



“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

June 23

**LA Clippers Draft Party
Pasadena, CA**

June 23

**All-Learning Team
Internship Gathering**

Dr. Armstrong Accepts Position at University of Michigan

The CSULB Graduate Program in Sport Management would like to wish a fond farewell to Dr. Ketra Armstrong, who left the program in late May to pursue an opportunity at the University of Michigan as a full professor. As the Program Director, Dr. Armstrong has contributed much to the success of this Program, and she will be sorely missed. Dr. Sharon Guthrie will assume Dr. Armstrong’s responsibilities as the new Program Director.

To read Dr. Armstrong’s farewell letter, please click [here](#).



New Faculty Members

We would also like to formally announce the newest members of the Graduate Program in Sport Management faculty. Please welcome [Dr. Doris Lu-Anderson](#), [Dr. Kerrie Kauer](#), and [Bill Brady](#) to the Sport Management family! They will be instructing the following courses...



Dr. Kerrie Kauer
Sport in U.S. Culture



Dr. Doris Lu-Anderson
Seminar in Current Trends & Issues in Kinesiology



Bill Brady
Sports Marketing, Development, & Fundraising



LET THE SUMMER GAMES BEGIN!



Bill Shumard, President/CEO of Special Olympics Southern California & CSULB GPSM Advisory Board member, has recently signed a five-year contract extension to keep his current position at SOSC. Congratulations Mr. Shumard!

Special Olympics Southern California was proud to host the 2011 Summer Games on the campus of Cal State Long Beach on June 11th and 12th. The Games were a great success as over 5,500 athletes in the Southern California area came to Long Beach to compete in various events. **Mouris Danial** of Learning Team 20 currently interns at SOSC. He had this to say about his experience at the Summer Games:

“It was a very interesting experience, especially how friendly all of the athletes were towards each other. The US national team was very enthusiastic and excited to head to Athens, Greece for the World Games this week. It was amazing how much money Vons and the police department raised (almost \$2 million). “

Click [here](#) to read an article about the Summer Games in the *Long Beach Press-Telegram*.

IN THE INDUSTRY

Keenan Fyles, a graduate from LT 11, has put his Sport Management degree to good use even though he is a LA Sheriff Deputy. He is in charge of renovating the department gym and his tasks include marketing, management, fundraising, and networking. Thank you Keenan for all that you do in the LA area!

Johannes Dietzel, a recent graduate from LT 17, has landed a job with The Active Network as an International Market Analyst. He will be dealing with the European sports market and researching what fields and markets of the sport industry the company will expand to while specifically looking at the UK market and Germany at this time.

Meanwhile, **Tim Anderson** of LT 7 has recently accepted a position as a Regional Director for the Side-Out Foundation in Nebraska. “The Side-Out Foundation was established in 2004 to unite volleyball players and coaches and to have them work toward the common goal of furthering breast cancer awareness, education and patient services. “ To read a story about Anderson posted on NebVolleyball.com, click [here](#).



Tim Anderson, LT 7 Side-Out Foundation Regional Director



Mike McCoy of LT 20 has recently created his own company, *Sport Directions*, that is dedicated to sport and event management. Click [here](#) to visit his website.

DIRK'S WORD

Toby Rochau, who will be attending the GPSM from Germany as a member of LT 21 this August, had a chance to interview German NBA superstar Dirk Nowitzki after his title run just a couple of weeks ago. Toby covers sports for www.spoxx.com. Click [here](#) to read the interview.

Dirk Nowitzki & Toby Rochau (LT 21)



DODGERTOWN IN RANCHO

LT 20's **Chris Pope** has been interning with the Rancho Cucamonga Quakes (LA Dodgers Single-A affiliate) in their marketing/promotions department since their season started back in April. Minor League Baseball is a completely different world compared to the "big's". Most employees are able to gain experience in areas other than what is outlined in their job descriptions. According to Chris, "Working in the minor leagues is a great experience, because we have the opportunity to do anything and everything." Here are some photos of Chris helping out with a couple of promotions:



Chris with
"Crazy J" and
Chris acting as
Wacky Wally



RESOURCES

[CSULB Beach Pride Alumni Newsletter](#)

[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
Graduate Assistants

SAVE THE DATE!

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!

ANGELS GAME + POSTGAME CONCERT FOR \$10



On Saturday, August 6th, the Angels are hosting the Seattle Mariners, and as part of the Angels Concert Series, the game is to be followed by a concert by hip-hop mogul [Ludacris](#). The game starts at 6:05 pm and the concert will begin shortly after the game. If we can get a large enough group together, we can receive tickets for just \$10 per Tylor Hastings (LT 19 & Angels Sales Executive). This will be a great night of fun and networking! If you are interested in attending, please e-mail Jason or Sonja at gpsm.ga@gmail.com for more details.

Want to become involved?

Send your stories to gpsm.ga@gmail.com



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