Our Bi-Annual All Learning Team (LT) event took place this year at the Anaheim Convention Center. Students got to mingle with students from other LTs, program alumni and other sports industry professionals. They also got to hear from several guest speakers. This included Gary Moy, Director of Indoor National Teams at USA Volleyball, Rick Morris, Manager at Disneyland Sports and Stan Quash, West Coast Director of Sports of AAU Basketball. Special thanks to internship coordinator Charles Harris, as well as Roy Edonson, Junior Tauvaa, and Anthony Brenneman from Visit Anaheim, for putting it all together.

On May 20th, LT 27 and LT 28 took part in the commencement ceremony. It was a memorable day for the graduating learning teams as they celebrated their accomplishments among friends and family. Congrats LT 27 and 28!

Pictured from left to right: Diane Higgs (Director of Student Affairs) Jeremy Riche (LT 28), Ashlee Tsukushi (LT 28).

Pictured left to right: Inna Romanova (LT 29), Cara Vanderhook, and Charles Harris.
GPSM Students in the International Sports Market!

Sandeep’s work with Speedo India!

Sandeep Nagaranthal (LT 25) recently started working in the Sports Marketing Division for Speedo India. Sandeep spearheaded the launch and marketing of “Team Speedo India”. Speedo will sponsor Indian athletes as they aim to qualify for the Olympics in 2020, as well as reach greater heights in swimming.

Congrats Sandeep on your accomplishments!

Stephen Travels to Ireland for the Irish Open!

Stephen Brandenberg (LT 28) had the opportunity of a lifetime, working with his internship at The Irish Open. Stephen has been interning with Trine, a boutique experience agency that specializes in creating a unique experience when attending sporting and entertainment events.

"As a part of my internship with Trine, LLC, I was fortunate enough to travel to Ireland to work the 2016 Irish Open golf tournament at The K Club (about 30 miles outside of Dublin). While there, my company and I handled the sponsorship activation, guest management, and high-end hospitality needs of The Rory McIlroy Foundation, the official host of the Irish Open. In addition, we planned and operated a pre-tournament event in Dublin entitled “An Evening With Rory” that featured Rory McIlroy alongside Sir Alex Ferguson in conversation with host James Nesbitt. Over 2,000 people attended the event, resulting in The Rory Foundation exceeding all fundraising projections. To top it all off, Rory won The Irish Open.

I could not be more grateful for such an amazing opportunity. It was truly a once in a lifetime experience that I will not soon forget."

-Stephen Brandenburg LT 28
Having traveled to over seven countries working for U.S. Soccer, Jenny Higgs (LT23) tells us her story about the fascinating experiences, language barriers, cultural norms, and unforeseen obstacles. Some countries Jenny has had the pleasure of experiencing are Croatia, England, South Korea, Grenada, Italy, Australia, and Papua, New Guinea. One of the best opportunities Jenny had was in Papua, New Guinea, where she was able to make an impact on their community. “In Papua New Guinea I had the opportunity to go around to schools with the U.S. Embassy and share my story as a female working in sports; it’s that recent trip that I hold my fondest memory.”

A perk of being a part of such a world renowned program is that alumni always seem to find each other. Jenny worked alongside her LT classmate, Steven Lucero (pictured in the right corner) at the 2016 CONCACAF Women’s Championships in Grenada. While there they aided the U-17 Women’s National Team to win the title and move on to the 2016 World Cup in Jordan!

Sarah Ambrose (LT 21) recently earned the Ambassador of the Year Award from the Cerritos Chamber of Commerce. She earned this award for her efforts in getting more people involved with Relay for Life. Relay for Life raises funds to save individuals from cancer and research cures.

Alumni Updates & New Jobs

Pat Tabora (LT 28) – Inside Sales at San Diego Chargers
Andrea McHugh (LT 27) – Hospitality and Stewardship Services Coordinator at Long Beach State University
Katie Tuller (LT 21) – Associate Athletic Director of Special Events at Boise State University
Sandeep Nagaranthal (LT 25) – Sports Marketing with Speedo India
John Leynes (LT 26) – Corporate Strategy Assistant at Creative Arts Agency, Los Angeles, CA
Shane de Moree (LT 27) – Assistant Operations Coordinator at Binghamton University, NY
James Janosz (LT 24) – Club Program Manager for American Youth Soccer Organization, Orange County, CA
Nate Underwood (LT 28) – Coordinator for Admissions, Marketing, and Alumni Relations- Mater Dei High School
Ashlee Tsukushi (LT 28) – National Sports Forum, San Diego
Lizzy Whitfield (LT 28) – Marketing Coordinator at Channel Islands YMCA
Jennifer Chow (LT 21) – Director of Marketing & Fan Experience at Cal Poly San Luis Obispo, CA
Karrin Moldrem (LT 20) – Fitness Coordinator at USC
Book Recommendations

What do professors, alumni and students recommend you read?

Never Wrestle With a Pig: And Ninety Other Ideas to Build Your Business and Career by Mark H. McCormack
Founder and CEO of International Management Group (IMG), McCormack uses his forty years of experiences to deliver common-sense tips. Aiming at business owners and aspiring CEOs, these tips use intelligence, creativity, and efficiency to explain the difference between success and failure.
~Recommended by Joann Klonowski

Good to Great: Why Some Companies Make the Leap…and Others Don’t by Jim Collins
Good to Great discusses the transitions companies go through to achieve greatness. After researching twenty-eight companies, Collins analyzes the data that explains why certain companies are successful in their leap, while others are not. This book illuminates on key management strategies and practices that explain our modern business culture.
~Recommended by Wayne Stickney and Bill Shumard

The Entitlement Cure by Dr. John Townsend
Whether readers are struggling with their own sense of entitlement or dealing with someone who acts entitled, The Entitlement Cure will equip them to turn away from a life of mediocrity to a life of engagement, satisfaction, and joy.
~Recommended by Roy Englebrecht

Roy Englebrecht Featured in OC Business Journal!

Recent Guest Speakers

Corey Smith - Senior Director of Diversity, Inclusion & Strategic Alliances with Major League Baseball
“I tried to communicate the importance of being flexible in the areas of the business that you consider for a career. You may not end up in the department or sector of the business that you think you will or maybe working on a project that exposes you to another side of the business may spark an interest you did not consider before. Being open to other options may lead to a career not initially considered but that can be rewarding and fulfilling.”

Rick Morris – Manager at Disney Sport
Allen Cocumelli – Serial Entrepreneur
Andy Moto – VP, Baseball Team Sports, Wasserman Group
Simon Ogus – COO, Sports Techie
Beth Gelender – Human Resources at the Sacramento Kings
Competition returns to the Jack Rose Track!

Sport management students played an immense role in celebrating the return of the renowned Jack Rose Stadium, April 14-16 for the Pacific Coast Intercollegiate Track Meet.

This event brought in over 3,000 entries representing 114 colleges and universities from 34 states, including Pac-12, ACC, SEC, Big 10 and Big West conference teams. Several LBSU alumni came back to compete and help break in the track. There was an additional 83 club teams and international universities that represented 12 countries.

Many of these competitors were vying for a chance to compete for a spot to represent the United States in Rio this summer. For example, there were a few athletes that competed in past Olympics, including Greg Rutherford, the 2012 Olympic men’s long jump champion.

More recently, Jack Rose Track hosted the Big West Track & Field Championships May13-14. Long Beach State athletes represented well, men won their 4th straight Big West Championship and the women finished in 4th place. Congratulations to all the athletes and a huge thank you to all our Sport Management students who made the reopening of the Jack Rose Track possible!

“My role during these 3 days changed day to day, from working the volunteer and student-athlete check-in tent to taking tickets and greeting guest at the entrance, along with making sure only athletes, coaches, and those with the proper credentials entered the track area itself. Making sure I was available at any moment to help set-up, answer a question, or anything else that needed attention was crucial to the event running smoothly. Overall this was a great weekend for LBSU Track & Field and a great experience for myself. I met several people in the track & field industry and learned so much about what goes into hosting a track & field meet. I’m excited to work LBSU track events in the future!” – Bryant King LT30
Priscilla Almeida has been honored for her exceptional work in the Venue Management Industry with the International Association of Venue Managers Foundation (IAVMF) 30 UNDER 30 award. The program is designed to engage the best and brightest young professionals in the venue management industry by recognizing emerging leaders – and their talents – which help accelerate the industry and carry it into the future. Almeida is currently the Director of Event Services at the Rose Quarter in Portland, Oregon.

Priscilla started at the Rose Quarter as an Event Manager in November of 2013, where she was responsible for planning and executing events at all Rose Quarter facilities. During her time as Event Manager, Almeida was tasked with leading 11 events in 7 days across the Rose Quarter campus. After almost two years in that role she was promoted to her current position of Director of Event Services where she directs, supervises, and coordinates the management of events at Rose Quarter facilities ensuring the highest quality service. She is responsible for overseeing three Event Managers, one Parking Manager, and a parking subcontractor.

Through hard work and determination, Almeida has not only been able to pursue her sought-after career path, but has also been an industry leader at a young age, solidified by her 30 UNDER 30 award.

Priscilla was also the Outstanding Sport Management Student from her Learning Team.

Congrats Priscilla on your award and your accomplishments!
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.

Pictured left to right: Andrew Mealiff (LT18), Ashton Stine (LT 24), Logan Potter (LT 23), Kendrick Mooney (LT 28), and Kelsey Kurlin (LT 28) working the COPA America Games.

Pictured left to right: Salina Areyan, Kevin Greenup, Tawny Calvo, Emma Heeger, Lauren Doria, and Bryant King working Jewels of the Night (LT 30).

Pictured left to right: Meaghan Paschall, Vin Scully, Jacqueline Rayas, and Sarah Wexler working at Dodger Stadium (LT 29).

Next week students will be leaving for a study abroad trip in Sendai, Japan. Save travels to our students traveling to Sendai next week!