

**PAGE TWO
CONTENTS**

Program Bits

Sport Management
Club

Looking Forward To Another Successful Year

The 2009-2010 school year was a successful one for the sport management program. The reoccurring events such as the Scholarship BBQ, Golf Scramble and the Dinner of Distinction were once again successful. The Scholarship BBQ raised just under \$21,000 compared to the \$ 7,500 it raised the year before and the Scholarship Scramble and Dinner of Distinction also grew in numbers compared to the years before.

Along with the success of reoccurring events, the sport management program also added the Alumni Executive Board, the Alumni Association, the Sport Marketing Team, and the *Sport Management Insider* magazine. The alumni executive board and alumni association had huge success for the first year and the number of alumni joining the groups continues to grow. The Sport Marketing Team also had a great year and will be looking for new members for the upcoming school year. The *Sport Management Insider*, released at the end of April, was also an achievement for the program and will continue to be published once a year. The faculty and



Sport Management Club

This year the Sport Management Club is planning to try something new things. The club plans to attend professional sporting events across Minnesota while also incorporating a learning experience for its members. The club also plans to bring back and encourage the Maverick Mob at MSU sporting events. You can find the club members selling the Maverick Mob shirts throughout campus and at sporting events.

With new club leaders, the members plan to become more active within the MSU community through events such as the Scholarship BBQ, the Scholarship Scramble, and many others.

After one successful club meeting, the members are looking forward to a new and exciting year with endless opportunities for learning experiences. If you are interested in becoming a member or would like to provide our club with valuable ideas and opportunities please contact Bryant Black at bryant.black@mnsu.edu or Laura Shearer at laura.shearer@mnsu.edu

EDITOR INFO

Laura Shearer
laura.shearer@mnsu.edu

Bryant Black
bryant.black@mnsu.edu

Griffin Zieske
griffin.zieske@mnsu.edu



Program News Bits

Thank You

The faculty of the sport management program would like to thank the students, program supporters, parents, alumni, and sponsors for the great support provided last spring with the possible faculty and budget cuts. The support that was shown was a huge success for this situation. Thank you for your support!!!

Welcome

The sport management program would like to welcome the new graduate assistants Bryant Black, Laura Shearer and Greg Weis.

Maverick Mob

Purchase your Maverick Mob t-shirts from a Sport Management Club member and sit together at Maverick sporting events to create the MAVERICK MOB!

Look for the new Maverick Mob t-shirt coming soon!

Vikings Training Camp

Students in the MSU Sport Management Program have amazing opportunities to get some real world experience in the sport business field. A good example of this would have to be the Vikings Training Camp. The Vikings have been conducting summer training camp at Minnesota State University, Mankato since 1966. Each year it seems to get larger and larger. Since it continually grows, it offers students a chance to step up and help and also gain valuable experience with some "hands on training".

This past summer, they took in about 25 interns from all over the place. There were interns from MSU, University of Minnesota, University of North Carolina, Bemidji State University, Virginia Commonwealth University, and the University of Marquette.

This year's camp was held from July 30th to August 12th. However, the interns are here about a week earlier setting up the entire camp. Some of the duties that are expected include; running the Vikings Village, hospitality tent, information booth, autograph sessions, VIP tent, and just answering any question that a fan may have.

Training Camp offers students valuable knowledge in areas like public relations, crowd control, event management, and promotions just to list a few. They also get to work directly with people from the Minnesota Vikings like Scott Erdahl - Events and Hospitality Coordinator, Amy Anthony - Events and Hospitality Manager, and CJ Rugh - Sales & Marketing Coordinator.

Throughout these three weeks, these lucky students get to see what the sport business field is all about. The experience that these interns gain is something that cannot be learned in class.

