

## Dr. Mary Hums 2009 Earle F. Zeigler Lecture

Dr. Mary Hums was honored as the 20<sup>th</sup> recipient of the Zeigler Distinguished Scholar Award for 2009. Dr. Hums presented a thought-provoking lecture which brought to light some developing issues in the sport context. She provided an excellent segue from past Zeigler lectures to the future and our responsibilities as those who teach prospective sport managers and research such industry specific issues.



Dr. Hums impassioned lecture focused on a common theme of awareness. She identified some relevant issues in the evolution of the dynamic world of sport management. First, she discussed social entrepreneurship, which relies upon people outside of government to present unique solutions to direct positive social change. Technology was also one of the foci of the lecture – specifically, its ethical and practical usage, but above all awareness of technology as a means to improve collaboration, teaching and research. Dr. Hums further addressed the most immediate and pressing issues of the environment and human rights. Simply put, we must consider the role of sport as a tool for the development of peace and promotion of a sustainable environmental.

Dr. Hums closed by reminding us that we need to educate our students to understand how to navigate the sometimes oppositional “spirit of sport” and the “marketplace of sport” and to make decisions that address both areas. Dr. Hums was well deserving of the Zeigler award and provided excellent thoughts on the future of the industry. Well done.

## 2009 Annual General Meeting (AGM): A Few Noteworthy Items

On Friday, May 29, the AGM was held in Columbia, South Carolina, highlighting several key topics for its members. Among the areas discussed were the organization’s current status, year reviews of the *Journal of Sport Management* and the *Sport Management Education Journal*, and 2009 NASSM Conference details. Of particular interest was the theme of growth in the above-listed areas. Reports showed that NASSM membership has increased over a five year period, growing from 313 members in 2005 to 888 members in 2009. Additionally, submission data collected for the *Journal of Sport Management* from May 20, 2008 - May 3, 2009 revealed a 65% increase in the number of submissions when compared to the previous year, contributing to a 20.7% acceptance rate. Still in its infancy, the *Sport Management Education Journal* had 10 submissions during 2008, and for this year is anticipating more submissions with articles focusing on either research or teaching case studies. The 2009 NASSM Conference was no exception to the theme of growth, as submissions totaled 410, a record high. Further, a record high of 259 submissions were accepted, yielding a 63% acceptance rate. With NASSM’s continuous growth, new initiatives are being cast to assist with the organization’s revenue generation. Particularly, the Revenue Generation Task Force was established in 2009 with the primary responsibility of identifying and developing implementation plans for possible sources of revenue for NASSM. The success and progression of NASSM is a result of numerous efforts and many thanks is owed to all members and contributing agencies. As we look ahead to a new year, we look forward to continued development and the sharing of such successes in 2010!



### In This Issue

Zeigler Lecture.....	1
President’s Message.....	2
New JSM Editor.....	2
Research Fellows.....	3
Student Award.....	3
New Student Council.....	4
Educator Award.....	4
Research Grant Recipients.....	5
New Executive Council.....	6

### Editor

Matthew Walker

[walkerma@hnp.ufl.edu](mailto:walkerma@hnp.ufl.edu)

### Contributors

Robert Ammon, Bob Baker, Laura Burton, Beth Cianfrone, George Cunningham, Josh DeLorme, Marlene Dixon, Brendan Dwyer, Dianna Gray, Shannon Hamm, Lori Hedstrom, Mary Hums, Aubrey Kent, Heather Lawrence, Ming Li, Mark MacDonald, Christina Martin, Laura Miller, Katie Misener, Craig Paiement, Melanie Sartore, Richard Wolfe, James Zhang

### Newsletter Content

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.

## Message from NASSM President: Dr. George Cunningham



Greetings NASSM delegates,

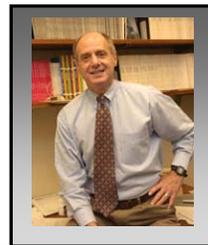
I hope this letter finds you well and relaxing during your summer break. I enjoyed seeing you all at our conference in June. Aubrey Kent, Matt Brown, Lori Hedstrom, and the entire South Carolina organizing committee put on a great conference, and the presentations this year were among the best we have seen. The conference was capped off by a moving lecture from Dr. Mary Hums—one that inspired us to be better teachers, researchers, and colleagues.

In the coming months, the Executive Council will be working on several initiatives. As one example, we will examine ways to make the selection process for our journal editors more transparent. As I noted at the conference, this process has already begun, and we have gathered a number of constructive comments. In following several of the initiatives started by Past-President Ming Li, we are also working on strategies to increase engagement opportunities for all NASSM members who wish to take a more active role in the organization. This will be complimented by our efforts to make the NASSM Conference more accessible to all persons wishing to attend. These represent just a sample of the tasks on which we will be working, and we hope to provide feedback in the coming months.

I wish you wish you well as you prepare for the new school year and look forward to working with you during this coming year.

Grace and Peace,

## New Editor of JSM Announced Dr. Richard Wolfe of Brock University



Dr. Richard Wolfe, Professor of Sport Management at Brock University, has taken on the role of current Editor for the Journal of Sport Management. On assuming this position, Dr. Wolfe "...is honored to become Editor of JSM, the leading journal in our field. The Journal has achieved that standing, of course, due to the excellent stewardship of JSM's excellent previous Editors. I hope to be able to carry out my responsibilities as well as they did."

Richard Wolfe holds a Ph.D. and M.S. from the University of Michigan, an MBA from Pennsylvania State University, and a B.A. from Sir George Williams University. Dr. Wolfe holds degrees in organization theory, business administration, and physical education. Some of his research focuses on the determinants of the success of sport teams. He has studied what determines success in baseball (i.e., to what extent is it offense, defense, and/or leadership) and in football (i.e., to what extent is it the players and/or coach). Wolfe is also currently studying community outreach efforts of professional sport teams. In addition, Richard is involved in a study of innovation in community sport organizations. He also bridges sport management with more traditional management by using sport as a lens through which we can learn about various types of organizations; e.g., by studying leadership, communication, teamwork, and strategy in sport, we can learn about those phenomena in a general sense and, thus, apply learnings from sport to other organizational settings.

## A Great Time in Columbia



## NASSM Research Fellows

### 2009 Recipients.....Process

The North American Society for Sport Management Research Fellow designation recognizes NASSM's scholars by honoring their achievement in sport-related scholarship disseminated through NASSM. The NASSM Research Fellow designation is intended to grant distinction within NASSM and Fellows' own academic communities and encourage high standards of research and other forms of scholarship among NASSM's members.

At the recent NASSM conference, seven scholars earned the Research Fellow distinction (pictured right in descending order): **Joanne MacLean** (Brock University), **Paul Pedersen** (Indiana University), **Dan Rascher** (University of San Francisco), **Stephen Ross** (University of Minnesota), **David Shilbury** (Deakin University), **Warren Whisenant** (University of Miami), and **Milena Parent** (University of Ottawa - *not pictured*). The research and scholarship of these individuals contributes to the already impressive list of NASSM Research Fellows.

For the complete list of NASSM Research Fellows visit:  
[www.nassm.com/InfoAbout/Conference/Awards/Research](http://www.nassm.com/InfoAbout/Conference/Awards/Research)

## Student Research Paper Award Winner....*Brendan Dwyer*



Under the supervision of Dr. Dave Stotlar, this year's student research paper award winner was Brendan Dwyer of the University of Northern Colorado. After an energetic and informative presentation regarding fantasy football involvement and loyalty, Brendan took the time to answer a few questions for the promotions committee:

**Q: What did winning the student paper competition award mean to you?**

*...Winning this award meant a lot to me for a number of reasons. First, to see some of the names that have won the award in the past, it is an absolute honor to be among these great researchers and scholars. Second, if you would have told me three years ago that I would be given any award, much less this award, for my research, I would have laughed at you. Thus, being honored at NASSM was evidence of how much I have grown as a researcher. Plus, it was a testament to the work of my mentors and the faculty at the University of Northern Colorado for their role in that growing process. Lastly, it was an opportunity to put my unique line of research on the map. I began studying sport consumer behavior and fantasy sports in 2006 because it was something important to me and it was a chance to get in on the ground-level of a timely and burgeoning area of inquiry. However, the feedback I have received from reviewers has been mixed. Therefore, this was an excellent opportunity to showcase the significance of the area and provide suggestions for additional sport management research possibilities.*

**Q: How did it feel to make that presentation at the NASSM President's Luncheon?**

*...Exhilarating. Granted, I was extremely nervous, but lucky for me, I had presented the study numerous times in the last few months for my dissertation defense and other school-related research awards. I just tried to make the best of a, once-in-a-lifetime opportunity. Odds are I will never get a chance to present in front of an audience like that ever again.*

## Research Fellows



## New NASSM Student Board for 2009: ...A letter from the new student president

Greetings NASSM constituents,

I am honored to serve as the Student President of NASSM for 2009-2010. The newly elected student officers (listed right) look forward to representing all NASSM students. We already have great chemistry and are working diligently to make NASSM a stronger organization, with a keen focus on how to improve the student experience.

We have several initiatives for this year that we believe are meaningful. All members of the student board are accessible via email and eagerly encourage students to contact us with any concerns, questions, and/or suggestions regarding NASSM. We will take all students' communications seriously and will do everything feasible to assuage any concerns or issues and implement any student-driven ideas that could potentially benefit NASSM. Finally, there is a Facebook site for NASSM members to facilitate communication amongst student members. If you desire to join, simply log in to your Facebook account and type NASSM in the search field and join the group entitled "NASSM Student Members."

I speak for the entire Student Board when I say we are excited to serve you and we hope everyone has a great year. Further, please do not hesitate to contact any of us if we can be of any assistance to you.

--- Joshua DeLorme

## McDonald Humbly Receives NASSM's Distinguished Educator Award

Dr. Mark McDonald, Associate Professor of Sport Management at the University of Massachusetts Amherst, was honored this year as this year's Distinguished Sport Management Educator. When asked what the award meant to him, he said "... it is a great honor and very humbling to be recognized for what I do day in and day out and year in and year out. To have NASSM give additional credibility to the value of experiential learning through recognizing my work at UMASS is a credit to all of those who take the time and put in the extra effort necessary to develop these meaningful learning experiences for students."

Dr. McDonald has been a leader in innovative teaching methodologies in sport management for the past 18 years. His extensive use of case studies in his sport marketing and sport policy classes led to him co-authoring *Cases in Sport Marketing* in 1999. Additionally, he has been a leader in the field in experiential learning in sport event management and sport event marketing.

*For others seeking to become a Distinguished Educator, Mark recommended 5 tips:*

1. Explore all of your campus resources such as a Center for Teaching Excellence. Attend as many workshops as possible.
2. Try experiential learning and don't hesitate to contact NASSM members who use it.
3. Get to know the people doing cool stuff in their teaching. They don't necessarily have to be sport management faculty. On every campus, there is teaching innovation going on.
4. Experiment in the classroom. Don't worry if something doesn't go perfectly; just re-tool the class next time.
5. Be committed to a pedagogy that matches your values and philosophy.

### 2009-10 Student Board

**Joshua DeLorme**

*President*

Texas A&M University

[jdelorme5050@hlkn.tamu.edu](mailto:jdelorme5050@hlkn.tamu.edu)

**Marion E. Hambrick**

*Conference Committee*

University of Louisville

[marion.hambrick@louisville.edu](mailto:marion.hambrick@louisville.edu)

**Katie Meyer**

*Promotions Committee*

The Ohio State University

[meyer424@yahoo.com](mailto:meyer424@yahoo.com)

**Kwame Agyemang**

*Diversity Committee*

Texas A&M University

[kwame@hlkn.tamu.edu](mailto:kwame@hlkn.tamu.edu)



Dr. Mark McDonald pictured with  
Past President Dr. Ming Li receiving  
NASSM's Distinguished Educator  
Award

## NASSM Research Grant Program

### *First awards handed out in Columbia*

The North American Society for Sport Management announced the NASSM Research Grant Program preceding this year's annual conference. The program is intended to advance scholarship in sport management by providing support to NASSM members as they pursue projects of importance to the field.

**Award:** Each year, grant amounts will depend upon NASSM Treasurer recommendations; however, a total grant pool amount expected not to be less than \$5000 per year will be the norm. This amount will be split amongst award recipients on a basis determined by the committee. Awards will be announced at the annual conference in conjunction with the "Awards Night" ceremony.

#### The 2009 Recipients (pictured right):

**Laura Burton:**

"Understanding the Role of Athletic Participation in Managerial Career Progression: An Evaluation through the Lens of Role Congruity Theory"

**Bob Heere:**

"The Impact of World Cup 2002 on the Bilateral Relationship between South Korea and Japan"

**Nathan Martin:**

"Anti-Greenwashing, Recycling, and Football Tailgaters: Sustainable Behavior Change"

## NASSM Workshops Prove Valuable

#### Grant Writing Workshop:

"The Process and Value of Effective Grant Writing in Higher Education: A Workshop for Students" held on Thursday of the conference was well attended and well received. Moderated by Michael Diacin (2008-2009 student board member) with panelists Dr. Daniel Connaughton, Dr. Graham Cuskelly, and Dr. Wendy Frisby, this workshop thoroughly covered the sources of funding, common mistakes in the grant process, and how to manage secured grant funds as a faculty member-researcher. The international perspective that was provided by all the panelists (i.e., the US, Canada, and Australia) was very beneficial and received a lot of thoughtful questions from the audience.

#### Past President's Workshop:

Bill Parrott, Outcomes Assessment Specialist, presented "Outcomes Assessment: Keeping it Simple" at the Past President's Workshop on Tuesday, May 26, 2009. Parrott's informative session was delivered to approximately 100 conference attendees and helped to differentiate the old Sport Management Program Review Council (SMPRC) approval process and the new Commission on Sport Management Accreditation (COSMA) process. Though the assessment piece of the accreditation puzzle seems to be the least understood by sport management faculty and administrators, it is in line with most accreditation models. Parrott did an excellent job of breaking down outcomes assessment and provided answers to numerous questions.

To view Bill Parrott's presentation, visit: <http://iweb.aahperd.org/naspe/cosma/>

## Research Grant Recipients



**Dr. Laura Burton**



**Dr. Bob Heere**



**Nathan Green**

## New Executive Council Members

### Bio's & Information

Four new NASSM Executive Council members were announced at the 2009 Annual General Meeting. James Zhang, Professor from the University of Florida, is NASSM's President-Elect. He will serve in this role for one year, before becoming President in June 2010. Marlene Dixon, Assistant Professor at the University of Texas, and Laura Burton, Assistant Professor from the University of Connecticut, were named Members-at-Large. They will represent the membership on the council, assist the Associate Editor in compiling the Sport Management Digest, and chair various initiatives and committees. Lisa Miller of the Ohio Dominican University is the new Secretary. These positions are two-year terms (2009-2011).

**James J. Zhang:** "...I am much honored to be elected as the President-Elect of NASSM, and very appreciative of the support and trust that NASSM members have provided me. In the meantime, I understand the obligations and responsibilities bestowed with this election. I feel eager to learn from the current and past presidents, as well as members of the Executive Board, standing committees, and elected research fellows, with an attempt to work diligently for the common good of NASSM members."

**Marlene Dixon:** Marlene Dixon is an Assistant Professor in Sport Management at The University of Texas at Austin. She is also a faculty affiliate with the Center of Gender and Women's Studies and a Fellow in the M.G. Seay Centennial Professorship in Education. Using multi-level and life course approaches, Dr. Dixon and her colleagues in the Sport and Life Quality Laboratory examine ways to improve the life quality of sport participants and providers. Through their investigations, they have made contributions to both theory and practice, particularly in the area of work-life conflict and balance.

**Laura Burton:** Laura Burton is an assistant professor of sport management in the department of kinesiology at the University of Connecticut. Her current research interests include (i) how to increase women's representation in leadership positions in sport management; (ii) how the experience of sport participation influences women's career progression in business management and sport management; and (ii) how to provide children at risk for obesity with physical activity opportunities, and how to best lead those children into sporting opportunities throughout their lives. Dr. Burton works in collaboration with Dr. Jaci VanHeest in the implementation and evaluation of Dr. VanHeest's Paw PALS program. This unique program provides before school physical activity opportunities for elementary school children at risk for obesity. Dr. Burton teaches courses in sport management, issues in sport, sport facility and event management, and sport psychology.

**Lisa Miller:** Lisa Miller joined Ohio Dominican University as an Assistant Professor of Sport Management in 2006. She has many years of experience as a professor, tennis instructor/consultant, and life skills training coordinator. She received a Bachelor's degree in Psychology from Wright State University, a Masters degree in Labor and Human Resources from The Ohio State University, and a Ph.D. in Sport and Exercise Management also from The Ohio State University. Dr. Miller is a member of numerous professional organizations including the Association of Applied Sport Psychology, the American Psychological Association, Beta Gamma Sigma Business Honor Society, North American Society of Sport Management, International Positive Psychology Association, and the Ohio and American Alliance of Health, Physical Education, Recreation, and Dance. Her teaching and research focus on leadership and management of performance excellence and well-being through life skills training. She resides in Worthington, Ohio and participates in tennis, marathon training, bicycling, weight training, and yoga.

## New Executive Council



**Dr. James J. Zhang**  
*President-Elect*  
University of Florida



**Dr. Marlene Dixon**  
*Member-at-Large*  
University of Texas



**Dr. Laura Burton**  
*Member-at-Large*  
University of Connecticut



**Dr. Lisa Miller**  
*Secretary*  
Ohio Dominican University



For more information on NASSM  
visit:

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