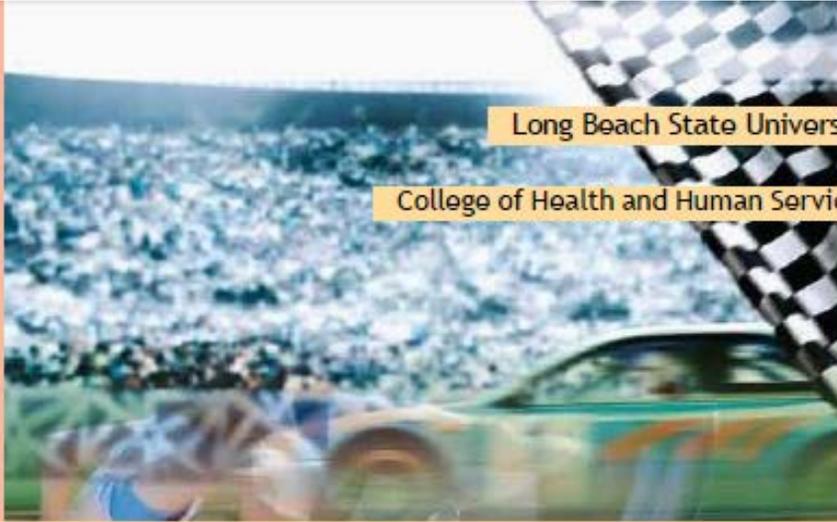


LONG BEACH STATE SPORT MANAGEMENT

SUMMER 2017, NEWSLETTER

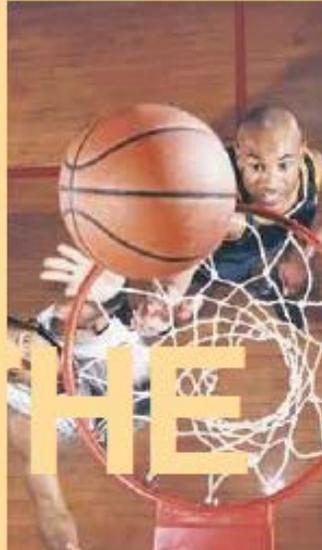


Long Beach State University

College of Health and Human Services



CONCESSION



DEVELOPING LEADERS IN THE BUSINESS OF SPORT

Graduate Program
in Sport Management

Ticket Sales

ALL LEARNING TEAM EVENT



On June 22, 2017 the Graduate Program in Sport Management held the All Learning Team Event including LTs 30, 31, and 32. The topic of the event was 'Leveraging and Investing in Social Capital' and featured four panelists, Mike Forrester (Los Angeles Rams), Robert Vartan (AEG), Dario Soto (Herbalife, LT 12), and Emily Kain (Tiger Woods Foundation/Genesis Open). Each class had the opportunity to network with the other students, alumni, and the panelists during a brief social hour prior to the panel.

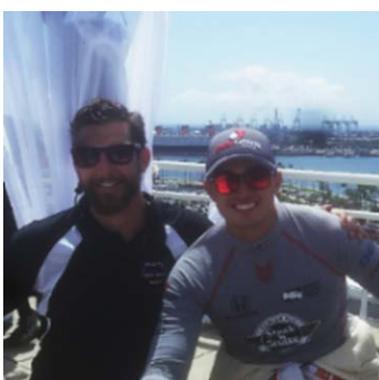
Dedan Brozino, Executive Director of Development at Rose Bowl Stadium, Internship Coordinator, and LT 12 alumnus, served as the moderator. Dedan guided the panel through each topic and opened up the conversation by allowing students to ask questions as well. Topics of conversation included how to grow your network, understanding your personal brand, and awareness of the nuances within the sports workforce. Students gained insight on how each panelist got his or her start in the sports industry and what it took for them to get there. Based on experience in their careers, the panelists reassured students that each lesson taught within our practical program will be taken with us into the workforce.

Written by: Alicia Utke

LONG BEACH GRAND PRIX – APRIL 2017

Going into the Marketing and Hospitality internship at the Grand Prix Association of Long Beach, I knew absolutely nothing about auto racing. I've always known that I like to go fast, and was intrigued by the fact that these IndyCar racers did more than just go around an oval. More than anything, I was brimming with excitement over being involved in such a unique jewel event in such a vibrant city. While my title at the Grand Prix was Marketing/VIP Hospitality Intern, the number of staff who put on the event is very small so I got to handle as much work as could be thrown at me. The full-time staff at the Grand Prix carries less than 20 people, yet we hosted nearly 200,000 on race weekend. By the end of my time there, I had been involved in: promotional videos on social media, the Miss Toyota Grand Prix Pageant (and I'm lobbying to emcee next year), VIP ticketing, community relations, sponsorship sales and servicing, driver meet and greets, and much more. I got to do so many interesting and creative jobs not because I was asked to do them, but because I volunteered and asked and I made them let me do these things. With enough hustle and enthusiasm, we can do anything we want.

By: Caleb Kephart



Caleb Kephart (left) pictured with IndyCar driver Graham Rahal

2017 CAA World Congress of Sports



Left to right: Steele Sylte (32), Jamal Ellis (32), Sean Minnihhan (32), Lauren Doria (30), Erik Von Der Ahe (LT 31)

Five students representing LT 30, 31, and 32 spent two long days volunteering for the Creative Artists Agency World Congress of Sports on April 19-20, 2017. They had the opportunity to sit in and learn from many industry leaders on topics such as perspectives on team ownership, new food and beverage strategies, learning how to make a difference professionally and personally, and fan experience around venues. The grand finale was attending the 2017 40 under 40 award ceremony!

"Representing our Long Beach State program at this conference allowed me to gain insight from industry leaders on various topics surrounding sports. A memorable piece of advice from speaker Chris Koch CEO of New Era, was there is no shortcut to success and don't be afraid to ask for advice."

By: Lauren Doria

CONGRATULATIONS LT 30!



Learning Team 30 had great ideas up their sleeves for their final Capstone projects. Presentations took place on July 22nd, 2017, and LT 30 knocked it out of the park! We look forward to following your journeys into the sports industry.

LT 33 INTERNSHIP ROUNDTABLE



The Graduate Program in Sport Management welcomed Learning Team 33 to the GPSM family! To get our new students involved early, the Program hosted the Internship Roundtable. Fifteen companies joined us!

Participating in internships are a required part of the Sport Management program, giving the students work experience and networking opportunities. During the Roundtable Event, the students get the chance to meet face to face with multiple companies who are actively looking for fresh interns. Nine of the 15 companies were represented by alumni of the Sport Management program, which reflects well on the program and showcases the talent of our alumni!

Our special guest of the evening was Marcus Kowal, who is the founder of Liam's Life Foundation. Marcus spoke on behalf of his son Liam, who tragically passed in a car accident caused by a drunk driver. Liam's Life Foundation focuses on raising awareness on the dangers of drinking and driving, and the importance of organ donation. Marcus (LT 3) is an alumni and has been wonderful to the program over the years through his businesses.

We are very thankful for the partnerships that have developed over the years with the companies that attended this year's roundtable and for providing opportunities to our 'newbies'!

Roundtable Attendees:

Rose Bowl Stadium
LBSU Marketing
LBSU Athletics
Special Olympics Southern California
Cartan Tours
Long Beach Neighborhood Foundation
SCGA

USA Badminton
Liam's Life Foundation
Global Sports and Entertainment Inc.
CIF Southern Section
UCI Athletics
Orange County Youth Sports Fdn.
Ontario Fury
LA Clippers

SENDAI 2017



The annual summer study abroad program in Sendai, Japan took place July 17 - July 31. Five students ventured off to Sendai University, which is the only Physical Education and Sports & Health University of Northern Japan. Students who attended Sendai University were Robert Nilsen (LT 31), Alicia Utke (LT 32), Adam Payne (LT 32), Elizabeth Yopez (LBSU), and Carlton Fortenberry (UC Davis), along with two faculty representatives, Dr. Tiffanye Vargas and Dr. Robbi Beyer. Dr. Vargas is the Program Director of Sport Management and an Assistant Professor in Sport Psychology at Long Beach State, and Dr. Beyer is a Professor of Pedagogy and Adapted Physical Education at Cal State Los Angeles.

The students were guided by Marty Kuehnert, who is the program director, the first American GM of a Japanese professional baseball team, and Vice President of Sendai University. They had the opportunity to meet the President, the Chairman, and the staff of Sendai University, take classes in the history of Japanese baseball and sumo, calligraphy, acupuncture, watch a Rakuten Eagles baseball game, and spend two days touring Tokyo. This was another incredible opportunity for our students to gain a new perspective on culture and the sports industry in a foreign country.

Chargers and Rams come to LA

As the Chargers and the Rams have made their transition to Los Angeles, many of our graduate students have been taking advantage of the internship and job opportunities that came with them! Working with the Chargers are Cheyanne Warren-Diaz (LT 31), Hae Mi Lee (LT 31), and Taylor Chavez (LT 32). Working with the Rams are Liam Eustace (LT 31), Heather Corder (LT 31), Austin Naylor (LT 31), Marina Herrera (LT 32), and alumnus Steven Smith (LT 29). We are very excited for these current and former students in their endeavors into the sports industry and wish them nothing but the best!
By: Alicia Utke

Dodgers and Angels

With the summer in full effect, a common theme in the GPSM offices are students working with the two Major League Baseball teams, the Dodgers and the Angels.

Photo 1: Alexandra Sanders (LT 31)



Photo 2: Ricardo Sanchez Gutierrez (LT 31)

Photo 3: Tina Sanchez (LT 31), Mike Trout & Ballpark Ops



Photo 4: Tina Sanchez (LT 31), Garrett Richards & Andrew Bailey



Congratulations Page

We always have so much to celebrate for our current students, but we also love to highlight our alumni and what they are achieving in their fields. We are so proud of our GPSM family and what they are accomplishing!

Congratulations to...

- Colin Lopez (LT 25) - PhD program at Temple University for Sport, Tourism, and Hospitality Management
- Lauren Martino (LT 28) - AEG Global Partnership Account Executive, Partnership Activation - Los Angeles Kings
- Tim McNeff (LT 4) - Assistant GM of Facilities - Los Angeles Football Club
- Chris Warden (LT 28) - Guest Experience Manager- Los Angeles Angels of Anaheim
- Dana Mariotti (LT 8) - Director of Marketing - Tiger Woods Foundation
- Stephanie Engle (LT 29) - Head Softball Coach - Golden West College
- Kevin Greenup (LT 30) - Membership Development - Southern California Golf Association
- Leo Magana (LT 27) - April Employee of the Month with the Event Operations - San Diego Padres
- Emma Heeger (LT 30) - Corporate Partnerships Coordinator - Tiger Woods Foundation
- Whitney Edwards (LT 29) - Assistant Director of Marketing - Long Beach State Athletics
- Aaron Arak (LT 18) - Director of Premium Services - Sacramento Kings
- Cheyanne Warren-Diaz (LT 31) - Community Relations Coordinator - Los Angeles Chargers
- Otto Benedict (LT 8) - General Manager of Event Operations - Los Angeles Football Club
- Megan Deer (LT 1) - National Manager, Lifestyle Expo & Community Engagement - Motiv Sports
- Taylor Eastburn (LT 29) - "After being at Creative Artist Agency (CAA) for over three months, I am happy to say that I have found my home! Working in Sports Consulting has been such a rewarding experience. I have had exposure to all types of professional sports as well as brands, athletes, teams, and agents. The environment here is fast paced and I often find myself multi-tasking on various projects which is something I truly enjoy. My work day varies depending on what project I am working on so that provides me the opportunity to learn and grow on a very regular basis. While there is still a lot for me to learn, I am confident that that I will persevere and expand to future opportunities within the organization."

Congratulations Fred Claire!

Congratulations to Fred Claire, a valued member of our Advisory Committee, who was recently honored by the Los Angeles Dodgers! Mr. Claire was with the Dodgers from 1969-1998, where he served as the Vice President of Public Affairs and later the General Manager of the last Dodgers team to win the World Series in 1988.

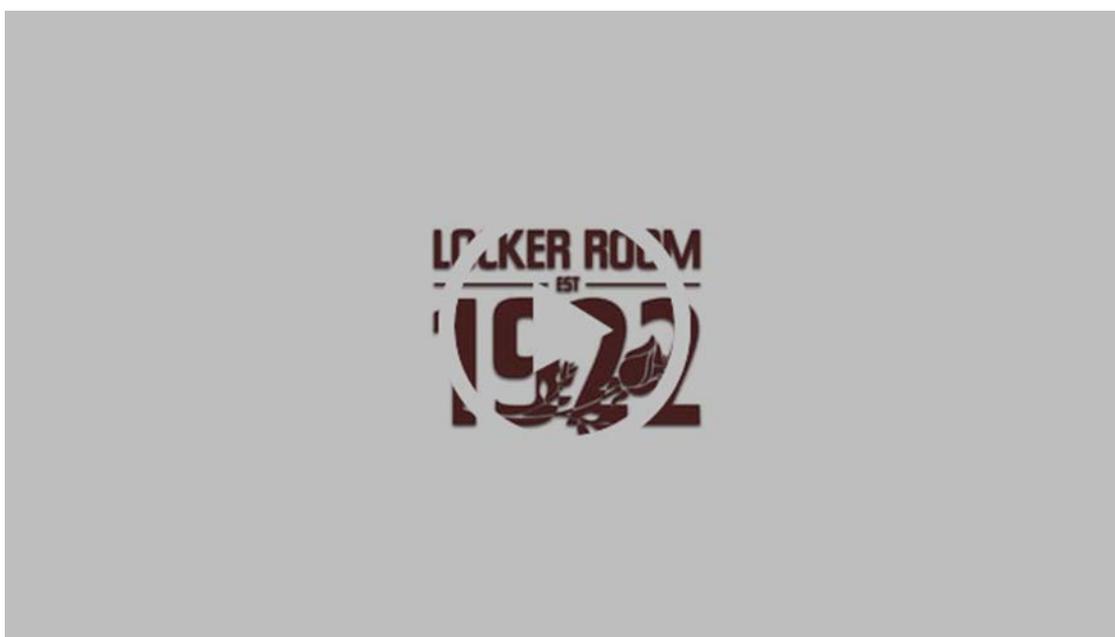
<http://m.mlb.com/video/topic/8010468/v1493576383/dodgers-honor-fred-claire>



Rose Bowl Stadium



Dedan Brozino pictured with Peyton Manning (left) and Archie Griffin (right)



Dedan Brozino shares the story of the Rose Bowl 1922 Locker Room Dedication

THANK YOU FOR SUPPORTING THE GRADUATE PROGRAM IN SPORT MANAGEMENT



Erik Von Der Ahe (LT 31), Ricardo Gutierrez-Sanchez (LT 31), and Mallory Pagnotta (LT 31) with Roy Englebrecht at Fight Club OC



Austin Naylor (LT 31), Steele Sylte (LT 32), Jamal Ellis (LT 32), and John Smith (LT 32) at the Rose Bowl

KEEP UP WITH US ON SOCIAL MEDIA



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Alicia Utke (LT 32) interning with Amateur Athletic Union



Kiersten Janjigian (LT 17) and Luisa Del Cid (LT 30) at the National Soccer Coaches Association of America

Website: csulb.edu/sportmanagement