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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



@esusmgt



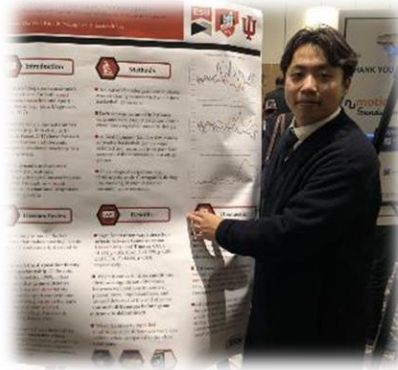
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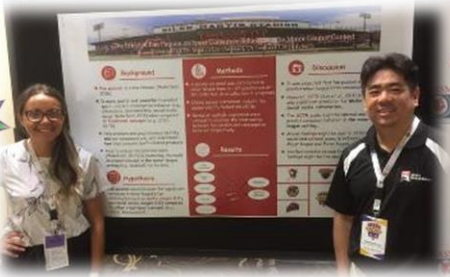
**EAST
STROUDSBURG
UNIVERSITY**

Sport Management

I. ESU SMGT in NASSM/SMA 2019



Lee, M. K., Kim, D. Y., & Lee, J.Y. (2019, Nov). Dynamic emotional processing of televised sports: The effect of uncertainty of outcome on psychophysiological arousal and pleasure. Presented at the 17th Annual Conference of the Sport Marketing Association (SMA), Chicago, IL.



Lee, M. K., Lee, J., Zhou, X., Arner, E. J., & Pedersen, P. M. (2019, June 1). The effects of dramatic sports programming and congruence on television advertising effectiveness: An examination of emotional and cognitive priming effects using psycho-physiological approaches. Presented at the 2019 Conference of the North American Society for Sport Management (NASSM), New Orleans, LA.

Vogt, V. I., Lee, M. K., & Lee, J. (2019, June 1). The effect of fan passion on sport consumer behavior in the minor league context. Presented at the 2019 Conference of the North American Society for Sport Management (NASSM), New Orleans, LA.

Jackson, D., Lee, M. K., & Zhou, X. (2019, June 1). Single vs. multiple signage: Applying limited capacity message processing to fans' s recognition and recall of in-stadium advertising. Presented at the 2019 Conference of the North American Society for Sport Management (NASSM), New Orleans, LA.

Zhou, X., Pizzo, A., & Funk, D. C. (2019, June 1). College sport as a vehicle for university identity: an international student perspective. Presented at the 2019 Conference of the North American Society for Sport Management (NASSM), New Orleans, LA.

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

Dr. Minkyoo 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.

Lee, M.K. (2019, September 4). Cognitive and emotional processing of TV commercials in mediated sports: A re-inquiry using a psycho-physiological approach. The 27th Conference of the European Association for Sport Management (EASM). Seville, Spain.



III. National Collegiate Sports Sales Championship Pitch to the Pros

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.

IV. Scranton Wilkes-Barre RailRiders Trip & Marketing Presentation

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 pin point 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

Presentation	Presenter
Attendance Before and After World Series Won	By: Brandon Peczenji, Harrison Doane, Brendon Edwards, Steven Skuropacki and Alexis Contrady
Attendance for San Francisco Giants Against All MLB Teams (2008-2015)	By: Paul Schiffert, Zach Johnson, Alex Andre, Brendan Blake and Justin Jones
MLB Attendance, Capacity and Ticket Price Before and After Renovation	By: Haley Skove, Tom Heim, Christian Lopez, Dante Cavallucci and DeAndre Clark
Effects of Payroll on Team Record and Home Attendance in the MLB	By: Tyler Hopple, Devin Dunsing, Jeff Jenkins, Booby Fox and John Lieberman
NFL Fan Analysis Project	By: Brandon Beam, Alex Valencia, Matthew Barat, Chris McFadden, Jabril Raheem-Johnson and Dayzah Lytle
Philadelphia Phillies vs. New York Mets Comparison	By: Sczar Charles, Juwan Allen and Andrew Barton



VI. SMGT 570 Graduate Research Symposium (1)

Presentation	Presenter
Examining the Attendance Intentions of Minor League Team Spectators on CSR Event Days: Fan Passion or Organizational Identification	By: Nikki Vincent
Analysis of Olympics Mascot Design and Purchasing Behavior and Identification	By: Amanda Palladino
Flow and Emotional Experience of Mediated Sports through VR Technology	By: Andrew Alvino
Burnout and Well-Being of Collegiate Student-Athletes based on Gender, Sport and Divisional Level	By: Brooke Robinson and Kate Tobie
Athletic Brand Transfer: The use of Athletic Brand to Drive Enrollment	By: Tyler Durfey
Preferences of Student-Athletes in Coaching Characteristics with Gender and Race	By: Tiffany Anderson and Lydia Redman



VI. SMGT 570 Graduate Research Symposium (2)

Presentation	Presenter
The Effects of Peer Leadership on Team Outcomes	
eSports Boost Brand Personality on Institutions of Higher Education	By: Kady Gurtis
Sport Scandal and Sponsorship: Effective Use and Implementation of Corporate Communication Strategies After Scandal	
Fan Identification: Loyal to Team or Loyal to Player	By: Christian Bukowski
Second Screen Usage During Live Sporting Event and Effect on Fan Enjoyment	
Team Performance and Stock Return: Correlation on Team Performance and Stock Return in a European Competition	By: Duarte Cruz Ferreira



VII. Special Olympics of PA

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



***Special
Olympics
Pennsylvania***



Monroe County

VIII. Homecoming 2019

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 Pittsburgh Penguins. In an upset the Devils beat the Penguins 2-0.



ESU
SMGT CLUB

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.

Read his full story, "Sport Management Major interns with Philadelphia Eagles" by Elizabeth Richardson on October 1, 2019:

<https://quantum.esu.edu/insider/sport-management-major-interns-with-philadelphia-eagles/>

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."



XI. Sport Management Club Spotlight (1)

Join SMGT Club Today!!



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.

XI. Sport Management Club Spotlight (2)



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 record 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

A red-tinted photograph of a group of students standing in front of a building. Overlaid on the image is the text "WHERE WARRIORS BELONG" in white, bold, sans-serif capital letters.

WHERE
WARRIORS
BELONG



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