



S p o r t M a n a g e m e n t

**NEWSLETTER**  
**SPRING 2008**  
**Volume 2, Issue 1**



***DIRECTOR'S MESSAGE***

I am pleased to share with you the Spring 2008 Methodist University Sport Management Newsletter. This issue was prepared by students from the SMA 422 Sport Administration class. I would like to thank Daniel Page and Jessica Hatcher in particular for their efforts in gathering information to describe the various activities and news associated with our Sport Management program and students.

This past semester our students have continued to gain valuable experience about the business of sport. The MU SMA students provided valuable services to the community by hosting events, conducting marketing research, promotion strategies and providing two student-athlete scholarship and financial aid work shops to local high school students and their parents. Over the summer we will work with individual high school students in creating cover letters, resumes and highlight film to help these students and their parents within

our region to obtain academic and athletic scholarships.

Methodist University is among the leaders in the field of sport management that offers its program through the Reeves School of Business to provide its students with the valuable combination of business expertise and sport and entertainment industry knowledge.

Methodist University offers business degrees with a concentration in Sport Management which was initiated in the fall of 2005 in the Reeves School of Business. Methodist University's location is especially advantageous in linking students to internships and career opportunities with local sports teams, golf tournaments, the Fayetteville Sports Authority, as well as sport organizations and businesses related to the sport industry.

I encourage you to read this newsletter in its entirety and to explore our website at:<http://www.methodist.edu/business/sportsm.htm>. Feel free to contact us to learn more about the Sport Management program at Methodist University. I am confident that our program will meet your needs and exceed your expectations.

Gregory M. Combs, Ed.D  
Director of Sport Management  
Clark Hall –RM C112  
Reeves School of Business  
Methodist University  
(910) 630-7660  
[gcombs@methodist.edu](mailto:gcombs@methodist.edu)

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## *Sport Management Program at MU*

### **Our Strengths:**

- **School of Business**
- **Theory to Practice Model**
- **Three Internships**
- **Real-Life Practitioners**
- **Innovative**

Nearly thirty years ago, only 20 colleges and universities offered degree programs in sport management. Currently, it is estimated more than 200 colleges and universities offer degree programs in sport management. Most sport management programs are housed in a College of Education or Departments of Kinesiology or Leisure Studies. Very few sport management programs are housed in the School of Business.

The MU Sport Management program draws on principles and concepts from business disciplines such as accounting, finance, economics, management, marketing, and operation information systems encompassing a broad scope of academic coursework that fully integrates theory and practice through multiple internship experiences.

The MU Sport Management program is based on practical learning and is unique from other sport management programs with business professionals from the sport industry working with students on real-world projects.

The MU Sport Management program takes an innovative approach to learning and gaining experience by working directly with the community and local businesses. The goal for every student is to obtain a minimum of two years work experience within the sport industry upon graduation.

Methodist University offers a B.A. or B.S. with a concentration in Sport Management. The program will be offering a minor in Sport Management in the fall of 2008.

### **Courses include:**

BUS 354 SPORTS LAW

SMA 101 INTRODUCTION TO SPORT MANAGEMENT

SMA 170, 270, and 370 SPORT MANAGEMENT INTERNSHIPS

SMA 321 SPORT SOCIOLOGY

SMA 322 EVENT/FACILITY MANAGEMENT

SMA 380 SPORT MANAGEMENT OBSERVATIONS

SMA 421 SPORT MARKETING

SMA 422 SPORT ADMINISTRATION

SMA 485 SPECIAL TOPICS: SPORT MANAGEMENT

SMA 499 INDEPENDENT STUDY IN SPORT MANAGEMENT



**METHODIST  
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S p o r t M a n a g e m e n t

**FOR THE COMMUNITY AND FOR  
YOUR FUTURE**

## ***MU SPORT MANAGEMENT ASSOCIATION***

The MU Sport Management Association is composed of students interested in pursuing careers in sport management. The Sport Management Association cultivates and endorses relationships in the sport and entertainment industry, as well as educating students on career opportunities and practices in the sport and entertainment profession.

### ***Spring 2008 HIGHLIGHTS***

In February, the SMA sent students to the 3<sup>rd</sup> Annual Sport Business Conference hosted by Elon University. At this conference the students were given the opportunity to listen to speakers involved in the sports industry including Michael Beale, Assistant Athletic Director for Marketing at UNC Chapel-Hill; Dave Cagianello, Vice President and Regional Managing Director for General Motors R\* Works; Stoke Caldwell, from Bradshaw & Hinson, P.A., a lawyer specializing in sport and corporate law; Joan LeMahieu, President of the Parade Company and Executive Director of the Michigan Thanksgiving Day Parade Foundation; Doreen Lumpkin, Guest Services Manager, Greensboro Coliseum; and Larry Perkins, Assistant GM of the RBC Center. The speakers spoke briefly about their professional careers and spent extensive time in smaller break-out sessions to respond to student questions related to their personal career goals. While attending the conference the students gained a deeper understanding of the industry in addition to networking with industry professionals for possible internships and career opportunities. Attendees at the conference included

students from Methodist University, High Point University, North Carolina Central University, NC State, and Wingate University. On April 19<sup>th</sup>, Methodist University Sport Management students attended the 1<sup>st</sup> Annual Breaking into Sports Workshop and Career Fair at Dolphin Stadium in Miami, FL. Students were given the opportunity to network with various professional sporting organizations, and to submit their resumes for full-time, part-time, seasonal, and internship positions within the organizations in attendance. Along with the host organization Florida Marlins, leaders from the Miami Heat, Tampa Bay Lightning, NFL Super Bowl Host Committee, Miami Dolphins, Florida Panthers, Orange Bowl Host Committee were available to network with students.



MU SMA Students at Sports Workshop and Career Fair at Dolphin Stadium in Miami, FL.

Brandon Williams said, “The career fair was a great opportunity to network with leaders in the sport industry. The speakers were very informative; Jeff Yocom was probably the best speaker. He presented vital information that any sport management student wanting to “Break into Sports” should know. Overall I think it was a

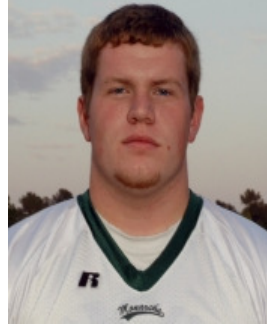
great experience for everyone especially for the international students.”

Nicole McLaughlin stated, “The Florida Marlin’s workshop was quite the experience! I was in contact with head operations from the vice president to public relations personnel from the Florida Marlins. At the game the seats we had were awesome and the stadium was one of a kind.”



Rennes University (France) exchange student, Phillip Riazantsev.

Phillip Riazantsev said, “The conference was very good to learn about sport careers. We had the opportunity to learn how sports organizations hire employees and what type of criteria they use. It was also a good possibility to meet some universities and companies, which deal with sports. I have also gained a close contact with the Florida Marlins and for a future internship. From my point of view it was a great experience. I now have an overview of different opportunities and may have a way to build a career in the American sports environment.”



MU SMA Junior, Kyle Dodson recently participated in a NFL skill assessment for future special teams. Dodson’s talent as a long snapper is equivalent to those in the NFL now. His snap times are as fast as the NFL long snap times. The skills assessment went very well and he may possibly be invited to tryout for teams after his senior season. Dodson said, “The difficulty of being a long snapper is it carries a lot of pressure because you can’t make a mistake, it has to be dead on every time or you’re not going to be with that team very long. So the pros usually look two years ahead when it comes to the special team’s positions.”

### *2008 Methodist University Awards*

This semester, three Methodist University Sport Management students earned awards based on their involvement with the community and academic accomplishments. The students were nominated by their peers, and the final decision was made by Dr. Combs. Kenny Eberhardt, a sophomore from Orlando, FL was awarded the Rookie of the Year Award for his dedication and service to the university and the local community. As president of the MU Sport Management Association, Daniel Page, a senior from Siler City, NC was awarded the Dr. Wenda Johnson Leadership Award for his efforts to organize activities on and off campus and his consistent

enthusiasm with fellow students to be involved with local organizations. Senior Jessica Hatcher, a senior from Buies Creek, NC was awarded the Larry Kirchner Gold Medal Award for her academic accomplishments and commitment to community service.

### **2008 Internships**

The Sport Management Association hosted a symposium on April 14th to allow students who have completed their internships to share their experiences and potential internship opportunities for other students.

Matthew Hunt a senior and Dezzire Gilliard a sophomore completed their internships with Hall of Fame Productions. They were involved in assisting local coaches with video analysis, creating athlete recruiting highlight film for high school students, and producing the MU Men's Basketball Team marketing film.

Brittney Noe is currently a junior and concluded her internship with the SPHL Fayetteville Fireantz hockey team. Brittney's responsibilities involved group sales, customer relations, promotions, and game day operations. Her internship with the Fireantz paved the way for her to work with the Tampa Bay Devil Rays.

Daniel Page a senior completed his internship with the Fayetteville Cumberland Parks and Recreation. Daniel's responsibilities included planning, organizing, and managing after-school programs, and assisting with the youth sports draft, the North Carolina Senior Games, and Special Olympics. Daniel stated, "My internship afforded me the opportunity to learn

more about youth and club sport organizations."

Brandon Williams a senior accomplished his internship with the Methodist University Men's basketball team. Brandon's internship held special meaning for him because he played at Methodist just last year. Brandon took on the head coaching position of the junior varsity basketball team. His tasks included organizing practices, game day preparation, and the transportation of players for road games. Brandon said, "I feel this internship helped me identify my strengths and improve on my weaknesses before I enter into the job market."

Kenny Eberhardt a sophomore completed his internship with the AIFA Fayetteville Guard arena football team. Kenny's responsibilities included corporate sales, group ticket sales, and game day operations. Kenny stated, "That a benefit for me was to gain first-hand experience of what it is like to be the general manager of a professional football team."

Nicole McLaughlin a senior fulfilled her internship with the Convention and Visitors Bureau of Fayetteville. While working with the CVB, Nicole was responsible for conducting feasibility studies of sport and recreation facilities in the Cumberland County area. In addition, Nicole created a facilities guide for the existing facilities in the Fayetteville area and maintained a current sports calendar of all events in the area. Nicole stated, "The major benefit of my internship was the opportunities to network with event and facility professionals in the area."

## ***COMMUNITY SERVICE***

The Methodist University Sport Administration class hosted two Student-Athlete Scholarship Workshops for local high school students and their parents on March 12<sup>th</sup> and 14<sup>th</sup>, 2008. Later in the semester, the students in the class conducted additional workshops at local high schools. The purpose of the workshops were to familiarize high school students and their parents with the college application process, and to help them understand the process of becoming eligible to play college sports. Attendees were given useful information regarding the federal application for student aid (FAFSA) and application strategies to receive the greatest amount of financial aid as possible. The workshop also provided the attendees information concerning the NCAA Clearinghouse and the types of scholarships awarded by DI, DII, DIII, and NAIA institutions. Attendees at the workshops additionally gained a better understanding of how to effectively market themselves to college and university coaches through campus visits, cover letters, resumes, and highlight film.

The Methodist University Event and Facility Management class planned and hosted three events during the semester. The class was split into three groups to plan and host their chosen event. The highlight for the class was for the students to gain experience on how to organize and market sports events. The three events hosted by the class were an Ultimate Frisbee Tournament, Half Court Shootout, and Rock Paper Scissors Tournament.

Throughout each competition, students were also conducting surveys pertaining to issues with campus life, and customer service satisfaction regarding janitorial and dining facilities on campus. All money raised during these events was donated to charitable causes.

## ***PARTNERS WITH MU SPORT MANAGEMENT***



## **Sport Management FOR THE COMMUNITY AND FOR YOUR FUTURE**

The Sport Management Program at Methodist University has a strong partnership with Dartfish USA and Hall of Fame Productions, which are both leading sport video analysis companies. Dr. Combs is continuing to build on these relationships and creating multiple “mobile labs” for his students to work with sport organizations throughout the region.

A major area of interest is to conduct video analysis of local prep school athletes to enhance their recruiting efforts for attending college. This scenario will not only provide a valuable service to Fayetteville and surrounding communities, but will also help the MU SMA students develop additional skills that they can take with them for future employment.

## ***FAREWELL SENIORS***



Daniel Page, Nicole, McLaughlin, Matt Hunt, and Brandon Williams