Dr. Lucie Thibault
2008 Zeigler Award Recipient

On Saturday May 31st Dr. Lucie Thibault was honored as the 19th recipient of the specially-featured distinguished scholarly lecture delivered to the membership to close each year’s annual conference. Lucie’s words were both relevant and impactful given the forum and the overall conference theme.

The purpose her lecture was to highlight some of the issues involved in the globalization of sport affecting the field of sport management. In particular, four main issues were addressed: division of labor in developing countries to manufacture sportswear and equipment; the increasing flow of athletes where country of birth and origin is no longer a limitation; the increased involvement of global media conglomerates in sport; and the impact of sport on the environment. In a time when many media outlets have not maintained a skeptical stance of sport because they directly profit from the industry, the impact of what she considered these “inconvenient truths” in sport were delivered in a thought-provoking tone.

Dr. Rob Ammon
2008 Garth Paton Award Recipient

On Thursday May 29th in the most majestic of settings, Dr. Rob Ammon of Slippery Rock University was awarded the Garth Paton Distinguished Service award for his unwavering dedication to NASSM. The award was handed down in front of Lord Stanley’s Cup at the Hockey Hall of Fame in downtown Toronto. “The atmosphere in the NHL Hall of Fame provided an unbelievable backdrop that will be nearly impossible to emulate” said Ammon. Obviously emotional, Ammon went on to say, “Garth Paton was an unbelievable resource for NASSM...his inerminable devotion to the organization provides a role model for all of us”. “Garth was a tremendous resource to mentor to me as the Business Office Manager and if I can provide half the service he did then I will consider myself a success.” …We congratulate Rob again on his dedicated service to NASSM!

Dr. Jackie Cuneen
2008 Distinguished Educator

Dr. Jackie Cuneen was the recipient of NASSM’s first Distinguished Educator Award. “When I got the call to submit my materials to be considered for the NASSM educator’s award, I genuinely understood for the first time the phrase...it’s an honor to even be nominated.” “As I was putting the application materials together, though, I wondered if anyone could ever win an award for teaching -- maybe, maybe not, but it would be a thrill to be recognized for trying to teach well.” “I’m so thankful to all the sport management educators at NASSM who are great teachers – they have inspired me to work very hard in the classroom.” “There are so many NASSM members who deserve recognition for their work in the classroom, in the field, and on line. I hope we all nominate several of them for this great award, so our dedication to sport management education is clearly acknowledged throughout our disciplines.”
Dear Colleagues and Members of NASSM,

I would like to thank the membership for bestowing upon me the honor and opportunity of the presidency of NASSM. Seventeen years ago, I started my affiliation with this great organization at the Ottawa Conference where I gave my first NASSM presentation as a student member. Seventeen years later, I am standing here, again, in Canada to assume the presidency of the organization.

Throughout these years, many of you have shared your experience and wisdom with me, and most importantly provided me with your wholehearted encouragement and support. Now it is my time to give back to you and the organization.

I will do my best to serve the needs of the membership, and maintain the levels achieved and the standards of excellence established by my predecessors while moving forward.

As reported to you by the Executive Council at yesterday afternoon’s annual general meeting, the state of the association is strong, but we still face many challenges and still have a lot of work to do.

As president, I will work with our members to maintain and grow the membership of our organization and particularly enhance our organization’s diversity. I will work with our members to increase the visibility of our association. In addition, I will work with our members to enhance the internal communication of NASSM.

One cannot serve the association in the capacity of President without the support and encouragement from the membership. As we set out on the new journey in this upcoming year, I need all your help. I need the help of every one of you in this room and all other members of this organization who are unable to attend this year’s conference.

In closing, I would like to extend to each member of the association of the following challenges:

- Recruit one new member from your colleagues;
- Find a committee or task force that suits your unique ability and interests and support it;
- Contribute ideas and inputs in terms of how to make the organization stronger.

I look forward to working with each of you during the upcoming year.

Sincerely,

Ming Li
Ohio University
2008 NASSM President
Conference Reflections
Past-President Aubrey Kent

...Our annual conference in Toronto was a great success. As noted by others in this newsletter, Past-President Barr and the host committee from Brock University did an outstanding job of "laying out the red carpet" for all delegates and visitors.

It was certainly a memorable conference for me personally, being able to serve as President while welcoming all to explore and enjoy my hometown. I was thrilled to meet and introduce one of our guest speakers, CFL Commissioner Mark Cohon, and thoroughly enjoyed hosting the awards gala at the Hockey Hall of Fame. I am excited about working with the great group in South Carolina, as we are already well into the planning stages for hosting in Columbia in 2009.

NASSM Business Office News
From the desk of Rob Ammon

In November, an agreement was finalized between the NASSM Executive Council and the NASSM Business Office Manager. This agreement was for an extension to the initial 5-year agreement between NASSM and the Department of SPMT at Slippery Rock University. The term of the new agreement will run from, 1/1/08 to 12/31/12 with the understanding that additional 5-year increments may be mutually agreed upon. My current task is to finalize our status as a 501(C)(6) non-profit organization and to file our 2007 tax return. The Business Office is dedicated to providing multiple services to all NASSM members pertaining to their membership. I will try and resolve member problems in as expeditious fashion as possible.

Thibault...2008 Zeigler Award
Story continued from page 1

Lucie concluded that, Globalization in sport has led to prosperity for many sport stakeholders, for example, media conglomerates, professional sport teams, franchises, and leagues, IOC and other TNCs. The question we must ask particularly with the inconvenient truth is...has globalization deepened inequality or has it reduced it? Who have benefited from the economic wealth and growth originating from the globalization of sport? Who have been the "winners" and who are the "losers"?

“The inconvenient truth regarding the globalization of sport needs to be exposed and strategies to address the negative consequences of globalization of sport have to be devised and implemented...as we reflect on the power of sport, we need to keep a critical lens on our understanding of the interrelationships between all the stakeholders involved in globalization” (pg. 23).

Lucie honored the Zeigler Award with her words and at the same time helped us to reflect on the way we view sport. Thanks Lucie for a great lecture!

Lecture to be published - Volume 23 Issue 1 in the Journal of Sport Management
“Inside the Ropes,” Toronto: The 2008 NASSM Annual Conference...........

This year’s conference in Toronto brought some interesting experiences for the membership. Here are just a few of the highlights you may have missed:

- **NASSM Golf Tournament**

Each year, the conference organizing committee plans a golf tournament on the Wednesday of conference week. This year, it was a very “international” tournament with representation from The Netherlands, Canada, and the United States. For students, this experience allows leisure time with professors and provides a relaxed atmosphere in which future collaboration, research, and professional opportunities can be explored. We hope to see more students at the golf tournament next year in South Carolina!

- **“Good Sport,” Does In-Deed Make, “Good Business”**

Students and faculty were treated to not one, but two fantastic keynote speakers. On Thursday, Beckie Scott, an Olympic medalist in Cross Country Skiing, discussed her past experience and current involvement with Right to Play (http://www.righttoplay.com). Right to Play offers individuals the opportunity to work or volunteer in an environment that helps promote sport in under developed countries around the world. Then on Friday, attendees heard Canadian Football League (www.cfl.ca) commissioner Mark Cohon speak about the CFL’s involvement in a number of socially responsible initiatives (i.e., a commitment to “green” practices). These presentations were a perfect fit for the conference’s theme, “Good Sport Makes Good Business” and provided students with exemplary cases of how to pursue ethical and moral business practices.

- **Getting on the Publication Plane – Student Workshop**

A workshop targeted toward graduate students was delivered to a packed room of interested attendees on Friday morning of the conference. The expert panel consisting of Drs. Lawrence Chalip (former editor of JSM), Christine Green (editor of SMR), Lucie Thibault (editor of JSM), and Bill Gerrard (editor of ESMQ) provided suggestions, tips, and answers to questions surrounding the elusive world of achieving the “holy grail” – publishing in top tier academic journals. Their discussion included topics such as, how to prepare for publication, where to submit, how to submit, and how to respond to reviewer comments. This session was put together by student board member Jacqueline McDowell (now Dr. McDowell) and was geared toward student members, however a number of junior faculty took advantage of the knowledge that this workshop provided.

- **Women In NASSM (WIN) Social**

The annual Women in NASSM (WIN) meeting has increased in popularity and membership. The group had approximately 60 women (both students and faculty) attend the social late Friday afternoon and the WIN listserv now hosts 147 women in NASSM. This year, conference co-chair Joanne MacLean organized a great time. Numerous ‘toasts’, games, and networking opportunities were among the highlights of this year’s WIN social. Stay tuned for next year’s event at NASSM 2009, but until then, check out some of the pictures that provide a sneak-peak into what it means to be a “WIN’er”. There is also a link to view the other photos as well.
“In Their Words,” Final Conference Thoughts

Dr. Bob Baker

...The people at Brock University did a great job organizing the conference and bringing it to fruition. Toronto was a terrific conference site.

The launch of accreditation through COSMA sparked a great deal of interest and is critical for the future of sport management. Beyond the intellectual exchanges, the highlight of NASSM really lies with its membership. The conference consistently provides us the opportunity to renew old friendships and initiate new ones.

We also have the opportunity to recognize our colleagues’ achievements. Rob Ammon’s Paton Award reception was fittingly held in the spectacular Hockey Hall of Fame. Jackie Cuneen’s recognition as the inaugural Distinguished Sport Management Educator saw her become the first NASSM member to receive all three major awards. Lucie Thibault’s Zeigler speech was a thought provoking and simply irresistible conclusion to a tremendous conference. Toronto proved to be an outstanding conference, which allows us to look toward Columbia with excitement for 2009.

Dr. Jennifer Bruening

...I thought the conference was the best I have been to in terms of organization and the extras that Brock offered. I particularly enjoyed the theme and Toronto was a great conference destination. The Hockey Hall of Fame was a great venue as was Gretzky's for the opening reception.

As an outgoing member of Executive Council, I was privileged to learn a great deal about how NASSM operates and its history. I appreciate participating on the council with Carol Barr’s leadership particularly. It was a great experience as our people are always the highlight for me.

NASSM Student Council Elections in Toronto.....

Katie Misener was re-elected to serve a second term as Student Representative on the Executive Council...

Student membership in NASSM has more than doubled in the past 3 years. NASSM provides students with opportunities for presenting and reviewing research, participating in governance and interacting with faculty. In particular, our annual conference has become a “must-attend” event for the students; affording them the chance to network, exchange ideas, collaborate, and experience professional development. This year’s conference in Toronto was no exception with 137 student attendees, a prime location, an engaging theme and an incredible program.

Other elected members of the Student Council for the upcoming year....

Thomas Aicher – Student Board Representative: Texas A&M

Michael Diacin – Student Board Representative: Tennessee

Shannon Hamm – Student Board Representative: Western Ontario
Membership News

Member Profile..........Dr. Matt Brown

Matthew Brown has been at the University of South Carolina since 2005 where he teaches and researches in the areas of sport business and finance. His research has lead to publications in the Journal of Sport Management, Sport Marketing Quarterly, Entertainment and Sport Law Journal, the International Journal of Sport Finance, and Sport Management Review. In addition, Matt has made more than 40 national and international research presentations. Matt currently serves as the faculty advisor for the Sport and Entertainment Management Club and the newly formed club tennis team. He also serves as a liaison between the department and the Columbia Blowfish – a wood bat baseball team in the Coastal Plain League.

In addition to his work with the Columbia Blowfish, Matt has served as the Chief Financial Officer of the Southern Ohio Copperheads and treasurer of the Board of Directors of the Southern Ohio Collegiate Baseball Club. He was also the assistant girls varsity and head girls JV tennis coach at Athens High School. Matt also has worked in campus recreation, collegiate athletics (as both coach and administrator), and tennis club management. He currently serves as the treasurer of the North American Society for Sport Management (NASSM) and is a member of the Sport Marketing Association (SMA) and the National Association of Collegiate Directors of Athletics (NACDA). In 2003, Matt was named the Jefferson College Alumnus of the Year.

Prior to joining the Division of Sport and Entertainment Management at South Carolina, Matt was a faculty member at Ohio University in the Sports Administration and Facility Management Program. There his role evolved to include advising the Sport Marketing Club, supervising Friday Night at the Fights, supervising the annual Sports Administration Symposium, developing new business based curricula, and managing the scheduling of courses and faculty. Additionally, Matt was named undergraduate Sport Management coordinator in 2002. During his tenure at Ohio University, the undergraduate sport management program grew from 225 to more than 400 students and the graduate program moved from a one-year Master's in Sports Administration to a two-year dual Master's in Business and Sports Administration.

24th Annual NASSM Conference to be held in Columbia, South Carolina

The NASSM Executive Council has selected the University of South Carolina in Columbia as the host for the 2009 annual conference. Thanks to the entire faculty at USC for their proposal and continued support of NASSM. The Executive Council is actively seeking bids for upcoming conferences…if your institution is interested in hosting, please contact Clay Stoldt – (clay.stoldt@wichita.edu).

There will be ongoing communication regarding the 2009 Conference in subsequent issues of the NASSM newsletter and from the executive council.

Have a great year and see you all in Columbia!!!