc.
Charles and Bernadette Summa
Nobuhiro Tanaka
Kathy L. Thomas
Timothy J. Vail
John E. Vercollone
Barry and Naomi Volain
David J. Whaley
Joseph M. Wolff
Leslie K. Wurzberger
Yawkey Way Store
Alan Zwillenberg
Eastern League of Professional
Baseball Clubs, Inc.

VIVERITO'S Continued

Frank: It was pretty interesting, but it just sort of turned out that way. Patty went to work for Donna Lopiano who has had a thirty year distinguished career in gender equity and women's sports and the person I went to work for, Dave Rosenfeld General Manager of Tidewater Tides, is still the general manager, some thirty years later, and as smart a minor league baseball general manager as there is. So we both went into very positive situations in terms of being mentored and getting a great start in the industry.

Patty: What each of us fell into were internships that, as Frank said, not only identified a place where we could learn the industry, but places where we could identify mentors who were critical to the advancement of our careers. I think a lot of the internships that kids go after are what I call "name brand" internships. "Oh, I'm going to work for the NFL" or "I'm going to work for the Patriots" and sometimes those aren't the best experiences, in terms of what you actually do, what you learn and who you get to know. I always encourage young folks that are trying to break into the industry to take a job where they are going to be able to have an opportunity for a full-time position after the internship or to at least make really strong contacts. That's usually not the case in the high profile kind of internship.

Frank: The other thing that I would tell you is that there is nothing more important in this business, and to some degree in every business, than relationships and either one of us can pick up the phone and call either Donna Lopiano or Dave Rosenfeld and we would be greeted warmly and very respectfully thirty years later. That's something important to us, and I think should be important to others.

How long after you left school did you married?

Patty: The short version of the story: we figured out after three years that one of us was going to have to move, if we were ever going to find careers in the same city, it wasn't just going to happen by chance. I tell people that Frank made me an offer I couldn't refuse which was to come to Virginia. So I quit my job at the University of Texas and I actually took his old job in minor league baseball operation and the deal was if I didn't find a job I liked then the next move was mine.

Frank: It had to be a better job in a bigger city.

What was it like balancing work and home?

Patty: The one concession we made very early on when we had children, was to get full-time help. We found Lorene twenty-one years ago, and she is still with us. Obviously she is not doing child care anymore, but she helps us take care of the house, keep up with laundry.... We couldn't be without her and there is not a day that goes by when I don't thank her!

Frank: When you do professionally what you have a passion for personally, it does help home life and work life to blend easier.

Other than getting child care, is there any other philosophy or strategy that you can pass on to other professional couples who are working and raising children in this industry or any industry?

Patty: There are a lot of strategies about how to keep your sanity. One of the things that I've gotten good at is compartmentalization. When I'm at work I'm not thinking about the kids and home, and when I'm home with kids, I try not to think about work. Even though it all kind of blends together, you do try to make each segment of your life without spillover. You try to create an environment that again, gives you an opportunity to do the best you can at what you're working at in the moment, and I think that's important. I can't stress enough the importance of getting help. I think that too often young women, especially, have the superwoman syndrome and the idea that you have to be excellent at everything. I really encourage young women to focus on a couple of things they want to be really good at and don't worry about the rest. I'm a terrible housekeeper and a lousy cook....

Patty: There are not many non-negotiables in our lives and we choose to spend our time and money on a limited number of important things, mainly family and career.

Frank: First of all, that's not true about your cooking and housekeeping, Patty. We also realize that we are fortunate because things have fallen into place. Patty has had the same job for twenty six years; I've changed jobs only a few times in the past 30 years. We've had the same person watch the kids for almost 22 years. Our children are happy, healthy and connected. I know it's not always as easy as I make it out to be. However, we've also made choices along the way – we could have bought a bigger home, we could have taken a look at jobs in other cities, we could have uprooted the family three or four times along the way, but why would you want to do that if you can have the jobs that you love in a place that you love, having your kids grow up in a community with roots. Maintaining those priorities, things can fall into place.

Patty: We talked early on after I moved to Virginia about the next move being mine – we both made sacrifices. I moved once, and then Frank became the trailing spouse when I got the Gateway Conference job in St. Louis and we did look at other opportunities along the way, but I would say not very seriously. What became the new phase was the next job that either of us takes, would have to be good enough so the other person could retire. That really does limit ones choices. But it had to be a situation that would be better for both of us and the only thing we could imagine being better is if the other person could retire.

Do you keep in touch with classmates from the UMass Program?

Frank: Absolutely. There were only twenty of us. I could probably name them all now.

Patty: We stay in touch with Suzanne (Slepitzka) Zuercher. Her husband, Ron, just became president of Avila University in Kansas City, but even when they were in various places along the way, we've stayed in very close contact with them.

(Patty leaves the call to talk with clients)

Frank: We're also pretty close to Rob DeGostin. Rob was the only person in our graduate class who was married. Rob and Lucille's first daughter was actually born while we were in Amherst. It's the only cigar I've ever smoked in my life on December 15, 1977. We are pretty close to them. Patty and I see Karl Methven as often as possible. We're still very close. From time to time we run into any number of others along the way: Debbie DeAngelis, Gene Grzywna who is over at Northeastern and others. While we were not close to all twenty, we are close to a small group who will be dear friends for life.

That goes back to the essence of the industry being, still, a new industry, and for all of its explosive growth, still pretty small. Especially in terms of the UMass part of it. It still is relatively a tight circle. You're finding the same people throughout all aspects of your professional life.

What is your favorite memory at UMass? Don't you have one moment in particular that you'd like to share, other than meeting Patty, of course?

Frank: Ahhh. The only reason that's hard for me is because it was far and away the most wonderful year of my life. Not because the coursework was all that stimulating!! (laugh) But because it started me on the rest of my life and led me to where I am now. The finest moment didn't have anything to do with school. It was the day that Patty showed up at my apartment with a Christmas tree! To think back and remember that those were the beginnings of the relationships, both personal and professional, that shaped my entire life.....that's huge! That time was so meaningful to me. I could pick out moments here and there, for example, in Bernie Mullin's class, or doing better than Patty did in Hal VanderZwaag's class but the sum of the experience is what resonates for me. We have lived a wonderful life for thirty years. Being at UMass for that one year, while it occurred thirty years ago, is most definitely not in our past!

(Patty came back on the line)

I have to ask you, Patty the same question I asked Frank – We were talking about one of the best moments while you were here?

Patty: There are a lot of moments that come to mind, but since you're asking me to pick one -- the one that comes to mind was the night I bought Frank a Christmas tree.

That's exactly what Frank said! Wow, you two are really in sync!

Patty: You think that's good: We've been married twenty five years and almost without exception we've given each other the same Christmas gift. If not exact, then something very similar. It's gotten to be a joke.

Frank: That really relates to personal similarities not what happened at UMass!

What kind of advice would you give to alums just starting to pursue a career in the industry?

Patty: This might sound a little glib, and I alluded to it earlier, but I would say to be willing to relocate to wherever the opportunity is. If it means being separated from the person of your dreams in the short term, you have to be willing to make those sacrifices. You have to be willing to work for not a lot of money or no money for an internship and you've got to be able to make those sacrifices. As far as the women are concerned, I think there are still challenges for women in this industry and I think the numbers attest to that. But, I don't think it should ever be considered a total road block. And sometimes being different can work to your advantage. It has in my instance. I would advise young women to capitalize on that when they can.

I talk about it going back to my days in college when I was marketing major, and I was the only woman in most of my classes. Now, I could have looked at that as being intimidating and a set back and something to overcome. But what I found was that because I was the only woman, every professor knew me, and as long as I used that opportunity to impress and not disappoint, it worked to my advantage. So now that I'm a female football commissioner, I'm in the exact same situation.

Frank: One thing I would tell any young person is to do their "homework". There are so many resources out there, up to and including the internet, that I can't imagine one would want to come to an interview without being prepared and having knowledge of the organization to which they're applying. Whether it means reading the Sports Business Journal or staying current on the news. What they don't want to do is to just recite their experiences, interests, skills, etc.. They need to add how it all dovetails with the organization and what contributions they can bring. I think sport management students have to work harder than other disciplines, because there are so many more sport management graduates than there are job openings. They really have to understand the industry and understand the opportunities in the industry in order to communicate what they might be good at.

Patty: It almost makes me cringe when the opening salvo in a job interview or a networking session is “I really want to work in sports, because I’ve always loved sports.” Now that distinguishes you from about 2 million other people! This doesn’t differentiate them at all!

Do you have any advice for Sport Management alums?

Frank: My final anecdote is a line from our most recent family holiday letter. There is a magazine in St. Louis called St. Louis Sports Magazine, and they selected the most influential people in sports in this region. I finished third on that list, behind the #1 Sports columnist of the only daily newspaper in the region and the owner of the St. Louis Cardinals. And when one of our sons saw that he said “Third most influential person in sports in the region? Heck, you’re not even the third most influential person in sports in our family.” And there are only four of us. The point HERE is that you also have to be a little bit humble as well and it also tells you what’s important in life on a lot of levels.

The St. Louis Sports Commission is a regional, non-profit organization, for example, and not a big time sports business. We focus on the most positive values of sports and how those values and aspects of sports can help this region be a better place to live, work, play and/or visit. We have an affiliated youth foundation focusing on sportsmanship. By getting the kids involved, we help them lead healthier, happier lives through sports. This may seem like a little piece of the world, but our small corner has a lot of value.

Patty: It may be a little organization, but its contribution is a big darn deal. I say find out what you are most passionate about and head in that direction. The best opportunities are not always where you might think. You may not get a World Series ring, but you may be contributing in ways you never imagined.

Frank: At the end of the day, contributions that we may be most remembered for or that we may care about the most are that Patty, over the course of this 25-30 year career, has had a significant impact on creating equal opportunity for women in sports and for me, it’s that I’ve tried to have a significant impact on the lives and the growth of people in this region and to make this a better place. It’s a more significant deal than if we sold 22% more season tickets. It’s also more rewarding.

Thank you both for taking the time out of your busy schedules to talk to me this morning. ■



Prior to the recent 76ers vs. Lakers game at the Wachovia Center, Julius Erving meets up with fellow University of Massachusetts alumni, who work for sports and entertainment firm Comcast-Spectacor. Joining Dr. J, all graduates of the prestigious Sport Management program at UMass are (from left) Dave Mackey, 76ers Customer Service Manager, Eric Nemeth, Director of Public Relations for the Wachovia Complex, Larry Cohen, 76ers VP of Ticket Sales, “the Doctor,” Peter Luukko, President of Comcast-Spectacor, Cindy Stutman, Flyers VP of Customer Relations, and Szymon Godzina, 76ers Customer Service Manager. Erving was honored at the game, celebrating 25 years since the 76ers swept the Lakers for the NBA Championship in 1983. Photo Courtesy: Philadelphia 76ers.

Other UMass Alumni Employed at Comcast-Spectacor:

Larry Cohen MS ‘89, 76ers VP of Ticket Sales
Szymon Godzina BS ‘05, 76ers Customer Service Manager
Mike Kenney BS ‘95, Director of Marketing at Wachovia Complex
Peter Luukko, BS ‘84, President of Comcast-Spectacor
Dave Mackey BS ‘05, 76ers Customer Service Manager
Eric Nemeth BS ‘02, Director of Public Relations at Wachovia Complex
Bob Schwartz BS ‘84, VP of Marketing for Global Spectrum
Cindy Stutman BS ‘98, Flyers VP of Customer Relations

Springfield MA:

Paul Dionne BS ‘06, Marketing Manager, MassMutual Center

Mullins Center, Amherst MA:

Robert Hollis, BS ‘06, Community Ice Rink Manager
Megan Mercadante BS ‘07, Finance Administration Assistant
Scott Sasenbury MS ‘06, Director of Marketing
Stephanie Vieira BS ‘05 Box Office Manager

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