



WICHITA STATE
UNIVERSITY

COLLEGE OF EDUCATION

Department of Sport Management

THE SPORT MANAGER

Official Newsletter of the Department of Sport Management

Career Fair Provides Job Leads, Networking Opportunities

More than a dozen sport organizations served as exhibitors for the 8th annual Sport Management Career Fair Feb. 28 in the Heskett Center lobby. Co-sponsored by the Sport Management Student Association (SMSA) and the Office of Cooperative Education and Work-Based Learning, the event drew roughly 60 students seeking jobs or internships or simply seeking to establish contacts in the field.

Participating sport organizations included the Derby Recreation Commission, Hartman Arena, the Kansas Collegiate Athletic Conference, the Kansas Golf Association, Preferred Health Systems Wichita Open, Wichita Thunder, Wichita Wingnuts, Wichita Thunder, Wichita YMCA, WSU Heskett Center, WSU Intercollegiate Athletics Association, and WSU Rowing. The cooperative education department also participated, providing information on the coop program and feedback to students regarding their resumes.



March, 2012
Vol. 13, Issue 6

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Early Bird Deadline for Reunion Registration Fast Approaching

Registration is underway for the first-ever sport management alumni reunion April 20 and 21 on the WSU campus. Early bird rates of \$40 per alumnus and \$20 per guest are in effect until March 16, and the registration form is available for download at <http://webs.wichita.edu/?u=COEDSM&p=/PROJECTS/smaa/SMAA>

Students are also invited to attend the reunion, and the special student registration rate is \$20. Student registration forms are available in the department offices (Heskett 109).

The reunion, which marks the 20th anniversary of the establishment of the sport management (then sport administration) degree program, promises to be memorable. The Friday afternoon opening session will feature faculty emeriti Richard Laptad and Lori Miller discussing the developments of the degree programs. Various alumni will lead roundtable discussions on developments in the field Friday afternoon and Saturday morning. Alumni and students will gather Friday evening for a cookout in the Coleman pavilion at Eck Stadium as the Shocker baseball team plays Missouri State. And an alumni banquet Saturday night at Tallgrass Country Club will feature keynote speaker Buffy Filippell, president of Team Consulting.

For more information about the reunion, please call the sport management department at (316) 978-5445.



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LECTURERS AND OTHER FACULTY

Alan Aagaard — Desktop Publishing
John Lee — Sport Facility Management
Jeff Boone — Sport Finance
David Moses — Legal Issues in the Profession I & II
Martin Perline — Economics of Sport
Frank Rokosz — Struct. & Scheduling Sport Tournaments
Steve Shaad — Sport Tournament &



Sport Management Alumni Reunion



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Event Mgt, Selling in
the Sport Industry
Tonya Sullivan – Sport
Facility Management
Michelle Kuhns –
Legal Aspects of Sport
II
Jessica Varlack –
Legal Aspects of Sport
and Physical Activities
1

Dr. Richard Laptad –
Assistant Professor
Emeritus

Dr. Lori Miller –
Professor Emeritus

Q&A with Jackie Hass



Jackie Hass is a 2003 graduate of the master's program and is teaching SMGT 466- Marketing Sport & Physical Activity this semester. Jackie took a few moments recently to answer a few questions.

Q: What is your current occupation?

A: Besides teaching at WSU, I just accepted a position of Sales Account Executive for the sports market at the Tulsa Marriott Southern Hills.

Q: What class do you teach at WSU? What can students expect to gain from your class?

A: I teach Sports Marketing. I hope the students gain a clear understanding of what a marketing plan is and how to create one. My goal in the class is for each of these students to be able to speak intelligently in regards to sport marketing at their internship or job.

Q: While being the Director of Events for Anthony Travel, what was your favorite part of your experience?

A: My favorite part of the experience was being on-site for a big event and know that we created something that our guests would remember forever. All the blood, sweat, and tears were worth it.

Q: What were your duties as the Director of Events?

A: I oversaw the Soccer, Housing and Collegiate Departments. My responsibilities included new client sales, client contract negotiations, account management and event management.

Q: What advice would you give to current WSU sport management students?

A: My advice for students would be to gain as much experience as possible prior to going in the job market. Get to know your instructors and learn from them. Taking advantage of opportunities such as internships and volunteer opportunities. All of these things will allow the students access to understanding what they may like and not like in a job. It will also give them access to great

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networking contacts. It is cheesy to say this but it is also so true. It is all about who you know.

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