

## Dr. Karen Danylchuk 2010 Earle F. Zeigler Lecture



Dr. Karen Danylchuk from the University of Western Ontario, was named as the 21<sup>st</sup> recipient of the Earle F. Zeigler Award. Dr. Danylchuk is most deserving of this honor, as she has contributed to the field of sport management in multiple facets. This year was no exception to her contributions, as she delivered an intriguing address entitled "Internationalizing Ourselves: Realities, Opportunities, and Challenges".

Karen spoke about the importance of internationalization, its prevalence on university campuses today in response to globalization, and how we as sport management academicians and students may employ an international way of thinking and practice into our teaching, research, and service. Barriers to internationalization were noted, as well as opportunities within our field. Specifically, Dr. Danylchuk highlighted how we as leaders in the field of Sport Management must ensure that we teach, research, and advocate from an international perspective. A snapshot of our progress within NASSM and the field in general was provided along with suggestions for improvement.

## What Do We Do Next? Post Conference Remarks from Our President – Dr. James Zhang

I was very pleased to see many of you at the 2010 NASSM conference held in Tampa, Florida. Professor Ross Bartow and his colleagues at the University of Tampa provided us with such a wonderful conference! With the rapid growth of the sport management discipline and the success of our association, our annual conference has blossomed to become a premier academic attraction, and celebration for sport management faculty, students, and professionals throughout the world. At this year's conference, we had a total of 530 delegates representing 24 countries and all five continents. It was truly another amazing, successful conference.

I am sure that many of our NASSM colleagues are already looking forward to next year's conference, which will be held on the beautiful campus of The University of Western Ontario. Karen, Alison, Jim, their students, and the rest of the Western crew are already working hard in preparation for the conference. With a theme to honor the founding fathers and mothers of our association, the Western crew is determined to provide an excellent and exciting conference. Although it is 10 months away, I encourage you to make plans to attend the 2011 NASSM Conference. With the economic downturn and the reduction of many travel budgets in higher education institutions, early planning for academic conferences is becoming increasingly important for all of us; particularly, since our annual conference is held at the end of the academic/fiscal year (i.e., May or June). We should all make sure that enough funds are set aside to attend the most important Conference of The Year in our discipline. Typically, the deadline for general abstract submissions is set at the end of October or beginning of November; abstracts for the teaching fair are due in mid-February; and papers for student research competition are due right after the New Year. I encourage you to keep these critical dates in mind when making plans.

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### Editors

Dr. Matthew Walker  
University of Florida  
[walkerma@hhp.ufl.edu](mailto:walkerma@hhp.ufl.edu)

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Dr. Melanie Sartore  
East Carolina University  
[sartorem@ecu.edu](mailto:sartorem@ecu.edu)

### Contributors

Kwame Agyemang,  
Heather Alderman, Robin Ammon,  
Bob Baker, Laura Burton, Beth  
Cianfrone, Laura Cousens, George  
Cunningham, Mike Diacin, Steve  
Dittmore, Karen Danylchuk, Janet  
Fink, Dianna Gray, Shannon Hamm-  
Kerwin, Heather Lawrence, Christina  
Martin, Laura Misener, Laura Miller,  
Melanie Sartore, 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.

## Dr. Diana Gray 2010 Distinguished Service Award

Dr. Dianna P. Gray (University of Northern Colorado) was selected as the recipient of the 2010 Dr. Garth Paton Distinguished Service Award. This Award annually recognizes a member's outstanding service contributions to NASSM. The Award is intended to (a) be one of distinction within NASSM and the award recipient's own academic community, and (b) encourage high standards of service to NASSM and other forms of contribution among NASSM's members.

Consistent with the aims of the Award, Dr. Gray has served NASSM in a variety of capacities. Among her many service engagements; she served a three-year stint as President-Elect, President, and Past-President from 2001-2003. During her presidency, she helped to initiate the electronic submission for conference abstracts, helped to formulate the Society's strategic plan, and developed NASSM's current mark. She also served as co-Chair, with Dr. Jacquelyn Cuneen, of the NASSM Distinguished Sport Management Educator Award in 2007. And, in 2009, she coordinated, also with Dr. Cuneen, the first NASSM Teaching Fair—a successful program that continues today. Finally, she served as a conference reviewer or program chair from 1998-2008.

Clearly, Dr. Gray has made a significant and meaningful contribution to NASSM by giving selflessly of herself. We, as a Society, are thankful for her service and are very pleased to recognize her as the recipient of the 2010 Dr. Garth Paton Distinguished Service Award.

## Dr. Bob Baker 2010 Distinguished Educator Award

Dr. Bob Baker (George Mason University) was announced as the 2010 NASSM Distinguished Educator. Dr. Baker 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".

## Follow NASSM on Facebook®

Become a fan of NASSM on Facebook. In addition to the main page, there is also a student page for NASSM students to collaborate, search for conference roommates, share research ideas, etc.

<http://www.facebook.com/sportmgt>



Dr. Diana Gray  
2010 NASSM Distinguished  
Service Award



Dr. Bob Baker  
2010 NASSM Distinguished  
Educator

### Previous Winners – Service

The first recipient of The Garth Paton Distinguished Service Award (2001) was **Janet Parks** of Bowling Green State University. Subsequent recipients include **Bob Boucher** of Windsor University, **Garth Paton** of the University of New Brunswick, **Brenda Pitts** of Georgia State University, **Sue Inglis** of McMaster University, **Jackie Cuneen** of Bowling Green State University, **Karen Danylchuk** of The University of Western Ontario, and **Robin Ammon** of Slippery Rock University

### Previous Winners – Educator

The first recipient of the Distinguished Sport Management Educator Award (2008) was **Jackie Cuneen** of Bowling Green State University. The 2009 recipient was **Mark McDonald** of the University of Massachusetts Amherst

## Looking Ahead:

**NASSM 2011, London Ontario.....June 1-4, 2011**

**Conference Location:** The 2011 Conference of the North American Society for Sport Management will be held June 1-4 on the campus of The University of Western Ontario in London, Ontario, Canada. London, referred to as "The Forest City", is situated approximately halfway between Detroit-Windsor and Toronto. The University of Western Ontario, with an enrolment of 32,000 students, is one of Canada's leading research-intensive universities offering over 200 programs in 12 faculties. Sport Management is housed within the School of Kinesiology in the Faculty of Health Sciences.

Beyond the university, London has many cultural, sporting, and outdoor activities for conference members to enjoy. Stratford, one of the largest theatre districts in Ontario, is a short 45 minute drive down Hwy. 401, while many other theatre and art destinations are housed right in the core of downtown London. From Richmond Row where you can enjoy a little shopping action and fusion cuisine to the John Labatt Centre to golfing and bike trails, you might find it worthwhile to even extend your stay to take in the sites of this Ontario NASSM conference location.

**Academic Sessions and Accommodation:** All academic sessions will be held in the Faculty of Health Sciences Building conveniently located a few minutes by foot from the conference accommodation site of London Hall. The Station Park Inn on the edge of the downtown core 10 min. from campus is the alternate host accommodation for those attendees who do not wish to stay on campus. There will also be two smaller accommodation venues available that are located on the periphery of the campus—Ivey Spencer Leadership Centre and Windermere Manor.

**Getting to London:** London's International Airport, which is approximately 15 minutes from campus, operates daily flights direct from Chicago via United Airlines; Detroit via Delta Airlines; Orlando, Vancouver, Calgary, and Winnipeg via WestJet; and Toronto and other Canadian cities via Air Canada. Access by car may be through the borders of Detroit-Windsor (two-hour drive to London), Port Huron-Sarnia (one-hour drive to London), and the three Niagara crossings of Buffalo-Fort Erie, Niagara Falls, NY-Niagara Falls, ON, and Lewiston-Queenston (two and a half hours to London).

## What Do We Do Next? *Continued from page 1.....*

The Executive Committee (EC) is currently making plans and arrangements for the Fall EC meeting. Among the many meeting agenda items, major discussions will be held on a need assessment for strategic planning. Under the leadership of Laurence Chalip, Carla Costa, Heather Gibson, Sue Inglis, Daniel Rascher, Richard Wolfe, and Alison Doherty, along with contributions from many others, our association's last strategic planning began in early 2002 and was completed in May 2003. As a result, major recommendations were made in the areas of our conference, journal publications (including the new Sport Management Education Journal), website development, newsletter, finance, diversity, program review, and international initiatives. I am sure that you agree that many of the wonderful achievements and unprecedented successes of our association in recent years can be attributed to the strategic planning that actually occurred 8-9 years ago. Is it time for us to think about additional strategic planning? Is there a need? What do we want to accomplish in the new strategic planning process? If you have any input and/or comments, please send them to me or other EC members. Thank you!

## NASSM 2011



For information contact:

Conference Chair  
Dr. Karen Danylchuk  
[karendan@uwo.ca](mailto:karendan@uwo.ca)

Or

Program Chair  
Dr. George Cunningham  
[gbcunningham@tamu.edu](mailto:gbcunningham@tamu.edu)

And

Be sure to check for further details on the conference website  
[www.nassm.com/NASSM2011](http://www.nassm.com/NASSM2011)

## Upcoming Conferences



September 15-18, 2010  
Prague, Czech Republic

[www.easm.net](http://www.easm.net)



November 25-26, 2010  
Wellington, New Zealand

[www.smaanzt.org](http://www.smaanzt.org)

## New NASSM Student Board for 2010: ...A letter from the new student president

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Hello NASSM members,

I am honored to serve as the NASSM Student President for 2010-2011. Since the conclusion of the conference, I have been in close contact with the newly elected student board members concerning next year's NASSM in London. This contact has served us well. We feel that we are building great chemistry with one another which will be crucial as we plan for London.

To that end, we are in the beginning stages of planning the student initiatives for London 2011. This will include a panel, student luncheon, networking initiative, and student social. More information pertaining to these student initiatives will be provided via the NASSM website later. Any suggestions or comments related to past student initiatives is welcomed. We look forward to working with each and every one of you.

On behalf of the student board – Nefertiti, Lauren, and Joyce, have a great summer. Feel free to contact any member of the student board concerning issues related to students, or even NASSM in general.

**Kwame Agyemang**  
NASSM Student President

## Additional Student Board Information.....

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The 2010-2011 NASSM Student Board is eager to begin their work. Lauren Brown noted, "I am excited to start working on our initiatives for 2010-2011. With the continued support of NASSM's professional members and feedback from our student members, I am sure the student initiatives will continue to aid in the professional development of NASSM's student members."

Joyce Olushola, echoed this excitement and highlighted two current initiatives. The 2010 NASSM Student Faculty Luncheon was established to further the Networking Initiative by providing students' access to prominent sport management faculty members. Olushola specifically noted that "The luncheon is a helpful platform for meeting professors with similar interest in an engaging setting. This is the perfect opportunity to receive advice from those who have similar research and teaching interests. Plus, free food is always nice!" Also aligned with this concept is the Faculty Panel Discussion Initiative "which provides individuals who are new or soon to be new to professor roles the opportunity to discuss tips for success and challenges in academia. This year's session was very informative, as the panelists were honest and willing to share their experiences".

Throughout the year, the board will be working on several endeavors that will increase the academic and professional growth of NASSM student members. Nefertiti Walker, Student Representative from the University of Florida, sums it up by stating that "Most importantly we want students to know that The NASSM Student Board Members are here to support the students of NASSM. Therefore, we welcome suggestions, feedback, and any conversation that will help to continue the mission of our organization and add to the growth of our academic community".

## 2010-11 Student Board



**Kwame Agyemang**  
President  
Texas A&M University  
[kwame@hkn.tamu.edu](mailto:kwame@hkn.tamu.edu)



**Nefertiti Walker**  
Student Board Representative  
University of Florida  
[Nefertitiwalker@hnp.ufl.edu](mailto:Nefertitiwalker@hnp.ufl.edu)



**Lauren Brown**  
Student Board Representative  
The Ohio State University  
[Leb140@gmail.com](mailto:Leb140@gmail.com)



**Joyce Olushola**  
Student Board Representative  
University of Texas  
[joyce.olushola@gmail.com](mailto:joyce.olushola@gmail.com)

## First Sport Management Programs Accredited *Slippery Rock and Saint Leo Lead the Way....*

The Board of Commissioners (BOC) of the Commission on Sport Management Accreditation (COSMA) made its first accreditation decisions at its June 2-3, 2010, meeting. Two member institutions, Slippery Rock University and Saint Leo University, conducted site visits in the Fall of 2009 and Spring 2010 as a final step toward accreditation. Each institution submitted a comprehensive Self-Study that addressed the eight (8) Principles outlined in COSMA's accreditation manual.

The Slippery Rock University (SRU) Sport Management Department, located in Slippery Rock, PA, is chaired by Dr. Robin Ammon. The accreditation effort was coordinated by Dr. Robertha Abney, a newly-elected member of the COSMA BOC. The Department of Sport Management is an academic unit within the College of Education, and SRU's Sport Management B.S. degree provides practical undergraduate education with a focus on student development in the field of sport business. As one of the oldest academic Sport Management programs in the country, they are committed to maintaining their reputation as one of the sport industry's premier partners in sport management education.

The Sport Business program at Saint Leo University is chaired by Phil Hatlem, and the accreditation effort was coordinated by Dr. Eric Schwarz. Both Saint Leo's Sport Business B.A. degree and online MBA in Sport Business are accredited. The Sport Business B.A. provides a foundation of study in business applied to the sport industry, its products, and its services. The online MBA Sport Business degree is designed to prepare working professionals for a successful career with professional sport franchises, facilities, sporting goods retailers, athletic departments, and industry segments constantly calling for sport business specialists.

## Inaugural Meeting: *African Sport Management Association (ASMA)*

Nairobi Kenya — As a relatively new academic discipline originating in American colleges, sport management has spread internationally during the past two decades. The newly-formed African Sport Management Association (ASMA) is the brainchild of delegates from countries throughout Africa who met at Kenyatta University June 6-8, 2010. The International Society for Comparative Physical Education and Sports conference organizer, Dr. Peter Wanderi, declared that "... now is the time for Africa to join the rest of the world in starting its own association for the advancement of the study of sport."

The newly elected ASMA President, Dr. Kihumbu Thairu, Vice Chancellor of The Presbyterian University of East Africa explained that the organization was created by the "... energy, enthusiasm, and strategic thinking of professionals in Africa who see the value of a strong sport management curriculum that promotes the scientific study of sport for the multiple roles of service it can offer to our countries overall quality of life."

The assembly also agreed to train professional sport managers at all levels within Africa to improve and strengthen sport management in all African countries. The group will attempt to develop linkages with other more established Universities, host a ASMA conference in Nigeria, fall 2011, and begin the process of developing sport management curriculum to meet the needs and interest of Africans to improve their quality of life and promote the training of young college graduates to advance the quality of life of Africans through sport.



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### Slippery Rock Sport Management



[www.academics.sru.edu/spmt/index.html](http://www.academics.sru.edu/spmt/index.html)

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### Saint Leo Sport Business



[www.saintleo.edu/Academics/School-of-Business/Undergraduate-Degree-Programs/Sport-Business](http://www.saintleo.edu/Academics/School-of-Business/Undergraduate-Degree-Programs/Sport-Business)

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### ASMA Contact

Dr. Peter Wanderi  
Organizing Secretary  
[peterwanderi@yahoo.com](mailto:peterwanderi@yahoo.com)

## New Executive Council Members

### Bio's & Information.....

**Janet Fink:** Dr. Fink was recently elected as the President-Elect of NASSM. She is currently an Associate Professor at the University of Connecticut. Prior to arrival at the University of Connecticut, she was an Associate Professor at The Ohio State University and also served as the Section Head in the Department of Sport and Exercise Education, Humanities, Management, and Sciences. Dr. Fink's research interests include diversity issues in sport, sport media and the female athlete, and sport fan behavior. Her professional accomplishments include over 45 authored and co-authored articles that have appeared in numerous refereed publications. In addition, she has presented at several national and international conferences. Dr. Fink has been awarded grants from organizations such as the United States Tennis Association and the Women's Sport Foundation to support her research initiatives. Her service to the profession is significant, as she serves on the Editorial Board for the *Journal of Sport Management* and *Sport Marketing Quarterly*. She has also served as a reviewer for many other scholarly publications during her career. Lastly, Dr. Fink has earned several awards with regard to excellence in research and teaching. She was inducted as a NASSM Research Fellow in 2006 and received The Ohio State University's Award for Distinguished Teaching in 2007.

**Laura Misener:** Dr. Misener was elected to serve as a Member-at-Large on the Executive Council. She is an assistant professor in the Department of Kinesiology at the University of Windsor. Her research interests include: (a) the social impacts of sporting events with a focus on strategic community development, (b) sport and events as tool for increasing sport participation, and (c) strategic partnerships in physical activity, sport, and health promotion. Dr. Misener has published her work in several refereed, scholarly journals. She has presented her work at conferences conducted by NASSM, the North American Society for the Sociology of Sport (NASSS), and the International Society for Comparative Physical Education and Sport (ISCPES). Dr. Misener has successfully acquired grants from the Social Sciences and Humanities Research Council of Canada (SSHRC) and Canadian Association for the Advancement of Women in Sport in order to support her many research initiatives. Finally, she serves as the University of Windsor's representative on a local physical activity and health promotion initiative, *Southwestern Ontario in motion*.

**Laura Cousens:** Dr. Cousens was recently elected as a Member-at-Large on the Executive Council. She is currently an Associate Professor in the Department of Sport Management at Brock University. Prior to her tenure at Brock University, Dr. Cousens lectured at the University of British Columbia and at Central Queensland University in Australia. Dr. Cousens' program of research has evolved marketing and sponsorship, change at the organizational and industry levels of analysis, and inter-organizational relationships. More recently, she has investigated networks of community sport providers as well as the economic impact of sport tourism events. Her work has appeared in several refereed journals. Dr. Cousens has secured several grants to support her work. She has been awarded grants from the Sport Participation Research Initiative of the Social Sciences and Humanities Research Council of Canada as well as Sport Canada. Lastly, Dr. Cousens has served as a member of the Editorial Board for the *International Journal of Sport Management and Marketing* and has also served as a co-editor of a special issue focusing on interorganizational relationships for the *International Journal of Sport Management and Marketing*.

### New Executive Council



**Dr. Janet Fink**  
President-Elect  
University of Connecticut



**Dr. Laura Misener**  
Member-at-Large  
University of Windsor



**Dr. Laura Cousens**  
Member-at-Large  
Brock University



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