

## The Story of One Alum and her career path to the Olympics

**Megan Walsh** from the Program's first Learning Team, is now a Venue General Manager for the London 2012 Olympics. Megan shares with us her 12 year resume, and sheds light on the challenges and rewards of working events.

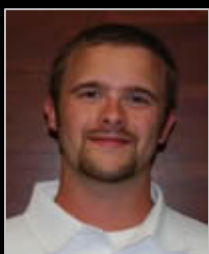


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## 3 CSULB Sport Management Students Land Great Internship



Many people applied for these prestigious annual opportunities with Angels Baseball, and three of our Sport Management students were selected. Congratulations gentlemen!



**Tyler Hastings-**  
 Inside Sales Associate  
 (LT 19)

"Working with the Angels has been great. I'm very excited for the opportunity to get my foot in the door and advance my career path. The CSULB Graduate Program has definitely helped me find my place within the industry."



**Tyler Metzel-** Corporate  
 Sponsorships & Sales (LT 18)

"My time here with the Angels has been great and I feel like I have only scratched the surface. In the first 2 weeks I was already responsible to set up a large client meeting on site at the stadium and coordinate with them throughout the day. It was a lot of work but it helped get me acclimated to my work environment and gave me an understanding of what to expect when the season arrives."



**Andrew Mealiff-** Media  
 Relations LT  
 18

"It is amazing being involved with the Angels in their 50<sup>th</sup> Anniversary season"

## Upcoming Program Events

**Jan 27<sup>th</sup>** Sport Night @ The Beach

**Feb 15<sup>th</sup>** ROC for Learning Team 20

**Events With Our Students**

**Feb 17<sup>th</sup>-21<sup>st</sup>** NBA Fan Jam All-Star Weekend

**Long Beach State Athletics**

**Jan 29<sup>th</sup>** Men's Basketball vs. Cal State Fullerton – 7:30 pm

**Jan 21<sup>st</sup>** Men's Volleyball vs. UCLA – 7:00 pm

**Jan 22<sup>nd</sup>** Women's Basketball vs. Cal State Fullerton – 4:00 pm

**Feb 12-13<sup>th</sup>** LBSU Round Robin Softball Tournament

### Reminder! January 27<sup>th</sup> 5pm: Sport Night @ The Beach

A networking event for all CSULB Graduate Program in Sport Management Students and Alums. Event begins at 7pm and will include free dinner, drinks and tickets to the Long Beach State Basketball Game to follow. See page 2 for more details.

Office: 562.985.2044 Email: gpsm.ga@gmail.com

<http://www.csulb.edu/sportmanagement>



## Students in the Industry

### Former Student on Par with Greatness

It is with great pleasure to announce that fellow CSULB Sport Management alumnus **Ara Messerlian** (LT 8) has been experiencing great success in the first year of his start-up full service event planning company PAR 5 Events. His company has been hired on as the Conference Director for the 2011 Business Growth Conference (BGC) taking place May 9, 2011 at the Anaheim Marriott. The BGC is entering its 27<sup>th</sup> year and is a joint venture put on by the Harvard Business School Association of Orange County and the USC Marshall Alumni Association of Orange County. The BGC is a 1,000 person business conference attracting many middle market and Fortune 500 executives from various industries.

PAR 5 Events can plan, coordinate and execute any type of event to meet your needs. Some sample events include: business conferences/seminars; experiential marketing campaigns; golf tournaments; product launches; sponsorship/promotions activations; parties/galas.

For more information: Contact **Ara Messerlian** at [ara@par5events.com](mailto:ara@par5events.com) or visit the website at [www.par5events.com](http://www.par5events.com)



### **Sport Night @ The Beach January 27<sup>th</sup> 5pm**

The CSULB Graduate Program in Sport Management and Long Beach State Athletics is hosting a night of networking with CSULB Sport Management students, alumni and sport industry professionals on Thursday, January 27 at 5 pm.

Dinner will be provided by Souplantation. Guests will receive complimentary ticket to the Long Beach State Women's Basketball game which starts at 7pm.

Confirmed guests from the industry include:

**Bill Shumard**, Master of Ceremonies - President and CEO, Special Olympics Southern California

**Bill Brady** - Senior Associate Athletics Director/External Affairs, Long Beach State University

**John Black** - Head of Media Relations, Los Angeles Lakers

**Bill Farrington** - Manager, Team Sales, Asics America

**Everett Glenn** - Of Counsel, AlvaradoSmith APC

**Dr. Donna C. Heinel** - Assistant Athletic Director, USC

**Paul Pendergast** - Director, Area Sales, Coca-Cola

**Ed Robinson** - CEO, I.C.E.S. (International Center for Education in Sport)

**David Simon** - President, Los Angeles Sports Council

For questions about the event, or to get on the guest list, please contact the CSULB Graduate Program in Sport Management at [gpsm.ga@gmail.com](mailto:gpsm.ga@gmail.com)

#### Guest Speakers

**Craig Ciandella** - USSSA  
Baseball, Southern California  
**Leonard Armato** - Chief  
Marketing Officer and President  
of Fitness Group at Skechers  
**Taylor Talt** - Project Manager,  
Los Angeles Stadium at Majestic  
Realty Co.

**Venues and people our students have been  
exposed to in January**

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#### Field Trips

**Cerritos College** - Dr. Daniel  
Smith, Dean of Health,  
Physical Education and  
Athletics Division  
**Big League Dreams, West  
Covina** - Adrian Williams,  
General Manager



## The Story of One Alum and her career path to the Olympics

**Megan Walsh** from the Program's first Learning Team, is now a Venue General Manager for the London 2012 Olympics. Below, Megan shares with us her 12 year resume, and sheds light on the challenges and rewards of working events.

**1999 - 2001:** While an undergraduate at UCLA I worked in the athletic department and also did an internship with International Management Group (IMG). I worked on multiple events with IMG including tennis, surfing, volleyball and extreme sports. I have continued to do work with IMG as a contractor over the years when my schedule permits.

**2001 - 2003:** While studying in the Sports Management program I met the then General Manager at the Home Depot Center through the CSULB advisory board. I chose to do my Capstone Project on the Home Depot Center and was able to use the General Manager as a great resource. She has continued to be a great mentor for me and we actually crossed paths professionally many years later. I also did internships with the LA Avengers and the Arrowhead Pond (now Honda Center) while studying at CSULB.

**2003 - 2006:** Upon graduation from CSULB I immediately started working for AEG at the Home Depot Center as a Premium Seating Services Manager. This opportunity was a direct result of the interaction I had with the General Manager during my cap stone project.

**2006 -** While working at the Home Depot Center I met the Director of Operations for the X Games. He later sent me an email via one of his former interns about an opportunity to work an event called the Asian Games in Doha, Qatar. I had never heard of the event and had to find Qatar on a map but I was at a point in my career when I was keen to make a jump to international events so I decided to take the chance and move to Qatar.

**2006 - 2007:** I worked in a logistics role in the Athletes Village for the 15th Asian Games. The Asian Games is similar to the Pan American Games and is second in size only to the Summer Olympics with over 13,000 athletes. This was my first exposure to international events and the "Games" world. This was a difficult work experience for a variety of reasons but extremely rewarding as I now have a worldwide network of business contacts. While backpacking through Asia after the event I was contacted by the X Games about a Guest Services Manager role for Summer and Winter X Games. I then decided to cut my trip short by a few weeks and came back to LA to work for ESPN X Games.

**2007 - 2008:** I worked events for the X Games both domestically and internationally, as the Guest Services Manager for the Summer and Winter X Games and also served in an Operations support role on international events such as X Games Dubai and X Games Mexico City. While working for ESPN I was contacted by my former colleagues from Qatar about an opportunity within the Venue Management department with the 2010 Winter Olympics.

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## The Story of One Alum and her career path to the Olympics *continued...*



**2008 - 2010:** I worked in Vancouver for the Winter Olympics as an Operations Manager at the Main Media Centre (MMC). The MMC houses all of the International Olympic Committee (IOC) accredited press, photographers and broadcasters. I oversaw all of the operational planning for the venue including transportation, security, accreditation, guest services etc. Oddly enough, this is where I again crossed paths with the General Manager from the Home Depot Center who had given me my first start in the business so many years before. While working in Vancouver I met the Head of Venue Management for the London 2012 Olympics. I gave him a tour of the MMC and spent quite a bit of time sharing my experiences with him. Within a few months of wrapping up in Vancouver he had offered me a job.

**2010 - current:** I am now a Venue General Manager for the London 2012 Olympics. Currently, I am working on the following 2012 Olympic events - tennis at Wimbledon, road cycling in central London, and the marathon / race walk events. As we transition into the New Year I will again work on the Main Media Centre. The Venue General Manager (VGM) is ultimately responsible for the overall planning and operations at the venue.

That is a snapshot of the last 12 years of my career. The common thread is that nearly all of my opportunities have come from relationships I have made and maintained along the way. The international world of events can be a risky move for some people because ultimately I am an independent contractor. I don't work for a specific organization on a consistent basis. There is a common misconception that my colleagues and I work for the Olympics and automatically get sent to the next event but the reality is each "Games" is its own organization that goes out of a business once the event ends. As of September 2012, I will once again be out of a job. Obviously, this has pro and cons. But seeing a project like the Olympics come to fruition after years of work is an unbelievable rush. And I love that I can travel for months at a time when my contract ends. I am currently planning a post London 2012 trip to Tanzania to climb Mt. Kilimanjaro.

*I can honestly say I wouldn't change my life for anything.*

**Megan Walsh**

Learning Team 1

### Graduate Program in Sport Management

Dr. Ketra Armstrong  
Program Director

Dr. Sharon Guthrie  
Department Chair,  
Kinesiology

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