



## LT 20 VISITS HOME DEPOT CENTER



The LA Galaxy recently began their 2011 season, so what better way to get students involved than to offer them a site visit to the home of the Galaxy, the Home Depot Center?

Students in LT 20 visited the Home Depot Center as a part of KIN 521 – Foundations in Sport Management with Dr. Armstrong. The industry host was Otto Benedict, CSULB Sport Management Alumnus from Learning Team 8. Otto provided a tour of the Home Depot Center facility and spearheaded a panel presentation, in which Sport Industry professionals shared their wisdom and insight regarding the nuances, challenges, and rewards of managing sport.

In an impromptu meeting, LT 20 Students were also afforded the opportunity to obtain insight about working in the Sport Industry from Bryan Arguello who was a member of LT 14 and is currently the Database Coordinator for the LA Galaxy.



The Guest Panel speaks to LT 20

### List of Panelists:

- Otto Benedict** - Senior Event Manager, Home Depot Center (LT 8)
- Ken Retzack** - Director of Finance, Home Depot Center
- Kristen Anderson** - Special Events Sales Manager
- Amy Ziskin** - Director of Partnership Activation & Events Presentation
- Abigail Bennett** - Account Executive of Partnership Activation, LA Galaxy (LT 15)



Otto Benedict (LT 8, left) speaking to LT 20

“Developing Leaders in the Business of Sport”

Volume 3, Issue 4  
 April 21, 2011

## Upcoming Program

### Events

May 20

Internship Partners

Appreciation Night @ Blair Field – 4:30 PM

### Events with Our

### Students

LA Lakers & Kings Playoffs @ STAPLES Center

LA Dodgers and LA Angels of Anaheim Home Games

LA Galaxy Home Games @ Home Depot Center

April 28

She Runs LA: Powered by Nike

## Long Beach State

### Athletics

May 7 & 8

Softball vs. Cal State Fullerton (on ESPNU)

May 10

Baseball vs. #20 UCLA 6:30 PM

May 14

Jewels of the Night 5:00 PM at The Pyramid (click [here](#) for more info)

# It's a Marathon, not a Sprint

Kevin Zapata of LT 18 recaps the 2011 LA Marathon

Determination, strength, & fight – these were the words used on the LA Marathon Facebook page to describe a record-shattering day. It was truly an unforgettable experience for everyone involved at the 26th Honda LA Marathon presented by K-Swiss. Despite 3 inches of rainfall, winds over 30mph, hail, and even thunder, 19,739 runners crossed the finish line. The CSULB Graduate Program in Sport Management was represented well as there were many current students and alumni working in all facets of the event.

Operations assistant Zack Murshedi and I worked closely with Stacy Embretson, Director of Operations, to manage deliveries of sponsor's products from start line to finish where we gained unique perspectives from each end. We helped manage the Check Storage POD units for all the runners.

While most of the other volunteers and interns arrived at 3 am on race day, Zack and I were up bright and early at 2 am to help set up the finish line with barricades, water, and other sponsored products, all while operating forklifts in the rain. During the race we provided customer service for runners, sponsors, and spectators alike. Zack said, "It was a hectic but fun weekend!" This was my first marathon experience and one I will never forget as I stood outside in the continuous rainfall with everyone else. Overall, I think the event was a success despite the monsoon-like conditions. I think I can speak for all of the Learning Team members that it was an amazing event to be a part of, and it was amazing to see thousands of runners of all ages and backgrounds dedicated to their sport. I hope that I can be part of the LA Marathon next year, as I know the Sport Management program will continue to be a part of it in the coming years.



**Members of LT 18 at the Santa Monica Pier**

Left to right: Zack Murshedi, Meghan McMurtry, Ashley McCulloch, Kevin Zapata



## Students and Alumni at the LA Marathon

**Stacy Embretson (LT 8)**

Director of Operations

**Randy Garcia (LT 16)**

Office Manager

### LT 18

**Curtis Mateo**

Family Reunion Coordinator

**Ashley McCulloch**

Community Relations Coordinator

**Meghan McMurtry**

Community Relations Event Staff

**Sonja Garnett**

Corral Captain

**Zack Murshedi**

Operations Assistant

**Kevin Zapata**

Operations Assistant

### LT 19

Corral Captains

**Eric De La Riva**

**Michael Dempsey**

**Ashley Larkin**

**Mike Molina**

**Robinson Yam**

**Kelsie Lathrop**

Social Media Intern/Race Coordinator

**Katie Bos**

Assistant to Race Director

### LT 20

**Kristen Welch**

Pointer

**Michael McCoy**

Receptionist/ Customer Concerns Specialist

**Oscar Leon**

Receptionist/ Customer Concerns Specialist

## Student & Alumni News



### When the Hall Calls

Congratulations to our very own Graduate Assistant, Sonja Garnett (LT 18), on being inducted into the San Francisco State Sports Hall of Fame! Sonja was a pitcher on the Gators softball team from 2002-06 and is one of only 259 people since 1975 to earn the

honor of being inducted into the SF State Hall of Fame.

To read more, click [here](#), and if you feel inclined to watch a video of her induction, click [here](#).

---

### International Business

Recent graduate Daniel Berditchevski of LT 17 has landed a job with Cartan Tours as an International Sales Executive. Cartan Tours sells travel packages for the Olympics. Fluent in 3 languages (English, French, and Spanish), Daniel is excited because of the opportunity to travel abroad. Congrats Daniel!



**Daniel Berditchevski**

---

### What an Honor

Kristin Le Duff, another member of LT 17 who graduated this past February has informed us that she has accepted an invitation to join the multidisciplinary honor society, Phi Kappa Phi. It is the oldest multidisciplinary honor society that recognizes students from all academic disciplines, and very few students are offered this opportunity due to high requirements. Congrats Kristin on this prestigious honor!



**Kristin Le Duff of LT 17**

### Staying Connected



Kelsie Lathrop of LT 19 has provided us with a feel-good story about her involvement in collegiate recreational sports. As we know, success in this industry largely depends on how well one is connected. Kelsie, currently interning in UC San Diego's recreational marketing department, happened to meet Joel Goetzinger while in a meeting. Joel is an alumnus of the Program (LT 5) and has recently started his own business, [Flight Action Sports](#), which offers recreational sports in the San Diego area. Kelsie and Joel will be working together in the future on different projects. You never know who you are going to meet!

### LT 19 Member Featured on KTLA

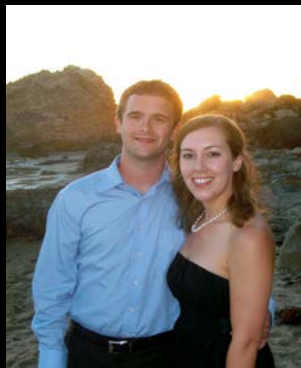
Brad Coonradt of LT 19 was recently featured in a video interview on KTLA to talk about Little League baseball sporting goods. Brad is currently a Community Marketing Director for Dick's Sporting Goods in Orange County. Click on his picture to watch the video.



## Family Business

Exciting news has developed in the CSULB Sport Management family!

We would like to congratulate Tylor Hastings of LT 19 on his recent marriage to his wife Eva on April 2, 2011. Congrats to you both and may your marriage be blessed!



Tylor & Eva Hastings

Melissa Elser Ferguson of LT 9 has a new addition to her family! Teagan Rachel Ferguson was born on March 18, 2011 at 6 pounds, 14 ounces, and 20.5 inches. Congrats Melissa!



## Save the date!

**What:** Internship Partners Appreciation Night,  
Followed by Long Beach State Dirtbags baseball game

**When:** May 20<sup>th</sup>, 4:30 PM – first pitch 6:30 PM

**Where:** Blair Field in Long Beach, CA

More details to come!

Office: 562.985.2044 Email: [gpsm.ga@gmail.com](mailto:gpsm.ga@gmail.com)

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

[Visit our website!](#)



[Like us on Facebook!](#)

[Follow us on Twitter!](#)



CSULB GPSM Newsletter  
Volume 3, Issue 4  
April 21, 2011

## 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