FROM THE BENCH

This past spring, a number of the Robert Morris University Sport Management alumni expressed their desire and commitment for a higher level of involvement with and support of the department. The impetus for this movement has developed over the years in our excellent educational preparation as students that assisted greatly with our success as business professionals within the sport, recreation and entertainment industry. As a university signature program, our group is now exploring ways to assist this initiative along with creating a legacy to the RMU sport management community.

Our engagement as SM alumni has grown to being a major part of the annual Sport Management Student Career Conference, now in its ninth year; the establishment of a RMU Sport Management Alumni LinkedIn site with over 300 plus members; as well as being part of a five-year reunion event cycle, which has allowed us to provide financial support for endowed scholarships and related student activities. Additionally a number of alumni/ae have been involved as professional industry mentors for RMU students as well as providing professional practice experiences in and outside of the classroom with projects along with internship opportunities. All of these efforts are greatly appreciated and valued by the faculty and students.

With the on-going changes in the industry regarding the integration of technology, emerging business models along with increasing high profile professional and ethical issues, there are a number of opportunities as alumni to support the Department of Sport Management, its students and its faculty. As stakeholders we should assist with curriculum revision and continue to support the professional development of our future industry colleagues. Also this year, when you are contacted by the university, please consider making a donation and designating it to the Department of Sport Management.

Dave Synowka, along with the Sport Management Faculty and Advisory Board, will begin to implement a five-year strategic plan. Please contact Dave at synowka@rmu.edu or at 412-397-6388 if you would like to be involved. In closing, thank you and best wishes to all of you!!

Harry Leckemby Jr. ’87
RMU Sport Management HOF / SM Advisory Board Member
Director, Sports and Athletic Sales at Bookmygroup
**SPORT MANAGEMENT SCORE BOARD**

The 9th annual RMU Sport Management Student Conference is scheduled for Friday September 28, 2012 on the Moon Campus at the Sewall Center for Leadership. If you are interested in participating in or supporting the conference, please contact Dr. David Synowka at 412-397-6388 or synowka@rmu.edu.

The 7th annual Susan Hofacre 5k Walk/Run will be held on November 3, 2012 on the RMU Moon Campus. The 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 21, 2013**. The Hall of Fame criteria and categories are listed below:

1. **Distinguished alumnus**
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.

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**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 21, 2013** to David Synowka, Robert Morris University, 6001 University Boulevard, Moon Township, PA, 15108
Bill Miller is in his 15th year with the National Hockey League and is the Vice President of Special Events and Entertainment. During his tenure at the NHL, Bill has worked primarily on the All-Star game and Entry Draft event as well as with the Stanley Cup playoffs. His biggest challenge is keeping things fresh with the All-Star game and NHL Draft by constantly evaluating new ideas and programming for these signature events. His team brainstorms with sponsors and the NHL Corporate Marketing staff to develop sub-events to actively engage the advertisers and the event-goers. This June, Bill was in town at the CONSOL Energy Center for the 2012 NHL Draft and enjoyed the success of another spectacular event.

Bill started his career as the Director of Public Relations with the Erie Golden Blades of the AHL and later moved to the Atlantic 10 Conference as an administrative assistant. He moved back into pro hockey in 1988 as the Director of Media Relations for Adirondack Red Wings AHL. In 1993, Bill joined the Pittsburgh Penguins as the Director of PenVision and after a year was promoted to Director of Event Marketing. His work with the 1997 NHL Entry Draft event, which was held at the Civic Arena and hosted by the Pittsburgh Penguins, impressed the League officials so much they brought him on board to the league office in New York City to lead the special events area.

Currently, Bill resides outside of NYC with his wife of 19 years, Michele and their two children, Andrew (16) and Katie (13). His most memorable educational experiences at Robert Morris were the numerous hands-on experiences such as working in the Department of Athletics, putting together the President’s Cup Basketball Event at Robert Morris as well as being an active member of the Alpha Chi Rho fraternity.

Bill’s words of wisdom for Sport Management students: “Put in the time, do the grunt work. Don’t aim too high when you’re first getting into the business. Some Sport Management majors tend to think they’re going to fall into an Assistant GM position right out of college. The internships and the entry-level positions are where you’ll learn the most, where you’ll be most challenged and where you just might catch the right person’s eye. Remember that, first and foremost, it is a business. Robert Morris has equipped you with the tools to succeed, now it’s up to you to put in the sweat equity.”
In Memoriam—Marco Giovengo

In Memoriam—Marco Giovengo, a senior Sport Management student from McCandless Pa., passed away suddenly on March 16, 2012 in his Lexington Hall apartment. Marco lived with muscular dystrophy and other medical challenges, but he lived his life to the fullest. Over his university career, Marco was a drummer in the marching and pep band, a member of the 2011 homecoming court, a member of the Phi Sigma Kappa Fraternity, and an active member of the Sport Management major. As a senior at North Allegheny High School, he raised thousands of dollars for the Muscular Dystrophy Association and received the President’s Volunteer Service Award by George W. Bush. Marco’s ambition in life was to become the General Manager of the Pittsburgh Pirates. Marco was well liked and had many friends on campus and in the Sport Management program. On behalf of the RMU Sport Management family, we extend our deepest condolences to his parents, Donna and Jude Giovengo, his sister Diandra, and his grandparents, Robert and Cathy Iannelli.

Marco’s family has established a scholarship fund at RMU in his name. You can donate to the fund at rmu.edu/MarcoMemorial.

Photo Album

RMU Sport Management Association Field Trip to CONSOL Energy Center
From the Industry

For years now, SM faculty and alumni from Robert Morris University have taken part in one of the best industry conferences in North America, The National Sports Forum. Top sports team and property marketing, advertising, sales and sponsorship executives from well over 100 professional and collegiate teams, auto racing and horse racing organizations meet each year in late January to discuss current and relevant issues. Next year’s meeting is scheduled for Orlando, Fla., January 28-30, 2013. (For further information on the conference, visit sports-forum.com.)

In addition, the NSF also offers up 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. (And if you want to automatically receive upcoming issues delivered straight to your inbox, you have only to click on the “Subscribe” button when you go up to read the latest issue and enter your contact information.)

On the Move

Travis Bromer (BSBA 2012) Event Operations Intern (Post Grad) at PSSI Stadium LLC
Shannon Glantz (BSBA 2012) Program Director, PRO Martial Arts
Tim McDonough (BSBA 2012) Inside Sales Representative, Columbus Blue Jackets
Mela Moatz (BSBA 2012) Group Sales Associate, Cleveland Cavaliers
Chantal Primeau (BSBA 2012) Account Executive-Inside Sales, Monumental Sports & Entertainment
Caleb Shreve (BSBA 2012) Law School, University of Richmond
Stacy Stefanowicz (BSBA 2012) Ticket Sales Representative, Orlando Magic
Cassandra Stein (COMM, SM minor, 2012) American Golf Association Communications
Michael Wagner (BSBA 2012) Graduate Assistant Sports Information, Department of Athletics, Robert Morris University
Elizabeth Wenger (BSBA 2012) Graduate Assistant Women’s Golf Coach, Department of Athletics, Mount St. Mary University
Jessica Calderone (BSBA 2011) Graduate Assistant Frozen Four Coordinator, Robert Morris University Department of Athletics
Brandon Hribik (BSBA 2011) Inside Sales Representative at Chicago Fire Soccer Club
Benjamin Konecheck (BSBA 2011) Pro Shop Associate at Quicksilver Golf Club
Whitney Pappas (COMM, SM minor, 2011) Community Relations & Game Day Operations Manager at Johnstown Tomahawks
Tyler Warden (BSBA 2011) Coordinator of Compliance Student Services – Bucknell University
Matthew Wynn (BSBA 2011) AEG Post Graduate intern, CONSOL Energy Center
Brad Barber (BSBA 2011) Assistant Coach, Men’s Lacrosse, Frederick, Maryland
TJ Brown (BSBA 2010) Account Executive, Pittsburgh Power
Erica Schmidt (BSBA 2010) Compliance Coordinator, Department of Athletics, Stetson University
Brock Arter (BSBA 2011) Sales/Service at Chesapeake Spas Inc. & Assistant Men’s Lacrosse Coach at Archbishop Spalding High School
Ronnie Brent (BSBA 2010) Assistant Golf Professional & Outside Services Manager at Pittsburgh National Golf Club
Ben Coburn (BSBA 2010) Inside Sales Representative, Houston Rockets
Emily Radawiec (SM MSED Lead 2010) Event Manager at George Mason University
Timothy Cavanaugh (MBA 2009) Assistant Director of Football Ticket Operations-University of Alabama
Jillian Howley (BSBA 2008) Head Women’s Lacrosse Coach at Lake Erie College
Christopher Crole (SM MSED Lead 2008) Owner/Fitness Professional at Chris Crole Fitness
Erik Kaminski (SM MSED Lead 2008) Director of New Media & Communications at Northeast Conference
Michael Moore (BSBA 2008) Director of Ticket Operations at WMAB, Tulsa Shock
Rachel Cibulas (BSBA 2007) Women’s Lacrosse Head Coach at Adrian College, MI
Jason Kobeda (BSBA, 2007) Ballpark Maintenance Manager, Pittsburgh Pirates
Sean Buzzard (SM MSED Lead 2007) Head of Training and Program Development at Up and Running Sports LLC
Jaima Schiffer (BSBA 2005) Manager, CRM Development, Legends Sales & Marketing, Dallas, Texas
Megan De Porter (BSBA 2004) Community Relations Program Manager, Cisco Systems Raleigh-Durham
Dave Schleter (SM MBA 2004) Manager, Corporate Partnerships Sales at Memphis Grizzlies
Scott Koskoski (MS/MBA 2002) Director of Athletics, Chatham University
Angela Churchill (BSBA 2001), Marketing Manager, Comcast Business Services
Matt Kneller (BSBA 2001) Merchandising & Planning Manager at TaylorMade/adidas Golf
Evan Ashton (BSBA 2000) Corporate Partnerships Manager at Fort Wayne TinCaps
James Bergen (BSBA, 1999) Director of Golf at Golden Pheasant Golf Club, Marlton, NJ
Matthew Millet (BSBA, 1999), Director of University Sponsorships and Athletic Fundraising, Robert Morris University
Mike Uden (MBA, 1999) Vice President, Erie BayHawks
Jeff Garner (BSBA 1999) Executive Vice President at New Britain Rock Cats Baseball Club
Gwen (Leidy) Sims (BSBA 1999) Operations Manager at Maxvantage
Jason Lener (MBA 1996) Executive Senior Associate Athletics Director, University of Illinois
Russ Yurk (MBA 1994) Director of Events, USA Football
Rob Mattina (BSBA 1992) promoted to Vice President of Marketing Detroit Red Wings
Amy Weaver (BSBA 1990) promoted to Director of Athletics, Hendrix College
Tim Ishman (BSBA 1986) Assistant Parks & Recreation Director at City of Pittsburgh
RMU Sport Management Update

To kick off the new school year (September 2011), over 50 students attended the traditional freshmen and transfer Sport Management Orientation meeting. New students to the program learned about internships, part-time jobs, and volunteer positions on campus. Representatives from the RMU Department of Athletics, Island Sports Center, Conference & Facilities Services, Campus Recreation, Institutional 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.

In October 2011, David Peart, Senior Vice President of Sales for the Pittsburgh Penguins was the keynote speaker, for the 8th Annual Sport Management Student Career Conference. Over 150 students and faculty representing 13 different universities attended the conference. The purpose of this event 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 Up and at em Hour” featuring Murray Cohn, vice president of team ticket sales for the NBA. Cohn’s key point to the conference attendees was his “elevator speech” approach. The event featured 40 industry speakers (many of whom are RMU sport management alumni) representing 36 organizations including the Pittsburgh Penguins, Pirates, and Steelers; the Dallas Cowboys, the Baltimore Ravens, Dick’s Sporting Goods, the New Orleans Hornets, the Cleveland Indians, the NBA, Wilson Sporting Goods and the University of Pittsburgh Department of Athletics. Also special thanks to our super alums, Murray Cohn, Harry Leckemby, Jaima Schiffer and Lisa Quinn who with Dr. Artemis Apostolopoulou had a pre-conference workshop for our RMU students to assist with resume writing and interviewing.

The Student Sport Management Association has another outstanding year with membership, professional and fundraising activities. The SMA Officers for the 2011-12 year were:
Mela Moatz – President
Corey Beynon – Vice President
Shannon Glantz – VP of Professional Development
Chantal Primeau – VP of Alumni Relations
Derek Khazraie – Treasurer
Tavis Bromer – Secretary

During the 2012 Fall term, the Sport Management Association (SMA) hosted a student-alumni picnic at the RMU Homecoming event and sold SMA t-shirts as a fundraiser. The SMA hosted two guest speakers, from Sharon Kramar AEG CONSOL Energy Center and Jason Kobeda (BSBA 2007) PNC Ballpark Maintenance Manager-Pittsburgh Pirates. In the 2012 Spring term, SMA coordinated a field trip to the CONSOL Energy Center. Additionally SMA hosted the third Mini-Golf Tournament at the RMU Island Sports Center under the leadership of Corey Beynon and Pat Hock and raised $120 for the Multiple Sclerosis Society. Special thanks to Armand Buzzelli, Director of Campus Recreation for his assistance with this event. To conclude the year, on April 20, 2012, SMA with the Pittsburgh Pirates had a fundraiser with ticket sales and generated over $1,000 for the Marco Giovengo Scholarship Fund. Special thanks also this year to the faculty co-advisors, Artemis 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 6th Annual Susan Hofsacie 5K Run/Walk, which had a turnout of 70 plus runners and walkers. Andrew Stockey (WTAE News Anchor) served as Master of Ceremonies. The proceeds from this event support the Susan Hofsacie Endowed Sport Management Scholarship Fund.

Sixth Annual Hofsacie Race Team-Lower Row-
Shannon Gockel, Mike Wagner, Top Row-Tim McDonough, Andrew Stockey (WTAE-Race MC), Josh Parenti, Brent Baberich, Corey Beynon. During the 2012 spring term, John Clark and a group of RMU sport management junior and senior students attended the 6th Annual Mount Union Student Sport Sales conference in Cleveland.

Students representing RMU sport management were Daniel Bonaventura, Timothy McDonough, Mela Moatz, Caitlin Mullin and Stacy Stefanowicz. Tim McDonough was hired by the Columbus Blue Jackets, Mela Moatz by the Cleveland Cavaliers and Stacy Stefanowicz by the Orlando Magic. Daniel Bonaventura secured a summer internship with the San Antonio Spurs.

Sport Management Student Recognition

The following Sport Management Majors have been recognized by being named to Who’s Who in American Colleges and Universities for 2012: Brent Baburich, Travis Bromer, Kyle Cooper, Shannon Glantz, Shannon Gockel, Alycia Jones, Mela Moatz, Chantal Primeau and Elizabeth Wenger.

Daniel Bonaventura, a junior from Comack, NY pulled a “double-double” effort this past spring term. Daniel was recognized as the 2012 Outstanding Sport Management Student, and was the recipient of the 4th annual David Synowka Sport Management Endowed Scholarship. His awards were based on academic achievement as well as his involvement in the community, university, and industry.

In May, Brent Baburich, a sport management senior, was recognized for his academic achievements and his community, industry, and university service by being selected as one of the 2012 Presidential Award Recipients.
**RMU Sport Management Update (Continued)**

Shannon Glantz and Mela Moatz were recognized at commencement ceremonies this May by being part of a small select group of students to achieve the Renaissance Award. This honor is earned by those graduates who have completed seven categories on the RMU Engaged Learning Transcript during their undergraduate career at Robert Morris University.

**Sport Management Board, Alumni and Faculty Updates**

The RMU Sport Management Advisory Board welcomed two new members this year, Mr. Harry Leckenby, RMU Sport Management HOF/Director, Sports and Athletic Sales at Bookmygroup and Mr. David Peart, Senior Vice President of Sales for the Pittsburgh Penguins.

Also this year, alums Vic Gregovits, Senior VP of Marketing, Cleveland Indians (RMU Board of Trustees/SM Advisory Board) and Bill Nielsen, Vice President of Sales for Scarborough Sports Marketing, received their 10 Year Jerseys from Vice President of Sales for Scarborough Sports Trustees/SM Advisory Board) and Bill Nielsen, undergraduate career at Robert Morris.

In March 2012, John Clark, Ph.D., faculty advisor, and Sport Management students and alumni served as committee chairs/directors for the Western Pennsylvania Special Olympics Bowling Competition. This is the 11th consecutive year that RMU sport management students have coordinated this event, which features over 300 athletes at three venues (Mount Lebanon Bowling Lanes, Noble Manor Lanes, and Canevin High School). The following RMU students and alumni participated:

- Shelby Lander, Stacy Stefanowicz, Corey Beynon, Caleb Shreve, Abby Porada, Mela Moatz, Alyssa Reed, Jordan McCormick, Dennis Russell, Amanda Musser, Michael Jandrasits

Dr. Artemis Apostolopoulou co-authored several papers with two students this past year that were presented at conferences. One paper “Sponsorship goals and activation strategies in the NHL” was co-authored with Brian Gayso and presented at the European Association for Sport Management Conference in Madrid, Spain. The second paper, “Team name selection in professional sport: The case of the Tulsa Shock” was co-authored with Kyle Bradley and RMU SM Alum/HOF Steve Swetoha and presented at the North American Society of Sport Management Conference in Seattle. “Dr. A” spent her 2012 spring semester in Greece on sabbatical, conducting research and being a guest professor at the University of Patras. Also we extend our congratulations to Dr. Apostolopoulou on her promotion to full professor.

Dr. Scott Branvold continued as a co-author for the 2nd textbook edition of “Sports Public Relations” that was published this past spring by Human Kinetics. He along with Dr. Synowka presented a paper “Preserve or pitch it? Sport Venue Development in Pittsburgh” at the 3rd RMU Sustainability Conference.

Dr. John Clark in addition to his leadership with the Hofacre 5K race and the Western Pennsylvania Special Olympics Bowling Competition has been busy with his responsibilities as the Director of MBA Program for the RMU SBUS with establishing an Executive MBA degree program in Slovakia. He also served as an Editorial Board member for the Sport Marketing Quarterly and as a reviewer for the Sport Marketing Association Conference.

Dr. David Synowka, this past year again served as the faculty advisor with the Seaver Marketing Group for the National Sports Forum with the Sport Management Graduate Case Study competition. He also served as a founding member with the Alliance for Sport Business (ASB), a professional association for Sport Management Programs in accredited Schools of Business and this past spring was elected Vice President of Industry Relations. Also he was on a panel presentation, “Effectively Positioning Sport Management Programs in the Business School: Issues, Challenges, and Coping Strategies” at the North American Society for Sport Management Conference in Seattle.

The RMU Alumni Office hosted a Happy Hour function at Atria’s PNC Park in March, 2012. Over 40 RMU SM alumni showed up for several hours of fun, networking and to watch the first round of the NCAA Basketball Tournament.

In March 2012, John Clark, Ph.D., faculty advisor, and Sport Management students and alumni served as committee chairs/directors for the Western Pennsylvania Special Olympics Bowling Competition. This is the 11th consecutive year that RMU sport management students have coordinated this event, which features over 300 athletes at three venues (Mount Lebanon Bowling Lanes, Noble Manor Lanes, and Canevin High School). The following RMU students and alumni participated:

- Shelby Lander, Stacy Stefanowicz, Corey Beynon, Caleb Shreve, Abby Porada, Mela Moatz, Alyssa Reed, Jordan McCormick, Dennis Russell, Amanda Musser, Michael Jandrasits

Special thanks and kudos are extended to Scott Branvold, Ph.D., who also assisted in working the event; John Tucci, maintenance department, who has opened the games from 2003-2012 with the National Anthem; Emmanuel Saunders Pittsburgh Steelers wide receiver 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 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.

Alums Vic Gregovits and Bill Nielsen
RMU SM Visits the Field of Dreams

1995 Dyersville Iowa

Dr. Synowka, Jeff Savuk, Courtney Andrassy, Susan Kemer, and Bob Bimba

IT'S A HOCKEY NIGHT IN PITTSBURGH

FROZEN FOUR 2013