

In This Issue:

Stepping Out of the Comfort Zone	P1
Students – Recent Internships & Jobs	P2
Alumni – Recent Job Changes	P2
Sport Management Updates	P3
Alumni & Student News	P4
Announcements	P4
Congratulations Cohort 24	P4
Welcome Cohort 28	P4

Stepping Out of the Comfort Zone

By Joe Mulford C20

Each of us has a unique reason, story or experience about how our career in the sport industry started. I love hearing these stories because they are all so different and provide valuable insight into what it really takes to stand out in an industry where so many people want to spend their career. I am excited to tell you my story as maybe it will inspire you to challenge the routine we can settle into, give you the confidence to make the next step or even move across country in search of your dream job like I did.

I graduated from the USF Sport Management Program in December of 2005 as part of Cohort 20. How I got to that stage to accept my diploma and how I got to a hotel room in Atlanta after the Hawks vs. Pistons game, writing this article and working for the National Basketball Association is a story worth telling.

My story begins in Chico, CA in 2003 when I graduated from Chico State University. I have to get a Chico mention in wherever I can. Upon graduation I was accepted to the USF program. The program encourages students to gain as many internships as possible during your two years of graduate studies. Since I was required to conduct informational interviews during my first class in the program, I contacted a friend of mine who gave me the phone number for the Director of Ticket Sales with the San Francisco Giants. It is all who you know, right? I gave



TMBO Staff working late in Atlanta. Joe is in the back row, left hand side, second person in.

the Director a call on a Thursday, interviewed on Friday and started as an intern in the Giants Ticket Sales department the following Monday. The sports industry always moves quickly doesn't it? I interned with the Giants for 8 months prior to getting a full time position as a Sales Executive in the Consumer Marketing department. I was responsible for selling season tickets, group tickets and luxury suites at AT&T Park. It was a dream first job and I thought these so called tough post college years were a hoax. Fast forward a couple of years with the Giants I had the itch to take on new challenges and do something new and exciting. I struggled with this because my daily life in San Francisco was enjoyable and as the saying goes, "If it isn't broke, don't fix it." However if there was one time in my life to mix things up and throw myself a curve ball then that time was now. The drive to challenge myself along with my education at USF really spurred me to my next job. I

can honestly say that without my Master's degree I would never have been considered for the position I currently have.

I work for the National Basketball Association (NBA) in New York City as a Sales Manager for Team Marketing and Business Operation. Our daily task is to drive all of the teams in the NBA, WNBA, and D-League to sell more tickets and sponsorships, and in general improve their business. The stronger the NBA, WNBA and D-League teams are, the stronger a league we have. I am truly enjoying the daily challenges presented to me. However, the travel aspect of my job is still something I'm getting used to as the teams in all 3 leagues are spread across the country.

My Master's degree in Sport Management from USF has set me apart from the many other people who strive to make their career in the sports industry. This industry is full of the best because of its high profile and anything that can set you apart is a huge strength. My degree from USF has made me much more marketable and it will continue to do so as I push forward with my career.

Joe Mulford is a Sales Manager with the NBA, NYC.

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

Students – Recent Internships & Jobs

Cassie Zebisch C9S — Ballpark Operations Intern, Anaheim Angels

Jill Bartel C8S — Sales Director, Sports Club LA; Sales/Development Intern, Espresso Fitness

Mark Matsunaga C9S — Intern, Anaheim Arsenal

Jesse Zitrin C25 — Enterprise Manager, Juma Ventures

Jacob Dubois C9S — Game Day Operations Intern, San Diego Chargers; Production Assistant, Fox Sports

Mark Orlando C8S — Tournament Coordinator, Northern Trust Open, PGA Tour; Director of Marketing and Sales, Liquid Productions

Alex Anthony C9S — Operations, San Diego International Sports Council/Action Sports World Tour

Crystal De Jesus C9S — Game Night Intern, Los Angeles Kings

Mike Nieves C26 — Account Executive, San Jose SaberCats; Luxury Suite Services Supervisor (gamedays), Oakland Raiders

Pat Carlson C25 — Event Staff Coordinator, SMG

Chris Stolte C9S — Intern, Fox Sports Net



Mike Wagner C7S, **Crystal De Jesus** C9S and **Jacob Dubois** C9S at the San Diego Chargers game. Mike and Jacob were working hard while Crystal tirelessly cheered the team on!

Andrea Rogers C27 — Community Relations Intern, Golden State Warriors

Rodney Truong C9S — Database Marketing Intern, Los Angeles Avengers

Andrew Kihn C26 — Assistant Marketing Manager, SportsMark Management Group Larkspur

Emalia Cornwell C9S — Intern, Bruin Varsity Club, UCLA, Athletics Department

Edwin Zane C8S — VP/Executive Producer of Television Development, Rive Gauche International Television

Matthew Clark C9S — Volunteer, World Cup Press Center, Aspen Winternational Women's World Cup

Matt Canter C27 — Intern, U.S Open (La Jolla, CA)

Alumni – Recent Job Changes



J.T. Klingenmeier C1S — Director of Security, Venues, Kroenke Sports

Jessica Gomez C22 — Event Planner, Corinthian Event Center, San Jose

Randy Corrigan C6S — Sales Marketing, XX Sports Radio (1090am), San Diego

Colleen Price C24 — Marketing & Membership, University of Texas-pan American Wellness & Recreational Sports Complex

Julian Russell C20 — Baseball Coach, University of Hawaii

Kim Sawyer C4S — Manager of Events, San Diego International Sports Council

Jack Gorman C14 — Director of Player Personnel and Public Relations, Arizona Rattlers

Adam Smith C19 — Senior Territory Manager, Entertainment, MySpace.com

Joe Boccuzzi C7S — Inside Sale Representatives, Los Angeles Clippers

Everett Jacobs C10 — Director, Strategic Marketing, SportsMark Management Group Larkspur

Jaron Madison C2S — Assistant Scouting Director, St. Louis Cardinals

Russell Sypowicz C23 — Account Coordinator, IMG Consulting, Los Angeles

Christian Dempster C3S — Director of Event Operations, San Diego International Sports Council

Katsuto Ichihara C20 — Dentsu Inc

Rocky Harris C13 — Director of Sports & Marketing Sponsorships, Reliant Energy

Sport Management Updates

If you are a faithful reader of the Sports Business Journal you would already know what some of our Adjunct Faculty have been up to in the past few months. If not, check out the news below:

Joann Klonowski, Southern California Adjunct Faculty accepted a position with Prime Sport (RazorGator) which handles the hospitality packages for the Tournament of Roses, Super Bowl, NCAA Final Four and Kentucky Derby to name just a few.

Brent Mater, Southern California Adjunct Faculty was promoted to Director of Operations, Anaheim Arena Management, LLC.

After over 20 years with the law firm Saphier, Rein & Walden, **Rick Walden**, Adjunct Professor has changed law firms. He is now a Partner at Burriss, Schoenberg & Walden. Congratulation Joann, Brent and Rick!

With less than 220 days until the start of the International Children's Games, **Scott McRoberts** C18 Chief Operating Officer has been working with his committees to ensure all facets of the games are progressing at a timely pace. With over 50 countries and 1600 athletes landing in San Francisco for 5 days of competition it is a great experience for volunteers to get involved with this Olympic style event endorsed by the International Olympic Committee. For more information: www.sficg2008.com.



Shawn Lawson-Cummings, Vice President for Major League Baseball (NYC) speaks to Sport Management Master's Students in the Business Development & Sales Course on a recent visit to San Francisco.

The University of San Francisco Athletics Department announced that it has hired Holland Sports Properties LLC as their exclusive outside marketing company. Holland Sports already has a marketing deal with the West Coast Conference, which includes USF, and some other smaller college conferences, including the Big Sky Conference and the Patriot League. **J.P. Holland** C12 is the President and CEO of the company.

Molly Miller C6S and another colleague with Classic Party Rentals was awarded the tenting contract for the US Open of Golf. Well deserved Molly!



Jennifer Hansen C24 giving her Commencement speech at the December 2007 Graduate Ceremonies for the USF College of Arts and Sciences.



Christian Dempster C3S and **Kim Sawyer** C4S both with the San Diego International Sports Council (SDISC) at the Red Bull Air Race in San Diego. Their proud smiles are largely in part to their dedication in bringing the races to San Diego (with much of the credit going to Christian). Perseverance pays off!

Cohort 7S Alums make headlines!

Anneka Sakovich C7S was featured in an article (11/14/07) in her hometown newspaper Saipen Tribune about balancing work, school and being an athlete. Check out the link for the full article: http://www.saipantribune.com/news_story.aspx?cat=2&newsID=74251.

John Matich C7S, who is the owner of The Kicking System, LLC had one of his students featured in an article in the San Diego Union-Tribune (11/16/07). Check out John's comments about this accomplished kicker at: <http://www.signonsandiego.com/sports/preps/football/20071116-9999-1s16p-kicker.html>.

Jesse Zitrin C25 is partnering with Lex Gopnik to produce and air the *Northern California Pro Sports Pod* which is a weekly podcast discussing local sports team, interviews with industry insiders and local personalities. To listen in go to <http://NorCalProSports.com>.

Sport Management Socials

Northern California Social
Monday, Feb 11, 2008, 6:30 pm
The Memorial Gym
followed by USF vs. SD
Men's Basketball Game (8 pm)
RSVP to djmanning@usfca.edu

Southern California Social
Thursday, March 6, 2008, 6 pm
Sports Club Los Angeles
RSVP to cabrier@usfca.edu

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
Cheryl Brier – Program Assistant for the Southern 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

Congratulations Cohort 24 Graduates, December 2007



Ryan Adams - Purdue University; **Mary Jo Alexander** - UC Davis; **Farnoush Ansari** - CSU SLO; **Robert Baksa** - SDSU; **Kathryn Bundschu** - University of Colorado, Boulder; **Lenli Corbett** - Creighton University; **Dustin Dunkovich** - Edinboro University of Pennsylvania; **Dana Forbes** - University of Tennessee; **Flynn Ginty** - USD; **Marcie Haduca** - UC Santa Cruz; **Jennifer Hansen** - SDSU; **Deanna Holland** - Arizona State University; **Taketo Honsho** - Toyo University; **Thomas M. Jones** - CSU Chico; **Shiho Kadota** - Appalachian State University; **Timothy Koncel** - Loyola University, Chicago; **Romeo Lagman** - SFSU; **Joshua Lyman** - University of Utah; **Catherine Lynch** - UC Berkeley; **Kyle McCarthy** - Mount St. Mary’s College; **Ryan 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 Toyama** - University of Hawaii; **Anastasia Vourakis** - UC Santa Barbara

Alumni & Student News

- ❖ **Tiffany Richardson** C3S is working toward her PHD at the University of Illinois and she passed her Comprehensive Exams in September. Way to go!
- ❖ **Jill Bartel** C8S is engaged to Carlin. They are waiting till Jill graduates to start the wedding planning!
- ❖ **Nakia Hill** C17 & C4S popped the question to his girlfriend Tanya Peebles in December. She said yes!
- ❖ **Scott McRoberts** C18 is happy to announce his engagement to long time girlfriend Kate Hoffman. They plan to wed after the International Children’s Games.

Announcements

- ❖ **Jeremy Howell**, Associate Professor and his wife welcomed Catrin Howell on November 4 weighing in at 6lbs, 4 ounces.
- ❖ **Ka’anelau Inn** C8S and her husband welcomed Steele Keali’ikamahalo Holcomb who was born on December 9.
- ❖ **What Are You Up To?** Keep sending us news about yourself and a picture to be included in future issues.

Welcome Cohort 28



Matthew Andrus - Cal Poly, SLO; **Benjamin Aziz** - UC Berkeley; **Kurt Blanz** - Villanova University; **Meron Bossin** - University of Haifa; **Carson Brown** - Boston College; **Alexis Busch** - SFSU; **Daniel Chamberlain** - UC Santa Cruz; **Te-Lun Chen** - Rutgers University; **Kelley Coleman** - University of the Pacific; **Lily Ebey-Field** - UC Davis; **Christine Gajdos** - Santa Clara University; **Amy Gardner** - UC Berkeley; **Kyoung Soo Hahn** - Kyung Hee University; **Kirsten Harris** - University of Colorado, Boulder; **Adam Hirsch** - UC Santa Cruz; **Peter Holmes** - Loyola University; **Jack Kennedy** - Grinnell College; **Jason Kennedy** - Santa Clara University; **Michael Kovanis** - Mercyhurst College; **Michael Manoukian** - UC Davis; **Keith Marin** - Menlo College; **Michael Martin** - UC Berkeley; **Jennifer McMullen** - Eastern Washington University; **Brittany Merchant** - UCLA; **Elisabeth Moss** - University of Nebraska, Lincoln; **Patrick Mullin** - Western Washington University; **Troy Muspratt** - Lake Forest College; **Christopher Mutton** - Gonzaga University; **Tomoya Nakata** - Momoyama Gakuin University; **Daniel Overholt** - UC Davis; **Edgar Parker** - SFSU; **Annie Roeser** - Albertson College of Idaho; **Jennifer Schmithorst** - University of Alabama, Tuscaloosa; **Rachel Sears** - Syracuse University; **Kazumichi Sekine** - Meiji University; **Christopher Sigler** - Cal Poly, SLO; **Courtney Walker** - UCLA; **Brandon West** - Sonoma State University; **Michael Yanni** - University of Massachusetts