

In this issue

1. *Meet the Faculty*
2. *Jets & Railrider*
trips
3. *Special Olympics*
4. *Research*
Symposium
5. *Meet & Mingle*
Tailgate
6. *SMGT Club*
Spotlight
7. *Alumni Spotlight*
8. *December 2018*
Graduates

News from the Sidelines

Fall 2018 Newsletter (Issue No. 5)
Department of Sport Management
East Stroudsburg University



Happy Holidays! We had another productive semester with lots of innovative projects to help our students be prepared for sport management professionals. Sport management students planned/organized/led the Special Olympics event on campus, presented strategic marketing plans for the SWB RailRiders, and shared their research and analytics projects with campus community. Outside the classroom, they visited the MetLife Stadium and PNC Field to learn behind-the-scenes of sporting events. We also officially began our Accelerated Pathways program so now students can complete both BS and MS degree in just 5 years. Hope you learn more about these great things in the newsletter. Thank you!



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Introducing our Newest Faculty!



Dr. Xiaochen Zhou

Ph.D., Temple University

M.A., University of Michigan

B.A., Beijing Sport University

Dr. Xiaochen Zhou joined the Sport Management Department at ESU in Fall 2018. Dr. Zhou earned her Ph.D. in Business Administration with a concentration in Sport Management at Temple University.

Her research focuses on examining the socio-cultural forces that influence sport consumer behavior. Dr. Zhou chose ESU because of its diverse student body, its innovative spirit, and the intellectually challenging environment in the Sport Management Department.

Dr. Zhou is teaching SMGT 201 Foundations of Sport Management, SMGT 302 Psychosocial Aspects, SMGT 440 Contemporary Sport, and SMGT 519 Sport and Society.

Office: Zimbar 236



Dr. Minkyoo Lee

Ph.D., Indiana University

M.S., Yonsei University

B.S., Yonsei University

Dr. Minkyoo Lee completed his doctorate at Indiana University in February of 2017. In addition to his doctorate in sport management with a minor in Telecommunications. He earned Bachelor's and Master's degrees in Sports and Leisure Studies at Yonsei University in South Korea.

The main stream of his research agenda focuses on, and have examined how, the unique features of sport interact with fans' emotions, which in turn, influence sport consumers' cognitions, perceptions, and behaviors through various mediums.

Since Dr. Lee worked here at ESU, there have been many new reasons why he wants to keep working here such as supportive school environment, enthusiastic students, openness to collaborate with other faculty members.

Dr. Lee is teaching SMGT 447 Sport Facilities, SMGT 346 Computer Applications, SMGT, SMGT 570 Intro to Research, and SMGT 546 Managing Sport Facilities.

Office: Zimbar 227

Networking in the Sport Industry

Dr. Jaedeock Lee's 409 Sports Marketing class has started a tradition pairing up with the Scranton Wilkes-Barre RailRiders to allow students to network, as well as give them the opportunity to present their ideas in a professional setting. The class met with front office personnel that included the President of the organization, Josh Olerud, and VP of Ticket Sales, Andrew Yarnall. They discussed their experiences, as well as received a stadium tour prior to game time. On December 6th class, these same executives were invited to observe students present their ideas and marketing plans geared specifically for the RailRiders.



This past October, the Sport Management Club organized a trip to watch the New York Jets take on the Indianapolis Colts. The group arrived several hours before game time to meet various front office personnel from the Jets. They received a full stadium tour (including field access passes!), listened to various executives talk about their experience in the industry, followed by a Q&A at the end.

Organization & Administration class puts Special Olympics, Monroe County Together

The university, Sport Management department, Communications department and Special Education Rehabilitation department continued their support of the East Stroudsburg University qualifier for the Special Olympics, Monroe County. Our students were heavily involved as they were responsible for organizing operations, and handling critical day to day decisions. Events such as this not only provide a platform for our students to demonstrate their management and leadership skills, but to also be a part of a great event that touches all of the athletes lives each year. In addition, the SMGT 445 class expressively exceeded its goal as more than 400 volunteers joined in to help prepare for Special Olympics, Monroe County. The university and SMGT department is proud to have such a committed student body that is always finding ways to get involved, and to further their experience. **GO WARRIORS!**



**Special
Olympics**
Pennsylvania



Monroe County

Special Olympics Experience



"The SMGT 445 class ran the 2018 Monroe County Fall Invitational. Through the planning process of this event, valuable experience was gained from all class members. Creating our own organization allowed for each of us to hold responsibilities that challenged ourselves to put on a successful event. As a department, each year we look forward to working with the Special Olympics Program. We are all fortunate to be apart of this memorable day".

- Chrissi Wolosz, - Event Director



"In our Organization and Administration class we hosted the Monroe County Invitational Special Olympics. This was one of the best hands on experiences I have had here at ESU. The biggest thing that I learned from this was all of the different moving pieces that have to come together to make an event like this run smoothly. With the help of my peers, professors, faculty, and Monroe County representatives, we all came together as one to make this event happen. The most rewarding part of this whole process was the athletes' reactions on their big day. To any student that has to take this course in the future give it your all, you will be more than rewarded".

- Joshua Eckert, - Operations/Support Service Director



**Get involved
with the
community!**

Sport Management Research Symposium

Research students in Dr. Minkyoo Lee's SMGT 570 Introduction to Research class and SMGT 346 Computer Applications class were excited to present their research posters and analytics projects regarding topics like injury, fan passion, sponsorship, marketing, academic aid, and Major League Baseball in the sport industry. This project is the result of consistent improvements and hard work dedicated towards research. This showcase exemplifies the investment these students have made into quality research in the sport world!



Homecoming Meet & Mingle



For 2018 SMGT Homecoming, alumni and current students gathered for a meet and greet to network and connect for future opportunities and advice! Following a classroom meeting the event transitioned to a tailgate where food and beverages were provided along with great conversation, corn hole, and memories that can help build a consistent homecoming event.



Sport Management Club Spotlight



Club Meetings

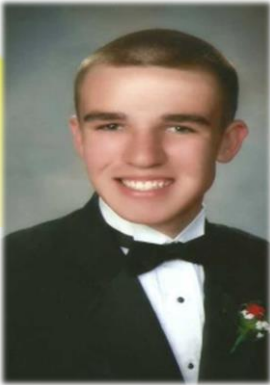
**Every Tuesday
2:00PM
Zimbar 204**



*"My name is Lunden Ward, I am the president of the Sport Management Club. I've been apart of club for four years. Spring 2019 I will be graduating with two majors, Sport management and Public Relations. While minoring in Business. Being apart of club for four years I have learned that it is very important to network and work with my team effectively to be successful with our overall brand. My future career goal is do Public Relations for a sports team in any area. I am very excited for what is to come in the future of sports. As this is my last term as president I would like to wish the SMGT club success in the future and thank you for everything!" – **Lunden Ward**, President
lward4@live.esu.edu*

*"Hello my name is Luis Guerrero, I am a Sport Management major with a minor in business management as well. My role in Sport Management club is the Vice President. My daily duties include, activity coordinating, administrative over watch and keeping close relations with other clubs/staff to insure future opportunities. I have been a part of SMGT club since my freshman year at ESU and have continued to be until now, my senior year. I would say being in club helped me gain strong interpersonal skills as well as networking skills too. Lastly, my personal future career goals would entail being a part of an NBA or soccer related franchise front office team. As I will be doing my internship this spring and graduating next may, I would just like to send my best wishes to all future club officers and members! Hope you all reach your career goals and become successful professionals". –**Luis Guerrero**, Vice President. lguerrero1@live.esu.edu*

Sport Management Club Spot Light



Join SMGT
Club Today!!

"Hi my name is Justin Huber and I am a Junior, studying Sport Management. I am the secretary of the Sport Management club. My role is to keep track of what is going on in club on a weekly basis. I also am in charge of creating the outline for each club meeting. I also am in charge of emailing club members each week reminding them of when the club is meeting and also for those who miss club, I explain to them what was talked about during club. The experiences I gained from club were leadership skills, and making connections with my peers. I learned that the more connections I make the better chance I have of being successful in life after I graduate college". –
Joshua Huber, - Secretary

"Hello, my name is Kevin, I am a Junior here at ESU, and I am majoring in Sport Management (with a minor in Mathematics). I am in my first semester as the Sport Management Club's Treasurer, and this is my second semester in the club. As Treasurer, my role within the club is to transfer funds into our club account, create a SAA budget for a given fiscal year, and keep detailed records of the club's day-to-day operations. Through club, I have gained experience within the Sport Management field by simply being involved in community events and service through club, assisting everyone on the club's executive board in the decision-making process. My future goal is to work as a Data Analyst within the National Basketball Association. The most important thing I have learned from club is that communication is vital, as it is important to always be on the same page as your board members and working in unison with them". –
Kevin McNanna, - Treasurer

Alumni

Chris Ott

B.S., '16 & M.S., '17

Spotlight

What would you say to a student who is considering ESU Sport Management?

If you are considering becoming a part of the East Stroudsburg University Sport Management program, you are considering to be a part of a group that fully invests in their future as sport managers. Many of my former classmates and myself have become professionals in their field and none of it would have been possible without the support that the Sport Management Faculty at ESU.

In what ways has your ESU experience had an impact on your career and who you are today?

Arriving at ESU, I was a cross country athlete, as well as an Early Childhood Education major. After a year I realized my passion for teaching had dissipated and wanted to pursue a career in a field where I still would have an impact on athletes or students and so I changed majors to Sport Management. Fast forward 4 years and my courses with Dr. Lee, Dr. Parker, Professor Arner, and Dr. Kim, became cornerstones for my success in the field. They challenge you to think critically about a subject thought to be simple. I consider my success to be directly because of the Sport Management department.

What is one of your favorite things about your job?

One of my favorite things about working in my position is the ability to witness the enjoyment our fans get from attending an event that I helped them purchase.

Briefly tell us about your journey to your current position:

I began my journey first and foremost by choosing ESU. My undergraduate internship was located at East Stroudsburg Area School District and really provided a broad experience working for an athletic department. This lead me to want to further my education at ESU which paired with a cumulative final is the Graduate internship requirement. I received an internship with Penn Athletics in the Ticket Office with the agreement of becoming the Ticket Office Assistant at the end of my internship. Through last year, I worked alongside fellow ESU graduate Michael Honeywell who is the Director of Ticket Sales, and through my work ethic developed by ESU, I was able to get a promotion to Assistant Director of Ticket Operations.



SMGT Fall Graduation

*Undergraduate Class of 2019
Bachelor of Science in Sport Management*

*Jeffrey Carter
Joshua A Clark
Mathew R Fenza
Chad M Kleppinger*

*Alec R Lebo
Rusty A Miller
Lawrence Mills-Baidoo
Michael J Neiman*



Follow SMGT Social Media for the latest updates at Instagram (@esu_SMGT), & Twitter (@esusmgt)!