

BEAR TRAILS

A NEWSLETTER FOR THE HAPPENINGS WITHIN BAYLOR'S SPORT MANAGEMENT PROGRAM



Spring 2019 graduates ready to launch their careers

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The logo for Baylor University Sport Management, featuring a large yellow 'BU' monogram on a green background, with the words 'SPORT MANAGEMENT' in yellow capital letters below it.	Meet Our Bears p. 2
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Meet Our Bears



Dr. Jeffrey Petersen / SPM Graduate Program Director

Dr. Petersen released a facility management textbook in fall of 2017, and was promoted to the rank of full professor in spring of 2018. Petersen has prior Sport Management teaching and leadership experience in several collegiate settings and formerly served as coordinator of the Sport Administration undergraduate program at Ball State University (Muncie, Indiana) as well as the division chair and Sport Management program director at Loras College (Dubuque, Iowa). His experience also includes stints as teacher, coach, athletic director, and NMAA (New Mexico Activities Association) district chair at the high school level.



Dr. Marshall Magnusen / Associate Professor

Dr. Magnusen received tenure fall of 2017 after an impressive showing of peer reviewed scholarship marked by high quality and growing visibility. To date, he has published over 35 peer-reviewed articles and several book chapters and has made over 40 presentations at national and international conferences. Magnusen is currently the Associate Editor of the *Journal of Applied Sport Management*, and he serves as an editorial board member for the *Journal of Amateur Sport*, and the *Journal of Global Sport Management*.

New Students 2019

Jacob Ashkinos, Baylor University

Danyel Beaver, East Carolina University

Arish Bheraiya, Baylor University

Kenneth Braimer, Baylor University

Elodie Chapelet, Lamar University

Caleb Clark, Baylor University

Kyle Combs, Kentucky Christian University

Amber Corcoran, Baylor University

Jens Danielsen, Louisiana Tech University

Benjamin Everett, Baylor University

Stacy Falconieri, Baylor University

Samuel Joswiak, University of Wisconsin-Stevens Point

Darryln McDonough, Baylor University

Brandon Mendel, Indiana University – Purdue University Indianapolis

Blake Polley, Baylor University

Grant Udinski, Towson University

Scott Visy, Baylor University



Baylor to Host ASMA 2020

Baylor Sport Management program is proud to announce that Baylor will host the ASMA (Applied Sport Management Association) Conference February 27-29, 2020. This is the second time Baylor Sport Management will host this specific conference. ASMA was the first academic conference hosted in program history back in 2018, and the conference was a success. ASMA aims to build strong connections between scholars studying sport and practitioners working in the sport industry through their annual conference and official journal—the *Journal of Applied Sport Management*. In particular, ASMA seeks to foster a supportive environment in which emerging scholars and aspiring professionals can exchange ideas and strengthen relationships. Currently, the Baylor Sport Management program is in the preparation phase of 2020 ASMA conferences. Baylor Sport Management strives to present the conference at its highest standards.



2019-20 Graduate Assistant Positions

Danyel Beaver - BU Student-Athlete Center for Excellence

Arish Bheraiya - BU Equipment Services

Kenneth Braimer - American Football Coaches Association

Madison Cindric - Boys and Girls Clubs of Waco

Caleb Clark - American Football Coaches Association

Kyle Combs - SPM Research/BU Men's Basketball

Amber Corcoran - BU Fan Engagement

Jens Danielsen - BU Football Graduate Assistant

Sarah Edmondson - BU Ticket Office

Benjamin Everett - BU Men's Basketball

Stacy Falconieri - ASMA Conference

Izzy Farmwald - SMG McLane Stadium

Matt Gillette - BU Compliance

Tristan Hawkins - Southwest Sports Medicine & Orthopedics

Hayden Johnson - BU Facilities

Samuel Joswiak - Southwest Sports Medicine & Orthopedics Riesel HS

Caroline Mahler - BU Recreation

Darryln McDonough - BU Women's Basketball

Grant McLaughlin - BU Bear Foundation

Austin Mease - Southwest Sports Medicine & Orthopedics

Brandon Mendel - SMG McLane Stadium

Michael Muto - American Football Coaches Association

Blake Polley - BU Recreation

Chee Qi - SPM Research

Will Quinn - Baylor Bears Sports Properties

Aaron Rhodes - Boys and Girls Clubs of Waco

Sara Kathryn Stevens - BU Fan Engagement

Scott Visy - McLennan Community College Athletics

Maura Walsh - American Football Coaches Association

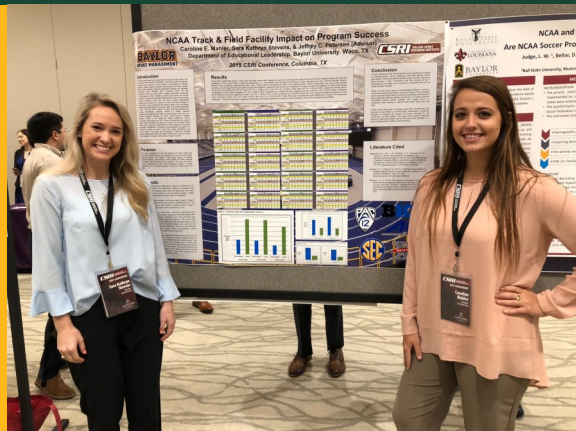
Shannon Wright - Southwest Sports Medicine

Baylor Bears Present at CSRI Conference in Columbia, SC



From April 3rd to 5th, seven Baylor Sport Management students attended the 2019 College Sport Research Institute (CSRI) conference, led by program director, Dr. Jeffrey Petersen. Three academic poster presentations were conducted on April 4th, 2019. Meanwhile, the recently graduated Baylor Sport Management Ph.D. student, Dr. Patrick Marsh, also made a 30-minute oral academic

presentation session. All students that participated in the conference were fully funded by Graduate School Travel Award, School of Education Travel Award and Department of Educational Leadership Sport Management Excellence Fund. A total of 5 presentations were given by Baylor Sport Management students and faculty. For a full list please see page 8, 2018-19 Presentations.



Sara Stevens and Caroline Mahler



Jody Lee and Brock Meckelborg

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Dr. P, Alec, Sara, Jody, Brock, Caroline, Klein, Chee, Patrick

Alumni Spotlight: Zach Amundson



Zach Amundson graduated in 2019 with a Masters in Sport Management. After finishing as a graduate assistant with the Baylor Men's Basketball Team, Zach was hired by the Phoenix Suns in their newly developed Basketball Strategy Department, as a branch of Basketball Operations. Zach is a Basketball Strategy Analyst, where he assists with all things strategy -from roster construction and scouting, to salary cap analysis and strategic planning. Zach works alongside SPM alum Ryan Resch who is the Director of Basketball Strategy for the Suns. While at Baylor, Zach cited his graduate assistantship with the basketball team as his best experience. Not only did he get to travel with the team and meet new people, but he also learned to manage his duties with the team and school responsibilities. This prepared him for his new role as he



balances basketball driven tasks and other projects. Furthermore, the program helped prepare him for this job as he learned a great deal about how to navigate relationships within the workplace. Zach recalls Dr. Magnusen teaching the importance of having the 6 dimensions of wellness, and applying that to his work life. Zach hopes to utilize his time with the Suns to eventually become a Director/Executive in the NBA or a coach. Zach's advice to students in the SPM program is, "Always, always, always connect. But connect in a genuine way." He stressed the importance of making relationships that are meaningful rather than just using people. He believes that if you care for other people, then other people will care for you and those that care the most about you are the ones that help you get jobs. Good luck to Zach and Ryan this season!

Tracking Our Bears



Brock Meckelborg, 2019
Event and Operations
Manager, ClubCorp



Ashley Veach, 2019
Assistant Volleyball Coach,
Lander University



Amy Gaston, 2018
Director of Local Marketing
Initiatives, Magnolia



Will Baggett, 2014
Internal Operations,
College Football Playoff



Haley Gimre, 2018
Assistant CC/Track & Field
Coach; Assistant SID,
Taylor University



Alhajie Dumbuya, 2019
Membership Sales
Representative, FC Dallas

Texas Regional Sports Summit

Two sport management students participated in the inaugural Texas Regional Sports Summit from August 23rd to 24th. This event featured sessions like Experience Esport at the Dallas Mavericks Gaming Hub, Dinner of Influence by Winning Edge Leadership Academy, and Texas Regional Sports Conference along with Southern Methodist University. This event was hosted and promoted by Mr. Will Baggett, a program alumnus graduated in 2014.



Chee, Will, and Aaron at the Texas Regional Sports Summit kick-off party



Will preparing for the opening session at the Dallas Mavericks Gaming Hub

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Sport Management Program Graduates its First Doctoral Student

Patrick Marsh, a native of Mooresville, North Carolina, completed a Ph.D. in Kinesiology, Exercise Nutrition, and Health Promotion with a concentration in Sport Management in May 2019. His dissertation was a scale development project that examined factors affecting student-athlete satisfaction with stadium facilities. This was not the only work he completed while at Baylor. He also worked on a Facility and Event Management textbook with Dr. Petersen. He wrote a few chapters and created some teaching materials for the book. Additionally, he published two law reviews in the *Journal of Physical Education, Recreation, & Dance*. Furthermore, he played an integral part in 2018 ASMA Conference serving as an organizing committee member and case study competition chair. As if this was not enough, Marsh taught various lifetime fitness courses as well as the Facility and Event Management course. None of this compares to his best experience during his time at Baylor, which was the birth of both of his kids. In his own words he stated, "It doesn't get much better than that."



Upon graduation, Marsh joined the Samford University faculty in Birmingham, Alabama. He is an assistant professor of sport administration. He will teach a variety of different sport administration classes, mentor students, and conduct research in sport management. He believes his time at Baylor prepared him for this new role. Specifically, the work on the facility textbook has made preparing for teaching much easier. He also feels very well prepared as a researcher to conduct and publish research at a high level. Marsh has completed a huge goal and is really happy at Samford. He hopes to gain tenure there and stay for the foreseeable future. We are very thankful for, and proud of all the work Dr. Marsh has done!



Congratulations to SPM Alumna Kaylin Rice and the Baylor Lady Bears on winning the 2019 NCAA National Championship!

Over the summer Kaylin was promoted to Assistant Coach with the Baylor Women's Basketball team. This promotion comes after serving the team for two years as associate director of basketball operations. She transitioned to her full time role following four years as a team manager and two seasons as a graduate assistant for the Lady Bears.

2018-19 Presentations

- Finch, A. P.*, Klotz, M. K.*, Qi, J. C.*, & Petersen, J. C. (2019, April). *Stadium location impacts on revenue generation in Power 5 schools*. College Sport Research Institute Conference on College Sport, Columbia, SC.
- Howard, M., & Magnusen, M. J. (2019, February). *Season ticket holder activity on the secondary market: An analysis in intercollegiate athletics*. Presented at the annual Applied Sport Management Association Conference, Nashville, TN.
- Judge, L. W., Bellar, D. M., Studler, J. D., Nordmann, N., Schoeff, M., & Petersen, J. C. (2019, April). *NCAA and international governing body alignment: Are NCAA soccer programs aligning with FIFA recommended practices?* College Sport Research Institute Conference on College Sport, Columbia, SC.
- Judge, L. W., Studler, J. D., Nordmann, N., Schoeff, M. & Petersen, J. C. (2019, June). *An examination of the training practices of NCAA Division I & Division III soccer coaches*. North American Coaches Conference, Colorado Springs, CO.
- Lee, J. B.*, Meckelborg, B. A.*, & Petersen, J. C. (2019, April). *Athletic nutritional facilities and their effect on performance in Power 5 schools*. College Sport Research Institute Conference on College Sport, Columbia, SC.
- Mahler, C. E.*, Stevens, S. K.*, & Petersen, J. C. (2019, April). *NCAA track & field facility impact on program success*. College Sport Research Institute Conference on College Sport, Columbia, SC.
- Marsh, J. P., Petersen, J. C., Magnusen, M. J., & Gallucci, A. R. (2019, April). *A conceptual model to assess student-athlete satisfaction with stadium facilities*. College Sport Research Institute Conference on College Sport, Columbia, SC.
- Petersen, J. C., & Judge, L. W. (2018, October). *Youth Olympic Games event awareness and consumption connections: An assessment of multiple international audiences*. 16th Annual Sport Marketing Association Conference, Frisco, TX.
- Todd, S. Y., Magnusen, M., Swanson, S., & Koba, T. (2019, May). *The attractiveness of sport jobs: A policy capturing approach for key predictors of job seeker decision making*. Presented at the annual Administrative Science Association of Canada Conference, Ontario, Canada.
- Weight, E., Walker, M., Magnusen, M. J., & Tainsky, S. (2019, February). *Publishing in the Journal of Applied Sport Management: Journal information and editor advice*. Presented at the annual Applied Sport Management Association Conference, Nashville, TN.
- Yu, H.Y., Robinson, M.G., Magnusen, M. J., Lee, .D., & Lee, M. (2019, February). *Servant leadership as an effective model for member retention in the sport performance and fitness industries*. Presented at the annual Applied Sport Management Association Conference, Nashville, TN.

A total of 11 presentations were made by SPM faculty and students over the past year at six national conferences.

*Indicates Student Author

2018-19 Publications

- *Amrani, K., Galluci, A., & Magnusen, M. (2019). Data-based interval hitting program for a collegiate tennis player: A case report. *International Journal of Athletic Therapy and Training*, 24, 15-18.
- *Andre, T. L., *Gann, J. J., *Hwang, P.S., Ziperman, E., Magnusen, M., & Willoughby, D. S. (In press for 2019). Restrictive breathing mask reduces total repetitions during an acute lower body resistance training session in resistance-trained males. *Journal of Strength and Conditioning Research*, 32, 2103-2108.
- Hong, S., Magnusen, M., & Coates, D. (2019). Collaborative innovation in professional sport stadium construction: An event history analysis. *Journal of Applied Sport Management*, 11, 29-44.
- Gallucci, A. R., & Petersen, J. C. (2019). Athletic training facilities. In T.H. Sawyer (Ed.), *Facility design and management for health, fitness, physical activity, recreation and sports* (14th ed.). (pp. 451-462). Champaign, IL: Sagamore.
- Judge, L. W., Petersen, J. C., & Johnson, J., Bellar, D. M., Leitzelar, B., Zupin, D., Nordmann, N., & Rode, C. R. (2018). An examination of Division I athletic-academic support services facilities and staffing. *Journal for the Study of Sports and Athletes in Education*, 12 (3), 220-239.
- Kim, Y., Magnusen, M. J., Kim, M., & Lee, H. W. (2019). Meta-Analytic review of sport consumption: Factors affecting attendance to sporting events. *Sport Marketing Quarterly*, 28, 117-134.
- Marsh, J. P., & Petersen, J. C. (2019). Sustainable design. In T.H. Sawyer (Ed.), *Facility design and management for health, fitness, physical activity, recreation and sports* (14th ed.). (pp. 49-60). Champaign, IL: Sagamore.
- Petersen, J. C. (2019). Ancillary areas. In T.H. Sawyer (Ed.), *Facility design and management for health, fitness, physical activity, recreation and sports* (14th ed.). (pp. 107-130). Champaign, IL: Sagamore.
- Petersen, J. C. (2019). Equipment and supply trends. In T.H. Sawyer (Ed.), *Facility design and management for health, fitness, physical activity, recreation and sports* (14th ed.). (pp. 501-518). Champaign, IL: Sagamore.
- Robinson, G. M., Magnusen, M., & Kim, J. W. (2019). The socially effective leader: Exploring the relationship between athletic director political skill and coach commitment and job satisfaction. *International Journal of Sports Science & Coaching*, 14, 197-204.
- Wanless, E. A., Petersen, J. C., Pursglove, L. K., Desmond, L., & Judge, L. W. (2018). Accessible golf courses: Web-based Accommodation Communication, *The Physical Educator*, 75(5), 816-834.

Over the past year SPM faculty produced 11 scholarly writing contributions to the field including seven journal articles and four book chapters.

*Indicates Student Author

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The Sport Management program is seeking to reconnect with program alumni to expand the network available for our graduates and to celebrate your success! Please send your contact information and any other career details including your year of graduation to Kyle Combs at kyle_combs1@baylor.edu

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