



WICHITA STATE
UNIVERSITY

COLLEGE OF EDUCATION

Department of Sport Management

THE SPORT MANAGER

Official Newsletter of the Department Sport Management

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Greetings from the Sport Management Student Association! We are pumped about a new semester and new events!

Spots are filling up quickly for our trip to the Oklahoma City Thunder game! The trip is scheduled for April 8, when the Thunder take on the Denver Nuggets. This is a members-only trip, and the cost is just \$25. Stop by the office to drop off your payment and secure your spot today!

On Thursday, February 3, SMSA will be hosting a welcome back social at Northrock Lanes. Pizza will be provided by SMSA, and bowling will be available. Come get together with other members to catch up on classes, internships, and bowl a few frames. This event is members-only, but students are encouraged to come and sign up at the event!

Wichita State University has implemented the use of OrgSync.com, and the Student Government Association has asked that all of our members register on this website. For those of you who have played intramurals at WSU, it is similar to imleagues.com. It is extremely simple to sign up on; all that is needed is an email address. Once registered, be sure to join the Sport Management Student Association at WSU. The SGA uses this website to determine how many numbers each organization has. We want to make sure we are accurately represented! This will also be a convenient way for us to communicate about events, connections, and other important details.

If you have any questions regarding SMSA or membership, please stop by the sport management office, 109 Heskett Center.

Brenna McConaughy

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Sport Management Students to Assist with NCAA Tournament

Several sport management students along with members of the SMGT 426 Sport Public Relations class will assist WSU Athletics and the community as Wichita plays host to the NCAA Women's Basketball Tournament First and Second Rounds at INTRUST Bank Arena on March 20 and 22.

Many graduate students will work alongside WSU Athletics in the tournament operations area, while many members of the undergraduate Sport PR class will assist with media operations, which includes every game being shown on the ESPN family of networks.

This marks the first time that the NCAA Women's Tournament has come to Wichita, and the eyes of the college women's basketball world will be fixed on our community in March as four teams battle for the opportunity to advance to the "Sweet 16".

All-session tickets for the tournament are available now by visiting the INTRUST Bank Arena website at <http://www.intrustbankarena.com/events.asp?id=11&pid=270&task=display>.

Alumni Spotlight -- Sheri Light

Sheri Light is the Sr. Specialist, Trade Show/Activation for the Golf Course Superintendents Association of America (GCSAA). She is a 2002 graduate of Wichita State University where she received her M.Ed in Sport Administration.

In 2000 Sheri received her Bachelor of Science in Health Promotion from Emporia State University. She has been chosen as February's Alumni Spotlight.

How long have you been working in the position that you currently hold and how did you arrive in that position?

I have been with GCSAA for four years in the Corporate Sales & Marketing department. After leaving WSU, I started out in the fitness industry working in operations and special events for both corporate and private facilities. From there, I was able to get my foot in the door at GCSAA because of my Sport Management degree and because I was able to show concrete proof that my events were directly related to sales for those facilities.

In what ways do you feel that the WSU Sport Management Department (SMGT) prepared you for your current position?

The marketing lessons I learned while at WSU have been invaluable. I've had to market myself—both to get my current position as well as to build relationships with industry clients—the association I work for, and the programs/services we offer to the golf industry. I also have to give credit to the course work I had regarding events in sports. It taught me that there are SO many details that go into a special event, but when they come together at the end it can be really, really fun.

When you first started out in the SMGT program, what was your 'dream' job?

I don't remember wanting a specific job, but I always really wanted to work for Nike—I wish I would have at least interned there. Coincidentally, the Director I have been working with at GCSAA was formerly the Director of Golf Sports

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LECTURERS AND OTHER FACULTY

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John Lee — Sport Facility
Management
David Moses — Legal
Issues in the Profession 1 &
2
Martin Perline —
Economics of Sport
Frank Rokosz — Struct. &
Scheduling Sport
Tournaments
Steve Shaad — Sport
Tournament & Event Mgt,
Scott Crawford — Sport
Finance
Jessica Varlack — Legal
Aspects of Sport and
Physical Activities 1

Marketing at Nike. I guess that's my 'round-about connection to Nike for now.

What advice would you give to those students who are currently in the program?

Definitely get out of your comfort zone from time to time to try a new segment of the sport industry. There are so many unique positions outside of athletic departments and professional outfits that would love to have someone with a Sport Management degree from WSU!

Tentative Summer Course Schedule Announced

While the spring semester is just underway, many students are already thinking ahead to summer and attempting to plan ahead for school, work, and/or vacation time. In an attempt to assist with those planning efforts, the department is now sharing its tentative list of summer courses to be offered. Please note that this information is subject to change.

SMGT 475-Sport in American Culture, Summer I, M-Th 9-11:50 a.m.

SMGT 520-Sport Tournament and Event Management, July & August (NBC Tournament)

SMGT 520-Sport Tournament and Event Management, WSU West, 8-week, T & Thu 4:35-7:15 p.m.

SMGT 540-Seminar: Sport Business, Pre-session & Online, M-Th, 4-6:50 p.m.

SMGT 803-Sport Marketing, Summer II, M-Th 1-3:50 p.m.

SMGT 811-Sport in Society, Summer II, M-Th 9-11:50 a.m.

SMGT 822-Communication in Sport, Summer I, M-Th 1-3:50 p.m.

SMGT 828-Financial Management in Sport, Summer I, M-Th 9-11:50 a.m.

Undergraduate practicums and internships and graduate internships will also be available. Advisor consent and department authorization is required to enroll in those courses.

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to handle inquiries regarding
nondiscrimination policies:
Director, Office of Equal
Employment Opportunity,
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