LBSU Women’s Soccer Blows Attendance out of the Water!

Sport management students and alumni were a part of history when the LBSU Women’s Soccer Team smashed previous attendance records with their home opener at George Allen Field. With an attendance of 2,232, they bested their previous record of 1,304 by 928. LBSU thrilled the crowd by beating UCLA 1-0, who was ranked No. 4 at the time.

LT 28 students Ashlee Tsukushi and Trevor Lewis, as well as alumni Kelli Gill (LT 25) and Kirsten Makowiec (LT 24) played a major role in marketing the event which hosted the athletic department’s first Food Truck Friday!
“Working for the World Games was such a humbling and memorable experience. It was awesome to see so many top Olympians, like Michael Phelps, donating their time for private clinics, award ceremonies, and photo opportunities with the athletes.” – Bridget Bacon, LT 28 (left image: left)

“Volunteering at Special Olympics World Games 2015 in Los Angeles was such an incredible experience that I will always be grateful for. Being able to see the opportunities that the world of sports has created and witnessing how it can push beyond the social, economic and cultural barriers to bring people together was truly inspiring. This experience is something I will never forget and will always cherish, can’t wait for the next one!” – Leticia Gomez, LT 28 (left image: right)

“I helped Diana Banjo (LT 27) in the Aquatic Center at USC and I loved it! I worked with the athletes and coaches, cheered them on, gave them high fives, took pictures with them and had a good time! As an athlete myself it was amazing to experience the heart and love they have for their sport!” – Alex Helmage, LT 27 (left with an athlete)

“During the World Games, Katrina Dorsey (LT 27) and I co-managed the official’s compound at Mt. St. Mary’s Chalon Campus. We were in charge of the officials staying at the compound who came from the United States, Great Britain, Poland, Greece, Australia and Japan. My experience at the World Games was one of the greatest things I have ever done. To be just a small part of a global event was extraordinary. Meeting officials and athletes from around the world (including some who knew my family’s village in Greece) is something I will never forget.”
- Stephen Morales, LT 28 (above with former Dodgers announcer, Ross Porter)
Student & Staff Updates

Arielle Moyal: making waves in Sacramento

LT 22 Alum Arielle Moyal (Outstanding Student Award Winner), recently moved to the state’s capital as a Player Service Coordinator for the Sacramento Kings and was interviewed by the Sacramento Journalism Review. The article in the Journal’s ‘People of Sacramento’ section, provides not only fantastic information on Arielle and what she is doing for the Kings, it also interviews her on a number of topics such as the news, Sacramento, and important issues that need to be discussed in our sport industry. Check out the full article here: http://journalistnate.com/2015/07/27/people-of-sacramento-commenting-on-the-news-arielle-moyal/

Robbie Matz en route to a PhD!

Robbie Matz (LT 22) has made the transition from Trabuco Canyon to the Deep South where he is working towards completing his PhD in the Sport Management and Policy program at the University of Georgia. His dissertation will be on youth sport development in underserved areas, primarily third world countries. He has started just this fall and is hoping to be done the coursework in three years, and his dissertation in four.

Robbie’s background as the Program Manager for the Southern California Golf Association has also provided him the opportunity to be a graduate teaching assistant for five golf classes in the Kinesiology department while doing his PhD. His PhD will allow him to teach at the University level, while also doing international research, and hopefully mixing in some travel with that research. Congrats Robbie!

Alumni Updates & New Jobs

Nekaya Jones (LT6) – Sales Support at BSN Sports
Kirsten Markowiec (LT24) – Assistant Director of Marketing at Penn State
Tyler Hendrickson (LT21) – Long Beach State Associate Media Relations Director for Women’s Volleyball, Women’s Tennis, and Baseball
Lauren Martino (LT 28) – Corporate Sales Activation Executive at the Ontario Reign
Kayla Heath (LT 28) – Event Services Manager at USA Water Polo
Aiyana Welsh (LT 23) – Venues and Infrastructure Operations Manager at TrackTown USA in Eugene, OR
Otto Benedict (LT 8) and Megan Walsh-Deer (LT 3) – Adjunct professors for GPSM
Richard Fernandez inducted into the Law Enforcement Torch Run Hall of Fame!

Congratulations to LT 3 alum Richard Fernandez who was inducted into the Law Enforcement Torch Run Hall of Fame at the Law Enforcement Torch Run International Conference in October at the Atlantis Resort in the Bahamas. Rich has been with the SOSC (Special Olympics of Southern California) for 10 years after completing our Graduate Program and working for Long Beach State Athletics. Rich has helped the SOSC grow from $500k per year to $1.5 million, building respect and admiration for the SOSC athletes along the way!

Tim Anderson speaks about his decision to go back to school at 43, and what he is up to now!

Tim, LT 6 alum, blogged about his experience in the CSULB Sport Management program for the Side-Out Foundation, “as I look back I realize how grueling that time period was in my life, but my competitiveness, determination and WILL - which serves everyone well in life - were the key traits that helped me attain my goal.” Tim successfully finished the program in 2006, where he landed a job with LBSU's Athletic Department, working in Development. He has moved on from there and is currently the Senior Team Support Representative (Midwest Region) & Sponsorship Coordinator at the Side-Out Foundation and loving it! Full link to the blog here: https://www.side-out.org/latest-blog/willtoway-never-stop-learning/

Recent Guest Speakers

Andy Hoang – VP of Marketing & Communications, CSULB
Bob Wagner (Advisory Committee) – Vice President of Partnerships, LA84 Foundation
Dario Soto (Alum) – Global Marketing Alliances Manager, Herbalife
Celeste Soto (Alum) – Community Events Coordinator, LA Galaxy
Jocelyn Neely – Event Coordinator for Memorial Medical Center Foundation
Greg Loza (Alum) – Compliance & Eligibility Assistant, UCLA Athletics
Joann Klonowski (Advisory Committee) – VP World Games 2015, Host Town
Jennifer Seislove (Alum) – Director of Junior Program, Southern California Golf Association
Nancy Padberg – Director of Global Brand & Content Marketing, Concentrix
Robert Liljenwall-Brand/Marketing Ambassador, Professor at UCLA
Japan Welcomes our Students!

The Graduate Program in Sport Management sent a group of seven students from LT 27 and LT 28 to Sendai this summer to participate in a study abroad program. The group of students had a fantastic time experiencing Japan’s sport industry, food and people! Those on the trip included: Shane de Moree, Kyndall Freer, Jess Lo, Leonsio Magana, Chelsea Heyward, Trisha Kiss, Alexandra Cervantes and their chaperone Dr. Terry Robertson, Associate Dean of Kinesiology.

The inside scoop from Leo Magana:

“Going to Japan has been one of the best experiences I’ve had. It was a great pleasure to attend games such as the baseball club Rakuten Eagles and the soccer club Vegalta Sendai. Before attending the games, we were able to meet executives from the clubs where they talked about how the sport industry runs and the different challenges they face in Japan. One of the most enjoyable parts of the trip was the hospitality of the Japanese.

Staff and students all welcomed us with open arms and were always willing to help make the trip an unforgettable experience. The trip to Japan was without a doubt a highlight of the program and I would recommend it to anyone. The experience of being in another part of the world learning about sports and their culture, it’s simply the best.”

- Leo Magana, LT 27

Thanks Leo for filling us in!
THANK YOU FOR YOUR CONTINUOUS SUPPORT!

We love hearing that our students, alumni, and friends are doing well, please feel free to send us any updates at gpsm.ga@gmail.com