Greetings to ESU Sport Management students, faculty, staff, and alumni!

We had another very successful semester and are proud to conclude the 2018-19 academic year. Lots of accomplishments and activities are highlighted in this newsletter. Special thanks to the students/faculty who achieved a back-to-back championship of the Pocono College Tour. Another thanks goes out all of the guest speakers who presented at the 2019 SCORE Symposium. Big congratulations for all of the May/August graduates (29 undergraduate students and 10 graduate students)! Best wishes to your post-college career and keep us updated your success stories. Hope everyone enjoys summer break!

Dr. Jaedeock Lee
Chair, Department of Sport Management
I. 2019 COSMA Conference
Feb 7-8, Atlanta, GA

“Experimental Learning in Organizing Events: Special Olympics and Campus Recreation”

Professor Edward Arner presented his course projects at the COSMA conference in Atlanta, GA!

Presentation Objectives
Demonstrate application of course material in a controlled environment.
• Student Learning Outcomes (SLO)
• Assessments
• Limitations of the student experience
• Curriculum/program development to overcome limitation

ESU SMGT Faculty visited the College Football Hall of Fame!!
II. Abstracts Accepted for 2019 NASSM Conference

2019 North American Society for Sport Management (NASSM) Conference
May 29 – June 1, 2019, New Orleans, LA

Abstracts Accepted to Present by ESU Faculty and Students
(Acceptance rate: 64.3%)


Congratuations Dr. Minkyo Lee, who was awarded an ESU Faculty Development and Research (FDR) Major Grant!!

His grant application is titled, “An examination of emotional and cognitive priming effects in televised sports: A psychophysiological approach”. Dr. Lee received $8,830 for this research project and the grant money will be used to purchase equipment for his new Sport Management Research Lab!
IV. Featured SMGT Interns

Featured Undergraduate B.S. Internship Spotlight - Meghan Boryeskne ‘19

“I am interning for Rutgers Athletics in their Office for Leadership Development and Strategic Partnerships. In my internship, I work to support the holistic development of Rutgers student-athletes, coaches, and staff. My day-to-day work includes programming for personal enhancement, community engagement, career and leadership development, and alumni engagement.”

Featured Graduate M.S. Internship Spotlight – Eric Bohem ‘19

“As an intern with Lehigh University Athletics, I have had the privilege of furthering my professional experience at a Division I university that is nationally recognized for the success of its programs. What has made this experience so special has been the comprehensive nature of the position, as each day offers something new to learn. Over the past couple of months I have served roles involving event set-up/breakdown, site supervision, risk management, ticketing, halftime promotions, and as game day support staff. Furthermore, I am currently working alongside the Assistant Director of Facilities & Events in overseeing the operation of the Mulvihill Golf Learning Center, which is located on campus. But what has stood out the most about this experience has been the people. From day one, all those a part of Lehigh Athletics have been so welcoming and helpful in guiding me along the way. I do not feel like an intern, I truly feel as if I am a part of their team. The hands on experience combined with an exceptional people first work environment has made this an opportunity of a lifetime. Without a doubt, this experience has prepared me to take on new challenges as I progress into a career within sports.”
At the beginning of the semester, SMGT 409 Sport Marketing (Dr. Jaedeock Lee) students were able to experience a behind-the-scenes tour and networking event led by Dave Casey and Joe Kaspar. Students were able to gain insight on minor league hockey and the logistics that back the Wilkes-Barre/Scranton Penguins brand.

To come full circle, the undergraduate sport marketing class was tasked with pitching and presenting marketing ideas to enhance the Wilkes-Barre/Scranton Penguins’ current Student Rush Program. Many ideas were pitched but one stood out to the Wilkes-Barre/Scranton Penguins representatives. The winning presentation Prize Raffle was presented by Jordan Cruise, Jo Panuccio, and Tiana Webster.
VI. Phillies #CollegeSeries Baseball Analytics Night

On Monday April 8th, students were able to experience a panel and networking event at the Phillies #CollegeSeries night along with an exciting baseball game against the division rival Washington Nationals!

“I couldn’t ask for a better experience while attending the Phillies College Night. Having the opportunity to connect with front office executives about growing opportunities in the realm of professional sport analytics was especially intriguing. As a college baseball coach, we incorporate analytical data and metrics as part of our player development process. Knowing that this niche is growing opens the door for many sport management students looking to pursue a career in professional sports. From networking, to being invited to the Phillies game against a division rival, the entire night was filled with excitement geared toward professional development. If you are serious about working in sports, I highly recommend attending this event in the future!”

- Eric Bohem (MS, Sport Management)
VII. Madison Square Garden
New York Knicks Game

On Thursday March 28th, 2019 students were able to attend a New York Knicks vs. Toronto Raptors basketball game while networking and connecting with ESU SMGT alums like Kyle Jimenez ‘18, Brandon Lawrence ‘07, and Michael Rucker ‘06!

Kyle Jimenez is currently an Inside Sales Representative at Madison Square Garden and this is what he had to say about meeting up with SMGT Club students:

“Had the chance to speak with the ESU SMGT Club as they attended a Knick game last night. Awesome opportunity for me and hopefully I gave them insight into the industry.”
- Kyle Jimenez ’18
NIRSA REC Day this year was a huge success. Students from the SMGT 445 Organizational Management (Professor Edward Arner) class were able to achieve the largest crowd of participants to date. In the 4th year of hosting this educational event, students helped engage students and the community about health and wellbeing. This year’s events included: Gaga Ball, Dizzy Cup Stacking, Basketball Knockout, E-Sports, and much more.
# IX. Student Research Symposium

## Undergraduate Students

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<th>Presentation</th>
<th>Presenters</th>
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<tr>
<td>How Different Factors Influence/Affect MLB Game Attendance in Large and Small City Teams</td>
<td>By Jacob Feland, Erik Schumacher, Kevin Henley, Tiana Webster</td>
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<td>The Evolution of Passing Offenses &amp; Player Safety in the NFL</td>
<td>By Jenna Bertoti</td>
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<td>MLB’s Most Attend Region</td>
<td>By Erin Thuring, George Zutell, Jerrid Matlock, Ryan Adamonis, Evan Pollock</td>
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<td>Freeway Series and Subway Series Comparison</td>
<td>By Veronica Wright, Naijaa Michel, Kurt Helmstetter, Keondre Morris, Joel Grant</td>
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<td>Difference in Attendance before and after Montreal Expos transitioned to Washington Nationals</td>
<td>By Nick Hermann, Brandon Teel, Jordan Madaya, Melanie Nicodemo, Emily Eder</td>
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<td>Proud Losers: An Investigation of Fans Identifying with Unsuccessful Teams</td>
<td>By Isaiah Swint, Michael Palazzi, Jacob Schneck, David Chirco</td>
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<td>The Effects of Fantasy Basketball on NBA Consumption: A Comparative Study</td>
<td>By Luis Ferrin, Brandon Hill, Naijaa Michel, Justin Johnson</td>
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<td>Esport vs Traditional Sport: A Comparison of Player Motives</td>
<td>By Joshua Eckert, Rusty Schander</td>
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<tr>
<td>The Effects of Contracts on NBA Player Performance: An Expectancy Theory Perspective</td>
<td>By Ryan Adamonis, Kevin McNanna, David Tuchman</td>
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## IX. Student Research Symposium
Graduate Students

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<tr>
<td>Benefits of Campus Recreation to Campus Life</td>
<td>By Gerard Morgan</td>
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<td>The Impact of Sports Gambling on Fan Experience</td>
<td>By Dan Cason</td>
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<td>The Effects of Injury on Depression and Anxiety in Elite Athletes</td>
<td>By Matthew Cardonne</td>
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<td>Athlete Scandals on Attitudes Toward Athletes and Attitudes Toward Corporate Sponsors</td>
<td>By Heather D. Phillips</td>
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<td>Student-Athlete Preferences in Coaching Behavior</td>
<td>By Allie Camp</td>
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“The SCORE Symposium was an overall great experience to where we were able network with alumni and those who happen to not be alumni but are working either with the University or an organization within our community. It was interesting to hear everyone’s story of how they got to where they are right now. I learned that sometimes things can change during your desired career path to reach your end goal. You must be able to adjust and take risks because you never know what can happen within this industry and just so happens you could find something that you never thought you would be doing and loving it. The event itself can help you meet different people and make connections to where they can help you further down the line to each your end goal.” – Jacob Schneck, Junior
ESU students have competed in this exciting event for each of the last four years, and have brought home 1st place the last two years! The Raceway works directly with Sport Management students and club organizations at various universities. These students participate in a ‘3 Turn’ competition with a focus on areas of marketing, research and analysis and event planning. NASCAR Xfinity Series driver Justin Haley visited with students, learned how sport venues promote their events, took part in media interviews and interacted with university officials.
XII. COSMA Chi Sigma Mu
Student Honor Society
2019 Inductees

Criteria for a successful nomination include the following:
1. Students must be nominated by a faculty member in a program that is a member of COSMA
2. Bachelor’s: Students must have earned at least 60 credit hours toward their degree and have a 3.4 GPA
3. Master’s: Students must have earned at least 18 credit hours toward their degree and have a 3.6 GPA

**Samuel Avalos**                  **Jordan Hertz**
**Justin Besz**                    **Nicholas Izzo**
**Eric Bohem**                     **Joshua Kaiser**
**Megan Carroll**                  **Kevin McNanna**
**Zachary Deegan**                 **Logan Mondschein**
**Tyler Durfey**                   **Michael Palazzi**
**Matthew Fenza**                  **Brandon Peczenij**
**Jessica Garcia**                 **Antoine Ray**
**Nicola Gericke**                 **Tina Webster**
**Noah Gingrich**                  **Veronica Wright**

**Victoria Gurdak**              \*Graduate Students

*Graduate Students*
“My name is Samuel Avalos, I am a junior majoring in Sport Management with a minor in Business Management. I am the Service Chair for Sport Management Club. My responsibilities were to set up campus cleanups and have the club become more involved in campus. We were very involved this year as we volunteered to be a part of Campus after Dark, B+ Positive Foundation festival, NIRSA Day, Perryman Kegolovits All-Star Game and Special Olympics. My future aspirations are to work in marketing for Formula 1”

— Samuel Avalos, Service Chair

“My name is Austin Weitman, and I am a freshman in ESU’s Sport Management Department. I am from Monroe, NJ located in Middlesex County. This summer I will be working with the Somerset Patriots baseball team as a clubhouse assistant. I am pursuing a Sport Management degree with a minor in Communication. Being involved within the department is critical to me. As an active member of the Sport Management Club I hold a position on the board as the Public Relations officer. My responsibilities include maintaining and updating all social media platforms, updating our club’s bulletin board weekly with “Games of The Week”, “This Week in Sports History”, and “Club Member of the Week”. My future goals are to intern with the New York Islanders ticket sales program and become successful within the sport industry”.

— Austin Weitman, Public Relations

Club meetings: Tuesdays 2:00PM Zimbar 204
XIV. Sport Management
Spring Commencement

Undergraduate Class of 2019

**Sport Management (B.S.)**
- Elisha I. Anderson
- Justin Thomas Besz
- Meghan Elizabeth Boryeskne
- Stephen Micheal Boyd
- Breaonna Nicole Brinson
- David Chirco
- Jordan Harold Cruise
- Tyler Gerald Durfey
- Joshua Marc Eckert
- Andrew Todd Emsweller
- Eddy Baiye Endowbi
- Zachary Vaughn Farrall
- Luis Fabian Guerrero
- Christopher R. Hagins
- Anthony T. Irving

- Jakwan Jones
- Naijaa Katina Ednerah Michel
- William Mondragon
- Logan L. Mondschein
- Joseph Odebode
- Michael Louis Palazzi Jr.
- Austin Jeffrey Patrick
- Ernestina Marie Predojevic
- Jacob Joseph Schneck
- Alphonzo Pablito Trice
- Lundon Ward
- Byron Kylief Williams
- Christine Liann Wolosz
- Steven Daniel Zimmerman

Graduate Class of 2019

**Sport Management (M.S.)**
- Eric Bohem
- Allie Camp
- Matthew Cardonne
- Megan Carroll
- Faith Robinson

**Management & Leadership Sport Management (M.S.)**
- Nicola Gericke
- Victoria Gurdak
- Derrick Jackson
- Donald Odendo
- Victoria Vogt

WHERE WARRIORS BELONG

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