

## A Letter from NASSM President: *Dr. George Cunningham*



Greetings! I hope that you enjoyed your winter break and your spring semester is progressing well. As you may be aware, the NASSM Executive Council has been working on a number of initiatives over the past year. I write you today to discuss one of those initiatives. After our wonderful conference last year, several people approached me about examining the way we conducted our Annual General Meeting (AGM). One major issue is that attendance at the AGM over the years has decreased despite increased attendance at the conference, and participation among those who attend the meeting has oftentimes been minimal.

Given these concerns, I asked Dr. Jacquelyn Cuneen to head a committee charged at examining the ways in which the AGM could potentially be improved. Dr. Cuneen graciously accepted my request and gathered a committee consisting of NASSM members with various backgrounds, including NASSM founders and former Presidents. The committee went through several iterations of discussions, and arrived at several recommendations. The Executive Council then reviewed those suggestions, and made other recommendations, too. Based on this collective wisdom, the Executive Council has decided to change the manner in which the AGM is conducted. These changes are outlined below:

1. All reports and documents from NASSM officers, committee chairs, and other representatives will be disseminated via the NASSM website no later than three weeks prior to the conference. Only highlights from the reports will be addressed at the AGM; however, members will have ample time at that meeting to make comments or ask questions about any part of a report.

*Letter continued on page 4.....*

## Dr. Bob Baker Announced as NASSM's 2010 Distinguished Educator



Dr. Bob Baker (George Mason University) was announced as the 2010 NASSM Distinguished Educator. Dr. Baker is a truly deserving recipient for this year's award!

Dr. Baker was available for comment and had the following to say about receiving the award: "... The fact that this award exists is a testament to NASSM's comprehensive representation of the sport management discipline. We acknowledge the importance of scholarship, service, and teaching, the central components of the academic life in which we are all engaged. When I consider the many dedicated educators presently in NASSM, being the recipient of this award is truly an honor. I'm passionate about sport management education and as such, to be recognized by my peers (through this award) for my educational contributions is very satisfying. I sincerely appreciate the many people who have made this possible and I encourage everyone to consider nominating one of our many deserving NASSM colleagues in the future. To realize that you are being recognized for having an impact on students, colleagues, and subsequently, the discipline itself, is extremely rewarding".

*Story continued on page 6.....*



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### Editor

**Matthew Walker**

walkerma@hnp.ufl.edu

### Contributors

Heather Alderman, Bob Baker, George Cunningham, Dan Drane, Chris Greenwell, Shannon Hamm-Kerwin, Lori Hedstrom, Ming Li, Heather Lawrence, Christina Martin, Eric MacIntosh, Katie Meyer, Scott Tainsky, James Zhang, Rob Zullo

### 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.

## COSMA: First-Ever Accredited Sport Management Program(s)....Just Around the Corner!

The Commission on Sport Management Accreditation (COSMA) has made positive developments since its official launch in July of 2008. Operating with a purpose of promoting and recognizing excellence in sport management education through specialized accreditation, COSMA is a step closer to seeing the first accredited Sport Management program. As reported in the winter 2010 *NASPE NEWS*, COSMA currently has 36 member-institutions. Of these 36 institutional members, 12 have achieved candidacy status or in other words 12 programs are approved to go forward with site visit preparations, one program had a site visit in October of 2009, and another has a site visit scheduled for March 2010. A decision on these programs will be made by June 2010.

For those of you who are interested in pursuing sport management accreditation but do not know where to begin, the COSMA website is a great resource. All necessary materials including a membership application and supporting documents such as a sample outcomes assessment plan and a self-study template are available online. Further, the website posts available training sessions and dates for all who are either going through or interested in the accreditation process. Please contact **Heather Alderman**, Program Manager, with any questions: [cosma@cosmaweb.org](mailto:cosma@cosmaweb.org) or visit the web site at [www.cosmaweb.org](http://www.cosmaweb.org)

## NASSM Delegates Believe in the Olympic Spirit

The 2010 Winter Olympics proved to be an exciting time for participants and spectators around the world. In fact, many NASSM delegates seized the opportunity to conduct research, work, and attend the Games in Vancouver.

A team of sport management scholars across the globe (including, but not limited to **Benoit Seguin**, **Norm O'Reilly** and **Eric MacIntosh**) conducted a study entitled, "Sponsorship and Ambush Marketing – An Olympic Perspective." This is just one of the many research projects going on at the Vancouver Olympic Games, and presents a very exciting time for sport management scholarship.

A number of delegates have also had the honor of being appointed positions within VANOC. These individuals include, but again are not limited to **Norm O'Reilly**, who served as the Operations Officer at Canada Olympic House in Whistler, **Milena Parent**, who was selected to work as the Protocol and Language Services Coordinator for University of British Columbia Thunderbird Arena, and **Jim Weese**, who was involved in his "dream job" where he helped with the day-to-day operations and maintenance at Canada Hockey Place. Jim even managed to have an exciting conversation with Canadian Men's Hockey Coach, Mike Babcock, following the Canadians quarter final win over Russia. Further, NASSM involvement goes all the way back to 1998 where **Kathy Babiak** and **Lucie Thibault** spent two years working Vancouver's domestic bid to be the Canadian Host city.

Combining work and play, **Karen Danylchuk**, **Cheri Bradish**, **Laura Cousens**, **Marijke Taks**, **Richard Wolfe**, and **Alison Doherty** also took the time to attend the Games in Vancouver and watched first hand as the world of sport management unfolded before their eyes. A truly amazing experience for all! It is important to note that this may not be a comprehensive list of all delegates who were involved in the 2010 Winter Games. We recognize that a number of NASSM faculty and students have embraced the Games. *If you have a story you would like to share please contact the NASSM promotions committee and we will include this information in the next newsletter.*

### [Study Abroad](#)

A variety of links are provided below related to student study abroad opportunities. For one resource with a comprehensive listing of opportunities, visit:

[www.australearn.org/for\\_students/sport\\_and\\_recreation\\_studies\\_majors/](http://www.australearn.org/for_students/sport_and_recreation_studies_majors/)

### Degrees at Overseas Universities in Sport Management

If you have students interested in pursuing a graduate program abroad (master's, Ph.D., graduate certificate/diploma), this website is a one-stop information and application service we offer for universities located in Australia and New Zealand. All services provided to students are free, and many application fees waived:

<http://www.degreesoverseas.com>

### Sport Management Semester or Year Study at Overseas Universities

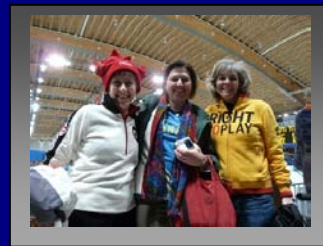
Your students can study sports management and related areas, in countries including Australia, Ireland, the United Kingdom (England, Scotland, Wales), New Zealand and South Korea. All programs are direct-enroll, with comprehensive application and enrollment assistance, orientation, travel, housing and in-country support. Information:

<http://globalinksabroad.org/sport/>

### Internships Abroad in Sport Management

Numerous options abound for international internships in sports management and related areas (coaching; recreation and leisure studies; sport business; positions with sporting leagues and teams) are available in New Zealand and Australia. Both for-credit and non-credit options available, as well as customized internships. Information:

[www.australearn.org/sportint](http://www.australearn.org/sportint)



Danylchuk, Taks, & Cousens in Vancouver

## 2009 Sport, Entertainment, and Venues Tomorrow (SEVT) Conference.....

Hosted by the University of South Carolina and the trade publication *Venues Today*, the annual Sport, Entertainment, and Venues Tomorrow (SEVT) Conference was held November 11-13, 2009 in Columbia, South Carolina. Living up to its reputation as the "conference like no other," the 2009 event provided an arena where professionals meet faculty and students to discuss the future of the sport, entertainment, and venue management industry.

Conference attendees were treated to interesting panel discussions on such topics as: *Are Sports Willing Under Recession Heat?*; *Shattering the Glass Ceiling: The Future of Women in the Industry*; *Have You Been Served? Customer-Centric Services as a Marketing Tool*; *Friend Request: Can Facebook Fans be Converted into Ticket Buyers?*; and others. Dr. Stephen A. Stuart, FRSA (University of Ottawa), who participated on the *From Strategy to Reality: Delivering Sustainability* panel along with Dr. Robin Ammon, Jr. (Slippery Rock University), commented about SEVT: "I found it to be a valuable blend of the scholarly and practical – something we often talk about, but rarely see in action." A special thanks to faculty members Dr. Damon Andrew (Troy University), Dr. Haylee Uecker Mercado (University of South Carolina), Dr. Mark Nagel (University of South Carolina), and Dr. Matt Walker (University of Florida) for serving as panel moderators.

The Craig Kelly Sport and Entertainment Law Symposium, which is coordinated by Dr. John Grady (University of South Carolina) and held in conjunction with SEVT, featured legal research presentations by Dr. Robin Ammon, Jr., Dr. Colleen McGlone (Coastal Carolina University), Barbara Osborne, J.D. (The University of North Carolina at Chapel Hill), and Dr. Richard Southall (The University of North Carolina at Chapel Hill).

SEVT was proud to recognize Dr. David K. Stotlar (University of Northern Colorado) as the 2009 recipient of the Academic Achievement in Sport and Entertainment Award. SEVT also surprised Dr. Robin Ammon, Jr. with the Friend of the Conference Award. Dr. Ammon's commitment to the conference contributes to its continued success.

## Message from the NASSM Student Board.....

NASSM Student Board President, Joshua DeLorme has decided to pursue opportunities outside of sport management. Although we miss his enthusiastic leadership, we welcome our new president Kwame Agyemang. Creating opportunities for students to network with faculty is one of the student board's initiatives. One method used in the past to encourage networking is a student/faculty lunch where faculty members invite students to lunch during the NASSM Conference. The student board would like to promote this activity again. To help facilitate the event, we are asking faculty members who are interested in meeting with a student at the NASSM Conference to email Katie Meyer at [meyer.424@osu.edu](mailto:meyer.424@osu.edu). In the email state what day and time you will be available for lunch and also your research area. Students will have the opportunity to sign-up for a lunch meeting at the conference during the evening gathering on Wednesday, June 2, 2010.

The student board is working hard to serve the students and believes NASSM is a wonderful opportunity for those interested in pursuing a career in sport management. We strongly encourage students to attend NASSM and to take advantage of the resources the conference provides.

### SEVT Awards



*2009 SEVT Conference (L-R): Linda Deckard, Venues Today; Tony Tavares, ProEminent Sports LLC, Lifetime Achievement Award recipient; Dr. David K. Stotlar, University of Northern Colorado, Academic Achievement Award recipient; John Page, Comcast-Spectacor/Global Spectrum, Outstanding Corporate Partner; Frank Roach, University of South Carolina, Dr. Robin Ammon, Jr., Slippery Rock University, Friend of the Conference Award recipient; and Dr. Tom Regan, University of South Carolina.*



### Call for Papers 2010:

The SEVT conference invites submission of extended abstracts from faculty members as well as Doctoral, Masters, or Undergraduate students on a variety of applied and theoretical research topics in sport and entertainment. Industry professionals are also encouraged to submit extended abstracts of academic papers.

### Presentation Categories:

Extended abstracts and papers will be categorized by topic(s) and may include, but are not limited to, the following areas of sport and/or entertainment:  
 Economics and Finance; Public Funding for Sport Venues; Marketing, Advertising and Promotion; Corporate Sponsorship; Merchandising; Ticketing and Guest Services; Facility Management; Event Management and Production; Sports Travel and Tourism; Information Technology; Legal Issues; Risk Management



## Conference News & Information

*Tampa, FL June 1-5, 2010*

Believe it or not, the 2010 NASSM Conference is less than three months away. Past President, **Dr. Ming Li** would like to share the following updates with the membership about the 2010 NASSM Conference:

- Buffy Filippell will be one of the keynote speakers for the conference. For more information, her biography from the TeamWorkOnline.com can be viewed here: [http://teamworkconsulting.com/consult\\_filippell.html](http://teamworkconsulting.com/consult_filippell.html)
- The Past President's Workshop, entitled "Pedagogical Scholarship in Sport Management" will be held on Wednesday, June 2 from 4:00 pm – 5:30 pm.
- COSMA will hold training workshops on accreditation, outcomes assessment and site reviewers on Wednesday, June 2 from 2:00 pm – 4:00 pm.
- Detailed conference program will be available in less than a month.
- Online registration will be ready in mid-March.
- We will again have the NASSM Teaching and Learning Fair on Saturday, June 5 from 7:00 am – 8:00 am.

## Letter from NASSM President..... *Letter continued from page 1.....*

2. The focal point of the AGM will be an annual presentation by the NASSM President—the "State of the Society Address." The address will contain highlights from the critical reports (e.g., Treasurer, Journal Editors), as well as a brief summary of the Executive Council's and other representatives' activities and actions that have occurred since the immediate preceding AGM. The President may choose to include any other pertinent information and/or commentary. Accordingly, the printed program will identify the AGM as "Annual General Meeting and President's State of the Society Address."
3. Following the NASSM President's State of the Society Address, the Executive Council members, committee chairs, and other representatives will move onto participation in a NASSM Town Hall meeting (open forum), where members may ask questions or make comments about the President's address, reports distributed via the website, and/or question or comment on any other pertinent aspect of NASSM business. Participants (i.e., officers, chairs, representatives) in the Town Hall will address questions only, with no additional reports or speeches.

As you can see, these represent fairly substantial changes from our traditional AGM. While this change may cause some nostalgic sentiment, the new meeting format will provide us with a better, timelier dissemination of information and more time for NASSM members to engage in open and meaningful dialogues concerning our organization. In the coming weeks, we will highlight this information through various channels, including the newsletter and listserv. We will also provide an indication of when the reports are available for viewing online. In the meantime, please let me know if you have questions. I look forward to seeing each of you in Tampa.

Grace & Peace,



## 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)

## National Center for Spectator Sports Safety & Security (NCS4) Report

The staff at the National Center for Spectator Sports Safety and Security at the University of Southern Mississippi have been working on establishing a National Sports Security Laboratory (NSSL) to meet the operational and technological needs of venue operators and security personnel at sport venues. The primary mission of this dedicated virtual National Sport Security Laboratory will be to advance sport security by serving as a focal point offering opportunities for security observation and practice; technology tests and experimentation; and evaluations of feasible security solutions applicable to sports operations. The laboratory will open March 4, 2010.

The National Center for Spectator Sports Safety and Security Advisory Board will generate specific sport safety and security requirements for the spectator sports domain as developed by security and venue operator practitioners. The National Lab will conduct impartial, vendor agnostic, and operationally relevant assessments and validations of safety and security solutions (systems) based on the community of interest (COI) requirements. The program is supported by a network of Subject Matter Experts who perform assessment and validation activities. At the conclusion of the process, the National Lab will provide evaluation reports that enable venue operators and security personnel to select and procure suitable solutions; and to deploy and maintain solutions effectively. In some cases, process evaluations will be performed to provide newly devised procedures.

Information provided by the NCS<sup>4</sup> Lab will be shared nationally with the established community of interest through publication at the NCS<sup>4</sup> web site as well as through distribution to the National Advisory Board, the U.S. Department of Homeland Security, and other Federal, state, and local agency interested in the evaluation results.

## NASSM in the Sport Business Journal (SBJ): Preliminary talks Underway.....

Preliminary talks have begun with the Sports Business Journal (SBJ) regarding a potential collaboration between this important sport industry publication and NASSM. Dr. Robert Zullo (James Madison University), a member of the NASSM publicity committee, fostered the initial conversation to explore greater exposure for NASSM in the widely read weekly journal. Among the ideas discussed were NASSM members writing monthly editorial pieces, an overview and photos from the NASSM Conference included in the Faces & Places section, and spotlights of selected abstracts from the Conference throughout the year.

The publication annually produces an issue in late summer that focuses on the current status of students and the industry while also providing a directory of existing sport management programs. Many instructors presently use the Journal as an educational piece in the classroom. Discussions will continue into the spring and NASSM members with ideas for the collaboration are encouraged to email **Dr. Matt Walker** (University of Florida) and **Dr. Zullo** at: [zullorh@jmu.edu](mailto:zullorh@jmu.edu).



### Study abroad cont...



#### Sport Business in Europe

The Texas A & M Sport Management program offers a study abroad program ("Sport Business in Europe") based in Bonn, Germany.

The host institution is the Academy for International Education ([www.aibnet.de](http://www.aibnet.de)) which is located in Bonn. The program consists of five weeks based in Bonn, Germany, with one 4-day free weekend for students to travel independently, plus a 6-8 day excursion at the end of the program (past trips have been to Berlin, Heidelberg, Nuremberg, & Munich) Academic courses (6 credit hours). For more information contact Paul Batista at: [pbatista@hkn.tamu.edu](mailto:pbatista@hkn.tamu.edu)



#### Summer Sport Program in Australia

"The Australian Sporting Industry" – a 3-week course offered through the University of Canberra this summer, June 7-26, 2010. Course visits Melbourne, Canberra and the Gold Coast. Students earn 6 credits and spend a week at the Australian Institute of Sport. [www.australearn.org/ausports](http://www.australearn.org/ausports)



#### Faculty-Led Programs in Sport Management, Recreation, Athletic Training

Interested in organizing a short-term study tour for your students abroad? AustraLearn puts together programs in Australia, New Zealand, South Pacific island nations, and throughout most of Asia – entire programs or just portions of, including all logistics. Sports management/studies, kinesiology, athletic training are a particular specialty. Learn more: [www.australearn.org/customcourses](http://www.australearn.org/customcourses)

## Membership News & Notes

*Baker story continued from page 1.....*

As an academician, Dr. Baker has extensive experience in curriculum development, instructional design, and (of course) teaching. During his academic tenure, Dr. Baker has taught thousands of students in ~80 sport management courses, developed approximately 40 unique course preparations, which ranged from a six student graduate seminar to a 120 student introductory undergraduate course. In addition, he has supervised ~140 graduate research projects. Committed to continual improvement, Dr. Baker seeks feedback from students and peers and these evaluations have been overwhelmingly positive reflecting (not only) his level of proficiency but his dedication, enthusiasm, accessibility, knowledge base, and genuine concern for the students. Dr. Baker maintained that he will, "... continue to examine teaching and learning, whether in classroom settings, in individualized research projects, or in field experiences ... for example, I served as the advisor for the first two undergraduate student research apprentices in our College, who were selected via an extensive University-wide competition.

- ❖ Recently, NASSM members **Kyriaki (Kiki) Kaplanidou** and **Matthew Walker** attended the first ever United Nations World Tourism Organization (UNWTO) Summit on Tourism, Sport and Mega-events in Johannesburg South Africa. This event brought together the world's leading experts to create a platform for best practice and knowledge sharing towards mega-events excellence.
  - Among the most noteworthy highlights were the addresses from the President of the Republic of South Africa (Jacob Zuma), South Africa's Minister of Tourism (Marthinus van Schalkwyk), , Chief Executive Officer: 2010 FIFA World Cup™ Local Organizing Committee (Danny Jordaan), and UNWTO Secretary-General (Taleb Rifai).
- ❖ **Dr. James J. Zhang** recently received the University of Florida International Educator Award, representing the College of Health and Human Performance. This annual award generally recognizes faculty members who have made outstanding contributions to international research and education. Dr. Zhang was praised for his efforts and contributions in establishing study abroad programs, and working with international students and scholars.
- ❖ **Heather Lawrence** (Ohio University), **Steve Dittmore** (University of Arkansas), and **Simon Chadwick** (Coventry University) all currently hold faculty appointments (visiting professor) in the Business School at Instituto De Empresa (IE University) in Madrid, Spain where they recently spent a week working with Sport Management graduate students from around the World. While in Madrid, they also began working with the 2010-11 class of students which includes 16 students from 14 different countries. For more information on IE, please visit <http://master-sports.ie.edu/>



**Dr. Robert Baker**  
2010 NASSM Distinguished  
Educator Award Recipient



**Dr. James J. Zhang**  
NASSM President-Elect and the  
University of Florida's  
International Educator of the Year  
Recipient



For more information on NASSM  
visit:  
[www.nassm.com](http://www.nassm.com)