

**In This Issue:**

Anything Is Possible	P1
With the Dodgers in the Dominican	P1
Students – Recent Internships & Jobs	P2
Alumni – Recent Job Changes	P2
Sport Management Updates	P3
Articles continued	P3
Alumni & Student News	P4
Announcements	P4
Welcome Cohort 24	P4
Congratulations Cohort 20	P4

## Anything Is Possible

*By Scott Wing C22*

From June to November 2005, I had what can only be described as the experience of a lifetime. I interned for the World Triathlon Corporation (WTC), more commonly referred to as Ironman. I am a triathlete myself and having the opportunity to work for the company that manages the most recognized brand (Ironman) in the sport of triathlon was an honor. My co-workers, the athletes, the crowds, and the events all possessed an addicting energy that made the work feel that much more necessary and important.

Based in Tarpon Springs, FL, the WTC operates around its philosophy that "Anything Is Possible." At its core, the Ironman dares individuals to take steps toward realizing this

mantra as their own. For the average person, the prospect of swimming 2.4 miles, biking 112 miles, and running 26.2 miles, all on the same day, seems anything but possible. Throughout the year, the WTC works on managing the Ironman brand and preparing for the Ford Ironman World Championship, held in Kailua-Kona, Hawaii every October.



I arrived in Hawaii on October 1<sup>st</sup> and helped with the final push towards race day on October 15<sup>th</sup>. For those two weeks, my

two cell phones rarely stopped ringing and I was constantly on-the-go, assisting all departments from sunrise to sunset. I researched stats for the Media Center, set-up the Hospitality suite, distributed road closure maps to local businesses, and hung sponsor banners around town. In addition, I was assigned my own handcart and loaded and unloaded literally hundreds of cases of Gatorade and water.

The morning of October 15<sup>th</sup> saw a 4:30 a.m. wake-up and I barely had time for breakfast. I was in charge of distributing items to the crowd. After commandeering a local shopping cart, I loaded it with thousands of whistles, noisemakers, and hand clappers and started walking down the

*(Continued on Page 3)*

## With the Dodgers in the Dominican

*By Denise Herron C75*

Seven girls, six baseball games and one beautiful country to explore; this past November I had the opportunity to visit the Dominican Republic with one previous and five current Los Angeles Dodger employees. Among those in the group was Luchy Guerra, Assistant Director of Player Development. A native of the country, Luchy planned and coordinated our daily activities and welcomed us into the homes of her family members. Also among the group was one of our very own, Carly Petersen, Cohort 4S alum, who is currently the Supervisor of Youth Marketing.

Baseball in the Dominican seems to be like that of soccer in Europe; it is not a sport, but rather a way of life. During our trip, I was able to see baseball in a much different light than I have

observed in the United States. We watched six different baseball games from the developmental league to the professionals. The larger games had an atmosphere that might be seen at a college football game in the United States - a lot of energy, bands marched through the stands, fans waved flags showing off their favored team and dancers entertained the crowd on top of the dugout.

For many young men, baseball is the only means of escaping hardship and being able to provide for their families. If a young man knows how to play baseball, it is not uncommon for him to drop out of grade school and focus on developing his skills in hopes of making it to the majors in the United States.

Each of the American teams has established an academy in the Dominican in order to develop ball players. Our group visited, "Campo Las Palmas," which is the academy run by the Los Angeles Dodgers. We were given a comprehensive tour that included the Tommy Lasorda dining room and the Manuel Mota Field. We watched a game during our visit and there was more heart put into that game than I have ever seen. The element of commercialization that is seen in the majors was not evident, just ballplayers who love the game and want desperately to make it to the Majors.

Another highlight of the trip included our visit to Manuel "Manny" Mota's academy. He intentionally positioned his

*(Continued on Page 3)*

## Students – Recent Internships & Jobs

**Mary Jo Alexander** C24, Sport Marketing Intern, Stanford University, Athletic Department

**Robert Baksa** C24, Community Relations Intern, San Francisco Giants

**Lenli Corbett** C24, Ticket Sales Intern, University of San Francisco Athletic Department

**Scott Ellis** C7S, Account Executive, Countrywide Classic Tennis Tournament

**Dana Forbes** C24, Public Relations Intern, Oakland Raiders

**Chris Forrest** C6S, Customer Service Coordinator, Los Angeles Sparks (WNBA)

**Eddie Gobel** C7S, Community Relations Intern, Los Angeles Angels of Anaheim

**DeAnna Holland** C24, Sport Marketing Intern, Stanford University Athletic Department



Senior Associate Director **Peggy O'Leary** (Southern California campus of the SM program) was a panelist at the Sports Events Marketing Experience West 2006 sports career conference held in mid January. Peggy (center) is pictured here with Dr. Ketra Armstrong (left) Director of the Sport Management program at California State University Long Beach and Karen Courtney (right) Director of Executive and Specialized Programs at San Diego State University. Their panel topic was "*Continuing Education and Graduate School Career Development*".

**Pamm Hubbard** C6S, Compliance Department, Sacramento State University

**Albert Jaimes** C21, Hispanic Marketing Coordinator, San Francisco Giants

**Ron Lagman** C24, Web Cast Intern, Stanford University

**Stephanie Moreno** C7S, Assistant Volleyball Coach, University of San Diego

**Anish Patel** C22, Director of Game Day Operations, San Jose Skyrocks (ABA)

**Parimal Rohit** C6S, Southern California Regional Ringside Reporter, SaddoBoxing.com

**Kevin Skabo** C21, Account Coordinator - Gillette Hospitality Program (Soccer World Cup in Germany), SportsMark Management Group

**Brian Sutton** C6S, Educator, National Academy of Sports Medicine

**Jong Beom Woo** C22, Sponsorship Intern in the Marketing and Promotions Department, San Francisco Giants



**Denise Herron** C7S (far left) on her recent trip to the Dominican Republic with the Los Angeles Dodgers, pictured with, from left, Adrianna Correa, Luchy Guerra, Laura Thompson, **Carly Petersen** C4S, and Monica Hill. For more details on this exciting trip read her article in this edition of the newsletter.



**Jennifer Alegado** C6S (left) and **Erica Bakeman** C6S pictured in front of the Rose Bowl. Both were there on January 4<sup>th</sup> as volunteers working in the Hospitality Village



From left, **Michelle Boone** C7S, University of California Riverside Head Women's Basketball Coach John Margaritis, NCAA President Dr. Myles Brand, and **Kurtis Matzkind** C6S at the "Town Hall" held at UCR.

## Alumni – Recent Job Changes



**Walter Boggan** C1S, Baseball Marketing and Relations, Law Firm of William & Connolly - Washington DC

**Dan Gutierrez** C17, HP Pavilion Group Sales Manager, Silicon Sports and Entertainment/HP Pavilion at San Jose

**Heather Jones** C20, Event Manager, Special Olympics Northern California

**Hosei Maruyama** C3S, Stadium Operations Systems Administrator, St. Louis Cardinals, L.L.C.

**Kathy Proffitt** C5S, Business Office Coordinator, Intercollegiate Athletics, Oregon State University

**Jessica Ram** C4S, Ticketing Sales Representative, San Diego Padres

**Erin Reilly** C17, Community Relations Coordinator, San Francisco Giants

**Rebecca Robinson** C5S, Community Relations Coordinator, San Diego Padres

**Christopher Roke** C3, Recreation Program Manager, City of Concord

**Jenean Rombola** C5S, Sales Department, Worcester Tornadoes (Boston)

**Scott Zumsteg** C18, Staff Accountant, Oakland Athletics

## Sport Management Updates

**Jennifer Alegado C6S & Erica Bakeman C6S** were chosen to help out So Cal elective instructor **Joann Klonowski** at the Hospitality Village during the Rose Bowl on January 4<sup>th</sup>, 2006. Needless to say they had an incredible time, and although they weren't inside the stadium, the experience in itself was priceless.

Former Northern California and current Southern California adjunct faculty member **Camille Filardo** has great news. She was selected as Associate Dean of Instruction at Mt. San Jacinto College and started that new position in February. She is also engaged to Jerry Kraft, and the two will be married on April 9, 2006.

**John Matich C7S**, was featured on a local FOX Sports Show on Sunday for his San Diego based kicking business, The Kicking System. His company offers kicking instruction to football place-kickers, punters and soccer players through personal sessions, group sessions and camps. The feature was short and sweet, but provided great PR for his business. John says, "Learning from my previous classes, I decided to put a press release together for all the local San Diego media. I e-mailed it out four days before the event and they

showed up during the camp. I am excited and hoping to build on this exposure." For more information you can check out John's website [www.kickingsystem.com](http://www.kickingsystem.com).

So Cal elective instructor **Chris Pepe** has accepted the position of VP Global Event Marketing and Sponsorship at Visa International and will be moving his family back to the Bay Area.

Congratulations to **Regina Madrid Aguilar C17**. She was married to Christopher Aguilar on October 5, 2005. And to top that off, she ran in her first marathon, Nike Women's Marathon on October 23, 2005.

Adjunct faculty member **Tom Pellack**, the Director of Marketing of FOX Sports Net Bay Area, worked with USF Sport Management alum **Stacey Wong C19**, on the San Jose Sports Hall of Fame induction ceremony. They produced four 5-minute films on the 2005 inductees. This year's inductees were former U.S. Open golf champion Ken Venturi, high school football coaching legend Benny Pierce, former 49er's tight end Brent Jones and the Jordan sisters, Barbara and Kathy, who made their mark at Stanford and at Wimbledon. They interviewed Steve Young and Bill Walsh for the project along with others who had historic

connections with the inductees. Not only was Bill Walsh the coach of Brent Jones on the 49ers, but he was Ken Venturi's roommate in college, and played with Bennie Pierce on the San Jose State Football team.

Wedding bells are ringing for **Scott Abbott C7S** and his fiancée Katie who will be married in July of 2006.

Joining the ranks of the engaged is **Eric Bankston C6S** who popped the question to his fiancée Siggy while on a recent trip to Maui, HI. They will wed in May of 2007.

Two students, **Kurtis Matzkind C6S** and **Michelle Boone C7S**, had the opportunity to meet Dr. Myles Brand, NCAA president. Dr. Brand paid a special visit to the University of California Riverside (where Kurtis and Michelle work in the Athletic Department) on his way to another meeting in Palm Desert. While at UCR, he spoke to student-athletes, then later to a "town hall" meeting with boosters and special guests. He addressed the importance of education and graduation to the student-athletes, and then opened the forum for questions.



## Anything Is Possible (continued)

street passing these items to the crowd. I did this at three other points in the day and became quite popular come nightfall. At 8 o'clock that night, about ten of our sponsors gathered near the finish line to begin throwing their items to the people at the finish line.

Picture 30,000 spectators crammed into one narrow city block scrambling for over \$10,000 dollars worth of t-shirts, water bottles, stuffed animals, etc. It was controlled chaos and the noise was deafening. The last finisher crossed the line at midnight and I finally got to sleep around 2 a.m. What a night!

I assisted with three other events during my internship, but all paled in comparison to Hawaii. Having the opportunity to work on an event four months before it

happened and then watching it unfold successfully right before my eyes was extremely rewarding. Situations also arose where I directly drew upon knowledge gained in the Sport Management coursework. This real-world validation of the topics covered in our classes made me appreciate our instructors even more.

Going forward, I plan on assisting at the 2006 Vineman Ironman 70.3 triathlon in July. This is one of the qualifying events for the 2006 Ford Ironman World Championship as well as a qualifying event for the 2006 Ford Ironman World Championship 70.3, debuting this November in Clearwater, FL. If anyone is interested in volunteering at this event or would like more information on my experience, please call 707-303-6487 or e-mail [sdwing@usfca.edu](mailto:sdwing@usfca.edu).

## Dodgers in Dominican (continued)

academy in the center of a poverty stricken neighborhood where the crime rate is high and there is no running water. He and his family want to give back to their native country. The academy provides a place for hundreds of children of all ages to come and play baseball provided they keep their grades up in school. The Mota's also supply food to hundreds of children on a daily basis and a number of families who require the greatest amount of assistance receive bags of food and water from one of three wells that are on the property. Mr. Mota shared with us his plans for renovating the academy in order to make it available to more children.

We also attended a sports awards banquet, "Premios Deportivos Latinos," at which Latinos in a variety of sports were recognized for their performance. Casa De Campo

received an award and Luchy assisted in accepting it on behalf of Dodger owners, Frank and Jamie McCourt. During this banquet I had the opportunity to meet, Terry Collins, Director of Player Development and Ralph Avila, Advisor, Latin America, Scouting and Player Development of the Los Angeles Dodgers.

The opportunity to see the world, network with professionals in the industry and befriend an alumnus from the USF Sport Management Program was a phenomenal experience, one I will always cherish.

## USF Sport Management

**Dr. Stan Fasci** – Director of Administration  
**Dr. Dan Rascher** – Director of Academic Programs  
**Ms. Peggy O’Leary, M.S.** – Sr. Associate Director and Administrator of Southern California Program  
**Dr. Jeremy Howell** – Associate Professor  
**Dr. Rich Cellini** – Associate Professor  
**Maria Palmo** – Program Assistant for Northern California Program  
**Sabrina Karras** – Program Assistant for Southern California Program  
**Michael Selvidge** - 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](mailto:sportmgt@usfca.edu)

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

Visit our website at [www.usfca.edu/sm](http://www.usfca.edu/sm)

## Alumni & Student News

- ❖ **Chris Kwack** C4S, and his wife Sue welcomed a son born July 12, 2005. Chris has been admitted to Syracuse University's MBA program.
- ❖ **Ray Harris** C2S alum and his wife welcomed Anthony Xavier born December 12, 2005. Anthony joins sister Brianna (7) and brother Ray Jr. (1).
- ❖ C13 alum **Brian Kilgore** and his wife Teri are the proud parents of their first child, daughter Brooke Noelle born December 20, 2005.
- ❖ Lucas Jay Shilkret was born December 25, 2006 to C4S alum **James Shilkret** and his wife Charity.
- ❖ **Jeffrey Rhode** C6, and his wife have a new baby, Miles Julius Rhode.
- ❖ **Adam & Nikole Bresciani**, both C3S alums, are expecting their first child in July 2006.
- ❖ **Scott Zumsteg** C18, and his wife are also the proud parents of Andrew Scott Zumsteg born November 19, 2005

## Announcements

- ❖ **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 24!



**Ryan Adams** - Purdue University; **Mary Jo Alexander** - UC Davis; **Farnoush Ansari** - CSU San Luis Obispo; **Robert Baksa** - San Diego State University; **Kathryn Bundschu** - University of Colorado, Boulder; **Lenli Corbett** - Creighton University; **Dustin Dunkovich** - Edinboro University of Pennsylvania; **Dana Forbes** - University of Tennessee; **Flynn Ginty** - University of San Diego; **Marcie Haduca** - UC Santa Cruz; **Jennifer Hansen** - San Diego State University; **Steven Hendricks** - Ball State University; **DeAnna Holland** - Arizona State University; **Taketo Honsho** - Toyo University; **Thomas M. Jones** - CSU Chico; **Shiho Kadota** - Appalachian State University; **Timothy Koncel** - Loyola University, Chicago; **Ron Lagman** - San Francisco State University; **Bryan Lam** - UC Berkeley; **Joshua Lyman** - University of Utah; **Catherine Lynch** - UC Berkeley; **Kyle McCarthy** - Mount St. Mary's College; **Ryan C. McCauley** - UC Santa Barbara; **Colleen Price** - Sienna College; **Maria Ramos** - CSU Hayward; **Douglas Roberts** - Graceland University; **Michael Steinberg** - CSU Chico; **Whitney Tool** - UC Irvine; **Adam Tadami Toyama** - University of Hawaii; **Anastasia Vourakis** - UC Santa Barbara

## Congratulations Cohort 20 Graduates, December 2005!



Mike Brin, Marc Cavallero, Jim Charon, Jonathan Child, Todd Chiardella, Blaine Clemmens, Gary Deeds, Joseph Della Cella, Hemant Dua, Laruen Dunnigan, Todd Flournoy, Damian Garbero, Dan Gutierrez, Jeong Beom Hahm, Brian Hampton, Ross Hayduk, Clara Ho, James Huddleston, Katsuto Ichihara, Heather Jones, Joshua Krefetz, Brian Laurilla, Chris Lilla, Christina Low, Drew Milam, Cathy Moran, Joe Mulford, Adam Nieting, Matthew Riley, Sandra Tabata, Chrissy Yuen, Krisha Zagura