

SPORT MANAGEMENT ALUMNI NEWSLETTER

DEDICATED

DISTINCTIVE

DIVERSE

UMASS ISENBERG SCHOOL OF MANAGEMENT

DEPARTMENT HEAD MESSAGE

Dear Friends,

Greetings from sunny, warm, spring-like Amherst. We are experiencing a snowless winter with temps in the 50's! I'm hopeful it will stay this way as we are currently in the process of interviewing for a new Dean of the Isenberg School of Management. New England is always more enticing to a candidate interviewing on a warm, sunny day.

We are beginning the new year with a delightful new addition to our Sport Management Department team. Tracy Schoenadel (See Page 2) was hired to be the Director of the Center for Spectator Sport Research and she will be starting in January.

Tracy comes to us with excellent industry contacts, along with an understanding of industry research. She possesses just the right energy and enthusiasm for creating exciting new projects for our students and faculty while increasing the visibility of the department.

(Continued on Page 11)

2007 PRO PRISM AWARD GOES TO PHILADELPHIA FLYERS

The Philadelphia Flyers, along with their parent company Comcast-Spectacor, have been named the major league recipient of the 2006 Professional Sport PRISM AWARD by the University of Massachusetts Department of Sport Management for the Flyers' "Back Where We Belong" campaign and the team's continued dedication to growing the sport of hockey in the Greater Philadelphia Region.

"It's a tremendous honor to be recognized by the University of Massachusetts as one of the top organizations in sports," said Comcast-Spectacor President Peter Luukko. "This award is a true testament to our commitment and dedication of growing the sport of hockey in the Greater Philadelphia Region through our many community and youth programs."

(Continued on page 10)

JOSEPH MCEACHARN, BS '95, ACCEPTS HJV AWARD AT 2006 BASEBALL WINTER MEETINGS

Joseph McEacharn received the 2006 VanderZwaag Distinguished Alumni Award at the Baseball Winter meetings in December 2006.

The VanderZwaag Award is presented annually to two alumni of the University of Massachusetts Sport Management program who exhibit professional excellence and outstanding achievement in the sports industry as well as dedication to the Sport Management Department.

Joe McEacharn completed his bachelor's degree in the Sport Management Department and went on to complete his JD at the University of Maine School of Law. He is a member of the Maine and Massachusetts Bar Associations.

"We're very proud to have Joe McEacharn on our list of distinguished alumni," said department head Lisa Pike Masteralexis, who presented the award in a ceremony held on December 6, 2006 at the Baseball Winter Meetings in Orlando, Florida. "In addition to his tremendous reputation within the Eastern League and Minor League Baseball, McEacharn has established and funded an Eastern League Internship Scholarship for the UMass Sport Management Program."

After earning his law degree from University of Maine School of Law, Joe joined the Eastern League in 1997 as a member of former President Bill Troubh's staff. He then became Troubh's right-hand as the League's Vice President. On January 1, 2003, he became the eleventh president in Eastern League history replacing former president Troubh, who retired from the position. Under the leadership of President McEacharn, the Eastern League has seen great stability, with numerous attendance records being set and only one franchise relocating during his tenure.

(Continued on Page 11)

INSIDE THIS ISSUE:

VIEWS FROM THE FIELD	3
ALUMNI UPDATES	4
ALUMNUS SPOTLIGHT	5
PROFILE	6
MBA/MA TRIP TO NYC	7
2006 GUNDERSHEIM AWARD	8
FACULTY	9

TRACY SCHOENADEL HIRED AS DIRECTOR OF THE CENTER FOR SPECTATOR SPORT



The UMass Sport Management Department's Center for Spectator Sport has been an idea in the making in the Sport Management Department for several years. It was an idea conceived as a means of formalizing and expanding upon a collaboration with the sport industry.

The Center's work will include doing market studies, creating strategic plans and conducting research. The purpose of the Center is to strengthen the department's research relationships with the industry, provide outreach in order to foster ties between the Commonwealth of Massachusetts and practitioners in the spectator sport industry, and last, but definitely not least, to provide greater training opportunities for our students.

Although our faculty and graduate students have already been working in this capacity for several years, we are only recently actualizing the Center with the hiring of a Director.

Tracy Schoenadel, our new Director for the Center, comes to us from TNS Sport research division where as Vice President was responsible for the evaluation of sports events and sponsorship. She was the Executive Director of the industry-leading ESPN Sports Poll, which is the signature product of TNS. Tracy worked in conjunction with several leagues with some of the top companies in sponsorship including Sprint-Nextel, Anheuser-Busch, Coca-Cola, IBM, P&G, Domino's, ESPN, NFL, MLB, NBA and the NCAA. She held adjunct teaching positions at New York University (NYU) the Tisch School Hospitality, Tourism and Sport Management, the University of Richmond and University of Connecticut teaching sport research, marketing and management. Tracy was the original managing editor and now is on the Advisory Board of the publication, Sport Marketing Quarterly. She attended the Sport Management and Research program at West Virginia University for her doctorate and is ABD.

Tracy also is one of the leading authorities in sport marketing and sponsorship research and has been quoted in such publications as USA Today, Sport Business Journal, Detroit Free Press, Forbes and Fortune. Guest speaker appearances for Tracy include NASSM Sport Marketing Conference, ARF Research Industry Conference, The National Sports Network Meetings in NYC and Philadelphia, Street & Smith's Annual Reporter Summit and the International Sports Business Forum and Global Sports Marketing Conference.

We are proud to have her as part of our team and look forward to working with her starting this semester.

Madison Square Garden Annual Alumni-Student Mentoring Session



(l.) Greg Bouris, BS '83, MLBPA, Director of Communications



(r.) Mike Dutton, MS '92, Head Coach, Vassar Men's Basketball

SPORT MANAGEMENT DEPARTMENT ALUMNI SURVEY LAUNCH ON SURVEY MONKEY HOW ARE WE DOING?

The UMass Sport Management Department wants your opinion! What would entice you to attend our alumni events and/or receptions? Are we covering everything you want to read in the Newsletter? Visit Survey Monkey and let us know what you think! Your opinion is important to us. Just go to the web site: <http://www.surveymonkey.com/alumni>

Just by taking our survey by April 30, your name will be entered into a raffle drawing for 2007 Red Sox Tickets.

VIEWS FROM THE FIELD

“Moving Around to Move Up”

By Eric Nemeth, BS '02

Director of Public Relations

Comcast-Spectacor at the Wachovia Complex



A new “higher education” program in the sports and entertainment industry has evolved in Philadelphia. It is not located within a college or university, but rather in a 20,000-seat arena. The program exists in the marketing department for the Wachovia Complex, where up to eight marketers are on a fast track to a promotion and guaranteed growth in the industry. The approach in the department has been compared to a “teaching-hospital” – the marketers MUST find effective and successful ways to sell tickets so that every event in the Wachovia Center and Wachovia Spectrum is healthy and thriving; at the same time, each of the Marketing Managers and Coordinators must sharpen their skills and learn new concepts to become marketers at a higher level within our company, Global Spectrum.

After graduating from the University of Massachusetts Sport Management program and two internships at the Wachovia Complex, I dove directly into the Global Spectrum “University” and have not looked back. Global Spectrum, the management arm for Philadelphia-based Comcast-Spectacor, manages over 60 facilities throughout North America and offers growth opportunities for the company’s number one asset – their people. Commencing my full-time career in the headquarters in Philadelphia, I later found myself in higher positions in Kansas City at Kemper Arena followed by Portland, OR at the Rose Quarter. All within one company, I worked my way back to Philadelphia in my current role that brings multiple teaching responsibilities and working with future industry leaders.

The marketing program in Philadelphia requires a person to be dedicated to learning and growing as marketers and as people. Willingness to relocate is a prerequisite in this “class.” In fact, many of the current marketers in Philadelphia were promoted to the Wachovia Complex after spending a short time in another facility within the company. When I was offered the Director of Public Relations position at Comcast-Spectacor, I was told it would be a teaching role. However, I am one of many professors in Philadelphia, as each marketer learns from experienced professionals in marketing, sales, team operations, arena operations, sponsorships, and more. Experience with million dollar budgets, over 400 events a year, and six teams that call the Complex home, if a marketer can thrive in Philadelphia, they can flourish as a director in their own Global Spectrum market. With consistent practices from East to West Coast, the marketers in each facility function in a one-department mentality by sharing ideas in a formal and informal setting including monthly conference calls and annual week-long conferences at a different Global venue each year.

Everyone in our department comes with a fire – all the intangibles. Our current “roster” includes individuals that entered our department with experience in Des Moines, Kansas City, London (Ontario), Maryland, and South Carolina – all in Global Spectrum venues. Similar to any successful sports team, there is a common desire to succeed that makes everyone want to improve and maximize abilities. That desire within each of them makes my job refreshing and stimulating everyday as we accomplish our goals together – sell tickets and put each person in a position to “move around to move up!”

ALUMNI UPDATES

1979

Robert DeCarolis MS, Oregon State University, Athletic Director.

1981

David Thomas BS, DBT Promotions and Wicked Awesome Apparel, Owner.

1983

Judith Davidson PhD, The Davidson Group, CFM.

1985

Troy Engle MS, USOC, Head Coach, US Paralympics Track and Field.

1986

Scott McNett MS, Conley & Company, Principal.

1990

James Carr MS, National Association of Intercollegiate Athletics, President and CEO. **Carolanne McAuliffe** BS, WNBA Marketing Partnerships, Senior Director. **Michele Pytko** BS, Two Five Marketing Solutions, President.

1991

Terry Boesel MS, Chapman University, Associate AD. **Murray Kohl** MS, New England Patriots, Executive Director of Sales.

1992

Kerensa Gillette BS, Duxbury Bay Maritime School, Office Administrator. **Todd Zeo** BS, City of Temecula, CA, Sports Coordinator.

1993

Anthony Barbee BS, Texas El Paso, Basketball Coach. **Marie Webb** BS, New Haven County Cutters Baseball, General Manager.

1995

Keith Hallal BS, Mystic Aquarium and Institute for Exploration, Director of Business Development. **Greg Lynch** BS, Atlantic City Surf, General Manager. **Karen Putman** MS, University of Portland, Associate Athletic Director. **Kelly Stone** MS, Convent of the Sacred Heart HS, Director of Athletics.

1996

Mike Antolini BS, USOC, Manager, 2008 U.S. Open Championship. **Rebecca Bailey** BS, Vertical Horizons Inc., Account Executive.

1997

Allyssa Bates MS, Babson College, Associate Director of Admissions. **Christopher Mann** BS, Sapphire Technologies, Manager - New Jersey Region.

1998

Amy Gleeson MS, Visa USA, Director, Partnership Marketing. **Jane Skillman** MS, All Stars Helping Kids.

1999

Tiffany Daniels MS, Georgia Dome, Director of Business Development. **Kellie Flavin** MS, UBS, Sponsorship. **Mark Gallego** MS, Newark Bears, **Jeffery Mann** MS, Charlotte Bobcats Arena, Director of Support Services. **Michael Ruxton** BS, Special Olympics MA, Assist. Basketball Coach and English Teacher. **Jennifer Ryder** BS, Acton Indoor Sports, General Manager. **Jennifer Schulte** MS, Velocity Sports & Entertainment, LLC, Director. **Robin Smith** BS, Nike, Associate Brand Manager/Soccer Central GBU. **Lonny Sweet** BS, MSL Productions, Managing Director, Sport and Entertainment. **Marc Williams** MS, The Williams Group, Inc., Founder and CEO. **David Wright** MS, Major League Soccer, Senior Director, Partnership Marketing.

2000

Christine Millbauer BS, Octagon, Account Director. **Danielle Serronico** BS, USTA, Manager, USA Team Events.

2001

Aaron Bryan MS, NBA, Director of Database Marketing. **Olivia Cabrera** BS, Octagon, Athletes and Personalities. **Paul Coleman, Jr.** BS, DCCS Motorsports, Public Relations Director. **Mindy Corr** BS, United States Bowling Congress (USBC), Associate Tournament Manager. **Michael Cutting** BS, Under Armour Performance, Footwear Marketing Manager. **Benjamin Dugoff** BS, Durham Bulls, Media Associate. **Dana Hackett** BS, Fenway Sports Group, VP of Marketing and Communications.

2002

Artemisia Apostolopoulou PhD, Robert Morris University, Assistant Professor, Sport Management. **Troy Ewanchyna** MS, NHL, Director, New Media Business Development. **Kerri Kennedy** BS, K Sports & Entertainment, Marketing and Events Manager. **Leonard Lopes**, Dept. of Attorney General, Chief of Staff/ SAAG.

ALUMNI UPDATES

2003

Justin Clark BS, Comcast-Spectacor, Sports Account Manager. **Catherine Jetty** BS, Korman Communities, Corporate Sales Manager. **Stephanie O'Donal** BS, Manchester Monarchs/AHL, Marketing Manager. **Alexander Schwerin** BS, Modesto Nuts Professional Baseball, Assistant General Manager.

2004

Joseph Berardi BS, Global Spectrum, Ice Rink Manager. **Susan Hyams** BS, Putnam Investments, Admin Assistant to Product Management Team. **Scott Kushner** MS, Swarthmore College, Head Strength & Conditioning Coach. **Ari Shapiro-Miller** BS, St. Michaels, Assistant Men's Basketball Coach. **Elizabeth Taimi** MS, University of New Mexico Athletics, Lobo Club Assistant Director. **Christopher Valente** BS, Lowell Devils, Director of Sales. **Carlos Vega** MS, IMG, Client Services Assistant-Golf.

2005

Peter Bernstein BS, Lake Elsinore Storm Professional Baseball, Assistant Director of Group Sales. **Eric Creighton** MS, HIND, Associate Product Line Manager. **David D'Orlando** BS, Starcom Worldwide, Media Associate. **Zaileen Hassana-li** MS, GMR, Account Executive. **Micah Hauben** MS, Account Executive, Director of Boys' Athletics. **Michael Lanieri** BS, Michael Ernst & Young, LLP, Staff Auditor. **Maura McGarrity** BS, Philadelphia Eagles, Assistant to Senior Vice President/CFO. **Rachel Spates** MS, Major League Lacrosse, Dir. of Communications & Special Events. **Josh Tarabar** BS, The Sports Network, Statistician.

2006

Alison Cole MBA/MS, Brown University Sports Foundation, Assistant Dir./Operations & Communications. **David Conlogue** BS, Madison Square Garden-CT, Sales Coordinator. **Sean Cummings** BS, Cleveland Cavaliers, Account Executive. **Michael Dobson** BS, Bridgeport Sound Tigers. **Corey Farrell** BS, Velocity Sports & Entertainment. **Ashley Gingue** BS, Dartmouth College. **Nicholas Hanes** BS, HCCSU, Assistant Underwriter – Weather. **Christopher Phillips** BS, Permasteelisa, Store Planner. **Benjamin Rosenfeld** BS, Winchendon High School, Assist. Basketball Coach and English Teacher. **Michael Roy** MS, Tampa Bay Devil Rays, Inside Sales Representative. **Scott Sassenbury** MS, Mullins Center, Director of Marketing. **Mark Scialabba** MS, Washington Nationals, Baseball Operations Assistant. **David Stys** MS, Turnkey Sports and Entertainment, Project Director, **Floris Weisz** MS, Octagon.

ALUMNI SPOTLIGHT



Pittsburgh Pirate's Senior Vice President and General Management **Dave Littlefield, MS '88**, earned his undergraduate degree in Marketing from UMass School of Management and stayed to pursue his Masters degree in Sport Management.

Littlefield, 45, became Pittsburgh's 11th GM on July 13, 2001.

The Pirates have posted a 286-360 record in his four full seasons with the club, including a 67-95 mark a year ago. Littlefield's career in baseball, however, dates back to his playing days. After wrapping up his career at UMass, where he also earned a letter in football, Littlefield played three seasons with the Phillies and Yankees minor organizations before spending six years in college coaching (three of them at UMass and three at Clemson). His tenure in baseball operations began when he served as an area scout and then East coast scouting supervisor for the Detroit Tigers. In 1991, Littlefield joined the Montreal Expos as a scout and eventually rose to serve as the club's director of player development for three years before joining the Florida Marlins organization, where Littlefield served as Assistant General Manager and then as team Vice President. In each of his first two full seasons with the Pirates, the club improved its win total from the previous year. During that time, Littlefield acquired pitchers Jeff Suppan and Julian Tavarez, along with outfielders Reggie Sanders and Kenny Lofton. Perhaps his greatest achievement from a personnel perspective, though, came in November of 2005. Littlefield inked star outfielder and 2004 National League Rookie of the Year, Jason Bay to a four-year, \$18.25 million contract that will keep him in Pittsburgh into his initial free agency period.

In Littlefield's first full season, the 2002 campaign, the Pirates improved their win total by 10 games and their farm system won 399 games, the second highest total in the league. Also under Littlefield's management, the club earned the 2002 Topps Organization of the Year Award. Although Littlefield has not been able to snap the team's run of consecutive losing seasons that began in 1993, he has successfully revamped a once-floundering farm system. By 2002, the Pirates had the second-highest Minor League win total, and they were named the Organization of the Year by Topps. Last season, four of the Pirates' six affiliates reached the postseason.

"We're turning the corner as an organization, and we have much better days ahead. Most of these players will be around for the next four or five years, and we have a new group knocking on the door.

(Continued on Page 10)

SPORT MANAGEMENT ALUMNI PROFILE: ROBERT “BOBBY” FLEISCHMAN



UMass Connection: M.S., 1995. I worked as a graduate research assistant for Prof. Glenn Wong and also taught undergraduate law courses in the Department. I also worked as a color commentator on the UMass Men's lacrosse cable television broadcasts.

Education: B.A. University of Michigan (1980), J.D. Hofstra University School of Law (1985)

Birth date/Place: Kittery, Maine (August 27, 1958)

Since I left UMass My Professional Career Has Included:

- Graduate Program Coordinator and Program Head for the Sport Management Programs at East Stroudsburg University, Pennsylvania, where I am a tenured Professor in the Sport Studies Department.
- Teach undergraduate and graduate courses in the areas of sport law and marketing. (However, I have taught 26 different courses in 13 years)
- Consulting work for a variety of sport entities, including Time Warner sport properties (e.g. Sports Illustrated, HBO, Hawks, Thrashers, Braves, etc.)
- Earned a doctorate in Education at Binghamton University, New York (May, 2006)

Civic Organizations:

- Member of the Borough of Delaware Water Gap Planning Commission
- Vice-President, Delaware Water Gap Fire Co. Auxiliary
- Member, New York, Pennsylvania, and Monroe County Bar Association

My Favorite Activities: Biking, golf, weight lifting, cooking gourmet cuisine, and listening to jazz and classical music

My Favorite Sport/Club/Team: All of the East Stroudsburg University and UMass varsity teams. Lacrosse is still my favorite sport and UMass Men's lacrosse my favorite college team.

Family: Single.

My Most Memorable Moment in the Sport Management Program: There are so many, it's difficult to distinguish one, single moment. The one's most important to me were the many discussions that I had with Professors Glenn Wong, Bill Sutton, Hal VanderZwaag, Erik Kjeldsen, Lisa Masteralexis, Mark McDonald, Todd Crosset, Carol Barr, Julius Gundersheim, and Howie Davis. They all offered great insight into the world of academia and the career ahead of me.

What My Education In the SM Program Has Meant To Me: Absolutely everything that I have accomplished in academia is due to the encouragement, support and education I received from the UMass Sport Management Masters Program. I am continually proud to have received my MS from UMass. I garnered a world of knowledge that would not have been possible without the teaching and guidance from the Faculty. Their accessibility and willingness to work one-on-one with students sets the program apart from others. It provides opportunities for growth, both professionally and personally.

The Best Changes In The Field Of Sports Since Graduating From UMass: Technologically-driven initiatives that are fueling the industry and changing the ways in which sport is experienced.

How I See The Future of Sport Management: Similar to other so-called "glamour" industries, demand for jobs will continue to exceed available supply. However, there will continue to be a bright future for those willing to work hard and pay their dues. Since technology plays an ever-increasing role in the industry, the possibilities are limitless in terms of home entertainment and fan inter-activity. This will lead to exciting, new revenue streams and additional job opportunities in the in-

MBA/MS TRIP TO OCTAGON AND NYC

The last week of October featured the UMass Sport Management program's annual New York trip, where the graduate classes of 2007 visited several companies, all of which are major players in the industry. The trip was organized by Graduate Program Director Dr. Jay Gladden and featured several UMass alumni.

The first stop on the trip was Norwalk, Connecticut, where the group visited the offices of Octagon Marketing North America, where several UMass Sport Management alumni work. The group saw several presentations, the first of which came directly from Jeff Shifrin, the company's president. Shifrin spent an hour with the group, giving an interactive presentation about Octagon and its core business functions.

Shifrin was followed by a presentation from members of Octagon's consulting group who traveled to Germany over the summer on behalf of MasterCard International's sponsorship of the 2006 FIFA World Cup. Through various means, the team was able to illustrate the tremendous opportunities that exist for such a recognizable brand at such a large-scale event. The group then saw a presentation from Octagon's research department, featuring UMass alum Noah Kolodny (MBA/MS '06). The day wrapped up with a presentation from the company's New Business group, highlighted by Senior VP Gord Lang, who detailed the whole new business process from beginning to end.

The group left Octagon and hopped on the train to Grand Central Station and headed to the offices of Sports Illustrated to visit with UMass grad Jeff Price, President of SI Digital. Price gave the students a sneak preview of the new SI.com web site, to be launched later this year. The graduate students got the opportunity to serve as a focus group for the site and it seemed as though their suggestions were taken to heart. Price also discussed the unique assets that SI Digital has, such as the highest-quality sports photos out there and an affiliation with the most respected sports periodical. After the meeting, Price was generous enough to take the group to a local bar, where he treated everyone to drinks and appetizers. After a group dinner at the ESPNZone in Times Square, the students enjoyed an evening out on the East Side of Manhattan.

Friday's first meeting was at the offices of the National Hockey League. Students were treated to presentations from several members of the league office. Because the league is entering its second season after the lockout, much of the presentations focused on broadcasting, internet/new media communications and marketing.

The final meeting before the Friday evening alumni event took place at Madison Square Garden, where UMass alum Hunter Lochmann, VP of Marketing for the New York Knicks, hosted the group. Lochmann discussed the unique challenge associated with selling a brand as strong as that of the Knicks while the team is struggling on the court. Lochmann was followed by UMass alumni Stephen Cerasoli, who works in ticket sales, and Sammy Steinlight, who worked in public relations for the Knicks before becoming the PR director for the New York Rangers.

The trip was capped off by the annual Madison Square Garden alumni event, where students, graduate and undergraduate, had the opportunity to visit informally with several alumni, whose experiences run the gamut of the industry. The friendly atmosphere encouraged open communication and offered tremendous opportunities for both networking and gathering information.



MS Students at Sports Illustrated in NYC.



MBA/MS students at NHL with alum, Troy Ewanchyna, MS '02 (second from left) Director of New Media Business Development at NHL, New York.

DONATORS

Thomas R. Amico	David P. Iascone
Kathleen M.K. Anderson	Daryl J. Jasper
Joseph E. Barr	Heidi Jewett
Christopher and Eileen Barr	Elizabeth J. Jowdy
Donald and Kelly Barr	John and Mary Joyce
Jason A. Barrows	Alexander S. Kasendorf
Pamela J. Batalis	Joseph R. Keaney
Carol A. Beach	Robert Kelliher-Gibson
Garret S. Bedrin	Susan M. Kelly
John and Susan Bilodeau	Kerri Kennedy
Timothy M. Bishko	Barry S. Kessler
Steven and Debora Bley	Erik K.M. Kjeldsen
Donna L. Bourguignon	Adriana M. Kloss
Steven Breines and Donna Margolin	Maureen Kocot
John S. Brickley	Paul I. Lanning, Jr.
Amy Brown	Glenn D. Maller
Skye E. Bruce	James and Lisa Masteralexis
Katherine M. Cain	Louise T. McCleary
Stephanie J. Carlson	Geoffrey M. Miller
Paul T. Carr	Allison L. Miller
James T. Carr	Patrick and Amy Nee
Mark A. Ceglarski	Gloria E. Nevarez
John S. Clark	Stanley E. Noga Jr.
Carolyn Benedict Collins	Jeffrey P. O'Connor
Jean M. Conway	Elliot Ogden
Maureen Cornacchia	Patricia A. Ouellette
Joseph and Karen Corso	Christopher R. Parisi
Daniel J. Cottler	Christopher K. Phillips
Charles and Joann Coulouras	John B. Pride, matched by
Lisa J. Craig	Fidelity Investments
Edward and Regina Creitz	Kathryn Prior
James and Sandra Curley	Bonnie Rearick
Howard and Estherae Davis	James M. Reddish
William E. Dinn	Dennis R. Robinson
Richard and Cheryl Divincenzo	Jared R. Rosenblatt
Burton R. Dow Jr.	C. Lawrence Rutstein
William E. Downs, Jr	Michael V. Sarro
Harvey Dudowsky	Andrea Savage
James T. Durocher	Cheryl F. Silva
Kevin J. Estrella	Pankaj and Sunita Shah
Troy Ewanchyna	John D. Snyder
Sheranne Fairley	Stephen C. Spagnuolo
John Patrick Flavin	Kelly Stone
Robert P. Fleischman	William Sutton
Kenneth A. Freeman	Daniel and Patricia Sweeney
Sandra S. Gelfand	Nobuhiro Tanaka
William J. Golden, Jr.	Kathy L. Thomas
Lawrence H. Grant	Mark S. Uppendahl
Jeffrey Gray	Timothy J. Vail
Ann M. Haley	John E. Vercollone
Zaileen A. Hassanali	Barry and Naomi Volain
Paul Hemingway	David Whaley
Douglas L. Higgons	April D. Zolczer
William T. Holmes	Scott E. Zuffelato
Neal A. Huntington	

DR. BERNARD J. MULLIN RECEIVES THE 2006 GUNDERSHEIM SPEAKER AWARD

Dr. Bernard J. Mullin, President and Chief Executive Officer of Atlanta Spirit, LLC, and formerly the Senior Vice President of Marketing and Team Business Operations at the NBA, received the Sport Management Department's Gundersheim Distinguished Lecturer Award which was presented to him on September 7, 2006 in the Isenberg School of Management.

Widely respected as one of sports' top executives, Dr. Mullin has 27 years of experience in the sports management and sports facility industry. He began his professional sports team career in 1986, serving as Senior Vice President of Business for the Pittsburgh Pirates, taking the team's attendance to new heights and turning around a losing team. In 1991, Mullin joined the Colorado Rockies as Senior Vice President of Business Operations and designed and executed the team's business and marketing plan that produced MLB all-time attendance records. Mullin also acted as the owner's representative on the design and construction of the award-winning Coors Field. After the Rockies, Mullin became President and General Manager of the Denver Grizzlies overseeing both business and team operations. There, he won a Turner Cup championship and created a model for successful expansion in the IHL with a 72-20-6 record.

Mullin spent more than a dozen years in intercollegiate athletics and higher education. He served as the Vice Chancellor of Athletics for the University of Denver from 1995-98 and was a Professor of Sport Management at the University of Massachusetts from 1977-86 where he operated a thriving sport marketing and facility management consulting business.

Dr. Mullin resides with his wife Valerie in Chastain Park and has three children, Julie, Lara and Steven, a stepson Chad, and two grandchildren, Ian and Niame.



(l. to r.) Dr. Bernie Mullin, Julius Gundersheim, and Associate Department Head Jay Gladden.

FACULTY

For the final exam in Prof. **Jay Gladden's** graduate Sport Marketing class, the class traveled to the Octagon offices in Norwalk, CT where five groups of UMass graduate students competed in the first annual "Octagon Bowl". UMass masters students developed pitches to win the potential business of a beverage brand and competed against undergraduate students from New York University. The UMass group of Ryan Jonas (MBA/MS Sport Management), Julia Ortenzio (MS), Lorenzo Manguiat (MS) and Peter Olsen (MBA/MS Sport Management) were the winners, but all of the student presentations were excellent. UMass alums Kyle Bastien (BS '05), Chrissy Millbauer (BS '00) and Noah Kolodny (MBA/MS Sport Management, '06) were all on hand for all or part of the presentations.

Prof. Gladden also spent the second half of 2006 working with Major League Soccer on a variety of research initiatives through the Center for Spectator Sport Research. Some of the work completed included: conducting a comprehensive analysis of all marketing research efforts to date, identifying gaps in existing research, working with Major League Soccer to develop key strategic research questions, oversee the implementation of focus groups with elite youth soccer players, and analysis of all data collected in 2006. Results of this work were presented at the Major League Soccer Marketing Meetings held December 13-14 in Las Vegas, Nevada.

Lisa Masteralexis was invited to present "Sport Agency in the Global Marketplace" in November 2006, as part of the Western NewEngland College's International Business Week.

On November 10th she presented "The Supreme Court and Labor Relations in Professional Sport: Landmark Antitrust and Labor Decisions and Their Impact on the Sport Industry," at the University of South Carolina's International Conference on Sport and Entertainment Business. The presentation also served as continuing legal education for practicing lawyers in five regional states.

Glenn Wong served as faculty speaker for the 2006 University of Massachusetts, Spring Reception, Office of Admissions, and for the 2006 University of Massachusetts, Community Scholars Luncheon Faculty Speaker. At the Sports Management Institute at University of Michigan, Ann Arbor, Michigan on June 12, 2006 Wong presented "Title IX, Anti-trust and Intellectual Property Issues in College Athletics". This year he won the Academic Achievement Award in Sport Management, presented by the International Conference on Sport and Entertainment Business at the University of South Carolina on November 10, 2006. He will be attending and speaking at the Sports Lawyers Association Annual Conference in Boston May 15-17, 2007.

TURNKEY SPORTS AND ENTERTAINMENT

TAKES TITLE SPONSORSHIP OF ANNUAL PRISM AWARDS PROGRAM



The Sport Management Program closed the deal with Philadelphia area Turnkey Sports and Entertainment for a long-term deal as the title sponsor of the annual PRISM Awards. "The PRISM Awards have become one of the most coveted awards that a professional sport franchise and collegiate athletic program can earn, and we are happy to be welcoming Turn-

key Sports as its Sponsor" said Lisa Pike Masteralexis, Chair of the UMass Sport Management department. "The awards program provides the opportunity to recognize those franchises and universities that are at the forefront of applying the best in sport management practices."

The Turnkey PRISM Awards program is the only industry-wide program honoring managerial excellence and innovation at both the professional and Division I collegiate levels. The professional sport franchise versions of the award are presented at both the Major League and Minor League levels across each of five areas: Managing Human Resources, Marketing, Fan Development, Community Relations and Customer/Client Service.

"We are proud to be the official sponsor of the Turnkey PRISM Award," said Len Perna, President and CEO of Turnkey Sports and Entertainment. "The award and Turnkey are all about innovation."

Initial applications for the Professional Sport Turnkey PRISM Awards, in the form of a 5-page Executive Summary, are due by Friday, January 26, 2007. Announced in late April, winners at both the Major and Minor Leagues receive the coveted Turnkey PRISM Trophy, in addition to a \$250 donation to the charity of the winning teams' choice.

The most recent winners in the Professional Sport Franchise categories were the Philadelphia Flyers (see Luukko story on page 1) and Rochester Red Wings.

In late January, be on the lookout on our web site for the 2nd Annual PRISM College Winners.

LUUKKO PRISM, CONTINUED



Peter Luukko, President/CEO of Comcast-Spectacor accepting Pro PRISM Award on behalf of the Philadelphia Flyers from Department Head Lisa Masteralexis.

sport franchise can aspire to be.” “Receiving the PRISM Award would not be possible if it were not for the tireless efforts of our entire organization,” said Philadelphia Flyers President Ron Ryan. “We created and executed a remarkable campaign to bring hockey back to the fans of Philadelphia. We knew we had some challenges with a year off, but we overcame them and had an unbelievable season with unyielding support from the community.” This was the first year the Philadelphia Flyers were nominated for a PRISM Award. The Rochester Red Wings of Minor League Baseball were awarded the 2006 PRISM AWARD for the minor league franchise level. Past professional sport PRISM AWARD winners in the major league category include the Memphis Grizzlies (2005), Minnesota Wild (2004), Houston Texans (2002-03), Washington Capitals (2001) and Orlando Magic (2000).

Comcast-Spectacor (comcast-spectacor.com) is the Philadelphia-based sports and entertainment company which owns the Philadelphia Flyers (NHL), the Philadelphia 76ers (NBA), the Philadelphia Phantoms (AHL), the two arenas in which their teams play, the Wachovia Center and Wachovia Spectrum, four Flyers Skate Zone community ice skating and hockey rinks and Comcast SportsNet Philadelphia. In addition, Comcast-Spectacor is also the principal owner of Global Spectrum, the fastest growing firm in the public assembly management field with more than 50 facilities throughout the United States and Canada; Ovation Food Services, a food and beverage service provider; New Era Tickets, a ticketing and marketing company for public assembly facilities; Front Row Marketing Services, a commercial rights sales company; and 3601 Creative Group, a full-service in-house advertising agency. Comcast-Spectacor also owns the Bowie Baysox, the Delmarva Shorebirds, the Frederick Keys baseball teams, all affiliates of the Baltimore Orioles. In a partnership with Disson Skating, Comcast-Spectacor annually produces 10 nationally televised figure skating spectacles on NBC.

LITTLEFIELD, CONTINUED

It was Littlefield’s ability to rebuild the farm system and add veterans Sean Casey, Joe Randa, Jeromy Burnitz and Roberto Hernandez while maintaining a sub-\$50 million payroll that were key factors in the organization’s decision to extend his contract.

“Dave has done a good job for the Pirates organization, and he and his staff continue to improve our team,” McClatchy said in a team release. “In addition, he understands that our scouting and player development system is the lifeblood of this ballclub and the key to our sustained success.”

The Pirates’ 2006 Opening Day roster included 11 players -- Matt Capps, Zach Duke, Mike Gonzalez, John Grabow, Paul Maholm, Ian Snell, Humberto Cota, Ryan Doumit, Jose Castillo, Chris Duffy and Nate McLouth -- who came up through the Pirates farm system under Littlefield’s watch. “I’m very pleased [with the extension], and I feel confident that we’re a much-improved team this year,” said Littlefield.

Littlefield has continued to be a strong supporter of the UMass Sport Management Department with his participation as a speaker and mentor, as well as his financial contributions to the department.

The PRISM AWARDS are presented annually to franchisees at both the major and minor league levels that demonstrate excellence in five categories of sport franchise management: strategic mission, innovative marketing, community relations, customer service and employee relations. It is the only industry-wide award program. The UMass Department of Sport Management recognized the Flyers’ “Back Where We Belong” campaign, created to bring Philadelphia fans back to the sport of hockey, as well as the team’s Hooked on Hockey clinics and School Assembly program, which this year alone has touched over 20,000 students. A company-wide How You Doin’ customer service philosophy and a Performance Management program for all Comcast-Spectacor employees helped the Flyers stand-out from the competition to capture this year’s PRISM AWARD.

“The Flyers distinguished themselves across the five categories that define the PRISM ideals,” said UMass assistant professor and PRISM Program Director Steve McKelvey. “The Flyers are a testament to the level of management expertise and professionalism that every

MCEACHARN/VANDERZWAAG AWARD, CONTINUED



Joe built on that relationship by running one of the most successful leagues in the Minor League system. The Eastern League has set all-time attendance records in two of the last three seasons and all of the league's Top Ten attendance totals have occurred during Joe's 10 years on the job. In that time, the league has expanded from 10 teams to 12 with an outstanding record of stability, having only one franchise move during that period. Joe's style is geared to developing partnerships and making sure they work.

This year, Joe also won the Warren Giles Award, which is presented annually to a league president in one of the leagues in Minor League Baseball for outstanding service.

Joe McEacharn has made a commitment to keeping the lines of communication open and developing strong relationships with the members and partners of the league.

McEacharn currently resides in Scarborough, Maine with his wife Mary.

MESSAGE FROM DEPARTMENT HEAD, CONTINUED

The hiring of Tracy Schoenadel comes through the generous support of alumnus Bill Hubbard. Mr. Hubbard also gave his time to the Search Committee for interviewing the candidates. The Center will serve as an excellent research training ground for our students. It will also enable us the opportunity to reach out to the sport industry with our "think tank" of knowledge. I invite your organization to hire our Center for your industry projects and research.

It is great to be back after my sabbatical during the fall semester. I began research on a project involving the U.S. Supreme Court and the sport industry with a colleague from the University of Louisville. Conducting research is not only one of the benefits of this position but I also enjoy it immensely.

While on sabbatical, I continued to connect with alumni. In Philadelphia (see page 1) I presented the Pro PRISM Award to the Flyers. We were hosted in style by Peter Luukko and Eric Nemeth. They housed us in a luxury suite for our reception AND a game at the Wachovia Center. Twenty of our Philadelphia-area alums joined us for the reception, the presentation and the game.

In December, I hosted a reception for our alumni at the Baseball Winter Meetings in Orlando. We took the opportunity to present the VanderZwaag Award to Eastern League President Joe McEacharn.

The Winter Meetings are a dynamic few days of networking with our alumni and friends who work in baseball. It was wonderful to see you all and, as always, it inspires me again and again to make the department the best it can be!

I would like to take this chance to thank Dr. Jay Gladden for filling in for me while I was gone. Jay did an excellent job working on a few new initiatives, as well as managing all of the day-to-day activities of the department. I am also pleased to announce that Jay has taken over as Associate Department Head, a position held by Dr. Carol Barr before she moved into the Isenberg School of Management's Undergraduate Dean's position. In this role, Dr. Gladden will assist with alumni development and industry outreach.

Please note on page 3 of the newsletter that we are conducting an alumni survey. Our goals in doing so are to serve you better. We are also going to step back and assess our alumni events to get your input on what it is you'd like to see us doing in the area of alumni relations. These events are our investment in you and we want to be assured that we are using our financial and human resources in the best manner possible. So please take a few minutes and let us know your thoughts. And as always, my door is open if you'd like to stop by and visit or feel free to give me a call or send an email.

Finally, I am proud of our website and invite you to check it out on a regular basis at <http://www.isenberg.umass.edu/sportmgmt/>. Our Department Assistant Janis Ori does a superb job of keeping it professional and updated with the latest news and happenings around the department and with our alumni.

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

A111796