

Wichita State University

THE SPORT MANAGER

From the Chair:

August marks the beginning of the new academic year, but in many ways, a lot of time and energy has already been invested in laying the foundation for what should be a memorable year. Here are just a few things that have occurred over the last month:

- The officers in our Sport Management Student Association are already at work planning events for 2010-11, including the Shock Cancer Walk, which was highly successful as a first-time event last year.
- Four of our graduate students spent the last few weeks of the summer conducting a fan research project for the Preferred Health Systems Wichita Open golf tournament.
- Another 25 students, working under the direction of **Steve Shaad**, served as tournament staff for the National Baseball Congress tournament earlier this month.

The officers in our Sport Management Alumni Association, working with graduate student **Sharon Erwin**, have conducted an online survey of our alumni to

gather insights regarding how that organization can continue its development.

As the new semester begins, we are pleased to be among the programs participating in the new Finish Strong program offered by WSU West. The program is geared toward returning adult students and will enable them to complete a bachelor's degree in sport management or one of several other majors. Three sport management classes will be offered on the West campus this fall with more to follow next spring and in subsequent semesters.

Of course, the fall semester will be eventful in many other ways too, and we'll do our best to keep you updated via our newsletter. In addition, one of the best ways to stay current on everything is to become one of our Facebook friends at www.facebook.com/WichitaStateSportManagement. It's a great site that really gives visitors a strong sense of all the great things happening around our department.

— **Dr. G. Clayton Stoldt**
Professor, Department Chair

SMSA KICKS OFF NEW YEAR

Join the SMSA members as they celebrate the beginning of the academic year with a pizza lunch in the Heskett Center Lobby from 11:30—12:30 p.m. on Tuesday, Sept. 7. Membership payments and renewals will be accepted at this event, so bring \$20 to sign up for this year. Meet this year's officers and get to know other Sport Management students.

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Sport Management Students Work with PHS Wichita Open

From August 4th-8th at Crestview Country Club students in SMGT 750C: Sport Consumer Research worked with organizers of the Preferred Health Systems Wichita Open collecting demographic and consumer research data. The students, which included **Jeff Boone, Josh Howell, April Brown, and Angela Leivian**, worked to collect over 550 completed surveys. The surveys were filled out by tournament attendees.



The students, working with **Dr. Stoldt and Dr. Vermillion**, will code and analyze the data and then make a presentation and recommendation to the PHS Wichita Open's organizing committee. The information will provide next year's committee with the needed information regarding consumption patterns of tournament attendees and will be used in making decisions for next year's tournament. Additionally, a final research summary will be given to the PGA summarizing the collected data, results, and recommendations.

SPORT MANAGEMENT STUDENT ASSOCIATION (SMSA) BEGINS NEW YEAR

Dear Sport Management Students-

Greetings from the Sport Management Student Association! It is hard to believe that summer is over and school has arrived. Last year was a wonderful year to be a student in the sport management program and we are already in the planning stages to bring you a very exciting 2010-2011 school year!

We have some great leadership in SMSA this year and we are excited to take the group to new heights. There is nothing I would love more than to see the group continue to grow and to plan many more great events in the future. As President, I would love to hear from the membership as to what you would like to see from the group moving forward. Please feel free to approach me at anytime with ideas about how to better our group.

For the second year in a row, we are partnering with the athletic department to put on the Shock Cancer

Walk. We would love to see many of our sport management students participating in the walk this year. Let's make it bigger and better than ever!

We will also have our annual trip to Oklahoma City to visit the OKC Thunder and the group could also have the possibility of taking a trip to Kansas City in the near future.

Whether you are an undergraduate or graduate, new student or returning, we would love for you to join and participate in our great organization! Here's to a wonderful year! Best of luck with the start of classes!

With Shocker Pride,

Dustin Kuhn
President
Sport Management Student Association

The Answer

A lot of articles I have written for this newsletter over the years have addressed what I thought were some of the negative aspects of sport. When I was brainstorming ideas for this article, I came up with a number of other issues I could address, all relating to the problems sport managers are confronted with today - unruly fans, athletes getting in trouble, overpaid coaches, greedy owners - the list just kept growing. After a few minutes of this, it got to the point where I had to stop listing things because I was getting pretty depressed. As I looked at the list I thought to myself "Why would anyone want to be a part of this?"

Why, indeed.

As I contemplated the answer to that question, my thoughts drifted back to a discussion I had with my twelve-year-old son the other night. He is on the newspaper staff at his middle school this year, and he was talking about how he hoped he would get to be the sports reporter. When I asked why he wanted to write about sports, he looked at me like I was some kind of moron, and replied "Because sports is cool. Duh."

Instead of grounding him for acting insubordinate to his father, I continued our discussion by asking him why he liked sports. He rattled off a number of reasons – you learn new skills when you play, it's exciting to watch, you get to be with your friends, you get good exercise – he mentioned a dozen or so reasons without hesitation. When I asked him what was the one best thing about sports, he gave me another incredulous look, and replied with a question of his own.

"What is it you always tell me to do before every baseball game and swim meet?"

Don't make me ashamed to be your father, I was thinking sarcastically to myself, but before I could give a response, he answered the question for me.

"Have fun. That's the best part about sports, dad. It's fun!"

All the problems I had on that list were suddenly balanced out by one simple benefit, one benefit of sport that makes dealing with all those issues worthwhile.

I had my answer.

Dr. Jeff Noble



Room 109 Heskett Center
Wichita State University
1845 Fairmount
Wichita, KS 67260-0127

Phone: 316-978-5445
FAX: 316-978-5954
e-mail: mary.myers@wichita.edu



FACULTY:

Dr. Jeffrey Noble, Instructor, Undergraduate Coordinator (ext. 5442),
jeffrey.noble@wichita.edu

Mike Ross, Instructor (ext 5980), mike.ross@wichita.edu

Dr. G. Clayton Stoldt, Professor, Department Chair (ext. 5441),
clay.stoldt@wichita.edu

Dr. Mark Vermillion, Assistant Professor, Graduate Coordinator (ext.
5444) mark.vermillion@wichita.edu

OTHER CONTACTS:

Mary Myers, Department Secretary (ext. 5445),
mary.myers@wichita.edu

Carol Pitetti, Undergraduate Advisor (ext. 6952),
carol.pitetti@wichita.edu

Cathy Razook-Ellsworth, Co-op Education (ext. 3668),
cathy.ellsworth@wichita.edu

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Frank Rokosz – Struct. & Scheduling Sport Tournaments

Steve Shaad — Sport Tournament & Event Mgt, Selling in the Sport Industry —

Tonya Sullivan — Introduction to Sport Management

Sherri Massey — Psychology of Sport

Nick Taylor — Marketing Sport and Physical Activities

Scott Crawford — Financial Management in Sport

Jessica Varlack — Legal Aspects of Sport and Physical Activities 1

Dr. Richard Laptad – Assistant Professor Emeritus, richard.laptad@wichita.edu

Dr. Lori Miller – Professor Emeritus, 5millergirls@gmail.com



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