FROM THE BENCH

Change and transition—all organizations and industries experience it. This past year, RMU’s Sport Management program celebrated a milestone anniversary of 35 years. As of Aug. 1, 2011, Sport Management is again a separate academic department. Additionally, Robert Morris has designated Sport Management as a university signature program. President Gregory Dell’Omo and School of Business Dean Derya Jacobs have charged the sport management faculty, advisory board, and alumni with moving the department to an elite level of academic quality and national reputation.

Currently our strategic plan for the next five years is being developed and will be presented to the administration this fall. Curriculum changes at the undergraduate and graduate levels along with new industry and community outreach programming initiatives are included in the plan. The challenge is meeting the current sport industry business cycle and environments, as well as the applications of new technologies and growth of social networking sites. As always, our top priority and focus is with our students and their professional preparation as future sport business professionals. We will continue to make this a priority to assist them to enter the industry and have successful careers as innovators and leaders. Finally, the core values of combining theory and professional practice with engaged learning opportunities will continue to be the foundation of our educational pedagogy.

In closing, we need commitment, feedback, involvement, and support from all of our stakeholders. This can be through joining our sport management LinkedIn network, participating in our annual Sport Management Student Career Conference, joining our alumni focus group, letting us know of internship or placement opportunities, and helping recruit future students. Also, your financial support is important. Currently we have four endowed scholarship funds designated for the Sport Management Department. They are the Sport Management Scholarship Fund, the Susan Hofacre Scholarship Fund for Sport Management, the David P. Synowka Scholarship Fund for Sport Management, and the Endowed Sport Management Fund for Student Activities. Please consider making a contribution to one of our scholarship funds.

If you would like to be involved, please contact me at synowka@rmu.edu or 412-397-6388. As always, thank you all for your help over the past 35 years. We look forward to hearing from you.

David Synowka, Ph.D.
Department Head of Sport Management
The 8th Annual RMU Student Sport Management Conference is scheduled for Friday, Oct. 7, 2011, on the Moon Township campus at the Sewall Center for Leadership. If you are interested in participating in or supporting the conference, please contact David Synowka at 412-397-6388 or synowka@rmu.edu.

The 6th Annual Susan Hofacre 5k Walk/Run will be held on Saturday, Nov. 5, 2011 on the RMU Moon Township campus. Proceeds from this event support the Susan Hofacre Endowed Sport Management Fund. If you are interested in participating in or supporting the race, please contact John Clark at 412-397-6378 or clarkj@rmu.edu.

Please send your nominations and supporting materials for the RMU Sport Management Hall of Fame before June 22, 2012. The Hall of Fame criteria and categories are listed below:

1. Distinguished alumni
2. Sport management industry leader who has had a profound impact on sport management education at RMU
3. Professional external supporter who created a valued impact on the program
4. Faculty/University member contributor of note

The nominees are reviewed and voted on by the sport management advisory board and faculty. The inductees are presented a Sport Management Hall of Fame ring at the RMU Sport Management Student Conference Reception.

RMU Sport Management Hall of Fame Nomination Form

Nominee Information

Name  RMU Grad Year
Title, Employer
Address
City  State  ZIP
Phone  E-mail

Nominated by
Phone  E-mail

Reason for Nomination

Please return this form and supporting materials before June 22, 2012 to David Synowka, Robert Morris University, 6001 University Boulevard, Moon Township, PA, 15108.
Alumni Corner  Linda (Wiesen) Trocano (BSBA '91, MBA '98)

Linda (Wiesen) Trocano is the vice president of account services at Next Marketing, an experiential marketing agency that specializes in sports, event, mobile, and channel marketing based in Atlanta, Ga. During her 12 years at Next Marketing, Trocano has worked on numerous client accounts and projects including the Krispy Kreme mobile marketing tour, AOL’s NASCAR program, the Monterrey (Mexico) CART open-wheel race, and Hewlett-Packard’s mobile and channel marketing campaigns.

Linda started her career as an intern with Championship Management Group, where she worked on the LPGA’s Phar-Mor Million Dollar Championship events. While with Championship Management Group, Linda played an integral role in re-building the LPGA’s event in Youngstown, Ohio, following the departure of its title sponsor. She moved on to the Thomas Management Group and was promoted to the tournament coordinator for the Giant Eagle LPGA Classic, where her responsibilities included managing all aspects of the tournament including operations, staffing, publications, administration, sponsorships, and ticket sales. Linda also led several special projects including a tournament economic impact study, creation of a clinic for physically challenged golfers, and a credential accountability process. During her tenure, the Giant Eagle LPGA Classic went on to become one of the top five most successful events on the LPGA Tour.

Currently Linda resides in Atlanta with her husband Steve (a Pittsburgh native) and their two children, Annalise and Sam.

Her most memorable educational experiences at Robert Morris were the numerous hands-on experiences such as conducting surveys in advance of Pittsburgh Pirates games, doing telemarketing for the Cleveland Cavs, and working the press box for the 1990 NLCS and running the SMA Team Handball Tournament.

Linda’s advice to RMU sport management alums: Leverage the RMU network of professionals and value the advantage you have in the industry due to your business degree from RMU.

Photo Album  Sport Management Student Activities

[Images of various events and activities involving sport management students and alumni]
RMU Sport Management 35th Anniversary

The Sport Management Department celebrated its 35th anniversary in conjunction with the 7th Sport Management Student Conference during Homecoming Weekend 2010. A highlight of the weekend was a roast of Dave Synowka, department head and professor of sport management. Over 100 alumni, colleagues, students, friends, and alumni attended the event. Among the roasters were former sport management faculty members Albert “Skip” Applin, Bill Sutton, and Steve Hardy; RMU sport management alums, Kevin Colbert (Pittsburgh Steelers), Vic Gregovits (Cleveland Indians), and Jaima Schiffer (Dallas Cowboys), along with RMU President Gregory Dell’Omo.

Over $13,000 was raised for the Sport Management Endowed Student Activities Fund. A surprise of the evening was the university honoring Synowka by naming the Sewall Center Athletic Training Room in his honor. Synowka began his career at Robert Morris as the first athletic trainer for the Division I program, along with his appointment to the sport management faculty.

Special thanks goes to Vic Gregovits, Angela Churchill, Harry Leckemby, Dave Perricone, Jaima Schiffer, and Lyle Abbott for their hard work in planning and organizing the celebration. You can catch some highlights of the event here: www.youtube.com/watch?v=96UicfkGvbU.

Also at the event, RMU sport management alumni, faculty, and industry contributors were inducted into the RMU Sport Management Hall of Fame. The 2010 class includes sport management alums Harry Leckemby (BSBA ‘87) and Steve Swetoha (BSBA ‘86); industry leader and program contributor Michael Doherty (chair of the Sport Management Advisory Board); Albert Applin, founding department chair of sport management/former director of athletics at RMU; and Dave Synowka, department chair of sport management.

Photo Album Congratulations to the 2010 Class RMU Sport Management Hall of Fame

2010 Sport Management Hall of Fame
From the Industry

For years now, RMU sport management faculty and alumni have taken part in one of the best industry conferences in North America, the National Sports Forum (NSF). Each year, top sports team and property marketing, advertising, sales, and sponsorship executives from well over 100 professional and collegiate teams, auto racing teams, and horse racing organizations, meet at the NSF in late January/early February to discuss current and relevant issues. Next year’s meeting is scheduled for Oklahoma City, Okla., on Jan. 30—Feb. 2, 2012. For more information on the conference visit www.sports-forum.com.

In addition, the NSF offers a great one-page e-zine that’s 100% free to interested readers. Called "Selling It…," it’s published bi-weekly with each issue featuring an existing sales, sponsorship, advertising, and/or fan entertainment idea currently underway in the sports industry. You can access the latest issue at: http://sports-forum.com/sellingit/currentissue. If you want to automatically receive upcoming issues delivered straight to your inbox, click on the "Subscribe" button and enter your contact information.

On the Move

Caleb Shreve (BSBA ’12) Group Sales Manager, Myrtle Beach Pelicans
Michael Greenlund (BSBA ’11) Conference Program Manager, AMM Events
Paul Dittrich (BSBA ’11) Sales Associate, Atlanta Hawks
Erik Kaminski (Sport Management, MS in Ed Leadership ’11) Director of New Media & Communications, Northeast Conference
Josh Keil (BSBA 2011) Counselor -Summit Academy
Simone Southwell (Sport Management, MS in Ed Leadership ’11) Account Executive at Madison Square Garden
Sabrina Wallasch (BSBA ’11) Ticket Sales Affiliate, Phoenix Suns
Ron Brent (BSBA ’10) Customer Service Representative, Pittsburgh Pirates
Bobby Freese (BSBA ’10) Box Office Assistant, Bowie Baysox
Alexandra Layman (BSBA ’10) Account Executive, Group Sales and Service, Pittsburgh Pirates
Pete Nugent (BSBA ’10) Pro Shop, Pittsburgh National Golf Club
Ryan McLane (BSBA ’09) Marketing and Promotions Director, Utah State Athletics Department
Evie Cutshaw (BSBA ’08) Editorial Assistant, Susan Tabak LLC
Jared Myczyk (BSBA ’08 & MBA ’10) Head Equipment Manager, Mississippi RiverKings
Morgan Beikirch (BS in Education, minor in sport management ’09) Graduate Assistant Hockey Coach, SUNY Cortland
Ben Coburn (BSBA ’09) Inside Sales Associate, Cleveland Indians
Matt Hastings (BSBA ’09) Director of Sales, Ohio Machine, Indoor Lacrosse
Maurice Wharton (Sport Management, MS in Ed Leadership ’09) Asst. Athletic Director - Ticket Operations, Rice University
Dave Yokitis (BSBA ’08) Assistant Golf Pro, Butler Country Club
Armand Buzzelli (Sport Management, MBA ’06) promoted to Director of Campus Recreation, Robert Morris University
Mark Anderson (BSBA ’06) Assistant Manager, Reservations & VIP Services, Hershey Entertainment & Resorts
Stephen Toutsi (BSBA ’06) Manager, Group Sales and Promotions, Department of Athletics, Towson University
Mike Gillespie (BSBA ’05) Retail Event Manager & Special Project Manager, STAPLES Center & Nokia Theatre LA LIVE, AEG Worldwide
Mark Melago (BSBA ’05) Account Executive, Clear Channel
Robert Williams (MSNP ’05) Assistant Director, Chester County Parks and Recreation
Megan De Porter (BSBA ’04) Community Relations Specialist, Cisco Systems
Andy Heinlein (BSBA ’04) Events Manager, Golf Galaxy
Patrick Pierson (BSBA ’04) Director of Sports Information, Florida Gulf Coast University
Web Yeardie (BSBA ’04) promoted to Conference & Facility Services, Robert Morris University
Leah Lasko (BSBA ’03) Engagement Manager, Healthways, Pittsburgh
Gregory Lang (BSBA ’01) Warehouse Supervisor, (REI) Recreational Equipment Inc.
Scott Kuskoski (MS ’02) Senior Associate, AP for Development/Major Gifts Officer, University of Denver
Angela Churchill (BSBA ’01) promoted to Manager, AMM Events
Matthew Millet (BSBA 1999) Corporate Sales Director/Department of Athletics, University of Wisconsin-Milwaukee
Gwen (Leidy) Sims (BSBA ’99) Sourcing Manager and Project Manager, Maxvantage
John Fisher (BSBA ’98) promoted to Senior Vice President, Ticket Sales and Marketing, Arizona Diamondbacks
Bill Levy (BSBA ’94) Director Special Projects, Lake County Captains
Dan Merenick (BSBA ’93) Membership Associate, YMCA Fairfax County Reston
Mike Szul (BSBA ’98) Associate Director of Athletics for Business Operations, West Virginia University
Bill Snider (BSBA ’97) Senior eCommerce Analyst, Golf Galaxy/Dick’s Sporting Goods
Paul Fink (BSBA ’95) Manager of Hockey Technology, San Jose Sharks
Daniel Philipp (BSBA ’95) President, Genesis Athletic Consulting
Jennifer Stefani (MBA ’94) Senior Director, Affiliates Marketing at NBC Universal
Israel Negron (BSBA ’92) Director of Community Relations, Washington Nationals
Dave Perricone (BSBA ’90) Assistant Professor of Sport Management, Centenary College, NJ
Joe Brinksy (BSBA ’88) Regional Support Manager, ClubCom Inc.
Donald Smith (MS in sport management ’88) promoted to Associate Vice President for University Sponsorships, Robert Morris University
RMU Sport Management Update

To kick off the new school year (Sept. 2010), over 60 students attended the traditional freshmen and transfer Sport Management Orientation meeting. New students to the program learn about internships, part-time jobs, and volunteer positions on campus. Representatives from the RMU Department of Athletics, Island Sport Center, Conference & Facilities Services, Campus Recreation, Development, and Alumni Relations, along with the Academic Media Center talked about engaged learning and professional development opportunities. Students also met the sport management faculty and were invited to join the Sport Management Association. John Somsky represented the Sport Management Advisory Board and talked about the value of personal and professional development.

In October, 2010, Bill Schmidt, president of Pegasus Sport Marketing, former vice president of Gatorade Worldwide Sports Marketing, and CEO Oakley INC served as the keynote speaker for the 7th Annual Student Sport Management Career Conference. Over 150 students and faculty representing 10 different universities and colleges attended the conference. The purpose of the conference is to provide students the opportunity to learn about sport management careers and to network with industry professionals.

Another highlight of the day was the “Murray Hour” featuring Murray Cohn, vice president of team ticket sales for the NBA. Cohn’s key point was his “elevator speech” approach to the conference attendees. The event featured 38 industry speakers (many of whom are RMU sport management alums) representing 36 organizations including the Pittsburgh Penguins, Pirates, and Steelers; the Dallas Cowboys, Dick’s Sporting Goods, the New Orleans Hornets, the Cleveland Cavaliers and Indians, the NBA, and the University of Pittsburgh Department of Athletics.

The Student Sport Management Association (SMA) enjoyed another great year! Special thanks to the following SMA officers:

**President:**
Caleb Shreve (fall) / Mela Moatz (spring)

**Executive VP/VP of Special Events:**
Jessica Caldeirone & Sabrina Wallasch (fall) / Corey Beynon (spring)

**VP of Professional Development:**
Joe Kramer (fall) / Shannon Glantz (spring)

**VP of External Relations:**
Brandon Hribik (fall) / Chantal Primeau (spring)

**Secretary:**
Mela Moatz (fall) / Henry Milstead (spring)

**Treasurer:**
Danny Peddicord (fall)

SMA was quite active with guest speakers from SMG, the Dick’s Sporting Goods Pittsburgh Marathon, the Washington Wild Things, and the Columbus Blue Jackets. Special thanks also this year to the faculty co-advisors, Artemisia Apostolopoulou, Ph.D., and David Synowka, Ph.D.

In November 2011, John Clark and Scott Branvold led a group of sport management students in organizing, selling, and implementing the 5th Annual Susan Hofacre 5K Run/Walk, which had a turnout of 80 plus runners and walkers. John Hofacre (Susan’s brother) represented the Hofacre family along with Andrew Stockey (WTAE News Anchor) serving as Master of Ceremonies. The proceeds from this event support the Susan Hofacre Endowed Sport Management Scholarship Fund.

During the 2011 spring term, John Clark, Artemisia Apostolopoulou and a group of RMU sport management junior and senior students attended the 7th Annual Mount Union Student Sport Sales conference in Cleveland. Students representing RMU sport management were Paul Dittrich, Kory DuMond, Brian Gayso, Michael Greenlund, Raymond Johns, Timothy McDonough, Chantal Primeau, and Matthew Schaaf. Dittrich secured employment with the Atlanta Hawks/Philips Arena, and internships were secured by Kory DuMond with the Columbus Blue Jackets, and Chantal Primeau with the Tulsa Shock.

In March 2011, John Clark, Ph.D., faculty advisor, and the following sport management students and alumni served as committee chairs/directors for the Western Pennsylvania Special Olympics Bowling Competition. This is the 10th consecutive year that RMU sport management students have coordinated this event, which features over 350 athletes at three venues (Mount Lebanon Bowling Lanes, Noble Manor Lanes, and Canevin High School). The following RMU students and alumni participated:

| Event Director | Amanda Musser |
| Competition Chair | Corey Beynon, Mike Jandrasits, Caleb Shreve |
| Public Relations Chair | Amanda Fiedler |
| Awards Chair | Nicole Chapman |
| Volunteer Chair | Katie O'Dowd |
| Ceremonies Chair | Mike Greenlund |
| Medical Food Chair | Mary Kate O'Hear |
| Food Chair | Shanna Ragan |
| Registration Chair | Mela Moatz |
| Transportation Chair | Nick Strong |
| SOPA Liaison | Mike Ermer |
| Signage Chair | Brittany Sopko |

Also special thanks and kudos are extended to Artemisia Apostolopoulou, Ph.D., and Scott Branvold, Ph.D., who also assisted in working the event; John Tucci, maintenance department, who has opened the games from 2003-2011 with the National Anthem; Charlie Batch, Pittsburgh Steelers quarterback, who provided the opening and welcoming remarks for the competition; Chris Shovlin, the radio voice of RMU Colonial Athletics, who was the master of ceremonies; the RMU Women’s Ice Hockey Team, which assisted in the medals ceremony along with RMU sport management alumna Kathy Guy ‘86 from the Pennsylvania Special Olympics. Also a special thanks to all other students from the schools of business, nursing, and other RMU students who volunteered for this event.

In April, the Sport Management Association hosted the 2nd Annual RMU Mini Golf Tournament at the Island Sports Center. Despite threatening weather, the event had over 50 golfers and raised $450 for the SMA. Special thanks to all for their great work in running the event, including Armand Buzzelli (sport management, MBA ’06) director of campus recreation, for his role as an advisor and mentor for the group along with Kristin Brewer (BSBA ’11).

Remember: RMU will be hosting the NCAA Frozen Four in 2013 at Consol Energy Arena! More details to follow.

Sport Management Student Recognition

The following sport management Majors and Minors have been recognized by being named to Who’s Who in American Colleges and Universities for 2011: Jeremy Bittner, Jessica Caldeirone, Michael Greenlund, Joseph Kramer, Chantal Primeau, Caleb Shreve, Keith Smith, and Sabrina Wallasch.

Shannon Glantz, a junior from Kennedy Township pulled off a “Triple Crown” effort this past spring term. Shannon was recognized as the 2011 RMU Woman of the Year, the 2011 Outstanding Sport Management Student, and was the recipient of the 3rd annual David Synowka Sport Management Endowed Scholarship. Her awards were based on academic achievement as well as her involvement in the community, university, and industry.

In May, Brian Gayso, a sport management senior, was recognized for his academic achievements and his community, industry, and university service by being selected as one of the 2011 Presidential Award Recipients.
**Sport Management Advisory Board Update**

Mark Acerni and John Somsky retired from the sport management board this spring. Mark and John were founding members of the advisory board in 2004. Their leadership and, most important, their support of and interaction with the RMU sport management students was extensive and involved. We extend our thanks and appreciation for their efforts. New members joining the advisory board this year are: Dan Caradone, director of athletics and activities for North Hills High School; Jim Earle, assistant vice chancellor for business at the University of Pittsburgh; and Patrice Matamoros, director of Dick’s Sporting Goods Pittsburgh Marathon.

**Faculty Updates**

Scott Branvold, Ed.D., mentored sophomore CIS major Maxwell Morrow in the further development of the Sports Management Simulator program (SMsim). The program includes simulated budgets, estimated revenue, scholarships, eligibility levels, and even the level of competition for the revenue generating sports and is used as an in-class instructional tool to help teach sport management students. The SMsim program allows students to get the feel of how difficult it is to manage all of the different aspects of an athletic program at a collegiate level for three consecutive years. Morrow also worked with the RMU Information Technology Department during the summer of 2010 in perfecting the program. This past spring Maxwell won first place in the programming category in the Consortium for Computing in Undergraduate Education Student Technology Forum held at IUP.

John Clark, Ph.D., traveled Slovakia to in his role as MBA director and as part of a university team to expand international education learning opportunities for the university.

Artemisia Apostolopoulou, Ph.D., supervised sport management senior Brian Gayso’s honor thesis titled “Sponsorship goals and activation strategies in the National Hockey League,” which was accepted for presentation at the annual conference of the European Association for Sport Management (Madrid, Spain, Sept. 2011). Also, Dr. Apostolopoulou and Matt Biggers from the NBA’s New Orleans Hornets, co-authored “Positioning the New Orleans Hornets in the ‘Who Dat’ city,” which was published in the December 2010 issue of Sport Marketing Quarterly. This paper was also used in the student case study competition of the Sport Marketing Association conference (New Orleans, La., Oct. 2010).

David Synowka, Ph.D., has been appointed Academic Head for the Sport Management Department, effective Aug. 1, 2011. This past year he continued his work with Seaver Marketing Group for the National Sports Forum with the Sport Management Graduate Case Study competition.