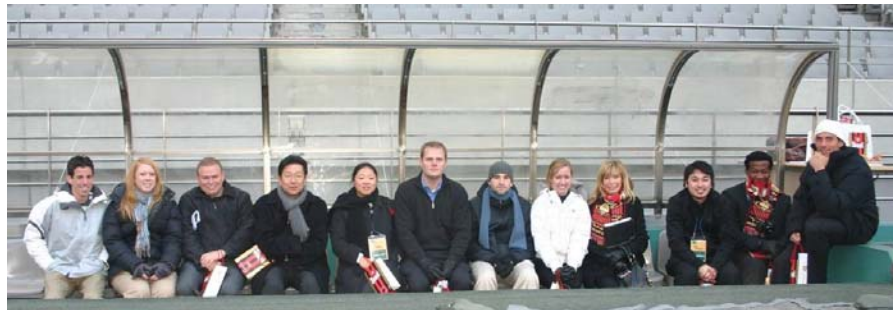


In This Issue:

Global Immersion Week	P1
Students – Recent Internships & Jobs	P2
Alumni – Recent Job Changes	P2
Sport Management Updates	P3
Global Immersion Week cont.	P4
Alumni & Student News	P4
Announcements	P4
Congratulations Cohorts 9S & 27	P4

Global Immersion Week - South Korea, January 13-19, 2009

The Sport Management Program hosted it's first ever Study Abroad Elective Course during the Spring 2009 Semester. Professor Andrew Choi spearheaded this monumental undertaking utilizing his strong industry ties in his homeland to offer an unforgettable experience for students in Cohort 27 and 09S. The students who participated in this elective were not only the first group to represent the USF Sport Management Program in South Korea but were also the ones who contributed to the success of this week long journey. As with any first time undertaking, one of the first questions asked was, "How was it?" Read on to find out.



Coming to you from the Seoul World Cup Stadium (in chilly South Korea) are the students who took part in this first ever elective. (From left to right), **Ryan Broccolo C9S, Emmy Cornwell C9S, Glendon Hardin C9S, Professor Andrew Choi, Hollee Eun-Joo Curl C27, Stephen Dozier C27, Mike Libby C27, Caitlin Scholz C27, Nancy Pike C27, Hoshi Hisayuki C27, Ninno DePatrick C27 and Cory Sterling C27.**

"What made the trip so valuable was the opportunity to see how the industry worked in a nation with a very different sporting culture."

-Glendon Hardin C9S



One of the visits during the elective was to the Paju English Village, which was a service learning session with under-privileged youth. Many of the students who were in the elective said that this day was by far one of the best experiences of the whole trip. The photo above ran in the Chosun Il Bo newspaper, which is the largest and most influential newspaper in Korea and has a daily readership of more than 5 million people. The students also spent a day playing soccer with the children.

"According to the US Census Bureau projections, the single-race Whites will not be the majority ethnicity in the US by 2050. Working in an ethnically-diverse society is not an option, it's a fact. Embracing cultural diversity is easier said than done. One can talk all day about being a culturally proficient individual, but it will remain merely a talk unless he/she goes through first-hand experiences of witnessing, reflecting on, and interacting with an entirely different culture. I have lived in the US for over fifteen years as a foreign student so I know. I also know that the participants of this class have lived through and personally grown from once-in-a-lifetime experiences that simply cannot be taught in a classroom. Thanks to all the contacts and relationships that they were able to form in Korea, they now have additional opportunities in life. That is the ultimate reward (outcome) of any education."

-Professor Andrew Choi

(Continued on Page 3)

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

Students – Recent Internships & Jobs

Daniel Balwigaire C10S — Community Relations Intern, Los Angeles Clippers

Daniel Chamberlain C28 — Assistant Men's Soccer Coach, Stanford University

Stephen Arakelian C9S — Marketing Intern, Los Angeles Galaxy

Tim Rice C30 — Athletic Development Intern, University of California, Berkeley

Jordon Iserson C30 — Clubhouse Attendant, Oakland Athletics



Steve Webster, Adjunct Professor, Southern California Campus brought C9S students enrolled in his Public Relations Elective course to the NBA 101 event at the Staples Center. Cohort 9S students striking a pose with Jordan Farmar, Los Angeles Lakers player.



Fox Sung (left) C10S — Interpreter for Taiwanese pitcher Fu-Te Ni, Detroit Tigers

Hiro Ozawa C9 — Interpreter for Japanese player Kosuke Fukudome, Chicago Cubs

Brian Morandi C10S — Client Relations Coordinator, Los Angeles Sparks; Marketing Intern, Los Angeles Galaxy

Tony Defeo C30 — Football Operations Intern, San Francisco 49ers

Courtney Walker C28 — Graduate Assistant, ISP Sports, University of California, Berkeley

Patty Campos C10S — Consumer Development Intern, Los Angeles Dodgers

Anthony Morello C30 — Operations Intern, Oakland Athletics

Mark Matsunaga C9S — Inside Sales Representative, San Diego Chargers

Brittany Merchant C28 — Development Intern, Olympic Training Center, CO

Ronni Bossin C28 — Compliance Services Intern, Stanford University



Cali Gilbert C29 (left) spent her Spring Break in Southern California interning with the LA Galaxy. Cali contacted **Casey Leppanen** C7S and was able to work the home opener game at the Home Depot Center.

Alumni – Recent Job Changes

Liz Bercz C7S — Vice President of Finance, Startrac Corporation

Kim Sawyer-Messey C4S — Assistant Event Manager, San Diego Rock 'n' Roll Marathon

Sandra Tabata C20 — Marketing Manager, PERFECT PUSHUP, LLC

Erica Bakeman C6S — Manager, Relay for Life

Michael Martin C28 — Sponsorship Services Coordinator, San Francisco Giants

Tara O'Connor C22 — Director of Ballpark Operations, Reno Aces

Daniel Chamberlain C28 — Assistant Men's Soccer Coach, Stanford University

Marc Philobos C19 — Senior Sales Coordinator, New York Jets

Vanesa Taube C29 — Membership Sales Representative, Bay Club Marin

Reza Marty C3S — Compensation Analyst, Hot Topic, Inc.

Stacy Wong C19 — Program Director, Good Tidings Foundation

Suzan Shqair C22 — Account Executive, FC Gold Pride, Bay Area Women's Professional Soccer

Eric Kwiat C11 — General Manager, Stanford University, Cardinal Sports LLC

Tiffany Richardson C3S — Teaching Specialist/Instructor, University of Minnesota, Department of Kinesiology

Mike Steinberg C24 — Health and Productivity Associate, Health and Medical Services at Chevron Corporation

Wally Funk C11 — Senior Program Manager, Take Care Health Systems - Fit@Sun SCA; Assistant head Coach/OC, Gavilan College Football

Erin Haney C9 — Titleist Advertising and Communications Manager, International, Acushnet Company

Mike Nieves C26 — Group Sales Coordinator, Silicon Valley Sports & Entertainment, SAP Open/San Jose Sharks

Tom Jones C24 — Assistant to Head Coach, Oakland Raiders

Chris Camacho C2S — Director of Strategic Programs, Fitness Anywhere, Inc.

Whitney Tool C24 — Guest Services Coordinator, Oakland Athletics

Rob Dye C18 — Sore Lead Women's Running/In Store Marketing Coordinator, Nike Town San Francisco

Tara August C4S — Senior Manager of Production Services, Turner Sports

Rick Pellum C22 — Senior Ticket Service Manager, Oakland Raiders

Jeff Rhode C6S — Senior Director of the Regional Development Program, University Relations, UC Berkeley

Sport Management Updates



Sara Kindig C7S and **Adam Kinowski C8S** working the 2009 Winter X Games in Aspen, Colorado. Sara was there with ASA Events while Adam used his amazing networking skills in landing a paid position as a Press Officer in the Public Relations department for ESPN/X Games for the duration of the event. Professor Cellini would be so proud!

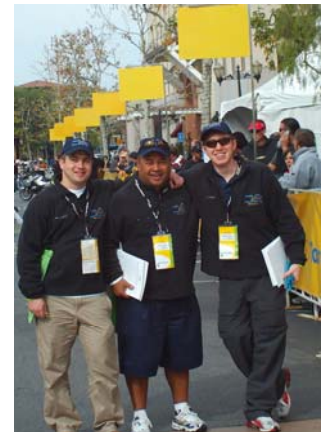
Brian Grey joins the faculty teaching an elective, New Media and Sport. Brian was General Manager at Yahoo! Sports and Sr. Vice President at FOX Interactive Media prior to his new role as a venture capitalist.

Markus Leunig also joins the faculty teaching Accounting & Budgeting in Sport. Markus is the Financial Planning and Analysis Manager at The North Face, Inc.

Professor Dan Rascher's company, SportsEconomics, prepared the "Economic & Fiscal Impact Analysis" report regarding the San Jose Sharks and HP Pavilion for their 15-year anniversary. This study shows that HP Pavilion has generated considerable economic impacts for San Jose, including substantial tax revenues and job creation. To read more about this Study, check out the March 9th article at www.marketwatch.com.



Bryan Srabian (top left), Adjunct Faculty and VP of Marketing, Sacramento River Cats with **Wei-ping Chang** (top right) C25, Taiwanese Night Coordinator along with **Yung-Chi Chen** (left), Sacramento River Cats and Chin-Lung Hu (right) from Albuquerque Isotopes. They were at the Taiwanese Night event at Raley Field.



What an official looking Economic Impact Team! **Roni Bossin C28**, **Arman Medina C25** and **Peter Holmes C28** (left to right) working for Sports- Economics at the 2009 Amgen Tour of California.

Professor Dan Rascher also helped launch a student-athlete class action lawsuit which settled early last year. The benefits of this lawsuit allow universities to enhance the financial aid available to certain former, current, and future student-athletes. You can find out more information by visiting: www.usfca.edu/artsci/news/general/Atheletics_Lawsuit.html

Global Immersion Week (continued)

"We experienced more in this one week than one could in a semester class! Having the opportunity to see and meet USF SM Alum who are living and working in Korea inspired me and showed me the many opportunities that are out there and where our education could take us."

-Ryan Broccolo C9S



It must have been cold in South Korea; there is snow on the baseball diamond! The students listen attentively to Mr. Soon-Il Chang, Marketing Director and Mr. JJ Kim, Operations Manager of the Wyverns Baseball Club (in the red jackets from left to right).

"Networking with Alumni, especially for the fact that USF Sport Management Alumni are literally found across the globe."

-Ninno DePatrick C24

"Learning how managers from another culture treat each other. There were many customs that I would like to carry over in my work ethic here in the states."

-Hollee Eun-Joo Curl C24

You can also check out Hollee's video from South Korea, which was part of her final project for this elective. This was her first time producing AND directing a video which can be found on the Sport Management website (www.usfca.edu/sm).

After you watch Hollee's amazing video, you can read about **Cory Sterling's** (C27) experiences in Korea by checking out his blog (also found on the Sport Management website).

"Cultural differences between Korea and the United States had the biggest impact on how things were done, business and sports included. Their culture of giving offered an interesting juxtaposition between their country and ours. Overall, the experience was one of educational and personal development mixed in with a lot of fun."

-Emmy Cornwell C9S



Ryan Broccolo C9S and the Samsung Thunders mascot after his impressive 3-point basket to win the new Samsung T*Omnia cell phone.

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 – Associate Professor
Dr. J. Andrew Choi – Assistant Professor
Brent von Forstmeyer – Program Assistant for the Northern California Program
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Alumni & Student News

- ❖ **James Shilkret** C4S, wife Charity and son Lucas are excited about the new addition to their family. Liam Alexander arrived 7 weeks early and he’s doing great!
- ❖ **CJ LaBoy** C20 was featured in the Jan 12-18 Sports Business Journal (page 10) regarding Octagon’s projected first-round NFL picks. CJ is an agent with Octagon.
- ❖ **Steve Berringer** C29 was named “Coach of the Year” by the College of Marin. Their baseball team ended their season as Co-Champions of the Bay Valley Conference. Way to go Coach Berringer!
- ❖ **Heather Jones** C20 and her team High On Quack placed 1st at February 28th Polar Plunge 2009 which benefited the Special Olympics Northern California & Nevada. Not only did Heather jump into the chilly water at Chrissy Field in San Francisco, she was the 4th highest fundraiser for this event. **Christine Wilson** C11 also participated in this event on another team. Start training now for next year’s event; Feb 27, 2010, www.sonc.org/polarplunge.

Announcements

- ❖ Congratulations to **Professor Rich Cellini** who was promoted to Associate Professor!
- ❖ **Stan Fasci**, Director of Administration and **Peggy O’Leary**, Senior Associate Director, Southern California Campus are celebrating their 15 and 10 year anniversary (respectively) with the University of San Francisco. Three cheers for Peggy and Stan!
- ❖ The **Southern California Social** will be held on Monday, August 10th from 6:00 pm to 8:00 pm. Save the date!
- ❖ This year the Sport Management Program has seen a significant increase in the number of applications to the Northern and Southern California Programs starting in July. This is a testament to the strength of our program, faculty, staff and most importantly, our alums and students. We are proud of our program and are thrilled to welcome Cohort 31 and 11S this July!

Congratulations Cohort 9S!



Alex Anthony, Stephen Arakelian, Jessica Armijo, Ryan Broccolo, Sara Brown, Meghann Carreiro, Jacqueline Chiuchiarelli, Matthew Clark, Emalia Cornwell, Robert Curreri, Crystal DeJesus, Jacob Dubois, Nima Ghazai, Jason Green, Eric Halvorsen, Glendon Hardin, Torrie Harris, Zhenfei Hu, Austin Lee, Meaghan Leon, Vance Lynch, Scott Mahkorn, Mark Matsunaga, Juvanie Maximo, Jonathan Munz, Dawn Regan, Ana Lisa Santa Cruz, Kathryn Shustek, Scott Simmons, Tana Smothermon, Christopher Stolte, Rodney Truong, Cassandra Zebisch

Congratulations Cohort 27!



Alicia Ambrosini, Alexandra Bigley, Matthew Canter, Yi-Chieh Chen, Dustin Cheyne, Chris Crosswell, Hollee Curl, Joao DeMacedo, Ninno DePatrick, Stephen Dozier, Cori Evans, Daniella Garcia, Kathryn Glunt, Hisayuki Hoshi, Derek Howard, Natalie Krueger, Michael Libby, Eve Mendez, Zita Mezei, Sean Moler, Joseph Nevin, Nancy Pike, Colin Preston, Nicholas Ransohoff, Rohit Reddy, Andrea Rogers, Alex Romagnolo, Caitlin Scholz, June Solomon, Cory Sterling, Elizabeth Stone, Dane Van der Nat