

### In This Issue:

What Goes Around Comes Around	P1
Students – Recent Internships & Jobs	P2
Alumni – Recent Job Changes	P2
Sport Management Updates	P3
Alumni & Student News	P4
Announcements	P4
Welcome Cohort 8S & 25	P4

## What Goes Around Comes Around

*"You make a living by what you get; you make a life by what you give" –Sir Winston Churchill*

I have been fortunate to be directly impacted by the community outreach efforts of professional athletes and teams throughout my life. While growing up in the Bay Area, I participated in the Oakland A's reading program, had the opportunity to meet outfielder Kevin Mitchell of the San Francisco Giants when he made a special visit to Children's Hospital, and am still humbled to have earned a scholarship on behalf of Doug Wilson of the San Jose Sharks. Those defining moments in my childhood are what continue to motivate me in my career today. And, I attribute the inspiration behind my master's project directly to these positive personal experiences.

Initially, my thesis was focused on the details and implementation of the Padres Foundation "BaseBall Gala" fundraiser. However, four months into it, the event was suddenly canceled. So there I was, January 2005, just over 4 months until graduation with no master's topic. Discouraged, yes, but what intrigued me, and led to the evolution of my project was seeking to understand the rationale behind the cancellation of the event.



I began to research how other team foundations were operated: what organizational structure and financial models were most effective, how ownership influenced the outreach programs, which types of fundraising events were beneficial, and what challenges the foundations face as they continue to grow. My master's project then became an in-depth analysis of the charitable foundations of professional teams. It focused on identifying the significant, influencing factors that ultimately affect their success and development.

The Sports Philanthropy Project appreciated my final thesis and posted a condensed version on their website in the fall of 2005. From that exposure, industry professionals and academics around the world contacted me with expressed interest in the conclusions drawn from my research. I've had a couple job offers as a direct result of my project, and am honored that my work was

**By Rebecca Robinson  
C05S**

referenced in a joint study completed by the MLB Office of Community Affairs and the Sports Philanthropy Project which was presented at the 2005 MLB industry meeting. My master's project has become a valuable, ongoing networking tool for me to continue to stay connected to, and learn about the evolving sports philanthropy industry.

It was also during this time that an opening became available with the Padres Community Relations department and I couldn't have been more excited. This was the opportunity that I had been hoping for since college. I applied for the position and with the endorsement of my current boss in the Sales department, I was fortunate to be offered the job. My official start date was March 1, 2006 and I am delighted to have completed my first season with the Padres Community Relations department.

Everything really does seem to come full circle, as I am now the one who is able to help create unique memories for children through the Padres community outreach efforts. It is truly an amazing experience and I am grateful to the USF Sport Management faculty for all of their encouragement and continued support.

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

**Lenli Corbett** C24 – Director of Ticket Sales and Promotions, USF Athletic Department

**Scott Wing** C22 – Inside Sales, Camelbak Hydration Systems

**Alque Ryans, III** C23 – Baseball Operations, SF Giants

**Michelle Alleyne** C25 – Building Supervisor, USF

**Joseph Bocuzzi** C7S – Intern, Long Beach Ice Dogs

**Kelsey Hicks** C25 – Intern, Sports Information Office, USF Athletic Department

**Sara Kinding** C7S – Event Coordinator, ASA Events

**Hiraki Sekine** C22 – Intern, Local Office Coordinator, FINA

**Mike Wagner** C7S – Marketing Intern, San Diego Chargers

**Mark Orlando, Josh Esquith and Adam Kinowski** C8S and **Sam Brown** C7S – Marketing Interns, LA Galaxy

**Adam Toyama** C24 – Intern, Suite Sales and Client Relations, Oakland Raiders

**Ryan Brown** C7S (& C23) – Season Ticket Sales, Golden State Warriors



**Pedro Rodrigues** C22 with his IMG colleagues where he interned as a Consultant. From left to right, **Donna Tripiano** C19, Account Executive, **Pedro Rodrigues**, **Sandra Tabata** C20, Account Executive, **Lauren Decker**, Account Executive, **Marc Reeves**, USF Adjunct Faculty, Account Director, **Darren Rankin**, Account Director.

**Ricky Pellum** C22 – Sales Marketing, Oakland Raiders

**Michelle Boone** C7S – Intern, Championship Events, West Coast Conference

**Tammy Carlson** C8S – Intern, AVP Manhattan Beach Pro Beach Volleyball Tour

**Brian Gray** C8S – Intern, Athletics Department, Cal State Dominguez Hills

**Estelle Collins** C8S – Volunteer, Indy 300 (10/19-22), Australia

**Kenji Quijano** C25 – Intern, USF Boxing

**Marcie Haduca** C24 – Intern, Sports Marketing, San Jose Sport Authority

**Jill Bartel, Tammy Carlson, Ashley Moeai** C8S – Interns/Volunteers, IronMan in Kona, Hawaii end of October

**Jeff Soklin** C8S – Intern, Fox Sports

**Ka'anela Inn** C8S – On-Air Promotions Coordinator, Fox Sports

**Takeshi Toyoda** C8S – Operations Intern, Summer Pro League

**Orlando Lugo** C8S – Marketing Intern, AVP Pro Beach Volleyball Tour

**Kyle Janzen** C25 – Intern, California Interscholastic Federation

**Jonathan Schulman** C8S – Intern, LA D-Fenders (NBDL)

**Flynn Ginty** C24 – Corporate Sales & Services Intern, for the 2006-2007 Warriors season.

**Amy Myers** C8S – Community Relations Intern, San Diego Chargers

**Jillian Ruppenstein** C25 – Intern, Mavericks Surf Ventures

**Jonathan Sandoval** C8S – Intern, Statistics, Anaheim Arsenal

## Alumni – Recent Job Changes



**Kurtis Matzkind** C6S – Marketing and Ticket Manager, UC Riverside Athletics Department

**Jeanine Haldi** C21 – Asst. Coach, Women's Volleyball, San Jose State University

**Kevin Carrera** C6S – Event Manager, Spectrum Sport Management

**Jordan Sharon** C21 – Media and Sales Coordinator, Score Television Network

**Akiyuki Karube**, C18 – Japan Baseball Association

**Pamm Hubbard** C6S – Assistant Athletic Director, University of Alaska - Fairbanks

**Orlando Lopez** C13 – Art Director, Torre Lazur McCann Ericson and International Group

**Gloria Lee** C4 – Assistant General Manager, Bally Total Fitness

**Bob Wilmot**, C14 – Ticket Sales Representative, Stanford Athletics

**Stephanie Jackel** C16 – Brand Management, Constellation Wines

**Scott McRoberts** C18 – Director of Operations, International Children Games

**Mitchell Adams** C12 – Program Manager, Flashback Camps

**Matt Atwell** C5S – Operations Coordinator, Kitsap Bluejackets

**JP Holland**, C12 – Owner, Holland Sports Properties LLC

**Joseph Della Cella** C20 – Assistant Coach, USF Baseball

**Brian Killgore** C13 – Owner, Little Fish PR

**Teresa Wang** C4S – Sports Information Director, Cypress College

**Jeff Williams** C21 – Tennis Instructor, Lomas Santa Fe Country Club

**Jason Weber** C4S – promoted to the Head Men's & Women's Swim Coach and Director of Aquatics, University of Chicago.

**Lesley Fong** C3S – Assistant Tournament Director for the NCAA March Madness Tournament held at San Diego State University.

**Craig Nolan** C3S – Teaching at Mesa Community College

**Chrissy Yuen** C20 – Coordinator of Medical Administration, San Francisco Giants

## Sport Management Updates

Want to see some of the Program Faculty outside the classroom? Newly appointed **Professor Andrew Choi** (along with Tom McDonald of the San Francisco Giants and David Alioto of the Oakland A's) will be presenting at the SF Chapter of American Marketing Association on Nov 16<sup>th</sup>. If you are interested in attending, check the website for details ([www.sfama.org](http://www.sfama.org)).

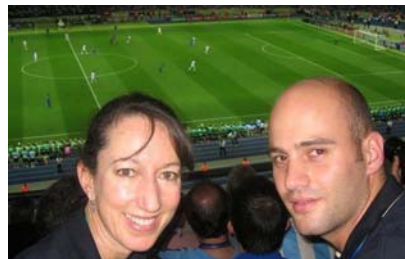
Tune in to hear **Professor Rich Cellini** broadcasting this Fall. You can catch him on Fox Sports or Sports USA Radio Network at the following dates/times:

10/07 – UNLV @ CSU, 3:30 p.m.  
 10/14 – New Mexico @ UNLV, 7 p.m.  
 10/21 – Air Force @ San Diego State, 5 p.m.  
 10/22 – Minnesota @ Seattle, 1:15 p.m.,  
 Sports USA Radio Network  
 10/28 – Wyoming @ TCU, 6:30 p.m.  
 11/04 – San Diego State @ Wyoming, 1 p.m.  
 11/05 – Cleveland @ San Diego, 1:00 p.m.  
 Sports USA Radio Network  
 11/11 – UNLV @ San Diego State, 6 p.m.  
 11/18 – New Mexico @ BYU, 2 p.m.  
 11/25 – TCU @ Colorado State 5 p.m.

**THANK YOU** to the following Alumni for giving back to the SM Program by attending Orientation or for being guest speakers on class night this summer:

**Mark Ryan** C11, Electronic Arts, Direct Marketing Specialist; **Christine Foster** C5S, UCSB Athletics-Women's Basketball, Operations Coordinator; **Jonathan Pauley**, C2S, Renegade Racing and Make-U-Fit Productions, Owner; **Shana Daum** C1, SF Giants, Director of Public Affairs and Community Relations; **Tracy Baca** C6S, LA Lakers, Customer Service Specialist; **Mitch Adams** C12, Flashback Camps, Program Director; **Erica Bakeman** C6S, Girls Scout Bakersfield, Communications Manager; **Pam Javandel** C19, GMR Marketing, Account Manager; **Ben Shapiro** C15, Golden State Warriors, VP Ticket & Premium Sales; **Jamie Minkler** C5S, Might Ducks of Anaheim, Marketing Coordinator; **Adam Requarth** C14, SVSE San Jose Sharks, Account Sales Manager; **James Shilkret** C4S, LA Galaxy, Marketing/Broadcast Manager; **Parimal Rohit** C6S, The Basketball Beat, Sports Writer; **Alex Cribbs** C6S, Speedo Sports Marketing, Athlete Services Coordinator; **Clara Ho** C20, SF Giants, Legal Assistant

Events, events and more events – our students have been busier than ever with the many sports events happening over the last few months. The World Cup had the nation and the world in soccer frenzy! **Takeo Honsho** C23, **Kevin Skabo** C21 and **TJ Baker** C4S were in attendance in Germany for the games (Kevin pictured below). A few of our USF students also worked The Dew Action Sport Tour and with USA Baseball.



**Kevin Skabo** C21 with his boss Lynn Blumberg at the World Cup, Olympia Stadion in Berlin. Kevin is the Account Coordinator & Database Manager for SportsMark Management Group.



**Marcie Haduca** C24 taking a moment before her freestyle event at the Dew Action Sport Tour, San Jose, September 7-10. Marcie and **Carianne Skinner** C23 were interns, **Ricky Pellum** C22 a volunteer and **Maritza Loyola** C23 was the Marketing Assistant for this event.



**Cathy Chang** C23 hanging out with the Taiwanese Baseball Team in NC after their last game of the International Friendship Series. Cathy found her internship with USA Baseball very rewarding.

Romance is in the Air – **Timothy Della Maggiore** C21 is engaged to be married on November 3<sup>rd</sup> to Carolyn Schultes, a USF undergrad working for the San Francisco Giants. **Jason Weber** C4S is engaged to be married on September 24<sup>th</sup>. **Adam Kinowski** C8S proposed to his girlfriend Nikki Reilly on July 1<sup>st</sup>. **Kurtis Matzkind**, C6S is engaged to Courtney.



Wedding Day bliss - **Matthew Sanger** C13 and his beautiful bride on their wedding day. **Scott Robson** C13 was also in attendance. The couple honeymooned in Marrakesh and Southern Ireland. Congratulations!



Lace up your sneakers for a great fundraiser – **Liz Elliott** C11 of Happy Fish Swim School is hosting the Second Annual Happy Fish Run for Education on October 15, 2006 in Fremont, CA. This is a 5K/10K walk/run to benefit the Fremont Education Foundation's Guy Emanuele Sports Fund. For more information on this event log on to [www.SwimHappyFish.com](http://www.SwimHappyFish.com) or sign up at [www.Active.com](http://www.Active.com).

**Ryan Wright** C4S is currently teaching at Concordia University, Irvine. The Course is titled Organization & Management of Sport and he's always looking for guest speakers in the profession. You can contact him at [ryanwright32@hotmail.com](mailto:ryanwright32@hotmail.com).

## USF Sport Management

**Dr. Stan Fasci** – Director of Administration  
**Dr. Dan Rascher** – Director of Academic Programs  
**Peggy O’Leary, MA** – Senior Associate Director and Administrator of Southern California Program  
**Dr. Jeremy Howell** – Associate Professor  
**Dr. Rich Cellini** – Assistant Professor  
**Dr. J. Andrew Choi** – Assistant Professor  
**Maria Palmo** – Program Assistant for Northern California Program  
**Cheryl Brier** – Program Assistant for 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](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

- ❖ **Derek Dunn**, C1S was married April 8, 2006 to Jennifer
- ❖ **Lonni Wilson**, C10 alum, and his wife welcomed their baby boy in May!
- ❖ **Sara-Mai Conway**, C4S was married 6/17 to Guillermo and they honeymooned in Brazil
- ❖ **Orlando Lopez**, C13 He and his long time girlfriend Ana, were married back in October.

## Announcements

- ❖ **Sabrina Karras**, Program Assistant for Southern California Program accepted an Executive Assistant position with Chapman University.
- ❖ We would like to welcome **Cheryl Brier** as the new Program Assistant. Her previous experience includes Harvard Business School (Faculty Assistant) and New Balance Athletic Shoe, Inc. (Product Development & Marketing Promotions).
- ❖ **Dan Brewster**, former Southern California Program Instructor, accepted the position as the Director of Marketing for NHL’s Phoenix Coyotes.
- ❖ **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!
- ❖ **What Are You Up To?** Keep sending us news about yourself and a picture to be included in future issues.

## Welcome to the Program Cohorts 8S & 25!



**Dimitry Artamonov** – San Diego State University, **Robbie Aylesworth** – UC Berkeley, **Jill Bartel** – University of Washington, **Tammy Carlson** – Western Washington University, **Estelle Collins** – Cal State Long Beach, **Josh Esquith** – USC, **Adrian Garcia** – Occidental College, **Brian Gray** – University of Washington, **Ka’anela Inn** – UC Santa Barbara, **Mike Iwamasa** – UC Irvine, **Sean Kelly** – University of Missouri, **Adam Kinowski** – University of Wisconsin, **Jonathan Labastida** – UC Santa Barbara, **Ted Liebel** – UCLA, **Orlando Lugo** – Loyola Marymount University, **Colleen McDonald** – Loyola Marymount University, **Meghan McGarry** – Cal State San Bernardino, **Justin Miller** – Cal State Fullerton, **Ashley Moeai** – BYU-Hawaii, **Alex Montoya** – University of Notre Dame, **Amy Myers** – University of Arizona, **Mark Orlando** – Cal Lutheran University, **Erica Pacheco** – UC Berkeley, **Tasso Panopoulos** – Boston University, **Mike Rorabaugh** – Azusa Pacific University, **Jonathan Sandoval** – UCLA, **Jonathan Schulman** – San Diego State University, **Tiffany Skoug** – San Diego State University, **Jeff Soklin** – UC Santa Barbara, **Janelle Thompson** – University of Arizona, **Takeshi Toyoda** – Kanagawa Institute of Technology, **Adam Westrich** – Cal Poly San Luis Obispo, **Edwin Zane** – USC.



**Michelle Alleyne** – Andrews University, **James Beer, II** – USF, **Andrew Blumberg** – University of Oregon, Eugene, **Patrick Carlson** – CSU Sonoma, **Anastasia Cesmat** – Belmont University, **Wei-Ping Chang** – National Cheng Chi University, **Brandy Clark-Smith** – UC Santa Cruz, **Kenya Davis** – Mills College, **Christopher Dorazio** – UC Davis, **Timothy Hardy** – USF, **Alesia Harris** – USF, **Kelsey Hicks** – UCLA, **Kyle Janzen** – Western Washington University, **Adam Kincaid** – University of Nevada, Reno, **Carrie McCobb** – Wellesley College, **Arman Medina** – USF, **Megan Minnick** – CSU Monterey Bay, **Nicolas Owen** – UC Santa Cruz, **George Pappas** – USC, **Stacey Pizzio** – SFSU, **Jin Pyun** – Southern Methodist University, **Kenji Quijano** – USF, **Paul Ratner** – SFSU, **Jillian Ruppenstein** – UC Santa Cruz, **Eric Smith** – Loyola Marymount University, **Renée Stribling** – USF, **Atsushi Takahashi** – Nippon Sport Science University, **Masahiro Takano** – Tokyo Gakugei University, **Rachel Thomas** – USC, **Gladys Torres** – International American University of Puerto Rico, **Troy Vann** – CSU Hayward, **Terence Wan** – UC Irvine, **Elaine Williams** – Rockhurst University, **Jesse Zitrin** – Emory University