

SPORT MANAGEMENT ALUMNI NEWSLETTER

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UMASS ISENBURG SCHOOL OF MANAGEMENT

DEPARTMENT HEAD MESSAGE

Dear Alums,

Over the summer, we remain hard at work on research projects, preparing for alumni events and planning our upcoming year for our returning and incoming students. As we get ready to kick off a new school year I am reminded how fortunate it is to work in this department. We will welcome another fine group of students for the start of a new academic year. On the undergraduate level, our students have once again been named among the top academic group of students entering the university. We currently attract students from all over the country and the world. We have close to 60 percent of our students from out of state, which is the opposite of many departments on the campus and I think it speaks to how strong a major we offer here. (For the Graduate Level incoming, read Steve McKelvey's piece on page 8.)

Looking back, we had a very eventful spring semester. The highlights include our best ever SoccerFest that brought a record number of teams to campus and included our first student blog (<http://blogs.umass.edu/sfest/>). Kudos to Dr. Mark McDonald and his TA Caitlin Rothstein Strack, along with the undergraduate and graduate students in the class-their hard work paid off with a great community event. Once again, Dr. Sheranne Fairley's International Sport Management class tripped off to Australia for two weeks at the end of May where they saw the sites in Melbourne, Brisbane, Sydney, Canberra, and the Gold Coast. We are grateful to Sheranne's dedication to this yearly trip and are equally grateful to her parents, on the Gold Coast, who open their home to our students.

While in Australia, the class went to IMG Sydney (thanks to Alum Andrew Cronyn MS '99 for setting this up!), the Australian Institute for Sport in Canberra, as well as on many sporting and cultural adventures, including horse racing, Aussie Rules Football, surfing, cricket, and netball.

I am pleased to announce Professor Steve McKelvey was awarded tenure this past spring. Steve is one of our most productive researchers. (continued on page 10)

NEW FACULTY HIRED



We are proud to announce that Dr. Donna Lopiano will be teaching Amateur Athletics for the Sport Management Department starting in the Spring Semester 2009.

Dr. Lopiano is the President and founder of Sports Management Resources (SMR). SMR is a consulting firm that focuses on bringing the knowledge of experienced, expert former athletics directors to assist scholastic and collegiate athletics departments in solving growth

and development challenges.

Dr. Lopiano is the former Chief Executive Officer of the Women's Sports Foundation (1992-2007) and was named one of "The 10 Most Powerful Women in Sports" by Fox Sports. The Sporting News has also listed her as one of "The 100 Most Influential People in Sports." She has been nationally and internationally recognized for her leadership advocating for gender equity in sports by the International Olympic Committee, the National Collegiate Athletic Association, the National Association for Girls and Women in Sports, the National Association of Collegiate Women Athletic Administrators and the National Association of Collegiate Directors of Athletics.

Dr. Lopiano also served for 18 years as the University of Texas at Austin Director of Women's Athletics and is a past-president of the Association for Intercollegiate Athletics for Women. During her tenure at Texas, she constructed what many believed to be the premiere women's athletics program in the country; twice earning the top program in the nation award. All eight UT sports were consistently ranked in the nation's top ten in Division I where they earned eighteen national championships in six different sports, produced 51 individual sport national champion athletes, (continued on page 11).

2008 VanderZwaag Award Winners

The UMass Sport Management Program is proud to announce that Robert DeCarolis, Director of Athletics at Oregon State University and Thorr Bjorn, Director of Athletics, University of Rhode Island, have been named the winners of the 2008 Harold J. VanderZwaag Distinguished Alumnus Award.

The UMass Sport Management HJV Alumnus Award, launched in 1993, is an annual award recognizing select UMass Sport Management Alumni for their professional excellence and outstanding achievement in the sports industry, and for their dedication to the Sport Management Program at the University of Massachusetts at Amherst.

De Carolis originally joined the OSU staff on April 20, 1998 as associate athletic director of internal operations; he was promoted to senior associate athletic director on July 1, 1999. Prior to coming to Oregon State, he spent 19 years on the athletic department staff at the University of Michigan. De Carolis is also actively involved in national and conference level committees, and just completed a three-year stint on the NCAA Division I Management Council (MANCO). He recently chaired the Pac-10 Conference Budget and Finance Committee, and sits on the Pac-10 Television and Bowl Committees. He also was recently selected to serve on the NCAA Student-Athlete Benefits Cabinet. Bob is married to the former Sandra Taylor and they have three children, daughter Lyndsay and twin daughters Lauren and Hayley. Lyndsay is a sophomore at the University of Michigan and is a member of the Wolverines' soccer team.

In July, 2007, Thorr Bjorn became the 11th Director of Athletics in University of Rhode Island history. Bjorn's championship attitude is rooted in a philosophy in which everyone in the URI athletics department is a fundraiser and marketer. In just his first 10 months, Bjorn has overseen donations of close to 1.5 million dollars toward the Student-Athlete Development Center (SADC). Included in that total is a 1 million dollar gift to the baseball program - URI's first-ever seven-digit donation to the athletics department.

A member of the Atlantic 10 television committee, Bjorn is also working to improve the local, regional, and national coverage for URI and league teams. Bjorn came to Kingston after spending 15 years at his alma mater - the University of Massachusetts - in a variety of athletic administrative roles. At the time of his hire, Bjorn had entered his fourth year as the senior associate athletic director at UMass, serving as the day-to-day sport supervisor for football and ice hockey, while also overseeing the men's and women's lacrosse programs. He met his wife Cyndy at UMass, and the couple has three daughters, twins Stephanie and Robyn, 11 and Rachael, 8. The Bjorn family resides in North Kingstown.

We will be presenting the awards to DeCarolis and Bjorn at upcoming alumni receptions. Please check our web site for more information on upcoming events at www.isenberg.umass.edu/sportmgt

Additional New Faculty

Kevin Filo is completing his PhD in Sport Management at the Griffith Business School in Gold Coast, Australia. He has a M.Ed. in Sport Management from The University of Texas and a B.A. in Sociology and Social Welfare from The University of Wisconsin. His primary research interest lies in examining the synergy that exists between sport and charity within the event context. Kevin has authored articles in journals such as *Journal of Sport Management*, *Sport Marketing Quarterly*, and *International Journal of Sport Management and Marketing*. In addition, Kevin has presented his research at national and international conferences in the United States, Australia, and New Zealand.

Kevin has taught at both The University of Texas and Griffith University. The courses he has taught include Sport Marketing, Evaluation and Impact Assessment, Event Marketing and Sponsorship, and Evaluation and Research Design.

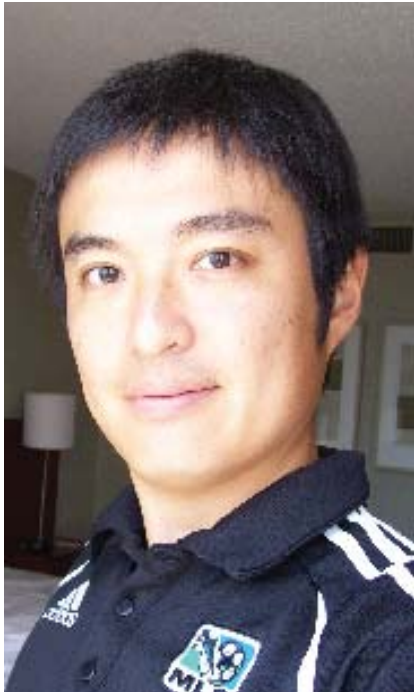
Prior to commencing his PhD candidature, Kevin was the Merchandising Coordinator for the Lance Armstrong Foundation (LAF), where he managed the merchandise team as the organization launched an ecommerce site and the highly successful LIVESTRONG wristband campaign, a cause-related marketing campaign between Nike and the Foundation, which has raised over \$62 million for the LAF.

Kevin will be starting in January 2009 Spring Semester and will be teaching Sport Marketing.

Tony Lachowetz, a graduate of the University of Massachusetts, Amherst (Ph.D.) Sport Management Dept. and Springfield (MA) College (MS, BS), was an Associate Professor of Sport Management at Georgia Southern University from 2001-08. From 1980 to 1983, Dr. Lachowetz was a member of the Los Angeles Dodgers' organization - achieving a AAA contract with the Albuquerque Dukes of the Pacific Coast League. From 1983 to 1996, he served as President and co-owner of an industrial maintenance firm.

He has been published in *Sport Marketing Quarterly*, *IEG Sponsorship Report*, *Street & Smith's SportsBusiness Journal*, *International Journal of Sport Management*, *Athletic Management*, *Collegiate Baseball*, *FIBA Assist*, *Giganti del Basket*, *BT&M* and the *International Journal of Sports Marketing & Sponsorship* and currently sits on the editorial board for the *Journal of Sport Management*. Dr. Lachowetz' research interests include a) corporate selling activities and sponsor retention and b) cause-related sport marketing (CRSM). Research projects have involved the National Basketball Association (NBA), the FedEx-St. Jude Classic (PGA event), Major League Soccer (MLS), university athletic departments and minor league baseball.

Tony will be teaching Intro to Sport Management, Sport Policy Sport Organizational Behavior and Development starting in the Fall 2008.



VIEWS FROM THE FIELD

By Takehiko Nakamura, MS '04

It feels like I left Amherst a long time ago, but the memories are still fresh in my mind. I am honored to have this opportunity to introduce myself in the alumni newsletter. Looking back to when I was a student, I realize I was just trying my best to keep up with classes and projects and did not have enough time to get to know my classmates. Certainly things have been moving and changing rapidly since I left school. It has all been very positive and productive and has kept me on my toes. Working in International Business as a Manager is never boring. Interacting with different cultures, speaking in different languages and dealing in different time zones is very challenging.

One cannot ask for more of an “international” experience than what you have in the world of soccer (or “football”). Despite the various differences that come with the territory, “soccer” is a global language. Wherever you go, New York, Tokyo, Beijing, or Seoul, the common language of soccer brings you together faster than any other topic. It is understood worldwide.

Working for Soccer United Marketing (SUM), the marketing arm of Major League Soccer (MLS), has provided me with countless invaluable experiences, both personally and professionally. SUM is a unique company that has the vision to become the number one soccer marketing company in the U.S. Our clients and properties have been growing exponentially since it was established in 2002: Federación Mexicana de Fútbol, the Confederation of North, Central American and Caribbean Association Football, United States Soccer Federation, FC Barcelona, SuperLiga, InterLiga and many more. All of these businesses lead to the growth of MLS and the value of soccer in the US. I have served as a project manager, venue manager and now spend much of my time planning, developing, negotiating, and operating for over 150 international soccer matches.

Ultimately, what I would like to see, is greater development of soccer in the US. I believe that to be involved in the process and being part of the history of developing “soccer” in the US would be a unique and beneficial experience. I would like to be an integral part of changing US’s perception of Soccer worldwide. There is a huge potential and opportunity for building bridges and partnerships. Moreover, there are many other existing professional sports leagues as competitors in the market. Therefore, it would be a valuable experience to develop our properties by applying US-born sport management tactics.

Since SUM is a new company, there is latitude for creativity and entrepreneurial-ship. One of my mentors, Nelson Rodriguez (SVP, Strategic Business Development) says, “You always have to pursue your dream in work. Use 80% of your work time for routine tasks, or things that you are told to do. But try to use the remaining 20% to make your dreams come true. Put your dreams into a business plan, and present it to me. I will evaluate it and provide you feedback.” My best example of that was to share the Pan-Pacific Championship. This was part of my independent study with Dr. Gladden while I was still a student at Amherst. I was fortunate to have great mentors to launch this international championship in Hawaii after three years of planning.

I am now working on a broader project to develop the Asian business market. It has been added to one of my responsibilities and I am excited to see how this ultimately evolves.

SoccerFest 2008



Managed and marketed by the 24 students in the Sport Event Management class, Clif Bar SoccerFest 2008 was bigger and better than ever. 136 soccer teams of all ages and ability levels participated in the event, with approximately 4,000 spectators and 180 volunteers on site. Students worked both semesters recruiting 30 corporate sponsors providing \$15,000 cash and \$28,000 in trade. One major addition to this year’s event was live entertainment featuring MaxxTone, a regionally recognized band (stage donated by the Mullins Center). Also, SoccerFest staff worked closely with an Amherst Regional High School marketing class, instructed by Missy Shea, to promote this event to area high schools. Proceeds from this event continue to go toward the Kjeldsen Scholarship fund benefitting two Sport Management Undergraduate students annually.

ALUMNI UPDATES

1980

Dale Adams, BS, Premier Exhibitions, VP Sales and Touring.

1983

Larry Leckonby, MS, Citadel, Athletic Director.

1984

Charles Steedman, BS, NORTHLAND AEG LLC, Senior VP and General Manager.

1987

William F. Hubbard, BS, HCC Specialty Underwriters, Chairman

1988

Steve Herbst, BS, Vice President and General Manager, CBS College Sports Network

1989

Paul Robinson, BS, B&H Photo-Video, Strategic Partnership Development. **Samuel Lee**, MS, Castle High School, Athletic Health Care Trainer. **Christopher Law**, BS, THD, Inc., Vice President, Marketing & Analytics.

1990

Eric Friedberg, BS, Cohen Friedberg Assoc. Interactive Sales Agency, President. **Michael Kelner**, BS, Fidelity Investments, Director, Sponsorship Marketing. **Kenneth Greer**, BS, Executive Search Partners, Executive Recruiter.

1991

Paul Lanning, MS, Foundation for California Community Colleges, President and CEO, **Chris Parisi**, MS, TurfDawg USA, President.

1992

Suzanne Boue, MS Game Plan Management Ltd., Partner and Director, Client Services. **Marci Blacker**, George P. Johnson, Registration Manager, **John Stamatis**, MS, PepsiCO, Dir. of Sports Marketing.

1993

March Hatch, MS, Sacramento River Cats, Vice President of Ticket Sales. **Sherlan Cabralis**, BS, The Sports Company of Trinidad & Tobago, Executive Manager - Sports Facilities.

1994

Joshua Rattet, BS, Under Armour, Category Manager. **Thaddeus Lepico Jr.**, MS, Baylor School, Director of Athletics. **James DiLoreto**, BS, Boston College, Assoc. AD, External Relations, Sports Promotion. **Michael Correa**, BS, Leadership in Medicine, Account Director, **Burke Magnus**, MS, ESPN, Senior Vice President, College Sports Programming.

1995

Michael Kelley, BS, Pierce Promotions, Chief Operating Officer. **Douglas Reiss**, BS, Guardian Life Insurance Company, Senior Field Recruiting Specialist.

1996

Jay Monahan, MS, The Players Championship/PGA, Executive Director. **Joelle (Dold) Cann**, MS, J.Cann Consulting, Independent Professional. **Adam Mehl**, BS, Dallas Mavericks, Director of Marketing. **Wade Martin**, MS, Action Sports Tour, President. **Edward MacDougall**, BS, Casino Arizona, Senior Technical Trainer.

1997

Sanjay Modi, BS, AT&T, Associate Director, Marketing and Sales. **Matthew Katzen**, BS, Heritage Commercial Group, Director of leasing. **Christopher Martin**, BS, Edge Technology Services, Director of Mid-Atlantic Region.

1998

Kathryn M. Giglio, BS, Stride Rite Corps – Keds, Retail Marketing Manager.

1999

Tiffany Brown, MS, Giant Bicycles, Women's Program Manager. **Kellie Flavin**, MS, UBS, Associate Director. **Tezlyn Reardon**, BS, NetJets, Business Analyst-Operations Planning. **Lonny Sweet**, BS, Connect Sports & Entertainment, President & CEO. **Andrew Cronyn**, MS, World Wrestling Entertainment, Director, Media Strategy & Sales, Asia Pacific. **Jenn Ryder**, BS, Teamworks LLC, Director of Policies and Procedures.

2000

Danielle Serronico, BS, GTSS, Project Manager. **Mitchell Cohen**, BS, Pan Am Mortgage, Vice President. **Joshua Berlo**, BS, University of Notre Dame, Assistant AD. **Jay Wegweiser**, BS, New Jersey Nets, Director of Corporate Sales. **Robert Morrissey**, MS, National Football League, Manager, Player Development. **Shana Orczyk**, BS, Peak Financial Management, Research Analyst.

2001

Shelby Thompson, MS, Activate Sports and Entertainment, Director of Business Development and Operations. **Nobuhiro Tanaka**, MS, Square Enix, Inc., Senior Manager/Assistant Director. **Lorenzo Sciarrino**, BS, LA Dodgers, Partnership Management Executive. **Gerry Lajoie**, MS, UCONN, Assistant Director of Ticket Operations. **Christopher Hugh**, BS, P.E./Health Teacher, Cedar Grove High School. **Amy Apicerno**, BS, UMass ISOM Chase Career Center, Career Advisor. **Benjamin Dugoff**, BS, Durham Performing Arts Center, Director of Ticket Operations.

2002

Dominic Rivers, MS, Lottner Rubin Fishman Brown & Saul, Law Clerk. **Troy Ewanchyna**, MS, Comcast Sportsnet, Senior Director, Digital Media. **Jeffrey Stanley**, BS, ASU International, Inc., Senior Sports Underwriter. **Adam Silverman**, BS, United Entertainment Group, Development Director/Partnerships.

2003

Seth Flateland, BS, Genesco Sports Enterprises, Inc., Manager. **Thomas Cerasoli**, MS, Velocity Sports & Entertainment, Associate. **Jasmine Mokiber**, BS, World Promotional Products, Director of Sports and Corporate Sales.

Fiona Young, MS, Badminton England, Commercial Director. **Garrett Nolan**, BS, CityStage/Symphony Hall, Box Office Manager. **Matthew Kolaskinski**, BS, Portland Sports Properties/Learfield Sports, General Manager. **Danielle MacLean**, MS, CBS Interactive, Director, Fantasy Sports. **Nick Castellano**, BS, Philips Healthcare, Campaign Management Specialist. **Jitske Vabinder**, MS, EuroCollege Hogeschol, Coordinator. **Mike Antolini**, BS, USGA, Manager, 2008 U.S. Open Championship. **Carlos Vega**, MS, IMG, Client Services Associate

2004

Emily Hobel, BS, University of Texas El Paso Athletics, Director of Marketing and Promotions. **Takehiko Nakamura**, MS, Soccer United Marketing/MLS, Manager, International Business. **Kristina Sechko**, BS, ESPN, Inc., Format Analyst. **Daniel Benvenuto**, MS, Columbia University, Director of Athletics Ticketing. **Brandon McCormick**, BS, Boston University, Account Executive.

2005

Kevin Ginther, MS, Boston College, Assistant Director, Flynn Fund. **John (Shep) Harder**, MS, Minnesota Wild, Hockey Operations Project Manager. **Shawn Adelsberg**, BS, Quint Events, National Sales Executive. **Eric Creighton**, MS, Harvard Business School, Marketing Coordinator, Executive Education. **Laura Kruczek**, BS, Bain & Co., Global Training Coordinator.

2006

George Cox, MS, Pepsi Sports Marketing, Assistant Manager. **David Conlogue**, BS, Northland AEG, Marketing Coordinator. **James Southwood**, BS, Jumpstart, Campaign Coordinator. **Benjamin Rosenfeld**, BS, Winchendon High School, Teacher/Basketball Coach. **Jason Pride**, BS, Boston University, Assist. Coord. of Club Sports. **Ted Sherburne**, MS, IBM Global Services, Senior Consultant, Strategy and Changes. **Amanda Hutchinson**, MS, Brand Connections, Events Marketing Manager. **Alison Cole**, MS, Yale University, Assist. AD Development. **Anthony Ramos**, BS, Pace University, Marketing and Promotions Coordinator.

2007

Leah Faber, BS, LeadDog Marketing Group, Inc., Account Manager. **Joshua Duboff**, BS, CBS College Sports, Regional Marketing Coordinator. **Katherine Hafner**, BS, American Cancer Society, Community Executive. **Jeremy Gordon**, BS, Baseball Info Solutions, Video Scout. **Alexander Sage**, BS, Lubin and Meyer, PC, Case File Manager.

2008

Alexandra Roberts, MS, American Heart Association, Director for Business Dev. for Boston Heart Walk. **Brian Wittenstein**, BS, TNA Entertainment, LLC., Live Event/Talent Relations Coordinator. **Karina Siam**, MS, LA Sports and Entertainment Commission, Sports and Entertainment Sales Manager. **Ashley Egland**, BS, University of the Pacific, Assistant Field Hockey Coach. **Nathaniel Cross**, BS, Philadelphia Flyers, Sales and Customer Service Intern. **Ryan Davenport**, BS, Indiana Pacers, Sales Consultant. **Joseph Gross**, BS, Strategic Agency, Account Coordinator. **Ariel Sliffman**, BS, Gazelle Group, Associate.

Alumni:

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

www.isenberg.umass.edu/sportmgt

Graduate Students Internship 2008

Jennifer Adams	Los Angeles Galaxy
Mark Bergeron	Boston Celtics
Allison Campbell	Kansas City Wizards
Zhaoquan Ding	MassMutual
Yutao Lin	PGA Tour
Joe Rosales	New York Mets
Brian Sharkey	Philadelphia 76ers
Rachael Zilboorg	IMG/Deutsche Bank
Chris Bowles	Colorado Rapids
Phil Chien	Disney Sports Attraction
Kairon Serrette	Soccer United/MLS
Jonathan Tosches	Nashua Pride
Anthony Tynan	Baseball America
Luke Bonner	Boys and Girls Club
Abby Taylor	RL Sport Design

Congratulations to all of our alums
at Octagon for helping them achieve
SportBusiness Journal's Agency of the
Year 2008!

Matthew Besonen
Olivia Cabrera
Michael Goldstein
Brian Haas
Stephen Hilliard
Samuel Melnick
Christine Millbauer
Mark Nadolny
William Shapiro
Joseph Smith

SPORT MANAGEMENT ALUMNI PROFILE



Erin McDermott, MS '96 Associate Athletic Director, Princeton University

UMass Connection: M.S. , Sport Studies, 1996 – have no idea if I was Suma or Magna so probably not. Graduate Assistant in Mount Holyoke College Athletic Department and Teaching Assistant with Carol Barr in College Athletics undergraduate class (quickly learned that T.A. is code for “must grade many papers.”)

Undergraduate Education: Hofstra University, Zarb School of Business, B.B.A., International Business, 1994; Basketball, co-captain senior year

Birthdate/Place: July 17, 1972 – Webster, MA

Since I left UMass My Professional Career Has Included: Accruing debt interning (code for living in poverty) in San Francisco for NACWAA. Being a struggling administrator in NYC at Columbia University. Realizing I’m no longer a “young” up and comer having spent 8 years now at Princeton University. What?? More conversations about field hockey playing surfaces and balls than 99.5% of all human beings.

Civic Organizations: Mercer County Sports and Entertainment Commission but honestly, who has time in college athletics??

My Favorite Activites: Yoga, Shopping, and Eating

My Favorite Sport/Club/Team: Hands down favorite sport – College Basketball. Still true to my Boston teams even when they weren’t winning championships – Red Sox, Celtics, Patriots

Family: My household – (2) 3-year old sibling cats – Jem and Scout. Immediate Family - Pretty normal American family – divorced baby boomer parents, one older brother, one stepmother (not cruel), two stepsisters (neither of whom is ugly).

My Most Memorable Moment in the Sport Management Program: Being told that I move like a gazelle by Professor Crosset – random but funny and surprisingly memorable.

What My Education In the SM Program Has Meant To Me: Friendships and connections with good people.

The Best Changes In The Field Of Sports Since Graduating From UMass: Stronger culture of inclusion and diversity of thought. Web-based technology Hiring of Theo Epstein by Larry Lucchino (Princeton '67)

How I See The Future of Sport Management: Increased gender and racial diversity in senior level management. Huge environmental sustainability efforts in construction, concessions, etc. Culture shift to value healthy life balance...hmm...

Alumni Highlights

NEW GENERAL MANAGER, CHARLES STEEDMAN BS '84, NAMED FOR NORTHLAND AEG LLC OPERATIONS

by Glenn Mangurian
FrontierWorks LLC

On behalf of Northland AEG, Steven Rosenthal, chief executive officer of Northland Investment Corporation and Bob Newman, chief operating officer, AEG Facilities, jointly announced today that Charles H. (Chuck) Steedman has been named Senior Vice President and General Manager for Northland AEG LLC's future operations in Hartford, Connecticut, which includes management of the XL Center and Rentschler Field, as well as business operations of the AHL's Hartford Wolf Pack.

During his tenure, the Sox' Fenway Enterprises business has more than doubled its revenue and profitability to the team, operating over 400 events annually. In 2007, the Fenway Park Tour program hosted over 200,000 guests at Fenway Park, making it the largest ballpark tour business in Major League Baseball. In his role with FSG, Chuck has been devoted to the Boston College relationship since the school signed on as FSG's first client in 2004, spearheading revenue growth in excess of 350% in just three years.

In 2006, Steedman was part of the team that negotiated the largest radio broadcast agreement in MLB history as the Club announced a groundbreaking 10-year deal with Entercom and its Boston Flagship stations WEEI and WRKO.

In 2004, Steedman led a deal that resulted in Fenway Park and the Red Sox being prominently featured in the Farrelly Brothers feature film, *Fever Pitch*, starring Jimmy Fallon and Drew Barrymore. He has also coordinated both of the team's World Series Trophy tours, including visiting all 351 cities and towns in Massachusetts following the Club's 2004 World Series victory. He has dramatically expanded the Red Sox marketing footprint throughout New England, launching popular "State Days" at Fenway Park while also spearheading numerous grass-roots marketing initiatives in the region. Steedman began his career in sports and entertainment at UCONN, working there from 1984-1990, ending as Director of Athletic Marketing.

Larry Leckonby MS '83, a 'perfect fit' for Dogs

By Jeff Hartsell
The Post and Courier
Friday, June 13, 2008

The Citadel President Lt Gen John W. Rosa, Jr. announced Friday at a press conference held at the Altman Athletics Center that Larry Leckonby, senior associate athletics director and chief financial officer for the University of Maryland Athletics, will be the school's new athletics director. Leckonby, who has spent the last six years with the Terrapins, will succeed Les Robinson who will retire effective June 30 after over 40 years in collegiate athletics.

Leckonby got his start in athletic administration in 1981 at Massachusetts, and he earned his masters in sport management at UMass. He was ticket manager and assistant business manager at Boston University from 1982 to 1988, and assistant AD for finance and operations at Old Dominion from 1988-93.

That was followed by a stint at Boston College (1993-98) before a move to Houston, where he was senior associate AD and served as interim athletic director for six months in 2001 and '02.

The PGA TOUR names Jay Monahan, MS '96 as Executive Director of THE PLAYERS Championship

Monahan comes to the PGA TOUR from Fenway Sports Group (FSG), where he served as executive vice president since October 2005, leading the sales and business development team for FSG's property ownership and representation divisions. He played an integral role in the Deutsche Bank Championship in Norton, Mass., one of the four events in the PGA TOUR Playoffs for the FedExCup, working with IMG Worldwide and Deutsche Bank to implement and expand the tournament sales and marketing efforts.

Prior to joining FSG Monahan spent three years at IMG Worldwide as executive director. He played a critical role in creating the Deutsche Bank Championship and served as the tournament's first director. In that capacity, he managed the relationship between Deutsche Bank and the Tiger Woods Foundation (now the Tiger Woods Learning Center). The tournament raised more than \$4.5 million for the foundation and local charities in just three years.

Monahan earned a bachelor of arts in history from Trinity College in 1993, where he was a four-year member of the golf team and a Division II Academic All-American his senior year. He earned a masters of science in sport management from the University of Massachusetts at Amherst in 1996.

Graduate Programs Update

By Steve McKelvey, Graduate Program Director

This Fall, we will welcome another exceptional class of MS/MBA (Dual Degree) and one-year Masters students! This year's one-year Masters class is an average age of 25, an average GPA of 3.33 and an average GMAT of 599 (the highest in the past five years!). They come to us from as far away as Turkey and London, and as close as Amherst College. The Dual Degree class, also with an average age of 25, boasts the highest average GPA (3.61) and GMAT scores (692) in the past five years. These basic figures indicate that our program continues to attract "the best and brightest".

Our Dual Degree and Masters degree programs continue to attract worldwide interest. In addition to applicants from 27 of the 50 U.S. states (including Massachusetts, California, Maryland and New York), we had applicants from countries including Canada, China, India, Japan, Korea, Taiwan, Thailand, Turkey, Russia, United Kingdom and Venezuela.

Through the interview process we were able to ascertain what attracted these students to our program. Being in the Isenberg School of Management, our high faculty-to-student ratio, faculty dedicated to strictly teaching in the Sport Management department, our faculty's depth and breadth of industry experience as well as their contacts and our experiential learning component all came out with high marks.

Another component of our program that sets us apart is our grad student mentoring, which many of our alums have graciously participated in over the past few years. It enables our students to have an industry executive as a year-long mentor to provide career advice.

Despite all the "plusses," however, we are in a continual race to remain at the top! Not surprisingly, our Masters program continues to face heightened competition for the "best and the brightest" as a result of the proliferation of degree programs that are offering candidates more options in terms of program focus, geography and graduate assistantship funding. As a result, we've seen a slight decrease over the past few years in terms of the number of applicants, and this is an area where we plan to ramp up our activities in terms of recruitment and marketing. We're also seeing subtle trends in the marketplace. While the number of dual degree applicants continues to be roughly the same as that for the one-year Masters program, both sets of applicants are trending younger and with less real-world work experience (a trend that is occurring industry wide).

Candidly, as a state university, one of the areas that is a growing challenge for us is finding the necessary funding to be able to offer all of our incoming graduate students a graduate assistantship. Hence, we continue to brainstorm ways to increase funding opportunities for our graduate students, and are open to any ideas you may have as well!

(continued on page 11)

A Dream Come True

by Rama Mandadi MS/MBA '04



As a young Indian girl growing up in the United States, it was difficult to get the support I needed to pursue my passion for sports. At a very early age, I fell in love with the game of basketball. I spent summer vacations shooting hoops with my brother while my parents worked and at the age of 10, I begged them to enroll me in a basketball camp. I played throughout high school and although my parents came to every home game, I knew they didn't understand why I loved to spend so much time on the court. You see, I was born into a culture that respects only doctors, lawyers and engineers. I couldn't tell my parents I wanted to play basketball in college. So instead, I went to school for Finance and found a job working on Wall Street in order to make them proud. After 9/11, I decided to start following my own dream and do what I loved most. I went back to school and got MS/MBA in Sport Management from UMass. This helped open the door for many great opportunities in the sports industry (ESPN, AOL Sports and now the NBA). Four years after graduating from UMass, I helped the NBA bring its first basketball event to India! I was so proud. I had the opportunity to do what I love and bring it back to the country where I was born.

In July of this year the NBA staged its first-ever event in India entitled "Basketball without Borders". It is the league's global basketball development and community outreach program. A series of activities was held in New Delhi July 3-6 with the support of the International Basketball Federation (FIBA) and the Basketball Federation of India (BFI). The "Basketball without Borders" camp was set up in order to influence positive social change. Current and former NBA players as well as team personnel work as camp coaches. Top young basketball players (ages 19 and under) from across Asia came together in New Delhi to participate in basketball instruction, competition, motivational and life-skills seminars that promote education, leadership, character development and healthy living.

It was truly one of the most memorable experiences of my life. More importantly, my parents finally understood my love for basketball! I think the photo says it all and will give you a glimpse into why this was the experience of a lifetime.

Special thanks to our Alums that contributed their time and energy to our Alumni/Student-Mentoring Session on April 11:

Dan Benvenuto, MS '04
Director of Athletics Ticketing
Columbia University
College Athletics

Ted Dalton, MS '98
Senior Director, Corporate Partnerships
Boston Celtics
Pro Sports

Megan Gardner, MS '04
Director of Marketing
JBC Golf, Inc
Marketing

Will Gillespie, MS '94
Attorney
Non Profit/Amateur Athletics

Jeffrey Graham, BS '03
Product Line Coordinator -
Running Apparel
Reebok
Sporting Goods

Daryl Jasper, MS '93
General Manager
Nelligan Sports\Marketing, Inc.
Marketing

Brooke Kaplan, MS '01
Marketing Manager
Life is good
Marketing

Marcus Myrick, BS '00
Account Exec./Youth Soccer
Sales Mgr
Kroenke Sports Enterprises
Colorado Rapids
Pro Sports

Scott Sasenbury, MS '06
Director of Marketing
Mullins Center
College Athletics

Rachel Spates, MS '05
Director of Public Relations
Major League Lacrosse
Pro Sports

Benjamin Weiss
General Manager
Mullins Center/Global Spectrum,
Facility Management

Vaughn Williams, BS '92
Associate AD/Facilities
Management
University of Connecticut
Facilities Event Mgt.

David Wright, MS '99
VP Partnership Marketing
Major League Soccer
Pro Sports



l. Megan Gardner



r. Vaughn Williams



Far right: Jeffrey Graham



l. to r. Undergrad and Will Gillespie

Upcoming Events:

Sport Management Alumni
Reunion Weekend, November 7 and 8,
2008, UMass Isenberg School of Man-
agement (see page 11 for details)

Baseball Winter Meetings, Alumni
Breakfast
December 8-11, 2008,
Las Vegas, NV (for more information,
check out our web site in November.

Department Head Message Cont.

As Grad Program Director, Steve has worked diligently this year maintaining some of the great systems Jay Gladden had in place, as well as adding his own personal stamp to some of the events planned for the grad students. Steve is wholly dedicated to our students and works tirelessly with them and for them.

As usual, many changes have taken place throughout the academic year. Professor Betsy Goff is leaving the Department after six years of dedicated service as a lecturer and internship director. We wish her well and know that our students will miss her. Professor Mark McDonald has been appointed in the interim to serve as Internship Director while we work to create a new staff position to oversee internships. As many of you may know, we lost the professional staff position for internship director when Howie Davis retired. My goal is to resurrect that position so that we can have one person solely dedicated to internship and job placement. We trust that those of you who are internship sponsors will help make Mark McDonald's transition a smooth one. Mark is very committed to experiential learning and does excellent work teaching our Event Management classes that put on SoccerFest and work with Mount Snow on the AST Winter Dew Tour. If you have any questions regarding internships, please contact Dr. McDonald (mcdonald@sport-mgt.umass.edu) or Ms. Janis Ori (janis@sportmgt.umass.edu).

Looking forward, I'm excited to announce that we have hired three new faculty members for the upcoming year. Full time faculty are Dr. Tony Lachowetz, who will serve in a one year temporary lecturer position and Prof. Kevin Filo, who will join us in Spring term 2009 as an Assistant Professor in Sport Marketing. (See bio's for Tony and Kevin on page 2.)

Also in the Spring, Dr. Donna Lopiano will join us as a part-time faculty member, teaching a new course on amateur athletics. Donna will share experience from her distinguished career in college athletics, amateur sport, and non-profit/advocacy.

We have also renewed Mount Holyoke Athletic Director Laurie Priest to continue teaching our undergraduate college athletics course for the upcoming academic year.

I would like to end this with an enthusiastic thank you to all of our alumni who take time out of their busy work lives to help our students. Whether it is for the Alumni/Mentoring Session, to serve as a guest speaker, to take phone calls and emails from our students helping them with their career goals, or to take my calls to help the department, a fellow alum, or a current student. You are all contributing greatly to the program and our faculty and staff appreciate your support and dedication.

Finally, I would like to encourage you all to attend our Second Annual Alumni Weekend on November 7th and 8th. We are currently working on speakers for Friday's workshop and Friday night's dinner. More information will be available on our web site and registration for this event, this year, will all be done on line. See details on next page.

2008 Sport Management Scholarship Winners



Eastern League Award: 1. to r. L. Masteralexis, Kevin Igo, Travis Pollio, and Dean Butterfield



Joan Barr Memorial Scholarship: 1. to r. Professor Carol Barr, Ed Barr, Joan Barr (and daughter), Peter Fortunato and Dean Butterfield.



Senior Leadership Award: 1. to r. Mrs. (Mom) Barksdale, Nate Barksdale and Dr. Jay Gladden

Additional Scholarship Winners:

Glenn M. Wong Law Scholarship -- Sean McDonough

Senior Leadership Award -- Rachel Weiner

Tannenbaum Scholarship -- Nathaniel Cross

Erik Kjeldsen Scholarship -- Eric Ginsberg and

Justin Lafleur

Strategic Agency Scholarship -- Daniel Exter

Don't Miss Out on the 2008 Second Annual Sport Management Alumni Weekend

Weekend Itinerary

Friday, November 7th

Workshop

*Dr. Jay Gladden presents
"Beyond Logos and Marks:
What Does Branding Really Mean
for Your Organization?"*

Time: 2:00-4:00pm

Location: Isenberg School of
Management, Room 106

Reception

Time: 5:30-6:45pm

Location: Isenberg School
of Management, Room 236

*"Welcome Back" Banquet
Dinner, Keynote Speaker and
Presentation of Awards*

Time: 7:00-9:00pm

Location: Amherst Room,
Campus Center

Saturday, November 8th

Tailgating at McGuirk Stadium

Time: 10:00-12:00pm

Location: Front Entrance of Stadium,
Sport Management Tent

UMass vs. Maine Football Game

Time: 12:00- 4:00pm

Please visit <http://umassalumni.com/events/>
in the coming weeks for event highlights and
online registration.

Donna Lopiano continued.....

57 Southwest Conference championships and 395 All-American athletes, dozens among them Olympians and world champions. Ninety percent of women athletes who exhausted their athletic eligibility at the University of Texas received a baccalaureate degree.

Prior to Texas, Lopiano served as an Assistant Professor and Assistant Athletic Director at Brooklyn College of the City University of New York. Recognized as one of the foremost national experts on gender equity in sport, Dr. Lopiano has testified about Title IX and gender equity before three Congressional committees, served as a consultant to the U.S. Office for Civil Rights Department of Health, Education and Welfare Title IX Task Force and as an expert witness in twenty-eight court cases. Dr. Lopiano has also served as a consultant to school districts, institutions of higher education and state education agencies on Title IX compliance and to non-profit organizations on governance and strategic planning.

She received her bachelor's degree from Southern Connecticut State University, her master's and doctoral degrees from the University of Southern California and is the recipient of five honorary doctoral degrees. She has been a college coach of men's and women's volleyball, women's basketball and softball and coached the Italian national women's softball team.

As an athlete, she participated in 26 national championships in four sports and was a nine-time All-American at four different positions in softball, a sport in which she played on six national championship teams. She is a member of the National Sports Hall of Fame, the National Softball Hall of Fame and the Connecticut and Texas Women's Halls of Fame, among others.

Graduate Program Update cont.

The PhD program continues to grow, as we welcome two new students for the Fall. Both have just completed MBA's -- Mark Groza from the University of Cincinnati, and Kevin Snyder from the University of Oregon. This is now the second year of our "new" PhD program -- in 2007, the Sport Management PhD program went from being a stand-alone program, to being a track within the Isenberg School's PhD program. Our students now receive a PhD in Management, with a concentration in Sport Management. PhD Coordinator Dr. Neil Longley says "the merger has gone smoothly, and we are very pleased with the interest our new, more management -- school focused, program has generated. The program gives us a very unique niche in the market, allowing students to pursue their interest in sport research, but within the context of rigorous training in the related management-school disciplines."

On behalf of the department and the alumni, I want to personally recognize Dr. Longley for his dedication and diligence in not only managing our very demanding and successful PhD program, but also in navigating all of the challenges that have arisen over the past few years in integrating our PhD program into ISOM.

UMass Sport Management Department
Isenberg School of Management
Room 236, 121 Presidents Drive
Amherst, MA 01003
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*The Department would like to thank
all of you who donate so generously
to our program.*