

THE BOTTOM LINE

The Robert Morris University Sport Management Newsletter

Summer 2008



FROM THE BENCH

Over the past five years, the Robert Morris University sport management alumni group, advisory board and faculty have worked to improve the academic quality for students and create a foundation for alumni to stay connected. Some accomplishments include:

- The creation of a regionally recognized Sport Management Student Career Conference that attracts more than 150 students and faculty from a number of regional universities and colleges. The conference has featured over 25 industry speakers, including a number of RMU sport management alumni.
- The RMU Sport Management Hall of Fame was created to recognize those individuals who have achieved significant success in the sport industry. Current Hall of Fame members include **Murray Cohn**, **Kevin Colbert**, **Vic Gregovits**, **Stephen Hardy, Ph.D.**, former department head and sport management faculty member; and **William Sutton, Ed.D.**, former sport management faculty member.
- Events celebrating the 25th and 30th anniversary of sport management at RMU provided a vehicle for our alumni and students to come together.
- The establishment and active participation of the National Sport Management Advisory Board and Sport Management Alumni Group, which is focusing its efforts on the professional development of our current students and alumni. The efforts of these groups and individuals are greatly appreciated.

Our strategy is to continue to build on our 30 years of excellence in developing sport business professionals and strengthening our alumni network. Our philosophy, as described at the 30th anniversary celebration in 2006, is "Hold the Rope." This means strengthening ties to each member of the RMU sport management family and renewing our commitment to one another. *The Bottom Line* will be published quarterly – first, as you it read now, in a PDF format; and later, as a fully interactive online publication.

We'd like to hear your thoughts on what should be included in each issue. We need your support to help write the newsletter, develop an alumni network and support the RMU Student Sport Management Conference as well as assist students with career development and job placement. Remember to check the sport management website at www.rmu.edu.

Please feel free to contact me at synowka@rmu.edu or 412-397-3416 to learn how to get involved or to find out how we might be able to help you. Also, please let other sport management alumni know about us and have them contact us with their updates. Thank you for your support. We look forward to hearing from you.

David Synowka, Ph.D.
Director of Sport Management

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UNIVERSITY™



School of Business

FOUNDATIONS FOR SUCCESS

SPORT MANAGEMENT SCORE BOARD

The RMU sport management family was saddened by the news of the passing of Nate Hardy, the youngest son of Stephen and Donna Hardy. Nate, a Navy SEAL, was killed in action in Iraq in February. Steve was the former head of sport management and a charter member of the RMU Sport Management Hall of Fame. Our condolences go out to the Hardy family as well as Nate's wife, Mindy, and son, Parker.

The fifth annual RMU Student Sport Management Conference is scheduled for Friday, Oct. 10, 2008, on the Moon Campus at the Sewall Center for Leadership. If you are interested in participating in or supporting the conference, please contact David Synowka at 412-397-3416 or synowka@rmu.edu. Please note that RMU Homecoming is also scheduled for this weekend.

Please send your nominations and supporting materials for the RMU Sport Management Hall of Fame before **June 23, 2008**. The Hall of Fame criteria and categories are listed below:

- 1 Distinguished Alumni
- 2 Sport management industry leader who has had a profound impact on sport management education at RMU
- 3 Professional external supporter who created a valued impact on the program
- 4 Faculty/University member contributor of note

The nominees are reviewed and voted on by the sport management advisory board. The inductees are presented a Sport Management Hall of Fame ring at the RMU Sport Management Student Conference.

RMU SPORT MANAGEMENT HALL OF FAME NOMINATION FORM

Nominee Information

Name	RMU Grad Year	

Title, Employer	_____	

Address		

City	State	ZIP
_____	_____	_____
Phone	E-mail	
_____	_____	
Nominated by		

Phone	E-mail	
_____	_____	
Reason for Nomination		

Please return this form and supporting materials before **June 23, 2008** to David Synowka, Robert Morris University, 6001 University Boulevard, Moon Township, PA, 15108

THE FRONT OFFICE

Sport Management Advisory Board

Mark Acerni – General Manager and Chief Operating Officer, The Club at Spanish Peaks

George Babish M1985 – Consultant, YMCA of the USA

Kevin Colbert 1979 – Member of RMU Sport Management HOF, Director of Football Operations, Pittsburgh Steelers

Murray Cohn 1988 – Member of RMU Sport Management HOF, Senior Director Team Ticket Sales, National Basketball Association

Michael R. Doherty – Chair, RMU Sport Management Advisory Board; Principal, Sherpa Resources, LLC

Vic Gregovits 1986 – Member of RMU Sport Management HOF; Senior VP for Marketing and Sales, Cleveland Indians

Trevor Edwards – Director of Business Development and Sales, SmartButton

Jim Lachima – President, JFL Resources

Tom Smith 1995 – Director of Sales, Falling Rock at Nemacolin Woodlands Resort

John Somsy – Sport Marketing Consultant

William Sutton, Ed.D. – Member of RMU Sport Management HOF; Bill Sutton & Associates, Strategic Marketing and Revenue Enhancement

Sport Management Alumni Group

Harry Leckemby Jr. 1987 – Sports Sales Manager, DoubleTree Hotel Colorado Springs-World Arena

Bill Levy 1994 – Director of Ticket Operations, Odessa Jackalopes

Brian Panucci '05 – Ticket Sales Coordinator, Reading Royals

David Perricone 1990 – Merchandise Manager, New Jersey Devils

Daniel Philipp 1995 – Vice President, Pavigym Flooring

Bryan Ross M'04 – Director of Ticket Sales, New Orleans Hornets

Jaima Schiffer '05 – New Stadium Sales Consultant, Dallas Cowboys

Sport Management Faculty

Dave Synowka, Ph.D.
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Scott Branvold, Ed.D.
Professor of Sport Management
branvold@rmu.edu • 412-397-2218

John Clark, Ph.D.
Associate Professor of Sport Management
clarkj@rmu.edu • 412-397-3426

ALUMNI CORNER **David Perricone 1990, New Jersey Devils/Instructor of Sport Management, Gibbs College**



David Perricone

Welcome, everyone, to *The Bottom Line*. The sport management alumni group – **Harry Leckemby, Jaima Schiffer, Bill Levy, Brian Panucci, Bryan Ross, Dan Philipp** – and I are working diligently to keep alumni updated and to encourage their involvement with the Robert Morris University sport management faculty and students. Everyone’s help is needed. So, if you know any sport management alumni, please have them contact **Dave Synowka**, director of sport management at synowka@rmu.edu.

My column covers the concept of networking. Why? While driving home from teaching my sport management class at Gibbs College in New Jersey, I was reviewing two conference calls my students conducted with sport industry professionals. Their key advice was how important networking is in this business. Our RMU sport management professors provided networking opportunities for our professional development through classes, service-learning projects and internships via their relationships in sports. Our efforts will assist the current sport management students by networking with them and giving them advice on how to succeed in this wonderful industry.

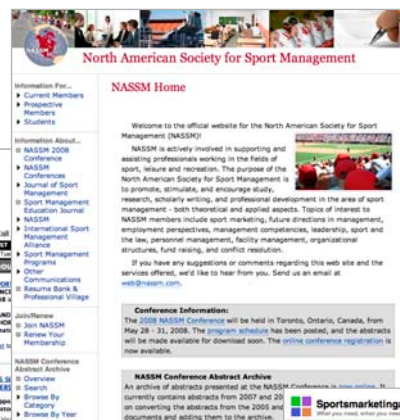
Additionally, this will be a great way for all of us to stay in contact with each other, gather ideas and work with students and alumni who are looking for internships and jobs.

Personally, I have learned networking is more than just getting a business card. The relationship process involves watching and listening along with helping and sharing ideas with people. Additionally, in the computer age there are a number of professional networking websites. For your own reference, below are just a few of the sports networking groups:

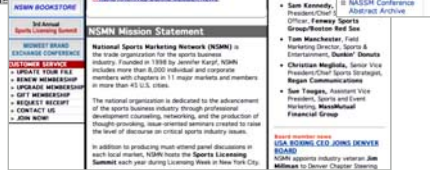
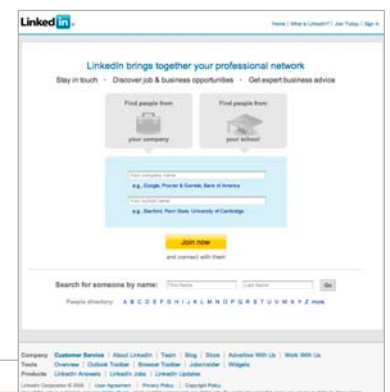
www.sports-forum.com



www.nassm.com



www.linkedin.com



www.sportsmarketingnetwork.com



www.sportsmarketingassociation.com

Look at each network group and analyze its individual benefits and costs. One group may be right for one person but not for another.

When the RMU sport management program launches its blog – hopefully, later this summer – we’d like you to know how you network and what advice you can share with others on networking. Finally, is there such a thing as a bad networking technique such as e-mailing someone who you don’t know without a proper introduction? Check your e-mail for news of the blog’s launch.

RMU SPORT MANAGEMENT ALUMNI SPOTLIGHT *Lisa Quinn*



Lisa Quinn M1994 currently works in the NBA league office as the director of events and attractions. She got her break with an internship with Major League Baseball (MLB) for the 1994 Pittsburgh All-Star Game, working with the All-Star Fan Fest, which led to her first job in the MLB's Promotional Events department. Her favorite sport management courses included Sports Marketing and Sport in Society. According to Quinn, two of the most important things she learned from her RMU sport management education were (1) to always surround yourself with good people, and (2) when looking for an event venue, always remember "location, location, location." Quinn noted that all NBA grassroots tours are funded by various NBA partners, and that providing them with the best location within an event is the primary key to success.

Quinn's responsibilities involve everything from budget and project management to event marketing and execution. In any given year, she works on touring programs, community relations events, planning and executing large fan events, along with overseeing international events, working on pre-season games and much more. Most of these projects involve interaction with other NBA departments such as Legal, Creative Services and Marketing, along with all of the NBA and WNBA teams. The events group is a service department that is responsible for all aspects and areas of NBA events, with expectations constantly raised by senior management.

As part of her job, Quinn has traveled all over the world, including a visit to the Great Wall of China; seeing the Terracotta Warriors in Xi'an, China; and a visit to the Eiffel Tower in Paris. This summer she will be traveling to Istanbul, Turkey, for a basketball-related community event. From there she'll move on to London for a pre-season game between the New Jersey Nets and Miami Heat.

The best aspect of her position is having had the opportunity to develop skills and experience in many different areas. Quinn considers herself to be more of a generalist as opposed to a specialist, and credits her success to not having been pigeon-holed in to a certain area of the business.

Quinn says that, in order to be successful after graduation, it's important to listen and participate in all class discussions. She also said that the best way to learn is to get experience by getting involved in your area of interest any way you can. This can be done through internships with local sports teams, college athletic departments or even volunteering for a local nonprofit organization. Most event and sport-related entities look for volunteers, even if it is just to help out with a charity walk or something similar. In her view, the best way to learn is to gain experience by actually doing.



ON THE MOVE

George Babish M1985 – Consultant YMCA of the USA, Southern Georgia, Florida and Puerto Rico

Stephan Swetoha 1986 – Director of ACC Football Championship (2010 and 2011, Charlotte, N.C.)

Murray Cohn 1988 – RMU HOF- Senior Director Team Ticket Sales, National Basketball Association

David Perricone 1990 – Faculty-Sport Management, Gibbs College, N.J.

Mark Dodds, J.D., M1993 – Assistant Professor of Sport Marketing and Law, SUNY Cortland

Bill Levy 1994 – Director of Ticket Operations, Odessa Jackalopes

John Fisher 1998 – Director of Season Ticket Sales, Arizona Diamondbacks

Mike Karczewski '02 – Ticket Operations Coordinator, New Orleans Hornets

Scott Umberger '00 Graduate Assistant, Strength and Conditioning Coach, Robert Morris University

Ben Raible '04 – Program Director, East Suburban YMCA, Westmoreland County, Pa.

Bryan Ross '04 – Director of Ticket Sales, New Orleans Hornets

Chris Schons '05 – Ticket Sales Manager, Lake Erie Monsters Hockey

Jaime Schiffer '05 – New Stadium Sales Consultant, Dallas Cowboys

Mark A. Anderson '06 – Account Executive, Kansas City Chiefs

Mark C. Anderson '06 – Account Executive, Lehigh Valley IronPigs Baseball Club

Derek Mears '06 – Certified Fitness Trainer, Dick's Sporting Goods, Buffalo, N.Y.

Ben Shank '06 – Youth Hockey Specialist, Lake Erie Monsters

Jeff Gamza M'07 – Director of Media and Communications, USA Field Hockey

Christopher Jobes M'07 – Sales Associate, Mon Valley Thunder

Andrea Zaggar M'07 – Ticket Operations Manager, Cleveland Indians

Evanna Cutshaw '08 – Account Executive, Boston Bruins

Dan Foreman '08 – Inside Sales Associate, Columbus Blue Jackets

Heather Mulvaney '08 – Inside Sales Associate, Sacramento Kings

Haley Volzer '08 – Coordinator of New Business Development, Pittsburgh Pirates

RMU SPORT MANAGEMENT UPDATE

In Oct. 2007, **David Halberstam**, senior executive director and vice president, Sports Division, of Westwood One Radio Network, served as the conference keynote speaker for the fourth annual Student Sport Management Conference. A highlight was the induction of **Murray Cohn 1987**, NBA senior director of team ticket sales and **Kevin Colbert 1979**, director of football operations for the Pittsburgh Steelers, into the RMU Sport Management Hall of Fame. Over 150 faculty and students representing nine colleges and universities attended the conference, with over 25 sport management professionals and RMU sport management alumni represented. The purpose of the conference is to provide students the opportunity to learn about different sport management careers and to network with industry professionals.

John Clark, Ph.D., and **Scott Branvold, Ed.D.**, led a group of sport management students in organizing, selling and implementing the second annual Susan Hofacre 5K Run/Walk. The students increased race registrations more than 125 percent from the previous year and increased sponsorship support by more than 130 percent. The proceeds from this event support the Susan Hofacre Endowed Sport Management Fund.

During September 2008, **Artemis Apostolopoulou, Ph.D.**, and Clark presented several academic papers at the European Association of Sport Management Conference in Turin, Italy. Apostolopoulou, Clark, Branvold and **Dave Synowka** presented academic papers at the Sport Marketing Association Meeting in Pittsburgh in November 2007.



John Clark, Haley Volzer and Dave Synowka

Apostolopoulou organized a group of sport management students for competition in the annual Sport Marketing Association Student Case Study Competition. RMU students **Logan Bittle, Daniel Forman, Heather Mulvaney, Edward Samko** and **Haley Volzer** did a great job, but lost to graduate students from Memphis State University.

In Feb. 2008, Clark took sport management students **Evie Cutshaw, Mike Jandrasits, Josh Miceli, Heather Mulvaney, Eddie Samko**, and **Haley Volzer** to the Fourth Annual Mount Union Student Sports Sales Seminar in Cleveland.

Mike McAlister from Scarborough Sports Marketing held a student workshop in February 2008. The Scarborough data for the Pittsburgh market are utilized by students with marketing research and case study applications. Special thanks to **Bill Nielsen M'1993**, director of sales, Scarborough Sports Marketing, for setting up the program to use this data.



Special Olympics opening ceremony at Bishop Canevin High School

In March 2008, Clark and the following sport management students served as committee chairs/directors for the 2008 Western Pennsylvania Special Olympics Bowling Competition. This is the sixth consecutive year that RMU sport management students have coordinated this event, which features over 350 athletes at three venues: Mt. Lebanon Bowling Lanes, Noble Manor Lanes and Bishop Canevin High School. RMU sport management students included **Rebecca Borra**, competition director; **Adam Bowman**, awards; **Kristina Dearfield**, public relations/ceremonies;



Alex Nikolopoulos, Pittsburgh Steelers' mascot Steely McBeam and Heather Mulvaney

Alexandra Erdely, food chair; **Michael Jandrasits**, competition director; **Mark Kasimirsky**, security/transportation/signage director; **Josh Keil**, ceremonies director; **Michael Moore**, volunteer director; **Heather Mulvaney**, public relations director; **Alex Nikolopoulos**, Olympic Village director; **Frank Pisanelli**, awards director; **Justin Powers**, medical director; **Jessica Thompson**, event director; **Jenna Troff**, ceremonies director; and **Justine Zottola**, registration director.

Branvold and Synowka also worked the event along with RMU maintenance employee **John Tucci**, who has opened the games from 2003–08 by singing the National Anthem; **Tony Lee** of the RMU men's basketball team, who provided the opening and welcoming remarks for the competition; and the RMU women's ice hockey team, which participated in the medals ceremony. The event was led by RMU sport management alumni **Bruce Volstad 1993** and **Kathy Guy 1986**, who serve as directors of competition for the Western Pennsylvania Special Olympics and Allegheny County Special Olympics, respectively. Also, a special thanks goes out to all of the other students from the School of Business and School of Nursing and Health Sciences who served as volunteers.

In April 2008, **Michael Jandrasits** was recognized as the 2007–08 Outstanding Sport Management Student. Michael is a junior from Virginia and was recognized for his academic achievements as well as his contributions to the University and industry.