



March Madness is Upon Us!

It's that time of the year again. St. Patrick's Day came and went, the NCAA basketball tournaments have begun, the NBA and NHL regular seasons are coming to an end, the Major League Baseball season looms, and the NFL...well, there can only be hope. Enjoy this month's insight into the CSULB Graduate Program in Sport Management!



Organizations Represented:

L.A. Galaxy
 L.A. Clippers
 AEG
 Long Beach State Athletics
 ESPN X Games
 USA Volleyball
 Surfing America
 Krav Maga
 Imagine Marketing
 Leader Enterprises
 Special Olympics Southern California

Making the Rounds

As tradition has it, each new Learning Team is provided with a chance to network and attempt to gain field study experience soon after they begin the program. On February 24th, in just their second week of classes, **LT 20** had their Internship Roundtable event where the students participated in a rotation of mini interviews with representatives from professional organizations.



Also at the Roundtable:
Dr. Ketra Armstrong
Program Director
Bob Wagner
Advisory Committee
Joann Klonowski
Advisory Committee
Diane Higgs
Manager of Student Affairs

Students in the Industry

LT 20 has already capitalized on their exposure to the sport industry. Some of the organizations where they have already secured internships are:



- **L.A. Galaxy**
- **L.A. Marathon**
- **Long Beach State Athletics**
- **USA Volleyball**
- **Rancho Cucamonga Quakes**
- **Glendale Angelenos Collegiate Baseball Club**



One phenomenon in the sport management industry is the emergence of the NCAA basketball tournaments as one of the top grossing sporting events each and every year. **Amanda Voss** of **LT 18** will have the honor of working the West regional games at the Honda Center in Anaheim on March 24th & 26th. Amanda is a Marketing Assistant for the Big West Conference and has definitely earned the opportunity to work this prestigious event!

“Developing Leaders in the Business of Sport”

Upcoming Program Events

March 23rd
 LA Clippers Career Fair 4-7:00 pm – STAPLES Center

April 12th
 San Diego Padres Career Fair 2-5:00 pm – PETCO Park

Events with Our Students

March 24th & 26th
 NCAA Basketball Tournament, West Regional – Honda Center, Anaheim

April 2nd
 LA Galaxy vs. Philadelphia Union 7:30 PM – Home Depot Center

Long Beach State Athletics

April 6th
 Men's Vball vs. UC Irvine 7:00 PM

April 8th-10th
 Baseball vs. UC Riverside





Alumni in the Industry

Jessica Veris of Learning Team 14 has landed a position at her undergraduate alma-mater the University of Washington, as the Assistant Director of Sports Operations.

Darren Smith, also of LT 14, was recently named the Director at Champions Day Camp in Lakeway, TX.



In the Classroom

LT 18 is currently enrolled in KIN 577 Sport in U.S. Culture with Dr. Alison Wrynn.

LT 19 is currently enrolled in KIN 696 Research Methods with Dr. Ketra Armstrong.

LT 20 is halfway through their first class, KIN 521 Foundations of Sport Management with Dr. Armstrong.

Guest speakers who have recently spoken to our students:

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

Joann Klowski - member of the CSULB GPSM Advisory Committee and one of the top female executives in the sport and entertainment industries

Ara Messerlian – President of Par 5 Events



Once Again...

CSULB has been named one of the nation's 50 "Best Value" public colleges by *The Princeton Review*, which teamed up with USA Today to present its list of the 100 "Best Value Colleges for 2011." Click the picture below for the latest from "Inside CSULB."

GOING GLOBAL

On February 22nd, the GPSM had the honor of welcoming a group of sport management students from Jobu University in Japan. Dr. Armstrong gave them a presentation on sport management in the United States before they visited the Walter Pyramid.



Newsorthy:

Internship Coordinator **Charles Harris** was recently featured in an article in the *Daily Pilot*, while current student **Tori Willis** was featured in the *Grunion Gazette* for her work at the Center for Active Aging.

Click their pictures for access to the articles.



Charles Harris



Tori Willis



Congratulations

to Advisory Committee Member **Bob Wagner** for being voted a 2011 Father of the Year by the Father's Day Council! The Father's Day Council is a group of leaders in the community who annually recognize men for their achievements and values as fathers. He will be celebrated at a Tribute Dinner in June, the proceeds of which will go to the American Diabetes Association.

Graduate Program in Sport Management

Dr. Ketra Armstrong
Program Director

Dr. Sharon Guthrie
Department Chair,
Kinesiology

Steve Buchan
Manager of Business
Affairs / Marketing

Diane Higgs
Manager of Student
Affairs

Sonja Garnett
Jason Gross
Graduate Assistants

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