

Wichita State University

# THE SPORT MANAGER

## Sport Management Recognition Night Scheduled for Nov. 12

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The second annual Department of Sport Management Recognition Night Nov. 12 in the Heskett Center lobby will offer a blend of honors given to annual award recipients and a keynote presentation from Dr. Steve Dittmore of the University of Arkansas. All students, alumni and other program constituents are invited to attend the event

The event will begin at 6:30 p.m. with a reception, followed by the presentation of awards to the Undergraduate Student of the Year, Graduate Student of the Year, Alumnus of the Year, and Practitioner of the Year. A special award presentation will also be made to Dr. Lori Miller, professor emeritus of sport management.



Dr. Dittmore, a former faculty member at Wichita State, will offer a presentation on effective communication in the current climate of information overload resulting from mass media proliferation and social media.

Dr. Dittmore is an Assistant Professor of Recreation in the Health Science, Kinesiology, Recreation and Dance at Arkansas. He worked as a sport management faculty member at East Stroudsburg University from 2006-08, University of Louisville, 2004-06, and WSU, 2002-04. Prior to that, he spent 12 years working in sport public relations. He was a staff member for the 2002 Olympic Winter Games and 1996 Olympic Games, and he has worked at sports events in 10 different countries.

## Dr. Lori Miller Named Professor Emeritus

Dr. Lori Miller has been recognized for her many contributions to Wichita State University, being named professor emeritus of sport management following her retirement earlier this fall.

Emeritus status recognizes meritorious service to WSU and may be conferred upon a retiring individual who has served the University for a minimum of 10 continuous years. Dr. Miller received the honor as a result of her contributions in the areas of teaching, scholarly activity, service or leadership.

Dr. Miller joined the WSU faculty in 1996, and during her tenure at the University, she served as a faculty member in sport management, chair of the Department of Kinesiology and Sport Studies, and associate dean of the College of Education. During her 19-year career, she published two books, 15 book chapters, 50 refereed publications and more than 60 scholarly presentations.



## Do As I Say, Not As I Do?

John Wooden recently celebrated his 99<sup>th</sup> birthday. Many of us know him through his coaching success at UCLA, most notably his ten national championships, the 88 game winning streak his teams had, and the first person to be enshrined in the Basketball Hall of Fame as both a player and a coach. Since 1977, the most prestigious award in college basketball has been the John R. Wooden Award. Outside of coaching, he is also considered to be a leadership genius, revered by corporate America for his philosophies on leadership and management. In 2003, he was awarded the Presidential Medal of Freedom, the nation's highest civilian honor. Coach Wooden was, and still remains, a man of unquestionable character and integrity.

Character and integrity. Now there are two words you don't hear very often nowadays when describing college coaches, particularly those who coach the high-profile sports of football and men's basketball.

Cases in point. Mike Locksley, football coach at the University of New Mexico, was suspended for getting into a physical altercation with a member of his coaching staff. Billy Gillespie, former hoops coach at Kentucky, was recently arrested for his third DUI. Rick Pitino admitted to having an affair with a woman after hours at a restaurant – but only after she tried to extort him. These are just some of the more recent incidents where coaches have run afoul.

It used to be coaching, no matter what sport, was about the athletes. It was about teaching skills that would help them become better contributors to society, and part of that teaching was leading by example. Now, particularly for football and men's basketball, it seems it's become more about self-promotion. Coaches are doing whatever it takes to move up the ladder, get that big endorsement deal, and land that multi-million dollar contract. So instead of being an example for concepts such as teamwork, self-discipline, and sportsmanship, we get fighting with staff members (Locksley), cavorting with coeds (Larry Eustachy), and trash talking with other coaches (Lane Kiffin, Steve Spurrier).

Coach Wooden once said "Young people need role models, not critics." This is something coaches need to keep in mind when working with their student-athletes. It's also something athletic directors need to remember when looking for the right person to lead their respective teams. Too often coaches are hired solely for their ability to make a program financially successful. How coaches conduct themselves – both on and off the competitive field – reflects on the entire athletic program. As such, programs need coaches – leaders – who not only talk the talk, but walk the walk.

Again, to quote Coach Wooden, "Ability may get you to the top, but it takes character to keep you there."

Jeff Noble

## WSU Students Serve as Interns in Range of Settings

Wichita State sport management students engage in experiential learning in a variety of settings at both the bachelor's and master's program levels. WSU students have served as interns and practicum students in every facet of the sport industry and in settings spanning the U.S.

The following is a brief list of the some of the places in which WSU sport management interns have served in recent years:

- Professional sport (Major level): Cincinnati Reds, Indiana Pacers, Kansas City Chiefs, Kansas City Wizards, Tampa Bay Rays
- Professional sport (Minor level): Arkansas RimRockers, Kansas City T-Bones, Oklahoma RedHawks, Wichita Thunder, Wichita Wild, Wichita Wingnuts
- College athletics (Division I): University of Connecticut, Harvard University, University of Kansas, National Collegiate Athletic Association, Vanderbilt University, University of Tulsa, Wichita State University
- College athletics (non-Division I): Butler County Community College, Kansas Collegiate Athletic Conference, Newman University, Oklahoma City University
- Recreation providers: Dorchester (U.K.) Tennis and Squash Club, Washington University (St. Louis), Wichita State University campus recreation
- Sporting Goods: Fila USA (Ms.), Gear for Sports (Kansas)
- Sport Tourism: Disney Sports and Recreation
- Other sport businesses: CAA Sports (Kansas City), LeadDog Marketing (New York), National Center for Drug-Free Sport

## Featuring

**Carol Pitetti** is the advisor for all undergraduate sport management majors. She was kind enough to answer a few questions for us:



1) How long have you been advising students? How did you get into this aspect of higher education?

I am in my 10th year of advising. This was my goal when I

started college, but life took me on a different path until 1999, when Lori Miller was working to relieve faculty of advising duties and I

started 8-9 hours per week for the KSS department. I am now a part of the COE advising center and work 24 hours per week. Best part for me is that I am located where the students and faculty are located.

And...least money I have ever made....but....the best job I have ever had!

2) In your opinion, what makes a successful sport management student?

Enthusiasm is the key ingredient for any journey. As SMGT students enjoy the knowledge they are learning in their major and step forward to apply that knowledge, they are going to be successful.

3) What are the three most important things to remember when putting together a class schedule?

Remembering University policies....i.e. Basic Skills courses are to be completed within the first 48 hours of coursework or 2 years for transfer students. Being mindful of prerequisites for certain courses. Being mindful of practice times and/or work schedules.

And, always!...GPA...GPA...GPA. If a GPA needs attention, there has to be a game plan to help this happen.

# SPORT MANAGEMENT STUDENT ASSOCIATION

With a record-setting kick-off party, a scrumptious cookout, and a fight against the second-leading cause of death in this country, the Sport Management Student Association has had a busy start to the 2009-10 year, and there is plenty more to come. All of it has been possible because of a great Executive Committee and a very strong, supportive faculty that keeps us on track.

The kick-off party for this year set the tone for the rest of this year with plenty of pizza,

*...we had a great evening that set the standard high for the rest of the year."*

bowling, and sport management students. We took up six lanes and devoured six of the AJ's Sports Bar and Grill biggest pizzas.

With more new members signing up that evening than ever before, we had a great evening that set the standard high for the rest of the year.

Typically, tailgating and volleyball are not necessarily synonymous with one another, but we put them together for a great evening in mid-September. The Athletic Department graciously let us use their SASO room for a little cookout so that we could get ready for a conference volleyball match against Indiana St. The Shocker Women's Volleyball team

gave us a great show and swept the Sycamores in three straight games. The whole night went smoothly as Dr. Jeff Noble, Dr. Clay Stoldt, and Dr. Mark Vermilion kept the hamburgers coming hot off the grill.



As the fall weather started to hit in October we had the privilege of coordinating an inaugural event that held a special place in all of our hearts. Since the beginning of August the Executive Committee members of SMSA, the Athletic Department, and the American Cancer Society, have all partnered to put on the Shock Cancer Walk 2009. This event was a part of the Coaches vs. Cancer movement and was a welcome addition to Shocker Madness this year. The goal of the event was to raise money for cancer research that would be used right here in Wichita. With the help of the men's and women's basketball coaches and players, we saw a wonderful turnout and a very successful event lay a strong foundation for the future. We were able to honor local survivors and raised over \$7500 in six weeks. This event was something that both our Committee members and student members worked very hard at, and



we saw an event come to life that has a bright future in the community.

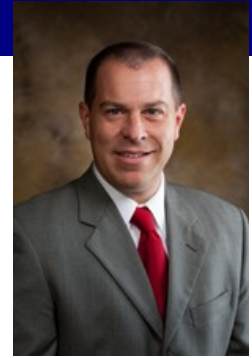
We have had a great few months to start out this school year, but we have so much more to look forward to. Between Shocker Baseball tailgating, a finals week party, Shocker watch parties, Sport Management Recognition Night, and a trip to Oklahoma City to see the Thunder take on the Denver Nuggets, we have a great year ahead and we hope you can be a part of it. If you haven't yet joined, SMSA memberships are just \$20 and you can register in the Department of Sport Management (Heskett room 109).



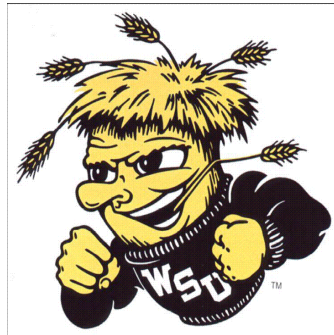
—Caleb Klein, 2009-10 SMSA President







**Dr. Stephen Dittmore**, speaker at the 2nd Annual SMGT Awards Night



SMSA members ready to bowl!



**Vanessa Buehne and Laura Biery**, both interns at Disney Sports and Recreation, following an event at Epcot Center



SMSA students help at the first Shock Cancer Walk on Oct. 15, 2009 in Cessna Stadium



**Lu "Lulu" Gao**, graduate assistant in the Sport Management office



SMSA president, **Caleb Klein**, and SMSA member **Ryo-sho Matsumoto** relax at the SMSA bowling party

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**Greg Buell** — Psychology of Sport

**Scott Crawford** – Sport Public Relations

**John Lee** — Sport Facility Management

**Mike McCoy** — Sport Finance

**David Moses** – Sport Law

**Martin Perline** — Economics of Sport

**Chris Presson** – Marketing Sport & Physical Activity

**Frank Rokosz** – Struct. & Scheduling Sport Tournaments

**Steve Shaad** — Sport Tournament & Event Mgt, Selling in the Sport Industry

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