

NORTH AMERICAN SOCIETY FOR SPORT MANAGEMENT

## NEWS AND NOTES ...

- ❖ 2003 ZEIGLER SCHOLAR NAMED.
- ❖ NEW NASSM ELECTION PROCEDURES (SEE EXECUTIVE COUNCIL UPDATE).
- ❖ BUSINESS OFFICE MOVES.



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## Jacquelyn Cuneen Honored as the 2003 Dr. Earle F. Zeigler Lecturer Award Recipient



Dr. Jacquelyn Cuneen, professor and current chair of the Sport Management, Recreation and Tourism Division at Bowling Green State University, was selected by the NASSM Executive Council as the 2003 Dr. Earle F. Zeigler Lecture Award recipient.

Dr. Cuneen, who has served as a faculty member at Bowling Green State University since 1989, is a deserving candidate of the Zeigler award as evidenced by her exemplary and high quality performance in her NASSM service, teaching, and research. Cuneen has and continues to demonstrate a strong commitment to the development of the sport management discipline through her service to NASSM. She has been an active member of NASSM for over 10 years and has served the organization in a number of leadership roles.

Cuneen assumed the three-year presidency term from 1998-2001, which involved one

year as editor of the NASSM newsletter, one year directing the membership as president of the organization, and the final year as the NASSM conference program planner. In addition to this professional service, Cuneen has worked as a member of the nominating committee and evaluated folios for the Sport Management Review Panel (NASSM/NASPE Sport Management Program Approval process). Cuneen has reviewed conference program abstracts and student research manuscripts. Additionally, Cuneen served as the NASSM archivist, and has been a member of the editorial board for the *Journal of Sport Management*.

Cuneen has also made significant contributions for over 10 years to the field of sport management as a teacher, supervisor and administrator. Within the professional area of teaching, Cuneen has primarily taught budget and planning for sport,

*Continued on page 4*

## 2004 CONFERENCE IN ATLANTA GEORGIA

- ❖ Get ready for Hot-lanta! The NASSM 2004 conference is hosted by the Sport Management Program, Sport Business Research Center, and Department of Kinesiology of Georgia State University in the city of Atlanta - "the sports capital of the world!" (-Bob Costas).
- ❖ The conference site will be downtown Atlanta at the elegant Omni Hotel at CNN Center, centrally located in the heart of one of America's most vibrant cities. The Omni, situated across from the Centennial Olympic Park, is within the CNN Center and connected to the Georgia World Congress Center, Georgia Dome - home of the Atlanta Falcons (NFL), and Philips Arena - home of the Atlanta Hawks (NBA) and the Atlanta Thrashers (NHL). Across the street is Olympic Park, home of the village during the Atlanta Olympics in 1996. A few blocks away is Turner Field, home of the Atlanta Braves (MLB), and Herndon Stadium, home of the Atlanta Beat (WUSA). Also, a few blocks away is Underground Atlanta, World of Coca-Cola, High Museum, Fox Theater, and the Atlanta Zoo. Within a short driving distance are Stone Mountain, Lake Lanier, and the Atlanta Motor Speedway.
- ❖ The conference and conference hotel rooms will be located in the new \$100 million addition of the Omni Hotel. You can watch your room in the new addition being built on the Omni Hotels Atlanta website! Within the complex are elegant restaurants, a food court, bookstores, Atlanta Braves store, CNN store and other amenities. This area is also the stage for the daily live broadcast of the show CNN Talk Back Live! (Will we see some of NASSM's visitors on TV?) In addition, Omni Hotel guests will have access (small fee) to the Turner Athletic Club, also inside the complex, which boasts a fitness center including a 25-meter lap pool, indoor track, basketball/volleyball court, aerobic studio, steam room and sauna.
- ❖ In a couple of months, we will be launching the NASSM 2004 conference website (we will announce this through the NASSM list serve) and this will carry vital and constantly updated information as time progresses. In the meantime, if you have any questions, please contact Dr. Brenda Pitts, conference host and site director, at [bpitts@gsu.edu](mailto:bpitts@gsu.edu).

## PRESIDENT'S MESSAGE FROM ROB AMMON



This year's conference in Ithaca, New York promises to be an eventful one!! Our co-hosts, Ellen Staurowsky and John Wolohan, along with their planning committee have scheduled a wide variety of interesting activities. In addition, Past-President and Program Coordinator Diana Gray has been hard at work putting together an entertaining and enlightening academic program schedule. Her efforts with creating and implementing the electronic abstract submissions deserve NASSM's heartfelt thanks.

I have only been involved in Sport Management as an academic for the past ten years, so I still have a **lot** to learn, but in my opinion, NASSM as an organization, currently faces some of the same quandaries as sport organizations that we discuss in our classes. I believe our dilemmas fall into four separate categories. 1) Essentially, we have had no short-term plan and worse yet, no long term **strategic plan**. 2) In addition, we have had no **financial plan**. 3) In my opinion, our organization (NASSM) deserves an *average* grade pertaining to **diversity** issues. However diversity also includes other areas and for us (NASSM) to improve upon our grade we must expand our definition of diversity to provide opportunities for *all* Sport Managers. 4) **Teaching** is a common denominator that we all share. We devote tremendous amounts of time to the issue of *research*, but fail to realize that without our **students** most of us would not be similarly employed.

Now I would like to tell you what has been accomplished to overcome these deficiencies.

**STRATEGIC PLAN** - Through the efforts of Past President Diana Gray, JSM Associate Editor Laurence Chalip and more than three dozen NASSM members, research has been collected for NASSM's preliminary strategic plan and it will be presented to the Executive Board during Ithaca's pre-conference meeting. This pertinent information will provide a framework for President-elect Dan Mahony and future NASSM Exec members to forge a viable strategic plan.

**FINANCIAL PLAN** - We (NASSM) owe a considerable "thank-you" to Chad London, David Legg and their staff at Mount Royal College for managing a superior conference last year in Canmore, and for generating an enormous, and surprising profit of over \$16,500.00 (CDN). In addition, Jay Gladden as chair of the Web Advertising Committee along with Greg Comfort, Tim DeSchraver and Anita Moorman have diligently been seeking advertisers on the NASSM web page. However, our current financial situation needs additional attention. In the past we have struggled to get by on a combination of sheer luck and a small balance in both accounts. I believe we need a more detailed financial plan and it needs to be linked to the strategic plan. I believe that some areas that need to be explored in the future include: 1) Making the NASSM conference more of a revenue generator. One member mentioned that his school pays for the conference, but not his dues, so he would rather see the Executive Council increase registration by \$50 than increase dues (if 300 registered, this alone would increase NASSM conference revenue by \$15,000 per year). 2) Increasing sponsorship. As one recent Executive Council member was fond of saying, "we should practice what we preach". We have some of the most well known sport marketers and sponsorship gurus in the world as members. I am still confused as to why we do not seek long-term national sponsors. NASSM could use the money and the revenue would reduce the work for many conference organizers. 3) The SMPRC has a variety of standards, which must be met in order for a program to be "approved". NASSM is the professional organization for all Sport Management academics, as well as a stakeholder in the approval process. Why not make an additional stipulation for the "approval" process that all faculty teaching Sport Management "core" classes be NASSM members?

**DIVERSITY** - Some members of NASSM believe the mechanism of the Exec Council to be complex and secretive. In my opinion, the workings of the Exec Council should be privy to all NASSM members. Therefore, as a start, the NASSM Constitution, the Ethical Creed and the Operating Codes have been placed on the NASSM web page. In addition, every member of the Exec Council is prepared **and** willing to answer any questions, concerns or complaints that any member may have. Our history has been one of tolerance, acceptance and diversity where colleagues meet and share sport management themes of mutual interest. Thus, we (NASSM) should reach out to the coordinators of Sport Management programs including those in Junior Colleges, Community Colleges and even high schools. Why do we need to include those individuals? Quite simply, because **they** are part of the diverse group of educators and yes even "researchers" who in **today's** classes are preparing our students of **tomorrow**.

**TEACHING** - We all share one common denominator. The common denominator is teaching. However, I am not clear as to what the membership, as a group, wants the NASSM conference to look like in 10 years. We must make an effort to assess or understand the desires of the membership. Otherwise, we run the risk of making changes, alienating various individuals who then just quit NASSM altogether. I am in the process of providing additional opportunities for those who wish to improve their pedagogical skills. I believe we (NASSM) as an organization should strongly encourage collaborative "*teaching*" as well as research, especially between Universities.

I would be remiss if I did not offer a hearty thank you to the 2002-2003 NASSM Exec Board who have diligently served the membership and been patient with some of my "outside the box" ideas. **President-Elect and NASSM newsletter editor** - Dan Mahony; **Past President and 2003 Conference Program Coordinator** - Diana Gray; **NASSM Web Manager** - Greg Comfort; **JSM editors** - Wendy Frisby and Laurence Chalip; **Coordinator and Assistant-coordinator of the Zeigler Scholar Award and the Student Research Paper Competition Members at Large** - Mark Lyberger and Tim DeSchraver; **Chair and Assistant-chair of the Student Initiatives Committee Members at Large** - Lynn Ridinger and Ketra Armstrong; **Secretary** - Harold Riemer; **Treasurer** - Joanne MacLean and last but certainly not least our **Student Representative** - Kim Mahoney.

NASSM is continuing to progress as a strong, vibrant and durable organization that needs every one of us to develop a passion for its continued success. Your opinions and suggestions on the current and future direction of our organization are always welcome. Plus, if you are interested in becoming more involved or have specific suggestions or concerns, please contact one of the Exec Council members. It is indeed an honor and privilege to serve as your current president, and I promise to do my best (in the time I have left on the Exec Board) to continue to assist our organization meet the challenges it faces. But it is not about me, it is about **us**. We need to think outside the box and **never** be satisfied with mediocrity.

I remain **your** advocate.

## PAST PRESIDENT'S MESSAGE FROM DIANNA GRAY

What a conference we will have for 2003! Elsewhere in this newsletter, please take time to read about the specific activities that our hosts, Ellen Staurowsky and John Wolohan of Ithaca College, have arranged for us. First, though, let me tell you that the Executive Council had a "preview" of the hotel accommodations and conference facilities when we met at the Statler Hotel for our fall meetings, and I assure you that we are in for a great time for a variety of reasons:

- The conference hotel is located on the campus of Cornell University. Bring walking shoes as the campus is quite spacious and the scenery, beautiful! We will be conferencing in the Finger Lakes Region of New York State, where there are many beautiful landscape features of note, and the quality and quantity of its natural features surpass those of even some National Parks!

- NASSM will have a full slate of presentations going on in 5 rooms throughout the duration of the conference in addition to the keynote sessions, President's Luncheon & Student Research Presentation, and Dr. Earle F. Zeigler Lecture Award Banquet. We will also have presentations that are formatted as workshops, seminars and roundtables, always well received by NASSM delegates. This year we had a total of 232 proposals submitted to fill the 142 available presentation slots (this includes poster presentations). That means, as usual, our sessions will highlight the "best of the best"

- Thirty-eight reviewers worked diligently over the winter semester break to evaluate abstracts for our upcoming conference. NASSM abstracts arrive in reviewers' mailboxes, electronic mailboxes this year, at the worst possible time (i.e., holidays, end of semester grading time, vacation). Despite this, each person readily agreed to help NASSM by evaluating abstract submissions. Please notice their names in

the program and join me in thanking them for contributing so generously of their time and expertise.

The 2003 conference will mark the close of my 3-year period in the "presidential triad" of President-Elect, President, and Past-President. I appreciate the support and suggestions offered by all of you. I am particularly pleased that the Strategic Plan, under the able direction of Laurence Chalip and his team, was initiated, that we have a new NASSM logo, and this year moved to an online abstract submission and review process for the conference.

In closing, I ask that you continue your support of NASSM by volunteering to serve on committees, submitting abstracts for future conferences, and serving as ambassadors of our organization whenever possible. Many people work daily on NASSM's behalf, as members of the various task forces and committees, council members and JSM reviewers, annual conference abstract reviewers, web manager, etc. We are at a critical time in NASSM's history and if you want to get involved in its future, write your interests on the back of your business card and hand it to a member of the Executive Council; someone will call you and enlist your help. Or, ask someone to nominate you for a council position or nominate yourself and stand for election. The adage of "*you get out of something what you put into it*" rings true for NASSM as well.

Thank you. It has been my pleasure working with so many dedicated, talented and intelligent people. Kudos to all who contribute to make NASSM the outstanding organization it is.




### 2003 CONFERENCE DIRECTORS FROM ITHACA COLLEGE

ELLEN STAUROWSKY  
STAUROWS@ITHACA.EDU  
(607) 274-1730

JOHN WOLOHAN  
JWLOHAN@ITHACA.EDU  
(607) 274-3128

ADDRESS:  
NASSM CONFERENCE  
2003  
ITHACA COLLEGE  
1110 HILL CENTER  
ITHACA, NY 14850

FAX: (607) 274-1943

2003 NASSM  
CONFERENCE WEB  
SITE:

[HTTP://WWW.ITHACA.EDU/  
NASSM/](http://www.ithaca.edu/nassm/)

**2002-2003  
EXECUTIVE COUNCIL**

**PAST PRESIDENT  
DIANNA GRAY**

**UNIVERSITY OF NORTHERN  
COLORADO**  
[dianna.gray@unco.edu](mailto:dianna.gray@unco.edu)

**PRESIDENT**

**ROBIN AMMON JR.**  
**SLIPPERY ROCK UNIVERSITY**  
[robert.ammon@sru.edu](mailto:robert.ammon@sru.edu)

**PRESIDENT-ELECT**

**DAN MAHONY**  
**UNIVERSITY OF LOUISVILLE**  
[mahony@louisville.edu](mailto:mahony@louisville.edu)

**SECRETARY**

**HAROLD RIEMER**  
**UNIVERSITY OF REGINA**  
[harold.riemer@uregina.ca](mailto:harold.riemer@uregina.ca)

**TREASURER**

**JOANNE MACLEAN**  
**BROCK UNIVERSITY**  
[joanne.maclean@brocku.ca](mailto:joanne.maclean@brocku.ca)

**MEMBERS-AT-LARGE**

**KETRA ARMSTRONG**  
**OHIO STATE UNIVERSITY**  
[mailto:armstrong.105@osu.edu](mailto:mailto:armstrong.105@osu.edu)

**TIM DESCHRIVER**

**UNIVERSITY OF  
MASSACHUSETTS**  
[deschriv@sportstudy.umass.edu](mailto:deschriv@sportstudy.umass.edu)

**MARK LYBERGER**

**KENT STATE UNIVERSITY**  
[mlyberger@kent.edu](mailto:mlyberger@kent.edu)

**LYNN RIDINGER**

**OLD DOMINION UNIVERSITY**  
[lriddinge@odu.edu](mailto:lriddinge@odu.edu)

**STUDENT REPRESENTATIVE**

**KIM MAHONEY**  
**OHIO STATE UNIVERSITY**  
[kmahoney@buckeyes.ath.ohio.state.edu](mailto:kmahoney@buckeyes.ath.ohio.state.edu)

## 2002 ZEIGLER AWARD WINNER, CONT'D

(from page 1)

marketing and sales strategies for sport, sport and event promotion, along with field experience in sport management. She has been active as an academic advisor for both undergraduate and graduate sport management students and has served as chair and a member of a number of thesis committees at BGSU. Cuneen has shared her expertise and guided over 60 undergraduate and graduate students through thesis, directed research, and independent projects.

Her expertise in the supervision of sport management field experience is reflected in the well-received textbook, *Sport Management Field Experience*, co-authored with Joy Sidwell. She has also served as the Field Experience Coordinator for the Sport Management Division, School of Health Physical Education and Recreation, at BGSU since 1994.

Cuneen has made valuable contribution to the sport management discipline through her research and scholarly activities. She has been involved as an author or co-author in over 30 research articles in journals such as the *International Journal of Sport Management*, *Journal of Sport Management*, *Sport Marketing Quarterly*, *Journal of Physical Education, Recreation and Dance*, *Sex Roles: A Journal of Research*, and the *Women in Sport and Physical Activity Journal*. In addition to the number of refereed journal articles, Cuneen has received recognition from her peers by making over 30 refereed presentations at professional conferences. Her two primary research interests, which include gender as an underlying theme, have been professional preparation of sport managers and sport and event marketing and promotion. Cuneen is a charter NASSM Research Fellow.

Cuneen's scholarly activities do not end with journal articles and presentations. Besides her *Sport Management Field Experience* text, she has authored three chapters within *Case Studies in Sport Marketing*, and is currently co-authoring a chapter with Bob Boucher for the text, *Contemporary Sport Management*.

Supporting Cuneen's selection as the 2003 Zeigler Lecturer Award recipient, is Dallas Branch, an NASSM member and current professor at West Virginia University who was one of Cuneen's professors during her doctoral program. He honored this

professional by saying that Jackie Cuneen possessed "the entire package in her teaching, research and service activities".

Branch continued, "She embodies what a professor should be. She has made significant scholarly contributions to our field. She has served sport management as President for NASSM, has been recognized as a leader in this organization for many years, and has been a great teacher and advisor for her students at Bowling Green State University."

Branch was delighted to learn that Dr. Cuneen was selected to receive the 2003 Zeigler award. He and the West Virginia University community are extremely proud of what she has meant to the sport management discipline and to the profession.

Cuneen was nominated for this prestigious award by Dr. June Baughman, an NASSM member and professor at Baldwin Wallace College. Baughman stated, "I cannot think of anyone whom I have become acquainted in NASSM who better fulfills the qualifications and spirit of the award. Dr. Cuneen is well known for her scholarship, leadership and service."

Dr. Jackie Cuneen was extremely honored to be named the Zeigler Lecturer for 2003, expressing appreciation for the support of both the selection committee and the executive council during the selection process. In reaction to having the privilege of making a presentation to the NASSM membership as the Zeigler Lecturer, Cuneen stated, "It is very daunting knowing that I have to speak when the previous lecturers have been so wonderful."

### NASSM Conference Notes:

**Wednesday May 28**

**Golf Tournament** – 11:00 a.m.

**Baseball Hall of Fame** – noon-8pm

**Evening Reception** – Ted Leland –  
Guest Speaker

**Thursday May 29**

**Opening Session** – Richard Lapchick  
– Guest Speaker

## FALL EXECUTIVE COUNCIL MEETING NOVEMBER 2002 - ITHACA, NY

- Comfort discussed with Ammon the necessity of having the Web Manager join as an observer to the NASSM Executive meetings. Comfort indicated that since so much business is being conducted electronically, perhaps the Web Manager should be a voting member of the council. Questions remain about the length of time for such a position and how the person in that position is appointed or elected. Indicated he would be willing to put together a proposal and an operating code for such a position. Ammon and Gray indicated they endorse such a change in direction and suggested such a role should be for an extended rather than shorter term of service. Ammon asked Greg to put a proposal and operating code for such a position into place and present it at the pre-conference meeting in Ithaca. The position would be a non-voting position.
- Proposed constitution changes were presented by Mahony (refer to other section of newsletter). Some minor revisions were made to these proposed changes. The changes were presented to the membership in Ithaca.
- Mahony presented the changes to the operating code. Frisby suggested that the changes to the Distinguished Service Award be presented to the AGM for information and approval. All of the other changes were approved and are now on the website.
- A sub committee report was submitted which recommended that qualified organisations be allowed to advertise on the NASSM Website. The report indicated that the internet site is a saleable property. While all agreed that integrity of the organisation and its properties must be maintained, the Executive Council did accept the sub-committee's recommendation that NASSM allow advertisements on the website and charged the sub committee with finalising NASSM's web advertising policy by the 2003 pre-conference executive meeting.
- Two changes were made relative to conference abstracts. The Executive Council voted to begin publishing refereed proceedings of conference abstracts from the annual NASSM conference beginning in 2003. They also voted to expand the page limit of the NASSM conference abstract to a maximum of two (2) pages beginning with the 2004 call for papers.
- Electronic elections will take place for the first time this year (for information go to: <http://www.nassm.org/NASSM%20Elections.htm>). Members will receive a member id and password for voting purposes. The procedures allow for the voting to be done in confidence/secretly. The Web master is not able to access the results. The password will be sent just prior to the election taking place.
- The organizing committee has requested NASSM endorse the Brock University Student Research Colloquium, allow the use of the NASSM logo, link the event on the website, and provide some financial assistance in the form of \$200 Cdn (all on a one-time basis). Further, the Executive Council charged an ad hoc committee with the development of policy and an operating code related to student research forums; the committee will develop guidelines with respect to the types of student conferences that would be endorsed by NASSM and what the endorsement would include.
- Lyberger raised the issue of the length of presidency, suggesting that the one year term may not be long enough to initiate and follow through on particular initiatives. The Executive Council charged an ad hoc committee with the task of examining the possibility of restructuring the length of the presidency and report options to council at the pre conference executive meeting.
- Gray presented the council with a new idea for a NASSM logo. A motion was passed to adopt the logo as presented by Gray.
- Gray indicated she received considerable feedback regarding the length of the AGM and the amount of time that used to make the various reports. Ammon will organise the AGM in a way to shorten the meeting. Reports will be posted on the web prior to the conference.
- Three motions were passed relative to the NASSM conference. First, a motion was passed to change the conference bid document to indicate that all conferences, beginning with the 2004 conference, will be required to provide pre-profit revenues in the amount of \$25 US or equivalent per professional member back to NASSM; any profits made will still be shared on a 50/50 basis. Second, a motion was passed to develop a fund from conference profits to be used to provide seed money to future conference hosts. Third, a motion was passed to change the conference bid document to indicate that, beginning with the 2006 conference, conference hosts may be provided with seed money of up to \$5000 US.
- It was noted that Canmore provided revenues to NASSM in excess of \$16,000 Cdn.
- Mahony indicated we have received one bid for the 2004 conference from Atlanta, Georgia. The bid is still being finalized. He has heard from 7 American schools that might be hosts for 2006 and 2010 conference. Wichita (Kansas City) has expressed the most interest for 2006. Ammon indicated that co-conference hosting should be encouraged.
- Relative to the SMPRC program approval process, Ammon received notification from a sport management program regarding the use of 'p' as probationary status on websites of schools that are listed on our list of sport management programs. Because of various concerns, a motion was passed to remove any indication of SMPRC status on the website list of sport management programs and to include a link to the SMPRC website. A second motion was passed to encourage SMPRC to work with the current president to survey NASSM members as to concerns with the review process.



**NASSM  
BUSINESS OFFICE  
WEST GYM 014  
SLIPPERY ROCK  
UNIVERSITY  
SLIPPERY ROCK, PA  
USA 16057**

**PHONE: (724) 738-4812  
FAX: (724) 738-4858  
[nassm@sru.edu](mailto:nassm@sru.edu)**

**THE JOURNAL OF  
SPORT  
MANAGEMENT**

**EDITOR  
WENDY FRISBY  
UNIVERSITY OF  
BRITISH COLUMBIA**

[frisby@interchange.ubc.ca](mailto:frisby@interchange.ubc.ca)

**ASSOCIATE EDITOR  
LAURENCE CHALIP  
UNIVERSITY OF  
TEXAS**

[lchalip@mail.utexas.edu](mailto:lchalip@mail.utexas.edu)



## A NOTE FROM THE JSM EDITOR

There are a number of exciting developments to report on regarding the *Journal of Sport Management*, NASSM's official journal. First, the number of submissions remains high and we are attracting manuscripts from authors from different countries and departmental affiliations, while also serving as a publication outlet for NASSM members. We attribute this increased exposure, in part, to a number of Special Issues that not only encourage research in emerging areas by pulling leading-edge articles on similar topics together, but also allow us to market the journal to scholars who may be unfamiliar with it. For example, the Special Issue on Sport Tourism that will appear in JSM 17(3), 2003 will include 5 articles featuring 10 authors from 4 countries. Eight of those authors come from business schools or programs specializing in tourism, and have not previously published in JSM. Dr. Heather Gibson, the Guest Editor, created a database of sport tourism scholars that can now be used to market both the Special Issue and the journal. Dr. Lawrence Wenner is the Guest Editor of a Special Issue on the Sport Media to be

published in 2004. Guest Editors Dr. John Amis and Dr. Michael Silk have issued a Call for Papers for a Special Issue on Critical and Innovative Approaches to the Study of Sport Management with a September 1, 2003 deadline for submissions. The Call for Papers for this Special Issue along with our guidelines for Special Issue proposals have appeared in recent issues of the *Journal of Sport Management*.

Our healthy submission rate is also due to the joint marketing efforts that we have engaged in recently with Human Kinetics Publishers. A number of indexing agreements have been finalized and more are underway and this will expose JSM articles and authors to a much wider audience than in the past. We are also developing marketing materials that can be distributed by Editorial Board members at major conferences and other scholarly events in North America and internationally. In the past few months, the Editors promoted the journal at events like the 1<sup>st</sup> Conference on Sport Management and Sport Economics in Portugal, the American Marketing Association Meetings, and the Canadian Association for the Advancement of Women in Sport and Physical Activity Conference, to name a few.

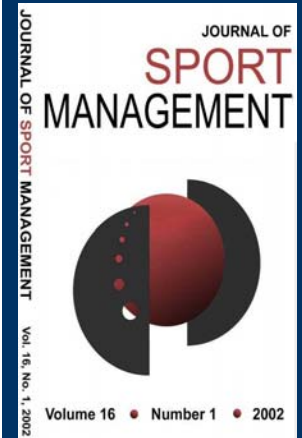
In 2003, there will be some changes in the makeup of the JSM Editorial Board. Dr. Wendy Frisby's term as Editor ends in June and Dr. Laurence Chalip will be taking over as Editor. Dr. Lucie Thibault has agreed to become the new Associate Editor, while Dr. Karen Danylchuk has taken over as Book Review Section Editor. Dr. Joon-Ho Kang from Seoul National University and Dr. Richard Wolfe from the University of Michigan have recently joined the JSM Editorial Board. We extend our appreciation to the Section Editors, Guest Editors, Editorial Board members and numerous guest reviewers who have devoted countless hours to maintaining the high scholarly standards of the journal, while providing authors with valuable feedback on their research.

**Wendy Frisby, Ph.D., Editor**  
**Laurence Chalip, Ph.D., Associate Editor**  
*Journal of Sport Management*

### WHERE ARE YOU NOW?

**Laura Cousens, Joanne MacLean, and Lucie Thibault** have all joined the sport management program at Brock University.

**Norm O'Reilly** (previously a senior consultant with Sports Canada) has joined the faculty at Laurentian University replacing **Ben Seguin** who went to the University of Ottawa. Laurentian is in the process of making curriculum changes that will focus on sport marketing and sport marketing research.



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## **RECENT CHANGES AT NASSM WEBSITE**

The NASSM website experienced a number of changes in 2002: (1) Dianna Gray and Chris Sanders spearheaded a project that allowed for abstracts to be submitted electronically by NASSM members who wish to be considered for a presentation at the annual NASSM conference, (2) each NASSM.org web page was given an individual hit counter so that a feasibility study could take place regarding possible web advertising, (3) the annual NASSM Newsletter was altered so that members would have faster and easier access, and (4) the entire NASSM website was given a facelift.

The NASSM website continues to offer updated information regarding: (1) NASSM membership application/renewal, (2) necessary processes for SMPRC program approval, (3) sport management programs in Australia, Canada, Europe, New Zealand, and the United States, (4) dates and locations of present and future NASSM conferences, (5) the process for application into the electronic forum (NASSM Listserve), (6) the Journal of Sport Management, (7) the NASSM Newsletter, (8) NASSM awards, and (9) ongoing NASSM initiatives. The NASSM position statement, history, purpose, preferred research methodology, and the relationship between NASSM and practitioners is also available.

NASSM members continue to enjoy the use of the Sport Management Service Center. The Service Center affords a place for membership and sport practitioners to post and peruse professional vitas, employment opportunities, information regarding internship opportunities & graduate assistantships, sport management conferences, and events & special courses. An updated and current alphabetical listing of NASSM membership, including all current contact factors with individual areas of interest as well as a listing of experts posted by chosen academic area and/or by state is also available to NASSM members.

"ExSport II: The Expert Answer to Your Sport Career," is now available via the NASSM Web site. It can also be accessed at <http://personal.bgsu.edu/~jparks/ExSport/index.html> This is a sport management career interest inventory that will be useful to sport management students and faculty as well as to high school students

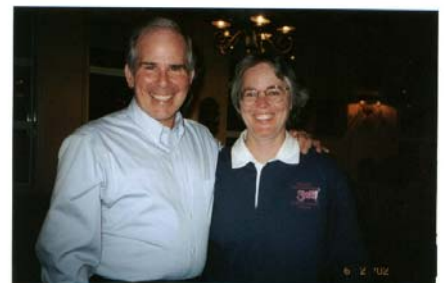
and guidance counselors. It will always be a "work-in-progress," so suggestions/comments are welcome. There is a link on the site for feedback.

Members should feel free to contact Dr. Greg Comfort at [greg.comfort@wichita.edu](mailto:greg.comfort@wichita.edu) with any corrections, deletions, or suggestions for the continued improvement of the NASSM Web site. Proposals that require substantial change in the content addressed in the NASSM Web pages will be forwarded to the current NASSM president for eventual approval by the NASSM Executive Council.

Greg Comfort Ed.D  
NASSM Web Manager

### **NASSM CONFERENCE FEATURE: THE PAST PRESIDENT'S WORKSHOP**

#### **"CASE PEDAGOGY IN SPORT MANAGEMENT"**



### NASSM CONSTITUTION PROPOSED CHANGES

1. Article IV, Section 1 – Delete “voting by mail ballot.”
2. Article IV, Section 1 – Insert “Executive” between “NASSM” and “Council” in three places.
3. Article V, Section 3 – Change the wording **from**: “The Executive Council shall hold an annual meeting in conjunction with the annual conference of the Society. Special meetings may be called at any time by the President or by any five members of the Executive Council upon two weeks written notice to each member of the Executive Council.” **to**: “The Executive Council shall meet at least twice each year. One meeting will be held in conjunction with the annual conference of the Society. A second meeting will be held approximately six months before the annual conference of the Society. Special meetings may also be called at any time by the President or by any five members of the Executive Council upon two weeks written notice to each member of the Executive Council.”
4. Article VI, Section 2 – Change the wording **from**: “The Secretary shall mail a notice of the annual meeting of the Society to each member not less than thirty days prior to the scheduled meeting. Such notification shall state the time, place, and general purposes of the meeting, together with the nominations made in accordance with Article X, Section 2, and any amendments proposed in accordance with Article XIII, Section 1, of these By-Laws.” **to**: “The members of the Society shall receive notification prior to the meeting of the nominations made in accordance with Article X, Section 2, and any amendments proposed in accordance with Article XIII, Section 1, of these By-Laws.”
5. Article VII, Section 2 – Change the wording **from**: “All dues shall be made payable annually as of January 1 in U.S. funds or their equivalent.” **to**: “All dues shall be made payable annually as of January 1.”
6. Article VIII, Section 2 – Change the wording **from**: “The Society shall publish a journal and an annual proceedings.” **to**: “The Society shall publish a journal and a newsletter.”
7. Article IX, Section 2 – Remove the term “ad hoc” when referring to the Promotions appointee.
8. Article IX, Section 4 – Change the wording **from**: “The Past President shall select up to eight members (anonymously) to serve as conference program committee, the chairperson of which shall be the Past President (see NASSM Conference Guidelines).” **to**: “The Past President shall select members of the Society to serve as conference program committee, the chairperson of which shall be the Past President (see NASSM Conference Guidelines).”
9. Article IX, Section 4 – Change the wording **from**: “The President will appoint a Member-at-Large (MAL) to serve as the Chairperson of the Dr. Earle F. Zeigler Lecture Award Nominating Committee. The Committee will also be comprised of the two most recent recipients of the Award. The Committee is responsible for promoting the Award, securing nominees, and the vitas, select three nominees for consideration by the Executive Council at the Fall Meeting.” **to**: “The President will appoint a Member-at-Large (MAL) to serve as the Chairperson of the Dr. Earle F. Zeigler Lecture Award Nominating Committee. The Committee will also be comprised of the three most recent recipients of the Award and one other MAL. The Committee is responsible for promoting the Award, securing nominees and their vitas, and selecting three nominees for consideration by the Executive Council at the Fall Meeting.”
10. Article X, Section 1 – Remove “(b) geographical location within the country” and “(d) the applied and theoretical aspects of the field” from consideration when selecting the nominating committee.
11. Article X, Section 1 – Change the wording **from**: “The Committee shall continue in office for two years..” **to**: “Committee members shall continue in office for two years...”
12. Article X, Section 2 - Change the wording **from**: “The Chairperson of the Nominating Committee shall issue a call for nominations for the various elective posts on the Executive Council four months prior to the scheduled annual meeting. Such notice shall be sent to all members in good standing with the assistance of the Secretary (who maintains an up-to-date listing of such members) and include a standardized, one-page nomination form. A nomination must be accompanied by written permission of the person being nominated. The Nominating Committee shall develop an operating code whereby they can present a list of nominations for the upcoming elections to the Secretary not less than two months prior to the annual meeting. The Secretary shall prepare a ballot and mail it to all members in good standing not less than thirty or more than forty days before the annual meeting.” **to**: “The Chairperson of the Nominating Committee shall issue a call for nominations for the various elective posts on the Executive Council approximately four months prior to the scheduled annual meeting. Such notice shall be sent to all members in good standing and include a standardized, one-page nomination form. A nomination must be accompanied by written permission of the person being nominated. The Nominating Committee Chair shall prepare a ballot and make it available to all members in good standing not less than five weeks before the annual meeting.”
13. Article X, Section 3 - Change the wording **from**: “The voting in all elections for officers shall be held by mail ballot in keeping with the rules and regulations of the Committee’s operating code. A brief (one page) vitae of each candidate according to prescribed format shall be made available to each member along with the ballot.” **to**: “The voting in all elections for offices shall be held in keeping with the rules and regulations of the Committee’s operating code. A brief (two page) vitae of each candidate according to prescribed format shall be made available to each member along with the means to submit their vote.”

### NASSM OPERATING CODE PROPOSED CHANGE

1. In NASSM Operating Code for NASSM Distinguished Service Award Selection Committee Suggested Procedures, I, B – add number 3, “Has not previously won the NASSM Distinguished Service Award or the Earle F. Ziegler Award.”



NASSM Newsletter Info

Submitted by:

Lisa Miller, Ohio State University  
 Sam Todd, Florida State University  
 Kirsty Spence, University of Massachusetts  
 Kim Mahoney, Ohio State University

miller.2362@osu.edu  
 syt2085@garnet.acns.fsu.edu  
 kkspece@sportstudy.umass.edu  
 mahoney.82@osu.edu

**Student Initiatives Update**

The 2002-2003 Student Board has made some changes for the upcoming conference in Ithaca.

- **New Conference Session**  
 The Student Board will host a new conference session beginning in 2003. The session will be comprised of roundtable discussions with a variety of faculty, potentially with identified discussion topics. Students will be able to visit the diverse faculty, allowing for more structured interaction between faculty and students. The Student Board will send a list of faculty participants to the student membership when it is completed.
- **Student Lunch**  
 In past years, a student breakfast has taken place early on Thursday morning, which is when much of the student business is handled and selections are made for the Student Board for the following year. In Ithaca, we will instead have a **Student Lunch** on Thursday.
- **Student Board Selection Procedures**  
 Changes are also being made regarding the selection procedures for the Student Board and the Student Representative. The current Student Board is currently working to finalize the new process, but regardless of the selection procedures instituted, student members will receive advance notification via e-mail regarding the positions, job descriptions, benefits, as well as when, where and how the selections take place.

If these changes are favorably received, we hope they will be continued in future years. If you have any comments or suggestions, please do not hesitate to contact any member of the current Student Board.

Earlier this year, Dr. Greg Comfort created a "Student Membership" section on the NASSM website. Here you can find information about the current Student Board, as well as information about getting involved with the organization. Student members can expect updated conference information via e-mail. See you in Ithaca!

**NASSM  
 DISTINGUISHED  
 SERVICE  
 AWARD  
 RECIPIENT**

**2003 Award Recipient  
 Dr. Garth Paton  
 University of New Brunswick**

*Founding member of NASSM*

Service to NASSM:

- ❖ Served as Treasurer for two terms.
- ❖ Served as President-Elect, President, and Past-President.
- ❖ Earle F. Zeigler Lecture Award winner in 1997.

## 2003 CONFERENCE SITE



Ithaca College is most pleased to be hosting the North American Society for Sport Management (NASSM) annual conference, which will be held from Wednesday, May 28th through Saturday, May 31st at the Statler Hotel on the Cornell University campus in Ithaca, New York. The Central New York Region is well known for its beautiful gorges, wine country, fine dining, hiking and biking trails, scenery, and the Finger Lakes. Within one to two hours from Binghamton, Rochester, and Syracuse, Ithaca is easily accessible from several airports. Particular points of local interest include (within modest driving distances) the National Baseball Hall of Fame and Museum, the Soccer Hall of Fame, the Boxing Hall of Fame, Seneca Falls, the Harriet Tubman Home, the Cayuga Wine Trail, the Onondaga Nation, Taughannock Falls, Buttermilk Park, and much more. For more information on the NASSM 2003 conference please visit <http://www.ithaca.edu/nassm/> or call John Wolohan at 607-274-3128 or Ellen Staurowsky at 607-274-1730. We look forward to welcoming you to our lovely home.

## INTERNATIONAL CONFERENCES AND NEWS



EASM 2002 hosted the International Sport Management Alliance in Jyväskylä, Finland, in September. It was impressive to have the presidents of EASM (Livin Bollart), SMAANZ (Shayne Quick), and NASSM (Rob Ammon) discussing their organizations' histories and futures. With so many delegates from the world over in attendance, the friendships made and renewed created a wonderful conference. There were many NASSM members in attendance. All NASSM members are encouraged to attend the next Alliance conference in 2004.

Two of the major issues with sport management today are the continuing expansion of the European Union and the formation of the Asian Association of Sport Management. With ten additional countries the European Union now has 26 countries. With the numerous cultures and languages involved in a 26-nation organization, EASM certainly has to work very hard to make itself useful for all its members.

The other major news is the formation of the Asian Association of Sport Management (AASM). AASM's inaugural meeting was held in Busan, Korea, before the recent Asian Games. Kim Byung-shik (Korean National University of Physical Education) is the new Secretary General. NASSM's Karen Danychuk was instrumental in the formation of AASM as she assisted at the planning meetings in Asia.

### SPORT MANAGEMENT ASSOCIATION OF AUSTRALIA AND NEW ZEALAND - SMAANZ:

9th Annual SMAANZ Conference

Hosted by the University of Otago in Dunedin, New Zealand from November 27-29, 2003

For information, contact John Guthrie ([jguthrie@business.otago.ac.nz](mailto:jguthrie@business.otago.ac.nz))

### EUROPEAN ASSOCIATION FOR SPORT MANAGEMENT- EASM:

11<sup>th</sup> European Sport Management Congress

September 10-13, 2003 in Stockholm, Sweden

WEBSITE: [WWW.EASM2003.COM](http://WWW.EASM2003.COM)

❖ Special thanks to **Scott Crawford, Sport Management Graduate Assistant at University of Louisville**, for his assistance in updating this newsletter.