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A message  
from  
Department  
Chair

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

*Spring 2020 semester may be the one that many will remember for a long time. COVID-19 pandemic changed our life and the world we live. I hope you and your family stay safe and healthy in these unprecedented and challenging times.*

*While facing difficulties such as sudden changes to online learning and stay-home without live sport events, we all have worked together to still make this semester successful. I feel very proud of the students, faculty, and alumni for constantly being innovative and supportive to one another. I hope you enjoy lots of achievements and activities highlighted in this newsletter. Congratulations to all of the May/August graduates! Best wishes to your post-college career and would love to welcome you back to campus for December commencement!*

**Dr. Jaedeock Lee**  
**Chair, Department of Sport Management**



@esusmgt



@esu\_smgt

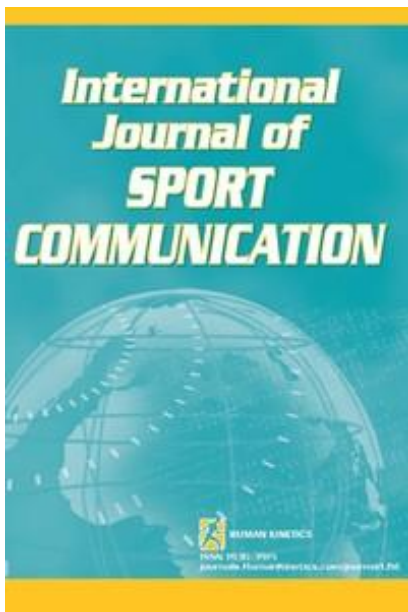


**EAST  
STROUDSBURG  
UNIVERSITY**

# I. Upcoming Publications

*Congrats Dan Cason, Dr. Minkyoo Lee, Dr. Jaedeock Lee, and Prof. Edward Arner for publishing a research manuscript in IJSC!*

Cason, D., Lee, M., Lee, J., Yeo, I., & Arner, E. (Accepted, 2020), The impact of legalization of sports gambling: How motivation, fandom, and gender influence sport-related consumption, *International Journal of Sport Communication*, 13(3).



## Abstract

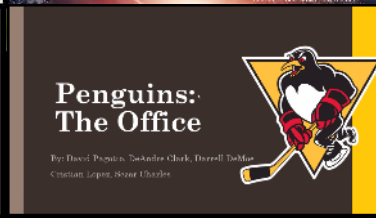
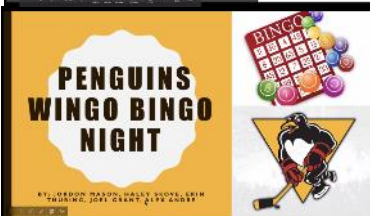
This study examined how the legalization of sports wagering, in association with several factors (i.e., gender, motivations, and fandom), has impacted gambling behavior, interests in sport, and sport-related consumption (e.g., media, ticket) using a sample of active gamblers above the age of 21 ( $n = 58$ ). The findings showed that economic motivation significantly predicted the gambling behavior, interests in sports, and sport-related consumption while fandom did not. People who are motivated by money are more likely to wager on sport and consume sport. However, whether being a sport fan or not does not impact those variables. Based on the results of the current study, it could be suggested that since sports wagering has been recently legalized, sport organizations should move quickly to attract new and potential market segments (e.g., gamblers).



# II. Wilkes-Barre Scranton Penguins Game & Marketing Presentation



This semester the SMGT 409 Marketing class was treated to a personal tour and prime seating at the Mohegan Sun Arena home to the WBS Penguins. Part of the curriculum requires groups to devise a unique marketing plan to help the Penguins increase ticket sales and attendance. They had the pleasure of asking relevant questions to Dave Casey and David Stepanian in order to help them succeed with their projects. After coming up with their marketing plans, the students were able to pitch their marketing ideas to WBS Penguins professionals. Each team had a unique idea and the professionals were impressed, however, only one team could win. They evaluated presentation skills, research, and creativity, but the deciding factor was ease of implementation. The winning team was "The Enhanced Student Rush Program" presented by **Melanie Nicodemo, Elijah McBride, Tyler Kreps, Brendan Blake, and Alexis Contrady**. Congratulations to them and a job well done to all of the students!



A Big Thank You goes out to all of the WBS Penguins Professionals who could be in attendance:

Dave Casey - Group Sales Executive  
Jon Stephenson '99 - VP, Business Development  
David Stepanian - Group Sales Executive  
Richie DeMarchis - Group Sales Executive  
Dom Griffith - Box Office, Operations Manager  
Brian Troiano - Director, Ticket Sales

# III. Alumni Guest Speaker Series



Every semester alumni have the opportunity to become a guest speaker and cover a relevant topic corresponding to a specific class. This past semester there were three different segments. Each of the segments touched upon essential information needed for professional development. Liz covered professionalism and career development which provided insight to how one should conduct themselves with specific standards and etiquette. Dominique emphasized the need and push for diversity and inclusion in order to create opportunities and forge new ideas. Lastly, Eric and Tiffany covered developing a career in sports from the coaching and academics perspectives.

**Liz Johnson '08**

*Feb.13th, 2020*

"Professionalism and Career Development in Sport Industry"

**Dominique Scott '09**

*Feb.20th, 2020*

"Diversity and Inclusion"

**Eric Bohem '19 & Tiffany Whitehead**

*Mar.4th, 2020*

"Developing a Career in Sports"





# IV. COSMA Conference

This year's COSMA Conference took place February 6th -February 7th 2020 in Baton Rouge, Louisiana. Dr. Jaedeock Lee, Dr. Xiaochen Zhou and Professor Edward Arner had the pleasure of representing the ESU Sports Management Department at the Conference. Dr. Lee and Professor Arner presented on "Filling the Gaps of Project-based Curriculum with Professional Engagement." This presentation included the opportunities that ESU provides the SMGT students when it comes to professional development and understanding. The opportunities listed included the ESU Warrior Wake-Up, and The S.C.O.R.E. Symposium. The professors discussed the networking opportunities and were provided feedback from the professionals and their students.



# V. COSMA Chi Sigma Mu Student Honor Society 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

## **2020 CSM Student Honor Society Inductees from East Stroudsburg University**

### **Undergraduate Students (11)**

Andrew Alvino  
Meghan Boryeskne  
Jordan Cruise  
Robert Fox  
Luis Guerrero  
Nick Herrmann  
Melanie Nicodemo  
Daniel Ross  
Steven Skuropacki  
Alphonzo Trice  
David Tuchman

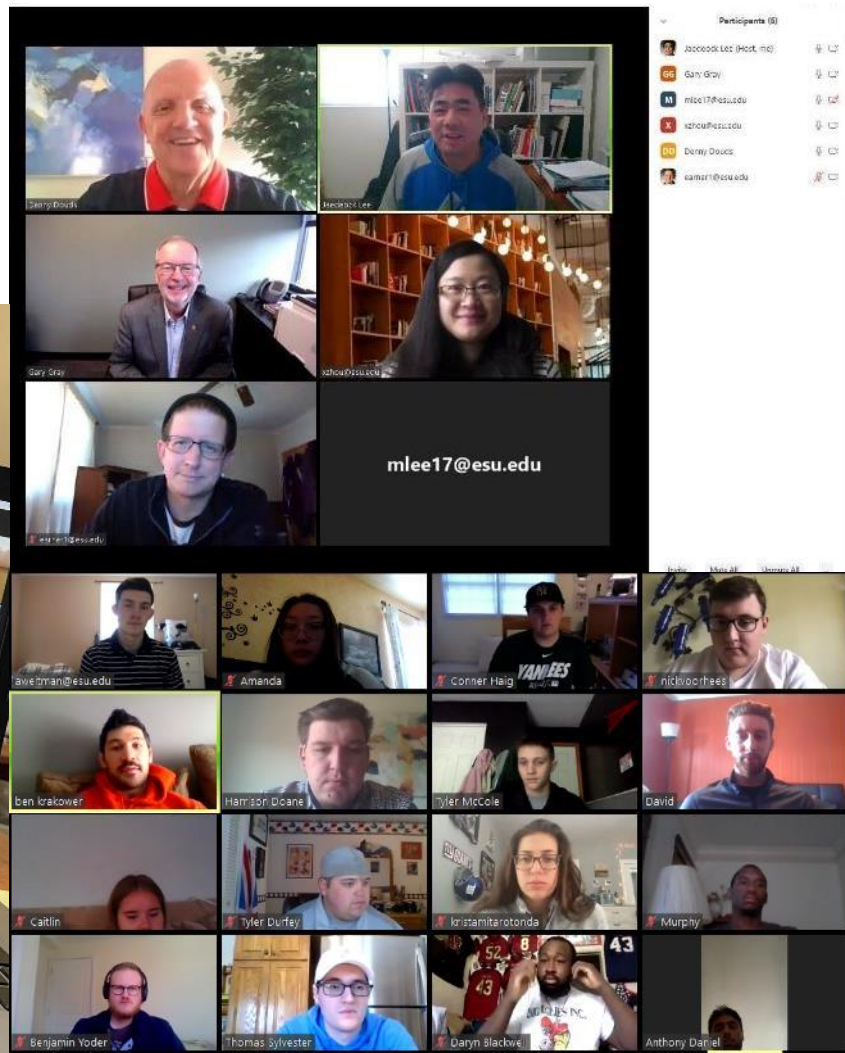
### **Master's Students (8)**

Tiffany Anderson  
Allie Camp  
Daniel Cason  
Gerard Morgan  
Heather Phillips  
Lydia Redman  
Brittany Thornton  
Victoria Vogt



# VI. Transition to Online Learning

Due to unfortunate circumstances like most institutions East Stroudsburg University had to suspend in-person classes following spring break. All classes were required to transition to online learning. Classes were now held on Zoom a video web-based system. While the transition was unexpected, faculty and students made it work. They didn't just make it work but found opportunity with this platform of online connecting. In addition to classes, this semester included more opportunities to connect with alumni and sports professionals through online meetings. Some examples include a virtual meeting with New York Islanders professionals and alumni chats during club meetings. Another great example was this year's undergraduate marketing presentations had six WBS Penguins professionals attend because of the accessibility compared to previous years where three professionals showed up in-person. Overall the staff and students have done a phenomenal job being flexible in this time of change and uncertainty.





**SMGT SPIRIT WEEK**  
APRIL 6 - APRIL 10

MON TUES WED THURS FRI

SHOW OFF YOUR LOVE OF SPORTS BY WEARING YOUR TEAM'S SPORTS APPAREL!

DM US YOUR PICS TO BE FEATURED!



# VIII. 50 Most Affordable Urban Schools for Sports Management 2020



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UNIVERSITY**

Sport Management

The East Stroudsburg University Sports Management Program has been ranked in the top 50 Most Affordable Urban Schools for Sports Management for 2020! Coming in at #36, the ESU SMGT Program was noted for not only being affordable, but also for our expert faculty and the industry professionals who are brought in to classes to help give students a perspective of the industry. The list is compiled of Bachelor's Degrees, however, the ESU Sports Management Graduate programs are also mentioned in the article.

See the full article:

<https://www.sports-management-degrees.com/affordable-urban-colleges/>

# IX. NIRSA REC Day



SMGT 445 Organization and Administration class hosted the ESU Rec Day at Mattioli Rec Center. ROTC, the SMGT club and other organizations came together to promote the importance of staying active. What makes this event so special are the unique interactive activities that not only promote fitness, but also bring the warrior community together in a friendly atmosphere.



**Thursday, Feb 20  
Mattioli Rec Center  
3-7 p.m.**

**NIRSA  
REC Day**

- Penalty Soccer Shootout
  - 3 Point Contest
  - Gaming Tournament (Madden/Smash) & More
- ESU Rec Day Shirts & other prizes!

For more information, assistance or special accommodations, please call 570-422-2770



@ESURec



@esurec



**EAST STROUDSBURG UNIVERSITY**  
Campus Rec & Wellness



# X. Graduate Student Research – SMGT 513

Presentation	Researcher
Soccer in America: Measuring Fan Identification Through Player Identification, Team Identification, and Purchase Intention	Christian Bukowski
Athletic Brand Transfer: The Use of Athletic Department Teams Brand to Drive Freshmen Enrollment	Tyler Durfey
Sport Scandal and Sponsorships	Teun Jacobs
An Analysis of Olympic Mascot Design Towards Attitude and Purchase Intention	Amanda Palladino
Examining the Attendance Intentions of Minor League Team Spectators on CSR Event Days: Fan Passion or Organizational Identification	Nikki Vincent
eSports Boost Brand Personality on Institutions of Higher Education	Kady Gurtis
Team Performance and Stock Return: Correlation on Team Performance and Stock Return in a European Competition	Duarte Cruz Ferreira



# XI. Leadership Development Programs

## Emerging Leaders Seminar



**BROOKE  
ROBINSON**



The Emerging Leaders Seminar is a three-day program that educates, develops and connects selected participants and equips these young professionals with the skills necessary to accelerate their career progression in college sports. Participants walk away with valuable insight into college athletics, a more in-depth understanding of self-awareness and group dynamics through the DiSC assessment and program case study, and an expansive network of peers and industry leaders to call upon throughout their professional journey.

The NCAA/Women Leaders in College Sports Women's Leadership Symposium (WLS) is developed for women aspiring to or just beginning a career in intercollegiate athletics. This program aims to enrich participants' skills, expand their professional network and promote the recruitment and retention of women working in intercollegiate athletics administration. Topics covered this year included: Pursue Your Potential, Exploring Your Personal Values & Brand, Leading Up in the Multigenerational Workplace, How to get your Foot Inside the External World, Professional How To's, and Why We Hire Who We Hire.

## Women's Leadership Symposium



**AMANDA  
PALLADINO**



**WOMEN  
LEADERS  
IN COLLEGE SPORTS**

## Career in Sports Forum



**TIANA WEBSTER**



The 2020 Career in Sports Forum will bring together selected NCAA student-athletes to learn about and explore potential careers in sports, particularly college athletics. This unique virtual programming experience will help student-athletes chart their career paths, while presenting copious opportunities for attendees to learn from current industry leaders. Through online panels, engaging breakout sessions, keynote presentations and facilitated discussions, program participants will complete their experience with a thorough understanding of athletics as a career path and where they fit into the industry's landscape.



# XII. Sport Management Club Spotlight



**Austin Weitman**  
**Junior**  
**Club President**



**Kate Rivera**  
**Junior**  
**Club Secretary**

As the President of our Sport Management Club, I take on many responsibilities along with my e-board members to create productive club meetings. Our club is very involved on campus as we do more than just hold weekly meetings with our club members. ESU's Sport Management Club is always looking to get involved in any aspect possible. With that, it is vital for me as President to stay organized, communicate effectively, and always have an open mind as many events may come up at once. With my great group of hardworking e-board members, we have been able to have very successful semesters and I look forward to continuing those positive outcomes. I encourage you all to get involved and keep moving in the right direction. One thing I have learned throughout my college career thus far is to find the good out of every bad situation.

I take down the minutes for the club to ensure that people who missed a meeting know what we talked about and so if we want to go back to see what we discussed we can. I also send out reminder emails about fundraising, meetings, and events that club holds. I am also someone for SMGT students to go to for questions about club or events held by club. In the Fall, I will be stepping up to becoming Vice-President.

# **XIII. Sport Management Club Spotlight**



**Caitlin Nicholls**  
**Sophomore**  
**Public relations**



**David Pagotto**  
**Junior**  
**Event/Trip Coordinator**

I am very active on campus from sport management club to being an athlete on the women's soccer team. I've been in the sport management club since spring of freshman year. I am a member of the club's e-board and I hold the position of public relations. This position entails having access to both Twitter and Instagram accounts and I must stay active on both of them. I also have to update the club bulletin board in Zimbar Hall weekly with club member of week information, games of the week, and this day in sports history. Follow our club accounts @esusmgclub on twitter and Instagram!

My main job is to set up trips for our club that have educational and professional value. Going to a sporting event is a good way for our class to bond as well as gain some insight into the sports industry. My other responsibilities include creating flyers, planning travel, and answering any questions regarding our trips. In the future, I will be looking for more ways to get our club involved on campus.



# XIV. Alumni Spotlight (1)

**Sara Steinman**

Director of Rec, Athletics and Wellness  
Delaware County Community College

What is your current position?

In my position, I am responsible for all administration of the athletics programs, which includes NJCAA eligibility and compliance, game operations and event management, budget management, academic monitoring, fundraising, marketing and promotion for our programs, and sports information and website content development. In addition, I oversee the daily operation of the fitness center on our main campus, coordinate recreation activities for the student body, and assist with wellness programming and initiatives for our campus community.



How has the SMGT program at ESU prepared you for your professional career?

When I entered my master's program in Sport Management at ESU, I had the intention to continue to move my career forward as a college basketball coach. However, my SMGT coursework along with opportunities I had during this time in my career, opened my eyes to a whole other world of athletic administration. I knew I wanted to continue my career in higher education but my passions began to shift toward administration because of what I was learning while I was at ESU. My grad school experience laid the foundation for me to successfully transition and pursue a career in college athletic administration.

What advice do you have for current or potential SMGT Students?

Be willing to put in the work, seek out professional development opportunities, build connections with individuals in the sports industry, find valuable mentors who you can rely on for guidance, and trust the process for growth in the field.

# XV. Alumni Spotlight (2)

**Bucky Heath**

Executive V.P. of Marketing and Business  
FEVO

What is your current position?

I am responsible for all b2b marketing, original content, New Business verticals, and more. FEVO is a white-label payment solution empowering brands to host their own checkout experience and spark exponential growth in sales through social commerce. FEVO currently works with majority of the top sports, collegiate, music and entertainment brands across North America.



What advice do you have for current or potential SMGT Students?

Get involved and intern as often as possible in different departments. Understand the roles and responsibilities in various departments to help decide what career path you want to take while also developing industry knowledge and skill sets. Grow your professional network.

How has the SMGT program at ESU prepared you for your professional career?

ESU offered a wide variety of classes that were interactive and the professors encouraged participation from all the students. The program not only taught me about the business of sports but it taught me how to become more organized in my thoughts, planning and executions on all tasks. This has helped propel my career.

**FEVO**



# XVI. Alumni Spotlight (3)

## Derek Garman Sr. Allocation Analyst Under Armour

What is your current position?

My team and I manage our store inventory across North America (180 stores). Our job is to ensure the right product is at the right stores at the right time. As a senior analyst I work with many different teams to align on strategy to deliver on our targets and help drive revenue to our organization. I work with Merchandising, Planning, Distribution Centers, Logistics and Transportation, Store Operations, Business Planning, and our Retail Field Team to come up with strategies. Within my role I am also an administrator within our allocation system and manage the inventory for our new stores as they open up for the first time across US and Canada.



What advice do you have for current or potential SMT Students?

Keep an open mind to where you can go and how you have to get there. I did not think I ever wanted to be in retail and work as a store manager, but when looking at my long term goals I knew it would benefit me and teach me something new. That helped me launch my career to where I wanted to go and has opened doors for me to see what is next.

How has the SMT program at ESU prepared you for your professional career?

The program and professors opened up my eyes to the many opportunities within the field. I came into the program very narrow minded on what I wanted to do after college, but through my time at ESU I learned of the many other areas I would be interested in. The professors helped create a sense of professionalism that has helped me advance in my career and get to where I am today. Also it has allowed me to create a network with my classmates who have similar aspirations as I do.



UNDER ARMOUR®

# XVII. Sport Management Spring/Summer Commencement

## Undergraduate Class of 2020



### ***Sport Management (B.S.)***

Andrew Robert Alvino  
Samuel Antonio Avalos  
Jenna Nicole Bertoti  
Boston Thomas Cook  
Michael Joseph Dalton  
Jacob D. Feland  
Luis Enrique Ferrin Jr.  
Noah Alan Gingrich  
Thomas K. Heim III  
Kevin W. Henley  
Nikolaus Hans Herrmann  
Jordan Marie Hertz

Tyler Cameron Hoppie  
Justin Phillip Huber  
Jordan Tyler Mason  
Jamar Renzo Mays  
Thomas Anthony Minella  
Brandon Michael Peczenij  
Erik William Schumacher  
Isaiah Swint  
Jeron Darnell Thompkins  
Terrance Trueheart  
David Maxwell Tuchman  
Tiana M. Webster

## Graduate Class of 2020

### ***Sport Management (M.S.)***

Christian Bukowski  
Daniel Cason  
Gerard Morgan

### ***Management & Leadership Sport Management (M.S.)***

Tiffany Anderson  
Lydia Redman  
Brooke Robinson  
Katherine Tobie

A red-tinted photograph of a group of students in a hallway. Some students are wearing "WARRIORS" t-shirts. The text "WHERE WARRIORS BELONG" is overlaid in white.

WHERE  
**WARRIORS**  
BELONG

*Follow SMGT Social Media for the latest updates at  
Instagram (@esu\_SMGT), & Twitter (@esusmgt)*

