

In This Issue:

The "reality" of Sports	P1
Students – Recent Internships & Jobs	P2
Alumni – Recent Job Changes	P2
Sport Management Updates	P3
Alumni & Student News	P4
Announcements	P4
Congratulations Cohort 26	P4
Welcome Cohort 30	P4

The "reality" of Sports

By Dustin Roche C14

At first glance, reality television might appear to be a new trend in entertainment, originating with *The Real World* and *Survivor*, and evolving into shows like *The Hills* and *Top Chef*. Reality television, at least seemingly, has a certain level of authenticity to it. It's one of the few types of programs that can come through a writer's strike unscathed, it's recession proof, and it's relatively cheap and quick to produce. It has all but eliminated music videos on MTV, has become a primetime staple on major television networks, and has even spurred the creation of 'all reality all the time' television such as the Fox Reality Channel. However, long before we had LC (Lauren Conrad of the Hills) and Kim Kardashian, we had 'The Miracle on Ice', Chaminade, and Boise State. Unscripted and often unpredictable, sports was, is, and will continue to be the ultimate reality television experience.

When I first entered the USF Sport Management program with Cohort 14 I wasn't sure exactly where I wanted the degree to take me, and I wasn't entirely aware of different careers that existed in the sport marketplace. I envisioned myself working for a professional sports team, a college athletic department, or maybe a sports marketing company. Each class I took (and in turn, each instructor who taught me) opened my eyes to the various opportunities that existed in the industry. Through some networking opportunities with USF alumni, I landed a job with



Dustin in the Big Ten Network studio (remembering the last Sport Management Social he went to).

Fox Sports Net Bay Area (now Comcast Sports Net Bay Area) where I worked in the traffic and programming departments for two years. Over those two years, I watched audiences tune in at unprecedented numbers to watch Barry Bonds' assault on the record books and saw viewers glued to their seats to watch the Warriors incredible playoff run in '07 to name just a few. I gained valuable insight and appreciation for the entertainment value of sporting events, on both an emotional and a fiscal level.

Two years ago I learned about a joint venture between Fox and the Big Ten Conference to create a cable television network. As an avid college sports fan, I was immediately intrigued, yet a bit skeptical about this first-of-its-kind endeavor. However, after doing my homework, talking to industry professionals, and weighing my options, I accepted a job as the

programming manager for the Big Ten Network in Chicago. This was something that I would never have imagined myself doing when I first started grad school, yet I have enjoyed every aspect of the job. I was there for the launch of the network in August 2007 where our first live event was watching Appalachian State defeat the University of Michigan in one of the biggest upsets in college football history. There is no doubt that the game created a buzz around the country with college football fans taking notice of the Big Ten Network. It was an opening act with a story line even the most savvy of writers in Hollywood couldn't have scripted. It was a back and forth game with last second heroics that created a new underdog for fans around the country (Ann Arbor aside) to root for. It was a perfect model for great reality television.

Any questions? Email me at: dustin.roche@bigtennetwork.com

Visit the Sport Management website at: www.usfca.edu/sm

Students – Recent Internships & Jobs

Vanesa Taube C29 — Business Office Associate, Bay Club Marin

John Eberhard C10S — Intern, Staples Center Foundation

Steve West C29 — Intern Luxury Suites, Oakland Raiders; Building Supervisor, Koret Health & Rec Center; Student Manager Assistant, USF Men's Basketball Team

Abe Collier C10S — Program Director, Pacific Athletic Club

Rachel Sears Casanta C28 — Head Coach, Cross Country/Track & Field, International High School, SF

Brian Joanou C10S — Intern, Athletic Department, CSU Fullerton

Sean Moler C27 — Account Manager, Corporate Sponsorships, San Jose Earthquakes

Keena Thomas C29 — Video & Stats Analyst Intern, Cal Rugby Team, University of California, Berkeley

Anthony D'Albora C30 — Director of Baseball Operations, University of San Francisco Baseball

Daniel Balwigaire C10S — Community Relations Intern, Los Angeles Clippers



Daniel Balwigaire C10S handing off a frozen turkey to Baron Davis of the LA Clippers during the Baron Davis Thanksgiving Drive in Central LA. Nice pass Daniel!

Brian Morandi C10S — Intern, Media & Communications, LA Clippers

Michael Bell C30 — Game Operations, Golden State Warriors; Graduate Assistant, USF Athletics

Patty Campos C10S — Intern, Staples Center Foundation

Cassie Zebisch C9S — Communications Specialist, AEG

Jennifer Fatjo C10S — In-Game Operations Intern, LA Sparks

Tana Smothermon C9S — Director of Operations, The Sports Link

Tim McBride C10S — Intern, The Sports Link

Joel Churnin C29 — Intern, Cross Country/Track & Field, USF Athletics

Benjamin Aziz C28 — Corporate Sales/Development/Services Intern, Golden State Warriors

Joe Nazzaro C29 — Intern, Citizen Sports Network

Matt Canter C27 — Account Executive, High Five Sport Marketing Inc.

Jason Hicks C29 — Premium Seating Assistant, Oakland Athletics

Scott Mahkorn C9S — Season Ticket Service Executive, Los Angeles Kings

Alexis Busch C28 — Luxury Suite Attendant, San Francisco Giants

Eric Halvorsen C9S — Sports Information Intern, USC; Sports Communications Intern, Concordia University

Liam Connolly C29 — Baseball Operations Intern, San Francisco Giants

Juwanie Maximo C9S — National Group Sales Representative, AEG Live

Andrea Rogers C27 — Individual Giving Manager, Boys & Girls Clubs of SF

Alumni – Recent Job Changes

Christine Wilson C11 — Director of Special Events and Corporate Relations, Special Olympics Northern California

Jim Solien C4S — Assistant Sports Information Coordinator, San Francisco State University

Dana Milne Tellis C4S — Corporate Marketing Coordinator, Auto Club Speedway

Jon Schulman C8S — Marketing & PR Coordinator, BDA Sports Management

Shawn Beckham C21 — Director, Development & Operations, Pacific Sports LLC

Andrew Blumberg C25 — Associate Product Manager, 2K Sports

Brian Hampton C19 — Manager of Football Operations, San Francisco 49ers

Patsy Leung C14 — Sales Support & Events Supervisor, ComcastSportsNet Bay Area

NeSha Thomas C7S — Recreation Coordinator for Sports, Health & Fitness, City of Mercer Island, WA

Elaine Williams C25 — Health & Fitness Coordinator, 30th St. Senior Center

Carianne Skinner C23 — Account Manager, Coca-Cola

Adam Requarth C14 — Director of Ticket Sales, Tennis Tournaments, Silicon Valley Sports and Entertainment, TN

Peter Aiello C26 — Coordinator, Client Services, World Baseball Classic, NYC 1/5/09-4/30/09, Major League Baseball

Rebecca Robinson C5S — Director & Community Development, Rady Children's Hospital Foundation

Eric Smith C25 — Media Relations Assistant, San Francisco Giants

Katie Bundschu C24 — Director of Stewardship, Buff Club, University of Colorado

Auggie Torres C18 — Director of Operations, Women's Professional Soccer Bay Area

Mike Iwamasa C8S — Account Executive, Leader Enterprises

Jim Herrmann C18 — Director of Ticket Sales and Services, Los Angeles Sparks

Jessica (Ram) Reveles C4S — Group Sales Coordinator, Citizens Business Bank Arena

Denise Hall C12 — Career Advisor, The Art Institute of California, SF; Lead Aquatic Instructor, Pacific Athletic Club

Sport Management Updates

Happy 2009! With the New Year in full swing, let's welcome the following new adjunct faculty to the Sport Management Program, Southern California Campus:

Rod Murray is the Director of Entertainment and Multi-Media for the Anaheim Ducks and Honda Center and is teaching an elective course titled, Game Presentation and Entertainment in Sports.

Jonathan Pauley not only is a proud alum of C2S but he also started Make-U-Fit Productions LLC and Renegade Racing in 2005 and will be teaching an elective course titled, Event Management, Marketing and Sponsorships.

George Stieren is the Director of Business Public Relations & Special Events for the San Diego Padres and will be teaching an elective course titled, External Communication in Sport. Welcome to the team gentlemen!



Rich Campbell C5 and Adjunct Professor took C9S to the Anaheim Ducks/Honda Center for one of their Business Research Classes. They met with Bob Wagner, CMO of the Ducks/Honda Center and Tracie Jones, Director of Marketing for the Duck's. C9S students pictured above from left to right are: **Torrie Harris, Meaghan Leon, Alex Anthony, Zhenfei Hui, Rodney Truong, Scott Simmons' hand, Stephen Arakelian and Vance Lynch.** Photo credit to **Ryan Broccolo.**

Jeff Berman Adjunct Faculty, Northern California Program has moved from Ticketmaster and is now the President of FanPrice.

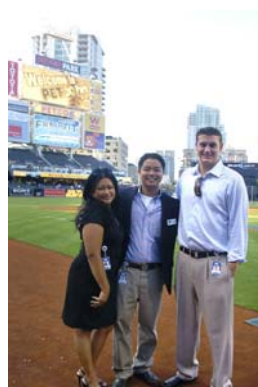
Anthony Dittmann, Adjunct Faculty, Southern California Program is gearing up for the 13th Winter X Games (ESPN) held in Aspen, CO.



Pamm Hubbard C6S and the University of Alaska rifle team met President George W. Bush at the White House. The rifle team won the National Championship (for the 3rd time in a row). Pamm is the Associate AD for Compliance/SWA (she's in the white suit).

Charlie Faas, Adjunct Faculty, Northern California Program was recently named as CFO of the Year by the Silicon Valley/San Jose Business Journal (in the Private Company category). Charlie is the CFO of Silicon Valley Sports and Entertainment.

Mark Nagel, Adjunct Faculty, Northern and Southern California Campuses, co-wrote the article "A Method to March Madness? Institutional Logics and the 2006 National Collegiate Athletic Association Division I Men's Basketball Tournament" that was published in the Journal of Sport Management, November 2008.



The 1st Filipino Heritage Night for the San Diego Padres took place on September 10, 2008 spearheaded by **Mark Matsunaga** C9S and a fellow Padres colleague. The next one is slated for July 2009! Pictured from left to right are Cynthia Suero, Mark and **Jason Green** C9S.

Lenli Corbett C24 was named the Senior Woman Administrator for the University of San Francisco. She is currently the Director of Compliance and will assume additional responsibilities related to her position as SWA.

Jesse Zitrin C25 celebrates the one-year anniversary of The Nor Cal Report (free weekly audio show featuring insight and interviews with the eight major pro sports team in Northern California, <http://NorCalProSports.com>). Way to go Jesse and Lex!



Ignacio Garcia C16 met Jose Antonio Samaranch (to the left of Ignacio), Honorary President of International Olympic Committee and former President of IOC while working at the 2008 Olympic Games in Beijing. Ignacio was there representing the Basque Athletes competing for Spain.

Ilisa Kessler C9 and Adjunct Faculty, Northern California Program has accepted a position as General Manager with Bay Area Women's Professional Soccer.

A day in the life of a Sport Management Student - sounds interesting doesn't it? We sure think so! Check out **Cory Sterling's** blog to find out how this Cohort 27 student is enjoying his experiences with the Northern California Program. He is also participating in the Global Sport Management Immersion Week in Korea which is the first time this elective has been offered. He will be back to the States to blog on about his time abroad later this month. Check it out at our website (www.usfca.edu/sm) and click on the link under What's New.

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 the Southern California Program
Dr. Jeremy Howell – Associate Professor
Dr. Rich Cellini – Assistant Professor
Dr. J. Andrew Choi – Assistant Professor
Brent von Forstmeyer – Program Assistant for the Northern California Program
Cheryl Brier – Program Assistant for the Southern California Program

Northern California Program
 Kalmanovitz Hall, Room 241
 2130 Fulton Street
 San Francisco, CA 94117-1080
 Phone: (415) 422-2678
 Fax: (415) 422-6267
sportmgt@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

- ❖ **Stefan Shakiba** C19 has been accepted into the Masters of Clinical Psychology program at Pepperdine University. He will use this degree in combination with his MA in Sport Management to work with athletes.
- ❖ **Denise Hall** C12 married Charlton Atchley on September 14th in Half Moon Bay, CA. Congratulations!
- ❖ **Arman Medina** C25 accepted an adjunct professor position for the Dominican University of California. His first course will be Special Topics in their Sport Management Program.
- ❖ **Stephen Arakelian** C9S married Nikki this past fall. They honeymooned in Italy. Congratulazioni!
- ❖ **Elizabeth Stone** C27 was elected to serve on the Los Banos City Council on November 4, 2008.
- ❖ **Scott Mahkorn** C9S, his wife and big brother Owen welcome Emme to the family. This future LA Kings fan weighs in at 6 lbs and 10 oz.
- ❖ **Denise Herron** C7S gave birth to the youngest LA Sparks fan on January 2, 2009. He is 10 lbs, 14 oz and goes by the name of Tahj Parker Skinner.
- ❖ **Drew Roberts** C19 is engaged to Krista. The wedding is scheduled for July 4, 2009. I hear fireworks are planned for the happy occasion.

Announcements

- ❖ **David Manning**, Program Assistant for the Northern California Program has accepted a new position outside of USF. We wish him the best in his new career.
- ❖ Welcome **Brent von Forstmeyer** who is the new Program Assistant for the Northern California Campus. He was currently working as a Human Resources Assistant with USF.

Welcome Cohort 30



John Akalin, Vanderbilt University; **Janet Atchan**, UC Berkeley; **Robert Azcarate**, SDSU; **Michael Bell**, USF; **Toren Bentson**, Cal Poly: San Luis Obispo; **Lauren Bosch**, San Jose State University; **Sharni Bruce**, University of Alberta; **Jessie Cordray**, University of Utah; **Rebecca Corman**, University of Washington; **Anthony D’Albora**, CSU Chico; **Tony Defeo**, University of Kansas; **Sofia Fernandez**, USD; **Ben Flajole**, University of Washington; **Cali Gilbert**, Niagara University; **Melissa Guzman**, Sonoma State University; **Chris Henderson**, San Jose State University; **Robert Hendricks**, Oregon State University; **Brittney Holmquist**, University of the Pacific; **Grady Howes**, SDSU; **Jordon Iseron**, Cal Poly: San Luis Obispo; **Byung Hun Kim**, Sang Myung University; **Kara Kotler**, Regis University; **Sheena Lister**, Concordia University; **Mylene Martin**, USF; **Michelle Mino**, Notre Dame de Namur University; **Anthony Allen Morello**, SFSU; **Marcela Mourao**, Republica Federativa do Brazil; **Jerred O’Connell**, Santa Clara University; **Thomas Olshan**, SFSU; **Matthew Peters**, Michigan State University; **Erica Pfeiffer**, West Virginia University; **Timothy Rice**, Grand Valley State University; **Frances Sorenson**, Menlo College; **John Storm**, SDSU; **Scott Cronin Streeter**, University of San Francisco

Congratulations Cohort 26



Peter Aiello, Ethel Brual, Brian Chambers, Brianna Chambers, Yvette Chang, Michael Distaso, Daniel Falk, Maggie Fenton, Eric Flemming, Salvador Flores, Jennifer Freitas, Ronald Greenberg, Caroline Griggs, Erica Hanne, Andrew Hogan, Levi Johnson, Andrew Kihn, Marnie Krell, Steven Lin, Douglas McCollum, Philip McDaniel, Michael Nieves, Ajit Sane, Kevin Scudero, Tarrah Smith-Pollaro, Alex Strayer, Marlon Sullivan, Taryn Torgersen, Andres Villalobos, Omar Young