Save the Date!

Manners a Must-Have!

CSULB Ballroom (June 11, 2015) – A giant thank you goes out to Mr. Greg Clefisch from Southern Wine & Spirits who hosted a phenomenal dinner teaching our students and staff the proper etiquette for dining. Whether with an employer, potential employer, or co-worker, our students know what the proper etiquette is when dining! Filled with great information, many laughs, and student involvement, the evening continued on late after dinner was over as students networked with the many special guests invited to the dinner.

ROC
August 4
We will be hosting our semi-annual ROC welcoming LT 29 and congratulating LT 26!

Internship Roundtable
August 13
LT 29 will get their first internship opportunities tonight!
Commencement 2015

Congratulations to LT 25 and LT 26

It was an exciting day for our two graduating cohorts as they participated in the May commencement ceremonies! It was such a rewarding experience for family and friends to see our students acknowledged for all their hard work over the 18 month program. We are so proud of our young sport managers and are ready to send them off to the sport industry!

Victoria Migliorini, Evan Burlingame, Lauren Yao, Megan Munce and Scott Beckendorf of LT 26 were inducted into the Phi Kappa Phi honor society. It is the oldest and largest national honor society which recognizes and encourages superior scholarship in all academic disciplines. Admission to Phi Kappa Phi is by invitation only and requires nomination and approval by the chapter and national society. Congratulations to those of our students who were granted admission into this prestigious honor society!

Farewell to Dr. Sharon Guthrie

GPSM would like to wish Kinesiology Chair Dr. Sharon Guthrie a very happy retirement. Dr. Guthrie has been teaching at CSULB since 1990 in the areas of Sport Sociology and Sport Psychology. She was a great supporter of the Graduate Program in Sport Management and taught Research Methods.

Dr. Guthrie received her Ph.D. in Sport Studies at Ohio State University in 1985. She has Baccalaureate degrees in Psychology and Physical Education from UCLA and CSUN and Master’s degrees in Educational Psychology and Physical Education from CSUN and CSULB.
LBSU Marketing wins 5 National Awards

Long Beach State's marketing team claimed five total national awards, bringing the department's total to 13 in the past six years. The five awards is the most of any school in the nation for 2014-15 and is a school record. The Beach marketing team also finished in the top-5 for the final NACMA Marketing Team of the Year rankings, which is the most prestigious annual honor given out by the Association.

"Our team embraces the underdog, blue collar mindset that has made this city special and takes pride in creating local, regional and national attention," said Senior Associate Athletics Director, Dedan Brozino, an alum of the Sport Management Program from LT 12. "It is both humbling and rewarding for the team to be rewarded for their commitment to the department, campus, and surrounding Long Beach community -- making Beach home events one of the best entertainment options in the region."

In 2014-15, the LBSU marketing team had four GPSM alums/current students Kirsten Makowiec (Director of Marketing) LT 24, Kelli Gill (Assistant Director of Marketing) LT 25, Heather Schiraldi (Marketing Assistant) LT 27 and Chris Winans (Marketing Assistant) LT 26.

Alumni Updates & New Jobs

Chris Winans (LT 26) – Assistant Director of Marketing for the University of California, Berkeley
Brandon Adachi (LT 11) – Director, Field Development Southern California for Autism Speaks
Greg Loza (LT 24) – Compliance and Eligibility Assistant for UCLA Athletics
Dario Soto (LT 12) – Manager of Global Marketing Alliances for Herbalife
Mariana Patraca Dibildox (LT 24) – Education Coordinator for the San Francisco Giants
Benjamin Nguy (LT 24) – Account Executive for the Seattle Sounders FC
Lacey LeVier (LT 26) – Executive Assistant for Yee and Dubin Sports
John Leynes (LT 26) – Creative Artists Agency
Heather Schiraldi (LT 27) – Assistant Director of Marketing & Fan Experience for the University of Denver Athletics
Chris Wilson (LT 20) – Director of Premium Partnerships for the New Jersey Devils
Adrian Briones (LT 26) – Community Relations for the Oakland Raiders
Wes McCurtis (LT 27) – Sports Information Director for Cypress College

ABOVE: Greg Loza with the Stanley Cup in the UCLA Athletics Hall of Fame
Student & Staff Updates

Allison McKenzie - Giant advantages!

Allison McKenzie, LT 27, has been making waves up in the Bay area, moving from the Oakland Raider’s to the SF Giants. Her position as a Premium Seating Assistant in the Ticketing Dept. has placed her in arguably the best ballpark in America. Eating lunch is not your typical lunch hour as eating any day of the week (non-home games) in the silent stadium is an epic experience, she says.

The Giants also spice things up with ‘First Friday Lunch’ where the first Friday of every month, the organization provides lunch for all the employees and a guest speaker. Some of Allison’s favorite speakers have come from the scouting department and athlete performance. Her favorite experience so far was working at Spring Training in AZ, transporting the ‘triplets’ (the three World Series trophies) to photo ops and even holding them herself.

Dedan Brozino heads to the Rose Bowl

Adjunct Faculty Member and LT 12 Alumni, Dedan Brozino, has worked with LBSU Athletics for almost 9 years and has recently accepted a position as Executive Director of Development with the Rose Bowl Operating Company’s Legacy Foundation. This is a dream job for Dedan, who will lead the major gifts efforts to refurbish the iconic venue and surrounding active areas, as well as build a museum and broadcast center! Dedan will continue his teaching role with the Graduate Program.

Daniel Viscovich - Life at Google

Daniel Viscovich, LT 27, is taking full advantage of our ability to stream classes online as he has taken an exciting step forward by interning with EXOS at Google in Mountain View, Santa Clara. As an Exercise Science undergrad, shadowing performance coaches as well as teaching total body strength and metabolic conditioning classes to Google employees is right up his alley! Daniel’s internship also includes an educational component for an hour and a half each day. “Overall, [this] is a tremendous experience to intern at Google. Each day something different or interesting seems to pop up,” Daniel says.
Student & Staff Updates

Formula E & Long Beach Grand Prix 2015

Numerous students from our program took part working at the Long Beach Grand Prix 2015. The Grand Prix, an open-wheel race held on a street circuit in Long Beach, is held each year with thousands of fans coming out to take part in the festivities. This year’s event was the 41st race, with a large list of our students getting involved in the planning and event-day operations!

LT 26 - Colin Baines, John Leynes, Karn Borisuthiratana, Shane Reyes, Carol Martinez, Ross Melen, Ryan Plunkett. LT 27 - Leo Magana. LT 28 - Patrick Tabora, Ashlee Tsukushi, Bryan Ponce, Steph Donnelly, Dawin Whiten, James Glawe, Chelsea Heyward, Sylvia Lee, Leticia Gomez, Danny Chang, Alex Cervantes

Congratulations to...

Advisory Committee Chair and President & CEO of Special Olympics Southern California, Mr. Bill Shumard for his Outstanding Alumni award at the Alumni Awards Banquet at CSULB!

Angela LaChica, alum of LT 5 and adjunct professor, pictured along with Dr. Sharon Guthrie, receiving the Outstanding Alumni, Emerging Professional at the Graduate Colloquium for Kinesiology!

Patrick Tabora, LT 28, for receiving a scholarship from The Long Beach Neighborhood Foundation. As an intern with the Foundation, Patrick has played a key role in the 5/10/15k run/walk events the organization puts on!
Student & Staff Updates

Congratulations to...

We are thrilled for Ashlee Tsukushi and Trevor Lewis from LT 28 who have been selected as the next two Marketing Assistants for the upcoming year with Long Beach State Athletics. Ashlee previously worked as an Event Planner with West Coast Sports Medicine Foundation and in gameday marketing at Long Beach State. Ashlee also interned with IMG LA on the UCLA and Rose Bowl account. Trevor worked as a Game Day Promotions and Marketing Assistant with LBSU Athletics.

Looking forward to seeing their work with the department!

Kim M. White, an LT 10 Alumni, has published 365 Days to Abundant Health: The Little Steps That Help You Thrive to for her clients and for anyone who is looking to make positive changes in their life to become healthier. She was looking for a book like this for her clients for years. One of her mentors mentioned that if you are looking for something that you cannot find, it may mean that you were meant to create it. So she did.

365 Days to Abundant Health: The Little Steps That Help You Thrive is available on amazon.com, balboapress.com and at Barnes & Noble Booksellers (bn.com) both in hard bound and paperback. Soon to be release in e-book format. Consider supporting an Alum by purchasing the book for you, a loved one or your clients.

Recent Guest Speakers

We have had a fantastic list of industry professionals recently speak to our students and we thank them for taking the time to provide our students with real-world insight!

Crystal Yang – ESPN, Associate Director, X Games & West Coast Publicity
Mpu Dinani – A-Game Photography
Marcia Foster – Head Women’s Basketball Coach, Fullerton College
Cindy Masner – LBSU Senior Associate Athletic Director/Senior Women’s Administrator
Geoff Miller – MLB Mental Skills Coach, Anaheim Angels & Author of Intangibles
Gevrina Catalina – Sideline Reporter & TV Personality, NIKE, Dallas Mavericks, Athletes Live Here
Jashon Sykes – Director of Football Operations, SDSU
Kristen Wentzel – Sponsorship Account Manager, Farmers Insurance
Rebecca Fredette – Founder/Managing Director, Sport for Impact
Mark Francis – Sport Management Consultant & Sport Business Instructor at UCLA Anderson Center for MEMES
Don’t forget your toolkit

- Elevator speech
- Nice pen and watch
- Business attire (including shiny shoes)
- Business card holder
- And of course... Thank you notes!

Sending a thank you note is a gesture from the sender to the recipient that shows gratitude for their time and effort. In the business world, thank-you notes can be sent after an interview for a new position, an appointment to discuss a possible business collaboration or after an introductory meeting.

Battle of the Badges

Sunday July 12th will see a softball ball team from the Long Beach Fire Department take on a rival team from the Long Beach Police Department in ‘The Battle of the Badges’. The event has been organized by current GPSM students and will be a fundraiser for both Long Beach Fire and Police in an effort to raise public awareness and funds for the Widows and Orphans Trust Fund.

The game gets underway at 11am at Blair Field and while entry is free, all donations to the Widows and Orphans Trust Fund will be greatly appreciated. For further information on the event please check out www.2015boblb.com.

Well done to event organizers from LT 28:
- Nathan Underwood
- Ryan Millison
- Corey LeVier
- Jonathan Birt
- Sylvia Lee
- Chris Warden

The website for the event was designed by Kyle Peterson and PR for the event Ashlee Tsukushi, both also from LT 28.