



WICHITA STATE
UNIVERSITY

COLLEGE OF EDUCATION

Department of Sport Management

THE SPORT MANAGER

Official Newsletter of the Department of Sport Management

Player Representative to Headline Recognition Night

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Kelli Masters, a player representative with clients in pro football, baseball and Olympic sports, will serve as the keynote speaker at Sport Management Recognition Night Oct. 30, at 6:30 p.m. in the Heskett Center lobby. The annual event also will feature the presentation of several department awards.

Ms. Masters serves as president of Kelli Masters Management (KMM) and is Of Counsel with the law firm of Fellers, Snider, Blankenship, Bailey & Tippens, P.C. in Oklahoma City. She represents nearly 20 athletes, including Gerald McCoy of the Tampa Bay Buccaneers. Her work includes negotiating player contracts, endorsement deals and other business deals for her clients. KMM also assists clients in preparing for the draft combine and pro days and provides media training services.



Recognition Night will also include the presentation of the department's annual awards in four categories—Undergraduate Major of the Year, Graduate Major of the Year, Alumnus of the Year, and Practitioner of the Year. A pizza dinner will be served prior to the start of the program.

The event is free of charge to students, alumni, community partners and other program constituents. Reservations are encouraged and may be made by sending a message to johny.buchanan-spachek@wichita.edu.

Advisory Council Holds Fall Meeting

The Sport Management Advisory Council, a committee composed of students, alumni, and community partners, covered a wide range of topics during its fall semester meeting Sept. 20.

Discussion items included enrollment trends, online learning initiatives,



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student knowledge requirements (e.g., budgeting) and changes in the field (e.g., challenging sponsorship environment). The Council also reviewed and approved the department's annual report for 2011-12 and its assessment plans for 2012-13.

The Council meets twice each academic year to provide insights and recommendations to department faculty and staff. Council members this year are Kathleen Avitt, Derby Recreation Commission; Julica Bonsall, graduate student; Janelle Briar, undergraduate student; Matt Brokaw, Wichita Thunder; Becky Endicott, WSU ICAA; Brian Hargrove, Greater Wichita Area Sports Commission; Jennifer Keen, Wichita YMCA; Alex Kortan, undergraduate student; Alexa Mallett, undergraduate student; Roy Turner, Wichita Open; and Marques Tyler, graduate student.

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Alumni Membership Drive Continues

The Sport Management Alumni Association's (SMAA's) 2012-13 membership drive is off to a good start, thanks in part to four members who have committed to Shocker-level (lifetime) memberships. Special thanks to those four members—Jordan Bass, Sheri Light, Megan Morgan and Darren Nelson—as well as all the other alumni who have already registered for this year.

If you are a sport management alum and have not received membership information, please contact the department at 316-978-5455 or johny.buchanan-spachek@wichita.edu

SMSA Enjoying Busy Fall Semester

The Sport Management Student Association enjoyed a great start to the school year with a bowling social Sept. 10 at North Rock Lanes and a trip to Kansas City Sept. 28. The purpose of the trip was to meet with staff members from the Sporting Kansas City soccer franchise, tour Livestrong Park, and take in Sporting KC's match with the Chicago Fire.



October promises to be at least as busy with the following events on the SMSA schedule:

-- Oct. 20: SMSA members volunteer to assist with the Pumpkin Run on the WSU campus.

-- Oct. 24: SMSA members to attend the NBA preseason game between the Oklahoma City Thunder and Dallas Mavericks at Intrust Bank Arena. They'll also meet with Thunder front office staff prior to the game.

LECTURERS AND OTHER FACULTY

Dr. Alan Aagaard — Desktop Publishing

Matt Brokaw - Sport Governance & Policy

Dr. Scott Crawford - Financial Management in Sport

John Lee — Sport Facility Management

Sheri Light - Legal Aspects of Sport & Physical Activities 1

David Moses — Legal Issues in the Profession II

-- Oct. 26: SMSA members to attend the WSU volleyball game together.

Membership forms and sign-up sheets for each of these events are available in the Department of Sport Management office (Heskett 109). An annual membership costs just \$20.

Dr. 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

Dr. Lori Miller – Professor
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