LONG BEACH — The two newest Marketing Assistants in the Long Beach State Athletics Department have something in common. Both are students in the Graduate Program in Sport Management and both are University of Arizona alumni.

Tori Willis (left) and Allison Slater (right) bring with them not only a few reminders of their Arizona past, pictures of Lute Olson (former Arizona & Long Beach State basketball coach) and a pennant here or there, but also a passion for being engaged in their school’s athletic programs. Although the two did not know each other at Arizona, these avid Wildcat fans have transferred that passion to 49er Athletics.

“Long Beach State has a lot of work to do as far as student participation at sporting events,” Slater (LT 16) said. “At Arizona, you bled red and blue every minute of everyday. It’s what you did, and what you talked about the next day. The college town atmosphere is what I am striving to bring to Long Beach State. I really want us to start to live the slogan, ‘I bleed black and gold.’”

Willis (LT 17) appreciates her new job responsibilities noting, “I used to help out with the 10,000+ student section at Arizona and between football and basketball, we were pretty busy getting the students excited about our sports. Now, at Long Beach State I’m more involved with the Athletics aspect, so I get to see how the actions of the Athletic Department impacts the students and sports.”

Slater, whose goal it is to be the Director of Marketing for a sports organization, has taken the Marketing lead for Women’s Soccer this fall, commented that, “We had two big home games this season that averaged over 950 people, which was extremely exciting for the sport and the school. I look forward to our last two home games, and am really going to push group sales and a grass root efforts in order to finish off the season as strong as it started.”

Welcome LT 17! The Graduate Program in Sport Management would like to welcome Learning Team 17, the newest batch of Sport Management students! The group, which spans the entire United States as well as Canada, Germany, and France is rolling along and has started its second 8 week class, Research Methods. The GPSM staff would like to extend a warm welcome to the students and welcome them into the CSULB Sport Management Family!

Top Row (from left): Peter Perkowski, Marie Linarez, Rene Ocampo, Akemi Kitagawa, Johannes Dietzel, Joshua Castillo, Stephan Roehrenbaeck, Tony Kottoor, Morgan Spokny, Marco Olguin, Nick Crawford

Middle Row (from left): Jonathan Shaw, Kristin Leduff, Pamela Hoffman, Allison Truscheit, Tori Willis, Amanda Emmer, Kiersten Janjigian, Krysti Rosario, Michael Hartley, Stephen Fiamengo

Bottom Row (from left): Michael Harris, Daisy Wiberg, Mike Skogmo, Robert Kane, Alicia Davis, Wesley Robinson

http://www.csulb.edu/sportmanagement
Jennifer Rottenberg — Marketing

With degrees from Princeton University and the Harvard Business School, and a focus on the female consumer, Jen has applied her business acumen to helping a wide range of blue chip clients over the years, including: US Women's National Soccer Team Players' Association, WTA Tour, ESPN, Arena Football League, af2, FIFAWorldCup.com, National Soccer Alliance, American Golf Corporation, Wolf Creek Golf Course, eteamz, Nike, West Coast Conference, US Men's National Soccer Team Players' Association, WUSA, US Club Soccer, and the US Adult Soccer Association. A frequent speaker at industry and educational conferences and former instructor in the University of San Francisco Graduate Program in Sport Management, Jen is well-respected in the industry for her vision and effectiveness.

Jen founded dsnv Marketing Group to be able to help each of her clients achieve their goals and objectives quickly, directly, and cost-effectively.

Dr. Doris Lu-Anderson — Statistics

Dr. Lu-Anderson earned her Baccalaureate degree in International Business at Ming Chuan University in Taipei, Taiwan, her Master of Science degree in Health and Physical Education at Louisiana Tech University, and her Ph.D. in Sport Administration at Florida State University.

Upon earning her doctoral degree from Florida State, Dr. Lu-Anderson taught sport management and related courses at National Taiwan College of Physical Education and Barry University, Florida. Dr. Lu-Anderson has served media relations and marketing duties for several events, including events with the Chinese Taipei Baseball Association, the Chinese Taipei University Sports Federation, the Brother Elephants Baseball Team, and the Orange Shark Diving Center. In addition, she has been working with scholars to provide sport marketing consulting services to the Georgia Dome with clients such as the Professional Bull Riders Inc., SuperCross, Atlanta Football Classic, NCAA Final Four, and the Atlanta Falcons.

Trisha Ozawa (LT 16), Mayra Ruiz (LT 15), Glenn Inigo (LT16), and Taliah Chatterfield (LT 16) take a break at the Southern California Special Olympics’ Summer Games held at Long Beach State.

HAVE ANY FUN PICTURES OR STORIES YOU WOULD LIKE TO SHARE IN OUR NEXT NEWSLETTER?

EMAIL US AT GPSM.GA@GMAIL.COM

‘CATS AT THE BEACH! (continued from pg 1)

As for Willis, she is geared up for the new sports season to start because, “I will be more involved with Women’s Basketball as they gear up for the upcoming season. We have a new coach from USC, Jody Wynn, and I’m very excited to work with her to promote the sport and games. She is always laughing and smiling, and is very upbeat and enthusiastic so it’s a pleasure to be around her.”

Both Slater and Willis love their new jobs and the environment that collegiate sports provides.

“I am fascinated by the immeasurable impact sport has on people,” Willis remarks, “and I love to experience sporting events where I can see the delight, enthusiasm, and loyalty of fans.”

Slater summed it up best saying, “My job is every sports enthusiast’s dream. There is a lot of work, but a majority of the time, the work feels like play!”

—Randolph Garcia (LT 16)
Check out the new internships our students have picked up!

Amanda Emmer (LT 17) - Staples Center Foundation
Johannes Dietzel (LT 17) - Imagine Marketing Agency
Krysty Rosario (LT 17) - Krav Maga
Allison Truscott (LT 17) - Universal Sports (Post-Production)
Adele Linarez (LT 17) - Golden Boy Promotions (Marketing)
Robert Kane (LT 17) - Long Beach St Athletics (Marketing)
Mike Skogmo (LT 17) - Los Angeles Clippers (Communications/PR)
Nick Crawford (LT 17) - ABC 7 Sports (Editing)
Kristin Le Duff (LT 17) - MLB Urban Youth Academy (Events)
Alicia Davis (LT 17) - MLB Urban Youth Academy (Events)
Natalie Clafton (LT 16) - Los Angeles Clippers (Community Relations)
Randolph Garcia (LT 16) - LMU Athletics (Compliance)
Megan Cavan (LT 16) - Long Beach St Athletics (Marketing)
Shawn Kalantar (LT 16) - STAPLES Center (Marketing/Communications)
Trisha Ozawa (LT 16) - Los Angeles Clippers (Marketing/Sponsorships)
Sharon Gustaves (LT 15) - Long Beach St Athletics (CHAMPS/Life Skills)
Matthew LeBouf (LT 15) - LMU Athletics (Marketing/Ticketing)
Jill Kuenne (LT 15) - City of Orange (Event Planning)
Erica Metzler (LT 15) - ABC 7 Sports (Media)

ALUMS:
Have you started a new job?
Let us know so we can share!
Email us at GPSM.GA@GMAIL.COM

Check us out at the following career fairs!

Oct. 21 (Wed) Whittier
Oct. 26 (Mon) UC Irvine
Oct. 27 (Tue) LMU
Oct. 28 (Wed) UCLA
Nov. 2 (Mon) CSUN
Nov. 5 (Thu) UCSB
Nov. 10 (Tue) CSULA

CSULB Among Top For Best Value and Security
Cal State Long Beach has been ranked among the top 50 best value public colleges in the nation by The Princeton Review, which teamed up with USA Today to present its list of the 100 “Best Value Colleges for 2009.”

Moreover, CSULB was selected the fifth “most secure” university/college in the nation by Security Magazine in its annual “Security 500” rankings, released in the publication’s November issue.

Let us know what you think about our newsletter!
Do you have any upcoming events or story ideas?
Email us at GPSM.GA@GMAIL.COM