The MSU Sport Management Club was started by sport management students to help facilitate networking and social interaction amongst those within the major and the sport industry. Club objectives include providing students experiential learning opportunities, networking with professionals in the sport management field, and developing recognition throughout the college community as well as the city of Mankato. One way the last objective is achieved is through various campus activities the club is associated with during the school year. Some of these events have included the MSU Scholarship BBQ, silent auctions, and working a booth at last semester’s scholarship banquet. The money the club raises through activities like these fund various things from student scholarships to club activities, such as bringing in speakers and touring facilities. As the club increases its size and funds it hopes to be able to take more educational trips around the country. MSU’s Sport Management Club is a great way to get involved, meet others interested in the sport industry, and gain valuable experiences and opportunities. The next meeting is Thursday, February 5 at 5:00pm in HC 1700. If interested in joining the club, or for more information, contact Anna Schultz at anna.schultz@mnsu.edu.

Paul Allan has been a member of the athletic department at MSU since 1985, and was named Assistant Athletic Director/Communications in 2003. Allan is responsible for supervising public relations and media operations and provides oversight for the Department’s marketing, promotions and community relations initiatives. Under his direction, the MSU Athletic Communications office has won 19 national publication awards from College Sports Information Directors of America. Allan has an impressive resume, including being a press officer for the U.S. Olympic Committee, Venue Press Chief for hockey at the 2002 Olympic Winter Games, and Northern Collegiate Hockey Association league information director. He is also a member of the Harlon Hill National Advisory Committee which selects the NCAA Division II football Player of the Year. Allan received his masters in Sports Administration from MSU in 2002. According to him, “the people involved in the program are sincerely interested in working with people and have a strong belief in doing their utmost to develop quality programming that will allow students to become capable and adept sport administrators”. This semester Allan will be able to add teaching to his accomplishments as he is instructing the course Athletic Communications at MSU.

Anna Schultz comes to Minnesota State from Lewiston, Minnesota. Only in her first year with the Minnesota State Sport Management graduate program, Anna is the President of the Sport Management Club. While at MSU, she has built a strong relationship with the Minnesota Vikings. Anna has worked as a Public Relations game day volunteer for two seasons and also acted as an operations intern for the Vikings as well. She is currently interning with the MSU Athletic Communications office. Upon graduating with her master’s degree, Anna hopes to earn a job working within a college athletic department in either operations or communications. After spending time working for a college athletic department, Anna would like to challenge herself by working at the professional sports level. When she has free time, Anna loves watching sports, playing golf, sand volleyball, and rollerblading in the summer.

The Dennis Erie Sport Management Scholarship was created to recognize Sport Management students at MSU who demonstrate a high level of leadership in the classroom, are involved in extracurricular activities and in the community. The $500 scholarship is given to one undergraduate and one graduate student. Applications, due February 26, 2009 can be found in HC 1400.
New Adjunct Professor

Scott Erdahl is the newest member of the Sport Management Department. He is the Events and Hospitality Coordinator for the Minnesota Vikings and was asked to serve as an adjunct professor and teach Foundations of Sports Management for the 2009 spring semester at MSU. Erdahl has been working with the Vikings since April 2006 when he was hired as the Marketing Partnership Coordinator. In his current position, Erdahl’s primary responsibility is the oversight of all fan-related logistics and operations of Vikings Training Camp. Responsibilities within that event include revenue generation, increasing attendance, event development and promotion, and community relations. Additional responsibilities with the Vikings include the coordination of team and corporate hospitality functions, and the development and execution of other annual team, corporate and charitable events. Through his work with training camp, Scott has developed a strong relationship with MSU that has lead to many internship opportunities for both undergraduate and graduate students looking for experience within the sports world. Scott has previously worked for the Naval Academy Athletic Association as an Assistant Director of Marketing, the University of Florida Athletic Association, the University of Minnesota Athletic Department, and the 2001 NCAA Final Four. A resident of Minneapolis, MN, Erdahl holds two degrees from the University of Minnesota (BA in Psychology, M.Ed. in Sports Management).

Timberwolves/Lynx Internship & Career Fair

Date: Friday, February 20, 2009
Time: 1:00pm-4:00pm
Where: Target Center (Minneapolis, MN)
Fee: $25 includes admission to career fair, ticket to the Timberwolves vs. Pacers game at 7:00pm, and a meal deal coupon.

Event Information: This is a great opportunity to network and speak with professionals from many organizations within the Sports and Entertainment Industry, including: Timberwolves, Lynx, Vikings, Twins, Alexandria Beetles, Waterloo Bucks, and many more!

Registration: email hr@timberwolves.com

Stay Tuned...

Professor Jon Lim’s HP 638 Managing Sporting Events class is in the preliminary stages of putting on a scholarship golf tournament and a Sport Management evening dinner banquet. Check the next Maverick Minute issue for more information such as date, time, location, and cost of the events. These events are hoping to provide a fun and enjoyable atmosphere while raising money for scholarships and recognizing some individuals who make a big difference in the MSU Sport Management department.

Sport Management Logo Contest

The MSU Sport Management Department is looking for a new logo. Anyone interested creating a possible logo should email the editors with their design. We hope to include the school colors as well as a unique design, original to the Sport Management Department. Please submit entries by February 28, 2009. A winner will be chosen and receive a prize, compliments of the Sport Management Department.