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COLLEGE OF EDUCATION

Department of Sport Management

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Sport Management Recognition Night

The fifth annual Sport Management Recognition Night will be held Oct. 24 from 6:30 to 8 p.m. in the Heskett Center lobby. The event will feature numerous award presentations and a keynote address from alumnus Rich Iorio, campus director for the Golf Academy of America – San Diego.

The evening will begin with a free pizza dinner starting at 6:30. The event program will begin at 7 with the naming of the Undergraduate Student of the Year, Graduate Student of the Year, Alumnus/Alumna of the Year and Practitioner of the Year. Mr. Iorio's keynote presentation will address his career path, managerial opportunities in golf, and leadership insights he has gleaned throughout his career.

All sport management students, alumni and other constituents are invited to attend. To RSVP, please contact Mary Myers at mary.myers@wichita.edu or 316-978-5445.



Rich Iorio, campus director for the Golf Academy of America– San Diego, will be the keynote speaker for the evening.

Sport Management Student Association Helps with Habitat for Humanity

In This Issue

Sport Management Recognition Night

Sport Management Student Association Helps with Habitat for Humanity

Q&A Session with Steve Shaad

Q&A Session with Korey Torgerson

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Dr. Jeff Noble, Assistant Professor, Undergraduate

Several students from the Sport Management Student Association gave up their Friday afternoon on Sept. 30 to participate in the organization's premier fall service event in helping finish a Habitat for Humanity home in southeast Wichita.

Students were treated to lunch before working on Day 19 of the 20-day build that will provide another house in the soon-to-be renamed Stewart Village of Habitat housing. Students and faculty assisted in placing countertops in the kitchen as well as preparing the yard to be seeded with grass the following day. Students also assisted Habitat for Humanity staff in moving in light fixtures and touching up the ceiling with paint.

"As Wichita State is an urban-serving institution, we felt this was a great way to help build the area, help fulfill that mission and leave our imprint on this area too," SMSA President Drew Haden said. "Years from now we can come back and drive by this area and this house will be a reminder of what we were able to do today which is give back."

Students were also invited to attend the dedication ceremony of the house next door at the end of the afternoon, an emotionally moving experience where the new owner is given the keys to their home.

Habitat for Humanity International celebrated World Habitat Day on October 3, marking a major milestone as it dedicates its 500,000th house in Maai Mahiu, Kenya and began construction on its 500,001st house in Paterson, N.J.

SMSA students started the tradition of a signature service event each fall, and hope to continue the effort next year.



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Scheduling Sport
Tournaments
Steve Shaad — Sport
Tournament & Event Mgt,
Selling in the Sport Industry
Tonya Sullivan —
Introduction to Sport
Management
Tiffany Summitt —
Psychology of Sport
Nick Taylor — Marketing
Sport and Physical Activities,
Sport in American Culture
Scott Crawford — Financial
Management in Sport

Q&A Session with Steve Shaad

Steve Shaad is the instructor for SMGT511, Selling in the Sport Industry. He was able to take time out of his schedule to answer a few questions about his course.



Q. What is your current occupation?

A. I am a Market Manager for International Trade Operations for BG Products, a company that manufactures and distributes a broad line of automotive chemicals, and the tools to apply them, for automotive maintenance. My primary territory is Latin America but I have been heavily involved in Europe and Africa in the past two years as well. I service existing distributors and help identify and recruit new international distributors.

Q. What is your tie to WSU?

A. I have been an adjunct instructor for 12 years, teaching Sport Tournament and Event Management, Selling in Sports and Sport Marketing. I came to WSU on a track and cross country scholarship in 1973 and studied Journalism, French and Spanish. My goal was to be a foreign correspondent, so my current job is in line with that. However, I spent 28 years working in professional and college sports in between graduation and my current position.

Q. How did you get started in sales?

A. My first experience was selling programs at WSU basketball games! I got involved on a daily basis as the Sports Information Director for women's athletics at WSU in 1978-79, selling promotions, tickets and program ads. However I didn't really receive any sales training until about 10 years into my career, which is why I think the Selling in Sports class is so important for students. Don't expect to get trained on the job.

Q. Why is selling in the sport industry important?

A. The business side of sports revolves around generating revenue. Sales is the lifeblood of the sports business organization. Even youth teams have to have a source of revenue, whether it is parent fees or fund-raisers. Members of the sports administration team who can bring in revenue have tremendous job security and usually receive better compensation packages as well as move up in the organization more quickly.

Q. What can students expect to get out of your class?

A. I try to teach from both an academic and a practical standpoint. We sell inventory for local sports teams to gain real-life experience and then do mock sponsorship sales presentations to build confidence for the ultimate sales experience.

Q. Why should someone get started in sales?

A. Sales is expected in most sports administration jobs, especially seasonal sports like professional teams. If you can't bring in revenue in the off-season you are expendable. By getting sales training and experience in college, you will have an advantage over students who have never had sales training in both getting a job and moving up in that job.

Jessica Varlack – Legal Aspects of Sport and Physical Activities 1

Derek Schoenthaler – Sport

Tournament & Event Mgt
Joe Sullivan – Legal Aspects of Sport 1

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Q&A Session with Korey Torgerson

The first-ever WSU Sport Management Alumni Reunion will be held April 20 and 21, 2012. Korey Torgerson, associate AD for student services at WSU and president of the Sport Management Alumni Association (SMAA), took time recently to answer a few questions about the event.



Q. What's the reason for an alumni reunion in 2012?

A. The SMAA is planning a reunion to celebrate the 20-year anniversary of Sport Management being a stand-alone degree at Wichita State University. The reunion is also planned to continue to build the “Wichita State University Sport Management” brand. A highly effective Sport Management program periodically invites its alumni back to campus to reunite with the faculty and provide current information to undergraduate and graduate students who want to pursue a career in the Sport Management field. The reunion is a great way to celebrate the success of the Sport Management program and to reconnect with our classmates with whom we may not have regular communication. The alumni of this program have valuable information they can share with the undergraduate and graduate students to hopefully help them pursue a career of their choosing.

Q. What's planned for the reunion thus far?

A. The activities that have been planned for the Alumni Reunion include roundtables and discussions relative to college athletics, professional athletics, high school athletics, and event leadership activities outside of the field of Sport Management. The roundtable discussions will begin on Friday afternoon. There will also be roundtable discussions on Saturday morning. The faculty and alumni association recognize there are graduates who do not work in the Sport Management field but can provide leadership education to WSU students and alumni. It is our hope that all graduates of the Sport Management program will have the desire to return to campus and interact with their fellow alumni and bestow wisdom to the students.

In addition to the roundtables, there will be a Bar-B-Que at the baseball game on Friday night. The Bar-B-Que will be open to all Sport Management alumni, students, and their families. The Shocker baseball team will be hosting Missouri Valley Conference rival Missouri State during the weekend. A golf outing is planned for Saturday afternoon after the roundtables have completed. The closing event will be a dinner on Saturday evening.

Q. Will there be opportunities for students to be involved?

A. The students will be able to attend all of the events planned for the reunion. The students will be highly encouraged to attend the roundtable discussions on Friday afternoon and Saturday morning.

Q. What should interested alumni be doing at this point?

A. For now, we're just asking that they save the dates and share the news about the reunion with their classmates. We'll distribute registration information in a few months.

Q. What's the most exciting part of the planned event for you?

A. The most exciting part of the event will be to see all of the alumni who will come back. I hope the WSU students will get an understanding of the close connection we have with our fellow alumni and their accomplishments since we completed our degree programs. We are also inviting past Sport Management faculty members to the reunion. We hope the former faculty will be able to come back to share their stories and to talk about the history of the Sport Management program at Wichita State.

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