Long Beach, CA – Students from the current learning teams of the Graduate Program in Sport Management came together for the biannual All Learning Team Event on June 19th, 2014 in The Chartroom on campus.

The theme for the evening was ‘War Games: Strategic Business Relationship Development’ and it was facilitated by Randy Haas from the North American Steel Alliance.

Students learned a number of techniques to help them create and maintain long term and valuable business relationships in the sports industry. They also learned how to carry out initial conversations and how to go about ‘selling themselves’ to potential new business partners.

There were also a number of alums from the program in attendance on the evening including Robbie Yam from LT 19, Tim Trefts from LT 20, Ali Mitchell from LT 21 and Aiyana Welsh, Ashley Bennett and Katie Tuller all from LT 23. They were able to provide their own unique insight and share their own personal experiences of building business relationships in the real world.

Along with learning about developing business relationships, the students were able to network among their peers and invited guests throughout the night including GPSM Associate Director Steve Buchan and internship coordinators Dedan Brozino and Charles Harris.

Some student takeaways form the All LT Event:

Lisa Chow from LT 24 commented, “Even after going through the workshop for the 2nd time, the case study exercise was still difficult for me because I realized I am not a ‘natural’ speaker – I guess it is a matter of anticipation, preparedness and practice!”

Sandeep Nagaranthal from LT 25 said, “I enjoyed the All LT event and thought it was a resourceful evening. It covered all the essential elements required to develop and maintain a business relationship.”

Amanda Flores from LT 26 noted, “I have always had questions about how to maintain a business relationship when it seems to come to a dead end. I really enjoyed this experience and being able to network with the other LTs afterwards as well was great! I look forward to the next All-LT!”
The Honor Society of Phi Kappa Alpha is an honor society established in 1897 to recognize and encourage superior scholarship without restriction as to area of study and to promote the “unity and democracy of education.” The organization’s purpose is to celebrate excellence in academics and integrity of character. Only the top 10% of Graduate Class are selected and invited into the society. They are privileged to become part of a community of top scholars and professionals, a Mentor Match program within them, and they get discounts from corporate partners including Apple, Dell, GEICO, and others.

“Coming to the Graduate Program in Sport Management at CSULB was the smartest career move I could have made. My eighteen months in the program helped to refine my knowledge of current issues and trends in the sport industry through academic preparation from faculty who have years of high-level experience. It also polished my professional demeanor through meaningful workshops, classroom instruction and one-on-one interaction with program professors and advisory committee members. I highly recommend the program to anyone looking for a career in the sport industry. The network of program alumni and internship locations continues to grow and with the right motivation and determination the program will guide you to achieve your career goals.”

- Brandon Urry, Program Coordinator, MBA Program in Intercollegiate Athletic Administration at the University of Nebraska, Lincoln.

“My internship experiences with Long Beach State Athletics were what prepared me the most for my current position. I was able to get the most out of my experiences by always being willing to help out with whatever was needed, and having a great leader to learn from (Dedan Brozino). Numerous group projects in various courses helped me develop teamwork and collaboration skills and presenting in class helped me become a more confident public speaker and a better communicator. Overall the program taught me to always be prepared, because you never know what life will throw your way, and to always follow through with people you meet, because you never know when or where your paths might cross again (not to mention what you could learn from them if you reach out and create a dialogue). “

- Kirsten Makowiec, Director of Marketing at Long Beach State Athletics, LT 24

ALUMNI UPDATES & NEW JOBS

Right: Andrew Sinatra (LT 22) becomes Communications Coordinator with Los Angeles Sparks.

Left: Amanda Voss (LT 18) becomes Events and Scheduling Coordinator at the University of Oregon Student Recreation Center.

Left: Ciara Lawrence (LT 20) accepts position as Assistant Sports Information Director at Keene State College.

Right: Candice De Hont (LT 13) accepts position of Event Manager with the Spurs Sports & Entertainment.

Congrats to all of our students!

ALUMNI FEATURED IN THE NEW LAWYER

Evan Brennan (Left), was featured in “The New Lawyer”, a supplement to the Los Angeles and San Francisco Daily Journal. Evan Brennan was a part of LT 20. He is finishing his J.D. at Chapman University School of Law. He is one of the only students in the country who is also an NFLPA Certified Contract Advisor (agent). He had 14 rookie clients prepare for the NFL Draft this year. To learn more about Evan’s story, please follow this link: dailyjournal.com/newlawyer and click on the article, “Second-year law student is also a sports agent.”
In recognition of outstanding graduate student achievements, the KIN Department may honor graduating Master’s Degree candidates by special recognition in the annual commencement ceremonies. Only one student from a department is awarded. Based on overall GPA and conferred for excellence in and contributions to the discipline, including outstanding seminar papers, special achievements in fieldwork, and participation in scholarly and professional organizations this honor was awarded to Zach Stiffel. He is currently the Player Program Coordinator at American Youth Soccer Association (AYSO). Congratulations Zach, we are beyond proud of your accomplishments!

Our group of 10 GPSM students are getting ready for their trip to Sendai, Japan! To help prepare for the trip, the parents of Lauren Yao (LT 26) invited the Sendai group over to their house for a traditional Japanese dinner and a meeting with Lauren’s grandmother who grew up in Japan. Here, they were exposed to dinner etiquette, conversational Japanese, and also had the opportunity to ask questions about Japanese culture and how it is different from our cultural norms here in the US. The traditional dinner consisted of California Rolls, Chicken Katsu, steamed rice, and shrimp & vegetable tempura!

The group also had a chance to speak with Mr. Hitoshi Furuya, Program Developer at CCPE and staff member who attended last year’s trip, and Mr. Marty Kuehnert (via Skype), lead organizer of the trip and Vice President/Professor at Sendai University. Mr. Kuehnert was the first foreign General Manager of a Japanese pro baseball team (Rakuten Golden Eagles) and has worked within the sports industry in the U.S and Japan for over 40 years. We are very lucky to have such an accomplished professional work with our program. This will be the second year of the partnership with Sendai University, which is located in northern Japan. For the past two years, Sendai University has sent over a group of students in February to learn about Sports in the U.S.

The GPSM group will be in Sendai for twelve days and then spend the final weekend in Tokyo. They will be studying Japanese sport culture for two weeks — and will be attending a professional soccer match and baseball game during their trip, as well as martial arts and culinary classes. Our students are eager and excited to learn about sports on an international level and will surely bring back great stories to share!
LT 24’s Capstone Presentation will be starting at 8:00am on Sat. July 26th, 2014. Please RSVP with the Graduate Assistants (gpsm.ga@gmail.com) if you plan on attending. Thank you!

Long Beach State’s GPSM is hosting our annual ROC (Reception-Orientation-Colloquium) where we will be celebrating the achievements of the graduating students of Learning Team 24 and welcoming our incoming cohort of students on Monday, August 4th, 2014 at 6:00pm in the University Student Union: Ballrooms A & B.

9th Annual Special Olympics Southern California’s Plane Pull is taking place on Sat. August 23rd, 2014 at 10:00am at the Long Beach Airport!

Long Beach Century Club “Collegiate Membership” being offered to current GPSM students—please visit their website for an application at www.lbcentryclub.org or contact Earl Declet (LT 25) or Colin Baines (LT26) for more information!