

NASSM President, Dr. James Zhang Update

From 'Western Night' to 'London Night' and ultimately to 'Canada Night': It is celebration time for our association

It is only two months away from our annual conference to be held on the gorgeous campus of the University of Western Ontario. For the most part, conference programming and logistical arrangements are all in place by now. The 2011 NASSM Conference marks the 26th anniversary of our association. Our conference hosts, Karen, Alison, and Jim have designed a conference theme around celebrating the tradition and achievements of our association; even the evening activities (i.e. 'Western Night,' 'London Night,' and 'Canada Night') entail a sense of ripple effect, growth, charm, and eloquence. I am feeling a party atmosphere already, aren't you? It is going to be a fantastic conference! As the president of our association, I would like to propose two rules for this year's conference: (a) everyone needs to make it back to the morning sessions after 'partying' hard the night before and (b) what happens in London stays in London!

At the conference, the Executive Council will meet three times. Besides going through routine meeting agenda items that are fundamental to the function of our association, I am planning to ask the council to spend some time discussing the following:

1. While a globalized sport market place has brought opportunities to North America, at times there come threats, challenges, burdens, and stresses as well. I feel certain that many of us see the value for NASSM to take an active leadership role in international affairs; nonetheless, how much can we really commit to the process?
2. For a number of years, we have been talking about the need and importance of building stronger connections between NASSM and sport industry organizations. How much do we really want to commit to and invest in this initiative?
3. It is very pleasing to see that new sport management programs are rapidly built and existing programs are frequently expanded in North America and throughout the globe. How can we work together to ensure a healthy development of the sport management discipline? What can/should NASSM do to channel the discipline's growth?
4. Higher education institutions are constantly evolving and becoming more demanding in a wide spectrum of areas. What can NASSM do to guide and assist sport management programs to survive and thrive in academic environments with diverse values, purposes, positioning, and expectations?
5. We have had successful conferences and membership drives in recent years. As a not-for-profit organization, our organization has done well financially. Many thanks to the hosts of conferences and leaders of our organization. Should we accumulate more capital, use the funds to invest in new initiatives and membership services, or take a balanced approach by doing both?

If you have any input, comments, or suggestions to these questions, please feel free to contact me. Also, am I posting the right questions that most concern our members? Do you have other questions, suggestions, and/or agenda items that you would like to see being included in the EC meetings? As always, your contribution to our association is greatly appreciated.

I look forward to seeing you at the 'Western Night,' 'London Night,' and 'Canada Night!'

Best wishes,

James



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

The University of Western Ontario in London, Ontario, Canada is excited to be hosting the upcoming NASSM 2011 conference on its campus June 1-4. London, with a metropolitan population of 490,000 and 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.

London has an international airport serviced by Air Canada, WestJet Airlines, and United Airlines, with US gateways from Orlando and Chicago, and Canadian gateways from Toronto, Ottawa, Winnipeg, Calgary, and Vancouver. There is also an airport two-hour shuttle service from the Detroit and Toronto airports. There are four accommodation options. Three of these options are conference accommodation centers affiliated with The University of Western Ontario while the fourth option is a downtown hotel. The accommodation facility that is closest to the Faculty of Health Sciences Building where the academic sessions will be held is London Hall. It is located five minutes by foot from the conference building. The second option, the Station Park Inn, is located off campus in an area known as Richmond Row 5-10 minutes by vehicle from campus; a shuttle bus service will operate on a regular schedule between the hotel and the Faculty of Health Sciences Building. Two smaller accommodation options - Windermere Manor and the Ivey Spencer Leadership Centre - are UWO conference centers that offer quieter but luxurious country inn settings away from the Richmond Row area. They are located within walking distance of the core of the campus (i.e., approximately five minutes from the conference building by vehicle or 15 minutes by foot). A shuttle bus runs approximately every 30 minutes between the Ivey Spencer Leadership Centre and the core of the campus.

A full program of social activities has been planned. An International Reception for early arrivals will be hosted on campus at the Western Grad Club on Tuesday evening, but the official Opening Reception will kick off on Wednesday evening in the courtyard of London Hall on campus. The NASSM Awards Reception (Western Night) honoring the Garth Paton Distinguished Service and Educator Award recipients will occur on Thursday evening in the Western Student Recreation Centre. London Night will take place on Friday evening in the Richmond Row core with the culminating Zeigler Banquet (Canada Night) on Saturday evening back on campus. As per previous conferences, the pre-conference golf tournament will be held on Wednesday beginning at 10 am at the beautiful Sunningdale Golf and Country Club. Other activities such as tennis, swimming, biking, and jogging will also be available. For those individuals interested in some true culture, Stratford, home of the world-renowned Shakespearean Festival, is located approximately 40 minutes outside of London. London is also home to Labatt Brewing Company and will be available for tours.

Online registration will begin in mid-March, but accommodation bookings may be made at this time. The preliminary program schedule has been posted. Note that the Past-President's Workshop will begin at 4 pm on Wednesday. Please refer to the website for further details: www.nassm.com/NASSM2011.

Contacts:

Program Information:

Dr. George Cunningham (gbcunningham@tamu.edu)

Conference Information:

Dr. Karen Danylchuk (karendan@uwo.ca)

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, **Robin Ammon** of Slippery Rock University, and **Dianna Gray** of the University of Northern Colorado.

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. The 2010 winner was **Robert Baker** of George Mason University.

2011 NASSM Award Winners

Dr. Carol A. Barr will receive the Garth Paton Distinguished Service Award

Carol Barr currently serves as Associate Dean for Undergraduate Programs and Campus Relations in the Isenberg School of Management at the University of Massachusetts Amherst. In this role she serves as the Academic Dean for all business school students at UMass Amherst, and represents the Isenberg School on various committees throughout the University. She holds a BS in Athletic Administration from the University of Iowa, and an MS and PhD in Sport Management from the University of Massachusetts Amherst.

Dr. Barr also holds an Associate Professor position in the Department of Sport Management. Her research interests lie in the areas of management issues and gender equity within collegiate athletics. She has published articles in the *Journal of Sport Management*, *Sport Marketing Quarterly*, *Journal of Higher Education*, *Journal of Business Ethics*, *Sex Roles*, and the *International Sports Journal*. She is co-author of *Managing Intercollegiate Athletics* (2010) and co-editor for *Principles and Practice of Sport Management* (4th edition currently in production). Dr. Barr has published more than 40 articles for sport practitioners in publications such as *Athletic Business* and *Street & Smith's SportsBusiness Journal*. She has performed consulting work for the National Collegiate Athletic Association, and has been involved in legal research surrounding gender equity concentrating on its application to the collegiate athletic arena.

Within her academic association, Dr. Barr has served on the Executive Council of the North American Society for Sport Management (NASSM), serving as President in 2006-07, and on the editorial board of the *Journal of Sport Management*.

Dr. Bob Boucher will receive the Distinguished Sport Management Educator Award

Over the course of his career, Dr. Bob Boucher has played a number of roles within the Faculty of Human Kinetics, including professor, Director of Athletics, and now in his current position as Dean.

His colleagues would agree that during this past 30 some years, most of the good ideas in Human Kinetics involve Bob -- the central figure in developing outstanding programs in human kinetics, athletics and kinesiology. He has played an important role in the growth of the Lancer athletic programs, and the change in the culture and philosophy of the Human Kinetics programs. His leadership on the organizing committees for track and field championships such as the 2005 Pam Am Junior Athletics Championships has put Windsor on the map as a prime destination for hosting major sporting events. According to his former students, he not only teaches, he provides students with opportunities to develop their skills --- and his teaching doesn't end in the classroom. He has expressed that he especially likes the interaction with students which started during his time teaching high school and hasn't changed up until the present day. For the good students -- motivated, dedicated and doing their part -- he'll do anything for them. He takes particular pride in helping students find jobs following graduation, and finds nothing more rewarding than being asked to serve as a reference.



Dr. Carol Barr
University of Massachusetts



Dr. Bob Boucher
University of Windsor



Dr. David Shilbury
Deakin University

Industry Partners



www.stadiummanagers.org



www.nacda.com/nacma/nacda-nacma-main.html

2011 NASSM Award Winners (cont.)

Dr. David Shilbury will receive the Earle F. Ziegler Award

Professor David Shilbury is the Foundation Chair in Sport Management and a former Head of the School of Management and Marketing at Deakin University. Prior to joining Deakin University in 1990 he worked in cricket, golf and local government in Perth, Western Australia. Dr Shilbury was appointed as Australia's first professor of sport management in 2000. His qualifications include a PhD from Monash University, a M.Sc. (Sport Management) from the University of Massachusetts and a B. App. Sc. (Recreation) from Edith Cowan University. Professor Shilbury has published over 50 refereed articles and is the lead author of the Allen and Unwin published text *Strategic Sport Marketing* (3rd edn) and *Sport Management in Australia. An Organisational Overview* (4th edn).

David was the Foundation President of the Sport Management Association of Australia & New Zealand (SMAANZ) (1995-2001), was a member of the Australian Football League Tribunal from 1992-2003 and a board member of the Confederation of Australian Sport in 2005. He was editor of *Sport Management Review* from 2002-2004 and is a member of the editorial board for the *Journal of Sport Management* and *Sport Management Review*. Awards received include the Victorian Sports Federation's Eunice Gill Award for Sport Leadership (2000), Research Fellow of the North American Society for Sport Management (2009) and the inaugural SMAANZ Distinguished Service award in 2009. Research interests included sport governance, sport development and strategy.

NASSM Student News.....

As the NASSM 2011 Conference is quickly approaching, the Student Board is pleased to offer details regarding two of our student initiatives:

Mentoring Initiative

The focus of the mentoring initiative is to create long-term relationships between faculty and students in similar areas of research. Students will benefit personally and professionally from meeting with professors with whom they may not normally have the chance to interact. Faculty have the opportunity to share their knowledge with promising scholars as a means of furthering the quality of work produced in the field and preparing the new generation of researchers and practitioners in Sport Management. Both faculty and students should look forward to an email facilitating their participation in the mentoring initiative shortly.

Working in Academia: Experiences, Lessons, and Advice

NASSM Student Board Member, Nefertiti Walker, will lead faculty members, Dr. Michael Sagas, Dr. Brenda Pitts, Dr. John Singer, Dr. Shannon Kerwin, and Dr. Trevor Bopp, in a panel-based discussion offering students guidance on careers in academia. Specifically, the panel will share different perspectives on getting a job in academia and working toward tenure. The panel members boast a wide variety of professional experiences and currently hold positions ranging from lecturer to full professor and department chair. Advice on pursuing a career internationally, as well as minority and female perspectives will also be addressed. Additional information regarding the initiatives above and **The Student Social** will be posted on the conference website shortly.

In the meantime, please make sure you register for the conference and on behalf of Kwame, Joyce, and Nefertiti, I look forward to seeing you in London!

Lauren Brown
NASSM Student Board

Upcoming Conferences



College Sport Research Institute (CSRI) will be held April 20-22 at the William C. Friday Center for Continuing Education on the campus of the University of North Carolina-Chapel Hill.

For more information please visit:

<http://www.csriconference.org/>



Hosted by the Centre for Sport and Social Impact at La Trobe University, the Sports Management Association of Australia and New Zealand (SMAANZ) will be in Melbourne, Australia from November 22-25, 2011.

For information visit:

http://www.smaanz.org/Docs/SM_AANZ%202011%20Call%20for%20papers.pdf



Gerardo Bielons, Chair of the 19th conference of the European Association for Sport Management (EASM), invites you to Madrid Spain for their annual academic and professional member conference from September 7-10, 2011.

For more information visit:

<http://www.easm2011.com/>

NASSM Social Media Update

NASSM has officially branched out into social media and now maintains a presence on three sites: LinkedIn, Facebook and Twitter. As of March 1, NASSM had 70 members in our LinkedIn group, 332 people who liked the Facebook page, and 53 followers for the Twitter account. We have streamlined updates to all three sites using an account created on Posterous.com at no cost to the membership. If you have not already done so, please check us out!

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

Information regarding association business, deadlines, and the like will be distributed regularly through these platforms, but social media is designed to be social, and we encourage you to please join in the dialogue. Members may contribute to the conversation on any of the three platforms by sharing photos, asking questions, posting discussions, and more.

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

Upcoming Conferences



The National Association of Sports Commission (NASC) is hosting the Sports Event Symposium at the Sheraton Greensboro at Four Seasons in Greensboro, NC from April 12-14, 2011. For more information, please visit:

<http://www.nascsymposium.com/>



The '2011 Global Sport Management Summit' will be hosted in Taiwan by the Aletheia University and the Taiwan Association of Sport Management (TASSM) on April 29 - May 1st in 2011.

For more information, please visit:

<http://2011gsms.sport.au.edu.tw/>



The International Conference on Integration of the Sport Industry "Creative and Innovative Approaches" will be held in Kuala Lumpur, Malaysia from June 23rd - 24th, 2011.

For more information, please visit:

http://sports.um.edu.my/?modul=ICIS1_2011

NASSM Sport Industry Relations.....

The NASSM Industry Relations Committee (IRC) has been hard at work and we have two primary items to report:

1. Recognizing potential benefits from connecting with various aspects of the professional sport industry, the IRC is pleased to announce that the Stadium Managers Association (SMA) has agreed to serve as an affiliate partner with NASSM. The Chair of IRC, **Dr. Matt Walker** (University of Florida), has been engaged in conversations with SMA President **Mr. Joe Abernathy** (St. Louis Cardinals) and SMA Executive Director **Ms. Mary Mycka**, and the partnership was formally solidified at the recent SMA Seminar in Huntington Beach, CA. While the details of the affiliation are still being discussed, both organizations feel that the immediate advancement of student opportunities, guest speakers and lectures, and research collaborations are the primary areas where both organizations could potentially benefit.
2. A steering committee, comprised of several NASSM professionals (see below), was organized to advance the initiatives discussed between the IRC and the National Association of Collegiate Marketing Administrators (NACMA). The overarching goals of the partnership, between NASSM scholars with NACMA professionals, are to create conduits for networking, research collaborations, and student placement in college sport.

- **Mike Sagas, University of Florida**
- **Richard Southall, University of North Carolina**
- **Rob Zullo, Seton Hill University**
- **Steve Dittmore, University of Arkansas**
- **Laura Miller, California University of PA**
- **Chad McEvoy, Illinois State University**
- **Nels Popp, Illinois State University**
- **Jim Kahler, Ohio University**
- **Glenn Wong, University of Massachusetts – Amherst**
- **Paul Swangard, University of Oregon**

From this list of willing and active participants, subcommittees were formed to advance certain initiatives for this year: (1) NASSM Membership Benefits, (2) Partnership Marketing, (3) Research Opportunities, (4) Annual Convention, and (5) Regional and National Networking. We are pleased to announce that NASSM will have a time slot at the NACDA/NACMA convention in Orlando, FL this summer to discuss the partnership further.

Respectfully,

Matt Walker

IRC Chair

Program News

One Team One Mission: Michigan Society for Sport Management (MiSSM)

Dr. Thomas Cieslak, Faculty Advisor, and Stephanie Wainwright, CIO, of Eastern Michigan University (EMU), are the co-founders of the Michigan Society for Sport Management (MiSSM). MiSSM is a non-profit, volunteered based organization supporting the advancement of sport management in the state of Michigan through student development. The newly elected Executive Board, Ehab Sukkar, CEO, Courtney Hough, COO, Paul Shaia, CFO, and Amber Hutson, CMO, are establishing a platform for all university and high school students interested in sport management as a career.

MiSSM will begin hosting an annual conference, beginning Fall 2011, to build partnerships with other universities as well as grassroots and professional sport organizations. The first conference will include guest speakers and a student debate with future conferences to include research presentations and a golf outing. EMU's Athletic Director Derrick Gragg has confirmed his participation in the 2011 conference as the keynote speaker. And the student debate will provide a forum for 8-teams, representing various universities, to discuss contemporary issues in sport management. For more information, email the organization

MichiganSSM@gmail.com

Or visit the website

<https://emu.collegiatelink.net/organization/MiSSM>



Member News & Notes.....



Member Profile: Dr. Damon Andrew

Dr. Damon Andrew, Dean and Professor of the College of Health and Human Services at Troy University, has positively impacted the sport management community and higher education through his leadership and productivity. Prior to assuming the decanal role, Dr. Andrew directed doctoral programs in sport management at the University of Louisville and the University of Tennessee. In addition to these institutional leadership roles, he currently serves as a member of the Task Force to Review Criteria for the NASSM Research Fellow Award and was elected to serve as a NASSM Member-at-Large from 2008-10. His service to the professional academic community includes roles such as the Financial Officer for the Sport and Recreation Law Association (2010-12), Associate Editor of the *International Journal of Sport Management and Marketing*, and as a member of the Editorial Boards for the *Journal of Sport Administration and Supervision*, *International Journal of Sport Management*, and *Journal of Issues in Intercollegiate Athletics*.

To date, Dr. Andrew's scholarly activity includes a textbook entitled, *Research Methods and Design in Sport Management* (Human Kinetics), 25 funded grants and contracts, over 50 articles accepted for publication in peer-reviewed journals, and over 70 presentations at national and international conferences. He credits his undergraduate Exercise Physiology professor, Dr. John Kovaleski, as the first scholar to spark his interest in research. The mentoring he received as an undergraduate at the University of South Alabama later provided the foundation to guide 7 doctoral students and over 20 master's level students through their dissertations, theses, and research projects. When asked about his proudest career moment, he replied, "I am most proud of the publications and presentations I have with my former students." This theme is also reflected in his perspective regarding sport management education. "While our role as professors offers us numerous ways to impact the lives of others through teaching, research, and service, we must not neglect our core product and our future, the student."

In his role as dean, Dr. Andrew now finds himself mentoring faculty more often than students. When asked to provide advice to tenure-seeking sport management professors, he replied, "I often remind non-tenured sport management educators that about 90% of the individuals who will be evaluating their tenure application materials will have almost no direct knowledge of the field of sport management. Therefore, successful tenure applicants are often those who are keenly aware of the expectations at their institutions and are able to communicate through a clearly organized dossier that they have met or exceeded those expectations."

Dr. Andrew's favorite sport-related activities are playing tennis and watching college sports, but his favorite pastime, however, is spending time with his wife and two children. Balancing personal and professional priorities is challenging, but he makes a conscious effort to always make his family a top priority. He adds, "Though I love what I do for a living, I would much rather be remembered as a good father than a good administrator."

Upcoming Conference



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

For additional information, contact
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For information contact:

Conference Chair
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Program Chair
Dr. George Cunningham
gbcunningham@tamu.edu

And

Be sure to check for further details on the conference website
www.nassm.com/NASSM2011



For more information on NASSM visit:
www.nassm.com