LT 26 Rube Goldberg Projects

By: Colin Baines - Graduate Assistant LT 26

Long Beach, CA – Members of LT 26 recently presented a variety of innovative and creative inventions as part of their Foundations in Sport Management Class. The event was held in the East Gym at CSULB and marked the conclusion of their first class on the Graduate Program in Sports Management.

The event was based on the works of Rube Goldberg, the famous cartoonist and engineer who devised complicated gadgets that perform simple tasks in indirect and convoluted ways. LT 26's brief was 'simple' – develop a sport related product using at least seven transfers and at least four different forms of energy from heat, chemical, electrical, kinetic, magnetic or mechanical. Their device also had to include a variety of equipment including fish hooks, ping pong balls, balloons and mouse traps.

Each team had five minutes to 'pitch' their invention and provide an overview of their product and company and were then given three attempts to demonstrate their device to a captive audience and the program's version of the Shark Tank's with Steve Buchan.

Teams represented from LT 26 included Plinko Pop, Ain't No Chip in Mah Dip, ITOS Machine, Sink N' Drink, Mix-It-U-Master, Beastmode and Tee-On!

The presentations followed many weeks of designing and testing their inventions, defining their target market and how they would ultimately market their new products to their customers.

Following the successful product launches, members of LT 26 enjoyed pizza and a golf lesson from Joey Cerulle, Head Women's Golf Coach at Long Beach State. He taught them the importance of golf in the corporate sports world and just how much business is often conducted on the golf course. It was a great way for LT 26 to end their first class with GPSM!
As a Senior Account Manager with Cartan Tours Inc., Daniel Berditchevski (LT 17) recently had the opportunity to attend the 2014 Sochi Olympics. Established in 1899, Cartan Tours Inc. is a dynamic, hospitality, travel and event management company. In Sochi, Daniel managed one of Cartan’s properties, overseeing 40 clients and handling all aspects of the travel program including receiving clients, providing a welcome pack, Olympic tickets, and other information about Sochi sport venues, transportation, entertainment and dining options.

With the Sochi Olympics over, Daniel is now gearing up for this summer’s 2014 World Cup in Brazil.

GPSM Alumni, Atif Moon (LT 18) was recently featured in the Pakistan Link, the largest Pakistani newspaper based here in the United States, as he trains to compete in tennis at the 2016 Paralympics Games in Brazil. Atif was born with Neuroblastoma, a tumor on the spinal cord, that lead to three surgeries before he was a month old. The condition led to scoliosis as well as being paralyzed from the waist down. Atif has persevered through and as a GPSM student he was awarded the 4.0 Award for maintaining an “A” average throughout the entire program. He was also awarded the prestigious Bill Shummard Beach Pride award when he graduated from the program in 2009. To read the Pakistani Link article on Atif click here.

Stefan Ludecke (LT 14) had the trip of a lifetime recently when he had the opportunity to visit the White House in Washington, D.C. as an assistant coach with the 2012-13 national championship men’s water polo team from the University of Southern California. Seventeen other Division–1 national championship teams were also honored that same day at the White House by President Barak Obama. The teams had an hour and a half to explore the White House before the President greeted every member of the squad and then addressed all 17 teams on the South Lawn. Ludeke, who has been an assistant coach with the USC program for the past three years, has helped play a role in the last two national championships the men’s water polo teams have won. The team has currently won the past six NCAA men’s water polo championships. While in D.C., Ludecke was also able to visit the Pentagon and Arlington National Cemetery where the Tomb of the Unknown Soldier lies.

GPSM Alumni at the 2014 Sochi Olympics

Above: Lauren Yao of LT 26. Right: Lauren as a member of the Penn State softball team. (Courtesy Penn State Athletics)

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ALUMNUS FEATURED IN PAKISTAN LINK


GPSM Alumni at the White House

Above: Stefan Ludecke of LT 14 at the White House. Right: Stefan (top right, fourth from end) with the National Championship USC Water Polo Team.

GPSM Alumni at the White House

Above: Daniel, far right, with freestyle skiing athlete Julia Morino and her family, who are clients of his, at the games.

GPSM Alumni at the White House

Above: Daniel Berditchevski (LT 17) at the Alpine Skining venue during the 2014 Sochi Olympics.

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**ALUMNI UPDATES**

Candice De Hont (LT 13) accepts position of Event Coordinator with the Philadelphia Eagles.

Kiersten Janjigian (LT 17) becomes Owner and President of KJ & Co. Shoes.

Joshua Castillo (LT 17) accepts position of Business Analyst with IEHP.

Ashley McCulloch (LT 18) becomes Assistant Director of Events with Inside Lacrosse.

Tori Willis (LT 18) becomes Marketing Coordinator for the San Francisco 49ers.

Garrick Chaffee (LT 23) becomes Minor League Video Coordinator with the Milwaukee Brewers.

Michael Zweig (LT 23) accepts position as Marketing Coordinator for Southern California Golf Association.

Victoria Davis (LT 24) becomes Inside Sales Representative with the Los Angeles Clippers.

Rebecca Lamas (LT 24) accepts position of Program Specialists with the State of Nebraska.

**STUDENTS IN THE BIZ**

Above: Holly Laubacher (LT 15), Richard Martinez (LT 14), Leticia Lozoya (LT 24), John Leynes (LT 26), Carol Martinez (LT 26), Kelly Field (LT 11), Ryan Plunkett (LT 26), Eric Yee (LT 25), Sergio Brito (LT 25), and Matthew Dumas (LT 4) interning at the Grand Prix of Long Beach in April.

Above: Rachel Walton (LT 25), Kelli Gill (LT 25), Christopher Winans (LT 26), Jordan Stimmel (LT 26), Ryan Crupnick (LT 26), Karn Borisuthiratana (LT 26), Sean Del Rossi (LT 25), Amanda Flores (LT 26), Michael Holmquist (LT 25), Richard Martinez (LT 26), Kelly Field (LT 11), Ryan Plunkett (LT 26), Sean Del Rossi (LT 25) interning and enjoying the Big West Basketball Championships held at the Honda Center in Anaheim, CA.

Above: Leticia Lozoya (LT 24), Ashton Stine (LT 24), Lisa Chow (LT 24), and Travis Roberts (LT 24) interning at the LA Marathon.

Above: Leticia Lozoya (LT 24), Shanelle Stephens (LT 24), Kevin Saldivar (LT 25), and Lisa Chow (LT 24) interning with South Bay Youth Sports.

Below: Kelli Gill (LT 25) and Sean Del Rossi (LT 25) interning at the NCAA Basketball Regional held at the Honda Center in Anaheim, CA.

Right: Vander Castillo (LT 24) interning with the Los Angeles Clippers during “MVP Month” in March.

Below: Kelli Gill (LT 25) with Green Bay quarterback Aaron Rodgers at the NCAA Basketball Regionals at the Honda Center in Anaheim, CA.

Above: Shane Reyes (LT 26) and Kyle Hay (LT 26) interning for the LA Kings Community Relations Department.

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