

# Graduate Program In Sport Management Alumni Association Newsletter California State University, Long Beach

Spring 2008

## ***Building Momentum - Moving Forward!***

A Special Message From The President

Welcome Sport Management Alumni!

From the beginning of the Sport Management program in 2003, we have experienced many positive and exciting milestones that we as alumni should be proud of! Those accomplishments provide the foundation that allows us to build and enhance the value of the Sport Management degree we received from the Beach!

We have over 200 alumni, and have seen 11 cohorts of students complete the program and enter the highly competitive field of sport. We have alumni in jobs across the United States and are also making our footprint on the International scene. We are now part of many well known and forward thinking organizations. This continued exposure adds to the strength of our program and opens the doors for the future.

With this newsletter, we are demonstrating our commitment to providing our alumni with current information on a broad range of topics. It is our hope that you will find the articles and information not only informative and worthwhile, but that it provides you the opportunity to catch up with friends and classmates from the Sport Management program.

In this inaugural issue we invite you to share your own career experience and connect with the current students as they enter the competitive field of sport. Every career path is helped along with the support and mentorship of sport professionals such as yourselves. I would encourage you to submit story ideas to us at [sport.management@yahoo.com](mailto:sport.management@yahoo.com) and provide feedback to us so that we can share stories and life experiences within our network.

I hope that you enjoy this newsletter. Please keep in touch and let us know your accomplishments and success stories so that we can share them with others.

Success happens through smart thinking, and I wish you much success!

GO BEACH,

Richard P. Fernandez  
President  
Sport Management Alumni Association

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GRADUATE PROGRAM IN

**SPORT  
MANAGEMENT**  
CALIFORNIA STATE UNIVERSITY, LONG BEACH

*The Beach.*





## Where Are They Now? Scott Yeske, Learning Team 3

Scott Yeske received his degree in Sport Management from Long Beach State as part of Learning Team 3. Upon graduation, he has worked several years in the sports industry and has become the Industry Manager at Active Network, Inc. He also received the 2007 Outstanding Alumnus Award in Sport Studies from the CSULB Department of Kinesiology.

His current company, the Active Network, provides technology and marketing services to thousands of sports organizations throughout the world and serves millions of participants as the leader in online registration and online active lifestyle communities. As Industry Manager, Scott has been responsible for the growth and retention of both hockey and lacrosse, industries that he established and now maintains. The Active Network has made Inc. 500's list of the fastest growing privately held companies for three years in a row.

Prior to his current position, Scott held a full-time paid internship with the

Mighty Ducks of Anaheim while earning his degree. He supported the General Managers, coaches and players within the Hockey Operations department and performed such duties as assisting with player acquisitions, contracts and arbitration cases; tracking players in the team database; and coordinating game video for coaches.

Scott also leveraged his experience and passion for hockey into a position with the Los Angeles Kings in their Fan Development department, as well as an Assistant Coach position with the Long Beach Ice Dogs. Scott also played for the club Ice Hockey team at Long Beach State while earning his degree.

Scott received both his Bachelor of Science in Sport Psychology / Coaching in 2002 and his Master of Arts in Sport Management in 2004 from Long Beach State.

Scott is married to a CSULB alum and he and his wife Casy live in Long Beach where Scott serves as a board member for the Sport Management Alumni Association.

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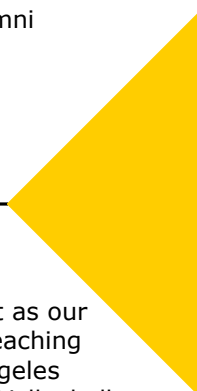
## A New Addition To The Program

Please join us in welcoming Stephen E. Buchan to the Graduate Program In Sport Management as our new Manager of Business Affairs. Steve received his Bachelor of Arts Degree and Secondary Teaching Credential from CSULB in 1974, and began his career teaching Special Education in the Los Angeles Unified School District. He later returned to CSULB in 1980 to serve as the Assistant Women's Volleyball Coach.

Four years later Steve joined the ARCO Products Company and spent 15 years in the world of petroleum products and convenience stores, culminating in leading the Marketing Department for the nationally recognized am/pm Convenience Store Franchise, setting new standards for the industry.

Steve's journey also took him to Pepperdine University where he earned his MBA in Business Administration. He led the Marketing and Sport Partnership efforts for Carl Karcher Enterprises as Senior Vice President of Marketing and Product development for Carl's Jr., then was the Vice President of Marketing for LA Fitness, a Southern California fitness chain and most recently, directing retail operations for The Pepsi Bottling Group, receiving the 'Presidents Circle of Excellence Award' and 'Chairman's Award' for outstanding contributions to the business. After twenty-three years, he comes full circle by returning to CSULB.

Steve lives in Chino Hills with Maggie, his wife of 31 years, a CSULB Graduate, and the Principal of Troy High School in Fullerton. Steve and Maggie have two daughters, Lauren and Kristen, both graduates of The University of Arizona.



## ROC Recap

### By Candice De Hont

On February 19, the Graduate Program in Sport Management held their semi-annual ROC (Reception-Orientation-Colloquium). This event honors the graduating class LT (Learning Team) 11 and introduces the incoming class, LT 14. The ROC is an opportunity to recognize the outstanding work of the Program's students through Capstone presentations as well as an opportunity for well-established faculty and speakers to impart their wisdom to the incoming and outgoing students.

Kicking off the evening was Dr. Ketra Armstrong, Program Director and Dr. Grant Hill, Graduate Advisor who welcomed in LT 14 with a quick orientation to make them feel right at home. After the orientation, a reception was held allowing new students to mingle with the graduating students, alumni, faculty and advisory committee. This was another opportunity to make the new learning team feel welcome within the Program. Finally, the Program held their colloquium, featuring keynote

speaker Bill Shumard, President and CEO of the Special Olympics in Southern California and former Athletics Director at Long Beach State. The graduating class was also honored as outstanding Capstone projects were presented by Christi Phillips, Brandon Adachi, and Michael Becker.



**Christi Phillips**  
**Multiple Award Winner**

The presentation of individual awards was next, beginning with the 4.0 Award to acknowledge students that maintained a 4.0 GPA throughout the Program. Students receiving this award were Daniel Abrams, Michael

Becker, Michelle Henke, Amy Minerich, Christi Phillips, and Anthony Trama. The Beach Pride Award, a scholarship donated by Bill Shumard to the outstanding former athlete of the learning team, was presented to Panita Thanatharn. Erin Stansbury won the 110% Award, presented by Diane Higgs, to recognize the student that best exemplifies the enormous effort and commitment that is required to successfully complete the Program. Last but not least, Dr. Armstrong presented the Outstanding Sport Management Student award to Christi Phillips. As the award implies, this is given to the most impressive student of the Learning Team. Recipients of each award have their names eternally placed on plaques located inside the Sport Management lab, something for all students to see!

As the night came to an end, the graduates of LT 11 were presented with parting gifts and were allowed to share a bit of knowledge and wisdom they gained from the past 18 months to the incoming class. To sum up their final words of wisdom, "Go to Vegas."

### **Upcoming Events:**

May 28: Commencement, Learning Teams 11 and 12

August 2: Capstone Presentations, Learning Team 12

August 11: ROC, Honoring Learning Team 12 and Welcoming Learning Team 15 (At The Pyramid Annex)

August 23: Internship Roundtable, Featuring 7 to 10 Organizations

## Discovering Your Entrepreneurial Spirit

**By Kevin Merickel**

The future lies in the palm of your own hands and it is up to each person to achieve their own dreams, said entrepreneur and current Sport Management Advisory Committee Member Roy Englebrecht at the 7<sup>th</sup> annual luncheon held on January 30 in the Walter Pyramid on the CSULB campus.

While sitting with their peers and renowned members of the sports industry eating their pyramid shaped desert, an audience of about 200 current and former Sport Management students was encouraged by Englebrecht in his speech entitled "A Sports Entrepreneur's Words to Live By," to not think that an idea, dream, or vision is "too dumb."

Englebrecht, an entrepreneur, is the owner of Roy Englebrecht Promotions and Roy Englebrecht Events, which is California's third largest promotions company. Prior to starting his fight promotions business, which produces the Battle of the Ballroom at the Irvine Marriott; Englebrecht was the Director of Promotions for the Los Angeles Lakers, Los Angeles

Kings, and all Great Western Forum events.

Englebrecht wants students and alumni to know they can pursue their dreams just like he did, despite only having a Physical Education degree from John Brown University, a small Christian college in Arkansas.



Many current and former Sport Management students pursue their degree to fulfill their dream in working professional sports, however Englebrecht felt he could not take ownership for his successes while working for the Lakers.

"Ownership has its privileges and I wasn't going to own the Lakers," Englebrecht said.

As evidenced by taking boxing into a hotel ballroom, a previously unthinkable concept, Englebrecht has never let an obscure idea stand in the way of his success.

Englebrecht owns Sportscasters' Camps of America where anyone ages 13 to 53 can have the opportunity to learn about sportscasting while calling live basketball and baseball games. Several graduates of

the camp work for professional teams and for ESPN. In addition, he owns Fight Promoter University, where future boxing promoters learn how to make their vision a reality.

Being an entrepreneur isn't for everyone, yet Englebrecht encourages everyone to "Do one thing and do it better than anyone else."

As opposed to working for a sports franchise or a venue, Englebrecht believes that an entrepreneur offers more thrill and satisfaction because of the personal accomplishments that can be achieved.

"There is no better thrill than seeing your name on the company letterhead," Englebrecht said.

The annual luncheon serves an opportunity for current and former students to network with one another as well as members of the Advisory Committee. Besides Englebrecht, the other advisory committee members that were in attendance were Andy Roeser, Tim Mead, Bob Wagner, Bill Shumard, Joann Klonowski, and Richard Fernandez. This year's event was once again a huge success.

## Industry Career Opportunities

### ESPN (provided by Anthony Dittmann)

Account Executive, Magazine Sales – Burbank  
 Account Executive, Affiliate Field Sales – Burbank  
 Account Executive, West Coast – Burbank  
 Internship, Affiliate Marketing and Planning – Burbank  
 Manager, Ad Sales Marketing – Burbank  
 National Sales Manager – ESPN Radio, Los Angeles  
 Senior Director, Field Sales – Burbank  
 Senior Web Developer – Burbank  
 VP, ESPN West Coast Production – Burbank

[http://joinourteam.espn.com/joinourteam/about\\_espn.html](http://joinourteam.espn.com/joinourteam/about_espn.html)

### US Soccer (provided by Brittany Braun)

Manager of Video Production  
 Marketing Coordinator  
 Staff Accountant  
 Ticketing Manager

All cover letters and resumes should be submitted through Teamwork Online:  
[http://usngbjobs.teamworkonline.com/teamwork/jobs/jobs\\_key.cfm?s=soccer](http://usngbjobs.teamworkonline.com/teamwork/jobs/jobs_key.cfm?s=soccer)  
 Questions and comments should be directed to:  
[hr@ussoccer.org](mailto:hr@ussoccer.org).

### AEG Worldwide

Database Coordinator – Los Angeles  
 Buyer – Los Angeles  
 Senior Buyer – Los Angeles  
 Manager of Ticket Operations – Los Angeles  
 Office Coordinator / Receptionist – Los Angeles

### National Hockey League

Administrative Assistant (Los Angeles Kings) – El Segundo

### The Active Network, Inc.

(provided by Scott Yeske)  
 Account Executive, Major Accounts – San Diego  
 Account Executive, All Sports Markets – San Diego  
 Account Executive, Tennis – San Diego  
 Account Executive, Triathlon – San Diego  
 Account Executive, Golf (Inside Sales) – San Diego  
 Assistant Traffic Manager, Online Advertising – San Diego  
 Marketing Manager, Camps and Events – San Diego  
 Online Media Sales Representative – Los Angeles

<http://careers.activenetwork.com/current/north-america.htm>

### Cynopsis (provided by Craig Johnson)

Account Coordinator (Spafax) – Orange  
[careers@spafax.com](mailto:careers@spafax.com)

Senior Manager, Distribution (Game Show Network) – Santa Monica  
[careers@qsn.com](mailto:careers@qsn.com)

Director of Marketing – Los Angeles  
<http://www.epollresearch.com/corp/aboutus/careers.view>

Director of Client Development – Los Angeles  
 Manager of Client Development – Los Angeles  
 Account Executive – Los Angeles  
<http://www.epollresearch.com/corp/aboutus/careers.view>

Freelance Coordinator (USA Strategic Marketing)  
[smcoor@gmail.com](mailto:smcoor@gmail.com)

Public Relations Intern – Los Angeles  
[info@amylevypr.com](mailto:info@amylevypr.com)

Find more great opportunities at:  
[www.cynopsis.com](http://www.cynopsis.com)  
[www.malakye.com](http://www.malakye.com)  
[www.teamworkonline.com](http://www.teamworkonline.com)

## Welcoming Learning Team 14

### By Darren Smith

As Learning Team 14 sets out on a course of earning a Master's Degree in Sport Management, this ambitious group has already secured a number of internships throughout the sports industry. Several students have secured internships with the Los Angeles Galaxy in the corporate sponsorship, marketing, and community development departments. Students are also working in the minor leagues in the operations department of the Rancho Cucamonga Quakes and in the college ranks in the competitive sports office at the UCLA Recreation Center as well as Long Beach State's athletic department. The AVP professional volleyball tour has two students on board including one student who has already secured employment full time. Also, four students have secured internships with Krav Maga and one student with USA Water Polo as an event intern. Moving slightly outside of sports, multiple students are working in the marketing field including two at Imagine Marketing Agency and one at On Board Entertainment. Finally, rounding out their diverse internship experiences, this LT has one student working in the non-profit sector with the Junior Seau Foundation. LT 14 has already shown their ability to contribute in the sports world; please welcome them to the Program.

## CSULB Sport Management Internship Roundtable

By Stacy Embretson

The CSULB Sport Management program hosted their Internship Roundtable on Thursday February 28. Students in Learning Teams 12, 13 and 14 were given the opportunity to learn more about the internships offered by several sport organizations in Southern California. Members of these organizations shared their insights from within the Sport Industry and presented their staffing opportunities. After the presentations, the students were able to network with these professionals, many of whom were CSULB Sport Management alumni, and interview for available positions. The following organizations participated in the Roundtable:



- **AVP Pro Beach Volleyball**
  - Brandon Thomsen (LT 9), Marketing Manager
  - Jeffrey Pace (LT 9), Marketing Manager
- **Krav Maga**
  - Jeanine Jackson (LT 8), Licensing Director in Self Defense and Fitness
- **Imagine Marketing Agency**
  - Monica Staniec (LT 7), Marketing Director
- **Newport Sports Museum**
  - Amy Falcone (LT 8), Director
- **Long Beach State Athletics**
  - David Benedict, Senior Associate AD for External Relations
- **Los Angeles Galaxy**
  - Rozlynn Avila (LT 10), Account Executive, Corporate Partnerships
  - Stephanie Hillon (LT 8), Senior Account Executive, Corporate Partnerships
  - Casey Leppanen, Marketing Coordinator
- **Rose Bowl Operating Company**
  - Abby Curry (LT 9), Event Coordinator
- **Special Olympics of Southern California**
  - Kelly Pond, Assistant Vice-President for Corporate Sponsorships and Special Events

### Editor's Note:

I am thrilled to be writing this, as it means we are celebrating the results of a lot of hard work. For the last six months, a lot of people have put a lot of effort into developing this newsletter, and I hope everyone is as excited about it as I am.

I would like to thank Richard Fernandez, Diane Higgs, the rest of the Alumni Association Board and everyone else that has helped with this process. I am sure that we will all be just as excited to begin work on the next issue.

As always, we need your input as well, so please feel free to send us your ideas, comments, concerns and praise to [sport.management@yahoo.com](mailto:sport.management@yahoo.com).

Thank you,  
Matt Feehan, Learning Team 9

## Where Are They Now?

Shantal Lamelas, Learning Team 8

Shantal earned her Degree in Sport Management along with Learning Team 8. Upon graduation, she worked for the Los Angeles Galaxy for a year and a half, before accepting a position as the Director of Client Relations for Yee & Dubin Sports.

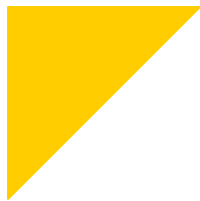
Her company is a sport management and consulting firm in Downtown Los Angeles, where she helps to build and maintain relationships between her clients and other companies, teams, charities, and non-profit organizations. She also develops procedures to better services for her clients, as well as aid in player recruitment, team arrangements and other logistical projects.

Upon graduating from UCLA with a Bachelor of Arts in Psychology, Shantal decided to combine her interests in sport psychology and business by pursuing a Master of Arts in Sport Management. While earning her Master's, Shantal worked full-time for a doctor's office (while pursuing her passion for sports medicine), and part-time at an equestrian training facility.

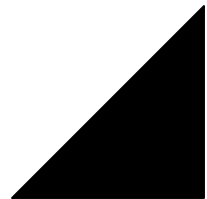
During the Program, Shantal also managed to complete internships with AEG in their Communications and Public Relations Departments, and the Los Angeles Galaxy working in Corporate Partnerships. Shantal's internship with the Galaxy opened doors for her to be hired as a Account Executive in Corporate Sponsorships. After a year and a half of learning the business and gaining experience, another opportunity presented itself.



Networking ultimately led Shantal to her new company, as the recruiting process began by being mentioned in a conversation. Before she knew it, Shantal was scheduled to meet with the owners. She credits networking for her new position, and reminds all of us how important it is in this business.



- The Graduate Program In Sport Management is pleased to announce a new and improved Program website.
- The new website will feature Alumni News, up-to-date Program information, and an Alumni Directory.
- Please be looking out for the formal announcement when the new website is up and running.



## Life After Capstone?

**By Rozlynn Avila**

While many often wonder what happens after we turn in our Capstone...the best answer is you get your life back! After 18 months of higher education you don't hesitate to take a vacation or attend a friend's wedding. However, what's life like for those who made a career switch or expanded their current role in the sports industry? On December 14 a handful of California State University, Long Beach Sport Management Graduate Alumni met with current students and discussed how to get your foot in the door and make the most of every experience.

Alumni from LT 1 through LT 10 sat and candidly spoke with students about getting involved in the sports

industry. The panel was made up of former students who have excelled in the industry and those who have just started out. Common topics of conversation were:

- How to turn your internship into a fulltime career.
- Pros and cons of a career switch and possible pay cuts.
- Networking – Although this topic is always brought up, the panel shared how one interaction could lead to the next big step in your career.
- Making an Impression – Employers tend to hire those they know, like and trust. Everyone on the panel became involved in their current position by knowing someone in their respective organizations.
- Take Advantage – While not all roads lead to the ultimate goal, along the way you may learn a new trade, skill or element of the industry you were unaware of and may decide to pursue.

The common thread of the evening was to make each opportunity your own. While working in sports can require long hours and may not provide glamorous pay, you meet great people along the way and are a part of something most people only see from the sidelines. This networking event was a great way for students to hear what the next step is after graduation. The students welcomed the discussion and were grateful to hear from their peers about candid experiences from various professionals in the industry. While we all had different positions and were at different stages in our careers the common thread between us all came from the experiences we shared.

Have questions about networking?

Send them to Rozlynn at [sport.management@yahoo.com](mailto:sport.management@yahoo.com). She will be answering your questions in our next issue.

Have questions about any other topics? Send them in too.

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Networking doesn't only happen in a classroom or at the workplace.

The Sport Management Program has been building an alumni directory on LinkedIn and we want you to join.

<http://www.linkedin.com/e/gis/22269/02D541081A31>

Find your friends, coworkers, and classmates and start building your network.

