Spring 2019 Newsletter
Issue No. 6
Department of Sport Management
East Stroudsburg University

In this issue

I. COSMA Presentation
II. NASSM Abstracts
III. FDR Major Grant
IV. Featured Internss
V. Penguins Marketing Project & Trip
VI. Phillies #CollegeSeries Baseball Analytics Night
VII. Madison Square Garden Knicks Trip
VIII. NIRSA REC Day
IX. Student Research & Creativity Symposium
X. SCORE Symposium
XI. Pocono College Tour
XII. COSMA Student Honor Society Inductees
XIII. SMGT Club Spotlight
XIV. SMGT Spring Commencement

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

ESU EAST STROUDSBURG UNIVERSITY
Sport Management

@esusmgt @esu_smgt

I. 2019 COSMA Conference
Feb 7-8, Atlanta, GA

COSMA Commission on Sport Management Accreditation

"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%)

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

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

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

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

III. Faculty Development and Research Major Grant

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

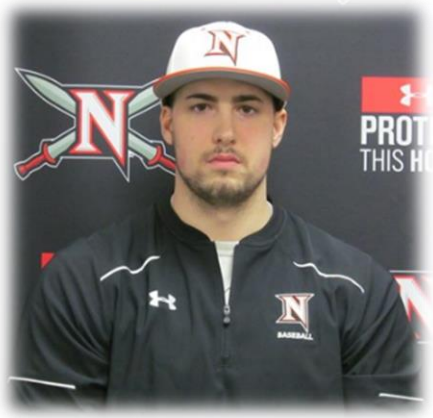
His grant application is titled, "*An examination of emotional and cognitive priming effects in televised sports: A psycho-physiological approach*". Dr. Lee received **$8,830** for this research project and the grant money will be used to purchase equipment for his new Sport Management Research Lab!

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."

V. Wilkes-Barre/Scranton Penguins Trip & Marketing Presentation

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.

WILKES-BARRE/SCRANTON PENGUINS

ESU EAST STROUDSBURG UNIVERSITY
Sport Management

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****!*

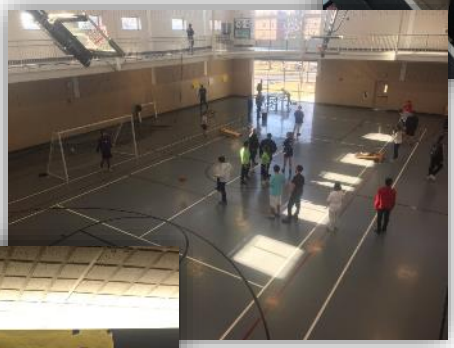
Kyle Jimenez is currently an Inside Sales Representative at Madison Square Garden and this is what he had to say about meeting up with SMGT Club students:

"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***

VIII. NIRSA REC Day

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.



NIRSA recreational sports & fitness DAY
How do you rec?

ESU EAST STROUDSBURG UNIVERSITY
Sport Management

IX. Student Research Symposium Undergraduate Students

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

IX. Student Research Symposium Graduate Students

Presentation	Presenter
Benefits of Campus Recreation to Campus Life	By Gerard Morgan
The Impact of Sports Gambling on Fan Experience	By Dan Cason
The Effects of Injury on Depression and Anxiety in Elite Athletes	By Matthew Cardonne
Athlete Scandals on Attitudes Toward Athletes and Attitudes Toward Corporate Sponsors	By Heather D. Phillips
Student-Athlete Preferences in Coaching Behavior	By Allie Camp

ESU

Student Research & Creativity Activity

SYMPOSIUM

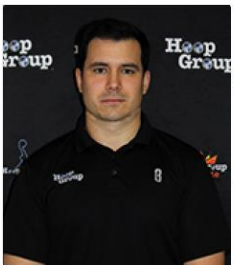
X. SCORE Symposium

EAST STROUDSBURG UNIVERSITY

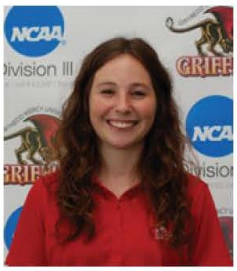
S.C.O.R.E.

SPORT, CAREERS, OPPORTUNITY, RECRUITMENT, AND EMPLOYMENT

NAVIGATING THE SPORT INDUSTRY



Matt Pooley
Vice President,
Hoop Group



Maddie Herman
Assistant Director of Intramurals and Recreation, Gwynedd Mercy University

Marquise Watson
Senior Member Services Account Manager, Philadelphia 76ers

Sophie Coy
Academic Counselor, University of Mississippi

Phil Williams
Founder & CEO, GameFace Grooming

*"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 ou 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 risk because you never know what can happen within this industry and jus 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 t line to each your end goal" – **Jacob Schneck, Junior***

XI. Pocono College Tour

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.

Back to

Back Champs!

THE UNIVERSITY OF SCRANTON
A JESUIT UNIVERSITY

CENTENARY UNIVERSITY

KUTZTOWN UNIVERSITY

ESU EAST STROUDSBURG UNIVERSITY

XII. COSMA Chi Sigma Mu Student Honor Society 2019 Inductees

COSMA Commission on Sport Management Accreditation

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

Justin Besz

Eric Bohem*

Megan Carroll*

Zachary Deegan

Tyler Durfey

Matthew Fenza

Jessica Garcia

Nicola Gericke*

Noah Gingrich

Victoria Gurdak*

Jordan Hertz

Nicholas Izzo*

Joshua Kaiser

Kevin McNanna

Logan Mondschein

Michael Palazzi

Brandon Peczenij

Antoine Ray*

Tina Webster

Veronica Wright

***Graduate Students**

XIII. Sport Management Club Spotlight

"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

Club meetings:
Tuesdays 2:00PM
Zimbar 204

"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

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

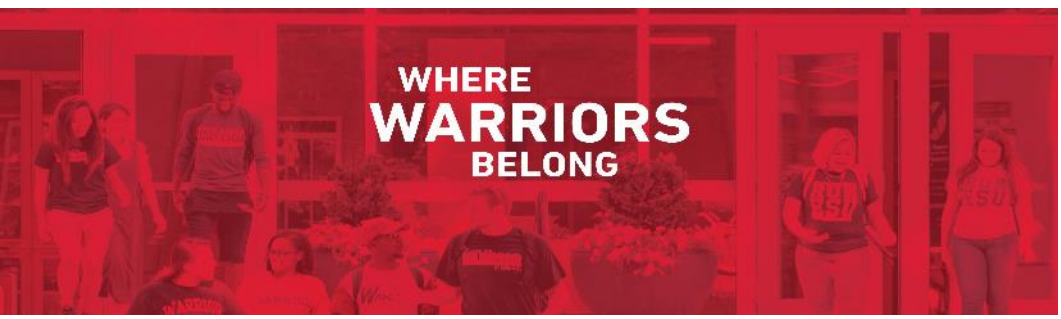
Graduate Class of 2019

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



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