



WICHITA STATE
UNIVERSITY
COLLEGE OF EDUCATION
Department of Sport Management

THE SPORT MANAGER

Official Newsletter of the Department of Sport Management

First-Ever Alumni Reunion To Be Held This Month

Alumni and students will gather on the WSU campus April 20 and 21 for the first-ever sport management alumni reunion. The event, marking the 20th anniversary of the establishment of the M.Ed.-Sport Management program, will feature professional development sessions, a cookout at a WSU baseball game, and a banquet with Buffy Filippell, president of TeamWork Online, as the featured speaker.

The event will begin Friday afternoon with a general session featuring faculty emeriti Dr. Richard Laptad and Dr. Lori Miller as they discuss the development and establishment of the sport management degree programs. Two sets of breakout sessions led by program alumni will also be held Friday afternoon, followed by a cookout Friday night at Eck Stadium as the Shocker baseball team takes on Missouri State.

Reunion events continue Saturday morning with three more sets of breakout sessions led by program alumni. Saturday afternoon, reunion attendees will have their choice between another Shocker baseball game or a round of golf at Tallgrass Country Club. The reunion will end Saturday evening with a banquet at Tallgrass. As featured speaker, Ms. Filippell will share her thoughts on building successful careers while also having a positive impact on the lives of others.

Registration costs are \$50 for alumni, \$20 for students and guests of alumni. To register, or for additional reunion information, please contact johny.buchanan-spachek@wichita.edu.



Sport Management Alumni Reunion



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Students Attend Oklahoma City Thunder Event



More than 30 students traveled to Oklahoma City March 7 to participate in a career fair hosted by the Oklahoma City Thunder and to attend that evening's game between the Thunder and Phoenix Suns.

The career fair featured more than 20 vendors from throughout the region and had more than 200 students in attendance. Following the career fair, WSU alumni Megan Morgan and Rebecca Cook, both with the Thunder, and Jared Silsby, who works with SMG in Oklahoma City, led the students on a behind the scenes tour of Chesapeake Arena.

The trip was sponsored by the Sport Management Student Association with support from the Student Government Association. It marked the fourth straight year WSU students have met with Thunder executives and toured its facility.

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LECTURERS AND OTHER FACULTY

Alan Aagaard – Desktop Publishing
John Lee – Sport Facility Management
Jeff Boone – Sport Finance
Matt Brokaw - Organization & Administration Sport
Jackie Hass - Marketing Sport & Physical Activity
David Moses – Legal Issues in the Profession I & II
Martin Perline – Economics of Sport
Frank Rokosz – Struct. & Scheduling Sport Tournaments
Steve Shaad – Sport Tournament & Event Mgt, Selling in the Sport Industry
Tonya Sullivan – Sport Facility Management
Michelle Kuhns – Legal Aspects of Sport II

Q&A with Matt Brokaw

Matt Brokaw is teaching SMGT 545 Organization & Administration Sport this semester. Matt took a few moments recently to answer a few questions.



Q: What class do you teach at WSU and what can students expect to learn?

A: I teach Organization & Administration on Tuesdays and Thursdays at 8 a.m.. I have over ten years of experience in hockey so students can come to my class and expect to hear about my everyday experiences. They hear about everything ranging from sales techniques to marketing a winning/losing product to high school athletics.

Q: Where was your internship as a WSU Sport Management Student?

A: I did a dual internship with the Wichita Thunder and the 2002 Winter Olympics in Salt Lake City. The internships were the complete opposite of each other so I was able to take advantage of a wide variety of learning experiences.

Q: What are your duties as the Assistant General Manager of the Wichita Thunder?

A: My primary duties are overseeing the sales and marketing efforts. This season with the new ownership our advertising budget allotted was literally ten times what it was last season so that has kept me very busy this season.

Q: What is your favorite part of your job?

A: My favorite part of the job is the rush I get from the crowd after a goal or a fight. Hearing the 13,000 screaming fans during our intro video at our inaugural game at INTRUST Bank Arena is a feeling I don't think I will ever experience again. I literally had goose bumps! I don't think many other industries can give their employees goose bumps!

Q: If you could give your students one tip of advice, what would it be?

A: I always harp to my students if there is one piece of advice I can offer it is to take advantage of your internship experience. Even if this means working for free. I started out unpaid and was offered a full time paid position within a month. Show that organization you will work harder than anyone else they will ever see!

Jessica Varlack — Legal Aspects of Sport and Physical Activities 1

Dr. Richard Laptad – Assistant Professor Emeritus

Dr. Lori Miller – Professor Emeritus

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