Getting ready for the 2012 NASSM Conference!

While the Executive Committee (EC) was meeting in Seattle, Hannah Owings from the Center for Leadership in Athletics at the University of Washington, and a key member of the conference planning committee, took the time to update NASSM on the planning process.

Thus far, the planning process has been quite seamless. We feel fortunate to have been selected as the host city and our enthusiasm is evident through our planning! We have taken into account suggestions from the Executive Council as well as London’s host committee and will put on a great event for the hard-working membership of NASSM.

Our conference facility, the Renaissance Hotel, is located in the heart of downtown Seattle, giving NASSM members great access to the city. We think members will enjoy getting outdoors, and seeing the sights during their downtime at the conference. As far as the actual hotel, the rooms and meeting spaces will be an outstanding fit for the NASSM membership. The staff at the Renaissance has been absolutely fabulous and we look forward to working with them as we progress towards May 2012.

We also hope to showcase the recreational community in the Seattle area and will do so at the Opening Night Reception. Here, members will be able to sign up for various activities, such as a city tour, kayaking excursion, or day hike. We encourage NASSM members to make some time to be active and enjoy the beautiful scenery in Seattle!

Additionally, we plan to host the NASSM Awards Night on Thursday evening at one of our wonderful Seattle stadiums. Plans are still being finalized but we hope to showcase the home of one of our professional sport teams and allow members the chance to get out of the hotel for an evening.

Another notable event that The Center for Leadership in Athletics will be hosting in conjunction with the 2012 NASSM Conference is a pre-conference workshop, targeting undergraduate and graduate students. The students will listen to a keynote on the current landscape of athletics (from both a professional and academic point of view), then split into two tracks depending on their career interests in sport management and academia. Our goal in planning this workshop is two-fold. First, we hope to add an additional event for NASSM student members where they can interact and learn from one another. Second, we hope to garner the attention of Pacific Northwest undergraduate and master’s students in sport management who may not be as familiar with the NASSM and allow a space where they can be introduced to the organization.

We are greatly looking forward to seeing everyone in May!
Hello NASSM Members:

I hope your Fall Semester has been productive and you are looking forward to a fun filled, relaxing holiday season. I wanted to update you regarding some of the important happenings in NASSM.

First, I want to thank the members of the Executive Committee. This current group has been so attentive and thoughtful throughout my tenure as President. Our Fall meetings in Seattle were very productive because members of the EC had worked so diligently prior to the trip. And they have continued their significant work since our meetings. The Fall meetings afforded me the opportunity for my first trip to Seattle and the city’s incredibly positive reputation is well earned! It is absolutely beautiful and the location of the conference is within walking distance to a variety of entertainment options. Sara Lopez (Co-Director of the Center for Leadership in Intercollegiate Athletics at the University of Washington) Hannah Owings (Program Administrator), and Lisa Miller (Conference Manager) are working diligently to ensure a successful conference. Further, Rob Ammon, Business Office Manager, is also instrumental to this success. A big thank you to all involved!

One of the most enjoyable tasks as President is informing the recipients of the Earle F. Zeigler Lecture Award, the Garth Paton Distinguished Service Award, and the Distinguished Sport Management Educator Award. I am pleased to announce that Alison Doherty received both the Earle F. Zeigler Lecture Award and the Garth Paton Distinguished Service Award. Andy Gillentine was awarded the Distinguished Sport Management Educator Award. Please join me in congratulating them!

This marked the first year in which the Senior Associate Editor for the Journal of Sport Management was elected after an open call. I am pleased to announce that David Shilbury was elected as the Senior Associate Editor. Congratulations David!

I am also pleased to note that the EC voted to accept the World Association for Sport Management’s (WASM) interim constitution. This provides a starting point for regions to collectively establish a business model for WASM. It is important to note the constitution is not final, but establishes a formal commitment and process for debating issues that arise along the way.

In other news from the Fall meetings, a standing committee for Development and Partnerships was created with Member at Large Laura Cousens as the Chair. This committee will work synergistically with other related NASSM committees (e.g., Industry Relations) to explore best procedures for sponsorship development, foundation growth, and/or conference management and the integration of these important facets of NASSM. Further, the Executive Committee voted to establish a task force to engage in a new strategic planning process. The last strategic planning process occurred in 2003. Bob Baker, President-Elect, will lead the task force and use the existing strategic plan to inform this new undertaking.

Also in other news, Member at Large, Laura Misener was instrumental in creating a new competition/award for doctoral student research. It will be similar to the Janet B. Parks NASSM Research Grant Award, but will be dedicated to the funding of doctoral student research. The competition announcement will be circulated in the upcoming months. Orland Hoeber will be making changes to the NASSM website. He hopes to survey members to gather input regarding improvements to the site. Please help with this process by providing feedback when Orland initiates this process. As always, thanks to Orland for his substantial work on the website. Recently Janet Parks made arrangements for a set of interviews with former NASSM Founders, Presidents, and JSM Editors to be made available online. The videos are hosted by Bowling Green State University and can be viewed at the following link: http://www.nassm.com/InfoAbout/NASSM/History. Please join me in thanking Janet for her effort on this project. After serving as coordinators for the Teaching and Learning Fair since its inception in 2009, Jackie Cuneen and Dianna Grey will step down after this year’s conference. A Call for Coordinators was made earlier this month. That call is posted on the NASSM website at: http://www.nassm.com/TLFCoordinators. Thank you Jackie and Dianna for establishing the Fair and all the work you have provided over the years!

Thanks to all of those who are already involved and who have served in the past – your work is invaluable to the growth and success of NASSM!

Sincerely,
Janet S. Fink
Hello from the Student Board!

There is a summary of my trip to the Executive Council meeting in Seattle on our redesigned Facebook page. Please check us out (and ‘Like’ us) at facebook.com/NASSMstudents. As I mentioned on Facebook, working with the EC has been fantastic and the student board is very excited for this year’s conference. Brennan, Naila, and Mike are ironing out the details on our initiatives. Thus far we have been working with the feedback received from last year’s Mentoring Initiative to improve the event this year. Thank you to all who responded to the questionnaire. Also, we have narrowed down potential locations for the student social and are definitely hoping to get as many student members as possible in attendance. We will pass along the important details on all three initiatives as soon as we have things finalized.

As always, if there are questions or feedback for the Student Board, please feel free to contact us at any time.

All the best,

Lauren

NASSM Sport Industry Relations Committee (IRC):
... a message from committee chair Matt Walker

Greetings NASSM Delegates,

Recognizing the potential benefits from partnering with practitioner-based organizations, The NASSM Industry Relations Committee (IRC) continues to makes strides in connecting with various entities in the sport industry. The notable partnerships we have forged over the past year include the National Association of Collegiate Marketing Administrators (NACMA), National Association for Stock Car Automobile Racing (NASCAR), the Stadium Managers Association, and the College Sports Information Directors of America (CoSIDA). We feel that while many organizations have benefits to offer NASSM and its membership, only those that align with our core missions or research, teaching, and industry service are worthwhile connections. Members of the IRC (i.e., myself, Rob Zullo, and Nels Popp) participated in a panel discussion at this year’s NACDA convention to discuss the partnership and its parallel benefits.

In addition to these initiatives, the IRC has also been active in developing formalized operating codes for vetting sponsorship opportunities and other for-profit partnership opportunities. The aim is to foster these industry connections to increase the visibility and reach of NASSM and its membership. Based on the leadership of President Fink, the committee is making headway and we will have more to report in the coming months.

Respectfully,

Matt
Sport Management Program News …

Bowling Green State University’s sport management program recently launched a comprehensive sport media project designed to assist students in learning the crafts of sports writing, reporting, broadcasting, announcing, production, promotions, and public, media, and community relations management. The project is named in honor of Richard A. Maxwell, a former National Football League executive whose career took him from the Denver Broncos to the Tampa Bay Buccaneers to the National Football League offices in New York. Maxwell recently retired from the NFL as Senior Director of Broadcast Services. During his career, he was instrumental in the production of 32 Super Bowls, numerous Hall of Fame games, AFC-NFC Pro Bowls, and international American Bowls including acting as overall coordinator for three games in London, England. The BGSU sport management program acquired Maxwell’s papers and files accrued from his NFL executive experiences under the leadership of Commissioners Pete Rozelle, Paul Tagliabue, and Roger Goodell. Maxwell’s documents will form the basis of an archival collection that will be available to students studying sport media as well as sport media scholars. The Maxwell Project is in the process of launching a WWW site to be totally operated and maintained by students, and will feature a Sport Media Watch -- an editorial center for regularly analyzing sport media production and commentary. Students associated with the project will also stage workshops for local and regional high school student-athletes, coaches, and athletics directors to assist them in interacting with the media.

Saint Leo University recently opened a new four-story School of Business building on their main campus. Sport Business is housed within this building. They have state of the art technology in each classroom. Each classroom has a minimum of two 60+ inch flat screens. The entire building has over 30 flat screen TV’s throughout with the capability of programming each to run the same thing or information individually. Supported by a $4 million donation from an alumnus who only took classes online, the building is one of the most technologically advanced buildings in the entire world.

With the launch of its sport management program this fall, Farmingdale State College has become the only public college on Long Island to offer the Sport Management BS degree. The new program is being administered by the School of Business in collaboration with the Athletics Department. NASSM members Ira Stolzenberg and Sarbjit Singh are the first full-time faculty members in the department, which is chaired by Dr. Fran Federman. With a focus on the business and technology aspects of the industry, classes are geared toward careers that include: team and league marketing and operations, facility and event management, college and high school administration, and sports media. Since courses in sport management were first introduced in 2004, students have interned with companies such as the New York Islanders, CBS Sports, NBC Sports, the Long Island Ducks, Planet Fitness and Disney. "Sport Management has been popular for a number of years now so we expect enrollment in this program to be quite strong," said Farmingdale Provost Dr. Lucia Cepriano. "In fact, we have hired two full-time business professors and have an outstanding group of adjunct professors to meet the demand."
2012 NASSM Elections by Andrea N. Eagleman, IUPUI

Believe it or not, the 2012 NASSM Conference is just around the corner, and that means another order of business is on the horizon as well – executive council elections! This spring, all NASSM members will receive an email asking for nominations for the following positions: President-Elect and two Members-at-Large. To gain some insights into what executive council membership entails and why NASSM members should consider running for one of the positions, the Nominating Committee spoke with President-Elect Bob Baker, a faculty member at George Mason University, and Member-at-Large Laura Misener, a faculty member at the University of Western Ontario.

“I believe NASSM, as a cornerstone of the discipline, warrants the best efforts from all of us,” said Baker when asked why he decided to run for the board last year. “We’re all here on the shoulders of giants. We need to embrace that responsibility.”

Before being elected to his current role as President-Elect, Baker served on several task forces and committees. He said that he ran for a board position unsuccessfully, but didn’t let it deter him. He ran again the very next year and was elected to a Member-at-Large position. Baker believes he is a “walking example of the opportunities that exist in NASSM.”

Misener said that she was involved as a reviewer, a member of ad-hoc committees, and as a member of the student board before being elected to the executive council. She decided to run for a Member-at-Large position in large part because of the positive interactions she had with several NASSM leaders after winning the 2007 student research paper competition and presenting her work in front of the entire conference that year. “I wanted to be sure that I gave back to the organization that had helped me so much. I also feel very strongly about ensuring that there is representation on the board from all of North America,” said Misener.

For Baker, one of the most gratifying aspects of serving on the NASSM executive council is the ability to work with colleagues from other universities. “On a personal level, I have had the opportunity to enhance great friendships while working closely with colleagues on issues important to sport management,” said Baker. “Working with a lot of dedicated, energetic people during my two tours on the board has been extremely satisfying.”

During his time on the board, Baker said he has had the opportunity to chair the Awards Committee, participate in all executive council decisions, and his next order of business is to review the constitution, operating codes, and strategic plan. Currently, Misener’s largest responsibility is coordinating the 2011-2012 Student Research Competition. Along with the hard work that the executive council puts in, Baker says that they also have time for a few laughs. One of his favorite lighthearted moments was when he was once misidentified as ‘Robert Palmer’ in a report, and he said he found it “simply irresistible.” Baker’s advice to anyone considering running for an executive council position is, “DO IT. Dive in headfirst and be persistent. We have many good people in NASSM and we need them to lead the sport management discipline into the future.” Misener echoed this advice, saying, “NASSM cannot run without its members, and it’s wonderful to have new people involved bringing fresh new ideas to the table. It’s an opportunity to make a difference in an association that works very hard for its members, so don’t hesitate to get involved!”

For anyone considering running for President-Elect or one of the two Member-at-Large positions, an email with more information will be sent in the spring semester, along with brief descriptions of what each position entails. You can also log-on to the NASSM website to read each position’s description at http://www.nassm.com/InfoAbout/NASSM/Offices.
Dr. John Miller, Associate Dean and Professor of the College of Health and Human Services at Troy University, is best known by the NASSM community for his expertise of risk management in sport. Throughout his time in academia, Dr. Miller has worked diligently to contribute to sport management education. To date, Dr. Miller has published a textbook in the field with another book in progress, 46 peer-reviewed publications, 20 book chapters and over 156 peer-reviewed presentations. Dr. Miller’s scholarly achievements have not gone unnoticed. To name a few of his honorable distinctions, Dr. Miller was recently named as a Fellow of the American Alliance for Health, Physical Education, Recreation and Dance’s Research Consortium, a Distinguished Scholar by the School and Community Safety Society of America and the 2010 recipient of the prestigious Charles Peter Yost Award by the National Safety and Risk Management Council.

As evidenced by his many scholarly contributions, Dr. Miller is passionate about sport management education. He has recognized the need to conduct research that is applicable to the sport management practitioner and encourages young scholars to continue down this path. When asked what steps current sport managers should take to ensure environments conducive to successful sport management education, Dr. Miller emphasized the continual need for academicians and practitioners to work jointly so as to bridge the disconnect between the two groups. Aligned with this, Dr. Miller was asked to give advice to non-tenured sport management educators. Dr. Miller offers that “first, it is critical to understand the minimum expectations of tenure and promotion at the respective institution. Upon grasping an understanding of these expectations, the young promising scholar needs to not only meet, but exceed these expectations and balance his or her priorities. For example, non-tenured professors should have a clear grasp on the weighting factor of teaching, research, and service criteria at the respective institution and work accordingly”. To help guide research and teaching activities, Dr. Miller offers this simple advice...“be actively focused and engaged in what is going on in academic sport management and the professional industry. Being able to connect one with the other is critical”. As a final piece of advice, Dr. Miller emphasizes the need to build both strong personal and working relationships as this will help to maintain stability and drive production.

Dr. Miller clearly acknowledged that his successes would not come without the support and understanding of his family and the collaborations of his close colleagues. Dr. Miller’s favorite sport is swimming although football is closely behind. In his spare time, Dr. Miller enjoys spending time with his wife and two children, exercising, reading, and working outdoors.