Catching up with an LT 20 Student!

Southern California Golf Association Catches up with their Former Foundations Intern, Chris Pope (LT 20)

Former SCGA Foundation Intern and GPSM Alumni Chris Pope (LT 20) took the experiences he learned at the SCGA and used them to further advance his career. Not only was he recently promoted at his current job with the Rancho Cucamonga Quakes, but he also graduated from the GPSM program this past August. He focused his capstone project on affordable golf for youth in Southern California, something he became familiar with while working with the Foundation. The following is from the SCGA interview with Chris Pope:

“Tell us a little about your recent promotion and what it feels like to climb the ranks so quickly?”

I was genuinely surprised when they informed me of the promotion. Becoming the Director of Sponsorships was a goal I had set for myself when I started my sport management career with the Brett Sports organization (Brett Sports & Entertainment owns and operates the Rancho Cucamonga Quakes). To be offered this position in such a short period of time is a true honor. It is great knowing that management believes in me and what I can bring to the organization. I contribute a great deal of my success to the experiences I encountered during my Sports Management Masters Program as well as the internships I participated in, such as with the SCGA Foundation.

“How did your internship with the SCGA Foundation help influence your capstone topic?”

It was while working for the SCGA Foundation that I discovered there are a number of youth that are unable to afford golf access. It was this that encouraged me to do my graduate capstone project on affordable golf access for youth. My internship with the Foundation provided insights on the importance of youth golf and what it can provide in life skills to those who participate. “You recently completed your graduate degree in sports management and did your capstone project on affordable junior golf in Southern California, something you worked with while interning with the Foundation. Can you talk about what you learned during your research and what conclusions you came to?”

The purpose of my capstone project was to explore affordable golf access to youth and provide a solution to the problem of high costs associated with golf. During my research I learned that there are a number of organizations throughout the country that are trying to provide affordable golf to youth between the ages of 7-18. My studies showed that children ages 7-18 are more likely to engage in the developmental skills that sports, specifically golf has to offer. The idea of my project was to create a nationwide program of a collection of courses offering affordable access to youth, so that children no matter their geographic location to the program headquarters can find a course nearest to them. I named the program E.A.G.L.E (Enabling Affordable Golf & Life Experiences).

I learned that it would be difficult to operate any kind of nationwide program because of how much interaction would be needed by each golf course. There needs to continue to be individual programs such as the SCGA Foundation to provide affordable golf access. Without the SCGA Foundation, thousands of youth each year would not have the ability to play golf.

We are very proud of Chris and all his accomplishments. We look forward to hearing about his and all our alumni’s next adventures!
We would like to welcome Dedan Brozino to the GPSM team. Dedan is not only an alumni (LT 8) of this program, but he is also a member of the program’s esteemed Advisory Committee. He is very excited for this opportunity, and looks forward to working with his new students. Dedan will be replacing Stacy Embretson as the second internship coordinator.

Stacy Embretson

Stacy Embretson, an alumni (LT 8) of the GPSM program, has devotedly served as an internship coordinator for the past 6 years. As she has planned and gained more racing responsibilities in multiple states, she has decided it is best for the program that she lets go of the internship coordinator position. Stacy has been planning for some big marathons in the upcoming year and is also preparing for her wedding! Stacy will be greatly missed and we wish her the best of luck in all her future endeavors!

Aiyana Welsh is our new GA for LT 23! She is excited to be a part of the GPSM team and has already helped the program grow by reaching out to student-athletes like herself who have a passion for sports beyond playing. Aiyana earned her undergraduate degree at CSULB in Communication Studies with a minor in International Studies.

During her undergrad she was a Division I track and field athlete for the Beach and was highly involved in the student-athlete community. Aiyana began the program in the Fall 2012. She decided to pursue her degree in Sport Management to help prepare her for a career in sports and find the right field in the diverse arena of sport. Aiyana is passionate for all areas of sport and hopes to work in the Olympic Movement.

Students in the Biz

Lakers Nation

Here is what Max Piner (LT 22) had to say about working at Lakers Nation, “Writing and basketball are my two passions, and as a lifelong Lakers fan I am very excited to be a contributing member to Lakers Nation”. Check out Piner’s most recent article here!

Yoga Mala

Sarah Valenti, Andrew Sinatra, Mark Fabrick, Sean Hogoboom, Erin Morey, and Robbie Matz all helped to make Dr. Kerrie Kauer’s Yoga Mala charity event raise over $8,000 for sex trafficking awareness. These students helped design and implement the event’s marketing plan in their Sales and Marketing class. Click here to read more!

2012 World Challenge: PGA Golf Tournament by Jason Gross

Traditionally the last PGA Tour event of the season, the Tiger Woods World Challenge is hosted by the TWF at Sherwood Country Club in Thousand Oaks, CA. From November 28 - December 2, fans gathered to watch 18 of the best golfers in the world compete. Additionally, proceeds benefited TWF’s youth learning programs.

Prior to the tournament, four TWF interns from Learning Team 23 were working at the TWF corporate office in Irvine, CA, in their respective departments. It was again a great learning experience, but it was particularly gratifying this year because of how much impact our students had on the event.

Jenny Higgs (Ticketing) was responsible for handling any issues with ticketing, prior to and during the event. During the tournament she was a mainstay at the box office as she dealt with will call issues and created sales reports.

Casey Hull (Public Relations/Communications), prior to the tournament, was responsible for writing press releases for the TWF and reaching out to the community during promotional events. During tournament week, Casey worked in the Media Center with the TWF Public Relations team to assist all media members from ESPN, NBC, The Golf Channel, and local media factions. Her responsibilities included credentialing, creating press kit packages, and creating daily press clip highlight packages. Additionally, Casey and other Media Center interns were responsible for running microphones and sound during player press conferences.

Aiyana Welsh (Sales), did much to market, promote, and plan activities leading up to tournament week. During tournament week, Aiyana could be found managing hospitality suites, conducting Pro-Am registration, briefing security and volunteers, or networking at the LivingSocial suite in the clubhouse. Most notably, Aiyana coordinated an Orange County Business Council and Chamber of Commerce networking event that was held on the Friday of tournament week. Despite inclement weather in Thousand Oaks, the event turned out to be a huge success.

Christian Young (Events) was an assistant to the Event Manager and Director of Events. Prior to the tournament, Christian provided input on aesthetics and was responsible for volunteer tracking and handling any issues with volunteers; she was also involved in the recruitment of celebrities to participate in the Celebrity-Amateur tournament. During the event, she acted as a liaison for Sherwood Country Club staff, sponsors, and vendors. She was responsible for ensuring that all food and beverage activities were conducted punctually and error-free. On the day of the Celeb-Am tournament, Christian conducted registration and hospitality for celebrities.

LT 20 GA: Tim Trefts

The Graduate Program in Sport Management staff, faculty, and students would like to thank former LT 20 GA Tim Trefts, for his dedication to the GPSM program. Tim graduated from the program in August with a 4.0 GPA and also received the 110% Student Award at the Reception-Orientation-Colloquium. Tim not only worked as one of the program’s graduate assistants, he also interned with Long Beach State Pyramid in Event Operations as well as in marketing with AYP Pro Volleyball Association and JBN Marketing.

After completing his Capstone, an outstanding marketing plan for the LifeFit Center @ The Beach, he was hired full-time as the Operations and Marketing Coordinator for the LifeFit Center @ The Beach. Tim’s hard work and enthusiastic personality made him a valuable asset to this program and we wish him the best of luck as he begins his new career!
Learning Teams 21, 22 & 23 came together at the CSULB Chartroom last Thursday night for the Graduate Program in Sport Management’s second All LT Event of the year. Led by Ken Miller, President of Impact Associates, this event professionally helped stimulate the thought processes to help students develop uniqueness and a legacy that will differentiate themselves in a very competitive sport industry. Students walked away with some very valuable interviewing tips, sound financial advice and self-selling skills. Ken Miller filled the night with motivational stories, interactive group activities and his own personal experiences as an interviewer. Another goal of the All LT event was to allow GPSM’s 98 students the opportunity to meet, greet and network amongst themselves. This was the first and last time that LT 21 and LT 23 will be together. Many LT 23 students took advantage of meeting the outgoing LT 21 about their experiences throughout the program, their capstones, and feelings about graduating from the program this February. The event was a huge success and students can’t wait to meet together again!

Alumni Updates & New Jobs

**New Jobs!**

Tori Willis (LT 18) accepts position, *Youth Marketing Specialist* for the *San Francisco 49ers*.

Erica Metzler (LT 15) is now producer/editor for *Time Warner Cable Sports Network*.

Chris Wilson (LT 20) promoted to *Account Executive* for the *New Orleans Hornets*.

Dedan Brozino (LT 12) accepts position as new *GPSM Internship Coordinator*.

Shauna Johnson (LT 22) accepts position as *Athletic Director Intern and Softball Coach* for Campbell Hall High School

Upcoming Sport Management Events

**Fall 2013 APPLICATION DEADLINE — June 1st**

JOIN US for our *Webinar Online Information Session* on January 9th at 3:00pm!