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Southern Comfort

The Atlanta Falcons are the team to beat this year. At least, that is the pitch I'm going for. With some key acquisitions in the free agency market, a solid draft class and the retention of all six 2005 Falcons Pro Bowlers, the team is looking to have a historic season. So big in fact, I'm on the verge of booking a flight for my fiancé right now to Super Bowl XLI in Miami. It sounds a bit brash and arrogant, but that is the kind of swagger an NFL team must exude when going after the Lombardi Trophy.

Upon taking your first few steps into the Falcons training facility in Flowery Branch, Georgia (45 minutes northeast of Atlanta), you immediately sense several underlying themes, one of the most apparent being a continual effort to be the best. As an employee of the Falcons, this type of fast-paced and goal-oriented environment is exactly where I want to be.

The path to Georgia has been long and winding, but full of great life experiences. After graduating from the University of California at Santa Barbara in 2002, I moved back to Northern California and landed a public relations internship with the San Francisco 49ers. What started out as a one-year commitment turned into a three-year stint with the team. The 49ers made the playoffs during my first season in 2002, but the team eventually steered towards a rebuilding stage over the next two years. From a learning experience standpoint, it was great because I had an opportunity to practice public relations for both 'hot' and 'cold' teams. And let me tell you, every facet of the job changes based on wins and losses.



Ryan Moore (right) and Atlanta Falcons player Patrick Kerney

Shortly after starting my internship with the 49ers, I was introduced to the USF Sport Management Program by a 49ers co-worker, Rocky Harris C13. Rocky had just finished the program and said it was something that I should highly consider pursuing. With a bit of support and encouragement from my peers, I jumped head first into school and started what would be a two-year adventure on the fast track, consisting of family, school and work. This being said, all those who have completed or are currently enrolled in the program know that the continuous sacrifices you make will definitely pay dividends in the end.

One of the biggest sacrifices I had to make occurred a few months before graduating from USF. In February of 2004, I put school and the 49ers on hold for four months in order to serve as the Public Relations Manager for the Scottish Claymores of NFL Europe. In my capacity, I acted as the American liaison for all public relations matters regarding the team and the NFL. The experience was as educational as it was enjoyable.

Upon arriving back in the States after NFL Europe, some of the most challenging decisions were coming my way at full speed. With helpful guidance from the fine folks up at USF, I made a decision and couldn't have made a better choice.

By Ryan Moore C18

Just months after graduating from USF in February 2005, the Falcons new head coach, Jim Mora, was looking for a public relations specialist. Through his previous ties coaching for the 49ers, in no time, I was on a plane flying across the country for an interview. Three weeks later, I was hired as the Football Communications Coordinator for the Falcons. In my current position, I, along with three others in the department, are responsible for all of the public and media relations matters for the team. These responsibilities include facilitating interviews between players and coaches with media personnel, handling the majority of written material that leaves the building (i.e. press releases, media guide, etc.), credentialing media, preparing players and coaches for interviews, assisting the media on game days, among various other duties.

The job has been a blast so far with each and every day presenting a whole new set of challenges. However, that is not to say that I'm surprised with the ins-and-outs of the position, having focused my master's project on the field of public relations in the NFL. I've found that the main conclusions stated in my project over a year ago hold true in regards to what a position like mine actually entails: long hours and relatively low pay, but challenging and enjoyable work with great perks.

I'd have to say that it has been an enjoyable experience for both my fiancé and I to reside in Atlanta this past year. I'd be lying if I said there wasn't an itch to make it back to the west coast someday. However, only time will tell. A lot of things can change in the course of a couple of years. With that said, I hope to see y'all at Super Bowl XLI! Go Falcons!

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

Michelle Boone C7S, Street Team Member, AEG/JP Morgan Chase Open Street Team

Cathy Chang C23, Intern, USA Baseball

Daniel Chole C23, Director of Membership Services, Bay Club-Marín

Dustin Dunkovich C24, Operations Intern, Oakland Raiders

Angie Fitzpatrick C7S, Head Women's Cross Country Coach/Assistant Track & Field Coach, San Diego Mesa College

Jessica Gomez C22, Customer Services, Stub Hub

Marcie Haduca C24 Sports Marketing Intern, San Jose Sports Authority-2006 Dew Action Sports Tour

Alysia Hendricks C7S, Community Program Director, Santa Barbara YMCA

DeAnna Holland C24, Marketing Assistant, Oakland Raiders' Raider Image Department

Jesse Hooper C23, Intern, Koror Media Ltd.

Sara Kindig C7S, Intern, ASA Events

Tim Koncel C24, Summer Coordinator-Kids Camps, USF Koret Health & Recreation Center

Casey Leppanen C7S, Marketing Coordinator & Broadcast Manager, Los Angeles Galaxy (MLS)

Matt Nuthals C22, Social & Athletic Director, Pacific Athletic Club

Ricky Pellum C22, Sales and Marketing Intern, Oakland Raiders

Lena Pereira C7S, Community Events Intern, Los Angeles Sparks (WNBA)

Buddy Rose C7S, Marketing & Promotions Coordinator, Los Angeles Kings (NHL)

Marc Rosenberg C7S, Marketing & Business Development Associate, Positive Ions, Inc.

Michael Selvidge C23, Media Relations/PR Services Manager, San Francisco Dragons (MLL)

Whitney Tool C24, Internship, Sacramento Rivercats

Mike Wagner C7S, Marketing, Promotions & Development Intern, University of San Diego

Alumni – Recent Job Changes



Cary Dy Buncio C13, Managing Director, Pacsports Philippines Inc.

George Kavouridis C13, Fitness Manager-Life Fitness, Super Sport S.A., Greece

Ilisa Kessler C9, Business Operations Manager, KGO TV

Eric Kwait C11, Director of Corporate Development, Houston Rockets/Houston Comets/Toyota Center

Susan Moniz (Holland) C13, Director of NTR, Clear Channel Radio-Ft. Myers, FL

Mary Beth Noel C21, Account Manager, Positive Coaching Alliance

Todd Owen C5S, Account Manager, XOS Technologies

Traci Peterson C20, Event Manager, Global Spectrum, FL

Lisa Simms C6S, Account Coordinator, U.S. Marketing & Promotions

Simon Reynolds C15, SDI Marketing, Senior Account Manager

Jason Weber C4S, Men's & Women's Head Swimming Coach/Director of Aquatics & Faculty Member, University of Chicago

Sport Management Students Continue Their Education

By Dan Rascher

The Sport Management Program is proud of its history in sending students on to earn their Doctorate. Although not the focus of the curriculum, the breadth of course offerings allows a student to prepare themselves for a doctoral program in sport management. Recently, there has been a boom in USF students attending Ph.D. programs. Currently, Nola Agha (C8), Joris Drayer (C16), and Tiffany Richardson (C3S) are enrolled in Doctoral programs with Gary Deeds (C20) to begin this fall.

Nola will begin her second year at the University of Massachusetts, where she will earn her Ph.D. in Sport Management from the Isenberg School of Management. She is focusing on sport economics and is collaborating on research involving the World Baseball Classic. She also teaches a senior level course, Sport Finance, which I taught when I was a professor there.

Joris is beginning his third year in the Sport Management Doctoral Program at the University of Northern Colorado (UNC). He has completed his coursework and is fully engaged on his dissertation and other research. He is studying the secondary ticket markets and their impact on ticketing strategies and public perception. He is also involved in the Sport Marketing Research Institute at UNC.

Tiffany just completed her first year at the University of Illinois in the Ph.D. program in Recreation, Sport, and Tourism. She is focusing on professional athletes, the products they endorse, and how their behavior affects the efficacy of the endorsement. This coming fall, she will co-teach the Introduction to Sport Management course in the undergraduate program.

Gary will begin at the University of Illinois this fall. Gary will focus on finance and

economics and is pursuing his Ph.D. because he found out, through the USF Sport Management Program, that he enjoys doing research and questioning the status quo.

Rich Campbell (C5) completed his Ph.D. in Business with an emphasis in Marketing from the University of Oregon in 2002. His research is focused on the application of consumer behavior theory to sport consumption. Rich is now an adjunct faculty member for the SM Program teaching Sport Business Research and Master's Project.

The market for newly minted Ph.D.s to teach in sport management programs throughout the country is hot right now. The Sport Management faculty recommends that any students interested in pursuing their Ph.D. meet with any of the faculty in the Program to discuss the process and options that are available.

Sport Management Updates

Ross Hayduk C20, is putting his Master's Project to work and was able to bring in a sponsorship worth \$10,000 to Team San Francisco. The team will be participating in the 2006 Gay Games VII this summer in Chicago.

On May 5, 2006, **Dennis Bickmeier**, adjunct faculty member for So Cal, started his own company, Partnership Marketing and Communication Group, focusing on sports marketing partnerships and activation, as well as Public Relations consulting. He and his wife Erin are also expecting a brother or sister for their 2.5-year-old son Joshua in August.

Koji Shirai C21, & **Shiho Kadota** C24 have organized and produced an exciting event for the Soccer World Cup. The event, "Absolute Addiction", had a successful first night event with over 300 people showing up in Japantown. For more info visit: www.geocities.jp/AbsoluteAddiction2006. The San Francisco Chronicle ran a nice piece about the event in the June 11, 2006 edition.

The romance report for Spring leads off with **Scott Wing** C22, who is engaged to Michelle Maciel. The two will wed in April 2007. Alum **Cary Dy Buncio** C13, was married to Ms Lizzie Go on April 30th. C7S student **Sam Brown** was engaged on Friday, June 2nd to Jaime Moore. Congratulations to the happy couples!

Charlie Faas (Nor Cal adjunct faculty member) is the recipient of the *Mary Angela DiGiovanni Beacon of Light Award* for 2006. Faas, who was the founding President for the Greater San Jose chapter of After-School All-



Exemplary Academic Achievement Award recipient **Pamm Hubbard** C6S (center holding award) pictured with, from left, Stan Fasci, Peggy O'Leary, and Dan Rascher. **Alexander Stanford** was the recipient of the award for C21.

Stars and who formerly served as the director of the program, has been an active member of After-School All-Stars since its inception in 1997.

JP Holland C12, launched Holland Sports Properties LLC, the successor Company to the business he built and managed at the Hutt Sports Group. Holland Sports has established itself overnight as a leader in this industry segment. In addition to developing and selling corporate sponsorship programs, Holland Sports will also provide consulting and advisory services to companies and organizations in the sports industry. Holland Sports Properties is located in Portland, OR

Jarrod Dillion, Nor Cal adjunct faculty member, accepted a position as the Director of Ticket Sales for the Oakland Raiders in mid February. Jarrod was previously with the San Francisco Giants as the Special Events Manager.



Attendees at the Absolute Addiction Event coordinated by **Koji Shirai** C21, & **Shiho Kadota** C24

Director of Academics and Associate Professor, **Dan Rascher** and his wife Heather had their first child. Daniel Aidan Rascher was born on April 10th at 7:38am weighing in at 7 lbs 5 oz and 18.75 inches long. Congratulations to the Rascher Family!

Two of our Cohort 25 students came to the program in January after having been awarded the NCAA Ethnic Minority and Women's Enhancement Programs' Postgraduate Scholarship for Careers in Athletics (\$6,000 for the one-year scholarship). Congratulations to **Colleen Price** C25, Siena College, who received this for 2005-2006 and to **Lenli Corbett** C25, Creighton University, who received this for 2006-2007.

The Sport Management Program recently updated its curriculum by adding Business Development and Sales in Sport as a core class, and expanded the Master's Project to twelve uninterrupted weeks (and four units). For more details, see www.usfca.edu/sm.

Welcome Andrew Choi – New Assistant Professor

The Sport Management Program would like to welcome **Andrew Choi** to the full-time faculty position of Assistant Professor. Andrew comes to us from the University of Northern Colorado, where he attained his Ph.D. in Sport Management with emphasis in marketing and research methods (both qualitative and quantitative). He also holds a master's degree from NYU and a bachelor's degree from the University of Pennsylvania.

Just as important, Andrew has ten years of experience in sport marketing and management. His previous jobs include Regional Apparel Marketing Director for Nike Asia-Pacific Headquarters in Hong Kong and Brand Manager at the Coca-Cola Korea Company. As an entrepreneur, Dr. Choi founded Hoochoo Enov8, a sport marketing

consulting firm whose clients have included Mercedes-Benz, Budweiser, LaCoste, and POSCO (one of the world's largest steel companies). He is also the founder of Hoochoo.com, a pioneering sport webzine in South Korea. After Andrew sold the company, the focus and direction were changed and today Hoochoo.com is mostly a series of bulletin boards.

During the last FIFA World Cup in 2002, Andrew's company was responsible for developing and managing Budweiser Korea's World Cup Football Website. In addition, Mercedes-Benz Korea was Andrew's biggest client for whom Andrew's company ran the Annual Mercedes-Benz Golf Tournament for three years.

Andrew chose USF (over multiple offers)

because of the overall "fit". One of his research interests is multicultural sport marketing, and the Bay Area is one of the most multicultural places in the world. He was very impressed with the students, faculty, staff, and administration he met with during his visit. He is interested in reaching out to Asia and tying the Program closer to the emerging economies of Asia. Andrew was also interested in teaching in an applied program to master's students who want to learn how to apply theory to the real world. The closeness of the Program to the sport industry in the Bay Area and Southern California were also important factors in his decision.

As Andrew gets settled in to his new position, and office, please stop by or contact him to welcome him and get to know him.

USF Sport Management

Dr. Stan Fasci – Director of Administration
Dr. Dan Rascher – Director of Academic Programs and Associate Professor
Peggy O’Leary, MS – Senior Associate Director and Administrator of Southern California Program
Dr. Jeremy Howell – Associate Professor
Dr. Rich Cellini – Assistant Professor
Dr. J. Andrew Choi – Assistant Professor
Maria Palmo – Program Assistant for Northern California Program
Sabrina Karras – Program Assistant for Southern California Program

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Alumni & Student News

- ❖ **Todd Owen** C4S and his wife are expecting their first child in August.
- ❖ **Mike Champion** C5S and his lovely wife had their second child: Brody Michael Champion born April 13th weighing 8lbs 11oz 21” long.
- ❖ **Robert Quan** C20 and his wife had a baby boy, Rudy Quan.
- ❖ Sofia Rosa Ortiz, 8lbs 4oz & 21in long, was born at 5:06 am in mid-June to C5S alum **Marisol Ortiz** and her husband.
- ❖ **Adam & Nikole Bresciani**, both C3S alums, welcomed Colten William Bresciani on June 20th at 5:15pm. He weighed in at 6lbs 7oz 18in long.
- ❖ Jessie Elizabeth was born at 7:01 pm on June 16th to **Mark Reeves** and his wife Dorian. Mark is an adjunct faculty member for the Nor. Cal campus.
- ❖ On July 6th, **Jae Wilson** C17 and wife Julie welcomed Jacqueline Louise Wilson, 7lbs 4 oz 19.5in long.

Announcements

- ❖ **Dan Rascher** will be on sabbatical from July 2006 through March 2007. He will be completing a co-authored textbook, Financial Management of Sport Organizations, during that time.
- ❖ **The Southern California Social** will be held at the So. Cal. campus August 10th from 6:00 p.m. to 8:00 p.m. Please mark your calendars and join us if you can!
- ❖ **The Northern California Social** will be held on August 14th from 6:00 p.m. to 8:00 p.m. in Lone Mountain Room 100. Please mark your calendars and join us if you can!
- ❖ **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!

Congratulations Cohort 21 & 6S Graduates, May 19, 2006



C6S: Jennifer Alegado, Tracy Baca, Erica Bakeman, Eric Bankston, Barbara Bartee, Rebeka Bet-Eivaz, Alexander Calderon, Kevin Carrera, Alexandria Cribbs, Kim Cruz, Jessica Edwards, Chris Forrest, Linda Ghazarian, Ozan Gocer, Loren Grover, Pamm Hubbard, Jason Jones, Kristen Lange, Ebony Lawson, Kurtis Matzkind, Molly Miller, Jeff Miller, Carlos Mora, Paul Phootrakul, Jason Piombetti, Anthony Plancarte, Amie Prichard, Kelly Schulte, Lisa Simms, Brian Sutton, Art Valdez



C21: Jennine Aiello, Shawn Beckham, Timothy Della Maggiore, Gabriela Duno, Richard Egan, Regina Gutierrez, Amber Hadisoenarto, Jeanine Haldi, Moritz Hoemke, Shamisa Ingram, Courtney Iwanaga, Albert Jaimes, Michael Joyce, Bojana Korach, Stacey Mallison, Amy Murphy, Mary Elizabeth Noel, Matthew Roberts, Perrin Rowe, Keri Russell, Jordan Sharon, Koji Shirai, Kevin Skabo, Deidre Smith, Krista Smith, Alex Stanford, Mark Sylva, Nanako Tamaoki, Jeffrey Williams