

## Dr. Karen Danylchuck 2010 Earle F. Zeigler Award Recipient



This year's recipient of NASSM's highest honor is Dr. Karen Danylchuck, an Associate Professor in the School of Kinesiology at the University of Western Ontario. Karen has been a faculty member at Western since 1986 teaching in the area of Sport Management and has also served as Coordinator of Intercollegiate Athletics, Women's Tennis and Golf Coach, and Undergraduate Chair.

Karen shared some of her thoughts on the award with the P & P Committee....I am extremely thrilled and honored to be the 2010 recipient of the Earle F. Zeigler Lecture Award. This honor holds special significance for me due to my longstanding interaction with Dr. Zeigler over the years. Not only do I consider him a pioneer of our discipline, but also a mentor and friend. When I arrived at The University of Western Ontario in 1980 to begin a Master of Arts in Physical Education with a specialization in "Sport Administration" (as it was called at the time), I had the special privilege of having Dr. Zeigler as my program supervisor. Earle had already served as the Dean of our Faculty and was back in the throes of doing what he always did so well—advising, motivating, and encouraging students. During this time, Dr. Zeigler engaged me in his ongoing filing project whereby I searched the library for any new materials in our field and recorded the reference citations in his card index system. We didn't have the luxury of computers, Google, and all the other present day "quick find" search engines. Research entailed ongoing trips to the library, handwritten notes, typewriter (hopefully with a corrector key!) produced papers, and punch cards for data entry. Times have certainly changed, but Earle has remained the same supportive mentor for me! He currently resides in Richmond, British Columbia, and at age 90 is still as productive as ever publishing books, articles, commentaries, etc.

I am equally honored to be joining the distinguished group of previous recipients of this award. Not only are they outstanding scholars, but wonderful individuals. Each one has played some part in my career path as mentors, research collaborators, or NASSM colleagues on Executive Council and other committees.

And finally, I am delighted to receive this award from an association that holds so much meaning to me. I have attended every NASSM conference since 1987 and can truthfully admit that one of the best decisions I ever made was to get involved with this association. I encourage any newcomers to NASSM to do the same, whether that involvement comes through the student executive or other committees. NASSM has opened doors to me along my career journey and I am grateful for these opportunities. As well, it has allowed me to meet scholarly and fun people, professors and students alike, who share a similar interest in the field. It has been a privilege to be a member of an organization that has served as the impetus and role model for other regional associations around the globe. I look forward to my continued involvement. See you all in Tampa!

## NASSM.org....Set to Undergo Format Improvements

For the first time, NASSM's Publicity Committee has established a web liaison to collaborate with Orland Hoerber in enhancing the usefulness of the website for NASSM members. Heather Lawrence (Ohio University) has taken on this task and together with Orland has come up with ten enhancements to the website with a goal of full implementation during spring 2010. Look for these changes and more coming your way at NASSM.org.

*Story continued on page 3.....*



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### Newsletter Content

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The Publicity and Promotions Committee strives to keep the NASSM membership informed through this newsletter. In order to accomplish this task, we require information from our delegates.

To contribute to subsequent additions of the newsletter, please forward all information to the Committee Chair and Editor - Matt Walker. This information may include but is certainly not limited to: awards, scholarly recognitions, conferences, events, and "from the field" information. etc.

## Letter from NASSM President Elect: Dr. James Zhang



To enhance conference preparation and work efficiency, NASSM Executive Council typically conducts its annual business meeting at a location where the coming conference will be held. As such, this year's meeting was held on October 2-3, 2009 in the Grand Hyatt of Tampa Bay, site of 2010 NASSM Conference. A total of 14 Executive Council Members attended the meeting, including George Cunningham (President and Council Chair), Rob Ammon (Business Manager), Damon Andrew, Matthew Brown (Treasurer), Laura Burton, Joshua Delorme (Student Representative), Marlene Dixon, Christopher Greenville, Orland Hoeber (Web Manager), Lisa Miller (Secretary), Mary Hums (SMEJ Editor), Ming Li (Past-President and Conference Program Chair), Richard Wolfe (JSM Editor), and James J. Zhang (President-Elect).

Before the meeting, 2010 NASSM Conference Chair, Ross Bartow along with his three colleagues in the sport management program at the University of Tampa, Jay Jisha, Michael Smucker, and Robert Birrenkott, provided a brief report about their preparation and progress made toward hosting the conference. These colleagues then provided the Executive Council Members with a tour of the meeting rooms, exhibit space, and other conference facilities. Executive Council Members were pleased to witness that the conference hosting crew from the University of Tampa were excited, passionate, and determined to organize a high quality conference.

The Council covered an extensive meeting agenda for discussions and/or decisions, which included the following: (a) support of student-oriented sport management conferences, (b) revisions of constitution and operating codes, (c) privacy policy, (d) revenue generation task force, (e) industrial relations, (f) conference task force, (g) Abstract Central, (h) membership involvement, (i) Annual General Meeting (AGM) format change, (j) committee reports and discussions on 2009 and 2010 conferences, business office, treasurer, JSM, SMEJ, awards, website development, publicity and promotion, nominating, diversity, student research competition, student initiatives, Research Fellow registration, international affairs, archivist, and COSMA updates.

The Executive Council Meeting concluded with the following motions and/or actions: (a) drafting criteria for evaluation of student-oriented conference request for funds, (b) developing specific qualifications for selecting JSM and SMEJ editors, (c) developing specific procedures for enhancing industry relations, (d) examining the lifetime membership and multi-year membership options and feasibilities, (e) conducting surveys of SMEJ subscribers in terms of their preference of on-line or in-print publication version, (f) investigating the viability of finding a publisher for SMEJ, (g) formulating an ad hoc committee to look into criteria change for the Research Fellow, (h) developing options of logo changes, and (i) offering support of meeting space for the Women-in-NASSM (WIN) group. These motions and/or actions will be included as agenda items in the Executive Council Meeting and the AGM during the 2010 Conference in Tampa.

It was certainly a productive meeting for the Executive Council. In addition to working on the intensive meeting agenda, the Council Members also enjoyed each other's camaraderie, professionalism, and commitment to the association. The only regret of the group was that they did not take some time to enjoy the tropical climate, oceanic gorgeousness, and Tampa Bay fascination. They vow to do so during the coming NASSM Conference that will take place on June 1-6, 2010. They want to invite all NASSM members, non-members, international delegates, students, and friends to the conference, as well as joining them in Tampa Bay adventures.

*Prepared by James J. Zhang – NASSM President-Elect*

## Academic Programs



Post University in Waterbury, CT will begin offering an undergraduate degree in Sport Management starting with the Fall 2009 semester.

Contact Deron G. Gabel  
[dgrabel@post.edu](mailto:dgrabel@post.edu) for more information



Nanyang Technological University, Singapore, launched a new BS in Sport Science and Management.

The 4-year, direct honours program aims to produce professionals with relevant knowledge and pertinent skills for engagement in the sport industry.

Contact Dr. Jia Yi Chow  
[jjayi.chow@nie.edu.sg](mailto:jjayi.chow@nie.edu.sg) for more information.



The University of Stirling is now seeking applications for the 2009/10 academic session for the The Overseas Research Student Award Scheme (ORSAS). This program is designed to attract high quality research students to UK Universities. The awards are open to overseas students undertaking a research degree and may be held in any field of study. Each award covers the difference between the tuition fee for a UK/EU graduate student and that chargeable to an overseas graduate student. Subject to satisfactory progress and are tenable for 3 years.

For more information visit:  
[www.orsas.ac.uk/](http://www.orsas.ac.uk/)

## NASSM Student News 2010 Initiatives & Student Council News.....

*From the Desk of Student Board Member, Katie Meyer.....*

When the 2009/2010 NASSM Student Officers were selected at the 2009 conference the four new members (Joshua DeLorme, Kwame Agyemang, Marion Hambrick, and Katie Meyer) had little idea of what the next year was going to entail, but it was only minutes before the previous student officers were at our sides preparing us for the coming year. Throughout the remainder of the conference, the outgoing student board members introduced us to several faculty members and answered many of our questions.

In the months following the 2009 conference we have created a questionnaire to collect information from the 2009 NASSM student conference attendees, became familiar with NASSM policies and procedures, had several exchanges with the NASSM conference coordinators, created new initiatives to make improvements for the NASSM 2010 conference, and Joshua DeLorme attended the NASSM executive board fall and pre-conference meeting, bringing back valuable information to the group about the upcoming conference.

Since we value our experience, we are eagerly encouraging students to get more involved in NASSM this year because we believe the NASSM experience provides a great benefit to students. To ensure a more positive student experience at NASSM we are creating innovative ways to boost networking amongst all individuals at NASSM and providing additional resources for students to learn about research and career opportunities. It is our challenge to the student population to take advantage of the opportunities that will be presented at the 2010 NASSM conference, so they too can create relationships that will last throughout their career. We encourage all student members to consider running for the student board and to actively participate in activities at the 2010 NASSM conference in Tampa, FL.

## New NASSM Diversity Committee Chair Announced

Dr. Li Chen (Delaware State University) has agreed to serve in the role of Chair of the Diversity Committee of NASSM this year. He is replacing Dr.'s Heidi Grappendorf and Willie Burden, who have co-chaired the committee the past two years. Thanks to Willie and Heidi for their dedication to NASSM.

*The main thrusts of this committee are to....*

- Act in an advisory capacity to the Executive Council on all matters and issues related to diversity.
- Promote diversity and inclusiveness through a variety of programs and initiatives.

## NASSM.org....*story continued from page 1*

- The addition of a photo gallery under the "Previous Conferences" Link. Anyone with pictures from previous conferences, please email them to Orland at [web@nassm.com](mailto:web@nassm.com).
- The addition of a "Related Links" section of the website that will list journals and other related professional organizations.
- The addition of an "Awards" link and a possible new "Teaching and Learning" section.
- The addition of a blog. The Publicity Committee will solicit postings to the blog and all members will be encouraged to comment and engage in various discussions.

Feedback and comments on the website are appreciated and welcome. Please direct them to Heather Lawrence at [lawrench@ohio.edu](mailto:lawrench@ohio.edu).

## Academic Programs *continued.....*



The University of Memphis is offering the 'Sport, Commerce & Culture in the Global Marketplace' Study Abroad program in London, England.

The course will be of interest to graduate and undergraduate students interested in international sport business, sport management, globalization, culture, and the production and consumption of sport.

Contact Dr. Jon Amis  
[johnamis@memphis.edu](mailto:johnamis@memphis.edu) for more information

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Summer study abroad short course for 2010 in Australia, called "The Australian Sporting Industry". The program is offered through AustraLearn, a program of GlobalLinks Learning Abroad based in Colorado, and the University of Canberra in Australia. AustraLearn works with well over 1,000 universities and colleges in North America, and has sent nearly 20,000 students abroad on a variety of international programs in Australia, New Zealand and Fiji since 1990.

To Learn More Visit:  
[www.australlearn.org/aussports](http://www.australlearn.org/aussports)



## Gearing up for Tampa 2010

*...Some information for the upcoming conference*

The 2010 Conference of the North American Society for Sport Management will be held June 1-5 in Tampa. Located on Florida's West Coast, Tampa features white sand beaches, water sports, major professional sports, a rich fine arts tradition, and other attractions such as Busch Gardens Africa, and the Florida Aquarium.

Hosted by the University of Tampa, the conference will be held at the Grand Hyatt Tampa Bay, and it promises to be a fantastic event. The Grand Hyatt is a 35-acre resort-like hotel located alongside a wildlife preserve on the upper shores of Tampa Bay. It is just minutes from the beaches.

In addition to the academic work and comfort provided by the resort, the location is ideal for tourist activities. It is in close proximity to the beautiful Clearwater Beach in Clearwater, the nightlife of Ybor City and the Channelside district in Tampa and the family beaches and old Florida charm of St. Petersburg. The resort offers varied opportunities for those of you who like to get in the daily workout. The Courtney Campbell Causeway, adjacent to the hotel, has a running path and Ben Davis beach has excellent open water swimming or fun for the family.

- ❖ According to the conference program chair Dr. Ming Li, "... conference abstract submissions totaled 407 and on a separate note, over 60 professional members of NASSM are currently involved in the abstract review process. It is our goal to send out the acceptance/rejection notification in the middle or late January 2010."

## Successful "Teaching & Learning Fair" to be held in Tampa, 2010

The Second Annual North American Society for Sport Management Teaching and Learning Fair, a forum for the exchange of ideas, strategies, assignments, projects, and other teaching and learning tools of use and importance to sport management faculty, will be held at the 2010 conference. Last year's inaugural Fair featured 33 displays highlighting activities, case studies, industry alignments, and other deliverable teaching tools, techniques, and pedagogies from the Sport Management academic area.

All NASSM members and guests registered for the NASSM conference are eligible to present at the NASSM Teaching and Learning Fair. Topical areas of Fair presentations should cover key content associated with the Common Professional Component (CPC) outlined by the Council on Sport Management Accreditation (COSMA). Example topics are course planning; course design; assessment; teaching cases, communication activities; digital displays; use of multiple media; writing activities; portfolio development; engagement activities; class presentations and performances; activities promoting critical and/or constructive thinking and/or proficiency in inquiry; creative problem solving; creative environments to enhance academic success; service activities; extracurricular activities facilitating student growth; advising activities that extend teaching and learning; learner activities occurring outside of the classroom; and numerous additional topics as suggested/submitted.

*Specific details about participating in the 2010 NASSM Teaching and Learning Fair will be available at a later date. Information will be distributed through the NASSM website and the Listserve.*

### 2010 Annual Conference



June 1 - 5, 2010  
Hosted by the  
University of Tampa



Grand Hyatt – Tampa Bay



For hotel information visit:

[www.grandtampabay.hyatt.com/hyatt/hotels/index.jsp](http://www.grandtampabay.hyatt.com/hyatt/hotels/index.jsp)

## New Latin America Sport Management Organization Structure, Executive Council, & Upcoming Events.....

The International Congress in Sport Management took place in Turmero - Venezuela, March 2009. The congress lasted 3 days and there were speakers from different countries of the American continent: Argentina, Brazil, Chile, Colombia, Costa Rica, Guatemala, Mexico, Puerto Rico, USA and Venezuela; we also had an invited guest speaker from Spain. There were 600 participants and the event was a success. The academic program was divided in conferences, parallel oral sessions (paper presentations), workshop and panel discussion (the theme was "Sport Management as an Academic Area"). Two main goals were associated with the conference: 1) Identify and meet academics working in the area of sport management in Latin America and 2) The formation of the Latin American Sport Management Association.

### The Board of the Latin American Sport Management Association (ALGEDE - Asociación Latinoamericana de Gerencia Deportiva):

- **President:** Rosa López de D'Amico (Venezuela)
- **Vice President:** Gonzalo Bravo (Chile - USA)
- **Secretary:** Alberto Calderón (Colombia)
- **Treasurer:** Mireya Medina (Mexico)
- **Publication & Promotion Director:** Tulio Guterman (Argentina)
- **Academic Director:** Luisa Velez (Puerto Rico - USA)
- **Academic Co-director:** Ricardo Sonoda (Brazil) and Sandra Jimenez (Costa Rica)

Their first conference as a new association will likely be in 2011 in Monterrey, Mexico, at the University of Nuevo León.

**Contact:** Rosa López de D'Amico Rosa Lopez de D'Amico if you require additional information Email: [rlopezdedamico@yahoo.com](mailto:rlopezdedamico@yahoo.com)

## Sun Belt Institutions Announce Partnership between Journal & Sport Management Conference

TROY, Alabama — Sport management faculty members at Sun Belt Conference institutions Troy University and Middle Tennessee State University announced a strategic partnership between the annual conference of the Southern Sport Management Association (SSMA) and MTSU's *Journal of Sport Administration and Supervision (JSAS)*.

Dr. Fred Green, professor and faculty athletic representative at Troy and founder of SSMA, and Dr. Colby B. Jubenville, associate professor of sport management at MTSU and publisher of *JSAS*, announced the partnership, stating that the purpose behind the partnership was to unite two academic-based entities that shared a common mission of serving practitioners in the field of sport management.

## Conferences



The Third Annual Scholarly Colloquium on Intercollegiate Athletics  
In Conjunction with the NCAA Annual Convention  
January 12<sup>th</sup> and 13<sup>th</sup> 2010  
Atlanta, Georgia

"College Sports in Recessionary Times: Assessing Challenges and Opportunities"



### World Leisure Congress

From August 28 to September 2, 2010, over 1200 participants from over 40 countries are to come together in ChunCheon for the 11<sup>th</sup> World Leisure Congress. An exceptional program is designed around the theme "Leisure and Identity". Plenary sessions with world renowned speakers, workshops and roundtable discussions, and presentations from over 200 scholars and professionals, are to provide participants with opportunities to discuss critical themes and issues. And, cultural performances, tours, and interactive experiences are designed to introduce participants to traditional and contemporary Korean leisure culture.

## Member News & Notes

### Awards, Information, Accomplishments.....

**A note from Dr. Earle Zeigler...**In August as I tottered through the end of year #90, Anne (Rogers), my wonderful spouse, arranged a terrific party for me. Being quite healthy I hope to be around for a while, but my problem is mobility (handicapped parking sticker, ugh...) Bob Boucher very thoughtfully sent me the beautiful, framed picture of the Award winners. I had already written to congratulate Mary Hums after receiving such a nice letter from her. Fortunately, I don't have arthritis in my two index fingers too; so my writing is continuing apace with three books and several articles in 2009. What else is there to do? Whether anyone is reading my output is another question. All 19 books and monographs turned out in the new century are on my PDF file book list which I'd be happy to send along to NASSM folk. And if interest I could send as (FREE) e-book(s) for scrolling <[zeigrog@uniserve.com](mailto:zeigrog@uniserve.com)> I am not interested in royalties; just want to "get the word out." As I see it, whether they recognize it or not, overly commercialized sport and inadequate physical activity education are both in "big trouble." NASSM can play such an important role... Cheers. *Earle*

**Dr. Mombi Thairu**, President, Sports Agent RKE Sports & Entertainment and NASSM member received the "2009 Philanthropic Spirit Award" from the Multicultural Motion Picture Association (MMPA), at their Student Filmmakers Oscar Week Scholarship Luncheon, held at the Four Seasons Hotel Beverly Hills (see photo in right panel).

**Dr. Bob Boucher receives Wagner Award...**In the early nineties, Dr. Robert Boucher was involved in the introduction of the first Masters of Sport Management Program in Holland. Dr. Boucher's involvement and passion for the new program was incredibly important for its development and contribution to the sports industry in Holland and Europe.

After 17 years of cooperation between Philip Wagner, director of the Wagner Sport Management Institute (SMI), and Dr. Boucher, Dean of Human Kinetics, University of Windsor, it was deemed appropriate to honor Bob for sharing his knowledge, passion and experience with our Institute. At our annual Alumni Sport Management Meeting, Bob was asked to give his strategic view about the development of Sport Management in Holland. Speaking to approximately one hundred alumni in attendance, he shared ideas on how to improve these academic courses in the Netherlands.

Philip Wagner offered thanks for his friendship and professional help in developing and innovating the Masters course in Sport Management and, indirectly, the field of Sport Management throughout Holland. The Wagner Group is proud of the bilateral corporation agreement with the University of Windsor, and looks forward to its continued collaboration. The MBA Sport Management Program remains a unique academic course for residents of Holland and, by extension, mainland Europe.

*Wagner Group | Sport management institute, P.E Wagner*

## News & Notes



Dr. Earle F. Zeigler



(L → R) Actor Louis Gossett, Producer/Director Bill Duke, Dr. Mombi Thairu, President, RKE Sports & Entertainment, Sonny Skyhawk, Founder, American Indians in Film and Television, Jarvee Hutcherson, President, Multicultural Motion Picture Association (MMPA)



Dr. Bob Boucher



For more information on NASSM visit:

[www.nassm.com](http://www.nassm.com)