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2007 Stanley Cup Champions

By Jamie Minkler C5S

The 2007 Stanley Cup Champion Anaheim Ducks!

What a cool thing to say and an awesome experience to be a part of. I am VERY fortunate to say that I was a part of the 2007 Stanley Cup Champion Anaheim Ducks season along with my fellow classmate **Jesse Tyler C5S**, Community Relations Manager, **Gina Bulgheroni C3S**, Assistant Manager Premium Tickets and **Brent Mater**, Assistant Director of Operations, Honda Center & Anaheim Ducks and Adjunct Professor for the USF Sport Management Master's Program, Southern California Campus.

2005, Henry and Susan Samuelli entered into an agreement with the Walt Disney Company to purchase the Ducks franchise. On June 22, 2006, a new era began for the franchise as the team became officially known as the Anaheim Ducks complete with a brand new logo and new color scheme. The Anaheim Ducks had an amazing first season with their

new look and feel and an even more memorable playoff run.

One short year later the Stanley Cup made the 2,789-mile excursion from Ottawa to Anaheim for Game 5 of the Stanley Cup Finals on Wednesday, June 6, 2007 at the Honda Center topping it off with the ultimate prize; winning the Stanley Cup on their home ice. Being in the Honda Center with a sellout crowd counting down the last few seconds of Game 5 against the Ottawa Senators was a moment I can't even describe. It gives me goose bumps even thinking about it!



Jamie Minkler C5S, Gina Bulgheroni C3S, Jesse Tyler C5S and Lord Stanley on their home turf.

How did the Anaheim Ducks get to this point? In the spring of

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Los Angeles Galaxy Changes Logo

By Casey Leppanen C07S

Where were you when the announcement was made that David Beckham was signed to the Los Angeles Galaxy? I certainly remember that day well as I sent out a press release about this monumental signing. Not everyone thought this was a significant event though.

"David Beckham will have no impact in the United States or the sport of soccer. I bet you he will get less exposure than if Ladanian Tomlinson were to go to play for the 49ers."

Those were words I will always remember, relayed to me from a San Diego Chargers fan I ran across a few days after the LA Galaxy signed David Beckham. All I could think was wow, he has no clue what he is talking about. David Beckham coming to the US to play soccer is going to take the world by storm.

The LA Galaxy had done the unspeakable, they lured the world's most marketable athlete and one of the top ten soccer players in the world, David Beckham, away from the beast that is European



soccer. To capture the magnitude of this, just imagine Michael Jordan leaving the Chicago Bulls in his prime to go play for the Melbourne Dragons of the National Basketball League of Australia.

As the world was made aware that David Beckham was leaving Real Madrid of Spain and heading to the US and the LA Galaxy,

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Students – Recent Internships & Jobs

Crystal De Jesus C9S — Internship, Best Damn Sports Show Period, Fox

Mike Libby C27 — Football Operations, San Francisco 49ers

Nima Ghazai C9S — Group Sales, UCLA Athletics

Alexandra Bigley C27 — On-Course Sales, Boys & Girls Club of San Francisco Annual Golf Tournament

Jason Green C9S — Ticket Service Representative, San Diego Padres

Caitlin Scholz C27 — Administrative Assistant, USF Athletic Department

Tammy Carlson C8S — Marketing Assistant Intern, Big West Conference

Matt Canter & Zita Mezei C27 — Business Assistants, Diakadi Body Personal Training & Wellness Center

Janelle Thompson C8S — Security Representative, LA Sparks/WNBA

Elizabeth Stone C27 — Intern, Sponsorship Services & Marketing, Oakland Raiders

Meghann Carreiro C9S — Game Entertainment Intern, Los Angeles Kings

Natalie Kruger C27 — Intern, Bay Area Sports Hall of Fame

Sean Moler C27 — Ticketing, Promotions, Game Operations Intern, USF Athletic Department

Cory Sterling C27 — Internship, Content Provider, Oakland Raiders

Taryn Torgersen C26 — Assistant to the Athletic Director, USF Athletics Department



Ryan Broccolo C9S helping Maria Sharapova with her serve at the World Team Tennis event in Newport Beach, CA.

Tom Jones C24 — Football Operations, Oakland Raiders

Chris Crowell C27 — Assistant to the Director of Development, USF Athletics; Game Day Operations, Oakland Raiders

Katie Glunt C27 — Communications Assistant, West Coast Conference

James Scharmann C27 — Assistant Sports Information Director, USF

Dane Van der Nat C27 — Building Supervisor, Koret Health & Recreation Center, USF

Eve Mendez C27 — Intern, Game Entertainment/Marketing, San Francisco Giants & KNBR

Daniella Garcia C27 — Community Relations Intern, San Francisco 49ers

Steven Lin C26 — Internship, Bakar Fitness & Recreation Center, UCSF

Jesse Zitrin C25 — Director of Sports Marketing, City College of San Francisco

Torrie Harris, Tana Smothermon & Ryan Broccolo C9S — Internship, Marketing/Operations, Los Angeles Galaxy

Colin Preston C27 — Associate Athletic Manager, Academy of Art University

Gabriela Olivares C27 — Ticket Sales Representative, Earthquakes Soccer, LLC

Jonathan Munz C9S — Marketing Intern, Fox Soccer Channel

Alex Romagnolo C9S — Assistant Director of Ticket Sales, UC Berkeley

Steve Dozier C27 — Youth Initiatives & Raiders Rookie Zone, Oakland Raiders; Community Fund/Jr. Giants, San Francisco Giants

Cassie Zebisch C9S — Public Relations Intern, AEG, Staples Center & NOKIA Theatre L.A. Live

Joey Nevin C27 — Concierge Manager, Golden State Warriors

Cori Evans C27 — Marketing & Sales Intern, Cardinal Sports, LLC at Stanford University; Game Day Operations, Oakland Raiders

Nancy Pike C27 — SF Jr. Giants Community Golf Fund & Family Day, San Francisco Giants

Dustin Rocke C14 — Programming Manager, Big Ten Network, Chicago

Alex Calderon C6S — Marketing Coordinator, Sports Basement

Amie Prichard C6S — Team Manager, Red Bull North America

Jennifer Sarmiento (Alegado) C6S — Tournament Relations Manager, Buick Invitational

Andrei Losche C23 — First Assistant, Presidio Golf Course

Kelly (Pugh) Miott C7 — Traffic Manager, FSN West & Prime Ticket

Alumni – Recent Job Changes

Stefan Shakiba C19 — Director of Baseball Operations, UC Berkeley

Mariella Trombetta C7S — Assistant to the Director/On-Campus Recruiting & Event Planning, UCLA

Carmen Palafox C3S — Vice President, Dimensional Fund Advisors

Jason Morris C23 — Matrix Board Operator, Sacramento River Cats

Scott Ellis C7S — Coach, Basketball & Football, Newbury Park High School

Kim Klinedinst C23 — Marketing Manager, Fitness Anywhere, Inc.

Stevie (Stribling) Gray C18 — Director, Ticket Operations, Golden State Warriors

Mike Theoharis C19 — Account Executive, Cal Sports Properties (division of ISP-America's Home for College Sports)

NeSha Thomas C7S — Recreation Supervisor, Sports, City of Encinitas

Denise Herron C7S — Client Services Manager, Los Angeles Sparks

Jeff Rhode C6 — Executive Director of Development, College of Engineering, UC Berkeley

Sport Management Updates



Peter Johnson, former CEO of IMG Sports & Entertainment and named "Most Powerful Agent in Sports" by Sports Business Journal (2004) speaks to Cohort 26 students in the Business Development & Sales Course taught by Mike Rielly, Northern California Adjunct Professor.

Kelli Sargent C4S was nominated as a 'hero' for the Run for Her 5K event, which was an outgrowth of her Master's Project to honor her Mother's courageous battle with ovarian cancer. She was interviewed on KNX1070.

Dany Frankl, Southern California Adjunct Professor was interviewed for a Lily B Productions documentary titled "What Happened to Fun" which is about the current youth sports explosion and the side effect of sports rage. We'll let you know when the screening date is confirmed.

Bill Fusco, Northern California Adjunct Professor was appointed to the NCAA Division II Championships Committee for a four-year term. Way to go Bill!

The Sport Management Southern California Campus welcomed **Dean Jennifer E. Turpin**, USF College of Arts and Sciences to the campus on the night of the summer social where she met our students, alums, faculty and staff. What a handsome group below!



Missy Bynon C4S, **Polly Neves** C4S, **Anna Massengill-Perry** C4S, **Peggy O'Leary**, Senior Associate Director, **Nakia Hill** C4S **Rich Cellini**, Assistant Professor, **Mark Hodge** C4S, **Kelli Sargent** C4S and **Stan Fasci**, Director of Administration catching up at the Southern California Social held in August at the Southern California Campus.

Anaheim Ducks (continued)

Gary Bettman, NHL Commissioner, described it best following the win:

"Hockey's doing pretty well in California, don't you think? The Ducks are the first west coast team to win the Stanley Cup. They did it in only their fourteenth year. That's a tribute to the team and its fans."

As soon as Lord Stanley appeared on the ice after that memorable game, the celebration officially began and continued

on through out the summer. When a team wins the Stanley Cup, they get 100 days with it; within those 100 days, each player gets a day with The Cup in which he can do whatever he would like (with a few restrictions of course). Then on its days off, it makes appearances around the community at charity events, hospitals, the beach for a tan, etc.

To read all about The Cup's summer tour with the Anaheim Ducks, check out the tour schedule at www.hhof.com.

The 2007 – 2008 Anaheim Ducks season opens up in London, England at the end of September against the Los Angeles Kings. Everyone here is counting down the days until the season begins to start defending our title. What Jesse, Gina, Brent and I are counting down are the days until we get our STANLEY CUP CHAMPION RINGS (photo to come!).

Jamie Minkler is the Anaheim Ducks Signature Programs & Events Manager.

LA Galaxy (continued)

the media went crazy. I remember driving to work that morning at 7 am and there were over 40 news outlets camped out in front of the facility. The Galaxy, a little known soccer club from the US, was now being talked about on every media outlet in the world and was being transformed into a global brand and one of the most recognizable soccer clubs in the world in just a matter of days.

In becoming one of the most recognizable soccer clubs in the world and now having the world's most marketable athlete on our team, we needed to elevate our stature in the sporting community. From a marketing perspective the best way to do this was to develop a new look and a new logo for the LA Galaxy. I believe we were the first major League sports team to ever re-brand

themselves in the middle of their season. We wanted to create a look that was classy, would stand the test of time and give us the same stature as the NY of the Yankees or the Mickey Mouse ears of Disney. After seeing numerous logos and looks we shifted the Galaxy to a collegiate blue and gold with a crest that featured LA. We felt this new look would help us become a staple in the international soccer community.

My job with the Galaxy was to manage this new logo and new look. I was in charge of re-designing our website, creating new graphical elements and working with all existing media, broadcasting and apparel partners to ensure the implementation of this new look and logo with the utmost discretion. The new Galaxy look and logo

was finally unveiled at the David Beckham introduction press conference that was broadcasted live on every major media outlet in the world and in front of 8,000 screaming Galaxy fans at The Home Depot Center.

Needless to say, the last six months have been amazing. Our organization has seen incredible growth this past year; we have sold over 5,000 new season seats, set a major league sports jersey sales record by selling over 300,000 new Beckham jerseys in a span of two weeks; became a global brand overnight and most importantly, we helped bring an unprecedented amount of attention via fans and media to the sport of soccer in the US.

Casey Leppanen is a Marketing Coordinator with the LA Galaxy.

USF Sport Management

Dr. Stan Fasci – Director of Administration
Dr. Dan Rascher – Director of Academic Programs
Peggy O’Leary, MA – Sr. Associate Director and Administrator of the Southern California Program
Dr. Jeremy Howell – Associate Professor
Dr. Rich Cellini – Assistant Professor
Dr. J. Andrew Choi – Assistant Professor
David Manning – Program Assistant for the Northern California Program
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Welcome Cohort 9S!



Alex Anthony — USD, **Stephen Arakelian** — Santa Clara University, **Jessica Armijo** — American University, **BriAnna Beal** — Idaho State University, **Ryan Broccolo** — Albion College, **Sara Brown** — LMU, **Meghann Carreiro** — University of Redlands, **Jacqueline Chiuchiarelli** — Pepperdine University, **Matthew Clark** — USD, **Emalia Cornwell** — Westmont College, **Robert Curreri** — Whittier College, **Crystal De Jesus** — University of Nevada, Las Vegas, **Jacob Dubois** — USD, **Gyasmine George** — CSULA, **Nima Ghazai** — UCLA, **Jason Green** — UCSB, **Eric Halvorsen** — University of Redlands, **Torrie Harris** — Syracuse University/Albany Law School, **Zhenfei Hu** — University of London, **Austin Lee** — CSUF, **Meaghan Leon** — Duke University, **Vance Lynch** — UCSD, **Scott Mahkorn** — CSULB, **Mark Matsunaga** — CSULB, **Juvanie Maximo** — UCSB, **Jonathan Munz** — UCLA, **Dawn Regan** — UCLA, **Alex Romagnolo** — USD, **Lisa Santa Cruz** — Whittier College, **Kathryn Shustek** — Penn State, **Scott Simmons** — UCSB, **Tana Smothermon** — LMU, **Christopher Stolte** — University of Oklahoma, **Rodney Truong** — UC Santa Cruz, **Cassandra Zebisch** — SDSU

Alumni & Student News

- ❖ **Ruth Feldblum** C4S married Mark Stein on July 28th in a quiet ceremony in the Adirondack Mountains. She continues to work for the NAIA as the Championships Event Administrator in Kansas City.
- ❖ **Sharla Roney** C1S will be getting married 10/07. She is currently teaching 2nd grade in Laguna Beach.
- ❖ **Michelle Alleyne** C25 captured a 1st place win in the Short Class Body Fitness Category at the Eastern Caribbean Championships held on July 28, 2007.
- ❖ **Sara Mai Conway** C4S won a silver and bronze medal in the Women’s Lightweight and open single at the US Rowing Masters National Championships.
- ❖ **Rebecca Gomez** C1S is teaching several classes at Cypress Community College.

Announcements

- ❖ **3rd annual Run For Her (5K Run & Friendship Walk) takes place on November 11th, 2007. For more information visit www.runforher.com.**
- ❖ **What Are You Up To?** Keep sending us news about yourself and a picture to be included in future issues.

Welcome Cohort 27!



Alicia Clara Ambrosini - CSU Chico, **Alexandra Bigley** - SFSU, **Matthew Byrom** - Saint Mary's College of California, **Mathew Canter** - Weber State University, **Yi-Chieh Chen** - National Chengchi University, **Dustin Cheyne** - Missouri Valley College, **Elpiniki Clement** - Bowdoin College, **Chris Crosswell** - UNLV, **Hollee Curl** - Southern Oregon University, **Ninno De Patrick** - SUNY, **Stephen Dozier** - Clemson University, **Cori Evans** - UC Davis, **Daniella Garcia** - Stanford University, **Kathryn Glunt** - Oregon State University, **Hisayuki Hoshi** - Takushoku University, **Derek Howard** - University of Pennsylvania, **Natalie Krueger** - UCSB, **Michael Libby** - Occidental College, **Eve Mendez** - USF, **Zita Mezei** - Villanova University, **Sean Molar** - University of Colorado, Boulder, **Joseph Nevin** - USD, **Gabriela Olivares** - University of Pacific, **Nancy Pike** - University of Oregon, **Colin Preston** - UCSB, **Nicholas Ransohoff** - Syracuse University, **Rohith Reddy** - UCLA, **Andrea Rogers** - Texas Tech University, **James Scharmann** - Southern Oregon University, **Caitlin Scholz** - Texas Tech University, **June Solomon** - Temple University, **Cory Sterling** - McGill University, **Elizabeth Stone** - Cal Poly, San Luis Obispo, **Dane Andrew Van der Nat** - Cal Poly, Pomona