

Dr. Mary Hums Announced 2009 Earle F. Zeigler Award Recipient



Dr. Mary A. Hums is a Professor in the Sport Administration Program at the University of Louisville. In addition to being a Past President of the Sport and Recreation Law Society (SRLA), she is an active member of NASSM, AAHPERD, NAGWS, and the International Olympic Academy Participants Association (IOAPA). Prior to coming to the University of Louisville, Hums served on the Sport Management faculty at the University of Massachusetts-Amherst, directed the Sport Management Program at Kennesaw State University in Atlanta, and was Athletic Director at St. Mary-of-the-Woods College in Terre Haute, IN.

In addition to authoring articles in numerous refereed journals, Mary has co-authored several texts including: *Governance and Policy in Sport Organizations* (2d edition), she co-edited *Principles and Practice of Sport Management* (3d edition), co-edited *Women as Leaders in Sport: Impact and Influence*, and co-authored *Paralympic Sport: All Sports for All People*, and *Profiles of Sport Industry Professionals*. She has also made over 100 presentations to various scholarly associations in the United States and abroad. Her main research interest is policy development in sport organizations, especially in regards to inclusion of people with disabilities, women, and racial/ethnic minorities into the management of sport, as well as sport and human rights. She is a Senior Research Fellow for the Northeastern University Center for Sport and Society's Disability Sport Program and Athletes for Human Rights Initiative and a North American Society for Sport Management Research Fellow. She was also a co-contributor to Article 30.5 of the 2006 United Nations Convention on the Rights of Persons with Disabilities.

In 2008, Hums was an Erasmus Mundus International Visiting Scholar in Adapted Physical Activity at Katholieke Universiteit Leuven in Leuven, Belgium. In 2006, the United States Olympic Committee selected her to attend the International Olympic Academy in Olympia, Greece.

Story continued on page 3.....

Dr. James Zhang Announced 2009 J. B. Nash Scholar for the AAPAR



Established in 1978 in honor of a former AAHPERD president and leader in physical, health, and recreation education, the award is based on professional commitment, leadership, service, research, and publication. The 31st J.B. Nash Award goes to a full professor in the department of Tourism, Recreation, and Sport Department at the University of Florida.

"...I am very honored and privileged to receive this prestigious award. When looking through the names on the list of previous scholars, I feel very much humbled by their tremendous achievements and contributions to the field of leisure, recreation, and sport management. With great enthusiasm, I intend to carry the spirit and philosophy of J. B. Nash and promote excellence in these interdisciplinary areas of scholarship and practice".

The J.B. Nash Scholar Lecture is held annually in conjunction with the AAHPERD convention. This year the convention is in Tampa from March 31 to April 4. Dr. Zhang's lecture is scheduled for April 3, from 8:45-10:00 a.m.



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

A Message from NASSM President: Ming Li



NASSM just signed a hotel agreement with Grand Hyatt Tampa Bay for 2010 NASSM Conference in Tampa, Florida. I want to take a moment to express my appreciation of Clay Stoldt (NASSM Conference Manager) and Ross Barlow (faculty member and representative of the University of Tampa) for their diligent work in the process of formulating the agreement.

An eight-person Revenue Generation Task Force was established in fall 2008. The Task Force has been asked to identify and discuss potential sources of revenue that can be used to strengthen NASSM's financial position and support its various new initiatives. The task force is now in the process of proposing implementation plans for a number of revenue generation ideas - recommendations will be presented to the Executive Council for consideration.

Beth Easter from Southeast Missouri State University has agreed to serve as the NASSM Liaison to NASPE. The main responsibilities of the Liaison include (1) provide the NASSM Executive Council with two reports, one for the Fall Meeting and the other for the Pre-Conference Meeting; (2) advise the President on issues related to NASPE and COSMA; (3) provide the NASSM Publicity Committee with news-worthy information about NASPE and COSMA related activities; (4) after the completion of his or her term, pass along any files or information to the new Liaison.

I want to thank Larena Hoerber (secretary), Aubrey Kent (past president), Lisa Kihl (member-at-large), and Lucie Thibault (JSM editor) for their superb service as they will be leaving the Executive Council this year. The nominations for positions on the NASSM Executive Council have started. I would like to encourage members of our association to nominate qualified colleagues from a broad and diverse group of people.

NASSM Teaching & Learning Fair

Call for Presenters.....

The Teaching and Learning Fair, is a forum for the exchange of ideas, strategies, assignments, projects, and other teaching and learning. All registered NASSM members and guests of the conference are eligible to present at the Teaching and Learning Fair. Topical areas outlined by COSMA may include: Social, Psychological, & International Foundations of Sport; Management; Ethics in Sport Management; Sport Marketing; Finance/Accounting/Economics; Legal Aspects of Sport; and Integrative Experiences.

Your presentation should relate directly to Sport Management classroom, field, or online teaching and learning. The due date for submissions is March 31. The submission should be sent in the body of an e-mail message (no attachments) to: ntlfair@bgsu.edu

All submissions will be accepted provided the presentation description is cogent and relates directly to COSMA CPC and Sport Management classroom, field, or on-line teaching and learning.

Submit your presentation description in the following format:

- Name (Institutional Affiliation)
- Presentation Title
- Related COSMA CPC
- 50-word maximum description of your presentation

NASSM Elections

Each year, NASSM elections are held in April and May, with the nominations for the open positions being solicited in March. This year's elections will be held for:

- President-Elect
- 2 Members-at-Large
- Secretary

Information on each position, including duties and length of term, can be found on the NASSM web site under the sections "NASSM Offices and Duties"

www.nassm.com/InfoAbout/NASSM/Offices

and "NASSM Operating Codes"

www.nassm.com/InfoAbout/NASSM/OperatingCodes

Please submit your nominations (i.e., nominees' name, affiliation and contact information) to Dr. Artemisia Apostolopoulou @ apostolopoulou@rmu.edu

Prior to submitting their name for consideration, please make sure that, if elected, your nominee(s) will be willing to serve NASSM.

Please note that self-nominations are also acceptable. The deadline for submission is March 20, 2009.

Should you have any questions about the process or any of the vacant Executive Council positions, please contact Dr. Artemisia Apostolopoulou @ 412.397.4264 or at the above email address.

NASSM Research Fellows

Recent Recipients.....Process

The North American Society for Sport Management Research Fellow designation recognizes NASSM's scholars by honoring their achievement in sport-related scholarship disseminated through NASSM. The NASSM Research Fellow designation is intended to grant distinction within NASSM and Fellows' own academic communities and encourage high standards of research and other forms of scholarship among NASSM's members.

In 2008, five scholars earned the Research Fellow distinction: **Ketra L. Armstrong** (California State University – Long Beach), **Jennifer E. Bruening** (The University of Connecticut), **Marlene A. Dixon** (The University of Texas), **Jeffrey D. James** (Florida State University), and **Michael R. Rudd** (Wingate University). The research and scholarship of these individuals contributes to the already impressive list of NASSM Research Fellows.

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. 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).

NASSM members wishing to submit their credentials must follow the guidelines as outlined on the NASSM website. All questions should be directed to: Dr. Robert Baker @ rbaker2@gmu.edu.

For the complete list of NASSM Research Fellows visit: www.nassm.com/InfoAbout/Conference/Awards/Research

Hums to receive Zeigler Award

Story Continued from page 1.....

In 2000 she received the NASPE Sport Management Council's Outstanding Achievement Award. Her teaching awards at the University of Louisville include the Conference USA Award of Excellence, the Alumni Association Red Apple Award for contributions to students' lives through teaching, the Disability Resource Center Instructor of the Year, and numerous Red & Black Mentor honors. She was also named Outstanding Teacher in the College of Food and Natural Resources while at the University of Massachusetts-Amherst. She is a 1996 inductee in the Indiana ASA Softball Hall of Fame, and a 2009 inductee into the Marian High School (Mishawaka, IN) Athletic Hall of Fame.

"...Being selected to give the Earle Zeigler Lecture is an amazing honor. The list of those who have won this award is an All-Star roster of Sport Management scholars. To be included among these extraordinary individuals is a humbling experience. It reminds me as well that this award is not earned by living a solitary academic life, but rather is a tribute to the importance of teamwork, collaboration, and cooperation. No one receives this honor on his or her work as an individual. This is a reaffirmation of the importance of being part of a life-long team of great colleagues and hard-working students".

Student Opportunities

World Leisure Congress & Games 2010



Participants of all ages and all backgrounds are invited to Chuncheon Korea for the World Leisure Congress and the World Leisure Games

For more information, visit: www.worldleisure2010.org

Sport Industry Networking & Career Conference

The SINC Conference is a two-day event dedicated to educating students, young professionals and career changers on the business of sports. Those in attendance have unique access to the top sports executives in the industry today. If you are serious about pursuing or furthering your career in sports this is a conference you should not miss.

This years conference will be held at George Washington University in Washington, DC. Featured Speaker will include Tom Wade (chief marketing officer – PGA Tour) and David Haggerty (USTA board member)

For more information, visit: www.sinc-conference.com/index.html

“From the Field”: *Sport Industry Research Helping Practitioners*

The Sport Marketing Research Institute (SMRI) at the University of Northern Colorado has been working extensively with the United States Olympic Committee (USOC) to provide a comprehensive membership analysis for its 29 National Governing Bodies. The purpose of the research was to obtain demographic, member behavior, purchase intention, and lifestyle information for the current members of each NGB. From this data, SMRI students provide practical marketing strategies to increase membership and/or further cultivate current relationships between the NGBs and their constituents.



Spanning nearly three years, the partnership between the SMRI and USOC has been supported by 26 students including three different student directors. To date, the project has surveyed over 22,000 individual members from 28 different NGBs. For more information about the SMRI or the USOC project, please contact SMRI director **Dr. Dianna Gray** @ dianna.gray@unco.edu or visit our website at: www.unco.edu/smri.

David Pierce and Jeff Petersen at Ball State University have implemented the **Ticketing and Promotions in Sport (TOPS) program**. This program allows Students enrolled in our sport sales course to work as account executives for a local minor league sport organization. “In our first project, we partnered with the Fort Wayne Wizards (now the Fort Wayne Tin Caps) to help them sell season and mini ticket plans”.



A second project that just finished was a prospecting assignment for the “Indiana Ice”. “The class contacted 7,000 Indianapolis-area businesses to gauge their interest in creating employee and group outings. Students were responsible for generating their own prospect list based on a specifically assigned industry segment”. “...The TOPS program is constantly evolving as part of an immersive learning initiative. The University funded the project with a \$4,784 grant and the project is also sustained by contracts set up with the minor league organizations”.

Sport Marketing and Sales Educators: Friday, February 27th – Sunday, March 1st

Sport Sales Combine, hosted by the Atlanta Hawks and Atlanta Thrashers. This innovative sales training experience combines real life experience along with career development opportunities, making it a truly unique opportunity for students aspiring to get into the sports industry. For schedule and registration information please visit: www.sportsalescombine.com.

Sport Management Review

To be published by Elsevier

The 2009 *Sport Management Review* will be published by Elsevier on behalf of The Sport Management Association of Australia and New Zealand (SMAANZ). *Sport Management Review* is published as a service to sport industries worldwide. It is a multidisciplinary journal concerned with the management, marketing, and governance of sport at all levels and in all its manifestations, whether as an entertainment, a recreation, or an occupation. The journal publishes articles on any topic of interest in the field of sport management, but particularly in relation to the following themes: Sport Governance and Leadership, Sport Marketing, Media, and PR, Sport Law, Sport Tourism and Events, Sport Policy and Development, Sport Participation and Social Issues.

Study Abroad...New Program



Global Sport Management Program, Summer 2009. We are excited to offer our GLOBAL SPORT MANAGEMENT program through Florida State University's office of International Programs. For more information, visit:

www.fsu.edu/~smrmpe/programs/smi/international.htm

Florida State Sport Management is starting a graduate level online coaching certificate with courses in Sport Psychology, Advanced Coaching, Motor Learning and Recruiting. For more information, visit:

www.fsu.edu/~smrmpe/programs/smi/gradcertcoaching.htm

Sport Management Review



For more information on *Sport Management Review* or to submit an article, please visit:

www.elsevier.com/locate/smr

NASSM Research Grant Program

First awards to be handed out in Columbia

The North American Society for Sport Management is pleased to announce the 2009 NASSM Research Grant Program. This program is intended to advance scholarship in sport management by providing support to NASSM members as they pursue projects of importance to the field.

Award: Each year, grant amounts will depend upon NASSM Treasurer recommendations; however, a total grant pool amount expected not to be less than \$5000 per year will be the norm. This amount will be split amongst award recipients on a basis determined by the committee. No more than five (5) awards will be given in a year. Awards will be announced at the Annual Conference in conjunction with the "Awards Night" ceremony.

Deadline: Submissions are due April 1, 2009. Proposals received after the deadlines indicated will not be accepted. Awards given on or about June 1, 2009 (during the conference awards ceremony in South Carolina). Email proposals to: George Cunningham @ gbcunningham@tamu.edu

Conference News & Information

Columbia, SC May 27-30, 2009

In addition to approximately 250 academic presentations, conference highlights include receptions at two university sports venues - the Colonial Life Arena (home to Gamecock basketball) and Williams-Brice Stadium (home to Gamecock football). And take me out to the ballpark! Please join us for a night of collegiate summer baseball, as we cheer on the Columbia Blowfish of the Coastal Plain League.

Attendees who register by May 1st will have the opportunity to pre-order a Pima Cotton polo with the 2009 NASSM logo. Polos are \$40 each and available in both men's and women's styles. Additional shirt information will be posted online when registration opens.

The room blocks at the Hilton Columbia Center (host hotel) and Hampton Inn Downtown Historic District (student hotel) are open and we encourage attendees to make reservations early. The hotels, which are adjacent to the Columbia Metropolitan Convention Center, are located in The Congaree Vista, a downtown hot spot for dining and entertainment.

2009 Conference: *Student Initiatives*

Columbia, SC May 27-30, 2009

Networking Initiative...

The NASSM Student Board has put together the first annual "NASSM Student-Faculty Networking Initiative". The purpose of this initiative is to bring together students and faculty that may not otherwise have a chance to meet. Informally, students and faculty will get the chance to discuss anything from graduate study to research collaboration.

The Process and Value of Effective Grant Writing in Higher Education: A Workshop for Students...

The purpose of this panel presentation is to provide Master's and Doctoral students with information related to obtaining external funding in order to support research endeavors and to describe how success in securing external funding improves one's marketability as a candidate for employment as well as potential for gaining tenure.

Check your email for information about these initiatives or contact Shannon Hamm directly @ shamm2@uwo.ca

Academic Notes



Held on the campus of Coastal Carolina University, June 23rd – August 1, 2009, the Sport Executive Academy connects well-established sport industry professionals with academic leaders in sport management to deliver a six week intensive course in the multi-faceted business of sport.

www.SportExecutiveAcademy.com



West Virginia University MBA-MS in Sport Management Dual Degree: By coordinating the programs of study in the Master of Business Administration (MBA) and the Master of Science in Sport Management (MS) via the dual MBA/MS degree, students will be able to obtain both an MBA and an MS in Sport Management. For more information contact Dr. Dallas Branch: dbranch@wvu.edu



2009 Southern Sport Management Conference aims to provide Sport Management scholars, practitioners, and students with current industry trends and issues via academic and professional presentations.

Hosted by Troy University
April 16th-17th, 2009
Troy, AL

troy.troy.edu/healthandhumanservices/kh/p/ssm2009.html



Wilson College is now offering a new bachelor's degree in sport management. Few of the nation's women's colleges offer the degree, while overall, more than 200 colleges and universities have a sport management major.

For more information, visit:
www.wilson.edu

NASSM Member Profile

Dr. Andy Gillentine, University of Miami



For this profile, the P&P Committee caught up with the *elusive* Andy Gillentine and we asked him about all of his exploits while on sabbatical. "During my sabbatical I have traveled around the country visiting other campuses and sport management faculty. The objective was to see how other people operate their programs. I am also gathering information that may help us develop a ranking system for sport management programs. I have been working with other faculty members from around the country to collect different ideas and potential methods for doing this".

"...I have also delivered presentations at George Mason University and Oklahoma State University to their sport management students. I was also the Key Note Speaker at Wichita State University annual awards ceremony". "...I participated on a professor's panel for NACDA and NACMA to help develop methods for increasing services and involvement for faculty and students with the organizations".

Dr. G has also completed two new book chapters for books to be released this fall and completed the second edition of Foundations of Sport Management (co-edited with Brian Crow). Currently, he is completing the first draft of a new book that focuses on the potential financial implications of customer service philosophies to be published sometime next year.

He was particularly excited about his first personal writing endeavor. "I finished writing my first novel this year and while it may never be read by anyone...I am proud to have finished it! Now I am searching for an easily fooled publisher"!

Andy has served as the Associate Dean and Director of the Sport Administration Programs at the University of Miami (2002-present) and at Mississippi State University (1995-2002). Additionally, he served as athletic director and coach for over 15 years and is nationally recognized for his expertise in sport management curriculum and program development. Presently, he serves as a Commissioner of the Council of Sport Management Accreditation (COSMA). In 2007, he was appointed to serve as a board member of the Miami Dade Sports Commission. His research interests are sport marketing, professional development, and management issues in sport. Dr. Gillentine has conducted research for numerous sport organizations that have resulted in over fifty publications and over 100 national and international presentations. In 2007 he was appointed as a Research Fellow of the Research Consortium of AAHPERD, and will receive the "Sport Management Achievement Award" from NASPE at this year's national convention in Tampa.

Membership News & Notes

Dr. Norm O'Reilly was named the North American Editor for the Journal of Sponsorship. Dr O'Reilly is Director and Associate Professor at the School of Sports Administration (SPAD) and Director of the Institute for Sport Marketing (ISM) in the Faculty of Management at Laurentian University in Sudbury, Ontario, Canada.

Katie Misener (current NASSM student president) was selected as winner of the Emerging Scholar Award by ARNOVA (Association for Research on Nonprofit Organizations and Voluntary Action).

Academic Programs



The University of Western Ontario will be offering a new undergraduate degree program entitled "Honors Specialization in Kinesiology - Sport Management." The program provides a formal degree designation to the range of sport management courses. For additional information please contact Alison Doherty: adoherty@uwo.ca



The University of Memphis is pleased to announce a new on-line degree program in Sport Commerce. For additional information please email: sportcommerce@memphis.edu
Or visit:
www.memphis.edu/ecampus/sportcommerce.php



Mount Royal College, Sport and Recreation Business Entrepreneurship program. For more information contact: David Legg, Ph.D. 403.440.6495 www2.mtroyal.ab.ca/~dlegg/



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