

WHAT'S 'NEWS' AT "THE BEACH"

ROSE BOWL HOSTS BIG GAMES

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PASADENA -- The Rose Bowl Stadium hosted the two biggest postseason bowl games earlier this month, the traditional Rose Bowl Game and the BCS National Championship Game.

The Rose Bowl Game matched the University of Oregon against the Ohio State University in a game the Buckeyes won 26-17.



The BCS National Championship Game, held at the Rose Bowl this year, featured the Alabama Crimson Tide and the Texas Longhorns. Alabama, which prevailed 37-21, claimed its 13th football national championship at the same site it won its first championship following the 1925 season.

Allie Welsh (LT 16), who worked in the corporate hospitality area during both games, said "I loved the Rose Bowl atmosphere because everyone was so excited about their team being in the game! It was great to walk around and feel the tradition of the whole event!" Welsh worked alongside Joann Klonowski, a member of the Graduate Program's Advisory Committee.

Because the BCS National Championship Game was held in Pasadena, the Tournament of Roses had twice the workload in their football operations. Although most of the preparations stayed the same, there were added features to the area outside of the Rose Bowl including the official ESPN National Championship Tailgate. Several Sport Management students volunteered at the Tailgate running games, and manning other event amenities which included a live performance by the Goo Goo Dolls.

Erica Metzler (LT 15), who interns for ABC-7, enjoyed her experience saying, "this was by far the best experience I have had in my sport media career. Being on the field for the last 5 minutes of the game, when Texas fumbled will be an experience I will never forget."

The Rose Bowl and BCS National Championship Games again brought many football fans to the area to enjoy a long lasting Southern California tradition.

Written By RANDOLPH GARCIA

STUDENTS VISIT HONDA CENTER

Learning Team 17 visited the Honda Center earlier this month and listened to a panel presentation led by Bob Wagner, Senior Vice President and CMO of the Anaheim Ducks. Wagner, also a member of the program's Advisory Committee, talked to the class about the day-to-day operations of the Honda Center and Anaheim Ducks.

The site visit was a part of Cindy Jarvis's KIN 513 Facilities and Event Management class.



STUDENTS IN ACTION



(above) Erica Metzler (LT 17) takes a break before the National Championship Game at the Rose Bowl



(above) Sport Management students enjoy the Winter Break in Long Beach



(right) Matt LeBouf takes a break with Iggy the Lion during an LMU Basketball game

HIGH PROFILE GUEST SPEAKERS VISIT CLASSROOM..

John Semcken III, Vice President of Majestic Realty Co, is the man behind the Los Angeles NFL Stadium being developed in the City of Industry. Semcken spoke to Cindy Jarvis's KIN 513 Facility and Event Management class about the process behind developing the LA stadium and what it would take to see the stadium actually be built. He emphasized the challenges in getting the stadium through the development stages and how the stadium would be a boon monetarily for the area.

Ann Meyers Drysdale, the current General Manager of the Phoenix Mercury and Vice President of the Phoenix Suns, spoke to the same class about her experiences as a female pioneer in the basketball world. Meyers Drysdale also talked about drawing on her own experiences to face the challenges of being a General Manager in a league that is still trying to find its niche within a crowded sports

Bob Wagner, Senior Vice-President and CMO of the Anaheim Ducks, shared his broadcast and sponsorship expertise with Andy Roundtree's KIN 514 Sport Finance class. Wagner not only discussed the challenges of selling hockey in Southern California to sponsors and broadcasters, but also the daily challenges of running an arena like the Honda Center while trying to maximize every possible revenue stream.

Written by RANDOLPH GARCIA

GRADUATE PROGRAM IN SPORT MANAGEMENT

Dr. Ketra Armstrong
Program Director

Diane Higgs
Manager of Student Affairs

Steve Buchan
Manager of Business Affairs

Randolph Garcia
Yasuko Yamada
Graduate Assistants

BEACH MUSINGS

INFORMATION SESSION DATES ANNOUNCED

February 11, 2010 -- Thursday
March 3, 2010 -- Wednesday
April 6, 2010 -- Tuesday
May 3, 2010 -- Monday

All Sessions held at 6:30pm in the
Pyramid's Ukleja Room

APPLICATION DEADLINE
FOR FALL 2010:
JUNE 1, 2010
QUESTIONS?
CALL (562) 985-2044

CSULB TOP 50 'BEST VALUE' PUBLIC COLLEGE

CSULB once again has been named one of the nation's 50 'Best Value' public colleges by *The Princeton Review*.

The Princeton Review, which teamed up with USA Today to present the list, selected 50 public universities and 50 private universities to make up its list of 'Best Value' colleges.

CSULB was the only California State University selected among the top 50 and one of only seven California public universities on the list (the other six were University of California schools).

The selection criteria included over 30 factors in three areas: academics, cost of attendance, and financial aid.