Greetings to ESU Sport Management students, faculty/staff, and alumni! Fall 2019 semester was filled with lots of great achievements and activities. Hope you learn more about what our amazing students and faculty accomplished in this newsletter.

In addition, I am extremely pleased to announce that our self-study report was accepted by the COSMA and we scheduled a site visit in March, 2020. This will be the last step for our program accreditation. Let’s work together for pursuit of excellence of our program and student success!

Have a wonderful Christmas break and wish you all a Happy New Year!

Best, Jaedeock Lee
I. ESU SMGT in NASSM/SMA 2019


II. Dr. Minkyo Lee 1st place for New Researcher Award

Dr. Minkyo Lee traveled to Seville, Spain this fall for the European Association for Sports Management (EASM) Conference and received 1st place for the New Researcher Award (2019). The award, sponsored by the European Sport Management Quarterly (ESMQ) and Routledge Journals, recognizes the best original theoretical or empirical advance and most significant unpublished contribution in the field of sport management. Research was also evaluated based on its appropriateness for presentation at the conference and for publication by ESMQ.

ESU Sport Management students, Jamar Mays, Sammy Avalos, and Emily Eder, and faculty members, Dr. Xiaochen Zhou and Professor Edward Arner, attended the National Collegiate Sport Sales Championship-Pitch to the Pros in Atlanta, Georgia. These seniors were able to compete with other students across the country in a role-playing competition geared towards sales. Professional sports teams and organizations were also in attendance to interview and recruit participants.

The Sports Sales Professionals who were in attendance include representatives from The University of Georgia, The Memphis Grizzlies, The Atlanta Hawks, The Atlanta Falcons, Atlanta United FC, Atlanta Motor Speedway, The Pensacola Blue Wahoos, BB&T Atlanta Open, VWSE, and The Atlanta Braves.
Earlier this semester Sport Management students taking SMGT 409: Concept of Sport Marketing (Dr. Jaedeock Lee) traveled to PNC Field home of the Scranton Wilkes-Barre RailRiders to meet with industry professionals. There they had a Q&A session with these executives to pinpoint where they would like help in designing marketing efforts for the 2020 Triple A All Star Games. After learning about what they were looking for, the students were able to enjoy a game.

On December 5th, the students were tasked with presenting their ideas to three RailRiders representatives including: Katie Beekman, Andrew Yarnall, and Adam Marco. After much consideration, a winning team was chosen. That team proposed the idea of “Splash from the Past” utilizing custom water bottle coverings and suggesting more former player meet and greets. The winning presentation was presented by Bobby Fox, Alex Valencia, and Keondre Morris. Great job to all of the students who presented!
### V. SMGT 346 Sport Analytics Presentations

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<td>Examining the Attendance Intentions of Minor League Team Spectators on CSR Event Days: Fan Passion or Organizational Identification</td>
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<td>Analysis of Olympics Mascot Design and Purchasing Behavior and Identification</td>
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<td>By: Tiffany Anderson and Lydia Redman</td>
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## VI. SMGT 570 Graduate Research Symposium (2)

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<td>eSports Boost Brand Personality on Institutions of Higher Education</td>
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<td>Sport Scandal and Sponsorship: Effective Use and Implementation of Corporate Communication Strategies After Scandal</td>
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<td>Fan Identification: Loyal to Team or Loyal to Player</td>
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<td>Second Screen Usage During Live Sporting Event and Effect on Fan Enjoyment</td>
<td>By: Zach Farrell and Brett Lubreski</td>
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<td>Team Performance and Stock Return: Correlation on Team Performance and Stock Return in a European Competition</td>
<td>By: Duarte Cruz Ferreira</td>
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Special Olympics Monroe County Invitational this year was a huge success. Students from the SMGT 445 Organizational Management (Professor Edward Arner) class were able to successfully organize and execute the event. The event had over 100 athletes and the class recruited over 300 volunteers. This year’s events included: Volleyball, Soccer and Flag Football.
This year’s homecoming event Warrior Wake Up with Sport Management Alumni was a success! Compared to last year student engagement doubled. Throughout the whole event alumni and current students were able to mix, mingle, and ask the alumni for advice and about their experiences within the sports industry. Later on in the day, workshops were established to get the conversation going these included How to Jump Start My Career, Resume/Interview Skills, and How to Keep a Work/Life Balance.

Special thanks goes out to all of the alumni who made this event possible:

Eric Bohem        Matt Muniz
Maddie Herman     Marquise Watson
TJ Hester         Chrissi Wolosz
Brandon Lawrence  

IX. Field trip to New Jersey Devils Game

On November 15th, Sport Management students and club members traveled to New Jersey to experience major league ice hockey. Before the game, we were able to pick the brains of sports industry professionals in sales. With the help of Natalie Dumin, two sales managers Gabriel Quintero and Matt Zubowski offered their time and knowledge to speak with the group. From their journey to the probable sacrifices needed to begin your career they answered all of the questions the students proposed. The main advice they kept coming back to was need to stand out from your competition and what makes you different and special. After the Q&A session, the group enjoyed an entertaining game where the New Jersey Devils faced off against the Pittsburg Penguins. In an upset the Devils beat the Penguins 2-0.
X. Philadelphia Eagles Internship

Nick Herrmann, a Senior in Sport Management, was accepted by the Philadelphia Eagles as a guest services intern for the fall 2019 semester.


He said choosing his major was one of the best decisions he’s made in his young life. “The ESU sport management department is awesome,” Herrmann said. “They are so hands-on. I really wanted to be close to home and I have been able to bounce a lot off of my professors. Professor (Edward) Arner is wonderful. He’s a great person to follow. Having him as a role model is really great.”
My name is Justin Huber, senior. The reason why I love the sport management program at ESU is because the professors have been very helpful in helping me find my future career path, and I have made plenty of connections with other students. Another reason is being involved with the Sport Management Club. I have been in the club since my Freshman year and the opportunities to grow within the club are significant and being in this club has helped me realize what it will take to be a successful sport manager. Since Sophomore year, I have been the Secretary of the SMGT Club. My role is to help other members of the E-Board to better the club in many ways, I also take meeting minutes every club meeting so classmates can see what we talked about in the meeting. I was recently elected to become the Vice President of the club and in this role I will work hard to help make this club stay successful.

My name is Andrew Alvino, senior. My role in the club is Community Service Chair. This job entails promoting volunteerism for club events and events that which other departments/clubs ask for our help. The role also requires that volunteer hours of club members be tracked, because in order to go on club trips we ask that club members give at least five hours of their time in volunteering to better the ESU community and the Sport Management Club’s standing on campus. The future Community Service Chair, Tyler, will also be asked to seek additional volunteer opportunities off campus, such as helping at a food shelter or picking up trash in the Poconos.
My name is David Tuchman, and I am a Senior here at East Stroudsburg University in the Sport Management Department. Along with being a student here, I am involved on campus with many of our student run organizations. One of the organizations I am involved with is the Sport Management Club, where I currently hold the position of Treasurer within the Executive Board. As Treasurer, my role has me managing all financial aspects of the club. I coordinate, develop, and submit an annual fiscal budget for the smooth operation of the club, while also handling payments to different organizations during the coordination of trips the club goes on. Additionally, it is my responsibility to keep track of all spending and keep track of all financial records and make sure the club is adhering to rules and regulations set out by the university. It’s been one of my many pleasures to work with such an amazing executive board throughout my time as a member of the board.

My name is Emily Eder, I am a Senior majoring in Sport Management. The role of the event coordinator is to plan club trips by connecting with SMGT alumni. I’m responsible for coordinating club trips and making sure that we get the best possible experience our each trip. The purpose of these trips is to provide insight into the sport industry and inspire the young minds of the Sport Management Department. These trips also provide the opportunity for everyone to get to know each other and mingle outside of a club setting. One such trip that I planned was to the New Jersey Devils. I set up a Question and Answer session with some of the executives of the team.
XII. Alumni Spotlight

Jason Kiesel (B.S., ’08)
Senior Director, Stadium Operation
Lehigh Valley IronPigs

What is your current position?
I am the Senior Director of Stadium Operations. I deal with all functions relating to running and maintaining Coca-Cola Park.

What advice do you have for current or potential SMGT Students?
Take your internships seriously. Show up early to work and let your work ethic shine. Interns are often focused on completing an internship in order to graduate and lose focus on how important it is as a bridge to jump start your career.

How has the SMGT program at ESU prepared you for your professional career?
The SMGT program at ESU provided me with the groundwork needed to be successful in this career. While taking a Sports Facilities class at ESU I found a passion in Facilities and focused on a career down that path.
XIII. SMGT
Fall Commencement

Undergraduate Class of 2019

Sport Management (B.S.)

Ryan Adamonis
Emily Eder
Markeese Falconer
Kurt Helmstetter
Justin Johnson
Alynah Morales

Joseph Panuccio
Evan Pollock
Ronald Sarajian
Rusty Schander
Veronica Wright

Graduate Class of 2019

Sport Management (M.S.)

Heather Phillips

Management & Leadership

Sport Management (M.S.)

Brittany Thornton

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