



In This Issue:

Experiencing Super Bowl XXXIX P1
Sport for Development P1
Students - Recent Internships & Jobs P2
Alumni - Recent Job Changes P2
Sport Management Updates P3
Sport for Development cont. P3
Super Bowl XXXIX continued P3
Alumni & Student News P4
Announcements P4
Welcome Cohort 22 P4
Congratulations Cohort 18 P4

Experiencing Super Bowl XXXIX

Everyone knows what a major event the Super Bowl is, but being able to actively participate in the events leading up to the game day and being a part of the overall environment was an incredible experience for five of us from Cohort 6S. Linda Ghazarian, Ebony Lawson, Jennifer Alegado, Tracy Baca and I began planning our trip and researching a month into the Sport Management Program. It required many calls and emails to find the right contacts, but we did it with great determination. After having completed a long application process for the actual game, we were still uncertain of our job duties until the day of the Super Bowl.

When we arrived in Jacksonville, Florida on Thursday, February 2, 2005, the entire city had been transformed into a huge Super Bowl village. Everywhere you turned you saw welcome signs and the Super Bowl logo. Even

store names were covered with Super Bowl signs and banners. Once we checked into our hotel and got settled, we went to the volunteer command post and received all of our necessary credentials. Fortunately we had plenty of time to see the city of Jacksonville and get familiar with the area. Our first Super Bowl related event was a concert held at the Pepsi Center for players. Our contacts at the volunteer command post gave us our tickets for the event.

On Friday we began our volunteer assignments. We volunteered at the NFL Experience, which was located across the river from Alltel Stadium, and included acres and acres of activities. It was very impressive. There were interactive games and booths, several player autograph sessions and even a place where you could get your picture taken with football players. We were lucky enough to get our picture taken with Drew Brees, the San Diego Chargers quarterback.

By Rebeka Bet-Eivaz C6S

As game day approached we still had no idea of our assignment for the actual game. We woke up early Sunday morning, ready to go and arrived at the shuttle stop at 8:00am and met our supervisors at the Pepsi Center for our assignments. We met Kendy Chan, who was our main contact for the actual Super Bowl game. He made sure all five of us were located in the same sections enabling us to be close and watch the game together. We were assigned to be ushers, given the proper credentials and headed for Alltel Stadium.

We stood in awe looking at the empty stadium for a couple of minutes without saying anything, just taking in the experience of being in the stadium on Super Bowl Sunday. When the gates opened and the fans started to arrive it was an unforgettable experience as we watched loyal fans who had come from all over the country for the

(Continued on Page 3)

Sport for Development in Sierra Leone, Africa By Nancy Waite C16

I never imagined that leafing through a People Magazine at my Chiropractor's office would land me a job working as a Project Coordinator in Sierra Leone, Africa using the skills I learned while pursuing a Master in Sport Management from USF. The magazine included a picture and article about actress Angelina Jolie's volunteer work with a non-governmental organization (NGO) called Right to Play.

"Look After Yourself, Look After One Another" is the mission of Canadian based NGO Right to Play. Right to Play was founded by former Olympic Gold Medal speed skater Johann Olav Koss in 1993 in an effort to bring the transformative powers of sport and play to children in developing countries. Right to Play programming currently exists in 18 countries including: Sierra Leone, Tanzania, Uganda, Mali, Mozambique, Benin, Guinea,

Zambia, Kenya, Rwanda, Ethiopia, Eritrea, Sudan, Palestine, Afghanistan, Pakistan, Thailand, and Azerbaijan.

Since inception, Right to Play has grown into an internationally recognized NGO and a leader in the concept of sport for development. Sport for development evolved out of the growing evidence that strengthening the right of children to play enhances their healthy physical and psychosocial development and builds stronger communities. Sport is now recognized by international experts in fields of development, education, health, sport, economics and conflict resolution as an effective tool in the pursuit of development and peace.

Right to Play (RTP) programs are either community based or are implemented in refugee and IDP (internally displaced people) camps. Sierra Leone currently has three community based programs; one

located in the Northern Province (where I'm working), one in Kono (located in eastern Sierra Leone), and one in the capital Freetown. There is also one refugee camp program located in Bo (south) that houses Liberian refugees.

The community based programs typically involve three phases. The first involves identifying members of the local community who would serve as coach trainers and coach coordinators for RTP. Typically these individuals are primary or secondary school teachers. The coach trainers and coordinators then receive extensive theoretical and practical training in child development and capacity building through sport and exercise. The local coach trainer then identifies and trains other community members in the RTP curriculum. Each newly trained

(Continued on Page 3)

Visit the Sport Management website at: www.usfca.edu/sm

Students – Recent Internships & Jobs (C1 = Cohort 1 in SF, C1S = Cohort 1 in Southern California)

Rebeka Bet-Eivaz C6S – Marketing Intern, Los Angeles Avengers

Rick Brown C19 – Project Assistant, The Sports Management Group

Alex Calderon C6S – Marketing Intern, Billabong USA

KC Douglas C5S – Fitness Education Intern, Mount St. Marys College

Jessica Edwards C6S – Events Intern, Tiger Woods Foundation

Chris Forrest C6S – Game Operations Intern, Long Beach Jam



At the LA Marathon Expo on March 5th are, from left, **Art Valdez**, **Jennifer Alegado**, **Paul Phootrakul**, **Kevin Carrera**, **Eric Bankston** and **Lisa Simms** all C6S students. Jennifer and Kevin interned & recruited the others for a survey and race day help.

Christine Foster C5S – Operations Coordinator, UC Santa Barbara Women's Basketball Team

Regina Gutierrez C21 – Marketing Intern, Travis Laboy Foundation



From left, **Tracy Baca**, **Ebony Lawson**, **Rebeka Bet-Eivaz**, **Jennifer Alegado** and **Linda Ghazarian**, all C6S, were volunteers at Super Bowl XXXIX in Jacksonville, Florida

Katsuto Ichihara C20 – Sales & Marketing Intern, Oakland A's

CJ Laboy C20 – Senior Associate, Octagon-Football Division

Kristen Lange C6S – Event Manager, Home Depot Center

Ebony Lawson C6S – Community Relations Intern, Los Angeles Dodgers



Trinchy Floro C11 (top left), and her Varsity High School Girls Basketball team from Brent International School in Manila won the Asia Pacific Activities Conference title for the 3rd straight year!

Christina Low C20 – Marketing, Setana Sports

Kurtis Matzkind C6S – Promotions & Ticket Manager, UC Riverside Athletics Association

Jeff Miller C6S – Game Operations Intern, Los Angeles Clippers

Jason Piombetti C6S – Marketing Intern, Los Angeles Clippers

Kevin Skabo C21 – Corporate Sponsorship Intern, San Francisco Giants

Deidre Smith C21 – Community Relations Intern, Golden State Warriors



Alumni – Recent Job Changes

Per Apelqvist C13 – Programming Manager, Viasat Broadcasting London

Tara August C4S – Public Relations Manager, Turner Sports Atlanta

Bryan Banner C16 – Director of Business Development, Seaver Marketing Group & The National Sports Forum

Nick Bisho C16 – Corporate Account Sales Manager, Stubhub.com

Adam Bresciani C3S – Coordinator, Corporate Fitness Facility, Edison Company

Alfonso Cerda C4S – Under 18 Men's Team Coordinator, US Soccer Federation

Wayne Chuang C15 – Account Executive American Express/US Open, Momentum

Derek Dunn C1S – Sports Sponsorship, Ameriquest Mortgage

Pamela Eaton C18 – Aquatics Director, Wave House Athletic Club

Tiffany Fong C16 – Youth Athletic Program Manager, Jewish Community Center of San Francisco

Wally Funk C11 – Offensive Coordinator, San Jose City College

JP Holland C12 – Executive Vice President and Chief Operating Officer, Hutt Sports Group

George Kavouridis C13 – Fitness Manager, Super Sports S.A. in Greece

Damon Martin C17 – Global Marketing Sponsorship & Partnership department, Visa International

Joni Maybury C17 – Los Angeles Clippers

Dale Milton C11 – Teacher/Basketball Coach, Christian Brothers High School

Ryan Moore C18 – Football Communications Coordinator, Atlanta Falcons

Dennis Murphy C5 – Manager, Partnership Marketing & Sales, PIER 39 Market Development

Robin Neptune C3S – Fulfillment Coordinator-Corporate Sponsorship, San Diego State University Athletic Department

Todd Owen C4S – Sales Representative, Pacific Sports Marketing

Courtney Pankrat C15 – Service Director, Renaissance ClubSport & ClubSport Valley Vista

Will Pringle C17 – Video Coordinator, Rice University Men's Basketball Team

Kelli Sargent C4S – Licensing Coordinator, Global Icons, LLC

Kim Sawyer C4S – Intern, Big West Conference

Ben Shapiro C15 – Vice President, Ticket & Premium Sales, Golden State Warriors

Scott Zumsteg C18 – Assistant General Manager, ISP Cal Sports Properties

Sport Management Updates

Spring has sprung and love is in the air down in Southern California! On April 2, 2005 C3S alum **Robin Neptune** and her fiancé tied the knot! **Anna Massengill** C4S got engaged to the lucky Randy Perry! **Pete Van deVen** C5S married his sweetheart Rebecca Lin over Spring Break. And **Brian Sutton** C6S proposed to his girlfriend of two years Leslie Kester! Congratulations to all of the happy couples.

It was a bittersweet day at the beginning of February when we had to say goodbye to our Northern California Program Assistant **Dustin Rocke** C14. He has taken a wonderful position at Fox Sports Net in the Bay Area. His



From left **Hannah Bruce-Crutcher** C16, **Barbara Oseroff** C16 and **Dustin Rocke** C14 at Dustin's farewell gathering

contributions to the Program have been considerable and his gregarious personality, dedication, and knowledge made him a valued colleague and employee. We would like to thank Dustin for the great work and wish him much success in his new career.

We are proud to announce that **Dan Rascher**, Director of Academic Programs, has been granted tenure at the University and has been promoted to Associate Professor. Congratulations Dan from all of us!



Two new additions to our staff started with us in February. **Maria Palmo** is the new Program Assistant at the Northern California campus! **Matt Nuthalls** C22, is our new Graduate Assistant at the Northern California campus! Please join us in welcoming them to the Program staff. If you're in the area, stop in and give them a great big hello!

For all of our alums out there, we have some exciting news! Alumni can now take any of our upcoming elective courses at a reduced tuition rate of \$500 per unit (or \$1000 per two-unit, 6-week course) on a seat-available basis. For more information please contact

the Program Office. Upcoming electives include: Game Presentation & Entertainment in Sports, Revenue Development in Sport Management, Public Relations, Sports & Sponsorship Marketing, and High Profile Client Marketing.

Super Bowl XXXIX *(continued)*

Super Bowl. The environment was unreal. The stadium was filled with 18,000 plus fans dressed in either green and white or red, white and blue. Words could not describe the energy level of the crowd at Alltel Stadium on Super Bowl Sunday.

Overall, Jacksonville is small and did not have nearly enough accommodations for all the people visiting for Super Bowl, but that did not stop large numbers of fans from seizing the opportunity to be in the host city on one of the biggest Sundays of the year. The people of Jacksonville were very friendly and helpful.

We all returned with a bag full of souvenirs including all the volunteer gear we received and most importantly many great memories. Working at Super Bowl XXXIX, was truly a once in a lifetime experience, and we got paid for it!!



Sport for Development in Sierra Leone, Africa *(continued)*

coach is certified by the RTP Project Coordinators (PC) after the PC observes the coach during several sport and game activities with children. Currently the Northern Province has over 200 certified volunteer coaches.

Phase II involves the implementation of ongoing training workshops to assist the certified coaches in developing their coaching skills. Sample workshops include: referee training, the teaching of indoor games (Sierra Leone has a long rainy season), and the teaching of intermediate and advanced sport specific skills for youth. Additionally Phase II includes the implementation of coach incentive programs to promote the continued interest of the volunteer coaches.

Phase III, the phase I'm working on, focuses on sustainability and the development of local community based organizations. This phase provides workshops in project management, proposal writing, fundraising, event planning and fiscal responsibility. With the successful implementation of this phase, the trained coaches in the Northern Province will form and manage their own Coach Associations.



Nancy Waite C16, center, with the children in the RTP program in Sierra Leone, Africa

In addition to providing coach training in sport, RTP also offers health games to promote awareness and prevention of HIV/AIDS. RTP endeavors to provide a unique teaching method of using games and sport to educate children and youth ages 8-18 about health and HIV/AIDS.

After a devastating ten year civil war that ended in 2002, Sierra Leone remains the most economically depressed country in Africa based on a recent U. N. assessment. Many outdoor recreational facilities were destroyed during the war, so our team recently submitted a proposal to a Japanese development agency that may assist with the construction of volleyball and basketball courts and football (soccer) pitches throughout

the Northern Province and Kono. Working as a SportWorks Project Coordinator in the Northern Province involves significant travel. Our team works with volunteer coach groups in seven different communities including: Makeni, Kambia, Port Loko, Kabala, Binkolo, Lunsar and Mile 91. Sierra Leone has few good roads, so a 100-mile trip can take up to 5 hours. Thankfully our funder provides us with a durable 4-wheel drive vehicle that helps us negotiate potholes that would put even Petaluma to shame.

Although the job has physical challenges, including a hot and humid climate, no running water and no electricity, the work is incredibly rewarding and energizing. I'm discovering that lessons learned in the Sport Management Program are directly applicable in my work with Right to Play. The volunteer coaches are a pleasure to work with and express continual hope and enthusiasm for their children and the future of their communities.

If you are interested in learning more about Right to Play sport for development programs, please visit the web site www.righttoplay.com.

Orwawo, sutu nunksenay so ("Goodbye, we'll see you soon" in Temne, the tribal language of the Northern Province, Sierra Leone West Africa).

USF Sport Management

Dr. Stan Fasci – Director of Administration
Dr. Dan Rascher – Director of Academic Programs
Ms. Peggy O'Leary, MA – Sr. Associate Director and Administrator of Southern California Program
Dr. Jeremy Howell – Associate Professor
Dr. Rich Cellini – Assistant Professor
Maria Palmo – Program Assistant for Northern California Program
Sabrina Karras – Program Assistant for Southern California Program
Matt Nuthals - Graduate Student Assistant for Northern California Program

Northern California Program
Lone Mountain Pacific Wing 116
2130 Fulton Street
San Francisco, CA 94117-1080
Phone: (415) 422-2678
Fax: (415) 422-6267
sportmgt@usfca.edu

Southern California Program
480 South Batavia Street
Orange, CA 92868
Phone: (714) 633-5626
Fax: (714) 771-4264
lasportmgt@usfca.edu

Visit our website at www.usfca.edu/sm

Alumni & Student News

- ❖ C5S student **Mike Champion** and his wife on January 14th, 2005 welcomed Katelyn Rose Champion. Baby is doing fine, mom and dad are exhausted!
- ❖ Speaking of exhausted moms and dads, **Bryan Bain** C13, and his wife **AnneMarie Walker-Bain** C11, announce the arrival of Shannon Walker Bain born on December 10, 2004.
- ❖ We would like to express our deepest sympathy to **Ignacio Garcia** C16 on the loss of his father and to **Tramon Thomas** C5S on the loss of his father as well. Our thoughts and prayers are with you and your families.

Announcements

- ❖ **Upcoming Graduation!** Cohort 19 and Cohort 05S will graduate on May 20, 2005. The commencement ceremony will be at St. Ignatius Church at 6:00 p.m.
- ❖ **What Are You Up To?** Keep sending us news about yourself and a picture to be included in future issues.
- ❖ **Moved recently?** Be sure to let us know if you have new contact information so we can keep you in the loop and in the know!

Welcome Cohort 22!



Colin Allen- Bates College; **Audrah Cates**- University of Connecticut; **Dae Seok Chang**- University of San Francisco; **Erwin Chu**- University of California, Davis; **Won Jin Chung**- Han Yang University, Korea; **Joseph Denzel**- California State University, Chico; **Peter Dunkle**- University of San Francisco; **Michael Esola**- University of San Francisco; **Neil Gariepy**- Boston University; **Jessica Gomez**- Iowa State University; **Nicole Hall**- UC Berkeley; **Denise Hefferin**- Wake Forest University; **Marc Holmes**- Morehouse College; **Courtney Jeffries**- University of Washington; **Wesley Jones**- University of California, Davis; **Gretchen Keisel**- Gettysburg College; **Megan Laurie**- San Diego State University; **Jennifer Liu**- UC Berkeley; **Debbie Lopez**- California State University, Fresno; **Aaren McBride**- University of Akron; **Stephanie Moreno**- University of San Diego; **Matt Nuthals**- University of Wisconsin; **Tara O'Connor**- Willamette University; **Anish Patel**- UC Santa Barbara; **Ricky Pellum Jr**- UC Santa Cruz; **Pedro Rodrigues**- Universidade Independente, Portugal; **Amanda Ross**- University of the South; **Julian Russell**- University of Hawaii; **Cindy Sanchez**- Marist College; **Hilary Scott**- University of Victoria, Canada; **Karen Shelton**- East Carolina University; **Suzan Shqair**- University of California Davis; **NeSha Thomas**- Pepperdine University; **Alberto Villaluna**- Walsh University; **Jong Beom Woo**- Hankuk University, South Korea

Congratulations Cohort 18 Graduates, December 2004!



Kenny Barton, Karynann Blasi, David Burgee, Phillip Davidson, James Davis, Robert Dye, Pam Eaton, Jennifer Ellinwood, Catherine Frazier, David Fucillo, Damian Garbero, Kelly Greenly, Christine Halsey, Remy Heng, James Herrmann, Joshua Holmes, Akiyuki Karube, Matthew Kern, Ben Larson, Gabriel Mannie, Peter Marsden, Scott McRoberts, Jennifer Meyer, Kelly Miller, Ryan Moore, Kristy Morita, Ellie Odenheimer, Juergen Padberg, Sue Palanki, Jeremy Rechtshaid, Kevin Sinclair, Phil Smith, Stevie Stribling, Richard Thurmann, Agustin Torres, Scott Zumsteg