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www.usfca.edu/sm

Finding the Perfect Fit

By Blaine Clemmens C20

Students enter the USF Sport Management Program for different reasons. In my case, when I read about the list of classes and the range of knowledge the program offered, there was no doubt that I had found exactly what I was looking for. Of course, things are not always as they seem on the surface, but I can safely say, the USF Sport Management Program is EXACTLY as it seemed, and better.

I left a baseball coaching position at USF in the Fall of 2002 in order to pursue a scouting career in baseball. Along the way towards that goal, which I am still pursuing, I decided to start my own business, a scouting resource business. Having

never run or started a business, I really just kind of winged it. I found some success in the first year, but honestly, I was not prepared to manage all of my thoughts, ideas, and goals with my business, while being as successful as I would want to be.

This is where the Sport Management Program came into play. I decided to put my business on hold for a couple years and in April took a job that furthers my scouting career. However, I did not want to let my business die. I feel that I have a great concept that was well received in its first year. With my new full time salaried position with Team One Baseball, I had the opportunity to work on the development of my own

business, through our Sport Management Program.

So far the Sport Management Program has given me the opportunity to learn and use accounting methods (I was previously clueless about the difference between income statements, balance sheets, and cash flow statements), write a business plan (I now have my hundreds of ideas written and organized), and design a marketing plan for my business. There is much more to learn in the year ahead, and if the past eight months are any indication, after December 2005, I will be ready to restart my business and be fully prepared to do so because this program was the perfect fit.



Athens 2004: A Sporting Odyssey

By Matthew Sanger C13

Waking up at 4:30 am was not the most pleasant thing I had ever done, but since 1984 when I really began my lifelong love of the Olympic Games, I had been rising at strange hours, or going to bed wearily in order to indulge this passion. Some twenty years after those games in Los Angeles held my attention, I was on my way to Athens; the home of the ancient games and the modern incarnation began. Even though Athens did not get the centenary games, it seemed somehow appropriate that the city held the event on either side of the twentieth century; a century that saw so much change in the way sport is presented, used and capitalized upon. These games would possibly give me a glimpse, or an indication of what the future might be, and how we, graduates, students and stakeholders in sport, could

affect the future.

Fast forward to the last night of the games, where I sat in the Panathanaiko (of all Athenians) Stadium for the Marathon finish. I had the privilege of attending several different sports (basketball, soccer, boxing and track and field) and although I wasn't going to the closing ceremony, this was the perfect end to the experience. My encounter with the games had overtaken all of my expectations and was arguably the greatest of my life. It was a true celebration, a party with sport at the centre and a coming together of cultures bonded by athleticism.

In terms of organization, the games were wonderfully executed despite the apparent lateness in getting ready. For those of you familiar with the Zorba the Greek tune (you couldn't escape it if you

were here), it started slowly and sped up to the point of being unstoppable. The manner in which Athens achieved these games also served as a reminder that while globalization has led to a degree of worldwide homogenization, each country is uniquely different and from my point of view, long may this continue. It was done differently, often with class and style (often a long forgotten quality in sport presentation), and this was at times liberating and thoroughly enjoyable.

The coming together of the human spirit in the form of athleticism, combined with the need for business structure and sport represents a great challenge for sport. How do we, as patrons of sport, recognize and appreciate this without diluting it? Noticeably

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Students – Recent Internships & Jobs (C1 = Cohort 1 in SF, C1S = Cohort 1 in Southern California)

Jennifer Alegado C6S, Los Angeles Marathon, Community Relations Intern; Buick Invitational, Ticketing Intern

Delicia Avery C5S, Staples Center, Promotions & Marketing Intern

Rick Brown C19, The Sport Management Group, Intern



C4S alum **Anna Massengil** working at the US Open in New York

Amber Hadisoenarto C21, KINeSYS Performance Sunscreen, Assistant to the President

Kristen Lange C6S, Nissan Open, Volunteer Coordinator

Joseph Mulford C20, San Francisco Giants, Sales Executive - Consumer Marketing Department

Paul Phootrakul C6S, Los Angeles Clippers, Fan Relations Department Intern

Amie Prichard C6S, Advanstar Communications, Marketing, Promotions and PR Intern in the Power Sports Group

Rebecca Robinson C5S, San Diego Padres, Account Executive - Season Tickets and Premium Sales



Lennon Cooper C5S, Tickets & Marketing Assistant at LMU, left, pictured with LMU Athletic Director Dr. Bill Husak celebrating the 2004 LMU Women's WCC Basketball Championship win

Alex Calderon C6S, Latino Sports Marketing, General Intern

Kim Cruz C6S, PGA Tour, Tournament Intern

Rich Egan C21, Santa Clara University, Ticket Manager Intern

Linda Ghazarian C6S, Los Angeles Avengers, Inside Sales Executive



San Diego Padres employees **Becky Robinson** C5S, Account Executive-Season Ticket & Premium Sales, right, with alums **Todd Owen** C4S, Marketing Assistant, left, and **Robin Neptune** C2S, Corporate Partnerships, center, on the field at Petco Park



UCLA's Assistant Men's Soccer Coach **Pete Van de Ven** C5S, left, **Rich Cellini**, center and Stanford's Media Relations Assistant **Will Kiss** C14, right. The UCLA vs. Stanford soccer match in October brought together these Northern & Southern Cal students

Kelly Schulte C6S, Premier Partnerships, Manager - Business Development

Jenn Shull C19, Fox Sports Net Bay Area, Traffic Coordinator

Amber Stockstill C5S, Tiger Woods Foundation, Ticketing Intern

Alumni – Recent Job Changes



Paris Apotolopoulos C17, Hellenic Army General Staff, in fulfillment of his year-long national obligation

TJ Baker C4S, Alloy Sports, LLC, Chief Executive Officer

Kim Becker C10, Jewish Community Center of San Francisco, Manager - Group Exercise Program ; Solano Community Center, Physical Education Instructor

Laura Davis C16, Sunset Athletic Club, Climbing Director

Mikki (Elftmann) Frazier C15, Sacramento Country Day School, Director of Special Programs

Raymond Harris C2S, Department of Developmental Services - Federal Programs Section, Associate Government Program Analyst

Susan (Holland) Moniz C13, Advanced Financial Services, Inc., Marketing Department

Justin Marcis C14, Paragon Marketing Group, Account Executive

Nanea McGuigan C17, Golden State Warriors, Basketball Operations Coordinator

Jeanette Morganti C9, University of California Berkeley, Olympic Sports Assistant

Dorth Raphely C14, College Sports Online, Manager - Basic Service Membership/Marketing

Erica Roselius C14, Sports Event Coordinator, Argent Mortgage Company LLC

Matt Slavin C17, Menlo College, Media Relations Director

Stephanie Vranas C17, Sport Fit, Program Director - Bowie, MD

Nancy Waite C16, Right to Play - Canada, SportWorks Project Coordinator working in Sierra Leone, Africa

Sport Management Updates

Heather Newcom C4S, is starting a non-profit organization called The Awakenings Institute. Heather will be working with people who are recovering from spinal cord injuries and strokes as well as people with multiple sclerosis, cerebral palsy and other disabilities. There is currently no facility for the program, but Heather is meeting with attorneys, accountants and real estate agents to get the organization up and running.

Well, it seems that there are a lot of alums taking the leap into wedded bliss! Here's the latest scoop on who's gotten hitched and who's getting hitched! Alum **Susan Holland** C13, married Jeff Moniz and they are making their home in Rhode Island. **Mikki Eftmann** C15, got married in November of 2003 and is now Mikki Frazier (see announcements section for her baby news)! Another alum, **Paul Caminata** C15, wed Leslie Berringer on September 17th. So. Cal. alum **Todd Owen** C4S, popped the question and will be marrying his fiancé Natalie in July of 2005. Rounding out the long list of couples is alum **Erin Reilly** C17, and her partner Erin Goley who were married in July 2004. Congratulations to all of you and we wish you only the best!

Newlyweds
Erin Reilly
C17, right,
and her
spouse
Erin Goley



Rick Walden, the Southern California Legal Aspects in Sport Management professor, is a firm believer in rewarding academic achievement. Each year at the end of his course, he presents the student who has earned the highest grade in his class with an invaluable, hardbound Sport Law reference book. Rick was unable to present the book himself, so Peggy O'Leary stepped in and did the honors. This year's recipient of the book was **Rebecca Robinson**, Cohort 5S. Congratulations Rebecca for a job well done, from all of us at the Sport Management Program!

It seems that **Scott McRoberts** C18, has been very busy lately! Scott was in Key Biscayne, Florida in September to attend an intensive training session on the *First Serve Life Skill Curriculum*. The First Serve mission

is to empower young people by providing local tennis facilities with a life skills program that promotes positive values, healthy habits, and education through the game of tennis resulting in real life power on and off the court. Scott is using this training to run the tennis clinic that the USTA, in conjunction with USF, hosts at the main campus. Every week elementary school children attend the clinic to learn tennis and to be exposed to something positive to focus on from USF students and members of the men's and women's tennis teams. As part of Scott's MP project, he is preparing a business plan to expand this program. And to top it all off Scott was chosen as a Commencement Speaker for the Graduate Programs Commencement ceremony in December! Congratulations Scott!



USF students and members of the men's and women's tennis teams teach elementary school students skills on and off the court

Athens 2004: A Sporting Odyssey *(continued)*

at these games, there was a distinct lack of overtly visible commercialization, yet patrons and sponsors were recognizable. Is less more? Is the association and goodwill stronger for those at the events? Perhaps the games are an idealistic setting, but it never seemed unrealistic. The value of sport was very clear, despite any drug scandals, and as a person with a career and life interest in the industry, I would like to think I will be involved in protecting sporting values for future generations with my actions.

My usual attendance at sporting events is at professional football (soccer) in England and attending the different sporting events in Athens often seemed a world away from that realm. The games were all about sport, the athletes and the celebration of them overcoming odds to succeed as Olympic Champions. It was never flashy but classy and full of effort and passion. These qualities were also on display from the people working at the games, in particular the volunteers who displayed friendliness that was always genuine, at times humorous and not scripted or tediously repetitive. Athens 2004 was an invigorating experience and something that made me feel like



Standing in front of the Olympic Stadium in Athens, Greece are Sport Management alums **Matt Sanger** C13, left, **George Kavouridis** C13, right

the wide-eyed ten-year-old boy who marveled at Carl Lewis and Daley Thompson (British Decathlon winner in Los Angeles) all those years ago. Looking at the faces around me in the stadium as the sun set over the Acropolis, I knew that many shared my emotions as well. Their wish is also probably for those in the industry to simply provide the stage for the human spirit and body in unison towards success in sport.

Achieving the balance of business and sport is a challenge but as athletes such as Hicham El Gherrouj and Kelly Holmes, who both finally defeated the hoo-doo that had haunted their career



to win gold medals in Athens would testify, to gain something special and lasting would be a journey encountering worthwhile difficulties. It'll certainly be a good relationship where business and sport work together with common goals. The Olympic Games of the twenty-first century, first with Sydney and then Athens appear to show that it is possible.

Thank you Athens 2004, roll-on Beijing 2008.

Save the Date!

Sport Management
Social

Thursday, January
20th
Followed by
USF vs. Gonzaga
Men's basketball
game.

USF Sport Management

Dr. Stan Fasci – Director of Administration
Dr. Dan Rascher – Director of Academic Programs
Ms. Peggy O’Leary, MA – Sr. Associate Director and Administrator of Southern California Program
Dr. Jeremy Howell – Associate Professor
Dr. Rich Cellini – Assistant Professor
Dustin Roche, MA – Program Assistant for Northern California Program
Sabrina Karras – Program Assistant for Southern California Program
Bezawit Dilgassa - Graduate Student Assistant for Northern California Program

Northern California Program
Lone Mountain Pacific Wing 116
2130 Fulton Street
San Francisco, CA 94117-1080
Phone: (415) 422-2678
Fax: (415) 422-6267
spportmgt@usfca.edu

Southern California Program
480 South Batavia Street
Orange, CA 92868
Phone: (714) 633-5626
Fax: (714) 771-4264
lasportmgt@usfca.edu

Visit our website at www.usfca.edu/sm

Alumni & Student News

- ❖ **Allison Roche C13**, has been named employee of the quarter at GMR Marketing. That’s proof that hard work does pay off!
- ❖ **Monica Decker C2S**, and her husband Paul have bought their first home just in time for the holiday season.
- ❖ **Mikki (Elftmann) Frazier C15**, and her husband welcomed their son Cameron Jacob “CJ” on May 31, 2004.
- ❖ Another new homeowner, alum **Kim (Hay) Rogowski C12**, and her husband have purchased their first home just outside of Sacramento.

Announcements

- ❖ **Upcoming Graduation!** Cohort 18 will graduate on December 17, 2004. The commencement ceremony will be at St. Ignatius Church at 3:30 p.m.
- ❖ **Holidays:** The Sport Management Program Offices will be closed from December 23rd through January 2nd. Happy Holidays to all!
- ❖ We will be welcoming our 22nd Cohort to the Northern California Campus in January!
- ❖ **What Are You Up To?** Keep sending us news about yourself and a picture to be included in future issues.
- ❖ **Moved recently?** Be sure to let us know if you have new contact information so we can keep you in the loop and in the know!
- ❖ **Happy Holidays and Best Wishes for the New Year from all of us at the Sport Management Program!**

Two Sport Management Students Off To USTA Nationals in March

Scott McRoberts C18, and **Sandra Tabata C20**, represented the University of San Francisco at the USTA College Campus Tennis Championships held at Stanford University November 6th and 7th. The tournament consisted of a World Team Tennis format, with pooled play on Saturday and the play-offs of the pool winners and runner-ups on Sunday. One hundred-thirty college students, sixteen teams, and five rounds later the University of San Francisco was crowned as the 2004 USTA Nor Cal Campus Champions. Along with the strong play of teammates **Jeff Williams C21**, Ana Wilson and Jessica Kapoor, McRoberts and Tabata were able to knock off Cal Berkeley in the finals in a close 6-4 fifth set. McRoberts finished with an impressive 10-1 record over the weekend with Tabata anchoring out the team with a perfect 4-0 record. McRoberts and Tabata

along with their teammates will be representing USF in the USTA Nationals held in San Diego in March. This is the first time USF has won such a title.



Sandra Tabata C20, left
Scott McRoberts C18, right



Staff Change in the Northern California Program Office

The Northern California Program’s graduate student assistant, **Heather Jones C20**, is leaving us to pursue some great internship opportunities that are keeping her very busy. Heather is currently filling the positions of Marketing Associate for the University of California and Event/Sponsorship Assistant for the Emerald Bowl.

Please join us in thanking Heather for the superb job she did in providing so much assistance to each of us and to the overall program. Heather may occasionally be providing us some support for a few hours, and we appreciate her continued help.