



# Sport Management Maverick Minute

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## MSU Sport Management Program Adding New Additions



This year the sport management program at Minnesota State University, Mankato has made some changes to improve the program and the opportunities for its students. The new additions to the program include the Advisory Board, the Alumni Association, and the Sport Marketing Team.

The Sport Management Advisory Board was created as a liaison between MSU's Sport Management Program and the sports business world. The board will serve as a way to provide internship and job opportunities to sport management students by bringing sport business leaders from the industry to advise and move the sport management program forward. The board consists of more than 20 sport business leaders including Executive Board Members: Timberwolves' President Chris Wright, Vice President of Legal Affairs and Chief Executive Officer of the Vikings Kevin Warren, Senior Vice President of Business Development for the Twins Laura Day and Vice President of Sales for Daktronics Inc. Frank Kurtenbauch.

The sport management program also created the Alumni Association to improve the program. The association was created so the program could build strong relationships between its alumni, students and faculty to further advance the program. The association also creates real world opportunities and scholarships for sport management students. Along with the association, the Alumni Executive Board was created to oversee the entire group. The executive board consists of alumni who are chosen from leadership positions within the sport management industry. The Alumni Executive Board is lead by the director Todd Pffingsten who is the Director of Campus Recreation at MSU. The other executive board members include Assistant Athletic Director and Director of Communications for MSU Paul Allan, Directors of Operations for the Vikings Luther Hippe and Chad Lundeen, Human Resource Specialist for the Timberwolves and Lynx J.T. Hoffman and Assistant Professor of sport management for MSU Bryan Romsa.

The last edition made to improve MSU's Sport Management Program is the Sport Marketing Team. This group was created to have students work together to increase the visibility of the sport management program. This team is also the link between the program, sponsors, alumni, and students. It's mission is to provide the sport management magazine, oversee the operation of the sport management television, and to develop new, and improve existing relationships, with the sport business leaders in the industry. The Sport Marketing Team consists of the top 11 students in the sport management program who were nominated by faculty members and the team directors. The team consists of the five directors: Executive Director Travis Smith, Media Director Megan Hejhal, Public Relations Director Kristin Johnson, Sales Director Jordan Stolp, and Event Director Elizabeth Costy. The rest of the team includes Greg Weis, Kendall Hugson, Laura Shearer, DJ Earls, Bryant Black, and Nick Lundin.

## Timberwolves Come Back To Mankato For Training Camp



For the last few years MSU and the Minnesota Timberwolves have partnered up to create great opportunities for the team and MSU students. This past October, the Timberwolves returned for their week long training camp, but this time created a stronger relationship with MSU and the Mankato community. This year the Timberwolves and MSU created a sales competition for the students, a Distinguished Speaker Series, a pre-season game held in the Taylor Center and the Timberwolves Sport Management Leadership Award. The sales competition was created to provide a learning experience with sales for the sport management students. The competition was also an exciting idea because the students competed against each other to sell the most tickets and win a \$1,000 Sport Management Award if they finished in the lead. The winner of the sales competition was Travis Smith selling \$3,215 worth of tickets. Continued...



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## Timberwolves Come Back To Mankato For Training Camp cont.



A new aspect of the Timberwolves' Training Camp was the Distinguished Speaker Series, which was held on October 1, 2009. Many students and faculty from around campus attended to listen to the speakers. The three speakers included President of the Timberwolves Chris Wright, Vice President of Corporate Sales and Services for the Timberwolves Ethan Casson and Senior Vice President and Chief Marketing Officer for the Timberwolves Ted Johnson.

At the conclusion of training camp, the first ever pre-season game held in Mankato.

Almost every seat in Bresnan Arena was sold and the MSU students, faculty, staff and the Mankato community were very pleased. The game created a fun and entertaining environment for everyone. The sport management students even had the opportunity to volunteer to work the game to gain more hands-on experience. Even the Timberwolves players enjoyed their time in Bresnan Arena ending the game with a victory.

In the end the Timberwolves thanked the sport management students by awarding two graduate students, Kristin Johnson and Travis Smith, with the Timberwolves Sport Management Leadership Award and sending every student who volunteered their time to a Timberwolves game at the Target Center. There, the Timberwolves gave an exclusive tour of the Target Center, created a thank you dinner, and gave every student a ticket to that night's game.

### NEW SPORT MANAGEMENT WEBSITE

Kristin Johnson has been hard at work over the summer and past semester putting together a new sport management website. It has a hip new look and its updated version makes it a lot easier to navigate through. On it there is a lot of valuable information for alumni along with current and prospective students. The website is updated frequently with new information about events going on and programs that are available. If you are wondering about scholarships that are offered to sport management students, you can get information about them on the site as well. If you want to learn more take a look for yourself at <http://ahn.mnsu.edu/hp/sm/>.

### Student Spotlight



Travis Smith, originally from Aberdeen South Dakota, began as a pre-physical therapy major at MSU. After he realized physical therapy wasn't for him, he switched his major to business which eventually led him to the sport management program. At the end of his first year as a sport management major he was elected as the President of the Sport Management Club and continued to be until he graduated with his undergraduate degree. Towards the end of his senior year, Smith decided he wanted to stay in school to pursue his master's degree. He then interviewed for the Sport Management Graduate Assistantship and was fortunate enough to be offered the position. As the graduate assistant, he assists Dr. Lim with the Event Management in Sport class, is the head of the Scholarship BBQ, plays a major role with the Sport Marketing Team, assisted in the designing of the sport management wall, and plays a major role with the Scholarship Scramble and the Dinner of Distinction. Smith says his plan is to "get involved as much as I can because you never know what experiences may help you when you are trying to get a job." On top of everything else, Travis Smith is also an intern with the Minnesota Timberwolves in the Premium Seating Department. Smith's future plans are to apply to positions across the nation that fit well with his skill set which include marketing and sales.

### Featured Alumni



Jamie Marlborough, a graduate from the University of Wisconsin-Madison, recently earned her Master's Degree in Sport Management from MSU. Her time spent at MSU was enjoyable and provided her with many opportunities for her future. Marlborough says "Professors do a great job of engaging students and getting them involved." Currently she holds a marketing internship with the Minnesota Vikings which includes assisting with event and hospitality planning and working with corporate partners. Marlborough first made connections with the Vikings when she was involved with fundraising at the Metrodome during games. Doing this she met many people that worked for the team and eventually sent a resume in and was hired as an intern. Marlborough likes the variety of the job and "being a part of it all," but says it can be stressful at times because of the many responsibilities. Her future goals are to continue working with corporate sponsors while being employed by the Vikings organization or another professional sport team. Marlborough's advice to current sport management students is to get involved and establish strong relationships.