

Spring 2013

Mississippi State University

Department of Kinesiology



Our State... Our Department Sport Administration and Sport Studies Newsletter

A Message from the Program

Greetings to our alumni, current students, and other friends of the program. We are pleased to report many areas of success in the past academic year. First, we wish to welcome Matthew Rye to the sport studies faculty. A 2003 recipient of a master's degree in sport administration from MSU, Mr. Rye teaches undergraduate courses in the areas of sporting event and facility management, funding of sport, sport law, and sport ethics. Prior to joining the departmental faculty, he served as director of Starkville Parks and Recreation from 2009-2012. He helps strengthen our undergraduate sport studies program, which hit a record enrollment of 180 undergraduate students in the fall 2012 semester. This represents growth of 150% since the fall of 2008, when 72 students were enrolled in our undergraduate program. At the graduate level, meanwhile, our sport administration program has maintained a high standard with 16 graduates in 2012. In this issue of the newsletter, we highlight several student internships and other activities as well as provide updates from some recent alumni of the program. As always, if you have any questions or updates to share, please contact us anytime via phone or email.

Sport Studies Faculty:



Dr. Adam Love
Assistant Professor
adam.love@msstate.edu
662-325-2784



Dr. Alan Morse
Assistant Professor
amorse@colled.msstate.edu
662-325-2789



Matthew Rye
Instructor
drye@colled.msstate.edu
662-325-7233

In this Issue:

SEC Offices Trip	Page 2
Student Internships	Pages 3-5
Alumni Profiles	Page 6

A Tour of the SEC:

Sport Studies students take a tour of the SEC offices in Birmingham, Alabama

This past fall, 10 of our students took a trip to the SEC Offices in Birmingham, AL. Being in the Southeastern Conference, Mississippi State has been surrounded by a rich tradition of the best athletics in the country. This tour allowed for students of Mississippi State to see an in depth and behind the scenes look at how the Southeastern Conference operates on a daily basis.



Students who attended trip (left to right): Austin Robertson, Kera Robinson, Hannah Smith, Spencer McNally, Bryanna Sims, Blair Duke, Ben Price, Ross Rastede, Kelly Bartlett, Neel Dixon

Spencer McNally, double major in Marketing and Sport Studies:

“We met with Greg Sankey, who is the Executive Associate Commissioner/Chief Operating Officer of the SEC. We toured the office and met with a couple of other staff members including Chuck Dunlap (Associate Director of Media Relations) and Charlie Hussey (Assistant Commissioner for Marketing and Licensing). They toured us around their facility and they talked to us on a wide range of topics including expansion, scheduling, and other aspects of the SEC.”

Kera Robinson on the SEC Offices Trip:

“The trip to the SEC offices was a great learning experience. With the SEC being dominant in most sports, it was cool to be able to see the history behind the conference. The trip made me excited to work in sports and to have a background in the SEC.”

Student Internships:

Students work in New Orleans for Super Bowl XLVII

When students aspire to work in the sport industry, gaining hands-on experience through internships is extremely important. For three of our students, the New Orleans Host Committee offered a chance to work at the biggest sporting event of the year, the Super Bowl. Cameron Kovach, Kyle Moskal, and Paul Utterback spent the fall in New Orleans as interns with the Super Bowl XLVII Host Committee and gained valuable experience as well as an understanding of how one of the largest sporting operations comes together every year where millions watch.

Kyle Moskal on his duties during the week of the Super Bowl:

“I was made Tournament Director of our foundation’s bi-annual golf tournament and was in charge of absolutely everything. From gathering food, beverage/ice contracts, registering/organizing groupings for 240 golfers, and getting insurance for the hole-in-one competition I had a wide array of duties. My boss also made me VIP Program Coordinator for the Super Bowl. I had to organize gifts, information binders, and restaurant reservations for all 32 NFL Owners, the Commissioner, and their executive assistants. My boss and I also organized the Sandy Hook student choir to come sing God Bless America and I also validated numerous credentials for VIPs so they could enjoy all the amenities the Super Bowl had to offer.”



Cameron Kovach at the Super Bowl

Cameron Kovach on his time at the Super Bowl:

“The main project I did was recruiting the Sport Management academic programs to come volunteer. I came up with the idea for the project and the Director of Volunteers, Jeff Rossi, let me take it over and make the project mine. I cold called every program in the United States and Canada explaining the opportunity and how students would benefit from it. The only catch is that the student/school would have to pay their way and all of their expenses. I had a strong reaction and ended up with 27 schools from across the country including everywhere from big schools to small. They accounted for 400+ volunteers taking over 1,400 volunteer shifts.”

Paul Utterback on his Super Bowl experience:

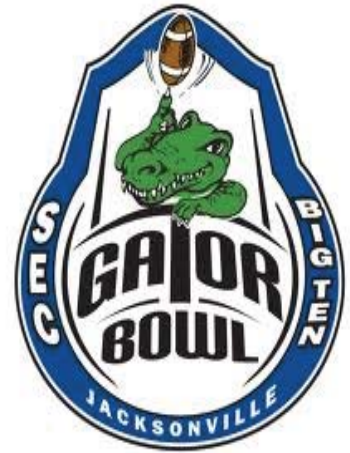
“Daily office work, recruiting volunteers for events like the Super Bowl, and volunteer management, which is similar to game day management, were all a part of my everyday duties. We were asked to attend events around the city of New Orleans and gather information from potential volunteers. From there we managed their volunteer shifts and answered any questions they had. Some of the most important things I learned from my internship experience included patience and improvisational skills. When dealing with events as big as the Super Bowl, a lot of things happen that you don’t foresee.”



Internship in Jacksonville Offers Work Experience in Major College Bowl Game

Mississippi State Sport Studies student gains valuable experience at the Gator Bowl

The sports industry is unique in many ways, but perhaps the most unique aspect of sports is that a great deal of behind-the-scenes work is done for an event that only lasts a short amount of time. When recent Sport Studies graduate, Breck Riley (*Sport Communication 2012*), applied for an internship with the Gator Bowl in Jacksonville, FL, he prepared for a difficult, yet rewarding internship. Breck was assigned to many tasks and duties and worked hard during his time with the Gator Bowl. His tasks not only required working in Jacksonville, but also traveling as a Gator Bowl representative to other SEC games. Breck was given several difficult and time consuming tasks during his time in Jacksonville, but ultimately he felt the experience he gained will help him in his future career in the sports industry.



Breck on his experience at the Gator Bowl:

"I served as the Game Operations Intern for the 2012-2013 Gator Bowl. Most of my assignments pertained to the actual game. My main responsibility was the creation of the game day timeline. I had to make sure everyone knew where they were supposed to be at exactly the time they were supposed to be there. This ranged from picking up box lunches to everyone being in place for the pregame show.

In addition to the timeline, I was also in charge of creating the band, cheerleader, and mascot bowl manuals and getting them sent out to each school. These bowl manuals consisted of all the information the band and cheerleader director's needed including hotel contacts, parade routes, pep rally schedules, and all of the timing information for their pregame/halftime performances.

The last of my main responsibilities involved our Boselli Scholarship Program. I served as the main contact for the program, and basically headed up the whole thing myself. The scholarship is awarded to one male and one female high school athlete in the Jacksonville area. I was in charge of receiving all of the applications and answering any questions they had about the program. When the application process closed, I gathered all of the applications and sent them to the head of the selection committee. It was a joy being a part of a program that is giving kids a chance to continue their education.

I also had the opportunity to travel on behalf of the bowl game to Auburn University for their game against Arkansas. We set up our own bus and gave away promotional items, then I was able to watch the game from the press box as a bowl representative. Overall, I thoroughly enjoyed my experience at the Gator Bowl. It takes a lot of hard work to put on a 3.5 hour football game. My eyes were opened tremendously, and I know the experienced I gained will help me in my career."

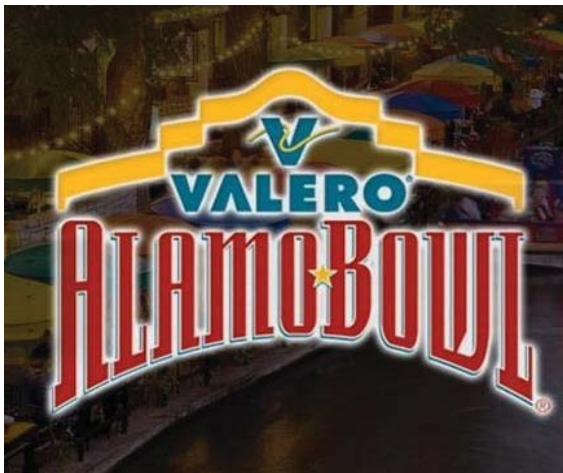
Internships (continued):

MSU Students gain valuable experience

Danielle Riley and Hannah Smith (both current Sport Studies students) spent a week long internship at the 2012 Valero Alamo Bowl in San Antonio, Texas. Danielle and Hannah contacted the bowl itself for volunteer opportunities and found that their assistance was needed. Working at the Alamo Bowl, Hannah and Danielle gained valuable experience, and ultimately considered the experience a success. Also, current Sport Administration student, Meaghan Schlueter recently completed an internship with the American Junior Golf Association. Being Meaghan's first time working in the golf industry, she gained valuable experience of how organized golf tournaments work first hand. Both internships were outlets for our students to gain first time experience in the sports industry and both proved to be a great learning tool for their future career endeavors.

Hannah Smith on her internship in San Antonio:

"Both Danielle and I captured the fan experience during the week while in San Antonio. We were a part of a Street Team with 3 other people and we went to various places around the area that were sponsors for the bowl as well as events the players attended. These events included a San Antonio Spurs game. We followed the teams to their events such as the pep rallies, team luncheons, team fiesta party, and got to see the teams interact with local community charities. We filmed, took photos, and interviewed players. I was able to help post things to the official Alamo Bowl Twitter account, and Danielle and I both helped interview fans, players, and coaches. Basically, our objective was to capture the fan experience so we could post videos/photos to the Alamo Bowl Facebook and Youtube pages."



Meaghan at her internship with the AJGA

Meaghan on her internship with the American Junior Golf Association:

"The experience was awesome and also very tiring! We would have to get up very early sometimes to be at the course and it was often extremely hot outside, but the kids made it a lot of fun. The tournament director for each week tries to have something fun lined up for us. When we were in Wisconsin we went to the women's US Open one day. We also went to a music festival in one location and a minor league baseball game. It was a lot of hard work, but we also had a lot of fun! Going into this I didn't know a single thing about golf, but the training they provide gets you ready!"

Alumni Updates:

Taylor Blakely (*B.S. in Sport Communication, 2009*) is the Assistant Director of Athletic Marketing at Ohio University. Taylor oversees the creation, implementation, and game day marketing operations of all volleyball, baseball, women's soccer and women's basketball marketing plans and promotions. He also assists with the game day marketing operations for football and men's basketball, including on field and on court promotions, in stadium music, and video board coordination.

Jason Cleveland (*B.S. in Sport Communication, 2009*) is a Video Editor for Mossy Oak Productions. Jason co-produces a television show titled "The Gamekeepers of Mossy Oak," which airs on the Pursuit Channel.

Stephen Foshee (*M.S. in Sport Administration and MBA, 2011*) is the Coordinator of Athletic Development for the Bulldog Club, Inc. He manages a portfolio of major gift donors, solicits major gift donations for athletic facility projects, coordinates all major gift donations for athletic facility projects, and coordinates all major gift activity to the Today.Tomorrow.Forever Athletic Facilities Initiative. Stephen also serves as a staff contact for premium seating at Davis Wade Stadium, directs and coordinates donor signage within current and future athletic facilities.

Wonyoung Kim (*M.S. Sport Administration, 2009*) is an assistant professor of sport management at Wichita State University. He teaches a variety of undergraduate and graduate classes, monitors and develops undergraduate internships, advises students, and conducts/maintains research leading to scholarly and referred publications. In addition to this, he also engages in departmental, college, university, and professional service activities.

Tyler Newton (*B.S. in Sport Communication, 2010*) is the Operations Manager at the True South Classic PGA Tournament. He oversees day to day operations of a PGA Tour event, develops and implements operational schedules and timeline plans with vendors/contractors, monitors the development of traffic flow patterns and parking plans, and coordinates/meets with advance Tour official on specifications for course layout and pre event checklist.

John Raigins (*M.S. in Sport Administration, 2002*) serves as the bike/pedestrian advocate on staff and manages the Sports Tourism Grant Program and Strategic Partnerships for Richmond Sports Backers. He is responsible for event operations and logistics for 14 Sports Backers owned and operated events. He also manages the Indoor Sport Tournament Center, which consists of 100,000 sq. ft. of SportCourt flooring and equipment for various sports.

Daniel Webber (*B.S. in Sport Communication, 2008*) is a member of the news production department for WPTY (the ABC affiliate in Memphis). His duties as a sports assistant for the station include working on videography, editing, and writing web updates for the station's website. Daniel also is a staff writer for Rivals.com and covers prep sports such as foot ball and basketball. He also covers football and women's and men's basketball for the University of Memphis.

We started a group for MSU Sport Administration and Sport Studies on LinkedIn last year, which we hope can continue to serve as a networking resource for alumni and current students in the program.

The group can be found at www.linkedin.com/groups?gid=4012990.

ALSO

You can like the program on Facebook by going to <http://www.facebook.com/msusportstudies>

OR

You can follow us on Twitter by following @MSUSportStudies

Special thanks to Will Purcell (Sport Communication 2013) for his work in this newsletter.