



A message from Marlene Dixon, Conference Chair:

Preparations for NASSM 2013 in Austin, TX are well underway. The conference, hosted by the sport management program at The University of Texas, will be held at the Hilton Downtown in the heart of the “Live Music Capital of the World.” We have already received a record number of academic submissions from countries around the globe; we expect to have a tremendous academic program surrounded by great informal and formal social gatherings. For more information on hotels and transportation, visit the NASSM 2013 website at [www.nassm.com/NASSM2013](http://www.nassm.com/NASSM2013).

Regards,  
*Marlene*



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## Editor

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## Committee Members

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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 Officers**



**Dr. Robert Baker**  
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George Mason University



**Dr. Larena Hoeber**  
*President-elect*  
University of Regina



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

**NASSM 2013 Awards**

**Student Research Competition**

The North American Society for Sport Management is pleased to announce its annual student research competition. The winner of the student paper competition will have an opportunity to present this paper at the President's Luncheon during the NASSM Annual Conference (May 28-June 1, 2013) in Austin, Texas. All papers must be submitted electronically to Dr. David Shonk ([shonkdj@jmu.edu](mailto:shonkdj@jmu.edu)) no later than 11:59pm EST on Tuesday, January 15, 2013. Questions regarding submission, guidelines and requirements can also be directed to Dr. Shonk.

**Janet B. Parks NASSM Research Grant**

The Janet B. Parks NASSM Research Grant 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 total grant pool amount for 2013 is \$10,000.

To be eligible for the grant, applicants must be a Professional NASSM member in good standing and must have been a member of NASSM for at least one (1) year prior to receiving the award.

Submissions must be emailed directly to Dr. Larena Hoeber at [larena.hoeber@uregina.ca](mailto:larena.hoeber@uregina.ca). The deadline for submission is Friday, March 15, 2013.

Information about the guidelines for proposals, evaluation criteria, and post-award requirements is available at [www.nassm.com/InfoAbout/Awards/ParksResearchGrant](http://www.nassm.com/InfoAbout/Awards/ParksResearchGrant).

**Research Fellow Award**

Members qualify for NASSM Research Fellow status upon attaining a certain scholarly record (see minimum criteria, below). Members who qualify are automatically designated as NASSM Fellows upon providing the appropriate information to the NASSM Research Fellows Committee Chair and upon Committee verification/authentication of the record, as provided.

NASSM members wishing to gain Research Fellow status must have a continuous and high quality record of scholarship. Credentials must be sent in hard copy no later than April 1 of the induction year. Minimum criteria must be met (both A and B):

**A. Publications:** All NASSM Fellows must have published at least 15 refereed publications (3 of the total publications must be within the last 6 years; 3 of the total publications must be in the Journal of Sport Management).

**B. Presentations:** All NASSM Fellows must have 20 refereed presentations (4 of the total presentations must be within the last 6 years; 6 of the total presentations must be NASSM presentations).

For more information on credentials/material required, please visit <http://www.nassm.com/InfoAbout/Awards/ResearchFellow> and/or contact Dr. Steve Dittmore ([dittmore@uark.edu](mailto:dittmore@uark.edu)).

## **Thank you Dr. Cuneen and Dr. Gray!**

Drs. Jacquelyn Cuneen (Bowling Green State University) and Dianna Gray (University of Northern Colorado) have fulfilled their terms as coordinators of the Teaching and Learning Fair at the NASSM Conference. As the pioneering coordinators of the Teaching and Learning Fair over the past four years, Jackie and Dianna have reminded us about the importance of teaching and the ability to exchange ideas about teaching to others in academic sport management. The Teaching and Learning Fair is a forum for the exchange of ideas, strategies, assignments, projects, and other teaching and learning tools of use and importance to sport management faculty. NASSM owes a big thank you to Jackie and Dianna for all that they have done to remind us of the importance of teaching and providing opportunities to strengthen sport management by sharing teaching ideas. Succeeding Dr. Cuneen as abstract submission coordinator for the Teaching and Learning Fair will be Dr. John Miller (Troy University). Drs. Brenda Riemer (Eastern Michigan University) and Leigh Ann Bussell (Ball State University) will follow Dr. Gray as the Teaching and Learning Fair event coordinators.

## **Program News**

### **Bowling Green State University & the NFL: Journalism Boot Camp**

Bowling Green State University's Richard A. Maxwell Sport Media Project will host a sport journalism and communications boot camp in May 2013. The boot camp is a program affiliated with the NFL's Player Engagement Department. Participants will be approximately 20 NFL players interested in post-playing careers as reporters, columnists or bloggers. The Maxwell Project was established for the BGSU sport management and communication students to learn the crafts of sports writing, broadcasting, media relations, and production. The project is named for a BGSU alumnus Dick Maxwell, who retired in 2006 as the NFL's Senior Director of Broadcast Services. During his 35-year career with the NFL, Dick was instrumental in the production of numerous events including 32 Super Bowls.

### **Program Change: Cedarville University**

Cedarville University Sport Management major has been moved from the School of Exercise Science and Sport to the School of Business Administration. In the process of reorganizing the curriculum two guiding principles were established: the major would meet Association of Collegiate Business School Program accreditation requirements and the Common Professional Core of CSOMA. Along with the transition of the curriculum the University is seeking a full time faculty member to assume leadership of the SBM program. Interested individuals should contact Dr. Carl Schraibman, Interim Coordinator of Sport Business Management at [schraibc@cedarville.edu](mailto:schraibc@cedarville.edu) or (937) 545-6738.

### **Recruitment Day @ the University of Illinois**

The Department of Recreation, Sport and Tourism at the University of Illinois is hosting its second annual recruitment day for prospective PhD students on November 3rd, 2012. Some funding is available to assist with travel expenses for prospective PhD students. To register and qualify for funding, students should submit an application form, vitae or resume, as well as a paragraph addressing their interest in our program (e.g., faculty research, course offerings, laboratory research opportunities, and/or their own research interests). To obtain more information about the PhD program and faculty interests visit <http://rst.illinois.edu>.

## **NASSM Officers**



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*Member-at-Large*  
University of Arkansas

## COSMA Update

### Membership

COSMA has 39 institutional members and 31 individual members. As of June 2012, nine institutions have been accredited: Liberty University, Neumann University, Ohio University, Saint Leo University, Slippery Rock University, Troy University, Wichita State University, Winthrop University, and York College of Pennsylvania. In addition, 16 other institutions have achieved candidacy status (the first step in the accreditation process): Central Michigan University, Davenport University, Delaware State University, Flagler College, Lasell College, Nichols College, Northeastern University, North Greenville University, Southeast Missouri State University, Thomas College, University of Louisville, University of North Florida, Wingate University, University of Indianapolis, University of Minnesota – Mankato, and the University of Mount Union. The COSMA website shows the most recent list of accredited institutions and institutions in Candidacy Status ([cosmaweb.org](http://cosmaweb.org)).

### Accreditation Process and Site Reviewer Training

All current site reviewers and those who are interested in becoming site reviewers will be required to update their knowledge and skills at a training workshop. The most recent in-person training was held in Orlando, Florida, on Friday, October 26, concurrent with the Sport Marketing Association (SMA) Conference. This training is also valuable for institutions that will host site visits. This winter, online modules will be developed to provide virtual training.

Heather Alderman, Executive Director, will participate in Sport Management Day at the AAHPERD National Convention and will hold an Accreditation Process/Writing a Self Study workshop during the conference for anyone interested in learning more about the accreditation process or for those who need an update of the information.

The COSMA website has available a three-part webinar series that describes the accreditation process, writing the self-study, and an overview of hosting a site visit ([cosmaweb.org/webinars](http://cosmaweb.org/webinars)). In addition, the COSMA Executive Director, Heather Alderman, moderated a panel on preparing the self study document at the NASSM 2012 Conference in Seattle – the slides are available for download from the website ([cosmaweb.org/workshops](http://cosmaweb.org/workshops)).

### New on the Website

COSMA publishes a biannual newsletter, *COSMA Insights*, that provides updates on training, member spotlights, and biographical information on the members of the Board of Commissioners and the Board of Directors ([cosmaweb.org/InsightsNewsletter](http://cosmaweb.org/InsightsNewsletter)). The website also includes testimonials from the Presidents of each accredited institution (<http://cosmaweb.org/testimonial>).

### Board of Directors

The COSMA Board of Directors was elected in May 2012: Jay Gladden, IUPUI, Institutional Director; Jo Williams, University of Southern Maine, Institutional/Secretary Director; Kerrilyn Curtin, Madison Square Garden, Industry Director; Gil Fried, University of New Haven, Finance Director; Shannon McCarthy, University of Arkansas, Student Director. The BOD provides general oversight of the affairs of COSMA such as setting and monitoring the effectiveness of policies and procedures, approval of the annual budget and contracts, monitoring membership recruitment and public relations, and adopting rules and regulations for the conduct of its business, among others. Information about each BOD member and the Board's role is available on the COSMA website: [cosmaweb.org/BOD](http://cosmaweb.org/BOD).

Direct any membership applications, questions, or concerns to Heather Alderman, Executive Director: [cosma@cosmaweb.org](mailto:cosma@cosmaweb.org).

## NASSM Officers



**Dr. David Shonk**  
*Member-at-Large*  
James Madison University



**Dr. Ellen Staurowsky**  
*Member-at-Large*  
Drexel University

## Executive Council Members

**Dr. Marvin Washington**  
Editor – JSM

**Dr. David Shilbury**  
Sr. Associate Editor – JSM

**Dr. Damon Andrew**  
Editor – SMEJ

Dr. Lynn Ridinger  
Associate Editor – SMEJ

**Dr. Robin Ammon**  
Business Officer Manager

**Dr. Orland Hoeber**  
Web Administrator

**Update from the Student Board**

The NASSM Student Board is working tirelessly to make the 2013 NASSM conference the best yet for students. In addition to the Student Luncheon, we are hosting three free student activities that will take place throughout the conference. This year’s Student Symposium, moderated by Lee Lower, focuses on service within NASSM, and how student members fit in to the big picture. You will learn about the opportunities and value of contributing your time to NASSM, including how NASSM serves its members and affects the field of sport management. The panel will feature prominent past and present Executive Council members and award winners - great models of service.

The Faculty-Student Mentoring Initiative is back and better than ever thanks to Cassie Coble’s efforts. Students will have a great opportunity to connect with faculty on a broader range of topics than previous years, including related research interests, area of expertise, and teaching interests, which, we as a student board, hope will continue to strengthen the relationships within the organization, continuing to build on the foundation for the future. The Student Social is still in the early planning phases but figures to be better than ever. Rick Buning is working hard to find the best that Austin’s nightlife has to offer. As usual, the Student Social will kick off Friday evening of the conference week. So keep your calendar clear because you will not want to miss the best opportunity to meet and get to know other NASSM students.

Finally, NASSM Student Board elections will take place at the conference as usual. Stay tuned to the NASSM listserv and the NASSM Student Facebook page for more information as we move closer. The Student Board is comprised of a Student President who also sits on the Executive Council, and three Student Board members, all of whom serve one-year appointments. Keep in mind, there are plenty of ways to get involved in NASSM; many NASSM standing committees have student representatives as well.

We’ll see you in Austin!  
Michael, Lee, Cassie, and Rick

**NASSM Doctoral Research Grant**

The North American Society for Sport Management (NASSM) is pleased to announce its annual Doctoral Research Grant. This grant is intended to advance scholarship in sport management by providing support to NASSM doctoral student members as they pursue projects of importance to the field, and advance scholarship in the field of sport management. This award is not intended to fund major dissertation projects. The total grant pool amount for the 2013 competition is \$5,000. This amount will be split amongst award recipients on a basis determined by the committee. No more than three (3) awards will be given in a year. Awards will be announced at the Annual Conference in conjunction with the “Awards Night” ceremony. Submissions for the 2013 competition are due by Friday March 29, 2013. Proposals received after the deadline indicated will not be accepted. Proposals should be emailed directly to Dr. David Shonk ([shonkdj@jmu.edu](mailto:shonkdj@jmu.edu)) NASSM Member-at-Large and Committee Chair. For more details, please consult the attached document or go to <http://www.nassm.com/InfoAbout/Awards/DoctoralResearchGrant>. Feel free to contact Dr. Shonk with any questions.

**2012-13 Student Board**



Michael Odio  
University of Florida



Richard Buning  
University of Florida



Lee Lower  
The Ohio State University



Cassie Coble  
University of Connecticut