

SPORT MANAGEMENT ALUMNI NEWSLETTER

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UMASS ISENBERG SCHOOL OF MANAGEMENT

DEPARTMENT HEAD MESSAGE:

POSITIVE SIGNS DURING DIFFICULT TIMES

You have all heard by now that we are struggling through an unprecedented University-wide budget crisis. The Commonwealth of Massachusetts is facing a multi-billion dollar budget shortfall in the next fiscal year. Mid-year budget cuts amount to nearly \$15 million and the projected budget cuts for next year will be in excess of \$45 million. Chancellor Robert Holub, who assumed role of Chancellor on August 1, 2008, is keeping us updated regarding new strategies and plans for coping with these financial difficulties. He is likely to begin reorganization of departments and schools in the near future. The good news for Isenberg is that we are able to continue with our search for a new dean. I take this as a positive sign that the Isenberg School and Sport Management department are leaders at the University.

The Sport Management department is also expected, however, to reign back spending. Therefore, we had to eliminate our alumni events for the fall and spring as well as our printed version of the newsletter. Unfortunately, another area where we may face cuts is in our graduate student funding and undergraduate scholarships. During these economic times, it is critical to provide funding to our students in order to stay competitive with our peer sport management programs. Many programs like to entice top students away from UMass. Thus, we welcome anything you can give to contribute to the program to support this effort.

I welcome any ideas you may have about innovative ways to fund our students or our events.

In our effort to work through some of these difficult times we continue to provide the highest standard of education for our students. I consider that our most important achievement.

We were fortunately able to welcome our newly hired faculty member, Dr. Kevin Filo to Amherst last month. We were also able to keep Dr. Donna Lopiano and Laurie Priest, AD at Mt. Holyoke College in place to teach our graduate students the college athletics offering. We are proud of our faculty extended efforts involving experiential learning accomplishments. These labor intensive events are in addition to their research.

Todd Crosset parlayed another Key Players community service event in the fall which recognized "ambassadors" in Springfield for their contribution as role models for community youths. Some 200 Springfield children nominated more than 25 men to be Key Player Ambassadors. These are men who dedicate their time to helping the children reach their full potential and achieve their goals. It is a community service learning collaboration which not only recognizes these men, but deeply inspires the undergraduates taking the class.

Under the leadership of Jay Gladden, the grad students spearheaded another greatly anticipated "Octagon Bowl" as their culminating project in the Sport Marketing class. *(continued on page 6)*

Views from the Field: From Last Place to World Champions

Scott Proefrock, MS '88
Assistant General Manager, Philadelphia Phillies

Going from last place in the American League East to the World Champions is quite an uplifting experience, both literally and figuratively. I enjoyed my time in Baltimore and learned a great deal from one of the best executives in the game, Andy MacPhail. But when Ruben Amaro, Jr. asked the Orioles for permission to interview me for the position of Assistant General Manager with the Phillies, it was an opportunity that I could not pass up. It was also a position that was faced with the immediate challenge of trying to sign 10 arbitration-eligible players, all of whom had played significant roles in bringing a World Championship to Philadelphia for the first time since 1980. The declining economy and its impact on the finances of the game and more specifically the Phillies, made this task all the more difficult.

The arbitration process is designed to provide a forum to determine the salaries of players not signed to long-term contracts who have 3 or more, but less than 6 years of major league service time. In addition, the top 17% percent of the players (based on service) who have 2 or more, but less than 3 years of major league service are also eligible to be part of the salary arbitration process. The cutoff for this group is generally around 2 years plus 130 to 140 days of major league service.

There are certain points in the process that can be utilized to drive a settlement before the parties meet in a hearing room: *(continued on page 11)*

RAYS: A STEP CLOSER TO THEIR GOAL

Mike Roy, MS '06

Group Sales Account Executive



The Tampa Bay Rays entered the 2008 season having staggered through ten years of existence. Yet for a beleaguered fan base that had watched its team finish in last place in every season but one, it might as well have been a hundred. And for the five heart-stopping seconds it took for a Joe Mauer foul pop to settle into the glove of Evan Longoria and send the Rays to the playoffs for the first time, it might as well have been a hundred more. On September 20, 2008 at exactly 7:22 p.m., baseball was reborn in Tampa Bay. The story of the 2008 Rays is almost beyond description, beyond superlative, beyond belief. If you can imagine the feeling you had when you first gazed upon the vast, emerald expanse of a major league field or the first time you held an old baseball mitt close and inhaled its intoxicating scent, then you can begin to know the feeling that enveloped Tampa Bay for the seven months that this Rays team took the field. Possibilities were endless, and we were all five years old again, falling in love with a game for the very first time. Before the first game was played, the most generous projections had the Rays winning 81 or so in 2008. Mediocrity was to be our best case scenario. But who could blame the pundits? The Rays were certainly not a team of stars. They were, however, a team. As we would soon find out, it was as much fun to chant the names of Gross, Navarro and Bartlett as it was Crawford, Pena and Kazmir. Leading this inexperienced squad was manager Joe Maddon, a man both too hip and too wise for his age, with his mantra “9=8: Nine guys, playing hard for nine innings, equals being one of the eight teams in the playoffs.” While

it was a cute motto in Spring Training, by October we all had at least three articles of clothing with the phrase emblazoned across the chest.

Somehow, it all worked. Somehow, as the Rays clinched on the preceding day of what would be an autumn to remember, I found myself celebrating near home plate, slapping high-fives with the men who had brought back hope and passion to Tampa Bay. As the champagne was being passed around the field in little plastic cups, and as 36,048 fans continued to stay and scream for their heroes, I realized that mine were not the only dreams coming true. With that, I grabbed as many cups of champagne as I could find and began passing them through the netting to fans at home plate, some of whom couldn't decide whether to drink the bubbly or save it for posterity. I toasted the crowd, they toasted back, and at once we all knew just how special our national pastime could be.

As the Rays made their exhilarating run through the playoffs and on to the Fall Classic, there are images that have been forever etched into my memory: a galloping Fernando Perez, racing down the line and sliding into home to score the winning run in the bottom of the 11th to end ALCS Game 2, five hours and twenty-seven minutes after the game's first pitch; Willy Aybar's unlikely 7th inning home run off Jon Lester in Game 7, a moment that epitomized 9=8; a jubilant Akinori Iwamura who had just fielded a tough grounder and stepped on second base to bring a close to a dramatic ALCS and send the Rays to the World Series.

That the Rays were inevitably relegated spectators while the Philadelphia Phillies enjoyed the last on-field dog pile of 2008 is secondary to this incredible story. Just as this team was without stars, there were also no goats. For the thousands who gathered at the airport to welcome the team home, they were simply champions. The Tampa Bay Rays' mission has always been to “energize our community through the magic of baseball.” In fact, you cannot walk down a hallway in the Rays front offices without seeing this phrase hanging on the wall. To say we took a step closer to this goal would be profoundly understated, just like the 2008 Rays.

Dr. Betty Spears, Former Department Head of Sport Management, Passes Away at 90

Retired faculty member Dr. Betty Spears recently passed away at the age of 90 at Kimball Farms Retirement Village in Lenox Massachusetts. Dr. Spears was a professor and department head in the UMass Department of Physical Education for Women in 1973-74. She came to the UMass Sport Management Department when it began in 1974. She was department head after Dr. Harold VanderZwaag during the mid-seventies.

Professor Spears contributed to several books on women's athletics and sport history and wrote many articles in the *Journal of Health Physical Education Recreation*. She is also listed in the Who's Who of American Women.

FACULTY HAPPENINGS

Wong advises Knight Commission on Intercollegiate Athletics

Sport Management professor **Glenn Wong** made a presentation to the Knight Commission on Intercollegiate Athletics on October 28 at the National Press Club in Washington, D.C.

Wong's remarks to the independent advisory panel explored the implications of commercial use of the names or likenesses of NCAA and other college athletes in fantasy or video games or other forms of new media. He was one of several panelists who discussed related issues at the invitation of the commission.

Wong, who is a lawyer, former dean and arbitrator for professional and amateur sports, offered four alternative business models to deal with the commercialization phenomenon. The first and second models proposed extreme responses: preserve amateurism by rolling back all current vestiges of commercialism or adopt a for-profit model that would allow collegiate athletes to receive salaries, sign endorsement contracts and hire agents.

Wong's third business model would establish trust funds for athletes with potential professional sports careers. Students would have the option of participating in certain marketing and sponsorship activities as well as sanctioned events. Students would be able to draw on the trust after their amateur eligibility expired or while student-athletes in order to cover training expenses, insurance and other activities. Wong's final proposed alternative is to channel student-earned revenues into an opportunity that would supplement a student-athlete's postgraduate expenses, including graduate school, professional sports preparation courses and internships.

In his final analysis, Wong explained that the current system may well be the best option. Perhaps "the sky is not falling," he told the commission, but the uneven landscape of collegiate sports does little to simplify matters: "There isn't one organization that controls the collegiate sports industry, with rule-making and decision-making authority. Drawing a straight consistent line between amateurism and commercialism is very difficult with these vast differences in interests," he said.

Glenn Wong recently worked with Sports Illustrated on antitrust, intellectual properties and legislative matters. He is an arbitrator in the matter of Reed and United States Anti-Doping Agency, and is the attorney in the National Football League Players Association (NFLP) Agent Fee Dispute Arbitration case.



Professor Todd Crosset has been invited to give a talk at the The State of the African American Student Athletes Iowa Memorial Union, Iowa City, IA, February 10-11, 2009.

Professor Sheranne Fairley traveled to France and Germany with Susan Milne, (ISOM Information Systems) and 18 undergrads as part of a freshmen Global Business Class. While in Paris the group met with IMG, and while in Berlin, the group was generously hosted by AEG at the O2 World (a new facility in Berlin) for a hockey match between the Berlin Eisbears and the Hamburg Freezers. She is traveling to Shanghai with Kari Stark in February to consult for Neilson and Shanghai Municipality on Formula One Racing. Dr. Fairley will also be taking eight graduate students to Australia in May as part of the International Sport Management Class. In Australia the group will meet with key sport and government organizations, experience the local culture, and tour many sport facilities. The class will also be conducting a branding study for the US Australian Football League.

Dr. Mark McDonald (along with Dr. Beth Sheehan and Dr. Kirsty Spence) just had a refereed journal article published in the Journal of Management Education titled "Developing Students' Emotional Competency Using the Classroom-as-Organization Approach."

Dr. McDonald took over as Internship Director this past September. With the help of his graduate assistant, Meghan Gillis, over 150 fall/spring/summer full internship descriptions have been posted to the SOM eRecruiting web site. Currently, over 40 undergraduates and 15 graduate students go out annually on fulltime internships. If you would like to offer internship opportunities to these highly qualified and motivated students for the fall, spring, and/or summer, please contact Dr. McDonald at mcdonald@sportmgt.umass.edu or 413-545-5062. Thanks in advance for supporting the Sport Management Department by providing internships to our students.

ALUMNI UPDATES

1977

James Reid, MS, Miami Dolphins, Dolphins Outside Linebackers Coach.

1979

Joan Hallock, MS, Office of Admin. Hearings, Workers Compensation Judge. Patricia (Vallese) Viverito, MS, Missouri Valley Conference, Senior Associate Commissioner.

1983

Martin Marbach, MS, AMPRO Sports, Sales Representative. Charlyn Robert, MS, Nichols College, Director of Athletics.

1984

Peter Hart, MS, Providence College, Associate AD/Business. Peter Luukko, BS, Comcast Spectacor, President/COO & Chairman, Global Spectrum. Stephen Spagnuolo, MS, St. Louis Rams, Head Coach. David Wood, BS, Willowbend, Vice President and Chief Operating Officer.

1985

Troy Engle, MS, US Military Academy ODIA, Head Coach Cross Country and Track and Field.

1987

Russell Wallach, BS, Live Nation Alliances, President.

1988

Scott Proefrock, MS, Philadelphia Phillies, Assistant General Manager. Scott Zuffelato, MS, Basketball Hall of Fame, Vice President of Advancement.

1989

Paul Archey, MS, Major League Baseball International, Senior VP International Business Operations. Brian Brogioli, Consigli Construction Co., Director of Human Resources. Paul Marstaller, Jr., MS, US Soccer, Director of Events.

1990

Jaqueline Campbell, MS, NCAA DI Women's Basketball Championship, Director. John Galanes, BS, J. P. Galanes Concrete Co., Inc., President. Richard Lenfest, BS, Westfield State, Athletic Director. Terence McDonough, BS, Jacksonville Jaguars, Director of Player Personnel. Paul Sheedy, BS, Arise Company, Sales Manager.

1991

Edward Kennedy-Florence, BS, Athlete's Corner, Buyer and Director of Team Sales. Daniel Landesman, BS, Holyoke Community College, Manager of Athletics. Murray Kohl, MS, Kraft Sports Group, VP Sales (NE Patriots & Revolution, Gillette Stadium).

1992

Suzanne (Balchunas) Boue, MS, Rice University Department of Athletics, Assistant AD/Student Athlete Development. Scott Cohen, MS, New York Jets, Assistant General Manager. Sean Ford, MS, USA Basketball, Men's National Team Director. Jonathan Guppy, MS, Gilt Edge Soccer Marketing, LLC, Founder.

1994

William Gillespie, MS, Game On! Sports Consulting, Inc., Principal. Michael Unger, MS, USA Swimming, Assistant Executive Director.

1995

Brian Bright, BS, Liaison International, Inc., Vice President. Robert Fleischman, MS, East Stroudsburg University, Professor. Leon Friedrich, BS, Texas Brahmas/NYTEX Sports Centre, New Business Development.

1996

Jason Garrow, MS, Richard Childress Racing, Director of Business Development. Mark McDonald, PhD, University of Massachusetts Amherst, Associate Professor and Director of Internships. David Touhey, BS, Verizon Center, Wizards VP of Booking and Entertainment. Wade Martin, MS, Alliance of Action Sports, President.

1997

Dr. James Gladden, PhD, University of Massachusetts Amherst, Associate Dean ISOM & Associate Professor. Matthew Klein, BS, US Concepts/ION Marketing, Account Supervisor. Cheri Lisko, BS, Active Marketing Group, Business Development Manager.

1998

Justin Cronk, MS, Headfirst, Director of Headfirst College Advisory Team. Douglas Wisner, BS, Wilson Sporting Goods Co., Account Executive.

1999

Brian Boyd, BS, Puma North America, Sales Representative. Theodore Fay, PhD, Cortland State, Chair of Sport Management Department. Robert Karmin, BS, Vinum Importing, Sales Representative. Marc Williams, MS, George Mason University, CMO for the Center of Sport Management and College of Ed. and Human Development.

2000

Erika Cumps, BS, Amherst Leisure Services, Sports Assistant. Kevin Gruber, BS, University of Connecticut, Assistant Coach Women's Rowing. Maricela (Ocequera) Shukie, MS, NCAA Education Services Department, Student Athlete Development Coordinator.

2001

Pamela Ganley, BS, Boston Red Sox, Director of Media Relations. Anthony Lachowitz, PhD, UMass Sport Management Department, Lecturer. Michael Thompson, MS, HCC Specialty Underwriters, Special Risks Underwriter. Kelly Vandenberg, MS, Humana, Inc., Meeting and Event Planner.

2002

Matthew Abt, BS, Wasserman Media Group, LLC, Project Management, Client Advertising Consulting.

2003

Chris Brennan, BS, Northeastern University, Center for the Study of Sport in Society, Research Associate. Catherine Getty, BS, Furnished Quarters, Corporate Sales Manager. Lola Hoye, BS, IAC Media, The Daily Beast, Executive Assistant to Tina Brown. Yuri Morales, BS, America SCORES, Soccer Director. Jeffrey Pollack, MS, Harrahs Entertainment, Inc., Commissioner, World Series of Poker. Ryan Suchanek, BS, Cushing Academy, Math Teacher.

2004

Daniel Benvenuto, MS, Columbia University, Associate AD for Events and Ticket Operations. Nathan Birtwell, MS, North Carolina State, Director of Baseball Operations. Carrie Champagne, BS, Deutsche Bank, Registered Sales Assistant. Kellie Gale, MS, Princeton Athletics, Associate AD/Princeton Varsity Club. Barry Kessler, BS, Atlanta Hawks/Thrashers, Manager of Service and Retention. Veronica Rivera, MS, Muhlenberg College, Head Softball Coach. Sara Vergote, MS, University of Toledo, Assistant Coach Cross Country.

2005

Nicole Gullotti, BS, Boston Bruins, Season Ticket Account Executive. Heather Hall, BS, New Jersey Devils, Marketing Manager.

2006

Adam Cromie, MS, Washington Nationals, Assistant Director of Baseball Operations. Paul Dionne, BS, Global Spectrum, Marketing Manager. Connor Gilman, MS, Colorado Petroleum, Regional Marketing and Sales Manager. Rachel Hansen, BS, Kraft Sports Group, Account Executive. Davin Lencz, BS, Good Sports, Program Manager. Romy Nehme, MS, National Lacrosse League, Associate, Team Business Development. Heather (Flynn) Nichols, BS, New Balance Athletic Shoe, Inc., Account Services Representative. Alex Niefer, MS, UMass ISOM Development Office, Associate Director of Development. Carl Uttaro, BS, Major League Lacrosse, Director of Lacrosse Operations. William Rankin, BS, Assistant Director of Group Sales, Portland SeaDogs. Sean Corbett, BS, Coordinator, Marketing Partnerships, New York Road Runners.

2007

Jess Dixon, PhD, University of Windsor, Professor of Sport Management. Jeffrey Mott, PhD, Washburn University, Director of Leadership Institute. Benjamin Spira-Gutner, BS, World Baseball Classic, Team Coordinator- Italy. Tiffany Sy, BS, Metropolitan Richmond Sports Backers, Sponsorship and Development Manager. Jeffrey Wagner, MS, Alliance of Action Sports, Finance Manager.

2008

Justin Bell, BS, Boston Red Sox, Ticket Sales Associate. Corey Biechele, BS, Habitat for Humanity. Dana Bisordi, BS, Jumpstart, Recruitment Coordinator. Mark Brumbaugh, BS, West Point US Military Academy, Athletic Communications Assistant. Erick Dalton, MS, Washington Nationals, Coordinator, Advanced Scouting. Hadrien Delande, BS, The Pohly Company, Account Coordinator. Daniel Exter, BS, New Jersey Nets, Inside Sales Account Manager. Elizabeth Devine, BS, University of Connecticut, Athletic Communications Assistant. David Greene, BS, Alliance of Action Sports, Sales and Administrative Coordinator. Melissa Jubinville, BS, Guilford Specialty Group, Underwriting Assistant. Melissa Klein, BS, New Jersey Sports and Expo Authority, Marketing Coordinator. Heather LaVine, MS/MBA, Tri-City Valley Cats, Ticket Manager. Connor McKeon, BS, Prudential Center/AEG, Conversion Manager. Sarah Potts, BS, Beth Israel Deaconess Medical, Administrative Assistant. Kaitlin Rosenberg, BS, Repucom International, Client Services. Fawn Segaloff, BS, Active Marketing Group, Account Coordinator. Joseph Shalkoski, BS, WRKI/WEEI Boston Red Sox and Celtics Radio Networks, Sales Associate. Edwin Zygmunt, BS, Sacramento Kings, Inside Sales Representative. Whitney Palmer, BS, Senior Ticket Account Executive, Washington Mystics.

Alumni Tidbits:

Weddings: **Garret Bedrin, BS '02** married Jessica Rosenthal on October 12, 2008 at the Estate at Florentine Gardens, in River Vale, New Jersey. **Heather Flynn, BS '06** married Ryan Nichols, a UMass Engineering graduate on June 21, 2008 at Jiminy Peak Resort in Hancock, Massachusetts. **Zaileen Hassanali, MS/MBA '05** married Arif Janmohamed on June 23, 2007 in Vancouver, Canada. The wedding ceremonies were 5 days long! **Beth Jowdy, Ph.D. '06** married Todd Sheehan on October 18th, 2008 in North Conway New Hampshire at the White Mountain Hotel and resort. Professor Mark McDonald attended and Kirsty Spence was a member of the bridal party. **Takehiko Nakamura, MS '04** and Maiko Kitagawa were married in Tokyo in January 2009. **Jason Polan, BS '04** and **Laura Davis, BS '04** were married on September 27th, 2008 at Old York Road Country Club in Ambler Pennsylvania. **Kari Stark, MS/MBA '08** married **Jon Paul D'Elia, MS '08** on June 7, 2008 in the Naumkeag Estate in Stockbridge, Massachusetts with a reception at the Cork and Hearth Restaurant in the Berkshires.

Engagements: **Nicholas Castellano, BS '05** is engaged to Kozeta Mimani and are planning a Wedding Weekend in 2010 around ski resorts. **Karina Siam, MS/MBA '08** and **Glen Herold, MS/MBA '08** are engaged to be married on April 18 in Santa Monica, California.

Births: **Amy Brown, MS '90** had a baby girl, Isabel, on September 19th at Boston Beth Israel.

Katja (Roever) Lindo, BS '99 and her husband Dean had a baby boy Nicklas Michael Alexander Lindo in October in Chicago, Illinois. **John Schlieman's (MS '05)** wife Anna gave birth to twin girls Madeline Lucille and Sophia Elizabeth on May 23, 2008 in Washington DC. **Tiffany (Walker) Daniels, MS '99** gave birth to Payton Marie Daniels on December 4th, 2008 in Atlanta, Georgia. **Vaughn Williams' (BS '92)** wife, Eileen, gave birth to twins - Lacey and Austin on November 10, 2008.

Department Head Message Continued:

This year's client was PUMA. They worked on a marketing revamp of the professional women's soccer league. We are grateful to our alumni at Octagon who serve as ambassadors for us to keep the relationship for the project with Octagon strong – in particular, they are Will Shapiro, MS '07, Michael Goldstein, MS/MBA '06, and Rebecca (Fagan) Cox, MS/MBA '06.

Dr. Mark McDonald and his undergraduate Event Management class took on a new project in the fall with Dew Action-Tour. The students worked with Greg Fisher, BS '01, from Mt. Snow and Wade Martin, MS '96, from the Alli Tour. We thank them for their confidence in our students to deliver on this project. By their accounts, our students did a phenomenal job of grassroots marketing as well as managing 23 different events at the mountain. (See Page 7 for story.)

These are the projects which set our program apart from our competitors. I greatly admire our faculty for believing in the value of experiential learning and giving their time to the projects and the students. I'm also grateful to our alums who continue to support these incredible learning opportunities. If you or your organization have any ideas, please contact us to discuss it further. We have found these projects to be mutually beneficial to the organizations and our students.

The annual SoccerFest event is another well-known experiential learning class. Other classes working with outside clients are our sport sales class (Boston Bruins and UMass Athletics), and our applied sport marketing research class doing practicum projects with EvoShield, MLB, and The Agency: Sports Management & Marketing.

Dr. Steve Jefferson continues to work closely with the High School for Sport Management in Brooklyn and we are hopeful to bring our first student from that High School to UMass in Fall '09. This semester Dr. Jefferson organized another SportsPlus event bringing the students from Brooklyn up to Amherst for a visit with our faculty and to tour our campus.

We are also very grateful to alum Steve Cohen, BS '89 and GM of the Brooklyn Cyclones for connecting us to the high school and for tirelessly marketing our department to its students. Many of you, like Steve, assist us by sending us top candidates for our programs. Time and again at recruiting sessions I hear people say "an alumnus directed me to your program." It always makes me proud to know that you are working on our behalf. We continue to appreciate your efforts in recruiting students to all of our degree programs.

Finally, as we approach the upcoming year, I ask that you give what you can to our efforts to raise funds for the department. It is important that we stay competitive with the other sport management programs out there, many of which are at private colleges with larger budgets. We do a lot more with less and have always counted on alumni support to help us compete. We appreciate your generosity. Please know that I will put all donations to good use to keep the program strong and visible. A great example is the contribution to develop the Center for Spectator Sport Research. We have been able to use the seed funding for graduate student assistantships to do valuable industry research. Under the leadership of Tracy Schoenadel, the CSSR has truly been the silver lining of hope in our grey budget cloud. ●

Students On the Job Learning with Dew Action Tour

By Kati Karotki, '09

While most college undergraduates enjoyed winter break this January, a select student group in the Isenberg School Sport Management Department was still in session. Their coursework to develop and execute a marketing campaign for the Mount Snow start of the inaugural Winter Dew Tour was not quite complete.

Over the course of the semester the experiential learning class conducted by Dr. Mark McDonald, known as the “DewMass Marketing” class, implemented a marketing campaign that integrated everything from the internet to grassroots efforts to reach winter action sports fans across the Northeast. The fourteen students leveraged their own skills to launch advertising for the event consisting of viral marketing initiatives, partnerships with local enterprises and new media campaigns including using platforms such as Facebook. The group also created a DewMass blog which was used to post breaking news and information through its partnership with Alli (The Alliance of Action Sports) The blog served



to document the class’s progress throughout the semester.

Ryan Connelly (BS '09), who worked on internet marketing efforts, explains that “this class was an exciting way to take what we have learned over the course of our college experience and apply it to a real life situation.” Ryan’s classmate Scott Norcross (BS '09) described the experience as “one of the most unique and interesting learning opportunities I have had at UMass. I learned not just about event management and marketing, but I also learned a lot about myself and what it’s like in today’s business world.”

Students made their way to Mount Snow during the final stage of their experiential learning, from January 5 – 11. They assisted Mount Snow and Alli crew members set-up and run the four day event which attracted over 24,000 fans. NBC Sports and USA Network provided live and same day coverage for the second stop of the tour that featured world-class performances from Shaun White, Kelly Clark and Simon Dumont. Whether it was building sponsorship tents and putting in fencing for the Superpipe or checking in athletes and VIPs, students in the “DewMass Marketing”



course were busy helping to ensure the success of the event. The unprecedented access and experience gained by the group was a result of the support provided by two UMass Sport Management alumni, Greg Fisher BS'01, Marketing and Event Director of Mount Snow, and Wade Martin MS '00, President and Founder of Chicago based Alli. Over the course of the semester Fisher made the weekly trek from Mount Snow to Amherst in order to work more closely with the group. In October Keely Phillips of Alli was in Amherst for a presentation of the group’s final marketing plan.



Looking back after the event Fisher notes, “I couldn’t have been more appreciative of the DewMass team and their tireless support of the Winter Dew Tour. The students carried themselves with the utmost professionalism and worked extremely hard to promote the tour. Overall, I was impressed by the strength of their marketing campaign and their dedication to making it a success. It was incredibly comprehensive and incorporated many elements that helped to reach and strengthen our core audience”.

Sports Biz Buzz is Back and Improved in 2009!

*Tracy Schoenadel, Director
CSSR*

The Center for Spectator Sports Research is happy to announce that the fall re-launch of the Blog, "Sports Biz Buzz" received a lot of positive feedback and will continue to improve in 2009. With contributions coming from our Sport Management Master's students on a variety of different sport-related issues, the Blog is living out its mission to be a valuable source of learning and discussion about current issues in sports.

Our goal for 2009 is to get our alumni more involved in the blog. You may have received requests to submit postings for the blog, and we hope you take the opportunity to share your experiences and opinions. To give you an idea of the type of content that our students have submitted, we would like to highlight a couple of paragraphs from an entry written by MS Student Andrew George about the need for a college football playoff system. If you have a comment, please visit <http://blogs.umass.edu/cssr> and let everyone know!

The ongoing debate between the current BCS set-up and the various playoff system proposals is an interesting discussion. I was originally excited about the BCS; finally a "true" championship game! But then in 2003 both LSU and USC were considered "national champions." Huh? I thought the whole point of the BCS was to get the two best teams playing and to come to a consensus on the champion? The very next year, Auburn was left out of the title game, even after finishing the regular season 12-0. Every year controversy arises as teams with excellent resumes argue that they deserve a shot in the national title game and every year new playoff proposals are submitted and discussed. Many fans are yearning for a playoff – this summer a Turnkey poll revealed that almost 70% were in favor. Joe Paterno and many other coaches have spoken publicly advocating a change. Even politicians have chimed in. This spring, three members of Congress insisted the BCS is an illegal enterprise and more recently Barack Obama voiced his support for a playoff format. With this in mind, I would like to briefly layout my ideal set-up for an end-of-season college football playoff.

Just like Obama, I would include eight teams; six of the teams being conference champions from the high majors and two picked as at-large teams based on the current BCS ranking system. In many years, a number of teams go six weeks between their last regular season game and their bowl game. I think that can be shortened. Quarterfinal games would be seeded (based on BCS rankings) and played at the four BCS sites either a few days before or after Christmas. The semifinals would then be played in prime-time on January 1 and the playoff would culminate the following week to crown the national champion. The sites for the semifinals and final would be three of the four BCS bowl sites – each year the locations would rotate. All other bowl games would go on as scheduled and conference ties to each bowl would remain.

Annual NYC Trip with MS 09's



UMass Sport Management MS/MBA graduate students took time off in January from their coursework to venture out for their annual grad student trip to New York City, led by graduate program director, Steve McKelvey. This yearly trip provides the students with a close-up visit to the offices of Sports Illustrated Digital, the NHL, and ION Marketing and enables them to meet and speak with "veterans" of the industry.

The first leg of the journey started at Sports Illustrated Digital. The president of SIDigital, Jeff Price, an alumnus of the UMass Sport Management program, met with the grad students and talked to them about technology in sports, the online sports landscape and the many emerging career choices that this growing industry presents.

Next stop was the NHL. The students met with John Tortora, Vice President of Team Television along with others in NHL marketing, broadcasting, licensing and team services divisions. "I really enjoyed our visit at the NHL. It really opened up my eyes to the many different areas that are needed to make a league run and gave some new possible career paths to consider after UMass," said Brian Sharkey, MS/MBA '09.

After leaving the NHL offices, the group made its way to ION Marketing where they were met by one of ION's managing partners, Paul Abramson. There they learned about ION's sponsorship activation programs. "My favorite project was the Canon Power-Shot activation in which they hired Maria Sharapova look-alikes. I thought it was very creative and sounded like they truly enjoyed their work. We hear a lot about the big firms like IMG and CAA, but it was cool to see how a smaller boutique agency works," said Mark Bergeron MS/MBA '09.

"I thought the day was a huge success. Our professors at UMass do a great job of preparing us for our future careers. Meeting the people who have the job you would like and being given the opportunity to speak with them provides an educational experience you just can't get in the classroom," added Sharkey.

SPORT MANAGEMENT ALUMNI PROFILE



Luiz Muzzi, MS '00 General Manager, Miami FC

Birthdate/Place: March 14, 1969 – Rio de Janeiro, Brazil

UMass Connection: M.S. Sport Management 2000. I worked as a Research Assistant in the department, pretty much with all professors (everybody at one point or another experienced computer problems)

Achievements: An outstanding achievement while at UMass was to have survived winter in Massachusetts.

Awards: I should've been given an award for my participation in Intramurals softball, but talent many times goes unnoticed.

Education: B.S. Information Science, Pontificia Universidade Catolica, Rio de Janeiro (PUC-RJ), Brazil. M.S. Computer Science, University of Florida.

Since I left UMass My Professional Career Has Included: After graduation, I joined IMG in Boston, working in their interactive division (TWI) from mid-2000 to mid-2002. My main clients were the United States Soccer Federation (USSF) and the United States Tennis Association (USTA). I left IMG to pursue some personal opportunities (and a girlfriend... Thanks UMass...) in Europe, working with soccer clubs and players. Since things did not go as planned (the opportunities or the girlfriend), I returned to the U.S. and started working for a company called RMG3, NC, whose main client was the Women's United Soccer Association (WUSA). When WUSA ceased operations, I returned to Miami to have fun in the sun but got sidetracked when I was hired by Traffic Sports in November of 2003. After two years working in Business Development and Operations, Traffic acquired a professional soccer franchise – MIAMI FC. I was named the team's first General Manager, a position that I hold to the present day.

My Favorite Activities: Anything related to soccer – playing, watching, attending, discussing... even working. I also enjoy traveling to experience different cultures and learn different languages. I like working out and maintaining an active and healthy lifestyle.

My Favorite Sport/Club/Team: Definitely, FLAMENGO, my soccer team in Brazil. After that, anything involving the Florida Gators. I spent four title-less years at Florida, so now I just enjoy all the National Championships..! Next, the mighty Boston Red Sox, a strong legacy from my Massachusetts days. And I didn't have to wait 86 years - as far as I'm concerned we're the team with the most World Series this century and the Yankees last title was last century. Last but not least the Miami Heat.

Family: My wife Camila (just got married...I'd love to see my old classmates' reaction when they read this), no children. Actually, about 25 to 30 kids every time we are in season.

My Most Memorable Moment in the Sport Management Program: So many memorable moments...Academically, I enjoyed being challenged and really learned a lot from Dr. Bill Sutton. We had excellent professors (I still regret not having taken Lisa's pro sports class), but Dr. Sutton always pushed me and in a subtle, and sometimes not-so-subtle, way which made me realize I could succeed in the sports industry. He had (still has) his own way of being intimidating and friendly at the same time. Off-campus, there was one class reunion with a memorable moment involving my buddy Burnsy, who later on became my roommate in Boston.

I believe I was the first person ever to come to their interview wearing a beige turtleneck. I had to repeat that at the Graduation ceremony... Oh, one more on-campus memorable moment: winning the "Footwear Industry" game/class in the very last round by beating Fourmy's team. I also carry five screws in my ankle due to the combination of a frozen pitch and a not-so-skilled defender in some small Mass town. Those are difficult to forget!

What My Education In the SM Program Has Meant To Me: It was a complete revolution in my life. I was turning 30 at the time and decided to leave everything behind and go after a dream. It worked out. To this day I carry valuable class and life lessons

The Best Changes In The Field Of Sports Since Graduating From UMass: No more start-ups setting up a 10-minute team/sport community website and getting millions of dollars in funding the next morning... That was not bad per se, bad was the fact that I was not the one setting up the website... In all seriousness, I think technology, when properly used, has created many new opportunities in the industry. In my particular sub-industry (soccer), I see continuous growth in North America, even during tough times as the ones we're now experiencing. I'm very excited with the prospects for the development of the sport and the soccer industry in general. At UMass I love the fact that the Sport Event Management class and the department in general now work with SoccerFest. Sorry Haigis Hoopla, but I'm definitely biased on this one...

How I See The Future of Sport Management: I think teams and leagues are getting more creative every day – fans are more demanding and are increasingly asking themselves what they get for their buck. There are more options now to stay home and follow your favorite teams from the comfort of your living room. This can be a great opportunity for additional revenue streams, but it can also be challenging for organizations that rely heavily on traditional revenue sources. Teams need to find new ways to connect with fans and develop loyalty that is not dependent on results. Also, the "globalization phenomenon" is not news to anyone, so understanding your world (and adapting accordingly) is in my opinion key to the future. ●



New Kid on the Block

Alex Niefer, MS '06

Associate Director of Development/ISOM

Five years ago, on a typically cold and rainy Massachusetts day in November, I benefited from a life changing experience. Prior to that day, I felt like I was on a journey to accomplish a dream, but without a viable compass. Then, I found a bearing point. On that day, I met with the Graduate Program Director of Sport Management, Jay Gladden, in his office in old Skinner Hall. The office was modest, the steam radiator hissing, but his message was profound and inspiring.

Jay shared a vision, a master plan for the program - how each degree course fit succinctly into the aspirations of a department on the rise. He inspired me with the rigorous curriculum, the depth and breadth of the faculty, and the promising future of the program's recent acceptance into the Isenberg School of Management. However, the most impressive points of pride he shared were the career accomplishments of the Program's influential alumni, and the diligent support that they returned to current students as they pursued their own dreams of sport nirvana. Jay shared with me a vision of a group of powerful and influential people, jointly united in the promotion of the industry and fulfillment of young

peoples' goals.

Since that day in Skinner, the program has enjoyed a move to a more comfortable and accommodating residence and Jay has been dutifully promoted to Associate Dean of the Isenberg School of Management, a testament to the program's strength and viability.

Now, five years later, I find myself enjoying another life changing experience as Associate Director of Development for the Isenberg School. In my new role, I am humbled and honored to represent the Sport Management Program, our students, faculty, and alumni. I am proud to report that the Program is as strong as ever, yet we are faced with competitive industry and budgetary challenges - obstacles that we, together, can undoubtedly overcome in pursuit of a more refined bearing point. I encourage you to join me, to fulfill and to enlighten, but most of all to pay it forward, so that future generations of the increasingly competitive and talented can forward the dream.

Please join me in support of the new generation of Sport Management Scholars, I would love to hear from you to hear about your UMass experience and share your vision for the future!

Views From the Field/Proefrock Continued:

The Contract Tender Date – December 12

Clubs must decide by midnight on this date whether or not to tender a contract to any unsigned player on their 40-man roster. Many different factors are considered in the decision to tender or non-tender a player. Health, finances, roster restrictions created by the basic agreement rules and, most obviously, the player's ability are all considered. The Club will generally begin serious negotiations with a player being considered for non-tender in the weeks and days leading up to the tender date. The player must consider whether to accept the club's offer or to become a free agent. The player must weigh his opportunities on the free agent market, his comfort level with his current team, and his perceived fairness of the club's offer. This year we were able to come to terms with 2 of our 10 arbitration-eligible players, Eric Bruntlett and Clay Condrey, prior to the tender date. Both contracts were agreed to only minutes before the midnight deadline.

The Submission of Arbitration Salary Figures

– **January 20:** After the tender date has passed, activity slows down as most clubs break for the holidays. The players actually file to submit their salary to arbitration from January 5th to the 15th, but this is more a procedural deadline than any pressure point for driving a settlement. The real flurry of activity takes place as the deadline for both sides to file salary figures approaches. Some clubs have policies in place that once numbers are exchanged, negotiations stop and they proceed to immediately focus all their energies on the preparation for a hearing in front of a panel of 3 arbiters in February.

In baseball, each side submits a salary figure that they believe to be defensible before the panel. The panel must pick one or the other; there is no compromise. The midpoint between the salaries becomes the focal point of a hearing as both sides argue that comparable players and their salaries fall on their side of the midpoint, thus justifying their submitted salary figure. The "either or" nature of the decision creates a great deal of risk for both sides (although some on management side might argue that the only risk to the player is how big a raise he's getting). Additionally, even those clubs that do not have the "if we file numbers, we go" policy are wary of exchanging salary figures as it tends to harden positions once the benchmarks are established. In fact, of the 111 players who filed during the January 5th to the 15th period, 60 of them agreed to deals on the 19th and 20th of January, before salary numbers were exchanged between the Players Association and the Labor Relations Department ("LRD") of the Commissioner's Office.

The Phillies do not currently have an "if we file numbers, we go" policy. But we had eight players remaining in process after the tender date. While the holiday break might normally be slow for most, this heavy load necessitated communication with agents throughout the period. We were able to agree to multi-year deals with Cole Hamels, Ryan Madson and Greg Dobbs prior to the exchange date.

On the exchange date, we were able to agree on one-year deals with Joe Blanton and Shane Victorino and a multi-year contract with Jayson Werth. We had actually provided salary figures to the LRD on all three of these players but were able to reach agreement before the numbers were formally exchanged with the Players Association. (Werth's numbers were actually exchanged, but we had agreed on his contract pending a physical). That left Chad Durbin and Ryan Howard remaining in the arbitration process.

Fortunately we were able to agree to a contract with Durbin the next day at a number "below the midpoint." Once numbers are filed, the midpoint takes on a life of its own and both sides are influenced by how far above or below it a settlement is made. In Durbin's case we had been negotiating throughout the process and were very close to a deal when numbers were filed. The establishment of a midpoint did not create any additional barrier to that agreement.

The Hearing Date - February 1 – February 20:

Once numbers are filed, positions become well-defined and the work starts on preparation for a hearing. Briefs are written and re-written, arguments are tested and exhibits are created. Negotiations continue in the case of clubs who are not committed to a hearing. As the hearing approaches and other potential cases settle, positions may need to be modified. Occasionally there is some concern about how the hearing will affect the player. Generally the club will defend its submission by comparing him to players with similar salaries. In addition it may become necessary to point out some of the player's weaknesses and flaws. Most players and clubs are cognizant of the possibility for leaving hard feelings and prepare accordingly. The last opportunity for a negotiated settlement occurs immediately prior to the commencement of the hearing. However, a settlement can still be reached up until the panel reaches its decision (which is generally announced within 24 hours of the hearing). Once a hearing is completed the panel will adjourn and determine the salary figure picking either the club's number or the player's number based on their interpretation of the evidence presented.

We are currently scheduled for a hearing with Ryan Howard, last of our 10 arbitration-eligible players. The player has submitted a salary of \$18 million and the club has offered a salary of \$14 million. We will continue to have discussions with Ryan's representative to try and reach a settlement that makes sense for all involved. If we cannot come to a negotiated agreement, we will be prepared to make our case in front of the panel.

This has been my "view from the field" since I started with the Phillies in late November of 2008. It has been a very invigorating experience so far. One of the greatest challenges in sports is to remain on top once that goal is achieved. I was involved with the beginning of the Braves run of 14 straight division titles and the lessons learned from John Schuerholz, Bobby Cox and Paul Snyder will prove most instructive in carrying out my responsibilities here as the Phillies try to repeat as World Champions and build for long-term success at the same time. ●

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