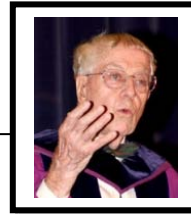


## Dr. Earle F. Zeigler Honored 2008 NASSH Award



Zeigler receives NASSH's 2008 Award:

"Somehow, with key help from the Montreal Airport by Garth Paton, I made it to Lake Placid on May 26 to receive the 'Recognition Award (for scholarship and service to sport history)' of the North American Society for Sport History. In my response, I said: "I do have serious concerns about the 'use and abuse' of sport today, as well as about the need for sound physical activity education and educational/recreational sport for ALL children and young people. Although the Society's primary concern is 'historical,' I urge NASSH to become even more involved in efforts to have sport become a 'true social servant' to humanity." Spawned by leaders in physical education (as was NASSM), NASSH has had a truly remarkable development. Because healthful physical activity is so important to all humans, Dr. Zeigler urged NASSH to retain the history of physical activity education in its purview. Finally, he thanked the association for this honor; and to conclude, Dr. Zeigler remarked, "I will do my best to continue to earn it in the years ahead."

To learn more about Dr. Zeigler please visit: <http://www.earlezeigler.com/>

## NASSM Call for 2012 and 2013 Conference bids Issued

The NASSM Conference Committee has issued a request for proposals for the 2012 and 2013 NASSM conferences (U.S. locations only). The committee requests that proposals be submitted by February 20, 2009. To obtain a detailed RFP, please contact Clay Stoldt, conference manager, at [clay.stoldt@wichita.edu](mailto:clay.stoldt@wichita.edu) or 316.978.5441.

## Executive Council Fall Meeting Recap From the Desk of President Ming Li



The NASSM Executive Council held its fall meeting in Columbia, South Carolina, the host city for the 2009 NASSM conference on October 3-4, 2008. At the meeting, the members of the Executive Council discussed the proposed revisions to the constitution and operating codes of the organization, approved the Letter of Understanding between NASSM and the University of Tampa for co-hosting the 2010 NASSM conference in Tampa, Florida, considered a number of new initiatives (e.g., establishment of a research grant program, formation of a task force on sport industry connections, co-sponsorship of the 2012 Pre-Olympic Scientific Congress with other continental associations affiliated to the Sport Management Alliance, etc.), and reviewed and approved reports submitted by the standing committees. In addition to the meeting, the members of the Council also toured the facilities that will be used for various conference related functions, such as the Columbus Metropolitan Convention Center, the Colonial Life Arena and the Williams Brice Stadium, and listened to the report from the NASSM 2009 Organizing Committee on conference preparation. The members of the Council were very pleased with the progress that the Organizing Committee made thus far.



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### Newsletter Content

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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 any and all information to the Committee Chair and Editor - Matt Walker. This information may include but is certainly not limited to: awards, scholarly recognitions, conferences, events, and "from the field" information.

## Commission on Sport Management Accreditation Hires Program Manager *Institutions Urged To Take First Steps In Accreditation Process*

The Commission on Sport Management Accreditation (COSMA) is pleased to announce that it hired Heather Alderman as its Program Manager. Ms. Alderman will manage the day-to-day function of COSMA-related business including accepting applications, growing membership, training site evaluators, and assisting institutions through the accreditation process.

One of Ms. Alderman's first tasks is to inform institutions that they can apply for COSMA membership by December 31, 2008, for a discounted price. Annual institutional memberships cost \$1,800 and individual memberships cost \$30 per year. Applications received prior to December 31, 2008, will receive a total savings for three years of \$2,400. The Commission has set a goal to review its first set of programs in the spring 2009. Applications received this fall will be among the first to undergo the review process including site visits.

COSMA accreditation is replacing program approval granted by the former Sport Management Program Review Council (SMPRC) which was the only external program review process for more than 20 years. All SMPRC-approved programs will be recognized through their date of expiration until and unless they submit for COSMA approval. Those programs approved in the past few years that were granted an extension will be publicly recognized by COSMA through December 31, 2009. Additionally, those that received their seven-year approval in 2003 or later will retain their approval status throughout the seven-year period (e.g., programs SMPRC-approved in 2003 will retain their status until June or October 2010). All SMPRC-approved programs are invited to begin the COSMA accreditation process as soon as they would like.

## The Sport Management Education Journal *Submissions & Subscription Information*

The *Sport Management Education Journal* is a joint refereed publication of the North American Society for Sport Management (NASSM) and the National Association for Sport and Physical Education (NASPE). The *Sport Management Education Journal* [www.nassm.com/InfoAbout/SMEJ](http://www.nassm.com/InfoAbout/SMEJ) advances the body of knowledge in pedagogy as it relates to sport management education and disseminate knowledge about sport management courses, curricula, and teaching. Manuscripts for inclusion may address a wide range of issues concerning graduate and undergraduate education such as: curriculum planning, curriculum design, future employment requirements, trends and their impacts, course content, fieldwork, internships, experiential learning, teaching methods, accreditation, community education, and tenure and promotion. Manuscripts based on conceptual, philosophical, and empirical inquiry would also be considered for publication.

The journal currently accepts submissions in the following areas:

- Research Articles
- Teaching Case Studies
- Book Reviews
- Additional Special Topic Sections



Institutions, students, employers, and the general public all benefit from the external verification of quality provided through the COSMA's accreditation process. They also benefit from the process of continuous quality improvement that is encouraged by the COSMA's developmental approach to promoting excellence in sport management education.

For more information on COSMA and for application materials, please visit:

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

Heather Alderman can be contacted by email at [cosma@cosmaweb.org](mailto:cosma@cosmaweb.org) or by phone at 703.476.3394.

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For more information on the journal please contact:

Michael A. Kanters, Ph.D.  
Managing Editor, Sport Management Education Journal  
[mkanters@ncsu.edu](mailto:mkanters@ncsu.edu)

## NASSM Student Research Competition *Reflections from Previous Winners*

The NASSM student research award is the highest honor a student member can receive. It is handed out once per year at our annual meeting in recognition of quality research. The award has been in existence since 1990 and has provided young scholars the opportunity to present their work to the membership. This section will highlight some of those winners' thoughts on winning the award. *Please note that not all of the winners could be contacted for the story.*

**2008: Masa Yoshida** (Ph.D. Candidate Florida State University); "I have enhanced my research skills through the research competition. With respect to the prestigious aspect of the award, winning has increased my recognition not only in the NASSM society, but also in my home country, Japan." **2007 Laura Misener** (University of Windsor); "It was a fantastic experience to present in front of the entire NASSM conference. The reviews from the paper were extremely helpful and helped strengthen the paper and lead to a publication in JSM." **2006 Ted Alexander**; "One of the most impactful elements of my experience with the student paper competition was the kind remarks I received from other qualitative researchers studying social justice topics in sport management." **2004 Ian Patrick** (Bellarmine University); "Winning the award was great for me because I worked full-time throughout my doctoral work. I was just trying to survive the process so the fact that NASSM took note really meant a lot." **2003 Sam Todd** (Georgia Southern); "Winning the NASSM award was very special at the time and one that I still cherish. Honestly, it is humbling to be mentioned in the same categories with the others on the list, but very special none-the-less." **2002 George Cunningham** (Texas A & M); Receiving the award was humbling and exciting at the same time. It was also quite nice to realize that the efforts that had gone into the research project were recognized by others."

*Story Continued on pg. 5....*

## The 2009 Student Research Competition *From The Desk of Dr. Lisa Kihl*

The North American Society for Sport Management is pleased to announce its annual student research competition. To be eligible for this competition, students MUST be enrolled in a college or university at the deadline of submission (11:59pm Monday January 12, 2009), AND not be employed in a full-time academic position at the submission deadline.

Papers should reflect a student's analytical and/or theoretical research interest and be appropriate for presentation at the NASSM Annual Conference. The winner of the student competition will have an opportunity to present this paper the President's Luncheon during the NASSM Annual Conference from May 27 -30, 2009 in Columbia, SC.

### Instructions for Submission

- The page limit for all submitted manuscripts is 35 double-spaced pages, INCLUDING references, tables, figures and appendices.
- Papers must be submitted in English and use 12-point font and one-inch margins.
- Students must also adhere to the "Instructions to Authors" section published in the *Journal of Sport Management*. Papers that do not meet ALL of these requirements will not be reviewed.
- Papers must be submitted electronically to the Student Research Competition coordinator, Lisa A. Kihl [likihl@umn.edu](mailto:likihl@umn.edu). The submissions should be sent as a file attachment to an email, and should be in MS-Word (\*.doc) format.

### Student Opportunity



The Stadium Managers Association (SMA) has implemented an opportunity titled the "SMA Student Volunteer Program"

The purpose of the student volunteer program is to expose students to the world of sports and facility management by giving the students hands-on experience and allowing them the opportunity to gain important networking contacts.

To learn more, visit:  
[www.stadiummanagers.org](http://www.stadiummanagers.org)

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### NASSM Elections

Each year, elections to the NASSM Executive Council are held in April and May, with the nominations for the open positions being solicited in March

Elections will be held for:

- President-Elect
- 2 Members-at-Large
- Secretary (next election in 2009)
- Treasurer (next election in 2009)

To nominate a NASSM member for one of these positions, you can view the nominations procedures by logging onto your NASSM membership page and going to:

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

After mid-April, you may view the candidates and cast your vote

## "From the Field": How Sport Industry Research is helping Practitioners

Can research benefit sport organizations and expand the body of knowledge in sport management? If an institution was interested in working with a professional team on a research project, who should be contacted? What are the benefits to academia in working with sport organizations? What are the benefits to sport organization in working with academia? What applied research is currently being conducted by NASSM members?

These are questions to which NASSM's Publicity Committee wanted answers. To address them, the Committee first contacted a number of top executives in professional sport, including **Mike Redlick**, Executive Vice President of the Memphis Grizzlies, and **Paul D'Aiuto**, Vice President of Premium Seating for the Columbus Blue Jackets, to find out their research needs and share with NASSM members how to work with academicians and students on research projects. The Committee then identified a sampling of current applied research projects being conducted by NASSM members that provides benefit to the sport organization as well as the academia. This brief article is drafted to provide NASSM members interested in work with sport organizations on applied research projects with information about initiating the process.

Last year, Mr. Redlick, Executive Vice President of the Memphis Grizzlies, was involved in a project examining ROI for sponsors. He believes working with graduate students and faculty in allows him to engage with motivated and focused graduate students. He said that if he had hired a private research firm, "...the project would have been cost prohibitive and may lack the dedication that students can offer." He also noted that before working on this project he was unaware of what academic research could offer – he suggested that academicians interested in working with teams should first inform the organizations of their areas.

Mr. D'Aiuto is facing similar challenges as many teams are looking for new and innovative ways to sell and service premium seats in a tough economy. As Vice President of Premium Seating for the Columbus Blue Jackets, he was aware of local sport management programs interested in this type of research. Working with the faculty and graduate students, the project will address not only the needs of the Blue Jackets, but also result in publishable data for the students and faculty. Mr. D'Aiuto also views the chance he gets to work with graduate students as an opportunity to recruit talented new employees. Mr. D'Aiuto's best advice to institutions looking to work with professional teams is to, "...start your contacts at the vice president level in the area you are interested in conducting research. Most V.P.'s will be open and willing to work with faculty and students to design research projects that meet both business and academic needs."

The first example of applied research falls under the legal umbrella. **Lattinville, Kaburakis, Sharp, and Brinegar** have teamed up with the Women's Basketball Coaches Association (WBCA) to examine the process of preparing coaching contracts. The researchers all have legal expertise as well as an interest in college athletics and women's basketball. With the current intricacies of coaching contracts, the WBCA is in need of a thorough examination of the content of coaching contracts today to use as an educational tool for their members.

At the University of Southern Mississippi's, Center for Spectator Sports Security Management (CSSSM); **Stacey Hall, Lou Marciani, Walter Cooper & Thomas Cieslak** have partnered with the **U.S. Department of Homeland Security**. The CSSSM has been commissioned to design, develop and deliver a national sport event risk management training program for National Collegiate Athletic Association (NCAA) institutions in order to increase security knowledge.....

*Story Continued Below...*

### Study Abroad



George Mason University is running two study abroad courses for sport management students in 2009. The first is to southern Africa and includes meeting with organizers for the 2010 FIFA World Cup. It runs March 7-22. The second is July 6-23 and goes to Australia and New Zealand. It includes tours of many leading facilities such as the 2000 Olympic Stadium in Sydney, talks by leading academics and industry professionals in Australian and New Zealand sport management. Trip information will be available by October 15.

To learn more, contact Dr Nauright:  
[jnaurigh@gmu.edu](mailto:jnaurigh@gmu.edu)

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Dr. Stuart G. McMahon will run the "Sport Management and Culture: A European Perspective" course this summer for the University of Stirling in Scotland.

Flyers and brochures will eventually be forthcoming. However, any interested faculty or student can contact Dr. McMahon if they have interest in spending time next summer in Scotland (Europe).

To learn more, contact Dr. McMahon:  
[smcmahon@salemstate.edu](mailto:smcmahon@salemstate.edu)

and awareness and improve the level of preparedness of sport event security action teams (SESATs). The CSSSM has used this data as part of a project on instrument development for sport event security. In partnering with the Department of Homeland Security they have had the opportunity to provide research, develop a curriculum and provide a training program that will be launched at the national level to include SESAT personnel of NCAA Division I, II and III institutions.

Dr. **Gina Pauline** from Syracuse University has also developed a unique academic/industry partnership. She collaborated with the University's Athletic Department and **KeyBank**, a title sponsor of athletics to create a relationship between those stakeholders and the sport management program at SU. This relationship is based upon the KeyBank 44 rewards program which is named after the legacy of the number 44 in Syracuse University athletic history. This partnership consists of a 3-year collaboration in which KeyBank and the Athletic Department, receive market research on sponsor recognition and recall, new sponsorship activation strategies, and positive public relations. Additionally, the sport management students have the unique opportunity to develop, present, and potentially implement a sponsorship activation plan for an important athletic department client, in KeyBank.

Finally, **Jim Strode** at Ashland University is collaborating with the **Cleveland Cavaliers** on a unique sales/marketing project <http://www.ashland.edu/newsroom/view.php?id=801>. In addition to the sales project, his students are developing a marketing plan for an Ashland University men's and women's basketball game to be played at **Quicken Loans Arena** prior to the **Detroit Pistons** game. "Our students will present their marketing plan to the marketing office of the Cavaliers upon completion."

## Upcoming Conferences



The Department of Sport Management and Media at Ithaca College will be hosting a conference on Sport, Sexuality, and Culture March 18-20, 2009.

To learn more, visit:

<http://www.ithaca.edu/intercom/article.php?story=20080819083414743&query=spor1%252C%2Bsexuality>

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The College Sport Research Institute and the Department of Exercise and Sport Science at the University of North Carolina at Chapel Hill announce the 2009 Scholarly Conference on College Sport. The event will be held at the William and Ida Friday Center at UNC-CH, April 15-18, 2009.

To learn more, visit:

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

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The Sport Sales Combine hosted by the Atlanta Hawks and Atlanta Thrashers. This sales training experience combines real life experience along with career development opportunities. February 27<sup>th</sup> – March 1<sup>st</sup>

To learn more, visit:

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

## Student Research Winners

*Continued from Page 3...*

**2001 Stephen Ross** (University of Minnesota); "The NASSM research award was an honor. For me, it meant the validation of the research ideas and the realization that the research I was conducting was valued and important to the organization and field." **2000 Michael Sagas** (University of Florida); "It was a lot of fun and was an honor to represent Texas A&M at the conference. At the time, the program was small and in its infancy. I was first to graduate from the doctoral program in 2001... looking back it was an honor to be the first to graduate and the first of many to come to represent the program in the student contest." **1999 Aubrey Kent** (Temple University); "I was very honored. It was a chance to be recognized, but more important for me was that my advisor [Chella] was finally recognized in that way since he had been a great mentor for many before me." **1998 Mick Jackowski** (Metropolitan State College); "The best part about winning the award was it gave me confidence that I could co-exist, in due time, with the leading researchers in the field." **1997 Danny O'Brien** (Griffith University); "Without the award, and the support of my supervisors Trevor Slack and John Amis, I most likely would not have finished my PhD and I have no idea what I'd be doing today." **1996 Dan Mason** (University of Alberta); "It was very exciting as it was the first conference I ever attended and first presentation I ever gave. It was also rewarding to know that my research program was developing in the right direction." **1995 Laura Cousens** (Brock University); "It was an honor to win the award, and to be given the opportunity to share my research with the membership in Athens, Georgia, in 1995." **1994 John Amis** (University of Memphis); "It was a tremendous honor that helped to highlight some of the work that several of us were participating in at the University of Alberta at that time and also gave me a very welcome confidence boost early in my doctoral career." **1991 Ming Li** (Ohio University); "Winning the award and the attendance to the conference basically helped me take off my career in sport management."

## Membership News & Notes

**Dr. Jim Weese** reappointed as Dean of Health Sciences...



Weese has been reappointed as Dean for another term, beginning on July 1, 2009 and ending June 30, 2015. "Western's Faculty of Health Sciences is a complex and diverse unit, and Jim Weese's organizational talents have been vital in realizing its full potential," says Western President Paul Davenport. "He is a strong academic leader who also understands the nature of athletics and recreational programs and their role within the faculty."

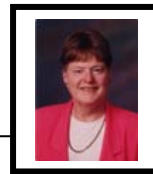
Weese's reappointment was the unanimous recommendation of a Senate Selection Committee drawn from the Faculty of Health Sciences and across the university. His first decanal term, beginning in 2004, was characterized as highly successful in terms of advancing the Schools of Kinesiology, Nursing, Occupational Therapy, Physical Therapy, and Communication Sciences and Disorders, and the Interdisciplinary Bachelor of Health Sciences and Health and Rehabilitation Science Programs.

**Dr. Steve McKelvey**, Graduate Program Director of Sport Management at the University of Massachusetts Amherst was recently promoted to the rank of Associate Professor.

**Dr. David Blair** of the University of Mary Hardin-Baylor just returned to the field of sport management after a 6 year stint in administration.

## NASSM Member Profile

**Dr. Jackie Cuneen**

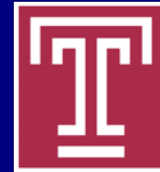


Jacquelyn Cuneen, Ed. D. is a Professor in Bowling Green State University's Sport Management Program. Her main teaching areas are sport and event promotion and sport management field experiences. She is an established scholar whose two research foci are sport-related advertising and professional preparation of sport managers. She has authored or co-authored over 40 scholarly and professional articles in several top academic outlets. She is co-author of the first textbook written specifically for sport management experiential education, *Sport Management Field Experiences*. Dr. Cuneen is a charter Research Fellow in the North American Society for Sport Management (NASSM) and a charter Scholar in the Ohio Association for Health, Physical Education, Recreation, and Dance (OAHPERD).

Dr. Cuneen is the only individual to have received NASSM's three highest recognitions -- the Dr. Earle F. Zeigler Lecture Award in 2003, the Dr. Garth Paton Distinguished Service Award in 2006, and the Distinguished Sport Management Educator Award in 2008. She was President of NASSM from 1999-2000, and currently serves as OAHPERD's representative to the National Association for Girls and Women in Sport. She was the 2001 West Virginia University Sport Management Distinguished Alumna of the Year. In 2008, she was the featured presenter for the 20th Annual Doris Drees Distinguished Speaker Series.

She was a member of the Editorial Review Boards of the *Journal of Sport Management* and *International Journal of Sport Management*. In 2004, she became Editor of *Sport Marketing Quarterly* when the journal was first affiliated with the Sport Marketing Association. Prior to her academic career, she was Account Executive, Director of Women's Programming, and Educational Correspondent for two New York State-based ABC radio affiliates.

## Academic Programs



In 2008, Temple University began a concentration in sport management within the Fox School of Business as part of the Ph.D. program in Business Administration. Recruiting for the first full class (Fall 2009) has begun.

Interested persons should contact Dr.

Aubrey Kent

[aubkent@temple.edu](mailto:aubkent@temple.edu)



Louisiana State University (LSU), to compliment their existing Master's program, now has a new Bachelor of Science in Sport Administration (BSSA) degree. They will begin accepting students in spring 2009.

For more information contact:

Dr. Aaron Clopton

[awc@lsu.edu](mailto:awc@lsu.edu)



For more information on NASSM visit:

<http://www.nassm.com>