

We Are Ready!

A Message from the Past-President, Dr. James J. Zhang, Professor and Director, International Center for Sport Management (ICSM), University of Georgia:

Our 2012 NASSM Conference to be held in Seattle, Washington is going to be another fantastic conference. As our association continues to grow in multiple perspectives, likely the 2012 conference will attract the largest attendance in the history of NASSM conferences. We have had an unprecedented number of conference submissions, with about 540 unique abstracts submitted for oral, poster, or symposium presentations. A total of 133 scholars were involved in the blind review process for the submitted abstracts, with 27 of them serving as a section head. Consequently, about 330 abstracts have been accepted, representing an acceptance rate of approximately 62%. The section heads and reviewers have overall done a marvelous job and completed their reviews in a timely fashion, and I would like to take this opportunity to thank them for their diligent work, professionalism, and most importantly, willingness to serve our association. Additionally, Drs. Jacquelyn Cuneen and Diana Gray administered a separate call for abstract submissions for the Teaching & Learning Fair. As a result of a rigorous review process, a total of 27 abstracts have been accepted for presentation at the conference. I want to thank Jackie and Diana for their effective leadership and efficient work in completing this task.

Both of the poster and Teaching & Learning Fair presentations are scheduled on Thursday (May 24, 2012). Oral and symposium presentations are scheduled throughout the major conference days (i.e., Thursday to Saturday, May 24-26, 2012). Due to the massive number of accepted presentations, the Executive Council has decided to have seven breakout sessions this year, instead of six or less in previous conferences. To minimize the negative impact of having seven concurrent sessions (e.g., one can only attend one of the seven sessions and will have to miss six others), Kenny K. Chen and I have made efforts to avoid having presentations in the same topic area to be arranged in the same time slot. I encourage the conference attendees to provide us with feedback on this new venture of having seven breakout sessions right after the conference. Conference growth is a good thing; yet, how to avoid growth pain is a truly challenging task.

On-site conference registration and various meetings and activities associated with NASSM functions actually start on Tuesday (May 22, 2012), including the Executive Council Meeting and the International Reception. The golf tournament, COSMA Membership Meeting, COSMA Board Meeting, Pre-Conference Workshop, New Members Reception, and Opening Reception are held on Wednesday (May 23, 2012). It is necessary to highlight that the Past-President Symposium will also be held on Wednesday. This year, the Past-President Symposium will be organized with a theme of 'Growth, Opportunities, and Challenges in the Global Sport Industry: Asian Perspectives.' Five scholars from various Asian countries have been invited to present at this symposium. Everyone is very welcome and encouraged to attend these activities.

Finally, I would like to take this opportunity to thank Kenny K. Chen, my doctoral student at the University of Georgia, for his meticulous work and remarkable performance while working as the conference programming manager. Without his dynamic and unfailing support, I would not have been able to successfully complete my duties as the past-president of our association because the 2011-2012 academic year has been a very demanding year for me primarily due to starting a new job at the University of Georgia and taking on various service responsibilities.

I welcome you to the 2012 NASSM Conference, and see you in Seattle!



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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.

Additional Conference Planning Information

As the date gets closer, there are a few important points worth mentioning as people plan their trips to Seattle:

Pre-Conference Workshop for Undergrad & Graduate Students

The University of Washington's Center for Leadership in Athletics will be hosting a pre-conference workshop on Wednesday, May 23 designed specifically for sport management students. Students may choose to attend either the practitioners or academic career track. For more information:

<http://www.nassm.com/NASSM2012/Student/>

Golf Tournament

The annual NASSM conference golf tournament will take place Wednesday, May 23 at Harbour Pointe Golf Club. Transportation will be provided from the Renaissance Hotel, to and from the course. To get more information and register, visit: <https://tournaments.okigolf.com/EventInfo.aspx?E=755785>.

NASSM Awards Night

The host committee is very excited to host this Thursday night event at Century Link Field in the Roots Sports Lounge. Attendees can see two stadiums in one evening by attending the event, then stepping next door to catch the Seattle Mariners MLB game at Safeco Field!

Book Early!

A record number of attendees are expected at this year's conference, so it is recommended to book your stay at the Renaissance Hotel early. To assist with travel plans, the preliminary events schedule has been posted on the website:

<http://www.nassm.com/NASSM2012/EventSchedule/>. For more hotel information or to make a reservation, visit: <http://www.nassm.com/NASSM2012/Accomodations/>.

Lastly, the program schedule has been posted and can be found at:

<http://www.nassm.com/NASSM2012/ProgramSchedule/>

See you in Seattle!



NASSM Officers



Dr. Janet Fink
President
University of Connecticut



Dr. James J. Zhang
Past-President
University of Georgia



Dr. Robert Baker
President-Elect
George Mason University

Hello from the Student Board!

On behalf of my colleagues on the Student Board, I hope our student members are getting excited for the NASSM conference. As the planning is nearly done, we would like to update you on the student-focused initiatives at the conference.

In response to your suggestions at last year's conference, the Student Board has organized three student events. There will be a symposium, tentatively set for Saturday, identifying the keys to success at each stage of doctoral study. We will also be facilitating the mentoring initiative, giving students the chance to network with faculty beyond their own institution. Please watch your emails for details on how to sign up. Finally, there will be a student social at Pike Brewery on Friday night. Specific details on each event will be available on the NASSM website shortly.

In addition to the Student Board's initiatives, the conference provides an opportunity to highlight some of the finest research our student members are undertaking. The winner of the Student Research Competition will be recognized at the President's Luncheon, while the NASSM Doctoral Research Grant will be presented at the Awards Celebration on Thursday evening at Century Link Field.

Again, please check the NASSM website and watch your email for important updates leading up to the conference.

All the best,
Lauren

NASSM Social Media Update

As of March 1, NASSM had 579 members in our LinkedIn group, 485 people who liked the Facebook page, and 327 followers for the Twitter account. Our Twitter following has nearly tripled in the last year, and the LinkedIn group membership is up more than 400 in the same period. We continue to streamline 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!

President Fink has indicated the NASSM Executive Council is planning to discuss a social media strategy during its pre-conference meeting in Seattle. To this point, posts to our social media sites have been designed to be informational to the membership and include calls for papers, membership deadlines, and relevant news articles. We would love members to post photos to the Facebook page and create two-way dialogue rather than the one-way information sharing which is currently the norm.

We will attempt to engage in more social media activity during the 2012 NASSM conference in Seattle, and encourage our followers to do likewise. We have established the hashtag of #NASSM2k12 for our posts from the conference. Please help us spread the word!

www.linkedin.com/groups/North-American-Society-Sport-Management-3688222

www.facebook.com/sportmgt

Twitter = @nassm_sportmgt

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Other Upcoming Conferences



The National Association of Sports Commission (NASC) is hosting the Sports Event Symposium at the Connecticut Convention Center in Hartford, CT from April 16-19, 2012. For more information, please visit: <http://www.nascsymposium.com/>



The College Sport Research Institute (CSRI) conference will be held April 19-21, 2012 at the William & Ida 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/>



The '2012 Global Sport Management Summit' will be hosted in Taiwan by the Aletheia University and the Taiwan Association of Sport Management (TASSM) from April 28 – April 29, 2012. For more information, please visit: <http://2012gsms.sport.au.edu.tw/>



The 20th EASM Conference will be hosted by the University College of Northern Denmark from 18 - 21 September. The venue of the 20th EASM Conference in Aalborg, Denmark, will be at University College of Northern Denmark (UCN) Mylius Erichsens Vej, which is located in the eastern part of Aalborg, approximately 3 km from the city center. Please look for more information and details regarding paper submission and accommodations in future additions of the newsletter.



The 18th Annual SMAANZ Conference will be hosted by The University of Technology Sydney. This conference will be held in Sydney, at a venue to be announced in the coming months from November 28-30. This year's conference will focus on 'Sport Innovation and Engagement'. Please look for more information and details regarding paper submission and accommodations in future additions of the newsletter.

NASSM Elections 2012-2013

The ballot for NASSM Executive Committee elections is now online. This year we are electing three positions: President-Elect and two Member-at-Large positions. **Polls will open on Monday, April 2 and remain open until Wednesday, May 2** (11:59 pm PST). All voting will be done through the NASSM web site (<http://www.nassm.com/>).

To vote, you must first login to the site. After logging in, you can view the election information under **Member Services – Elections**. You can go straight to the voting page by selecting **Member Services -- Elections -- Candidates/Vote**. (The “Member Services” section is located in the bottom left portion of the NASSM home page.) A two-page vitae for each candidate is posted on the voting page.

All professional and emeriti members in good standing are eligible to vote. If you are unsure as to whether or not you are in good standing, please contact Dr. Robin Ammon in the NASSM Business Office at businessoffice@nassm.com

Information on each position, including **duties** and **length of term**, can be found on the NASSM web site under the following sections:

“NASSM Offices and Duties”

(<http://www.nassm.com/InfoAbout/NASSM/Offices>) and

“NASSM Operating Codes”

(<http://www.nassm.com/InfoAbout/NASSM/OperatingCodes>).

Should you have any questions about the process or any of the elected Executive Committee positions, please contact Stephen Shapiro, Nominating Committee Chair, via email: sshapiro@odu.edu or phone: (757) 683-5078.

NASSM Sport Industry Relations

The NASSM Industry Relations Committee (IRC) has been hard at work fostering and building industry partnerships that benefit NASSM and its membership.

Thanks to the assistance of Janet Fink and Matt Walker the IRC can announce the addition of the College Sport Information Directors of American (CoSIDA) as an official NASSM partner. This partnership will provide educational, research, and internship opportunities for NASSM members and the students who comprise sport management programs in the NASSM network. The addition of CoSIDA also enhances our existing NACMA relationship to further solidify our strategic position in the college sport side of the industry.

In addition to CoSIDA, the National Association of Collegiate Marketing Administrators (NACMA) seeks to provide educational and networking opportunities for students who wish to pursue a career in Collegiate Athletics. To learn more about NACMA, the annual NACMA Convention, and other benefits available to students and professional NASSM members, please visit: <http://www.joinnacma.com/partners/strategic-partners/>. Any questions regarding NACMA may be directed to Ryan Virtue (rvirtue@nacda.com), Manager of Affiliate Partners for NACDA.

Other partnerships include the Stadium Managers Association (SMA) and the National Association of Stock Car Automobile Racing. Recommendations for additional partnerships can be forwarded to the Industry Relations Committee Chair Matt Walker (matthew.b.walker@usm.edu)

2011-12 Student Board



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Member Profile



Michael Cottingham, Assistant Professor of Sport Management at Southern New Hampshire University (SNHU), is paving the way for a very bright future within sport management academia. Although Cottingham is only in his first year as a faculty member, he has been working diligently to develop his line of research and expertise in the area of disability sport marketing and sponsorship. To date, Cottingham has published 4 articles with 3 currently under review. Additionally, he has presented a total of 25 academic presentations, procured 4 externally funded grants, as well as served as the Key Note Speaker at the University of Central Arkansas Disability Sport and Leisure Disability Expo.

Cottingham’s passion for research stems from his prior practical sport experiences. Before his pursuit of academia, Cottingham coached collegiate tennis for six years as well as assisted in the development of wheel chair sport programs for The Mobility Project and the International Tennis Federation. When asked to elaborate on his proudest moment related to career, Cottingham noted “having an impact on my athletes’ lives has been the most valuable success”. In fact, one of Cottingham’s former athletes is currently ranked number two in the world for wheelchair tennis; but regardless of this great achievement, Cottingham is equally proud of his athletes who have used sport to learn about themselves, receive an education, and go on to be successful in life.

For those of you who know Michael Cottingham, you know an individual who is unequivocally optimistic, passionate about life, and dedicated to becoming the best person that he can be. Cottingham does extend credit to his mentors including Michael Carroll (Troy University), Kevin Byon (University of Georgia) and Brian Gearity (University of Southern Mississippi); specifically, he says that without these mentors, he “would not have a passion for research or any idea of how to approach it”. Cottingham feels it is important to remind ourselves that although we may want to think that we are self-made men and women, we all have external influences that provide us with perspective. In fact, Cottingham suggests *Outliers* by Malcolm Gladwell as a motivational book to remind us of this important concept. Cottingham goes on to say that:

“Gladwell uses academic literature to present arguments that any non academic can appreciate. His argument is that we all stand on the shoulders of giants and our successes are more complex than factors we might first admit. External factors impact us more than we might be aware of. I feel that we are an organization of professionals and as academics do from time to time forget that our successes were influenced by our previous experiences...I feel it is important to keep this in mind and to also remember that we can be that influence for our students”.

NASSM Officers (cont.)



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