Inside the Classroom

“LT 23—Sparks Marketing and LT 24—‘Rubesque’ Projects”

LT 23 - Just wrapped up their first class of the second semester, Marketing. The class was approached by Penny Toler, advisory committee member and Executive Vice President/General Manager (EVP/GM) for the LA Sparks, to create marketing plans for the Sparks 2013 season! The class was split into 6 groups that competed against each other in 3 categories: In-game Entertainment, Street teams, and Social Media. They then presented their ideas to a panel of practitioners who critiqued their work.

LT 24 - As the newest Learning Team finished off their first class with Professor Buchan, they were challenged with ‘Rubesque’ Goldberg Project. The students were to invent a device that was sport related using two mouse traps, PVC pipe, two ping pong balls, and string. They also devised a business plan for each apparatus. On their final Saturday class seven teams gathered in the East Gym where they displayed their creations and marketing plans for each of their products. Large and small, all the ‘Rubesque’ Projects put the young Sport Managers innovative and resourceful skills to the test!

After completing the presentations, LT 24 took their class outside where they took a lesson from Long Beach State Women’s Golf Head Coach, Joey Cerulle. Joey not only taught the students proper form and technique, but the importance of Golf in the business world. Where else can you get a 4 hour meeting with someone in beautiful Southern California? The students enjoyed a beautiful Saturday in Long Beach learning the basics of Golf and celebrating the conclusion of their first class.
The Graduate Program in Sport Management staff, faculty, and students would like to thank former LT 21 GA, Carri Cook, for her dedication to the GPSM program. Carri graduated from the program in February with a 4.0 GPA, made the 2013 Graduate Dean’s List of University Scholars and Artists, and her capstone project was chosen as one of the outstanding capstone projects in her class at the Reception-Orientation-Colloquium. Carri not only worked as one of the program’s graduate assistants, she also worked as the Assistant Meet Director for the Mountain Pacific Sports Federation, and Men’s Pac 12 Swimming Conference Championships.

Upon completion of the program, Carri accepted a full-time position as a sales consultant for Staples advantage Business to Business. Carri is still present in the sport management industry working as the director and head coach of the Long Beach State Masters swim team. We wish her the best in her current position and future endeavors.

Ashley Cabrera earned her undergraduate degree at California State University, San Bernardino in Kinesiology with a concentration in Exercise Science. During her four years at San Bernardino she played Division II Soccer. After graduation in June 2012, she spent time as the CSUSB Women’s Soccer Assistant Coach while competing in the W-League for the Los Angeles Strikers soccer team. Ashley began the Sport Management Program in Spring 2013 looking to further her education in Sport Management and gain more experience in the sport industry. She is currently interning with the LA Galaxy and she hopes to move into the MLB or the NFL.

CSULB Sport management students gain an “Inside Look!”

A select group of three current CSULB Sport Management students were granted the unique opportunity to get a behind-the-scenes look into tour life when Bon Jovi came to Los Angeles on April 19. The students were part of Bon Jovi’s “Because We Can” Tour’s Community Service College Campaign. The opportunity was an exclusive chance for our students to gain incomparable hands-on experience on what it takes to put together a major tour production.

(from left to right- Codi Tennessen (CSULB undergrad), Stephanie Scheele (LT22), Leticia Lozoya (LT 24), Aiyana Welsh (LT23))

According to Mike Savas, management coordinator for the Bon Jovi “Because We Can” tour, the group seeks out student leaders making a positive impact on their community and those who may be interested in a career in music, public relations or media to serve as a Bon Jovi crew member for the day. They approached our program because there is such a strong correlation between sport and entertainment. From everything to ticket sales, fan control, marketing and PR, and of course facility and event management, everything they learned is applicable to the industry of sport.

The students got the chance to be event coordinators for the day as well as attend one of the largest shows in live entertainment right now.

The tragedy at the Boston Marathon has affected all of us as a nation. One of our very own students, Gisele Schaaf (LT 22), was one of the runners at the marathon. Thankfully she finished before the blasts occurred and returned to her hotel room shortly after to avoid any injury.

Gisele is currently in the last session of the program and is preparing for her capstone project. She is an avid runner, and throughout the program she has been heavily involved in working for different races and marathons in the area, such as the Long Beach and LA Marathon. After finishing her class on Wednesday, Gisele flew out to Boston to run for the second time.

Stacy Embretson (LT 8), an alumni and former GPSM internship coordinator, was also a runner in the Boston Marathon. We are very happy to have both of them return safely, and all of us from the Graduate Program in Sport Management would like to share our thoughts and condolences to everyone affected by the tragedy.

CLICK HERE to read more about Gisele’s story.
STUDENTS IN THE BIZ

Aiyana (LT 23) was an Entertainment Course Monitor for the LA Marathon from mile 16 - 19.

Aiyana Welsh (LT 23), Lauren Olson (LT 21), Jeremy Reed (LT 21), Tiffany Adams (LT 21), Mario Herrera (LT 21) training to work the Los Angeles Marathon.

Ashley Cabrera (LT 24) Community Relations Intern, Los Angeles Galaxy

LT 23: Nick, James, Abbey worked as Media Assistants at the NCAA West Regional Tournament at Staples Center

Jeffrey Paneda (LT 22) Interns with the Long Beach Grand Prix

Jennifer Chow (LT 21) was in Spokane, Washington at one of the regional sites for the Women's Basketball Tournament.

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Alumni Updates & New Jobs

Desiree Friedman (LT 7) is now the Associate Director of Constituent Services for USA Track and Field.

Ara Messerlian (LT 8) is now the Marketing Program Manager for the Auto Club of Southern California (AAA).

Jennifer Chow (LT 21) is the Post-Graduate Intern for the NCAA working in Championships.

Chad Wells (LT 21) is now a part of the Coach's Video Staff for the San Francisco 49'ers.

Robbie Matz (LT 22) accepted position as Program Manager for the SCGA Youth on Course.

Shantel Fair (LT 22) accepted position as Administration Coordinator at Special Olympics Southern California.

Aubrey Freckman (LT 23) is now a full-time Communications Associate with the Los Angeles Clippers.

Upcoming Sport Management Events

JOIN US for our Webinar Online Information Session on May 1st at 3:00pm!

*Fall 2013 APPLICATION DEADLINE* — June 1st

Click on the link for more information!

- The New York City Conference - Leaders in performance USA – June 4-5, New York City, NY
- Vegas Summer League Basketball Career Conference – July 19-20, Las Vegas, NV

GPSM BUSINESS BOOK PICK!

On Point: Four Steps to Better Life Teams by Del Harris

The book pick for May is brought to you by Tobias Rochau (LT 21). Tobias had the opportunity to interview Del Harris and discussed the book. On Point focuses on teams and leadership. Using the Four-Step system to influence our life relationships for a positive outcome. Click here to check out the book.

ADVISORY & SCCOG ASPIRING RADIO BROADCASTER AND BUSY BLOGGER, SEAN PELLERIN

Five members of our Sport Management Advisory Board are on the Southern California Committee for the Olympic Games.

- David Simon (President)
- Fred Claire (Director)
- Patrick McClennenah (Director)
- Andy Roesser (Director)
- Bill Shumard (Director)

One of our very own from LT 20, Sean Pellerin, lands an exclusive interview with head coach of the Dirtbags, Troy Buckley. Sean has worked with kbeach radio for the past three years broadcasting the Dirtbag games as well as hosting 3Up 3Down Sports Talk Radio which airs Wednesday nights from 8pm to 10pm Pacific time on Kbeach radio, 88.1 FM. Check out his interview with Troy Buckley by Clicking Here. Sean has also recently wrote a great piece on our local Anaheim Angels. To check out the article and more from Sean click here!