

Wichita State University

# THE SPORT MANAGER

## Mike Ross Joins Sport Management Faculty



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**Mike Ross**, who has spent the last 10 years working in the WSU athletic department, has joined the full-time faculty in the Department of Sport Management. Ross, who has taught two courses previously as a part-time lecturer, will instruct three courses during the spring semester and supervise students conducting practicum and internship assignments.

"I am thrilled to be given the opportunity to join the

Sport Management faculty at WSU," Ross said. "I've watched this department grow from several different perspectives – as a student, as a practitioner and as a lecturer. Now I have the chance to work with the students in this program and watch them grow on a daily basis and that is something I look forward to greatly."

Ross received his bachelor's degree in sport administration in 2002 and his master's degree in sport administration in 2006. Both degrees are from WSU. From 2001 to 2004, he served as a media relations assistant in WSU athletics, and for the past six years, he has worked as an assistant director of media relations, serving as the primary media contact for women's basketball and working with a vari-

ety of online public relations tools.

"I was very fortunate to participate in a wide variety of experiences over the years as a member of the athletics department at WSU," Ross said. "Now I get the chance to work with an outstanding group of people in Clay, Jeff, Mark and Mary to help WSU Sport Management students get a chance to leave a lasting mark on whatever field they choose to excel in."

Ross's spring teaching assignment includes undergraduate courses in sport public relations, sport marketing and sport law. It is anticipated he will begin teaching graduate-level courses in addition to undergraduate classes starting in the summer semester.

## SPORT MANAGEMENT STUDENT ASSOCIATION

The Sport Management Student Association is gearing up for a great spring semester in 2010, as we look forward to our trip to Oklahoma City to check out the Thunder and the other spring events that are on the horizon.

On Friday, January 29<sup>th</sup>, at 10:30 a.m. we will depart for Oklahoma City for a trip that has really come together this year better than we anticipated. We made the decision to take a charter bus this year because we felt that we would have enough demand for a great trip and a great opportunity for networking on the professional level. The other benefit to the extra space is that there are a few spots for alumni to come with us on this trip. As students we more than welcome the company of alumni as we learn how all of our studies transfers to the working world



As the college basketball season starts to wrap up, the schedule starts to get a little hectic with Shocker Baseball starting in March. With the change of season comes some of our best events though, such as the baseball barbecue, career fair, and quite possibly another road trip. As officers we are always looking for great events for students to be a part of, and we welcome any ideas from alumni or contributors for places to go. Please feel free to suggest any trips that we could go on as all of us students explore the career field.

We have so many good memories from this last semester as we not only had events that brought us students together, but events that touched the community around us and started our own push against a disease—cancer—that has affected us all. We have been blessed with some amazing young men and women that continue to make this association and this sport management program better and better every semester. Of course this would not be possible without the great administration to guide us and the foundation that was laid before us. Thank you all for your contributions, both past and present, that have paved the way for our success.

*"We have been blessed with some amazing young men and women..."*

Caleb Klein, SMSA President

### Sport Management Recognition Night A Success

The 2009 Sport Management Recognition Night, held Nov. 12 in the Heskett Center lobby, was a big success on all fronts. More than 60 people attended to see a variety of awards given to deserving recipients and a special presentation by a leading expert in the field.

The Undergraduate Major of the Year went to **Connor Meier**, who is serving as an intern this year in the athletic department at the University of Tulsa. The Graduate Major of the Year award was given to **Jared Silsby**, who served as an intern with the Kansas City Wizards last season. **John Lee**,

associate director for facilities with the Heskett Center, was named Practitioner of the Year. **Korey Torgerson**, associate athletic director for student services at WSU and president of the Sport Management Alumni Association, was named Alumni of the Year.

**Dr. Lori Miller**, faculty emeritus in sport management, received a Special Award in recognition of her many contributions and sustained commitment to sport management at WSU during her career. Dr. Miller was recognized

by the full department faculty and staff for her excellence.

Dr. Stephen Dittmore of the University of Arkansas delivered the evening's keynote presentation on "Communicating with Sport Fans in the Era of Attention Crash." He addressed how sport organizations are employing innovative strategies to engage in dialogue with sport consumers.



## SMGT: Learning Lessons with Ethics

Within both the world and industry of sport management ethics is something that is constantly referenced. What is interesting about this “topic” is that many people have a common-sense understanding of ethics, which varies from person to person and situation to situation. The resulting “discussion” is a lack of agreement regarding ethics.

Ethics is a very specific framework for understanding ideas, situations, or problems and is more than just an individual’s opinion. If we start with the premise that opinions are valid, assuming those opinions and the resulting actions are within the laws and rules of society, then all opinions are equal and must be debated or proven. Ethics, as a tangential framework from philosophy, provides this structure and framework.

Many students, on both the graduate and undergraduate levels, have questions about why to take ethics in sport classes. That critical view is exactly what ethics is about; it is about decomposing a situation and trying to make sure things are fair and equal. If things are not fair, then ask the question, “Why?”

For example, Mack Brown (football coach for the Univer-

sity of Texas) will make about \$5 million next year to coach football. Is this right? All of us have opinions regarding this topic, but opinions do not help us understand and improve the sport management industry. Ethics provides us an ability to articulate and justify separate views on issues. Without the logical and coherent frameworks ethics gives us then it is simply a group of people arguing over topics with no hopes of resolving the issue(s).

This, the aforementioned discussion, is why accrediting and governing bodies within sport and sport management place such an emphasis on sport ethics. Additionally, those with college degrees will ascend to the leadership positions within the sport industry. By exposing students to not only the issues (which generate the students’ opinions) but also ways of deconstructing or developing arguments regarding sport issues, students are better equipped to move forward the industry. The business industry learned this idea long ago, hence the business ethics requirements in all business majors. Sport, as a young and burgeoning industry, is learning the same lesson.

Keep this in mind when you have to listen to me talk about morality, values, deontological thought, and categorical imperatives!

— Mark Vermillion

### SMAA Awards Four Scholarships

Four students have been selected as recipients of financial awards from the Sport Management Alumni Association. Two undergraduates, **Craig Lubbers** and **Chad Woelk**, received scholarships from the organization. Two graduate students, **Caleb Klein** and **Megan Rakes**, were selected to receive fellowships.

The SMAA Executive Committee selected the award winners. Award considerations included academic record, extracurricular activities, professional experience, and community service/volunteerism. 2010 marks the fifth consecutive year the SMAA has awarded scholarship support to students. The total value of this year’s scholarships, \$2000, is the largest to date for the organization.

Thank you to all of our graduates who support the SMAA, and congratulations to this year’s award winners!



Congratulations to **Ryosho Matsu** — he was recently recognized by Matt Jacobs for his outstanding work as an intern at Butler Community College

## ALUMNI UPDATE

**Matt Crist** (G 08) is now working as the head boys' basketball coach and strength instructor at Wichita County High School. ... **Bernie Haney** (G 04) and his wife Kristin welcomed a baby boy, Charlie Justin Haney, to their family Dec. 30. ... **Shunsuke Miyamura** (G 07) is the new director of the New York office for the Tokyo Giants baseball team. .... **Tyler Riordan** (UG 07) now works as a ticket sales representative with the Kansas City Chiefs. ... **Scott Robinson** (UG 09) is the new sports information director at Friends University. **Brent Seebohm** (G 02) is now the CEO/Managing Director for b:AlphaStrategery, a sport marketing firm in Fort Collins, Colo. .... **Derek Schoenthaler** (G 06) is a PE teacher and football and wrestling coach at Maize Middle School...**Angela Buckner** (G 04) will be inducted into Wichita State's 2010 Pizza Hut Shocker Sports Hall of Fame during halftime of the WSU men's basketball game against Indiana State on Feb. 6.

## SPORT MANAGEMENT RECOGNITION NIGHT PHOTOS



Caleb Klein and Alissa Bauer welcomed guests at the 2nd Annual Sport Management Night

(MORE PHOTOS ARE  
AVAILABLE AT OUR  
[DEPARTMENT WEBSITE](#) )



SMGT Faculty and Staff presented Dr. Lori Miller with an Award of Excellence



Award winners Korey Torgerson (Alumni of the Year), John Lee (Practitioner of the Year), Jared Silsby (Graduate Student of the Year), Dr. Lori Miller, and Connor Meier (Undergraduate Student of the Year)

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**LECTURERS AND OTHER FACULTY:**

**Alan Aagaard** — Desktop Publishing

**John Lee** — Sport Facility Management

**Mike McCoy** — Sport Finance

**David Moses** — Sport Law

**Martin Perline** — Economics of Sport

**Frank Rokosz** — Struct. & Scheduling Sport Tournaments

**Steve Shaad** — Sport Tournament & Event Mgt, Selling in the Sport Industry

**Dr. Richard Laptad** — Assistant Professor Emeritus, [richard.laptad@wichita.edu](mailto:richard.laptad@wichita.edu)

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