



"Developing Leaders in the Business of Sport"

Events with Our Students

LA Dodgers and LA Angels of Anaheim Home Games

LA Galaxy Home Games @ Home Depot Center

LA Sparks Home Games @ STAPLES Center

July 13th

ESPN ESPY Awards

July 16th

LA Galaxy vs. Real Madrid @ LA Coliseum

July 28-31st

ESPN X-Games 17 @ STAPLES Center/LA Live

August 8th

Reception-Orientation-Colloquium (ROC)

August 18th

**So Cal Sports Business Professionals Mixer
ESPN Zone LA Live**

August 18th

LT 21 Internship Roundtable

SUMMER IS HEATING UP

Between the summer heat and the recent "carmageddon" crisis here in Southern California, things have been shaking up quite a bit. The Major League Baseball All-Star Game was a huge success and the MLS and WNBA seasons are in full effect; unfortunately, the FIFA Women's World Cup came to a disappointing end. There will be an NFL season; will the NBA follow suit? It is also an exciting time for our program as the 17th annual ESPN X-Games are being held in Los Angeles from July 28th to the 30th. Many of our current students and alums will be working the X-Games at LA Live and the STAPLES Center. Learning Team 18 is also preparing to give their Capstone presentations on July 30 to conclude their coursework for the program. In this, the second edition of our summer series, we take a look at all of the events and news happening with our current students and alumni.



**2011
"ESPYcially"**

The annual ESPY's award show draws the best athletes and sports fans around, and our students help make it happen! This year we had multiple volunteers help set up and coordinate the event.

For more, see page 2.

ESPY Center Stage



ESPY Red Carpet





ON THE RED CARPET

Congrats LT 18!

Virginia Alford	Curtis Mateo
Andrew Allaire	Kevin McConnell
Justin Anderson	Ashley McCulloch
Aaron Ariza-Arak	Meghan McMurtry
Phyllis Blanchard	Andrew Mealiff
Taliah Chatterfield	Tyler Metzler
Leslie Damion	Atif Moon
Shaun Dias	Zack Murshedi
Matthew Falk	Chelsea Pereira
Sonja Garnett	David Rangel
Robert Hansen	Latoya Rench
Ryan Jody	Amanda Voss
Laura LeMasters	Tori Willis
Nate Lenz	Kevin Zapata



Kevin Zapata of Graduating LT 18



ESPY's Continued...

Kevin Zapata of LT 18 was as an Event Staff Volunteer - working alongside with the Red Carpet Operations Crew for the week of the ESPYs.

"It was surreal to be part of an event like the ESPY's...the one yearly event that celebrates the country's and some of the world's great athletes who are all in attendance for one night, I would definitely do it again!"



Welcome LT 21!

Tiffany Adams	Justin Luthey
Melissa Alves	Almog Maya
Sarah Ambrose	Jeffrey Melton
Jennifer Chow	Alexandra Mitchell
Tatiana Clark	Bethany Nollette
Derek Cole	Noah Nudell
Carri Cook	Lauren Olson
Liguang Ding	Jennifer Prohoroff
Brad Freeman	Jeremy Reed
Cynthia Gonzalez	Toby Rochau
Kelli Hancock	Rogelio Ruelas
Tyler Hendrickson	Jeffrey Smith
Mario Herrera	Eric Storrie
Michael Hudak	Katherine Tuller
Kyle Hughes	Chad Wells
Kristin Kelly	Derek Wiebe-Bailey
Alicia Lashley	Jonathan Wilson
Daniel Lewis	



Dedan Brozino Named Assistant Director of Marketing and Promotions for Long Beach State

Dedan Brozino, who was a member of Learning Team 12, was recently promoted within the Long Beach State Athletics department from the Director of Marketing and Corporate Partnerships to the Assistant Athletics Director of Marketing and Promotions. Be sure to check out more information about Long Beach State's new "Your 49er's" campaign by clicking [here](#).

Andrew Rowdon Named Assistant Athletic Director for Marketing

Learning Team 6 alumni Andrew Rowdon has recently been named as the Assistant Athletic Director for Marketing at Old Dominion University. Rowdon will prove to be a great asset to ODU as he comes with experience from Georgetown and Louisiana State University. For more, click [here](#).



GOLFING FOR A GOOD CAUSE

On June 9th, the Newport Sports Museum held it's 10th Annual Golf Classic Charity Tournament in which many former professional athletes participate to help benefit the Museum's youth outreach programs. The CSULB Graduate Program in Sport Management had a large role in the preparation and execution of the tournament as four of the Museum's interns this past year were from LT 19: **Katie Bos, Shawn Gleason, Jason Gross, and Coral Marshall**. Learning Team 15 alumni **Mike Smyth**, who is the Events Coordinator at the museum, also had a prominent role. The tournament, hosted at Arroyo Trabuco Golf Club in Mission Viejo, was a huge success under the supervision of Executive Director Dana Manners, as over \$100,000 was raised to benefit the Museum's youth outreach programs. For more information on the Newport Sports Museum, check out their website: www.newportsportsmuseum.org.



Coral Marshall, Jason Gross, Mike Smyth (LT 15), Shawn Gleason, Katie Bos



Mark your calendars for Thursday, August 18th, as the SoCal Sports Business Professionals are hosting a networking event at the ESPN Zone at LA Live. The mixer will take place from 6-9pm. Please arrive on time and stay late in order to take full advantage of the networking opportunities! Ara Messerlian, a program alumni from LT 8 and President of Par 5 Events is a co-founder of the SCSBP.

To RSVP, click [here](#).

For access to the SCSBP LinkedIn page: click [here](#).

Professor and former student collaborate on Publication

Allison Slater, an alumni of LT 16, and [Dr. Alison Wrynn](#) (current instructor of Seminar in Sport Management Literature) had the distinctive honor of being published collaboratively in the spring 2011 version of the *Journal of Sport History*. Dr. Wrynn is the current Associate Editor for the *Journal of Sport History*. Here is an excerpt from the passage which references the book *Playing with the Boys: Why Separate Is Not Equal in Sports*:

"The authors contend that by making sports easier for women, sex role distinctions and the belief that males are superior are reinforced. There is a limited discussion in the history of women in sport and the ever continuing fight for equal rights in sports."



CAMPING WITH THE LAKE SHOW

A couple of Kevin's from LT 18 landed a 2-week coaching gig with the Los Angeles Lakers summer camp. Both **Kevin McConnell** and **Kevin Zapata** took part in the 12th Annual Lakers Camp presented by Dazadi.com held at Roybal High School in Downtown, Los Angeles. They coached kids from the ages of 9-17 while focusing providing young players with a program that improves their overall basketball skills in a fun and challenging environment.



Kevin McConnell and Kevin Zapata of LT 18 at Lakers Camp 2011

RESOURCES

[Long Beach State Athletics](#)

[Sports Info 101](#) (maintained by our very own Charles Harris)

[Sport Directions](#)

[TeamWork Online](#)

[Sports Careers Institute, LLC.](#)

[North American Society for Sports Management \(NASSM\)](#)

[Sports Marketing and PR Round Up](#)

[Sports Marketing 2.0](#)

Graduate Program in Sport Management

Dr. Sharon Guthrie
Program Director
Department Chair,
Kinesiology

Steve Buchan
Manager of Business
Affairs/Marketing

Diane Higgs
Manager of Student
Affairs

Sonja Garnett
Jason Gross
Tim Trefts
Graduate Assistants

The NFL is Back!

Much to the joy of every sports fan, the NFL owners and players agreed to finally play some football this fall. A few members from LT 20 were able to work at the NFL 101 All-Access event hosted by the [LA Sports & Entertainment Commission at the LA Coliseum](#). Volunteers assisted with event set up and breakdown and got a chance to meet a few NFL personalities. Pictured below are **Chris Pope**, **J.J. Daller**, and **Chris Wilson** from LT 20.



Welcome Aboard GA

It is our pleasure to welcome aboard **Tim Trefts** from LT 20 as our newest Graduate Assistant. Tim joined the program with a bachelor's degree in Marketing from San Diego State where he also interned in their athletics department. Tim also worked with the San Diego Padres from 2007-2010 as part of Ballpark Operations Event Staff. He is currently interning with Long Beach State Pyramid Operations, and his goal is to become manager of a sport facility, preferably at the professional level.



ROC REMINDER

The next Reception-Orientation-Colloquium (ROC) will be held on Monday, August 8th. Be sure to join us as we celebrate LT 18's accomplishments and welcome LT 21 to the GPSM family!

Want to become involved?

Send your stories to gpsm.ga@gmail.com



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