



WICHITA STATE
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COLLEGE OF EDUCATION

Department of Sport Management

THE SPORT MANAGER

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OKC Trip Provides Range of Experiences



Julica Bonsall is interviewed by the OKC Thunder.

A trip to Oklahoma City to meet with alumni and other personnel from the Oklahoma City Thunder has become an annual tradition in the WSU sport management program. This year, the trip was bigger and better than ever, as it included a career fair hosted by the team, a tour of Chesapeake Arena, a student-alumni social, and the basketball game between the Thunder and Golden State Warriors.

More than 35 sport management students, faculty and staff members made the trip co-sponsored by the Sport Management Student Association and the WSU Alumni Association. The day began with a career fair featuring 25 sport organizations from throughout the region. Following the career fair, the group was treated to a behind-the-scenes

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tour led by alumni Megan Morgan and Jenny Hromek of the Thunder and Jared Silsby of SMG-Oklahoma City.

Later in the afternoon, the students enjoyed a social with alumni from the Oklahoma City area and from other sport organizations attending the career fair. An informal question-and-answer session with the alumni was just one part of the social, held at TapWerks in Bricktown. The day ended with the group watching the Thunder post a 119-98 win.

Special thanks go to Corey Torgerson, president of the Sport Management Alumni Association, and Caleb Klein of the WSU Alumni Association for accompanying the group on their visit.



Sport Management Students at the OKC Thunder Career Fair.

2013 Case Cup Competition



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John Lee — Sport Facility Management
Sheri Light - Legal Aspects of Sport & Physical Activities 1

WSU Case Cup Team 2013 from left to right, Captain Travis Richardson, Sarah Willey, Boomer Jenkins and Julica Bonsall

Four Wichita State University graduate sport management students recently traveled to Orlando, Fla., to compete in the 2013 Case Cup competition that annually kicks off one of the largest conferences in the industry at the National Sports Forum.

Captain Travis Richardson, who is a graduate research assistant for the Department of Sport Management joined Julica Bonsall, also a graduate research assistant in the Department of Sport Management, Boomer Jenkins, a graduate assistant in the College of Education Dean's Office, and Sarah Willey, a graduate assistant for the Shocker Volleyball team to form the team selected by an application process.

Only eight Sport Management programs are invited to participate in the competition, pitting the best programs in the country against each other in a fast-paced competition that lasts just 24 hours. Teams are given their cases at a designated time on a Saturday morning, and have just 24 hours to research and develop a 20-minute presentation for a panel of judges that includes a mixture of sport practitioners and academic scholars. The judges are allowed a 10-minute Q&A period with the teams following their presentation, and hold nothing back in questioning the validity of the groups' plans.

"This is a prestigious competition among the best graduate sport management programs in the country," said Mike Ross, an instructor in the Department of Sport Management and faculty advisor to the team. "Our team represented very well and were great ambassadors for our program. This competition is strenuous for several reasons, but always brings the best out of each of its participants."

The eight schools are divided into two flights of four, with four judges in each flight, and presentations run all morning on Sunday until the judges pick a winner of each flight to advance to the finals. Finalists then present in front of the entire panel of eight judges and an audience that approaches 80 people.

This year's case dealt with Chobani yogurt's sponsorship with the U.S. Olympic Committee, and ideas to help leverage the sponsorship and provide more activation for the growing company in non-Olympic years. The University of Oregon took home top honors this year thanks to a presentation that included a mobile game for the company. Chobani officials were on site to answer questions the students may have had, and assist with the competition.

"The case this year was both challenging and unique for us as a group," Richardson said. "We had to create a comprehensive sponsorship plan that was effective while also conforming to the organizational values of Chobani."

This year's team earned high praise from the judges for their campaign "How do you Chobani?" which included a strong social media platform combined with targeted media advertising toward men and children. The plan also included a broad nationwide sampling campaign, a founding principle of the yogurt manufacturer.

Wichita State has been invited to the National Sports Forum Case Cup competition each of the last two years. The WSU Sport Management

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program, housed in the College of Education, is just one of five graduate sport management programs in the world to be fully accredited.



Sport Management Career Fair set for March 6

The 2013 Sport Management Career Fair will be held from 9 to 11 a.m. Wednesday, March 6, in the Heskett Center lobby. Exhibitors from sport organizations throughout the area will be on hand to meet with students regarding internship and job opportunities.

The roster of exhibitors for this year's event is yet to be finalized. More than a dozen sport organizations were on hand for the 2012 event.

All students are welcome to attend the event. Business casual attire is required, and students are encouraged to bring their resumes. Those seeking help with their resumes are encouraged to contact the Career Services office in Grace Wilkie room 203.

The event is co-sponsored by the Department of Sport Management, the Office of Cooperative Education, and the Sport Management Student Association.

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