

BEAR TRAILS

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



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MEET OUR BEARS



Dr. Jeffrey Petersen
*Interim Department Chair
and Sport Management
Program Director*

Dr. Petersen serves as a full professor and directs the SPM graduate program. Petersen has prior Sport Management teaching and leadership experience in several collegiate settings, as well as a teacher, coach, athletic director, and district chair at the interscholastic level. He has published work in more than 75 peer-reviewed journal manuscripts and has made 170+ refereed presentations at state, national, and international conferences. He released his first textbook, *Facility and Event Management: Applications in Sport*, in 2017 with his co-authors, Dr. Lawrence Judge and Dr. John Miller.

Dr. Marshall Magnusen
Associate Professor



Dr. Magnusen currently serves as the President of the Applied Sport Management Association.

He is the 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*. He has published over 40 peer-reviewed articles and several book chapters and has made over 40 presentations at national and international conferences. He is the author of numerous articles published in such journals as the *Journal of Management*, *International Journal of Sport Psychology*, and *Career Development International*.

NEW STUDENTS IN 2021

Preslie Anderson – University of California, Berkeley

Caitlin Bickle – Baylor University

Shanel Bramschreiber – Baylor University

Demitra Carter – Baylor University

Esteban Cardoza – Baylor University

Samuel Esparza – Schreiner University

Coni Frantzen – Baylor University

Jacob Gall – University of Buffalo (SUNY)

Cameron Hammontree – Carson Newman University

Bri Harris – Baylor University

Ally Henderson – Baylor University

Jackson Kimble – Baylor University

Sven Lah – Baylor University

Mason Laurence – University of North Carolina

Jeffrey Lee – University of Oregon

Grant Miller – Vanderbilt University

Derek Page – Baylor University

AJ Tademy – Henderson State University

Tyler Thomas – Baylor University

Collin Toner – University of Nebraska

Jimmy Wallace – Indiana University

Marieke Van der Mark – Baylor University

Jennifer Wandt – Baylor University

2021-2022 GRADUATE ASSISTANT POSITIONS

Peter Brill – BU Event Management & Facilities

Esteban Cardoza – Round Rock Express*

Demitra Carter – BU Marketing and Fan Engagement

Gianna Esparza– BU Ticket Operations

Samuel Esparza – ClubCorp McLane Stadium

Constantin Frantzen – FJR Werbeagentur (Marketing)*

Robert Gear– BU Bear Foundation

Bri Harris – American Football Coaches Association

Ally Henderson – BU Bear Foundation*

Kyle Kempton– American Football Coaches Association

Dylan Korte – BU Campus Recreation
Mason Laurence – American Football Coaches Association

Aaliyah Miller – Baylor Bear Sports Properties

Rachel Morton – SPM Research and Program Support and Texas Sports Hall of Fame*

Javaria Neumon– SPM Research and Program Support and Magnolia*

Derek Page – BU Marketing and Fan Engagement

Garret Sulak – McLennan Community College Athletics and Marketing

AJ Tademy – Sport Performance*

Collin Toner – BU Compliance

Jimmy Wallace – BU Equipment Services

*Denotes internship opportunity

BEARS TO THE BAYOU



Connections are one of the most important things when it comes to securing a job and when you have strong relationships good things happen. For Kaylin Rice and Jordin Westbrook that opportunity came in the form of a coaching change from Baylor to LSU. Rice graduated from the SPM in 2017 after completing her Bachelors from Baylor in 2015. During the entirety of her undergrad, she was a manager for Baylor's Women's Basketball team before moving up to a graduate assistant role while receiving her Master's. This opportunity allowed her to gain experience while giving her the platform to showcase her abilities and work ethic which would lead to a full-time position. She is going to miss working with the athletes at Baylor but is looking forward to seeing the results from the acceptance of this new coaching staff and how the athletes will reap the benefits of trusting Coach Mulkey and her staff. The transition for Rice has been a whirlwind as it was not just her making the move, but her husband and their now 6.5-month-old baby girl. She advises those trying to make it in the sports world to "be where your feet are," and excel where you are now; don't be caught up in what is next.

Westbrook graduated from the SPM program in 2015 where she was a graduate assistant for Operations and Events at McLane Stadium with SMG. After graduating, she continued to work for SMG for the next three years in the same in a full-time position. Her path then turned toward Baylor Women's Basketball as an Assistant Director of Operations for two years under the direction of Head Coach, Kim Mulkey. When Mulkey made her move to Louisiana State University in 2021, Westbrook was asked to join her in the same role for LSU. Coach Mulkey remained an influential element that played into both of their decisions to make their move to the bayou. "Working with someone like Mulkey is a dream for most people and we get to live it out each day," says Westbrook. Rice added that there was a family atmosphere about Mulkey's program that made the decision to move an easy one. After spending 6 years at Baylor, it will always hold a special place in her heart and she expressed gratitude for her work there. With any transition comes adjustments but Westbrook is settling into her new role as practice starts. Her advice for anyone trying to launch their careers in the professional sports industry is to do everything you can to get involved in the community, making connections, and building relationships with your contacts.



ALUMNI SPOTLIGHT: MILES JOHNSON

Not everyone's journey to figure out where they want to end up can be seen as the same. Some avenues to their desired destinations are longer than others. Originally born in Georgia and raised in Southern California, Miles Johnson ended up in Waco, TX to earn his Bachelors in Health, Kinesiology, & Leisure Studies with a minor in business.

Before this step on his path, he started his Bachelor's degree at the University of Oregon while playing football. He transferred to Baylor in 2014 and walked on the football team. Following his Bachelor's degree, he remained at Baylor to join the SPM program. During this time, he was a graduate assistant for SAVOR. While in this role he was able to wear multiple hats and learn to manage people with different personalities. Miles attributed the variety of SPM program classes that led him to realize he wanted to represent athletes, which led him to law school. Classes like Ethics had the greatest impact on him because of the stringent rules that agents and lawyers have to abide.

After graduating with his Master's in 2018, Miles knew he wanted to be involved with



professional athletes but did not know where. Adjunct Professor and Head of Compliance Officer, Keith Miller, pointed him in the direction of law school and his alma mater. Miles attended Marquette University in Milwaukee, WI where he not only pursued a J.D but also an MBA. He graduated with both degrees in 2021 and is currently an Attorney, NBA Player Agent, and founder of What's Your Why Sports & Entertainment. His career path was driven to narrow the gap of representation and grow the diversity in the agent space. He wants to provide superior service and showcase to athletes that representation can look like them.

Miles expressed that his biggest piece of advice was "to go after your passion no matter how lofty." When asked about his plans for post-graduate school, he was met with hesitation and skepticism when his answer was law school. You may have to do things you do not want to do in order to get where you want to go. He hopes to be in a role where he can use his income to fuel his responsibilities as an agent and grow his agency into his full-time career.



TRACKING OUR BEARS



Epiphany Clark, 2012
Assistant Athletic Director,
Michigan State Athletics



Michael Rasor, 2014
Assistant Track Coach &
Director of Operations,
Abilene Christian Uni.



Tess Moore, 2017
Head Cheer Coach at
Rancho Bernardo High &
LA Rams Cheerleader



Caleb Clark, 2021
Math Teacher & Varsity
Football/Baseball Coach,
Yoe High School



Brandon Classen, 2011
Assistant Athletics Director
for Facilities & Operations
MidAmerica Nazarene Uni.



Lache Harper, 2021
Inside Sales Account
Manager,
Dell Technologies



Will Curtis, 2003
Athletic Director,
Vanguard College
Preparatory School



Diane McPheeters, 2007
Co-Director of Football
Operations, Internal Ops.
Tulsa University

RING OF HONOR



Over the years, our students have pursued careers in sports at the highest level of competition. From the collegiate level as student-athletes and coaches to front office staff and coaches for professional teams, our students have excelled in all fields. Great success includes recognition with a national or world championship ring. Our champions include student-athletes in acrobatics and tumbling, basketball, and track and field, Baylor women's and men's basketball coaches, a Taylor University track and field coach, and even a Super Bowl Champion.

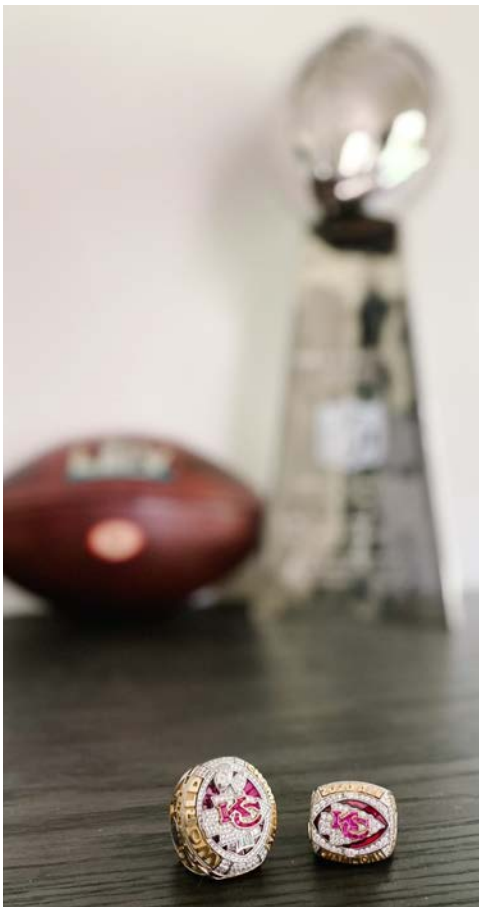
Briana Harris (top-left) not only has one National Championship ring with Baylor's Acrobatics and Tumbling, she has four. She is a current student-athlete who received her Bachelor's from Baylor and is set to graduate from the SPM program in 2022. Harris and her team won the National Collegiate Acrobatics & Tumbling Association National Championship in 2017, 2018, 2019, and 2021. Winning every ring made it feel like all the hard work had paid off and she will cherish those moments with her teammates and coaches forever.

After graduating from the SPM program in 2018 Haley (White) Gimre headed back to her undergraduate alma mater, Taylor University. Gimre has spent the past three years as an Assistant Coach, as well as, Assistant SID for track and field and cross country. In 2020, her men's cross-country team won the NAIA National Championship, earning her a ring (middle-left) and the team their first team championship.



Program alumni Kaylin Rice and Jordin Westbrook have both been with Baylor women's basketball throughout their successes. During Rice's undergraduate degree at Baylor, she started working with the basketball team from her freshman year, 2012, throughout her Masters and finished in 2021. Those years happened to be a very dominating time for Baylor women's basketball and they accumulated quite the collection of rings (middle). From 2012-2016, 2018-19, and 2021 they won both the Big 12 Championship in both regular season and tournament. In 2017 and 2020, they won the Big 12 regular-season championships. While these accomplishments are great, the main goal was a National Championship, which they won two years during Rice's time and once with Westbrook. In 2012 and 2019, the Lady Bears won the NCAA Division 1 Women's Basketball Championships with Rice as a Manager (2012) and Assistant Coach (2019) and Westbrook as Assistant Director of Operations (2019). Additionally, current SPM-student Caitlin Bickle played on the 2019 team.

Baylor Athletics has a history of greatness, current-student athlete Aaliyah Miller is no exception winning an Individual Championship in the 800 meters at the 2021 NCAA Indoor Championships. Miller received her undergraduate degree from Baylor and has been a part of the track and field program since August 2016. Receiving her ring (right) is a very special way to symbolize her individual accomplishment. Competing at the highest collegiate level is difficult enough but winning a National Championship, team or individual, is a goal that many people dream about yet few accomplish it. With this ring, Miller becomes one of three Baylor women to win a National Championship in track and field history. Her time of 2:00.69 in the 800-meter final was an NCAA meet record and moved her up to becoming the second-fastest performer in collegiate history.



One of the highest honors in professional sports, especially football, is winning the Super Bowl Trophy. 2017 alumnus, Porter Ellett, checked that box in 2020. His rings (left) both come from his work with the Kansas City Chiefs. In the 2019-20 season, the Chiefs went all the way, winning the AFC Championship against the Tennessee Titans and the Super Bowl against the San Francisco 49ers. This was their first Super Bowl appearance in almost a half-century. These rings signify the hard work and dedication and for Ellett, it represents the sacrifices not only made by him but his family and team members to achieve their ultimate goal. Ellett said the rings are a "nice reminder of the memories and moments that had real value." Sharing the rings with others, especially those who have helped make him the person he has become, is one of the best parts of having the rings.

This past year, the Baylor men's basketball team completed a feat that many teams dream to be a part of. For alumni Ty Beard (2011), Aditya Malhotra (2012), and John Jakus (2014) this dream became a reality when they won the 2021 NCAA Men's Basketball National Championship. Beard (right) is going on his fifth year with the program as Director of Video Operations and Malhotra is on his eighth year and is the Special Assistant to the Head Coach. Jakus is going into his fifth year with the Bears as an Assistant coach. While the rings are not in yet, like any championship ring, they symbolize the faith and hard work. For Beard it's more about the people who he received the ring with. The team, staff, his family, and wife were all a big part of this championship.



RISE OF THE PHOENIX

Working your way up to a high position in the sports world is hard enough; it can be more difficult when the team you are working for does not have a record of success. Alumni Ryan Resch (2017) and Zach Amundson (2019) have both worked their way up to positions with the NBA team, the Phoenix Suns. Resch, having completed his undergraduate degree at Baylor, gave him the opportunity to work with Baylor's men's basketball team as the Head Manager and Graduate Assistant during his Master's. This experience was crucial in preparing him to be a part of a high-level basketball team and allowed him to grow in communication with players and coaches in a true team setting.

Resch has been with the Suns since 2015 in various roles, working his way up from Basketball Operations Analyst, Basketball Strategy Analyst, Director of Basketball Strategy, Chief of Staff, and Director of Basketball Strategy, to his current position as Vice President of Basketball Strategy and Evaluation. He started out as an intern and has been in a full-time capacity since the summer of 2017. In this role, he oversees the roster-building strategy including the personnel evaluation process, and ensuring that all the strategic needs of Basketball Operations are met. He works closely with the General Manager, James Jones, to ensure the success of Basketball Operations and helped him rebuild the franchise in 2018.



Amundson and Resch had a similar path through their undergraduate and graduate degrees, as they were both managers and graduate assistants for Baylor's men's basketball team. Zach's six years with the Bears helped him build experience within his desired field and would help land him a job. In his last year of graduate school, Amundson was a remote Basketball Strategy intern for the Phoenix Suns that led to a full-time position as a Basketball Strategy and Evaluation Analyst.

Amundson is going into his third year with the Suns as a Senior Analyst over Personnel and Team Evaluation. In this position, he makes evaluations on draft prospects, both internationally and collegiate, upcoming free agents, potential trade candidates, international scouting, along with other systems and programs. In 2021, for the first time since the 2009 season, the Suns made the post-season won the Western Conference Championship, and went all the way to the NBA Finals. Amundson helped put together a Finals-caliber roster and with organizational and systematic strategies.

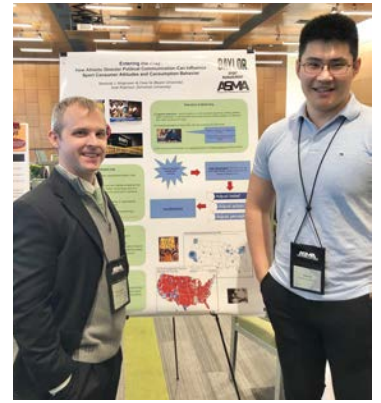


Pictured Zachary Amundson (left) and Ryan Resch (right)

ASMA CONFERENCE 2021

President of the Applied Sport Management Association (ASMA), Editor of the Journal of Applied Sport Management (JASM), and Associate Professor with the Sport Management department are just a few titles that Dr. Marshall Magnusen holds. Since being appointed ASMA President in 2020, Magnusen had the opportunity to host the annual conference at Baylor. This was one of the very few sport management conferences to have a physical presence due to the pandemic hitting shortly after.

His leadership role was altered when the executive committee was forced to plan their next conference completely online. While the committee would have conference calls throughout the year for planning, it was now using strictly platforms like Zoom, Microsoft Teams, and emails. ASMA has a unique presence within higher education and is student-driven. Magnusen expressed, along with the executive committee, that they want ASMA to be a space for scholars to interact with practitioners and students (undergraduate and graduate) to present research in a constructive and positive environment. This is a place where there is an exchange of ideas and help students and faculty gain a better understanding of sports scholarships.



During his time as president, he was able to launch a successful, fully virtual, conference, rebrand ASMA and JASM, locate a new publisher for JASM, transitioned the Journal to a free accessible cite, and created an ASMA Research Fellow Award. This award will honor those who have made considerable contributions to ASMA through their conference presentations and JASM research articles.

Through any time in a career, you have challenges and one that was really tough on Mar was the passing of one of the executive committee members. Dr. Samantha Roberts was an integral member of the leadership team and was responsible for the case study competition. Her great passion for student development will be remembered in the naming rights of the Samantha Roberts Student Case Study Competition, letting her light continue to shine forever.

OPERATION BEARING GIFTS



The 2020-21 school year was full of challenges and change especially to the traditional college experience, but one thing remained the same, the need to make an impact. Whether it is donating toys or a canned food drive, the SPM program seeks to give back to the community as much as it can. This year that came in the form of a toy drive tagged as "Operation Bearing Gifts."

After being presented the idea by Dr. Magnusen, Research and Program Support GA, Rachel Morton decided to partner with the local Toys for Tots. Morton had previously worked with a Toys for Tots organization and had a good experience from all aspects. With only two weeks to donate, the SPM program had to really get to work. They utilized their growing social media platform to increase awareness with the student body as a primary method

and word of mouth advertising in classes as a secondary. With a head start of at least 50 toys provided by Dr. Magnusen, who gathers toys throughout the year to donate them when the joyous holiday comes around, the count started off strong.

Finishing with over 120 toys in just two weeks for the local Waco community was a huge success. Normally, Marines would have come to pick up the toys, but sadly because of Covid restrictions, they were unable to participate. This is the first of many toy drives that are envisioned in the future for the SPM program.

With the help of the upcoming fall semester course Athletic Fundraising and Development, it seems that it will be equally if not more successful than the previous year. This opportunity gives students the ability to oversee a fundraiser from start to finish and physically see the impact they are making on their local community.



Pictured above from L to R (Garret Sulak, Gianna Esparza, Caleb Clark, Rachel Morton, and Dr. Magnusen

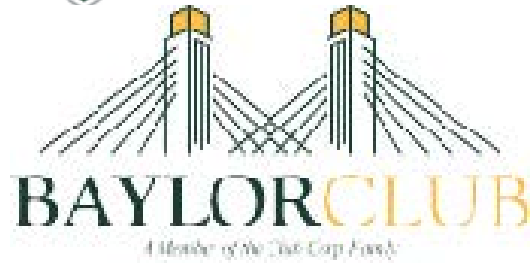
2020-21 PRESENTATIONS

- *Esparza, G., **Magnusen, M.J.** (2021, February). Planning for an unplanned world with Don Costante. Applied Sport Management Association Conference, Kerrville, TX (virtual)
- Magnusen, M.J.** (2021, February). Donor analytics crash course. Applied Sport Management Association Conference, Kerrville, TX (virtual).
- Magnusen, M.J.** (2021, February). Fundraising interview with Blake Harris, Senior Director of Regional Development at Baylor University. Applied Sport Management Association Conference, Kerrville, TX (virtual).
- *Miller, A., & **Magnusen, M.J.** (2021, February). An interview with Director of Business Development from USATF about career path and COVID changes. Applied Sport Management Association Conference, Kerrville, TX (virtual).
- *Needham, B., *Morton, R., *Sulak, G., & **Petersen, J. C.** (2021, February). Fuller house: Analyzing the impacts of promotions on venue capacity in Triple-A baseball. Applied Sport Management Association Conference, Kerrville, TX (virtual).
- Petersen, J. C.**, & Pierce, D. A. (2021, February). Priming the pump: An analysis of sport management faculty internal grant awards. Applied Sport Management Association Conference, Kerrville, TX (virtual).
- Qi, J. C., **Magnusen, M. J.**, & **Petersen, J. C.** (2021, February). Do gender and expertise matter? An exploration of athletic product endorsement in China. Applied Sport Management Association Conference, Kerrville, TX (virtual).
- *Sulak, G., & **Magnusen, M.J.** (2021, February). An interview with Northwestern State Athletic Director Greg Burke about fundraising and sponsorships at an FCS level institution. Applied Sport Management Association Conference, Kerrville, TX (virtual).
- *denotes student author

2020-21 PUBLICATIONS

- Judge, L. W., Petersen, J., Lower, L., Blake, A., Nordmann, N., Lee, D., Langley, J., & Bellar, D. (2021). Growing the Youth Olympic Games: Building marketing strategies based on event awareness and consumption intention. *International Journal of Exercise Science*, 14(6), 578-593.
- Kim, S., Hong, S., Magnusen, M.J., & Rhee, Y. (2020). Hard knock coaching: A cross-cultural study of the effects of abusive leader behaviors on athlete satisfaction and commitment through interactional justice. *International Journal of Sports Science & Coaching*, 15, 597-609. [SSCI]
- Kim, Y.D., Magnusen, M.J., Kim, Y., & Kim, M. (2020). Developing a sport fan equity index. *International Journal of Sports Marketing and Sponsorship*, 21, 247-266. [SSCI]
- Kim, Y.D., Kim, Y., Magnusen, M., & Kim, D. (2020). Relationships as strategic assets: A sport fan equity approach. *International Journal of Sport Management and Marketing*, 20, 47-63.
- Lower, L. M., Czkanski, W. A., Marsh, J. P., & Petersen, J. (2021). The collegiate sport club model: Development of a conceptual framework. *International Journal of Sport Management*, 22(3), 241-271.
- Lussier, J., Kim, J. W., Magnusen, M.J., & Kim, K. T. (2021). Card collection: An examination of whether yellow and red cards affect base salary under Major League Soccer's salary cap. *International Journal of Sports Science & Coaching*. <https://doi.org/10.1177/17479541211011294>
- Magnusen, M., Kim, J.W., & Robinson, G.M. (2020). Coaching and effective leaders: An overview and recommended research agenda. In R. Resende and R.A. Gomes (eds.), *Coaching for human development and performance in sports* (pp.441-465). Springer International Publishing.
- Marsh, J. P., Petersen, J. C., Judge, L. W. (2021). Strength and conditioning facilities in Texas high schools: A quantitative analysis. *The Physical Educator*. 78(3), 242-260. <https://doi.org/10.18666/TPE-2021-V78-I3-10592>
- Park, S., Kim, S., & Magnusen, M.J. (2021). Two sides of the same coin: Exploring how the bright and dark sides of team cohesion can influence sport team performance. *International Journal of Sports Science & Coaching*. <https://doi.org/10.1177/17479541211042555>
- Robinson, G.M., Magnusen, M.J., Neubert, M., & Miller, G. (2021). Servant leadership, leader effectiveness, and the role of political skill: A study of interscholastic sport administrators and coaches. *International Journal of Sports Science & Coaching*, 16, 291-303. [SSCI]
- Seifried, C. R., Demiris, T., & Petersen, J. C. (2021). Baylor University's football stadia: Life before McLane Stadium. *Sport History Review*. 52(1), 70-89. <https://doi.org/10.1123/shr.2020-0020>
- Stamatis, A., & Magnusen, M. (2021). Nontraumatic injuries in the NCAA: Collegiate football strength coaches should exercise caution this off-season. *International Journal of Exercise Science*, 14, 980-983.

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The Sport Management wants to reconnect with program alumni! We want to celebrate your success and expand the professional network available to our graduates. Please send your contact information and any other career details including your year of graduation to Rachel Morton at rachel_morton1@baylor.edu

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