

## NASSM President, Dr. James Zhang.....Updates

Items of business to be included in this month's newsletter involve updates from the Executive Council (EC), the NASSM trademark registration process, NASSM Emeritus membership option, and concerns/challenges of Research I universities.

The Executive Council (EC) has recently decided to develop a policy governing the process and selection criteria of naming awards. A task force has been appointed for developing such a policy, with Dr. Marlene Dixon serving as Chair. Other members of the task force include Drs. Janet Fink, Laura Cousens, Jennie Bruening, Kirsty Spence, Dianna Gray, Tim Ryan, and Laurence Chalip. NASSM members may provide input and suggestions to this process by contacting Dr. Dixon or other members of the task force directly.

Regarding the NASSM trademark registration process, several proposals were received from legal firms specializing in IP rights. *Ice Miller LLP* was selected to provide legal services and representation to NASSM. According to the *Ice Miller LLP*, an application with the U.S. Patent and Trademark Office was filed November 2, 2010. A simultaneous effort has also been made to register the NASSM trademark in Canada. A Toronto firm (Sim & McBurney) has been selected to carry out the process.

With regard to NASSM Emeritus membership, to ensure an individual's qualification, our association will soon add the following text to the membership fees page on the NASSM website: "Note that the Emeritus membership option is reserved for people who are retired (normally university professors)." In the online form, we would like to add the same statement, as well as "If you choose the Emeritus membership option, you may be contacted by the NASSM Business Office to verify your status."

Lastly, Dr. John Nauright, Professor at George Mason University, broached the idea for Research I institutions, in an effort to discuss concerns and challenges facing sport management programs, to share ideas and wisdom, provide mutual support, and learn from each other about best practices by forming an "R1" interest group. Other organizers of this group include: Kathy Babiak, Laurence Chalip, Heather Gibson, and Mark Nagel. If you are interested in contributing to the R1 Interest Group, please contact Dr. Nauright ([jnaurigh@gmu.edu](mailto:jnaurigh@gmu.edu)) or other organizing members directly.

## Looking Ahead:

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

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.

Contacts:

Program Information:

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

Conference Information:

Dr. Karen Danylichuk ([karendan@uwo.ca](mailto:karendan@uwo.ca))



## In This Issue

President's Message.....	1
London 2011.....	1
NASSM Gets Social.....	2
Research Grant Proposals.....	2
2011 Awards.....	3
Conference Proposals.....	4
Student News.....	4
Program News.....	5
Teaching and Learning Fair.....	5
Member Profile.....	6

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## 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 – Melanie Sartore-Baldwin. This information may include but is certainly not limited to: awards, scholarly recognitions, conferences, events, and "from the field" information, etc.

## ***NASSM Gets Social!***

NASSM has stepped up its presence on social networking sites and members are encouraged to not only check out the new sites, but interact with one another on them. As of December 1, 2010, more than 300 people had "liked" NASSM on Facebook. In addition, we have started a Twitter account, @nassm\_sportmgt.

Official NASSM items such as newsletters, information on NASSM conferences, award nominations, and more will be shared with members using Google Docs and Posterous as dissemination vehicles. Posting items on Posterous allows for simultaneous cross-posting on Facebook and Twitter. Members are encouraged to share items of interest to the membership on the Facebook page wall or contribute to academic discourse through the discussions tab on Facebook. Finally, we have added a group on the LinkedIn site. We are working to have NASSM added as an official company on the LinkedIn site. If we are successful, we will integrate our content across that platform as well.

NASSM's short-term social media goals include presenting a consistent message across a number of social media platforms as well as protecting the brand of NASSM. As has been discussed previously, we were unable to "claim" the URL facebook.com/nassm or the Twitter handle @NASSM because others have already registered them. Once we have established a presence for the organization in social media, we can begin to more strategically use these platforms to promote membership activities and accomplishments. Future social media integration might include developing a YouTube channel to share NASSM presentations such as the Ziegler Award Winner, or a photo stream through either Picasa or flickr.

In the meantime, check out NASSM in the social universe:

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

LinkedIn = <http://www.linkedin.com/groups?mostPopular=&gid=3688222> (no custom URLs)

Twitter = [http://twitter.com/nassm\\_sportmgt](http://twitter.com/nassm_sportmgt)

Please contact Steve Dittmore at the University of Arkansas ([dittmore@uark.edu](mailto:dittmore@uark.edu)) if you have any questions or suggestions about NASSM's social media presence.

## ***Call: NASSM Research Grant Proposals***

The 2011 NASSM Research Grant Program has recently been announced. This program is intended to advance scholarship in sport management by providing support to NASSM members as they pursue projects of importance to the field.

The program is a significant opportunity for members of NASSM to advance their scholarly inquiries. There have been many interesting and worthwhile proposals in recent years, and the committee hopes that many of you will take advantage of this opportunity by submitting a proposal for review.

Award recipients must be a NASSM member in good standing and must have been a member of NASSM for at least one (1) year prior to receiving the award. The total grant pool amount is to be not less than \$5,000, where no more than five (5) awards will be given in a year. This year's award recipients will be announced at the 2011 NASSM Conference at the University of Western Ontario in conjunction with the "Awards Night" ceremony.

Submissions are due on April 1<sup>st</sup>, 2011. If you have any questions regarding eligibility, the submission process, evaluation criteria, or other related inquiries please don't hesitate to contact President Elect, Janet Fink ([janet.fink@uconn.edu](mailto:janet.fink@uconn.edu) or 860-486-3169).

## **Previous Award Winners**

*2010 NASSM Earle F. Ziegler Award*

**Karen Danylchuk**  
**The University of Western Ontario**

*2010 NASSM Distinguished Service Award*

**Robert Baker**  
**George Mason University**

*2010 NASSM Distinguished Educator*

**Dianna Gray**  
**University of Northern Colorado**

## **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

## 2011 NASSM Award Winners

The 2011 NASSM award winners have been announced. Congratulations to the following esteemed colleagues:

- **Dr. Carol A Barr** will receive the Garth Paton Distinguished Service Award
- **Dr. Bob Boucher** will receive the Distinguished Sport Management Educator Award
- **Dr. David Shilbury** will receive the Earle F. Ziegler Award

*More detailed bios about these award winners will appear in subsequent newsletters.*

## NASSM Sport Industry Relations.....

In general, NASSM members value the importance of developing professional connections with the sport industry, and many have already established links with various sport organizations through guest teaching, student internship placements, research, and professional consulting. However, it still appears that NASSM-industry linkages become recurred primarily around the time of the conference, where industrial sponsorships, speakers, and panel discussions are usually involved.

There seems to be a great potential for NASSM as the leading academic organization in sport management to further develop and cultivate industrial collaborations in an effort to attain greater achievements by NASSM and its members, the industry and its various components, and the field of sport management in general. As such, a NASSM Executive Council task force (led by Alison Doherty, University of Western Ontario) was charged with establishing the committee and generating a set of governing principles.

As the appointed chair of this newly established committee (Matt Walker, University of Florida), I am happy to report that the NASSM Sport Industry Relations Committee has been hard at work and is pleased to announce several new strategic partnerships:

- **National Association of Collegiate Marketing Administrators (NACMA)**
- **Stadium Managers Association (SMA)**
- **National Association of Stock Car Automobile Racing (NASCAR)**

While talks are currently underway with all three organizations, we can report that an *ad hoc* committee was formed to flesh out the core areas that NASSM and NACMA could mutually advance. This sub-committee is comprised of various geographically dispersed scholars with acumen and interest in collegiate sport. Among the most notable areas that have been discussed are: student placement in NACMA positions, research opportunities for NASSM scholars, regional networking, marketing partnerships, member benefits, and the NACMA annual convention. SMA and NASCAR have expressed interest in similar areas.

In subsequent newsletters, I will have more to report on the other partnerships as well as additional organizations that have been approached. If anyone has ideas of other organizations that would align with the mission of the committee, please do not hesitate to pass them along. Thanks to all who have contributed thus far!

*MATT*



*Dr. Carol Barr*  
University of Massachusetts



*Dr. Bob Boucher*  
University of Windsor



*Dr. David Shilbury*  
Deakin University

## Industry Partners



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



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



[www.nacda.com/nacma/nacda-nacma-main.html](http://www.nacda.com/nacma/nacda-nacma-main.html)

## **Request for Proposals: North American Society for Sport Management Annual Conference**

**\*DUE: FEBRUARY 21, 2011**

The North American Society for Sport Management (NASSM) is issuing a Request for Proposals (RFP) from prospective hosts for the 2014 and 2015 NASSM conferences. A special request exists for a Canadian host for 2014.

Prospective hosts must follow the NASSM Conference Guidelines for specific information on planning and delivering a NASSM Conference. Conferences are generally awarded to host institutions three to five years prior to the staging of the event. The NASSM Conference Committee will evaluate proposals at predetermined dates and submit recommendations to the NASSM Executive Council prior to the Annual General Meeting held in conjunction with the NASSM Conference in late May to early June of each year. Bid proposals should be sent directly to the NASSM Conference Manager ([LisaMiller@Fas.Harvard.Edu](mailto:LisaMiller@Fas.Harvard.Edu)).

## **NASSM Student News.....**

The NASSM Student Board Members have been hard at work preparing the student initiatives for the 2010-2011 academic year. After speaking to many of our colleagues at the 2010 NASSM conference in Tampa, we will continue to facilitate opportunities for our student members to interact with and learn from NASSM's faculty members. Our faculty's continuing support in these initiatives has allowed our student members to gain invaluable professional guidance from those beyond our own institutions.

Kwame, Joyce, Nefertiti, and I encourage everyone to start making their plans to attend the 2011 NASSM conference in beautiful London, Ontario. Along with our faculty-related initiatives, we look forward to seeing everyone at the student social. We will pass along detailed information on all our initiatives as they are finalized. In the meantime, good luck with the end of the term and please, do not hesitate to contact any of us with any questions or concerns you may have. We are happy to serve NASSM's student membership!

Lauren Brown, NASSM Student Board Member  
The Ohio State University

## **Student Research Competition – NASSM 2011**

The North American Society for Sport Management is pleased to announce its annual student research competition. To be eligible for this competition, students MUST be enrolled in a college or university at the deadline of submission (11:59pm Monday January 10, 2011), AND not be employed in a full-time academic position at the submission deadline. Students may not submit more than ONE paper for this competition, and if accepted for presentation, this paper will count toward the two-presentation maximum for the NASSM Annual Conference. Papers should reflect a student's analytical and/or theoretical research interest and be appropriate for presentation at the NASSM Annual Conference. The winner of the student competition will have an opportunity to present this paper the President's Luncheon during the NASSM Annual Conference from June 1-4, 2011 in London, ON. Papers must be submitted to the Student Research Competition coordinator, Laura Burton at [laura.burton@uconn.edu](mailto:laura.burton@uconn.edu). The submissions should be sent as a file attachment to an email, and should be in MS-Word (\*.doc) format.

## **Study Abroad**



### **University of Florida Study Abroad in Greece**

"Greece: Legacy of Sport and Health" is offered spring 2011 by the Departments of TRSM and HEB. Students will explore the rich history underlying the Olympic Games, organized sport, and their impact on individuals and on communities.

During travel (April 30-May 9), students will gain access to sport, tourism, and health organizations, agencies, and museums. As a UF course, these credits can be taken to satisfy major and elective requirements as approved by your academic advisor.

Additional information available at:

<http://www.abroad.ufic.ufl.edu/>



Nebraska Wesleyan University Sport Management Summer Program is pleased to announce its upcoming tour of Europe, specifically Ireland, Scotland & England. This class specifically caters to students interested in Sport Management and is therefore a legitimate resume builder for those aspiring to work in the sports industry as well as a wonderful academic and cultural opportunity for students who are in a position to attend.

All information found at:

<http://sportstravelacademy.com/destinations/ireland-and-uk>



## Sport Management Program News.....

- West Chester University of Pennsylvania has updated the curriculum and improved the degree of Master of Science in Administration with a concentration in Sport Administration and Athletics to Master of Public Administration with a Graduate Certificate in Sport Management and Athletics.
- The Commission on Sport Management Accreditation (COSMA) has made great strides since its official inception in July of 2008. As of this past June, sport management accreditation has been granted to Saint Leo University and Slippery Rock University. Further, COSMA now has thirty-seven institutional members and nineteen individual members, while ten members have reached *Candidacy Status*, meaning their programs have been approved for site visitations; three members had site visits this fall and two additional site visits are scheduled for February 2011. Accreditation decisions for these five members are expected on June 1, 2011. COSMA's website ([cosmaweb.org](http://www.cosmaweb.org)) includes downloadable membership applications, assistance with all stages of the accreditation process, and information about training and other news. Member institutions and individuals may register on the website and access member forums, polls, and blogs. Specifically, the forum topics focus on the eight Principles of Accreditation and serve as a place for members to discuss specific questions regarding the accreditation process. COSMA also has a Facebook page and a LinkedIn profile. COSMA will host its second Annual Member Meeting concurrent with the NASSM 2011 Conference. Three new Board of Commissioners members (elected by the membership) will be announced; votes will also be cast for other items of importance raised by the membership. The Annual Member Meeting provides COSMA members a chance to collaborate and shape COSMA to better suit their needs. Please contact Heather Alderman, Executive Director, with any questions: [cosma@cosmaweb.org](mailto:cosma@cosmaweb.org) or visit the web site at <http://www.cosmaweb.org/>.

## Teaching & Learning Fair – NASSM 2010

The Teaching and Learning Fair, held annually as part of the NASSM conference, is a great opportunity for sport management educators to collaborate with colleagues for the exchange of teaching and learning tools in a forum setting. These symposiums typically consist of highlighting activities that demonstrate sport management application, including case studies, industry alignments, or any deliverable teaching tools, techniques, and pedagogies. A call for presenters for the NASSM Teaching and Learning Fair has been announced with the submission deadline date of February 15, 2011; information is available at the NASSM website.

The Second Annual NASSM Teaching and Learning Fair, held in Tampa (June 10, 2010), featured a respectable number of presentations; 44 presentations, up from 33 displays in 2009. All NASSM members and guests registered for the NASSM conference are eligible to present at the NASSM Teaching and Learning Fair. Topical areas of Fair presentations should cover key content associated with the Common Professional Component (CPC) outlined by the Council on Sport Management Accreditation (COSMA). For those interested in presenting or attending the third annual teaching fair to be held in London, Ontario, Canada on Friday, June 3, 2011 may visit the website at [www.NASSM.com](http://www.NASSM.com).

The teaching and learning fair affords the opportunity to network, communicate ideas, and collaborate with fellow academicians to enhance the quality of sport management education.

## SM Program Updates



### Seattle University Master of Sport Administration and Leadership

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Seattle University is pleased to announce an enhancement of the Master's program in Sport Administration and Leadership. Students in the MSAL program are taking existing theory and conducting primary research to identify and solve issues for sport organizations. The pedagogy for the 45-credit degree is learner-centered, with an emphasis on collaborative learning in small groups and practical real-world experiences. There are two areas of emphasis (Leadership in Sport and Branding in Sport) that can be used as guides for students who wish to emphasize either leadership/management or branding/marketing. Internships and assistantships provide many networking opportunities. With a 97% placement rate within six months of graduating, our alums are finding employment in a tough economic environment.

For more information visit:

[www2.seattleu.edu/artsci/msal/](http://www2.seattleu.edu/artsci/msal/)

## Member News & Notes.....



**Member Profile:  
Dr. Janet Fink, President-Elect**

Janet Fink is currently an Associate Professor at the University of Connecticut as well as the current President-Elect of NASSM. Her pursuit of excellence is evident through her endless professional accomplishments in research, service and teaching. She has authored over 45 articles that have appeared in numerous referred publications as well as presented at several international and national conferences. Dr. Fink has also been awarded grants from the United States Tennis Association and the Women's Sport Foundation to support her research initiatives. In 2006, she was inducted as a NASSM Research Fellow and continues to immerse herself in all aspects of research and the advancement of the sport management discipline.

In addition to her research accomplishments, Dr. Fink continues to make her mark in the classroom through her teaching and mentoring. She enjoys the interaction she gets to have with her doctoral students as well as teaching within the undergraduate program at UConn. Dr. Fink also gives credit to working with wonderful colleagues who all share a common vision of sport as a platform for positive social change. Prior to her arrival at UConn, Dr. Fink was an Associate Professor at Ohio State University as well as the Section Head in the Department of Sport and Exercise Education, Humanities, Management, and Sciences. It was at Ohio State that Dr. Fink received the Distinguished Teaching Award which remains one of her most memorable experiences. "That day I was teaching, class wasn't over, but there was a lot of commotion in the back of the room. The provost entered, followed by Archie Griffin (two time Heisman Trophy winner and President of the Alumni Club) and several of my colleagues to present me with the award. I was completely surprised and incredibly honored."

Dr. Fink's dedication to the field of sport management is remarkable. In addition to her recent appointment as NASSM President-Elect, 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. Dr. Fink remains humbled by her experiences and benefits received of serving the sport management field and specifically, NASSM. Her hope is to continue the momentum for transparency and inclusiveness which the several past presidents of NASSM have focused. Moreover, Dr. Fink hopes to continue to discover ways in which everyone can enhance the status of sport management within their own academic communities.

## NASSM 2011



For information contact:

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

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 Conference



The Administrative Sciences Association of Canada (ASAC) conference is being held in Montreal during the Jazz festival from July 2-5<sup>th</sup> (post NASSM). This year's theme is "*What Matters Most*".

Contact Dr. Eric MacIntosh for more information:

[Eric.macintosh@uottawa.ca](mailto:Eric.macintosh@uottawa.ca)

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For more information on NASSM visit:

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