



The Sport Administrator

Official Newsletter of the Sport Administration Program in the
Department of Kinesiology and Sport Studies and
WSU College of Education

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KSS 520 Class helps make 69th annual NBC World Series a success

For the third year in a row, students from the KSS 520 (Tournament and Event Management) summer class have contributed to the success of the National Baseball Congress (NBC) World Series at Lawrence-Dumont Stadium.

More than 20 undergraduate and graduate students worked a variety of positions during the two-week, 44-team tournament. Students helped with a variety of baseball duties including the media room, on-field promotions, stadium operations and ticketing and customer service. This was the 69th year of the NBC World Series.

In addition, the class divided into four groups and each group was responsible for planning an off-field promotion night such as Guys Night Out, Ladies Night, Nine Innings of Winnings and Instant Trip Giveaway.

"The support we receive from WSU students is critical to the overall success of this nationally-recognized tournament," said Steve Shaad, general manager of Wichita Baseball Inc.

In addition to the class participation, the Sport Administration Student Association (SASA) helps sponsor and present the Team Pitching Award.

Dr. Beehler named interim KSS department chair

Dr. Pamela Hoyes Beehler, associate professor of exercise science, has been named interim chair of the Department of Kinesiology and Sport Studies. Dr. Beehler assumes the position previously held by Dr. Lori Miller, professor of sport administration and now associate dean of the College of Education. Dr. Miller will continue to be involved with the sport administration program, teaching KSS 835-Legal Issues this fall.

"I look forward to the challenge of working as interim chair of the department," Dr. Beehler said. "We have a great faculty and staff to work with and strong academic programs."

Dr. Beehler's appointment extends through 2003-04. She has been a member of the WSU faculty since 2000-01, after spending 15 years at the University of Texas-Arlington where she was a core-investigator for the Human Performance Institute. She has been a Research Fellow for AAHPERD since 1988

Dr. Beehler received her Ph.D. from Indiana University in 1986, her M.Ed. from East Stroudsburg University in 1980 and her B.S. from Penn State.



SASA President Travis Redeker (center) and Vice President Wes Simoneau (left) present the Team Pitching Award to Chinese Taipei at the 2003 NBC World Series at Lawrence-Dumont Stadium on Friday, Aug. 15.

Sport Administration Mission:

To provide students with knowledge, understanding, and appreciation of the sport industry that will provide career advancement opportunities. The tools and resources provided to the students will occur in a positive learning environment combining both theory and practice.

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Lineup Card

The Wichita State Sport Administration program is a part of the Department of Kinesiology and Sport Studies (KSS) housed in the College of Education.

You may find us in Heskett Center Room 106 or by contacting:

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Faculty member (KSS 750B)

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Faculty member (KSS 835)

Fall 2003 Lecturers

Ted Ayres, KSS 560; Dr. Greg Buell, KSS 465; Dr. Greg Comfort, KSS 801; Janet Comfort, KSS 528; John Lee, KSS 525; Steve Shaad, KSS 520

Dr. Comfort accepts position at Missouri Baptist University

Dr. Greg Comfort resigned his position as a faculty member in the sport administration program effective Aug. 6. Colleagues noted that while Greg will be missed, his resignation will not affect the courses scheduled for the fall semester. He had been with the program since 1999.

Dr. Comfort is moving to Missouri Baptist University in St. Louis, Mo., where he will assume a dean's position. He will still serve as the fall instructor for KSS 801-Leadership and Management in Sport, administering the course via the Internet.

Similarly, Greg's wife Janet will stay on this fall as the instructor for the online course KSS 528-Sport Finance. The KSS 465-Psychology of Sport class will be taught as scheduled by Dr. Greg Buell, sports psychologist for the WSU athletic department.

Students who had planned to conduct internships under Dr. Comfort's supervision will be re-assigned. Undergraduate students will work Steve Dittmore, graduate students with Dr. Clay Stoldt.

Graduate students who were assigned to Dr. Comfort will also be re-assigned. E-mail notification regarding new advisor assignments was scheduled to go out the week of Aug. 18. Students with questions regarding their assigned advisor should contact Dr. Stoldt for direction.

"Greg really enhanced our program during his time at WSU," Dr. Stoldt said. "That said, we're really excited about the opportunities that await him in St. Louis. And we really appreciate Greg and Janet being willing to teach for us this fall to assist with the transition."

Current plans call for the program to hire a new faculty member for the sport administration program to start in the fall of 2004.

KSS 803 Students Help Wranglers

Students in this summer's KSS 803 (Sport Marketing) class conducted on-site surveys on five Wichita Wranglers home dates to determine which promotional tactics contributed to fans' attendance decisions.

They also conducted data analysis for each group of fans surveyed and calculated survey totals. Ultimately, the students developed a set of recommendations that will be sent to the Wichita Baseball Inc. staff for consideration when making future promotional plans.

Faculty Update

Dr. Lori Miller graduated from the Presidents College of Law this summer. Lori graduated Magna Cum Laude and was chosen to deliver the commencement address for this year's graduating class! ... Dr. Clay Stoldt and Steve Dittmore have signed an agreement with Human Kinetics Publishing to write a textbook titled "Sport Public Relations." ... Clay authored an article titled "Gender Differences in Results of a National Survey of CoSIDA Members" published in the July issue of CoSIDA (College Sports Information Directors of America) Digest (vol.55, no. 7, pp.62-63).

Student Association to host kickoff meeting on Monday, Sept. 8

The WSU Sport Administration Student Association (SASA) will be holding its first meeting of the year on Monday, Sept. 8, at 7 p.m. at the Heskett Center in a room to be determined.

The meeting will kick off the new school year with a fun gathering that will inform students about SASA and recruit officers for the upcoming year. Food and drink will be provided. Following the meeting, everyone is welcome to head to Tanner's for the opening night of Monday Night Football.

SASA is open to all students, but is comprised primarily undergraduate and graduate students majoring in sport administration. Becoming a member is a great way to meet fellow sport administration students and network with future sport professionals. Membership is only \$10 and includes a free visor to the first 12 new or renewed SASA members.

SASA's preliminary focus this year will be on having fun events where students can get to know each other and have a good time. Networking is very important in the sport industry field.

Other activities planned for the 2003-04 academic year include guest speakers, social gatherings at WSU athletic events and assisting with the continued development of the Sport Administration Alumni Association.

SASA officers filled last spring include President Travis Redeker (Grad Student), Executive Vice President Wes Simoneau (Grad Student) and Treasurer John Flanders (Undergrad).

Summer Internships Abound

WSU sport administration students conducted internships in a variety of settings this summer. The following is a list of students and the organizations they're serving:

Undergraduate Students

Mike Anderson (Crestview Country Club, Wichita); Cort Asmann (Riverside Tennis Center, Wichita); Doug Evans (Wichita Baseball Inc.); Jason Fulghum (Wichita Stealth); Jermaine Goodwin (Wentzville Area YMCA, Wentzville, Mo.); Brent Hale (Wichita Thunder); JD McPherson (Wichita Baseball Inc.); Paul Myers (Wichita Stealth); Jason Novascone (Dallas Mavericks, Dallas, Texas); Katy Pherigo (Derby Recreation Commission, Derby, Kan.); Brock Poe (El Dorado YMCA, El Dorado, Kan.); Casey Thompson (Athletic Operations-Wichita State University); Robert Whitney (Wichita Baseball Inc.); Zach Woodburn (Kansas City Chiefs, Kansas City, Mo.)

Graduate Students

Jonathan Austin (Dorchester Tennis & Squash Club, Dorchester, Dorset, U.K.); Joe Blasi (Goddard Middle Schools, Goodard, Kan.); Maureen Burt (National Center for Drug Free Sport, Kansas City, Mo.); DeAnn Huxman (Bethel College, North Newton, Kan.); Matt Kelly (Heights High School, Wichita); Kellie McClellan (Athletic Development-University of Oklahoma, Norman, Okla.); Rhonda Place (National Collegiate Athletic Association, Indianapolis, Ind.); Jeremy Rogers (Cessna Fitness Center, Wichita); Ryanne Rogers (Wichita Baseball Inc.); Amanda Schuster (Derby Recreation Commission, Derby, Kan.); Jonathan Thompson (Wichita Stealth); Susan Woolf (Sports Information-Wichita State University)

Good Leads ...

The Wichita North YMCA is looking for students interested in helping start a home school-PE program and a dance academy this fall. If you are interested, contact Ryan Sampson, Program Director, at 858-9622 x214.

The Valley Center Recreation Commission is in need of sports officials (umpires, referee's, gym/field supervisors) this fall. Interested students can earn some extra spending money this fall, winter and/or next summer and pick up some valuable work experience in youth sports. Inquiries should be directed to reccenter@vcrc.kscoxmail.com or 316-755-7345.

The Wichita Stealth is accepting applications for full-time positions in the sales department. If interested, please contact General Manager Mike McCoy at 316-755-3307.



Special SportBusiness Journal subscription rates available for students

Students taking sport administration classes have the opportunity to subscribe to *Street & Smith's SportsBusiness Journal* at substantially reduced rates. Published weekly, the *SBJ* provides news and analysis regarding most of the major business developments in the sport industry.

Special student subscription rates range from \$40 for a 12-week subscription to \$135 for a full year. The *SBJ's* standard full year subscription rate is \$229.

Students interested in taking advantage of this offer should contact Clay Stoldt or Steve Dittmore. The deadline for fall subscriptions will be Sept. 5.

Notice of nondiscrimination: Wichita State University does not discriminate in its programs and activities on the basis of race, religion, color, national origin, sex, age or disability. The following person has been designated to handle inquiries regarding nondiscrimination policies: Director, Office of Equal Employment Opportunity, Wichita State University, 1845 Fairmount, Wichita, KS 67260-0145; Telephone 316-978-3371.

Sport Admin Alumni Association Updates

Founded last year, the Sport Administration Alumni Association (SAAA) continues to grow. SAAA has two objectives for the 2003-04. The first is to continue to grow its membership base, and the second is for its current membership develop a constitution to guide the organization in its future endeavors.

Membership packages range in price from \$25 annually to \$500 for a lifetime membership. Interested alumni can request membership information by contacting either Clay Stoldt or Steve Dittmore.

Current SAAA members who would like to play a role in developing the organization's constitution are also encouraged to contact a faculty member to express their interest. Several alumni have already volunteered for this important task, but additional help is most welcome!

Brook Brandenburger (G 03) is the assistant director of media relations at the Univ. of New Mexico.

Les Myers (G 03) is a tutorial/study session coordinator and academic counselor for women's basketball, women's soccer and track and field at the Univ. of Central Florida.

Kip Racy (G 03) is the marketing & sales coordinator in the WSU athletic department.

Lauren Tucker (G 03) has been hired as a marketing assistant at the Univ. of Nevada-Las Vegas responsible for women's basketball, softball and men's and women's soccer teams.

Jermaine Goodwin (U 03) is working with the Kansas City Sports Commission.

Brent Hale (U 03) works in ticketing for the Wichita Thunder.

Matt Brokaw (G 02) is the director of corporate sales and game operations for the Wichita Thunder.

Julie Greco (G 02) is now the assistant sports information director and publications coordinator at Fairfield University (Conn.).

Shane Shivley (G 02) was named assistant athletic director at Emporia State University in charge of all external operations including Marketing, sports information and development.

Gavin Gehrt (U 02) is working as a scoreboard producer for the Houston Astros on game days and has nabbed a full-time internship with the Houston Texans.

Shannon Lewellin (G 00) was promoted to director, marketing and promotions in the WSU athletic department.

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