



Sport Administration News

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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.

Conference Shaping Up To Be Stellar

The 21st Annual Conference of the North American Society for Sport Management promises to offer numerous opportunities for delegates to get acquainted with the unique personality of Kansas City while enjoying a conference program brimming with the latest research in the field and a variety of social events.

The conference, hosted by WSU's Sport Administration program, will be held May 30-June 3 at the Marriott Country Club Plaza. On-site registration and delegate check-in begins Tuesday, May 30, with the international reception scheduled that evening at George Brett's Restaurant in the nearby Plaza district. Wednesday, May 31, will offer the past president's workshop, a roundtable that will address partnerships between academics and practitioners in the public and private sectors. Wednesday will also feature the annual golf tournament, to be played at Swope Memorial Golf Course, and tennis tournament, to be held at the



Plaza Tennis Center, as well as the opening reception at the hotel that evening.

A general assembly and presentation from featured speaker Alexander Wolff will open the day Thursday, June 1. Wolff, a writer for *Sports Illustrated* and author of several books including *Big Game, Small World*, will be discussing his latest venture, ownership of the American Basketball Association's Vermont Frost Heaves. Thursday will also be the first of three days of breakout sessions as well as the conference poster session.

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Chiefs' Mitch Holthus Speaks At SASA Event

Mitch Holthus, the play-by-play voice of the Kansas City Chiefs and the Missouri Valley Conference, spoke to approximately 65 sport administration students, faculty and guests during a special presentation April 4, at the Metropolitan Complex.

Holthus addressed a number of topics, including traits commonly displayed by the best sport managers, the difficulties of breaking into and advancing within the field, and the evolution of business strategies relating to media distribution. He offered a number of examples from his professional career that illustrated how the principles he advocated may be employed.

WSU's Sport Administration Student



Mitch Holthus
"Voice of the
Kansas City
Chiefs"

Association (SASA) hosted the presentation thanks to a grant from the Student Government Association.

Following the public presentation, Mitch joined approximately 20 students and faculty members for a SASA "members only" social event at the Fox & Hound restaurant.

Alumni Update

Jason Booker (G 2001) is now the regional accounts manager for Action Sports Media in Columbia, S.C. The company provides multimedia services to the University of South Carolina athletic department. ... Bernie Haney (G 2002) has been promoted to the position of Executive Director of the Kansas State Golf Course Management and Research Foundation at KSU. ... Shannon Hansen (G 2005) teaches and coaches at Shawnee Heights Middle School and serves as the aquatics director at Wood Valley Racquet Club in Topeka. ... Taro Kawakami (G 2002) has joined the Seibu Lions, a Japanese baseball franchise. ... Clint Presley (G 2005) has taken a position as an accountant with Moore, Frey & Crayton in Houston. ... Sarah Ratzlaff (G 2005) has been hired full-time as a sales manager for Disney Sports Attractions. ... Brent Seebohm (G 2002) is now the general manager of Wildcat Sports Properties, a division of Host Communications serving the University of Arizona. ... Jessica Short (G 2005) now works as an admissions counselor at the University of South Carolina. Pat Tetrick (UG 2003) is now the assistant security manager for Invesco Field at Mile High, home of the Denver Broncos. ... If you have alumni news to report in a future newsletter, please send an e-mail to mary.myers@wichita.edu.

M.Ed. Degree Requirements to Expand in 06-07

Students admitted to the M.Ed.-Sport Administration program for the summer 2006 semester and thereafter will face some additional requirements in order to attain their degree. The program has defined a series of specific assessments within required courses that students will have to pass before meeting all degree requirements.

The Sport Administration Program Committee, comprised of program faculty, approved the changes in December. In so doing, the program's overall assessment

system now meets recently revised College of Education standards.

Students who were admitted to the program prior to the summer 2006 semester will not be required to pass each and every special assessment in order to graduate. But they will be required to complete the assessments because those assessments have now been built into the various required courses sport administration majors.

A list of the required assessments are listed below.

Course	Required Assessments	Criteria
KSS 801	Strategic Plan	C grade or better
KSS 802	Final Exam	C grade or better
KSS 803	Marketing Plan	C grade or better
	Peer Scores: Marketing Plan	C grade or better
KSS 811	Policy Recommendation	C grade or better
	Research Analysis	C grade or better
KSS 822	Campaign Plan	C grade or better
	Technology Score: Campaign Plan	C grade or better
KSS 828	Finance Presentation	C grade or better
KSS 835	Final Exam	C grade or better
KSS 847	Final Site Supervisor Evaluation	3.0 or better overall and on majority of items
	Faculty Supervisor Evaluation	
	Faculty Supervisor Evaluation	
Comprehensive Exam	Each Section	70% or better

KSS Recognition Night Slated for April 21

The Department of Kinesiology & Sport Studies will hold its annual Recognition Night April 21 at 5:30 p.m. in the Heskett Center lobby. A number of awards will be presented at the event, including:
 -Sport Administration Undergraduate Major of the Year
 - Sport Administration Graduate Major of the Year
 -Sport Administration Practitioner of the Year.

Complimentary pizza and beverages will be served at the event. Non-student attendees will also receive free tickets to the WSU baseball game that night against Bradley.

All students, alumni and other department constituents are invited to attend.

Reservations can be made by contacting Mary or Stacy at (316) 978-3340.

Hansan Fellowship Available

Applications for the 2006-07 John Hansan Fellowship are being accepted through April 21. The award is valued at \$740 with monies available starting in the fall semester. Selection criteria are (a) full standing with the Graduate School, (b) acceptance into the M.Ed.-Sport Administration program, and (c) demonstration of financial need. Applications should be sent to Clay Stoldt and will be reviewed by the Sport Administration Program Committee.

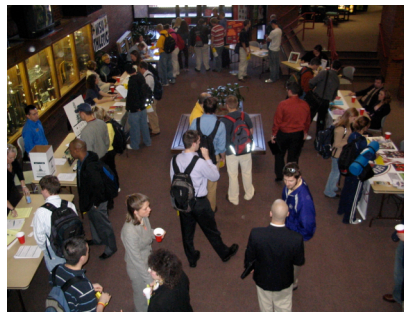
Cookout, Trivia Contest, Elections to Cap Busy Year for SASA

The Sport Administration Student Association (SASA) will cap one of its busiest years with its busiest month in April. Fresh off a highly successful career fair that it hosted in partnership with WSU's Office of Cooperative Education and Career Service department and the Mitch Holthus presentation April 4, SASA will host two additional events in April and stage officer elections for 2006-07.

First, the organization will play host to the annual SASA-Sport Administration Alumni Association cookout April 15 at WSU's baseball game against Missouri State. The members-only event begins at 1 p.m. at the Coleman Picnic Pavilion at Eck Stadium. Burgers, hot dogs and soda will be served free of charge. Guests will include sport administration alumni, faculty and staff.

The third major event of the month will be the SASA Trivia Challenge April 27. Interested students can test their sports knowledge with the chance to win some great prizes courtesy of SASA.

Finally, SASA will stage new officer elections to close the year. Any current SASA member may nominate



Sport organizations throughout the community participated in the Sport Administration Career Fair.

himself/herself for an office. In order to do so, please send an e-mail to Mark Vermillion at mark.vermillion@wichita.edu specifying the position of interest and offering a brief "campaign statement" that may be forwarded to members when they vote. The deadline for nominations is April 19 at 11:59 p.m. The election will be conducted via e-mail April 21-28.

Students Conducting Internships At Site Across the Country

WSU sport administration students are scattered throughout the sport industry and across the country conducting internships this semester. The following is a list of interns and the places they are working:

Undergraduates: Mike Anderson-Bethany Coll., Charlie Beets-Kansas City Chiefs, Joseph Crowley, WSU Men's Basketball, Nach Espinoza, YMCA West, Seth Gonzalez-The Independent School, Ryan Johnson- South H.S., Chrysta Jorgenson-Wichita Wranglers, Ben Kieter-2006 U.S. Senior Open, Bradon Myers-YMCA North, Jason Pitzer-YMCA East, Derrick Rippatoe-WSU Ticket Office, Stephanie Van De Creek-Kansas State Univ., Cody White-Sunflower Wrestling, Josh Wuthrich-WSU Marketing.
Graduate Students: Tracy Anderson-Univ. of Texas-Pan

American, Brandon Buehne-FC Dallas, Joni Brown-Women's Basketball Coaches' Association, Gina Clark-Chaparral H.S., Dena Coykendall-WSU Development, Chris Deal-Univ. of Alabama-Birmingham., Jack Dillard-Sterling Coll., J.R. DiMercurio-WSU Baseball, Heather Ferralez-Mid-America Youth Basketball, Cassi Haines-Derby Recreation Center, Michele Harris-WSU Heskett Center, Edie Howk-Robinson M.S., Fauna Kerns-WSU Athletic Training, Kyle Madden-Bluestem H.S., Doug Maury-Hesston Coll., Todd Moore-Barton Co. Comm. Coll., Sharla Odhams-Derby H.S., Kristin Schultz-Disney Sports, Cody Swanson-Buhler H.S., Matt Thomas-Angelo State Univ., Gary Thomason-West H.S., Casey Thompson-WSU Heskett Center, Bethany Trogstad-Advantage Sales.

Conference Program Packed (continued from page 1)

Thursday evening, conference delegates will want to take in "Jazz on the Lawn," a series of free, open-air concerts scattered throughout the Plaza district. The Friday, June 2, agenda includes more presentations, the President's Luncheon featuring a presentation by the Student Research Award winner, the annual general meeting, and the Paton Service Award reception that evening. Saturday, June 3, is the last day of presentations and will conclude with the annual Zeigler Award banquet at which a barbecue dinner will be served.

Beyond the general program, the conference offers special activities for students, such as a student lunch to be held at a nearby restaurant on Thursday and a couple of informal social gatherings during the evenings.

Kansas City offers numerous attractions conference delegates will want to check out. The Plaza district, where the host hotel is located, offers more than 150 shops, dozens of restaurants and clubs, and some of the city's most beautiful fountains. Other nearby attractions include the Negro Leagues Baseball Museum, the American Jazz Museum, the Kemper Museum of Contemporary Art, the Science City at Union Station and the Crown Center.

The conference Web site, www.nassm2006.com, offers secure online registration as well as details regarding the program schedule, the host hotel, travel information and details regarding activities of interest to conference delegates.

Wichita State University

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 107 or by contacting: Wichita State University Sport Administration Program
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Good Reads: *The Business & Politics of Sports*

The Business & Politics of Sports is a selection of newspaper columns written by sports business commentator Evan Weiner.

The author opens the book by noting that some media editors underestimate the complexity and scope of the sport industry.

They believe “(s)ports are merely games; the toy store of life. Nothing to be taken seriously. After all, seven-year-olds play sports. The mindset is wrong. More than ever sports is a business. ... It’s great to watch a game and report on it, but democracy deserves more than a box score when it

comes to scrutinizing the business of sports.”

Weiner’s columns appear in five major daily newspapers and msnbc.com. He also has a syndicated daily radio commentary.

The book contains sections on business, colleges, endorsements, labor, events, politics, media, stadiums, the Olympics and fans and the public.

And while the columns may be somewhat dated in terms of the specific issues they address, the general issues they raise are relevant in today’s marketplace.

Good Leads: U.S. Senior Open, Wichita Baseball

Looking for a good, local internship this summer? Here are two excellent options.

The U.S. Senior Open golf tournament will be held July 3-9 at Prairie Dunes Country Club in Hutchinson. The event’s management team is seeking three students to serve as operations interns. Internship assignments begin in May and extend through the tournament. Students should expect to work 40 hours or more per week, including some evenings and weekends. Interested students should contact John

Palacioz, operations assistant, at jjpalacioz@2006usso.com.

Wichita Baseball Inc., home of the Wichita Wranglers and the National Baseball Congress, offers an unpaid internship program that allows students to experience diverse aspects of working with a professional sports organization. Interested students should contact Abigail Cress at Abigail@wichitawranglers.com. Act soon. The Wranglers’ season is now underway!

Faculty Opinions: Sport Administration Issues

Some opinions from faculty members regarding issues relevant to students and developments in the field: “Networking is an important part of job preparation. The old saying “It’s not what you know, it’s who you know” holds true for individuals in the sport industry. Even more important is that “It’s not who you know, it’s who knows you.” Networking with professionals in the industry will help you stand out from others. Take advantage of any opportunity that becomes available, such as volunteering or attending seminars and lectures. It will help in the long run.”—*Jeff Noble*

“We always hear about athletes in the media—both good and bad. It would be worth the effort, however, to think of all the scrutiny these individuals undergo by virtue of their positions as athletes. Donovan McNabb and Jeremiah Trotter were the subjects of a

recent ESPN.com article about their vehicles being parked in reserved (handicapped) parking spaces. McNabb was in the hospital and wasn’t even driving his vehicle at the time. Why is this newsworthy? Positions in society have roles and expectations attached to them. Imagine if every facet of our lives was under public scrutiny.”—*Mark Vermillion*

“One of the exhibitors at the recent SASA Career Fair commented about the professional attire worn by most of the students in attendance. That speaks well of our students, but it’s something that is becoming more and more of an issue in the workplace. Many sport organizations don’t expect their employees and interns to wear suits, but even in less formal settings, there are limits to ‘business casual.’ Most of us like our casual attire, but the way we dress impacts the way we’re perceived as professionals.”—*Clay Stoldt*