

# SPORT MANAGEMENT ALUMNI NEWSLETTER

DEDICATED

DISTINCTIVE

DIVERSE

## UMASS ISENBURG SCHOOL OF MANAGEMENT

### DEPARTMENT HEAD MESSAGE

Dear Alums,

The summer flew by in a heartbeat and the new semester is here. There has been a whirlwind of change here with the appointment of Interim Dean Dr. Tony Butterfield and Interim Chancellor Thomas Cole. Despite the transition in the University, our commitment to the Department of Sport Management is unwaivering. Our focus is on the department and we have many good things to report.

As you already know, our friend and colleague Dr. Carol Barr has moved to the undergrad office and is now thoroughly ensconced as Associate Dean of Undergraduate Programs. She has had a full academic year in the position, and has already made some remarkable changes that have enhanced the program and benefited the students.

Dr. Jay Gladden has taken a new position as Associate Dean of the Isenberg School of Management. In his new position, Jay will oversee the continuous improvement of the school, including personnel and faculty research. Having Carol Barr and Jay Gladden recruited into high ranking administrative positions in the school is a great sign of how well Sport Management has integrated into the School in the five years that we have been here. Due to Jay's departure, I am pleased that Steve McKelvey has accepted the offer to step in as Associate Department Head and Graduate Program Director for the Department. Steve has done significant work externally for the department through the creation of the PRISM Awards, his assistance with alumni development, and his contacts with industry. Further, Steve has also worked to create a Professional Development Seminar for our Masters students. Through this work, it is natural that he move into a more significant role with the graduate program. His willingness to help students prepare for industry and his commitment to experiential learning enhance his match for this position.

*(Continued on Page 3)*

### ROOM DEDICATION FOR DR. GUY LEWIS

Dr. Guy Lewis, former Department Head of the Sport Management Department was honored on May 2nd in the Isenberg School of Management Sport Management Suite with a room dedication and a reception.

Along with Drs. Harold VanderZwaag, Jon Loy, Betty Spears and David Bischoff, Dr. Lewis was one of the founders of the Sport Management Program. His expertise in sport history added to one of the many areas of the innovative program at UMass in the early 70's.



*l.to r., Bill Sutton, Octavia Lewis, Guy Lewis, Peter Luukko*

Dr. Lewis took a visionary risk of bringing in faculty who were not in the Sport Studies area. By reaching out to Dr. Bernie Mullin, who held a PhD in Business with a research interest in Sport, and then shortly thereafter, to Professor Wong, a lawyer with an interest in sport law, they all began to pave the way to sport business. This strategic arrangement of disciplines put UMass and the program in a leadership position which continues today.

Dr. William Sutton, former faculty member in the Sport Management Department and currently Director of Sport Management at the University of Central Florida and Peter Luukko, BS '84, President of Comcast Spectacor, presented the plaque and room to Dr. Lewis. They both spoke appreciatively of Dr. Lewis' achievements and contributions to the Sport Management Department and their impact on many other college curriculums across the country.

Dr. Lewis' former UMass students, Bob Goodhue, MS '80 and Dr. Steve Hardy, PhD '80, were also in attendance to congratulate and honor their former professor, as well as many friends of the department and personal friends of the Lewis'.

# CENTER FOR SPECTATOR SPORT RESEARCH NEWS

Dear Sport Management Alumni:

My first few semesters as Director of the Center for Spectator Sport Research have flown by. The flurry of activity and the exponential growth of the CSSR has been a challenging and rewarding experience thus far. With graduate students in high gear, the Center has been performing research projects for Octagon, Action Sports Tour, MLS and Turnkey Sports and is starting to emerge as the leading research center in an academic setting.

In addition to the research projects, the Center created a blog in April called "Sports Biz Buzz" that focuses on Industry topics such as sports gambling/betting, NFL draft, and Major League Baseball and television rights. The next new activity will be a speaker series starting in November of 2007.

When you get a chance, please visit the blog at <http://blogs.umass.edu/cssr/>. If you have any ideas or suggestions, or would like to contribute, please let us know. We look forward to your input!

The official web site for the Center will also be launched this fall and a podcast for sport management students will be launched at the beginning of 2008.

If you have interest or need for the Center, please give me a call to discuss the details.

*Tracy Schoenadel*  
Director, CSSR

---

## Sampling of "Sports Biz Buzz"

*Guest blogger Steve McKelvey is an assistant professor in the Department of Sport Management at the University of Massachusetts Amherst. He brings 15 years of industry experience on both the sport property and agency side. His research and writing focuses primarily on the legal and practical applications of intellectual property issues to the industry and has authored articles for a wide range of scholarly journals and industry trade publications.*

Recently, the four major U.S. professional leagues were again heard decrying the evils of gambling in the form of sports betting. Their latest lobbying efforts are aimed at halting proposed legislation that would legalize online gambling for properly licensed operations, hence allowing Americans to lawfully bet online (which is exactly what Americans need – another outlet for gambling!). A letter to the House Financial Services Committee, signed by officials of the four leagues as well as the NCAA, stated, "Our sports organizations each have strict policies against sports betting because wagering on sports can corrupt athletic contests or create the appearance of corruption." The leagues are to be commended for their continued vigilance against sports betting. However, their hues and cries against gambling in the form of sports betting rings a bit hollow – cynics might even suggest hypocritical – when juxtaposed to the leagues' huge financial embrace of casinos and lotteries. In past research articles I have traced the evolution of legalized gambling entity (LGE) sponsorship in pro sport and suggested the need for future research on the potential longer-term negative impact that LGE sponsorship of pro sport teams and leagues may have, particularly on younger fans who are being constantly exposed to commercial messages endorsing gambling behavior (see article). I always chuckle when I hear the disclaimer at the end of the ads: "Oh yeah, and remember to always gamble responsibly!!"

Most recently, MLB became the latest pro sport league to license its logo and promotional rights to lotteries (see press release from MDI Entertainment). Sponsorships by casinos and lotteries are abound in stadiums. To its credit, the NFL has remained the most steadfast in its rules against LGE sponsorship, although that wall is cracking with the likely licensing of the Patriots logo to the Massachusetts State Lottery. Sure, you have to be 18 to play the lottery... but you certainly don't have to be 18 to hear and see all the exciting advertising!!

So, what is the message the pro sport leagues are sending to their customers by licensing team logos to state lotteries, distributing lottery tickets to fans in the arena and handing out premiums bearing the logo of a local casino and local team logo side by side?

I wonder ... Are the pro sport leagues sending a mixed message? Can they have it both ways?

Check out this and more on the Center for Spectator Sport Research  
Blog (<http://blogs.umass.edu/cssr/>)!!

# VIEWS FROM THE FIELD

BY TROY EWANCHYNA, MS '02



Working in New Media is like living life in dog years. I've been Director of New Media Business Development at the National Hockey League for nearly one year but it feels like seven. The best part: it's fast-paced, challenging and unpredictable. The worst part: it's fast-paced, challenging and unpredictable. By way of background, New Media is defined in our business primarily as Internet, Mobile and whatever new technology platforms emerge. As a tangible example, I'm responsible for cutting deals with companies like YouTube, iTunes, and Joost. They want NHL content (things like video of game highlights, classic moments, behind-the-scenes action). We want money, exposure and buzz. Yes, there's a lot of activity and confusion in New Media, but to keep it simple I'll focus on three general traits:

1. *It's like kissing a frozen flag pole.* Remember that kid in grade school who in the middle of a cold winter went out at recess and put his tongue against a frozen pole to see if it would stick? And the other kids aren't sure what to think... is he cool, a risk-taker, courageous? Or is he the fool that ruins recess for the rest of the kids? New Media business is similar at times. Doing deals with unproven entities and business models is discomforting, disruptive and difficult. Some in your organization and industry may view you as a trailblazer,

go-getter or big thinker. Others see you as cannibalizing what's already working for them and becoming an unwelcome distraction. Time will tell who's right.

2. *I want my MTV... and VOD, DVR, PPV, iPod, SMS, DVD, mp3. I want all my anachronisms and I want them now!*

Consumers today are finicky, impatient and expect immediate gratification. Gone are the days when I was a kid and looked forward to watching The Flintstones on TV weekdays at noon or The Smurfs on Saturday mornings. With New Media advances we've become a society that expects access to content wherever we are and whenever we want it. For example, my 2-year old boy watches hockey (okay, it's actually Thomas the Train) on cable TV, VOD and a personal video recorder. He has Thomas the Train DVDs, two handheld portable DVD players, a kid-friendly Thomas "laptop", his parents' computer for web site content and, finally, through the family Slingbox or our Verizon Wireless vCast service he watches Thomas programming "live" on his parents' cell phone. What's next? Who knows, but either way the little guy's spoiled – as we all are now – with the ability to satisfy his content appetite on his own terms.

3. *Beware of dogs.* There are many pitfalls when working in New Media day-to-day. Endless companies promise "trend-setting, paradigm shifting" technologies that are sure to change the world. But it's a fine line between identifying the next YouTube and the next bust. You need to be cautious about with whom you partner and trust. At the NHL we've tried to embrace technology and work with companies that engage our fans and targeted demo in ways that those people demand. Inevitably you take some calculated risks when challenging tradition. But as a general rule of thumb, by working with good people you're less likely to bark up the wrong tree.

---

## DEPARTMENT HEAD MESSAGE CONTINUED

Looking back over the past year, I am happy to report two new developments in the Department. The first is that hiring a director for our Center for Spectator Sport Research has already exceeded our expectations for the department. Hiring someone as capable as Tracy Schoenadel was key. She has the Center up and running at a pace in the first six months that rivals the amount of industry research we have done in the Center over the first six years – keep up the great work Tracy!

Secondly, as Director of the PhD Program, Dr. Neil Longley is taking us into a new era. Neil successfully guided the program through the process of transitioning into the business school's PhD, which culminated in the approval of a new degree. We will now be awarding a PhD in Management with a concentration in Sport Management. In effect, the changes to our curriculum include an additional course in teaching as well as the creation of three new Sport Management doctoral seminars, all covering these core areas of study – sport marketing, sport economics, sport management strategy, sport organizational behavior and development.

We are excited about our new upcoming Sport Management Alumni Weekend. I am hoping you all have marked your calendars and are contacting your classmates as well (see page 11). We will be offering workshop sessions on Friday led by Tracy Schoenadel, and former faculty member, Dr. Bill Sutton. On Friday we will also be honoring Bill with a room dedication in our sport management suite and a dinner honoring this year's VanderZwaag Distinguished Alumni Award Winners. The guest speaker for the evening event is our own Sporty Jeralds, MS '83. The weekend events will culminate in a terrific tailgating on Saturday for the game with our rivals, the UNH Wildcats! Please be sure to invite your classmates and anyone else you know from the program and make a weekend of it with us! We will be sure to regularly upload the guest list on our web site, so that you can check in to see who is coming.

In the meantime, enjoy the rest of your summer and we can't wait to see you on November 9th and 10th!

# ALUMNI UPDATES

**1977**

**Michael Muska MS**, Poly Prep Country Day School, Director of College Counseling.

**1980**

**Jonathan Kingdon MS**, Los Angeles Raiders, Director of College Scouting.

**1984**

**Timothy Vail MS**, BauschLinnemann North America, Sales Director. **Amy Ehrlich BS**, Source Communications, Account Director. **Charles Steedman BS**, Fenway Sports Group, Vice President of Fenway Enterprises and Broadcast.

**1987**

**Jeffrey Baker BS**, Money Concepts Financial Planning Centre, President. **Robert Newman MS**, AEG Facilities, Chief Operating Officer.

**1990**

**Jeffrey Waxman BS**, The Queally Waxman Group for Merrill Lynch, Wealth Management Advisor. **Laurie Guillon MS**, University of New Hampshire, Clinical Assistant Professor/Coordinator of Outdoor Education.

**1991**

**John Martin MS**, NASCAR, Managing Director of Business Development and Strategy.

**1992**

**Marci Blacker BS**, Massachusetts Golf Association, Director of Member Services. **Christopher Johnson BS**, TD Banknorth/Boston Bruins, Vice President of Premium Sales. **Howard Nuchow BS**, Creative Artists Agency, Co-President.

**1993**

**Craig Bartolomei BS**, Law Office of Craig R. Bartolomei. **Lisa Rothlein BS**, Houston Astros, Director of Ticket Operations. **Daryl Jasper BS**, New Hampshire Fishercats, Executive Vice President of Business Operations.

**1994**

**Paul Porrini BS**, Telelogic, Sales Consultant.

**1995**

**Leon Friedrich BS**, New York Rangers, Director of Fan Development. **David Steffano MS**, Kansas City Chiefs Football Club, Director of Sales and Marketing.

**Christopher Shea BS**, Direct TV, Project Manager Sales Operations. **James Paterson MS**, Sponsorship Information Services, Consultant. **Eric Healy MS**, Mullen Advertising, SVP Director of Interactive.

**1996**

**Ryan Jette BS**, Town of Franklin, Director of Recreation. **Heather Morris MS**, Phoenix Suns, Partnership Activation Specialist. **Jill Greenleaf BS**, Lawson and Greenleaf Real Estate, Inc., Broker Realtor. **Robert "Chase" Jones MS**, New Orleans Hornets, Director of Sponsor Services. **Jennifer Rosenberg BS**, Land Title Company, Legal Assistant and Underwriter. **Alexander Kasendorf BS**, Costell & Cornelius Law Corporation, Attorney.

**1997**

**Daryn Freedman BS**, Duquesne University, Assistant Men's Basketball Coach. **Aaron Polansky BS**, USA Wrestling, Director of Massachusetts. **Marc Ross MS**, New York Giants, Director of College Scouting. **Christopher Antonetti MS**, Cleveland Indians, Vice President of Baseball Operations. **Nancy Sheehan-Curran BS**, Reggie Lewis Track and Athletic Center, Assistant Director. **Adam Waxer BS**, Procure Treatment Centers, Inc., Vice President, General Counsel. **David Elkins BS**, Spurs Sports and Entertainment, Sponsorship Sales Manager. **Lyle Henry MS**, Circuit City, Assistant Integrated Marketing Manager. **David Baggs BS**, Tampa Bay Devil Rays, Group Sales Account Executive. **Joseph Andrade BS**, Los Angeles Clippers, Director of Sales. **Jeremy Davidson BS**, GMR Marketing, Account Manager.

**1998**

**Jason Cohen BS**, Staten Island Yankees, Vice President of Ticket Sales.

**1999**

**Kaia Greene MS**, Walt Disney World Sports Programming Team, Senior Sales Manager. **Justin Souza BS**, Gomez, Inc. Product Manager. **Kristopher Luoto BS**, Fidelity Investments, Risk Manager. **Mark Gallago MS**, Momentum, Account Manager. **Coby Palmer BS**, Parks and Recreation of Cape Coral, Recreation Specialist II. **Anthony Catterton BS**, University of Massachusetts-Amherst, Assistant Director of Strength and Conditioning. **Voltaire Ojastro BS**, Toyota, Business Analyst. **Katja Lindo BS**, IEG, LLC., Vice President of Advisory Services.

## 2000

**Sabrina Sherman BS**, Cox Media, Marketing Supervisor. **Clifford Rowley BS**, Monmouth University, Assistant Athletics Director of Marketing. **Matthew Bonenfant BS**, Gateway Regional Middle School, Gym Teacher. **Brian Haas BS**, Octagon, Senior Account Manager. **Maricela Shukie MS**, America SCORES, National Soccer and Program Director. **Luiz Muzzi MS**, Miami FC, General Manager. **Scott Mittleman BS**, Kintera, Inc., Technical Account Manager.

## 2001

**Ryan Vigue BS**, Special Olympics Massachusetts, Director of Sports Management. **Joel Trinquen BS**, Easter Seals. **John Noble BS**, GEICO, Customer Service Supervisor. **Justin Rudd BS**, DVSPORT, Inc., Football Account Manager. **Kenneth Martin MS**, Merrill Lynch, Financial Advisor. **Toru Mihara MS**, Athlete Dream Management, Inc. **Pamela Ganley BS**, Boston Red Sox, Manager Media Relations. **Tamra Geryk BS**, TKG Consulting. **Brett Reopell BS**, Memphis Grizzlies/FedExForum, Director of Event Booking. **Aron Sawyer BS**, University Sports Publications, Manager of Team Relations.

## 2002

**Christopher Farrar MS**, Tickets.com, Product Administrative Supervisor. **Robert Schrupf BS**, Metro Atlantic Athletic Conference, Assistant Commissioner for Marketing. **Michael Winkler BS**, New Orleans Hornets, Sales. **Michael Fucci BS**, PVI Virtual Media Services, Senior Coordinator. **Luke Flockerzi MS**, Skidmore College, Men's Basketball Coach. **Matthew Abt BS**, DDB Los Angeles, Project Manager.

## 2003

**Jeffrey Graham BS**, Reebok, Product Line Coordinator – Running. **Adam Smedberg BS**, Trenton Thunder, Tickets and Events Coordinator. **Jeffrey Pollack MS**, Harrah's Entertainment, Inc., Commissioner of World Series of Poker. **Alison Niemyski BS**, TLC Marketing, Account Manager. **Matthew Kolasinski BS**, Action Sports Media, General Manager.

## 2004

**Susan Hyams BS**, Putnam Investments, Marketing Information Analyst. **Emily Hobel MS**, Long Beach State Athletics, Assistant Director of Marketing. **Douglas Brenneman MS**, GSD&M, Direct Marketing Manager. **Michael Raposo BS**, Mount Holyoke College, Sports Information Director. **Brandon McCormick BS**, Velocity

Sports Performance, Business Director. **Joseph Berardi BS**, Yuma Scorpions/Golden Baseball League, Assistant General Manager and Director of Operations. **Jessica Stelmok BS**, Clark University, Assistant Bursar. **Bernard Koebler BS**, Upper Deck Company, Account Executive. **Michael Chechile BS**, USTA, Client Service Specialist. **Kate Farren BS**, Laufer and Associates, Account Coordinator.

## 2005

**Daniel Beilke BS**, Jack Morton Worldwide, Project Coordinator. **Nicholas Castellano BS**, HCC Underwriters International (ASU), Marketing Associate. **Philip Pilewski MS**, Wolfpack Club, Annual Giving Field Representative.

## 2006

**Floris Weisz MS**, Essel Sports Management, Marketing Manager – Soccer, Golf and Field Hockey. **Joshua Stevens BS**, The Gazelle Group, Inc., Account Executive. **David Mello BS**, Boston Bruins, Promotions Coordinator. **Regina Diemand BS**, Live Nation Motor Sports, Promotion Manager. **Aimee Bourassa BS**, Binghamton University, Assistant Swimming Coach. **Scott Harding MS**, Genesco Sports Enterprises, Senior Manager. **Alex Niefer MS**, Sports Identity, Chief Operations Officer. **Erik Larson MS**, Eons, Project Manager. **Mark Scialabba MS**, Washington Nationals, Assistant Director of Player Development. **Lindsey Burket MS**, New England Patriots, Marketing Coordinator.

## 2007

**Steven Gibbs BS**, Boston College, Athletic Operations Assistant. **Paul Kavanaugh BS**, New England Patriots, Ticket Office Representative. **Diana Shih BS**, Deloitte Tax, LLP, Tax Consultant. **Kaitlin Rowe BS**, Boston Bruins, Intern. **Timothy McCabe MS**, Rhode Island College, Assistant Athletic Director for Development and Marketing. **Shuokui Chen BS**, NBA, Marketing Specialist – International.

## 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](http://www.isenberg.umass.edu/sportmgt)

# SPORT MANAGEMENT ALUMNI PROFILE



## *MARIE HEIKKINEN WEBB, BS 97*

**UMass Connection:** B.S. Sport Management, 1997

Worked four years in the UMass Athletic Ticket Office for all sports

Member of WISM (Women In Sport Management)

**Birth Date and Place:** October 3, 1975, Lewiston, Maine

**Since I left UMass My Professional Career Has Included:** This is my twelfth year in professional baseball. The first two years I spent with the Portland Sea Dogs (AA Eastern League) as an intern in the Marketing Department. Immediately following that, I went to work in the Eastern League office, also located in Portland, Maine. While there I served as an administrative assistant. After only four months in the League office, I realized my true passion lied closer to the game, and wanted to get back with a team, an office at a ballpark, and more interaction with the fans. So I moved on to the Vermont Expos in Burlington, VT (A New York Penn League), as Director of Public Relations which included all promotions and community relations. When the team owner purchased a triple-A team three years later (2000), I was asked to move to Ottawa, Ontario to serve as Director of Marketing for the Ottawa Lynx (AAA International League). While there I was responsible for all promotions, both in-park and in the community, all community & charity relations, and advertising and marketing. After three

years in Ottawa, I was recommended for a position with the new Independent team moving into New Haven, CT. After spending 2004 as Assistant General Manager for the New Haven County Cutters (Independent CanAm League), I was promoted to General Manager which has been my role since September of 2004.

**My Favorite Activities:** Playing golf, Attending sporting events, Scrap booking

**My Favorite Sport/Club/Team:** Favorite team – Boston Red Sox, Favorite sports – Baseball, Football, NASCAR

**Family:** Husband, Peter Webb, of Ottawa, Ontario (married 5 years)

**My Most Memorable Moment in the Sport Management Program:** I truly enjoyed working in the Athletic Ticket Office and was fortunate enough to be there when the Men's Basketball team went to the Final Four!

**What My Education In the SM Program Has Meant To Me:** I'm proud to say that I received my education from one of the premiere Sport Management programs in the country. I believe the experience the Professors have from having worked in the Sport Industry provide the students with a very realistic education and provide for very specific learning. I've found the education I received to be extremely applicable to my career in professional baseball. It taught me both top level theories and industry-wide concepts, as well as very specific hands-on practices and procedures.

**The Best Changes In The Field Of Sports Since Graduating From UMass:** I continue to see more women throughout sports, especially at the management levels. I believe this trend will continue.

**How I See The Future of Sport Management:** Sport Management is a growing industry with so many smaller sports becoming larger, and more companies realizing the marketing potential sports offer, that the number of jobs will increase. However, with word spreading about the career opportunities in sport, and more and more students choosing it as a career path, the competition for jobs gets increasingly tougher.

# FOUNDATION FOR CALIFORNIA COMMUNITY COLLEGES NAMES PAUL LANNING, MS '91 AS PRESIDENT AND CHIEF EXECUTIVE OFFICER

Dr. Paul Lanning, Assistant Vice-President for University Advancement at the University of the Pacific, has been named President and Chief Executive Officer of the Foundation for California Community Colleges effective August 27, 2007. The Foundation is the official auxiliary organization supporting the California Community Colleges system. Lanning will succeed Foundation President and founder Dr. Larry Toy, who began the organization in 1998 and will stay on as President Emeritus.

The Foundation, which will celebrate its tenth anniversary next year, conducted an extensive search before naming Lanning to the position.

"Paul Lanning, following in the footsteps of Larry Toy, has all of the qualities and attributes that will help him guide the Foundation to its next level of growth," said James Sargen, Chairman of the Foundation Board of Directors. "Lanning has the diversity of background and the depth of experience that fulfilled the requirements established by the Board of Directors. I have every confidence that he will prove to be an effective leader in furthering the goals of the Foundation."

Lanning's background includes experience in higher education and the community colleges, as well as entrepreneurial roles in the private sector. Prior to joining the University of the Pacific in 2002 where he played a key role in development and fund raising, Lanning co-founded Spotlight Interactive and was vice president of marketing and business development for the web-based start-up company Internet Extra Corporation. As CEO of Today's Communications, Inc. in 2000, Lanning was the recipient of the Entrepreneur Business of the Year Award from the Sacramento Metropolitan Chamber of Commerce. From 1996-1997, Lanning served as Associate Commissioner of Athletics for the Community College League of California.

Lanning holds a Doctorate of Education in Education Administration and Leadership from the University of the Pacific, in addition to a Master of Science in sport management from the University of Massachusetts and a Bachelor of Arts in political science from the University of California, San Diego.

"I very much look forward to assuming this important leadership role with the Foundation for California Community Colleges," said Lanning. "The California Community College system is a tremendous resource for the state and the nation. The Foundation provides valuable support for the wide array of education and workforce training programs offered in the system and improves access to these programs for people from all walks of life. It's truly an honor to have the opportunity to do such important work."

Jeff Thompson, the Foundation's Vice-President of Learning Programs, commented that he is confident in Lanning's abilities to advance the mission of the Foundation. "I am enthused by the combination of personal energy, leadership, business entrepreneurial experience, and philanthropic prowess and success that Lanning brings to our foundation. I am confident that he will embrace and advance the goals of our organization. I am very optimistic about the Foundation's future."

---

## RICH ENSOR, MS '84 TACKLES NEW ASSIGNMENTS.

MAAC Commissioner Richard J. Ensor, Esq. has been appointed to two new positions this July. Ensor was named president of the Collegiate Commissioner Association (CCA) for a two-year term that began July 1. The CCA is an association of commissioners or executive directors of the 31 major intercollegiate athletic conferences in the U.S. It seeks to encourage and promote intercollegiate athletics and high standards of sportsmanship as desirable aspects of higher education.

Ensor who is entering his 20th year as MAAC Commissioner also was named in July to the board of the Mercer County Sports Commission. The commission was formed to "attract, create and support sports and entertainment events that will have a positive impact on the economy and quality of life in the entire Mercer County area and to position Mercer County as a premier destination for these events." The MAAC is very involved in hosting league and NCAA events in the county including the upcoming 2009 NCAA Division I Women's Basketball Regional at the Sovereign Bank Arena.

About the MAAC: With 10 institutions strongly bound by the sound principles of quality and integrity in academics and excellence in athletics, the Metro Atlantic Athletic Conference enters its 27th year of competition during the 2007-2008 academic year. Conference members include: Canisius College, Fairfield University, Iona College, Loyola College (Md.), Manhattan College, Marist College, Niagara University, Rider University, Saint Peter's College, and Siena College. The MAAC supports 25 sports and conducts 24 championships and is headquartered in Edison, N.J.

# SPORT MANAGEMENT DEPARTMENT ANNOUNCES THE TANNENBAUM SCHOLARSHIP



Mike Tannenbaum '91, a graduate of the Isenberg School of Management in Accounting, and his wife, Michelle, recently gave an endowed donation to the students of the Sport Management Department. The aim of this award, entitled the "Marilyn and Richie Tannenbaum Scholarship" is to provide an opportunity for a worthy student in sport management to receive financial support during their internship experience. "This is an ultra-competitive industry," remarks Tannenbaum. "I get hundreds of unsolicited resumes from people trying to break in to the industry. Students often must work at internships without compensation."

Tannenbaum named the endowment for his parents who worked tirelessly to send Mike and his sister to UMass, so they may graduate from college debt free. After many unpaid internships, Mike achieved his dream of working in the front office of the NFL as Assistant General Manager. He was then promoted to General Manager at age thirty-six which made him the National Football League's youngest General Manager of the New York Jets.

Tannenbaum majored in accounting at UMass. However, from his first day on campus, his aspirations for a career in the sports industry were always his focus. "In truth, I knew that I wanted to work in the industry from my earliest days in high school," Mike recalled. "My Mother use to ask me if I thought there was anything more to life than sports. She was happy when I majored in business, and even happier when I proved to her that I could be successful in the business of sports."

While studying at the Isenberg School of Management at UMass, Mike was mentored by Dr. George Spiro, a business law professor, and Lisa Masteralexis, a sport law professor. "I am very proud to have played a small role in Mike's success," says Masteralexis. "From the time I first met Mike, I knew he'd be willing to work hard to achieve his goal. He has the right combination of intellect, work ethic, perseverance and 'people-skills' to be at the top of his field. Now, I am extremely grateful to Mike for his dedication to our program. Mike is always willing to give time and financial support to this department to show his appreciation."

In May, we honored the first Marilyn and Richie Tannenbaum Scholarship recipient, David Greene. David used the scholarship to support his internship with the South End United in the U.K. David was chosen because he displayed the same perseverance as Mike, throughout his tenure as a Sport Management major. David sent out 65 applications for internships in European soccer and despite receiving 64 rejections, he did not despair. He persisted with South End United, and was fortunate to get the opportunity for a summer internship. Interning abroad is quite an expense, and David (as well as his parents) are grateful to the Tannenbaums for the support that this scholarship offers. The Tannenbaums were delighted to hear David's story and his plans for the summer.



*Erik Kjeldsen Scholarship at ISOM Award Banquet: l. to r. Dean Soren Bisgaard, David Quinn BS '08, Rachel Weiner BS '08 and Dept. Head Lisa Masteralexis*



*Dean Soren Bisgaard, David Greene, BS '07, winner of the Tannenbaum Scholarship and Lisa Masteralexis.*

## SPORT MANAGEMENT SCHOLARSHIP AWARDS

On May 9th the Sport Management Department participated in the Isenberg School of Management Annual Awards Banquet. Scholarships and other honors were presented to Isenberg students. Parents, students and Isenberg faculty were in attendance in the Student Union Ballroom of the Campus Center. The generosity of alums and families contributed greatly to this year's scholarships.

Our Department has three new student scholarships this year.

**The Joan E. Barr Memorial Scholarship** was established by the Barr, Milkovich and Pokorak families in memory of Joan E. Barr. She shared her enthusiasm for sports and education with her family and instilled in them the highest regard for both. This scholarship was established in her honor. Melissa Hylton, BS '10 is the first proud recipient of the Barr Scholarship.

**The Marilyn and Richie Tannenbaum Scholarship** is an award given to an undergraduate in the Sport Management program who has obtained a position in the industry. This year's winner is David Greene who is working with South End United, a soccer team in the UK. This scholarship is generously donated by Michael and Michelle Tannebaum.

**The Strategic Agency/UMass Sport Management Scholarship**, funded by the Strategic Agency, is a financial award assisting a student on an internship. The scholarship program allows for both graduate and undergraduate students to apply for internships with STRATEGIC twice yearly. This year's award went to Glen Herold, MS '07.

Additional Sport Management Scholarships and winners include: **The Sport Management Senior Award** given to George Eppsteiner '07 and Diana Shih '07, **Eastern League Scholarship** given to Mark Brumbaugh '08, Katrina Lerch '07 and Rachel Masse '08, **Erik Kjeldsen Scholarship Award** given to David Quinn '08 and Rachel Weiner '08 and the **Glenn M. Wong Sport Law Scholarship** given to George Eppsteiner '07.

Our sincerest thank you goes out to all of our scholarship contributors and our congratulations to all of our highly deserving award-winning students.



*Dean Bisgaard, Chris Barr, Joe Barr, Michelle Milkovich, Melissa Hylton, Cindy Milkovich, Dean Carol Barr.*



*Professor Steve Jefferson and Diana Shih, BS '07, winner of the Senior Award.*



*Glenn M. Wong Scholarship at ISOM Award Banquet: l. to r. Dean Soren Bisgaard, George Eppsteiner BS '07, and Glenn M. Wong.*

# OUR CONTRIBUTORS

Thomas R. Amico  
Frederick and Kathleen Anderson  
Christopher J. Barr  
David and Lynn Barr  
Donald and Kelly Barr  
Nancy Reardon Bayly  
Joshua P. Berlo  
Derek P. Biersteker  
James and Marian Bliss  
Jennifer L. Bozek  
Steven Breines and Donna Margolin  
Adam R. Brewster  
Christopher and Jenny Capizano  
Jose E. Casimiro  
Jennifer A. Claypool  
Jeffrey T. Craig  
Dennis M. Crowley, III  
Colin Cummings, Jr.  
Sheila Curtis  
Theodore J. Dalton  
Howard and Estherae Davis  
Deborah DeAngelis  
Deluxe Corporation Foundation/  
matching gift with Jeffery  
and Bonnie Rearick  
Chris Deubert  
Richard and Cheryl Divincenzo  
Michelle Duff  
Michael and Karen Dupont  
Peter and Shelia Durfee  
Eastern League of Professional  
Baseball Clubs, Inc.  
Troy Engle  
Richard J. Ensor  
Jeremy S. Erber  
Kevin J. Estrella  
James and Monica Ettamarna  
William A. Fantini  
Barbara Feldman  
Frank and Ellen Felicetta  
Fidelity Investments/Genie Healy  
Mark and Barbara Galluzzo  
Stephen and Robin Giardina  
Robert and Lisa Gibbs  
Jeffrey R. Goering  
Robert Goldschmidt  
Carl Goldstein  
Joel and Marlene Gordon  
Norman and Marion Halpern  
Edward and Frances Handler

Daniel L. Hannon  
Stephen H. Hardy  
Paul F. Hemmingway  
Vivianna Higuera  
William R. Hubbard  
Neal A. Huntington  
John and Bernadette Ihne  
Germaine Jasper  
Heidi J. Jewett  
Duane L. Johnson  
Robert C. Jones  
Vinu Joseph  
Elizabeth Jowdy  
John P. Joyce  
James Karesh  
Brian S. Katten  
Joseph R. Keaney  
Kerri Kennedy  
Thomas H. Kim  
Erik K.M. Kjeldsen  
Anita L. Kubicka  
Barbara Lacritz  
Paul I. Lanning, Jr.  
Sean M. Lavoine  
Larry W. Leckonby  
Deborah Lerch  
Steven Levine and Marian Lipton  
Robert and Kathleen Little  
Edward Masse  
Martin L. Mathews  
John and Terry McCarthy  
Joseph McEacharn  
Alan McEacharn  
Ross and Janet McEacharn  
G. Scott McNett  
Stephen and Cynthia Milkovich, Jr.  
Geoffrey M. Miller  
Patrick and Amy Nee  
Gloria E. Nevarez  
New York Jets LLC  
Garrett R. Nolan  
Gloria Nolan  
Gladys Notte  
Carl Oliveri  
Thomas A. O'Shea Jr.  
Diane M. Ozzolek  
Nikolay Panchev  
Christopher and Marianne Peacock  
Kevin O. Pease  
Thomas G. Peters

Keith Pignetti  
Marty and Nancy Raisman  
George H. Ramming Jr.  
Joshua A. Rattet  
Douglas R. Reiss  
Ronald and Maureen Richard  
Joseph M. Roberts  
James E. Robinson, Jr.  
William J. Roehrig  
J and B Rothstein  
Daniel G. Rubinetti  
Paula and Rebecca Saltman  
Michael V. Sarro  
Andrea C. Savage  
Paul R. Scoville  
Gordon H. Shaw  
Pamela Shawulsky  
John and Maricela Shukie  
Mary A. Smrz  
Stephen C. Spagnuolo  
Paul and Susan Starr  
Judy Stein  
Sidney and Marilyn Sternick  
Charles Summa  
Thomas P. Szwak  
Michael and Michelle Tannenbaum  
Paul D. Terrio  
Sandra Tocman  
Kimberly M. Turner  
Tyco/matching gift with Jeffrey  
Rearick  
Mark S. Uppendahl  
Timothy J. Vail  
Christopher J. Valente  
Edward F. Vazquez  
Richard S. Wagner  
Wal-mart Foundation  
Stephen and Rachel Weisberg  
James L. Williams  
Leslie K. Wurzberger

*Thanks to all of our  
contributors for  
your continued  
support of the Sport  
Management Program!*

# FIRST SPORT MANAGEMENT ALUMNI REUNION WEEKEND!

FRIDAY, NOVEMBER 9TH, SATURDAY, NOVEMBER 10TH 2007

To fill out the registration form go to our web site [www.isenberg.umass.edu/sportmgt](http://www.isenberg.umass.edu/sportmgt) and link to the Alumni Association registration page, or go directly to [http://www.umassalumni.com/events/e/110907\\_sport.html](http://www.umassalumni.com/events/e/110907_sport.html). The deadline date for Registration is October 5, 2007. Please register ASAP to ensure your spot with VISA or Mastercard.

A list of **hotels** in the Amherst/Hadley area will be posted on the Alumni Association web site, as well as the Sport Management web site, to aid you in your hotel accommodations. Hotel space fills up quickly, especially on a weekend with a huge football game, so book early!

Cost of the Weekend, (not including hotel):

**\$75 person (with tailgating included)**

**\$60 per person (without tailgating)**

## *Friday, November 9, 2007 --*

1-4:00pm

Workshop (*Workshop Leaders: Dr. William Sutton and Tracy Schoenadel, Director of the Center for Spectator Sport Research*)  
ISOM 106 and 108

5-6:45pm

Welcome Back Reception/Room Dedication  
Sport Management Department Office/ISOM 236

7:00-9:00pm

Welcome Back Banquet (*Guest Speaker: Sporty Jeralds*)  
Amherst Room/Campus Center

## *Saturday, November 10, 2007 --*

10:00-12:00pm

Tailgating

12- 4:00pm

UMass vs. UNH Football Game



Dr. Bill Sutton



Tracy Schoenadel



Sporty Jeralds

UMASS SPORT MANAGEMENT DEPARTMENT  
ISENBERG SCHOOL OF MANAGEMENT  
ROOM 236  
121 PRESIDENTS DRIVE  
AMHERST, MA 01003

A111796