

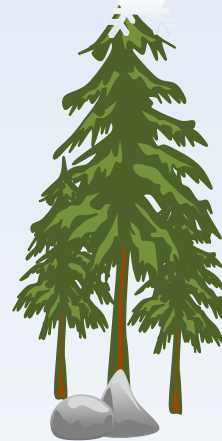
## "Developing Leaders in the Business of Sport"

### Another Graduate Joins the Industry

Rumor has it Casey McDannald landed a position with the Tennessee Smokies, a minor league baseball team based in Knoxville, TN. Casey graduated earlier this year as a member of Learning Team 15. In landing this position, Casey paid homage to the CSULB Program in Sport Management:

"I just want to thank the Sport Management staff for all of the help and support you give to all Sport Management graduates. I really enjoyed my time in the program and it has started to pay dividends now," said Casey.

The Smokies are a Double-A affiliate of the Chicago Cubs.



### Sport Management Happenings

See the executives and venues our students have been exposed to this fall.

#### Field Trips

Staples Center - Timothy McNeff, Event Manager, AEG & Penny Toler, General Manager, LA Sparks  
 Home Depot Center - Otto Benedict, Senior Event Manager

#### Guest Speakers

Anthony Dittmann - Director of Operations, ESPN X-Games  
 Ryan Wright - Recreation Services Supervisor, City of Orange  
 Charles Bingham - Asst. Director of Ticketing, LA Lakers  
 Molly Jolly - Vice President, Finance & Admin, LA Angels of Anaheim

**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.*

Office: 562.985.2044 Email: [gpsm.ga@gmail.com](mailto:gpsm.ga@gmail.com)  
<http://www.csulb.edu/sportmanagement>

### Upcoming Events

**Jan 5<sup>th</sup>**

First 2011 Online Webinar

**Jan 27<sup>th</sup>**

"Sport Night @ The Beach" Networking Event

**Feb 15<sup>th</sup>**

Reception-Orientation-Colloquium (ROC)

#### Events With Our Students

**Feb 17<sup>th</sup>-21<sup>st</sup>**

NBA All-Star Week

**Feb 23<sup>rd</sup>-26<sup>th</sup>**

MPSF Swimming & Diving Champs

#### Long Beach State Athletics

**Dec 30<sup>th</sup>**

Women's Basketball vs. UCSB, 7pm

**Jan 5<sup>th</sup>**

Men's Basketball vs. CSU Northridge, 7pm



## Introducing the New Graduate Assistant!



We are proud to introduce the new Graduate Assistant for the CSULB Graduate Program in Sport Management! Jason Gross received his Bachelor's degree in Marketing with a Minor in Sport Business Management from the University of Central Florida. After graduation he interned with the Charlotte Stonecrabs, the Single-A affiliate for the Tampa Bay Rays.

"I am excited for the great learning opportunity that this position provides. I am eager to work with the staff and for the students." said the Florida native.

He is currently interning for the Newport Sports Museum as an Events Intern and Long Beach State Athletics as a Marketing Game-Day Intern. Jason plans to pursue a career in Community Relations for teams or athletes. Welcome to the club Jason.

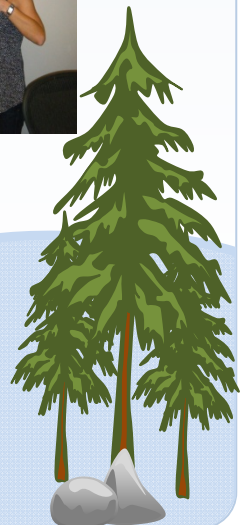


## Students in The Industry

Meghan McMurtry started her position with the ESPN X Games in November in Los Angeles. As an Event Operations Assistant, her primary focus is on Guest Services for both the Winter X Games in Aspen this coming January and the X Games in Los Angeles later on in July. In addition, she will be supporting the Operations Department with special operational projects and assignments pertaining to all Global X Events. After being a part of the work crew for both The ESPY's and X Games 16 last summer, she is enjoying her new role and excited to be a part of the X Games team!



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## Students In The Industry (cont'd)

Amanda Voss worked at the fourth annual '76 Classic' during the Thanksgiving weekend at the Anaheim Convention Center. The 3-day, 8-team basketball tournament allows the Big West Conference to serve as the sponsoring conference. Twelve games were played over three days with ESPN2, ESPNU, and ESPN360.com showcasing all the action.

Her main responsibilities at the tournament were writing game scripts prior to each game, operating the video and sound booths, and coordinating the bands and music during all timeouts, halftimes and intermissions. Prior to the event, she recruited a group of CSULB Sport Management students to work as event volunteers.



Left to Right: Amanda Voss, Kevin Zapata, Andrew Mealiff, Latoya Rench, Curtis Mateo

### Graduate Program in Sport Management

Dr. Ketra Armstrong  
Program Director

Dr. Sharon Guthrie  
Sport Management Chair

Steve Buchan  
Manager of Business Affairs/  
Marketing

Diane Higgs  
Manager of Student Affairs

Robert Kane  
Sonja Garnett  
Jason Gross  
Graduate Assistants

### Sport Management Students Celebrate Football Season



Left, Learning Team 18 faces Learning Team 17 at the Turkey Bowl Flag Football Tournament.  
Right, Learning Team 18 visits Qualcomm Stadium for a Chargers game.



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