



**"Developing Leaders in the Business of Sport"**

September 2011 Newsletter

Volume 3, Issue 9



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## ARE YOU READY FOR SOME...INTERNSHIPS?

Learning Team 21 was ready on August 17th, as the bi-annual Internship Roundtable took place in the Foundations Building on the CSULB campus. Organizations in attendance included:

- Long Beach State Athletics
- Los Angeles Clippers
- ESPN X Games
- Special Olympics
- Cartan Tours, Inc.
- CSULB Recreation & Wellness Center
- Rose Bowl Revitalization Project
- Run Racing

Once again, the Internship Roundtable proved to be a valuable tool for incoming students, as many of them have already landed internships with the companies listed above.



The fall 2011 Internship Roundtable showcased 8 different organizations. Many students are now interning at those organizations

## NEW INTERNSHIP SITES

**Rose Bowl Revitalization Project**

- Melissa Alves (LT 21)
- Brad Freeman (LT 21)
- Kristin Kelly (LT 21)
- Justin Luthey (LT 21)
- Jeff Melton (LT 21)
- Noah Nudell (LT 21)
- Lauren Olson (LT 21)
- Jeremy Reed (LT 21)

**Los Angeles Lakers**

- Chris Wilson (LT 20)

**Los Angeles Clippers**

- Tiffany Adams (LT 21)
- Jeff Melton (LT 21)
- Ali Mitchell (LT 21)
- Kristen Welch (LT 20)

**Tiger Woods Foundation**

- Matthew Doshier (LT 19)

**Long Beach State Athletics**

- Sarah Ambrose (LT 21)
- Jennifer Chow (LT 21)
- Dan Lewis (LT 21)
- Jennifer Prohoroff (LT 21)
- Katie Tuller (LT 21)
- Derek Wiebe-Bailey (LT 21)
- Chad Wells (LT 21)

**Long Beach State Pyramid Management**

- Justin Luthey (LT 21)
- Bethany Nollette (LT 21)
- Tim Trefts (LT 20)

**Cartan Tours, Inc.**

- Rogelio Ruelas (LT 21)

**USC Football**

- Chad Wells (LT 21)

**Loyola Marymount Athletics**

- Gilbert Washington (LT 20)

**Tickets.com**

- Eric Storrie (LT 21)

**CSULB Recreation & Wellness Center**

- Alicia Lashley (LT 21)

**By Carri Cook, Graduate Asstant, LT 21**

Steve Buchan puts an unconventional twist on teaching the Program's introductory course, Foundations of Sport Management (KIN 521). One of Buchan's main focal points for the class has been thinking outside the box, and students from Learning Team 21 have had to do just that. Students were put into groups and challenged to come up with a company and produce a Rube Goldberg-esque project (see: [Rube Goldberg](#)) to be marketed in the sport industry. The final projects will be demonstrated in the West Gym in the PE Building on Monday, September 26th.

Buchan also brought in a number of outstanding guest speakers, such as Program alumni [Dedan Brozino \(LT 12\)](#) and [Candice Chick Shirey \(LT 4\)](#). Dedan is the Long Beach State Athletics Assistant Director of Development, while Candice is the Long Beach State Athletics CHAMPS/Life Skills Coordinator and SAAC Advisor. Students also had the opportunity to hear from [Bill Shumard](#), who is the head of the Program Advisory Committee as well as the President/CEO of Special Olympics Southern California. Shumard also brought a special guest with him: [Kelly Pond](#), Assistant Vice President of Development for Special Olympics Southern California. The class also spent a Saturday with [Randy Haas](#), owner of White Horse and Associates and Director of Marketing for NASA. Learning Team 21 learned his methods and secrets to a successful career in the business world.

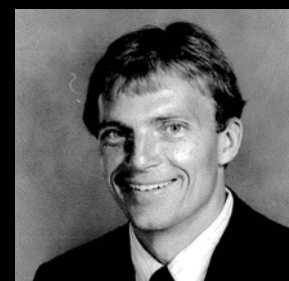
"Managed Chaos" is how Buchan describes his class structure, and he has given LT 21 an interesting yet insightful first class. Students have been learning the business aspect of sports and the importance of building business relationships. He has set the tone for the next 17 months for LT 21 and has certainly prepared his students for challenges they will face in the workplace.

Other [guest speakers](#) who have recently spoken to our students:

**Mike Rivard** — President, Digital Spectaculars, Inc.

**Jeanette Fritz** — Director of Consumer Insights & Speical Projects, Carl Karcher Enterprises

**Peter Perkowski** (LT 17) — Intellectual Property Litigation Partner, Winston & Strawn LLP



**GPSM Associate Director  
Steve Buchan,**

**During his coaching days at Long Beach State**





## A GA OUTLOOK ON THE NFL

By Jason Gross & Tim Trefts, Graduate Assistants, LT 19 & 20

There was a time earlier this year where many of us felt that the football season would only consist of NCAA football, and with no team here on campus, the talk of the town would be about the big schools: USC & UCLA. But the NFL is back and in full effect. Even without a team here in the Los Angeles area, and while many of us will still enjoy the college football season, where would we be without fantasy football and office survivor pools? Now every Monday as we go to work we have the distinct pleasure of hearing our co-workers discuss their fantasy teams. If only they would have started Cam Newton instead of Matt Cassel in week one, they would have won their fantasy football matchup. They should be coaching in the NFL because they started Mike Tolbert over DeAngelo Williams. People were crazy for picking the Chiefs to beat the Bills in week one.

The Bills won 41-7.

Even though we say we do not want to hear about anyone else's teams, we all want to talk about our own fantasy teams. It is just human nature. Sure, the baseball playoff races are winding down, and the NCAA conferences are re-aligning, but the NFL is already past week 2, where games mean everything, and nothing, at the same time.

This is why the NFL is the leader of the pack when it comes to professional sports. Every game, every down, every extra point, means something. Every commercial, every sponsorship banner at every stadium, every mobile update, contributes to the business of sport.



Jason Gross



Tim Trefts

### *Events with Our Students & Alumni*

#### **LA Galaxy Home Games @ Home**

Depot Center: 9/28, 10/1, 10/16

#### **LA Angels of Anaheim Home Games**

#### **Long Beach State Athletics Events**

#### **LBSU Athletics**

#### **Women's Volleyball**

@ The Walter Pyramid

9/23 vs. UCSB

9/24 vs. Cal Poly

10/8 vs. Cal State Fullerton

10/14 vs. UC Davis

10/15 vs. Pacific

#### **Women's Soccer**

@ George Allen Field

9/23 vs. UNLV

10/9 vs. Cal State Fullerton

[LongBeachState.com](http://LongBeachState.com)



**THANK YOU**

**WELCOME ABOARD**

**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](#)



We would like to thank **Sonja Garnett** for her hard work and dedication to the CSULB Graduate Program in Sport Management over the past year as a Graduate Assistant.

Sonja also recently graduated from the Program in August as a member of Learning Team 18. Her internship experience with the Long Beach State CHAMPS/Life Skills Program led Sonja to secure a management position. Thank you Sonja!



Please welcome the newest Graduate Assistant, **Carri Cook**, from Learning Team 21.

Carri earned her undergraduate degree from University of California Santa Barbara. While at UCSB, she competed for the Division I women's swim team, and graduated with a degree in Sociology and Black Studies. After graduation, she served for a year at AmeriCorps and also coached for the Santa Barbara Aquatics Club. Carri decided to pursue a degree in Sport Management to best prepare her for a future career in the competitive industry of sport. Her goal is to work in an intercollegiate athletic department.

**Graduate Program in Sport Management**

Dr. Sharon Guthrie  
**Department Chair,  
 Kinesiology /  
 Program Director**

Steve Buchan  
**Associate Director**

Diane Higgs  
**Manager of Student  
 Affairs**

Carri Cook  
 Jason Gross  
 Tim Trefts  
**Graduate Assistants**

**Prospective students:**

**Interested in hearing more about our program?**

Here is our fall graduate fair schedule. One or more of our staff members will be at these graduate fairs to hand out information and to discuss the Program and its benefits.

Date	School	Time
9/27	CSULB	11-3
9/28	CSU Fullerton	10-2
10/11	USD	11:30-2
10/12	UCSD	10:30-2:30
10/13	SDSU	10-2:30
10/17	Stanford	12-4
10/18	USF	11-2
10/18	LMU	12-2
10/24	UC Irvine	10-2