

**Wichita State Sport Administration Program
Sport Administration News**

February 2007

Volume 8 Issue 4

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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SASA Memberships Still Available, Worth the Money!

Memberships in the Sport Administration Student Association –SASA– continue to be available for the academic year. Memberships are \$20 and member benefits include a SASA t-shirt, invitations to special members only events and a subscription to a weekly listing of job and internship announcements.

Membership flyers are available on the Sport Administration bulletin board, and the fee (cash or check) can be paid to Mary Myers in HC 106.

Membership Drive Underway For SpAd Alumni Association

The Sport Administration Alumni Association (SAAA) has kicked off its annual membership drive. Letters inviting alumni to renew their memberships or join for the first time have been sent to more than 500 program graduates whose contact information remains on file with the university.

Most of the revenue generated by SAAA goes to student scholarships. The organization awarded its first-ever scholarship in 2005-06 to Chrysta Jorgenson, and Ryan Phelps was recently selected to receive the 2006-07 SAAA award.

Memberships start at \$25. If you are a sport administration alumnus and have not received membership information, please contact the Department of Kinesiology & Sport Studies at (316) 978-3340 or mary.myers@wichita.edu

Book Review by Dr. Jeff Noble

I recently completed reading *The Essential Wooden* by John Wooden and Steve Jamison. It is a collection of thoughts, opinions, and observations on how to become a more effective leader by one of the most successful college basketball coaches ever, John Wooden. Throughout the book Coach Wooden shares his wisdom on how to make an organization successful by getting the most out of people. He describes in detail his famous Pyramid of Success, using anecdotes from his years of coaching to illustrate each level.

I thought this book provided a unique perspective on leadership. It's important for the reader to understand Coach Wooden's background (10 NCAA Men's basketball championships while coach at UCLA in the '60's and '70's), as the principles he discusses might be described nowadays as "old school." That's not to say his ideas are outdated – quite the contrary. His Pyramid of Success has been implemented by many organizations, and numerous coaches of all sports have incorporated it into their team's philosophy.

I would highly recommend this book for anyone who is or plans to be in a leadership role in an organization. It is a fairly easy read, and offers some perspectives on leadership that are often overlooked in today's fast-paced work environment.

Faculty Q & A with Dr. Clay Stoldt

Dr. Clay Stoldt is an associate professor of sport administration, and the graduate coordinator for the program. He has been at Wichita State for nine years. He teaches undergraduate courses in sport public relations and marketing sport and physical activity, and graduate courses in communication in sport and sport marketing.

We asked Dr. Stoldt to respond to a few questions.

Q. You're one of the more experienced members of the sport administration faculty. How do you feel the sport industry has changed since you first started teaching?

It's changed quite a bit. An already crowded marketplace has become even more competitive. I read recently that the number of commercial fitness centers in the

U.S. has more than doubled in the last decade. New stadiums and arenas continue to be built in a variety of markets as we are seeing here in Wichita. And then there's the trend in which many organizations are developing new markets overseas. The NFL's recent decision to play a regular season game in London next year is just the latest example of such an effort, and the NBA's David Stern has recently spoken about possibly placing a full franchise somewhere in Europe.

On balance, I think these developments are positive ones for our students because the expanding market means more job opportunities and the complexity of the market means that sport managers need to be well prepared for the challenges that will face them. That's what our program is designed to do.

Q. Over the past year you have had a textbook published and led a committee responsible for hosting the 2006 NASSM Conference in Kansas City. Which was more challenging?

Interesting question because both projects were highly demanding. Upon reflection, they were similar in many ways. Both required long-term commitments (2-3 years) with the last three months of work on both was pretty crazy. They were also similar in that the most enjoyable part of the process was working with great people. For the book, those people were my co-authors, our guest authors (including Dr. Lori Miller) and the publishers' staff. We had a great host committee for NASSM too--so good that I've listed them all below because they deserve to take another bow. And then the final similarity between the projects was the quality of the final products. The book has been well-received, and hopefully the students reading it this semester feel as if it's a good resource (if not, keep it to yourself!). And the conference was unbelievable! By most all accounts, it was NASSM's best ever in terms of attendance, quality of the services provided, and revenue. So, once again, a tip of the cap goes to all the WSU students, faculty and staff who served on...

2006 NASSM Conference Committee: Kristen Chalfant, Patrick Hutchison, Chris Jones, Elizabeth Meyers, Lori Miller, Edie Murdoch, Mary Myers, Jeff Noble, Karen Reynolds, Frank Rokosz, Mark Vermillion, and Valerie Wadsworth.

Q. What do you feel are some of the more significant issues sport administrators will need to address in the future?

Sport PR is my specialty, so my answers tend to come from that perspective. It is truly amazing how technological advances have changed the nature of PR work since I was a practitioner. The World Wide Web now offers sport organizations multiple platforms to communicate with large numbers of people without having to go through the mass media. That's a tremendous opportunity, but it's also a concern because there are an equal number of platforms for people to share their thoughts about your organization. And many of those people aren't particularly concerned about accuracy or fairness.

The other major PR trend I see is the increasing emphasis on community relations in sport. It is both needed and long overdue. And while sport organizations realize benefits such as enhanced reputations and increased corporate support as a result of those programs, the benefit to society can be even greater. Some executives such as David Stern (again) see sport as a mechanism for bridging large cultural divisions on a global scale. It's hard to say just how powerful a soccer ball or a basketball

could be in helping people in an increasingly fragmented world find some common ground.

Q. It's common knowledge you are a die-hard St. Louis Cardinals fan. What do you think their chances are at repeating as World Champions?

Pitchers and catchers are just now reporting for spring training, so like every other baseball fan, I'm optimistic!

Program Alumni Land Jobs With Premier Sport Properties

Caitlin Fiandt (UG 2001) recently secured a new position as a premium seat sales manager for the NFL's San Francisco 49ers. ... Taro Kawakami (G 2002) is now working with Seibu Lions franchise in the Nippon Professional Baseball league. ... Kristin Schultz (G 2006) is now the South Texas sales representative for the Greg Norman Collection.