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## Using Sport As A Catalyst For Change

*By Scott McRoberts C18*

So many of us enter the Sport Management program with an idea of where we would like to work and whom we would like to work for. For myself, it was working in the NHL. What many of us do not realize is the power that sport has to influence change in so many different aspects of the world.

I have been fortunate to meet many great people during my "travels", from professors at Brock University, Ontario, Canada to those who have supported many of my visions at the University of San Francisco Sport Management Program. Through these relationships, I discovered it is important to surround yourself with great people who do GREAT things because it can't help but rub off on you.

My journey started with the Tennis ACES project where I met Loretta Conway of USTA Northern California through an introduction from the Sport Management Program. The Tennis ACES inner city program lead to further experiences where I was invited to work on a project at San Quentin Prison to create a tennis court and program to decrease racial barriers and promote the sport of tennis. The result was more than just building a brand new tennis court. The prisoners not only helped build the court, they took away from this experience a feeling of accomplishment that they helped create a place within the prison where people of different nationalities and backgrounds can come together for the sport of tennis.

Sport has created many opportunities and life changing experiences for me and now I am trying to use one particular event to do the same across the globe. In July of 2005 Scott Thompson of the San Francisco Sports Council, along with myself, were given the honor of bidding for the 2008 International Children's Games on behalf of Mayor Newsom and the City of San Francisco. We presented a successful bid in Coventry, England against 3 other countries and were given the rights to host the 2008 International Children's Games in San Francisco in July of 2008.

San Francisco will host about 2000 athletes from 100 cities and 50 countries around the world. They will participate in eight sports during the games; essentially the Olympics for kids. Three of these sporting events, as well as housing and operations, will take place right on the USF



Scott with the Governor of Thailand Mr. Apirak Kosayodhin.

campus. A key component of these games is the hosting of our international guests; foreign diplomats and governors, as well as local city officials in attendance at these games. I was fortunate to represent the City of San Francisco at the 2006 ICG in Bangkok, Thailand where I had the privilege of having dinner with the Governor of Thailand, Mr. Apirak Kosayodhin, and I hope to extend the same positive experience to our visiting guests to the City of San Francisco.

The scope and magnitude of this type of event makes me realize quite quickly what we have to accomplish and the number of great people we need on board to make this event happen. What also became apparent to me during the planning stages of this event is that we have the attention of 2000 youth, dignitaries and media outlets from around the world and we have a fantastic opportunity to communicate to a large audience. We quickly put our heads together and discussed some of the major issues facing youth and the world today and how we could incorporate health and educational initiatives into this event.

The first initiative we decided on was starting the creation of a Health Forum. In collaboration with USF Alum Dr. Deborah Mulligan and USF Sport Management Associate Professor Dr. Jeremy Howell, the SF ICG 2008 will be holding a two-day health forum speaking on issues such as

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## Students – Recent Internships & Jobs

**Tammy Carlson** C8S – Intern, Tiger Woods Foundation

**Brandy Clark-Smith** C25 – Intern, US Sports Camps

**Omar Young** C26 – Intern, Player Personnel, San Jose SaberCats

**Liz Berecz** C7S – Chief Financial Officer, The Optical Shop of Aspen International

**Eric Smith** C25 – Intern, Baseball Operations, San Francisco Giants

**Mike Iwamasa** C8S – Game Management & Promotions Coordinator, Athletics Department, Cal State Northridge



San Jose Rock n Roll Marathon (from left to right), **Michelle Alleyne** C25, **Marcie Haduca** C24, **Maritza Loyola** C23.

**Whitney Tool** C24 – Senior Coordinator of Operations, Sacramento River Cats

**Edie Gobel** C8S – Community Relations Assistant, Los Angeles Lakers

**Kathryn Bundschu** C24 – Events Intern, Athletic Development Office, UC Berkeley

**Kelsey Hicks** C25 – Member Services Representative, San Francisco Bay Club

**Maritza Loyola** C23 – Project Coordinator, Dew Tour, Chicago, IL

**Arman Medina** C25 – Business Development Director, SportsEconomics



Run for Her 2006 (from left to right), **Michelle Boone** C7S, **De Sha' and Michelle Runnels** C4S, **Drew Roberts** C19, **Cheryl Brier**, Southern California Program Assistant, **Sara Kindig** C7S

**Josh Esquith** C8S – Intern, Community Relations, Staples Center Foundation

**DeAnna Holland** C24 – Manager of Sponsor Services, Sponsorship & Marketing, The Oakland Raiders

**Sara Kindig** C7S – Coach, JV Basketball, Romona High School

**Orlando Lugo** C8S – Intern, Community Relations, Los Angeles Kings

**Anish Patel** C22 – Marketing Intern & Video Productions Crew, San Francisco 49ers; Public Relations, Game nights, Golden State Warriors

**Dae Seok Chang** C22 – Intern, IMG Consulting

**Doug Roberts** C24 – Partners Development Associate, Positive Coaching Alliance

**Estelle Collins** C8S – Intern, NASCAR event in Feb, California Speedway; Security, Rose Bowl Jan 1<sup>st</sup> game.

**Tom Jones** C24 – Concierge, Golden State Warriors

**Robbie Aylesworth** C8S – Intern, Corporate Sales/Sponsorship, Los Angeles Angels of Anaheim

## Alumni – Recent Job Changes



**J.T. Klengenmeier** C1S – Event Manager & Director of Security, Dick's Sporting Goods Park, Denver, CO

**Pedro Moura Rodrigues** C22 – Ticket Services Intern, Golden State Warriors

**Chris Gibbons** C1S – General Manager, Blue Sky Grill, Denver, CO

**Ryan Thompson** C15 – Instructor & Lead Assistant Baseball Coach, Cuesta College

**Koll Ellis** C5S – Accounts Payables Supervisor, Athletic Department, UC Berkeley

**Rebeka Bet-Eivaz** C6S – Marketing Director, SCORE American Soccer

**Brian Laurila** C20 – Manager of Business Development, Golden State Warriors

**Jenean Rombola** C5S – Coordinator, Ticket Services, Boston Red Sox

**Amber Lewis** C16 – Senior Recreation Specialist, North Texas Job Corps Center

**Gwen Kagaoan** C10 – Assistant Athletic Director; Director of Athletic Academic Services, University of Hawai'i

**Shelby Cox** C6 – Senior Director of Ad Sales, Electronic Arts

**Jeremy Rechtshaid** C18 – Account Executive, Echo Marketing

**Jessica Gomez** C22 – Ticket Sales Representative, Pac 10

**Erin Flynn** C5S – Key Account Footwear Sales, Adidas America

**Ricky Pellum** C22 – Season Ticket Service Coordinator, Oakland Raiders

**Ellen Styer** C19 – Director of Championships, West Coast Conference

**Leigh Cambra** C10 – Activities Director, Carmel High School

**Amber Stockstill** C5S – Special Events, City of Long Beach

**Simon Reynolds** C15 – Account Executive, Tenzing Interactive Marketing

**Alison Vidal** C4 – Director of Championships & Marketing, The California Athletic Association

## Sport Management Updates

**Alex Montoya** C8S has been asked to speak at the Annual Shrine International Conference this March in Tampa, FL.

**Lourdes Piojo** C22 sang the National Anthem at the December Graduation Commencement for Cohort 22. Congratulations Lourdes!

**Mark Foxtan**, Adjunct Professor for USF Sport Management Program has relocated to NYC to work for the NBA. He is working in the Team Business Operations Dept. consulting teams in the NBA, WNBA and Developmental League.

**Mark Nagel**, Adjunct Professor for USF Sport Management Program is an Associate Professor at University of South Carolina in their Sport and Entertainment Management Program.

**Kevin Skabo** C21 has passed his test with flying colors and is now a FIFA Licensed Players' Agent.

Exiting news for **JP Holland** C12. His company, Holland Sports Properties LLC is partnering with The West Coast Conference. The WCC Press Release was sent by **Jae Wilson** C17, Director of Communications, WCC:

*Portland, OR - The West Coast Conference ("WCC") has reached a partnership agreement with Holland Sports Properties LLC, announced WCC Commissioner Mike Gilleran and Holland Sports Properties CEO J. P. Holland. Holland Sports Properties is the conference's exclusive outside sports marketing company, and will work with the conference to develop and implement a corporate partner program to generate revenue for the conference.*



Just another day at work. Professor Rich Cellini and Mike Wagner C7S at the San Diego Chargers game.

**Rob Halvaks**, Adjunct Professor was selected to chair the association-wide NCAA Playing Rules Oversight Panel thru 2009.

**Maria J. Veri**, Ph.D., Adjunct Professor had an article published in *Quest* (2006, 58, pp. 443-464) that was based on a group writing project with C18's Social Issues in Sport Management Elective Course. The article is titled, "Etched Impressions: Student Writing as Engaged Pedagogy in the Graduate Sport Management Classroom". The student contributors are **Kenny Barton, David Burgee, James A. Davis, Jr., Pamela Eaton, Cathy Frazier, Steve Gray, Christine Halsey, and Richard Thurman** (Cohort 18).

**Hosei Maryuama** C3S penned an article about Security at Busch Stadium for *Security Magazine* (September 2006).

Several USF faces were spotted at the Sports Events Marketing Experience (SEME) conference that took place on February 9<sup>th</sup> & 10<sup>th</sup> at USC: **Peggy O'Leary**, Sr. Associate Director, Southern California Program and **Anthony Dittmann**, Adjunct Professor were panelists and **Rick Walden**, Adjunct Professor was a Moderator.

**Anthony Dittmann** has also been busy with ESPN producing the Winter X Games in Aspen, CO (commencing on Feb 8<sup>th</sup>) and this Spring he's working towards his Private Helicopter pilot's license.

**Rick Walden** has been asked to be a guest lecturer on Sports Law at his Alma Mater Texas Christian University in February.

**Roy Englebrecht**, Adjunct Professor has been hard at work this past year. He has purchased with a group of investors, a NBA Development League expansion franchise, otherwise known as the Anaheim Arsenal. He also introduced last February, Fight Promoter University. Way to go Roy!

**Joann Klonowski**, Adjunct Professor has been working on a new speaker series which will feature George Bush Sr., Madeleine Albright, Bob Woodward and George Will among others.

**Cheryl Brier**, Program Assistant, Southern California Program is on the Board of Director's for the Huntington Beach International Surf Museum.

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free to play, childhood obesity, diabetes, nutrition, etc. The Health Forum will be based on a four-pillar framework, which includes Leadership, Education, Research and Global Citizenship. What will make this forum unique from others is the discussion of "best practices" from around the world rather than rehashing the problems we know already exist. Policy makers and speakers from around the globe will convene for this two-day event.

The second initiative is an education component where twelve pre-selected countries will work with a program developed by E-pals, which uses translational software to allow youths from around the world to email back and forth about certain topics. We will create a forum talking about the environment, health, tolerance, world peace and other issues prevalent in the world. We look forward to our collaboration with USF, Diana Lattimore and her program.

Perhaps the most powerful influence where I have witnessed sport act as a catalyst for change is at the recent Global Forum for Sport and Environment I attended in Lausanne, Switzerland. In conjunction with the IOC and United Nations Environment Program (UNEP), I was one of 100 invitees to this forum. Attendees of this event included organizers from Beijing Olympics 2008, Vancouver 2010, World Cup 2006 and Leigh Steinberg from Steinberg Enterprises.

This conference demonstrated through many examples of sport from around the world, areas in which sport is being used to create change from an environmental perspective. The SF ICG 2008 will be "greening" its event for the good of the environment and will be planting trees to offset the emissions from transportation during the event.

As I look back on these several positive experiences, I would like to conclude with this. To most of us, a tennis racket has always been a piece of equipment used to hit the ball over the net. To the Tennis ACES kids and San Quentin inmates, the tennis racket is a lifeline, an outlet to express emotion and engage in some form of physical activity.

So wherever your sport endeavors may take you, ask yourself what you can do beyond the end result. Look deeply at your project and how it can evolve into something greater to promote change in a particular area. All of us at one point in our lives have been given something from sport. Now we have the power and ability to give back and promote change!

*I am proposing to the USF Sport Management Master's Program an elective on Event and Sponsorship Marketing with an emphasis on the 2008 International Children's Games.*

## USF Sport Management

**Dr. Stan Fasci** – Director of Administration  
**Dr. Dan Rascher** – Director of Academic Programs  
**Peggy O'Leary, MA** – Sr. Associate Director and Administrator of Southern California Program  
**Dr. Jeremy Howell** – Associate Professor  
**Dr. Rich Cellini** – Assistant Professor  
**Dr. J. Andrew Choi** – Assistant Professor  
**Cheryl Brier** – Program Assistant for Southern California Program

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## Alumni & Student News

- ❖ **Ellen Styer** C19, engaged to Brian Moore on August 21.
- ❖ **Jessica Ram** C4S, engaged to Duke Reveles.
- ❖ **Doug Roberts** C24 was married in August 2006.
- ❖ **Chris Forrest** C6S, engaged to JoAnne.



**Jennifer Semien** C8 said YES to Craig Copeland during the 5<sup>th</sup> inning of the San Francisco Giants Game.

## Announcements

- ❖ **Maria Palmo**, Program Assistant for Northern California Program accepted a Program Assistant position with the Military Science/ROTC Program at USF.
- ❖ **Kim Klinedinst** C23 just launched the Montclair Outdoor Fitness Site. For class/program schedule, go to [www.montclairoutdoorfitness.com](http://www.montclairoutdoorfitness.com).

## Welcome to the Program Cohort 26!



**Peter Aiello** – Whittier College, **Ethel Brual** – CSU Hayward, **Brian Chambers** – Santa Clara University, **Brianna Chambers** – CSU Bakersfield, **Yvette Chang** – National Tsing Hua University, **Joao De Macedo** – Nova University, Lisbon, **Michael Distaso** – USD, **Daniel Falk** – University of Arizona, **Maggie Fenton** – SUNY, **Eric Flemming** – USF, **Salvador Flores** – Universidad Iberoamericana Tijuana, **Jennifer Freitas** – UC Berkeley, **Ronald Greenberg** – San Francisco State University, **Caroline Griggs** – San Francisco State University, **Erica Hanne** – California State Polytechnic University, **Glendon Hardin** – Whitman College, **Andrew Hogan** – USF, **Chad Hossack** – Old Dominion University, **Levi Johnson** – Florida State University-Tallahassee, **Andrew Kihn** – CSU Monterey Bay, **Marnie Krell** – University of Western Ontario, **Steven Lin** – National Taiwan University, **Douglas McCollum** – Marquette University, **Philip McDaniel** – USF, **Michael Nieves** – Sonoma State University, **Tarrah Pollaro** – Indiana University, **Ajit Sane** – University of Pune, **Kevin Scudero** – CSU Chico, **Alex Strayer** – UC Davis, **Marlon Sullivan** – DeVry University, **Taryn Torgersen** – USF, **Andres Villalobos** – University of Arizona, Tucson, **Omar Young** – Savannah State University

## Congratulations Cohort 22 Graduates December 2006



Colin Tate Allen, Dae Seok Chang, Erwin Chu, Won Jin Chung, Peter Wingate Dunkle, Michael Alan Esola, Neil David Garipey, Jessica Gomez, Nicole Marie Hall, Courtney J. Jeffries, Gretchen Elaine Keisel, Jennifer Liu, Debbie Linda Lopez, Aaren E. McBride, Matthew J. Nuthals, Tara Lynn O'Connor, Anishkumar R. Patel, Ricky Pellum, Jr., William Joseph Pickthorn, Lourdes Diga Piojo, Pedro Moura Rodrigues, Amanda Rosanne Ross, Julian Joseph Russell, Hilary Scott, Suzan Salameh Shqair, Scott D. Wing, Jong Beom Woo