

THE SPORT MANAGER



The Department of Sport Management

Nick Taylor, Alum, Spring Commencement Speaker



Nick Taylor, who graduated from both the undergraduate program (2005) and the graduate sport management program (2007), will be the commencement speaker at the spring 2009 graduation ceremonies for the

College of Education. Nick is an accomplished paralympic tennis player and won gold medals in 2004 (Athens) and 2008 (Beijing) in tennis doubles.

Nick works with the WSU Tennis team in their Coleman Tennis facility and has remained active with the Sport Management department. He has guest presented in numerous Sport Management classes and was the recipient of the Sport Management student of the year award presented in spring of 2006.

Recently, Nick has been working with local businesses as a community speaker and has a Youtube.com video clip with almost 80,000 views.

The College of Education graduation ceremonies are May 16th at 11:00 a.m. in Koch arena.

Baseball Cookout to Cap Great Year



The Sport Management Student Association (SMSA) will play host to the annual baseball cookout April 15 at 5:30 p.m. on the north side of the Heskett Center. The cookout will precede the WSU baseball game against Kansas State that evening at 7 p.m.

As in the past, members of the Sport Management Alumni Association, program lecturers, members of the Advisory Council and other university faculty and staff will join SMSA members for the event. The menu will feature hamburgers, chips, drinks and cookies. The cookout has become an annual tradition, marking the end of SMSA activities for the academic year.



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A New Day in Sport Management

“We’ve never seen anything like this and I pray that we never see anything like this again.”

That’s how one prominent executive described the current business climate facing sport managers at last week’s IMG World Congress of Sports. The sport industry has fared relatively well in previous and certainly less severe economic downturns, but that’s not the case this time.

How drastic is the situation? One major professional league, the Arena Football League, has suspended its 2009 season. The NBA, NFL, MLB.com and NASCAR have all laid off staff. Some long-established franchises (e.g., Indiana Pacers) appear to be in serious financial trouble. Sponsors such as Anheuser-Busch are cutting back. Attendance in college basketball was down last season. Bally Fitness recently filed for bankruptcy.

As a result, an already competitive job market in sport management has become hyper-competitive as more candidates, many with significant professional experience, vie for fewer job opportunities.

Sport management students must prepare themselves accordingly, so here are five tips that may enhance their prospects for competing successfully.

1. **Secure relevant experience any way you can.** It’s not just full-time jobs that are harder to get. Competition for the best internships is intense. To get those positions, you need relevant experience—paid or volunteer—specific to the positions for which you are applying.

2. **Networking has never been more important.** Who you know is important, who you’ve met, not so much. Seek to build mutually beneficial relationships with practitioners who may be able to assist you at some point with job referrals or references.
3. **Find the right internship.** There’s certainly something to be said for being versatile, but look for internships that mirror the type of work you want to do after graduation. This applies both to industry sector (e.g., fitness club, major professional sports) and specialization (e.g., sales, community relations). If you want to work in event management at a big-time football school, that’s where you need to be conducting your internship.
4. **Present yourself in the best light possible.** One of our successful graduates recently commented to me about the poor quality of resumes her organization commonly receives. There are campus resources such as the Office of Career Services that can assist you in developing a good resume. Use them, and make sure that the resumes and cover letters you send out speak to the particulars of the positions for which you are applying.
5. **Prepare to make sacrifices.** It may mean spending another year as an intern, expanding job search parameters or even lowering expectations regarding starting salaries. Adapt to the circumstances and realize the market will eventually improve, although it may be a while.

Despite the current business climate, opportunities continue to exist for capable sport managers. Seizing those opportunities now requires more preparation and diligence than ever.

-- Clay Stoldt

SMSA Holds Career Fair



The Sport Management Student Association (SMSA) held the fifth annual Career Fair Thursday March 26 in the Heskett Center. Students took advantage of learning about volunteer, internship, and job opportunities from sport organizations from Wichita and the surrounding areas. Some organizations in attendance included the Wichita Wild, Genesis Health Club, the YMCA, Wichita Pro Sports (including the Wichita Thunder and Wichita Wingnuts), the Greater Wichita Sports Commission, and Derby Recreation.



In addition to the sport organizations, Wichita State's Coop Services was in attendance to offer guidance for students interested in learning about obtaining college credit while working during the school year. Representatives from Career Services were also available to offer guidance to students on interviewing and resume development.

Nearly 70 students, representing numerous majors, attended this year's event. SMSA hopes next year's Career Fair will have even more organizations in attendance, and attract even a wider variety of majors.

SMSA Officer Nominations Being Accepted

The Sport Management Student Association is seeking nominations from its current members for officer positions in 2009-10. SMSA members may nominate themselves or other members for one or more of seven positions. The officer positions open for nominations are president, executive vice president, vice-president of special events, vice-president of marketing, secretary, treasurer, and newsletter editor.

Nominations should be sent to Dr. Mark Vermillion at mark.vermillion@wichita.edu. The nomination deadline is 5 p.m. April 17. Elections will be administered electronically later in the month.



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Alumni Update

Caitlin Fiandt (UG 2001) is now leading premium seating and suites sales for the St. Louis Rams. ... **Brian Morris** (current) has been promoted to associate athletic director/development at WSU.

Thanks to all our alumni for staying in touch. All sport management alumni are encouraged to submit updates to the Department of Sport Management by calling 316-978-5445 or by sending an e-mail to mary.myers@wichita.edu.

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Chris Presson — Marketing Sport & Physical Activity

Frank Rokosz — Structuring & Scheduling Sport
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Steve Shaad — Sport Tournament & Event
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