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## IMG's Marc Reeves Captivates Cohort 20

*By Christina Low, Cohort 20*

**Marc Reeves** - An Account Director for IMG World - graced Cohort 20's sixth lecture in **Dr. Cellini's** Leadership course with an informative speech. Not looking much older than his audience, he inspired the class on his overview of Mark McCormack's successful conglomerate of businesses in sports and entertainment, and his endeavors to become part of the ambitious IMG consulting team.

who is passionate about a career in the sports arena has just as good of a shot at success as anyone else.

*International Management Group is the largest global lifestyle marketing and management business in the world, operating out of 80 offices in 32 countries, while parenting four main areas of business: event management, athlete/celebrity/artist representation, television/ internet programming in production/distribution/marketing and corporate consulting.*

His main areas of focus in the presentation were to encourage graduates to: intern in order to get that "foot in the door", network because the sports business is a smaller world than we all think, never burn any bridges because you don't know who will be able to help you out later, and anyone



Marc Reeves of IMG talks with Cohort 20 students **Hemant Dua** and **Jeong Beom Hahm**



APAC Girls' Basketball 2004 Seoul, Korea  
**Trinchy Floro** (left), C11, coached her team from the Philippines to the APAC Championship



## Making Mountains Out of Mole Hills

Sometimes what may seem to be a small project turns into something big. A program, Tennis ACES, for inner city youth promoting tennis and education has gained national exposure and may become international one day.

Cohort 18's **Scott McRoberts** has been busy working on this project along with Loretta Strickland of the USTA. Cohort 19's **Hilary Somers** is also involved in the program as Head Coach of Women's Tennis and Professor **Jeremy Howell** has taken an active role in lending himself to the good cause.

"It has been a great deal of work, but lots of fun at the same time. Anytime you are working on something and see it grow, as it has, and you are a part of it, it is very exciting", said McRoberts.

"The enthusiasm and excitement of combining tennis and literacy to kids who otherwise may not have an opportunity to learn the game and improve their reading is rewarding."

What began as a simple internship has been valuable for Scott and his résumé. He is President of the San Francisco Junior Tennis League and an administrative intern for the USTA and it's Tennis ACES program (see more on this under Faculty News). He has also been invited to the Nasdaq 100 at the end of March in Florida to meet with key supporters of the program. Scheduled to attend are **Jeb Bush**, Governor of Florida, and California Governor **Arnold Schwarzenegger**.

The goal is to have the Tennis ACES program become international

and involve professional players with the program, similar to what the NFL has done with the United Way.



**Scott McRoberts**, C18, **Rich Cellini** and **Adam Requarth**, C14, at the Siebel Open Tennis Tournament

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

**Aric Agresti**, C19, is creating a survey and compiling an impact study for Positive Coaching Alliance measuring the effectiveness of their teaching methods in the youth sports industry

**Tara August**, C4S, just finished up at the Super Bowl in Houston as a Press Box runner for alum **Rocky Harris**, C13

**Jennifer Balch**, C5S, helped out at the NBA All-Star Weekend in LA. Jennifer administered an economic impact survey

**Phil Davidson**, C18, has earned a season long PR internship with the San Jose Giants, the SF Giants Single A affiliate

**Hemant Dua**, C20, is working with the BRC Group in structuring and event planning for a soccer league

**Brian Hampton**, C19, is developing draft strategies and analyzing player performance for the Football Operations/ Player Personnel Department of the SF 49ers

**Jim Hermann**, C18, interned with Giants Enterprises for the Diamond Walnut San Francisco Bowl Game

**Chris Lilla**, C20, is interning for the Brand Management team at EA SPORTS

**Valerie Lotz**, C5S, has just landed a job working for the San Diego Padres as a part of the Event Crew

**Christina Low**, C20, is interning in Corporate Sponsorship and Sales with BRC Group

**Damon Martin**, C17, has landed an internship at Stanford's Athletic Department Development Fund

**Joni Maybury**, C17, was the Attraction Manager at the NBA All-Star Game at the Staples Center in Los Angeles

**Dana Milne**, C4S, accepted a position with the Anaheim Angels as a Promotions Coordinator in the Marketing Department

**Jamie Minkler**, C5S, completed the Target World Challenge Golf Tournament with the Tiger Woods Foundation as an events intern. She is now going to help with a benefit concert, The Tiger Jam, in Las Vegas in April

**Ryan Moore**, C18, is heading to Europe as the PR assistant for the Scottish Claymores of NFL Europe. He will return home in June, following the World Bowl, to the 49ers Public Relations Department

**Nicole Olszewski**, C19, is working for the BRC Group in Sponsorship and Sales

**Carly Petersen**, C4S, is off to the Dominican Republic as part of her internship with the Los Angeles Dodgers to watch the Caribbean World Series

**Vanessa Reynolds**, C19, has a Marketing internship with the U.S. Olympic Committee in New York City for Spring 2004

**Sara Richen**, C19, has been coaching basketball at Sacred Heart Cathedral and assisting the Director of Communications with publications

**Jen Shull**, C19, is interning at the Pac-10 offices working on the men's and women's basketball tournaments

**Adam Smith**, C5S, will be transferring to the San Francisco campus as he has accepted a position with the Sacramento Kings/Monarchs as an account executive. He will be working under alumnus **Bobbie Walker**, C11

**Amber Stockstill**, C5S, has landed an internship with the Los Angeles Kings in Public Relations

**Robin Ungerleider**, C19, is the Community Fund Assistant for the Giants Community Fund

**Stacy Wong**, C19, secured an internship with Ronnie Lott's non-profit organization, All Stars Helping Kids

**Scott Zumsteg**, C18, is in charge of the marketing campaigns for Cal baseball and works with the football and basketball programs as well

**Kelly Sargent**, C4S, is now the Marketing Coordinator at USC

**Kim Sawyer**, C4S, is working for Octagon as a Client Coordinator in the Baseball Division and just won the arbitration she had been working on



**Ryan Moore**, C18 (pictured in the back), taking down every word at the Super Bowl



**Rich Cellini**, **Kelly Greenly** (C18), **Nolan Jones** (C12), and **Chris Lee** (C17) hard at work at a recent Warriors game

## Alumni – Recent Job Changes



**Wayne Chuang**, C15, is an Assistant Account Executive for Momentum Sports in LA

**Christine Clay (Flynn)**, C13, will be heading off to the University of Pennsylvania Department of Recreation to be the Associate Director for Membership Services and Marketing

**Cat Danielowich**, C15, has landed an internship with the NFL League Office in NY, from December through June

**Lionel Herzstein**, C13, is back in Israel teaching and working for the minister of education

**Kendra Jordan**, C3S, is moving to Arizona to open her own Pilates Studio

**Joe Kemper**, C16, is now General Manager and part owner of Emerson Sport training and Fitness in San Ramon

**Ilisa Kessler**, C9, landed a job at KGO as the Business Operations Manager, along with a corner office and parking spot

**Brian Killgore**, C13, will be moving to Phoenix to be the Public Relations Assistant for the Harlem Globetrotters

**Hosei Maruyama**, C3S is working game days for the St. Louis Blues in guest services and interning for Washington University (St. Louis) as well

**Hiroshi Mori**, C11, is the Assistant Manager in the Marketing Department for Pacific Golf, a golf course management company in Japan

## Faculty & Student News

Adjunct Professor **John Bruel** (MBA, Columbia University) began teaching the Strategic Management course in San Francisco last month. John is co-founder and managing director of Avila Partners, a strategy and marketing consulting firm that specializes in assisting growth companies in the sports industry. Avila's clients represent a broad spectrum of sports business. Avila Partners publishes the Sports Funding Report, an annual analysis of the private equity investments in sports technology entities. Mr. Bruel has previously served as a management consultant for different firms, and was also the managing editor of SportsFan Online.

Some of the case studies John's students will analyze include Elan (competition ski boat industry), Major League Baseball, World Wrestling Federation, Nike, Performance Indicator (a golf technology company), and IMG.

**Hemant Dua**, C20, was quoted in a Dec/Jan SportBusiness International article titled "New Dawn for Hockey". Hemant was the General Manager for Advent, an events and sports management company for Lowe, an Interpublic Group company, which does corporate launches, promotions, player management, and league management

Adjunct Professor **Rob Halvaks** has been appointed the Big West Conference's representative on the NCAA Division I Championships/Competition Cabinet.

**Brian Hampton**, C19, is training for the California Half Ironman, which will take place April 3<sup>rd</sup> in San Diego.

Associate Professor **Jeremy Howell** was featured in an article on collegesports.com titled "Lady Dons to Support Tennis Aces Program". Click on <http://www.collegesports.com/sports/w-tennis/stories/121703aab.html> to read the article about the youth tennis and education program.

**Joe McCormack**, CPA, recently finished teaching the new Accounting & Budgeting course in Southern California. Joe is Senior VP and CFO of the Los Angeles Lakers and the Los Angeles Sparks. In the past, Joe has been involved in many areas of the sports industry, including boxing, soccer, tennis, roller hockey, volleyball, concerts, arena management, and Pay-Per-View events. Joe has completed numerous sports and real estate financings over the years, several of which have exceeded \$100M. Additionally, he has participated in the purchase and sale of various sports properties.

Joe and **John Rinehart** (CFO, Maloof Sports &

Entertainment; taught the course in SF) developed the course around a fictitious pro basketball franchise based on their experiences as financial executives with NBA teams. The students developed a financial report of past operations and a budget for the upcoming year for the fictitious owners of the team.

**Jennifer Rottenberg** (MBA, Harvard) will teach Sport Marketing in Southern California. She is currently the Senior Vice President of Business Development for CC&C Management Group, a boutique sports and entertainment marketing agency, based in South Carolina.

In nine years in the sports marketing industry, Ms. Rottenberg has worked for IMG, founded her own sports marketing consultancy, helped launch a sports internet property, and, in her current capacity, developed numerous sports sponsorship, joint venture, licensing, and media relationships for properties and companies as diverse as the Arena Football League, Puma North America, the U.S. Women's National Soccer Team Players' Association, and Yahoo! Sports. We are excited about her joining the faculty.

**Stevie Stribling**, C18, recently became engaged. Congratulations Stevie!

## USF Sport Management News

### Stan and Peg Go To UCSB

**Peggy O'Leary** and **Stan Fasci** traveled to Santa Barbara to take the staff of the UCSB Sport Management Undergraduate Program to lunch and then hold an Information Meeting for students interested in attending the USF Sport Management Master's Program.

Those attending lunch were **Al Ferrer**, founder of UCSB's Sport Management Program, advisor for the Athletic Coaching Program and professor in the Sport Management Program; **Jon Spaventa**, Director of Exercise and Sports Studies, **Jim Romeo**, professor and advisor for the Sport Management Program; and **Pete Schroeder**, professor in the Sport Management Program. Also attending were USF Sport Management Alumnus **Taggart Malone**, C1S, and current students **Christine Foster**, C4S and **Rick Brown**, C4S. Taggart and Rick are employed by UCSB. Taggart is the Coordinator of Intramurals and Recreation and Rick is the Varsity Men's Crew Coach.

Twenty students attended the Information Meeting. Christine and Rick answered many questions about their experiences as first year students in the Sport Management Program.

We are very appreciative of Al Ferrer for coordinating the luncheon and making arrangements for the Information Meeting.

### Cohort 18 Chooses Electives

Students in the Sport Management Program have a diverse set of goals and interests. In order to satisfy these needs, three six-week elective periods have been added to the curriculum to allow students to specialize and gain the necessary depth within their chosen area of expertise. Cohort 18 students recently voted on 20 excellent courses narrowing them down to the 6 courses that will be offered.

In the first elective period beginning in June, students will take either Revenue Development in Sport Management, taught by **Dr. Mark Nagel**, or Game Presentation & Entertainment in Sports, taught by **Joe Azzolina**.

Administrative Leadership in Intercollegiate Athletics, taught by **Bill Fusco** (C4), will be offered in the second elective period. **Tim Schultdt** will teach Beyond the 4 P's: Using Sports Marketing to Build Your Brand also in the second elective period. In the final elective period, students will choose between Sports and Sponsorship Marketing, with **Andy Dallin** and **Dave Almy** (C4), and Public Relations in Sport taught by **Shana Daum** (C1).

With Bill, Dave, and Shana, graduates of the Master's Program are well represented among the elective professors. Also, Mark Nagel earned a bachelor's degree from USF in Exercise & Sport Science before earning his Master's and Doctoral degrees from St. Mary's College and the University of Northern Colorado, respectively. We would like to thank them for giving back to the Program.



**Johanna Thomashefski**, C13, with her after-school lacrosse students from ER Taylor Elementary ([www.lacrosseforlife.org](http://www.lacrosseforlife.org))

### Leadership Quote

"Most people start by looking outward for a market, then trying to make themselves or a product fit. True success starts with your integrity- what you love, what feeds your deepest self- and extends that knowledge outward into the world. Engage in one kind of business and stick to it faithfully until you succeed, or until your experience shows you should abandon it. When a man's undivided attention is centered on one object his mind will constantly be suggesting improvements of value, which would escape him if his brain were occupied by a dozen different subjects at once."

-- P.T. Barnum

## 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. Rich Cellini** – Associate Director of Internships and Community Outreach  
**Dustin Roche, MA** – Program Assistant for Northern California Program  
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## Alumni News

- ❖ **Earl Koberlein, C3**, and his wife Mimi gave birth to their first children, twin boys Will & Jensen. He also recently began serving on the NCAA Men's Soccer Committee.
- ❖ **Cory Fish, C12**, welcomed Leah Samantha into the world on January 11<sup>th</sup>.
- ❖ **Nola Agha, C8**, had an opinion piece published in the February 9-15, 2004 *SportsBusiness Journal*. The article was titled "XXXVIII super for the testosterone set", and discussed Super Bowl advertising and presentation
- ❖ **Kevin Shevitz, C17**, is a proud new parent of a baby girl named Hailey Michele born on January 5<sup>th</sup>.

## Announcements

- ❖ The Sport Management Program reports an increase in applications to the Northern and Southern California programs for the cohort classes starting in July 2004. The increase in numbers is significantly higher at both campuses compared to this time last year.
- ❖ **Holidays:** Spring Break is the Week of March 15<sup>th</sup>. No classes will be held. Enjoy!!
- ❖ **Graduation:** Cohorts 17 and 4S graduate on May 21, 2004 at 6pm in St. Ignatius Church. Congratulations!
- ❖ **What Are You Up To?** Keep sending us news about yourself and a picture to be included in future issues.



## Welcome Cohort 20!!



**Mike Brin** - San Diego State  
**Marc Cavallero** - UCSB  
**James Charon** - Boston College  
**Jonathan Child** - Cal State Chico  
**Todd Ciardella** - Mariette College  
**Blaine Clemmens** - Aurora University  
**Gary Deeds** - San Diego State  
**Joseph Della Cella** - SF State  
**Jake Drohan** - SF State  
**Hemant Dua** - JNEC (India)  
**Lauren Dunnigan** - Lewis & Clark College  
**Todd Flournoy** - San Diego State  
**Jeong Beom Hahm** - Kon Kuk (Korea)  
**Clara Ho** - Texas A&M  
**James Huddleston** - USC  
**Katsuto Ichihara** - Ritsumeikan (Japan)  
**Melissa Ivankay** - Cal State Northridge  
**Heather Jones** - U of Oregon  
**Joshua Krefetz** - UC San Diego  
**CJ LaBoy Jr.** - St Mary's College  
**Brian Laurila** - Michigan State University  
**Chris Lilla** - UC Berkeley  
**Christina Low** - Pepperdine University  
**Drew Milam** - Santa Clara University  
**Cathy Moran** - Northern Illinois University  
**Joseph Mulford** - Cal State Chico  
**Adam Nieting** - Baylor University  
**Traci Peterson** - Lakeland College  
**William Pickthorn** - San Jose State/ UCLA  
**Robert Quan** - UCLA  
**Matt Riley** - Santa Clara University  
**Ginger Stewart** - U of Georgia  
**Sandra Tabata** - Cal Poly  
**Chrissy Yuen** - UC Davis  
**Krishna Zagura** - Stony Brook University