

## WHAT'S 'NEWS' AT "THE BEACH"

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### Alums and Students enter the Sports World

#### HIGHLIGHTS

#### SEI FURUTANI ~ LT 14

Long Beach, CA -- Sport Management alum Sei Furtani has been named the Assistant Director of Marketing with Long Beach State Athletics. Sei began working in Marketing for the Bruins of UCLA as he matriculated through the Graduate Program in Sport Management. Sei will be the primary marketer for Baseball, Women's Volleyball, Cross Country, Track and Field, and Women's Basketball. He will also manage the social networking sites for the marketing department.



Sei Furtani graduated from the program in Spring of 2009.

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#### AARON ARIZA ARAK ~ LT 18

Los Angeles, CA -- Aaron Ariza Arak secured a job with the Los Angeles Galaxy as the Fan Development Representative. Aaron has been an intern with the Galaxy since he entered the program in the Spring of this year. In his new position, Aaron is in charge of designing the new Galaxy Kids Club, managing the numerous Galaxy Fan groups, and organizing road trips to away games for the fans.



#### TORI WILLIS ~ LT 18

San Francisco, CA -- Tori Willis spent her summer as a Youth Outreach Marketing Intern for the San Francisco 49ers in the Bay Area. Among other things, Tori was in charge of the 49ers Kids Club.

Tori's internship included working with local organizations to promote the Kids Club, increasing membership, overseeing the database of members, and sending out auto-graphed memorabilia and game tickets to the lucky winners. She also wrote and designed new content for "Playbook," the official e-newsletter of the 49ers Kids Club, and oversaw the Kids Club booth at Training Camp and home games.



Written by SONJA GARNETT

## Welcome New Marketing Professor, Tim Krass

Long Beach, CA -- Tim Krass joins the faculty in the Graduate Program in Sport Management with 25 years of experience in Sales and Marketing. As founder of Los Angeles-based Tim Krass Consulting, Krass is now devoted to helping companies of all sizes exceed their distribution goals as well as to fine-tune their leadership style in order to maximize asset value in today's multi-platform environment. His expertise and skills include an in-depth understanding of:



- Broadcast television stations (high-power and low-power), retransmission consent, and must-carry elections
- Multicasting and the Digital transition
- Cable television networks, Hispanic television and Regional Sports Networks
- Executive Leadership Analysis & Training
- Sales & Marketing Management

Krass holds a B.A. in Business Administration from Georgetown University and an M.A. in Sports Management from The Ohio State University. He will be teaching the Marketing segment for the program.

## CSULB RECEIVES DISTINGUISHED AWARDS

The Princeton Review designated California State University, Long Beach a "Best in the West" college in its Web site feature "2011 Best Colleges: Region by Region" in August.

"The Princeton Review ranking is significant because it takes into account the opinions of those we serve - the students," said President F. King Alexander.

According to Princeton Review officials, CSULB was selected primarily for its excellent academic programs. It was just one of 120 institutions around the country receiving the prestigious award out of the 2,500 four-year colleges throughout the nation.

Additionally, the U.S. News & World Report has ranked CSULB the fourth-best public regional university in the Western United States in its 2011 edition of "America's Best Colleges Guide". It is the third year in a row that CSULB has been ranked in the no.4 spot.

Written By ROBERT KANE

## The Roundtable introduces LT 19 to Sport Professionals

Long Beach, CA -- The Graduate Program in Sport Management's biannual Internship Roundtable was held last month with great success. The Roundtable acts as an opportunity for the incoming class to network with sports entities and start business relationships. For many students of Learning Team 19, it was their first chance to secure an internship to start their young sport careers.

The list of sports organizations who attended included:

AEG  
Roy Englebrecht Productions  
Long Beach State Athletics  
Kinane Events  
ESPN X Games  
Special Olympics, Southern CA

Graduate Program in  
Sport Management

Dr. Ketra Armstrong  
Program Director

Steve Buchan  
Manager of Business  
Affairs/ Marketing

Diane Higgs  
Manager of Student Affairs

Robert Kane  
Sonja Garnett  
Graduate Assistants

Office: 562-985-2044  
Email: [gpsm.ga@gmail.com](mailto:gpsm.ga@gmail.com)



Headlined and organized by Charles Harris, the program's Internship Coordinator, the Roundtable incorporates a wide range of professional, collegiate, and community/non-profit sports organizations. This variety gives the students a chance to experience different fields throughout the industry, a key for new students who are just starting the program or are undecided about their future careers in sport. The Roundtable would not be possible without the the program's professional relationship with these companies, as they generously donate their time and effort to attend. It is also a testament to the the Graduate Program in Sport Management's connections with the numerous sport businesses in Southern California as it continues to provide quality interns and graduating sport professionals.

Written By ROBERT KANE