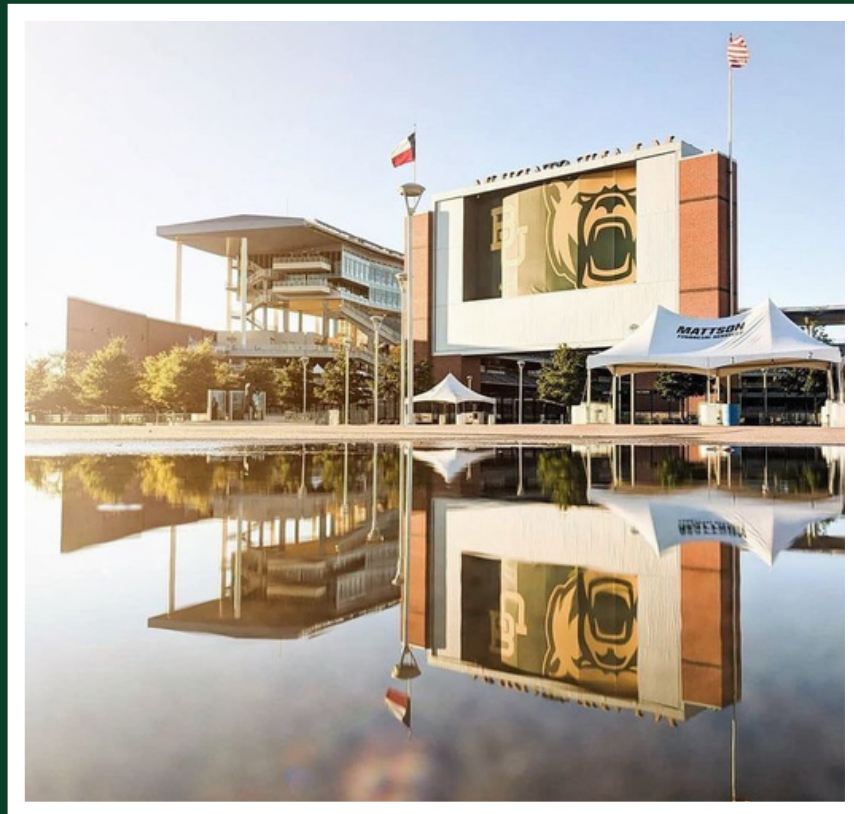


BEAR TRAILS

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



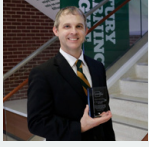
BAYLOR[®]

SPORT MANAGEMENT

FALL 2022 - VOLUME 13 ISSUE 1



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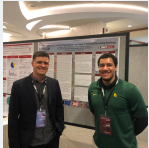
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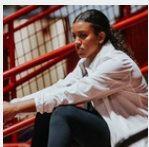
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Meet Our Bears



Dr. Jeffrey Petersen

Professor & Sport Management Program Director

Dr. Petersen has served as the Sport Management Program Director at Baylor since 2009 and served as the Department of Education Interim Chair from 2019 to 2022. He has a wealth of Sport Management leadership and teaching at the collegiate level and has also served as a teacher, coach, athletic director, and district chair at the high school level. Along with his passion to help students, Dr. Petersen is an active researcher, having published work in more than 75 peer-reviewed journals and having more than 175 refereed presentations at state, national, and international conferences. Additionally, he published his first textbook, *Facility and Event Management: Applications in Sport*, along with his co-authors, Dr. Lawrence Judge and Dr. John Miller in 2017.



Dr. Marshall Magnusen

Associate Professor

Dr. Magnusen has served as a professor for the Sport Management Program since 2011 and was promoted to Associate Professor in 2017 after an impressive showing of peer-reviewed scholarship marked by high quality and growing visibility. To date, he has published over 50 peer-reviewed articles and several book chapters and has made over 50 presentations at national and international conferences. In addition to his role as Associate Professor, he is currently the Editor of the *Journal of Applied Sport Management*, an editorial board member for the *Journal of Amateur Sport* and the *Journal of Global Sport Management*, and was the former President of the Applied Sport Management Association (ASMA).

New Students in 2022

Emma Burnside - Baylor University

Cannon Campbell - Rochester University

Destry Carrasquillo - Kennesaw State University

Dawson Drake - Indiana University

Michael Foy - Baylor University

Danielle Friedrich - St. Mary's College

Jacob Gall - University at Buffalo

Max Goetcheus - Valparaiso University

Ty Helton - Baylor University

Gordon Hoffman - Baylor University

Moorea Long - Baylor University

Zachary Lundgren - Baylor University

John Mayers - Baylor University

Chidi Ogbonnaya - Baylor University

Jaden Owens - Baylor University

Shiv Patel - Baylor University

Isaac Power - Baylor University

Mia Robertson - Baylor University

Brayden Utley - Baylor University

2022-23 Graduate Assistant Positions

Caitlin Bickle - BU Marketing & Fan Engagement*

Emma Burnside - American Football Coaches Association

Cannon Campbell - BU Men's Basketball / SPM Research & Program Support

Destry Carrasquillo - BU Fan Engagement

Dawson Drake - BU Football Equipment

Samuel Esparza - ClubCorp McLane Stadium

Michael Foy - American Football Coaches Association

Danielle Friedrich - BU Ticket Office

Jacob Gall - BU Football Equipment

Max Goetcheus - BU Event & Facility Management

Ty Helton - Baylor Bear Foundation

Gordon Hoffman - BU Men's Basketball

Jackson Kimble - BU Football Student Assistant Coach*

Dylan Korte - BU Campus Recreation

Moorea Long - Baylor Bear Sports Properties - Learfield IMG

Zachary Lundgren - BU Campus Recreation

John Mayers - BU Facility & Event Management*

Grant Miller - BU Football Equipment*

Derek Page - BU Fan Engagement

Shiv Patel - BU Men's Basketball

Mia Robertson - MCC Athletics & Marketing

AJ Tademy - BU Applied Sport Performance*

Tyler Thomas - Baylor Bear Sports Properties - Learfield IMG*

Collin Toner - BU Compliance

Jennifer Wandt - Trelleborgs Soccer Club - Sweden*

*Denotes internship opportunity

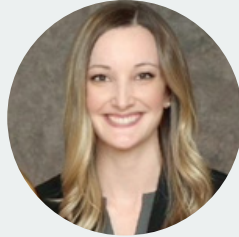
ASMA Research Fellow 2022



Dr. Marshall Magnusen received the Research Fellow Award from the Applied Sport Management Association (ASMA). ASMA is a scholarly organization that aims to build research partnerships between scholars studying sport — both faculty and students — and practitioners working in the sport industry. The award recognizes “scholars who have demonstrated a commitment to ASMA and its vision, as well as distinction in sport management research,” along with scholarly contributions to the conference and the official journal, the *Journal of Applied Sport Management*. Dr. Magnusen received the award at the 2022 ASMA Conference in Indianapolis.

Alumni Spotlight

Kelsey Bannister



In 2010, Kelsey Bannister graduated from the Sport Management program at Baylor University. Only twelve years later, and after working for multiple professional sports organizations, Kelsey now finds herself as the Vice President of Premium Sales and Service with the Milwaukee Bucks and on the fast track to becoming the President of an NBA franchise.

Influenced by the campus, academics, and culture as a whole, Kelsey chose to attend Baylor on a volleyball scholarship in 2005 but originally didn't understand the professional side of sports until she joined the Sport Management program. She credits the SPM program with opening her eyes to the business side of sports and helping her discover a path that she previously didn't even know existed. One she has clearly excelled in.

Upon graduation from BU, Kelsey began work as an Event Operations Intern for the Houston Rockets, a role she was chosen for from an applicant pool of over 900 candidates. After working in the facility and operations side, she transitioned to sales and was quickly promoted to Premium Account Manager, a role she held for nearly five years.

After her time in Houston, Kelsey transitioned to Kroenke Sports and Entertainment, where she worked with the Denver Nuggets, Colorado Avalanche, Colorado Rapids, and Colorado Mammoth organizations on her way to becoming the VP of Premium Client Services.

Fast forwarding to the present, Kelsey

accepted her role as VP of Premium Sales and Service for the Milwaukee Bucks in August 2021. In her current role, she oversees all of the premium spaces at the Fiserv Forum including suites, lofts, courtside seats, and more for the Milwaukee Bucks, Marquette basketball, concerts, and family shows held in their arena. She enjoys that there is so much going on at Fiserv Forum and in the Deer District and loves the challenge of changing up their strategies for all of the different events that they hold.

One of her greatest pieces of advice for students and young professionals is one she remembers Dr. Petersen really emphasizing during her time in the SPM program. That advice is to network early and often, and she strongly encourages students to reach out to Baylor alums, who are often very happy to help their fellow Bears. She also recommends not being afraid to move, both geographically and in your specific role. Just because you start in one area, doesn't mean you have to stay there. Sometimes getting your foot in the door is the best thing you can do.

In terms of Kelsey's plans for the future, her dream job is to be the President of an NBA franchise, like the Milwaukee Bucks. Aside from this goal, which seems very promising based on her current career progression, Kelsey also has some interest in exploring the potential of being involved in a leadership position for an international sport organization. We are extremely proud of Kelsey and grateful for her continued connection to the SPM program.



Tracking Our Bears



Aditya Malhotra, 2015

Moving From:
Director of Basketball
Operations,
Baylor University

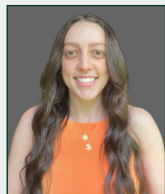
Moving To:
Director of Amateur
Scouting,
Phoenix Suns



Javaria Neumon, 2022

Moving From:
SPM Research and Program
Support Graduate Assistant,
Baylor University

Moving To:
Director of Fan
Engagement & Head
Cheer Coach,
St. Edward's University



Sarah Edmondson, 2020

Moving From:
Assistant Director, Ticket
Operations,
University of Arizona

Moving To:
Director, Ticket
Operations,
Baylor University



Rob Sender, 2010

Moving From:
Senior Manager, Brand
Content,
Keurig Dr Pepper Inc.

Moving To:
Director of Brand &
Marketing,
Dallas Cowboys



Ally Wilker, 2014

Moving From:
Manager, Corporate
Partnership Marketing,
Dallas Cowboys

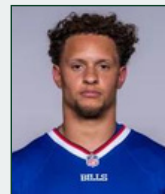
Moving To:
Assistant to the Sr. VP
Corporate Partnerships,
Dallas Cowboys



Will Quinn, 2020

Moving From:
Manager, Business
Development,
Learfield

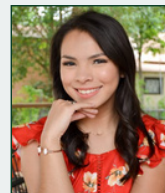
Moving To:
Manager, Business
Development,
Northwestern Sports
Properties



Terrel Bernard, 2021

Moving From:
Football Equipment
Internship,
Baylor University

Moving To:
Linebacker,
Buffalo Bills



Gianna Esparza, 2022

Moving From:
Ticket Operations
Graduate Assistant,
Baylor University

Moving To:
Event Coordinator at
Henry B. Gonzalez
Convention Center,
City of San Antonio

Student Presentations

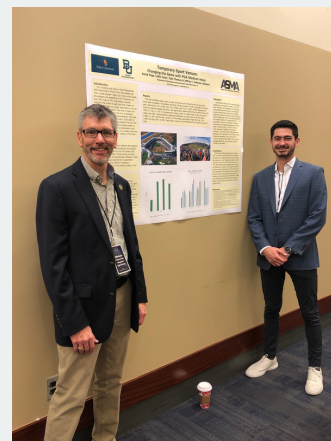
ASMA 2022



This year, two Baylor Sport Management students presented their research at the Applied Sport Management Association (ASMA) conference held at Lucas Oil Stadium in Indianapolis. Garret Sulak gave an oral presentation presenting his findings on the Field of Dreams, while Derek Page had a poster presentation to present his research on the very unique par 3 at TPC Scottsdale on the PGA Tour. Both students were fully funded by the Graduate School Travel Award, the School of Educational Leadership Award, and the Department of Educational Leadership Fund.

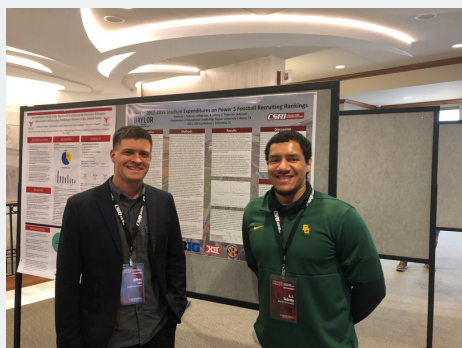


Garret Making his oral presentation



Dr. Petersen and Derek presenting his poster

CSRI 2022



Jeff and AJ presenting their poster

Two Baylor Sport Management students also presented their research at the 2022 College Sport Research Institute (CSRI) conference. AJ Tademy and Jeff Lee made the trip to Columbia, SC and presented their findings on the effect of stadium expenditures on Power 5 football recruiting rankings. Their travel and expenses were also fully funded through Baylor University.

2021-2022 Presentations

- Finger, A.***, & **Petersen J.** (2022, March). Facility investments and Big 12 football Success: An analysis of a changing conference. College Sport Research Institute Conference on College Sport, Columbia, SC.
- Judge, L. W.**, & **Petersen, J. C.** (2021, October). Buenos Aires 2018 Youth Olympic Games awareness and consumption intention: An analysis of local residents. Sport Marketing Association Conference, Las Vegas, NV.
- Kim, J.**, **Magnusen, M.**, & **Jeong, S.** (2022, September). Forecasting March Madness Tournament: Machine learning approaches. Paper presented at the annual conference of the European Association for Sport Management, Innsbruck, Austria.
- Magnusen, M.**, & **Robinson, M.** (2022, February). First-time job seekers' perceptions of leader political stances in the workplace: An exploratory investigation. Presented at the annual Applied Sport Management Association Conference, Indianapolis, IN.
- Page, D.***, **Toner, C.***, **Thomas, T.***, & **Petersen, J. C.** (2022, February). Temporary sport venues: Changing the game with PGA stadium holes. Applied Sport Management Association Conference, Indianapolis, IN.
- Petersen, J. C.**, & **Judge, L. W.** (2022, February). Youth sport participation and parental status impact on Youth Olympic Games event engagement. Applied Sport Management Association Conference, Indianapolis, IN.
- Robinson, M.**, **Magnusen, M.**, & **Yu, H.Y.** (2022, February). Teaching servant leadership through experience and practice: A case study in service-learning. Presented at the annual Applied Sport Management Association Conference, Indianapolis, IN.
- Sulak, G.***, & **Petersen, J. C.** (2022, February). If you build it... Making and marketing MLB's real Field of Dreams. Applied Sport Management Association Conference, Indianapolis, IN.
- Tademy, A. J.***, **Lee, J.***, & **Petersen J.** (2022, March). Effect of 2012-2019 Stadium Expenditures on Power 5 Football Recruiting Rankings. College Sport Research Institute Conference on College Sport, Columbia, SC.
- Urick, A.**, **Magnusen, M.**, **Eckert, J.**, & **Carpenter, B.** (2022, November). Promoting educator wellbeing. The relationship between political skill, community empowerment, and collective leadership. Paper presented at the annual University Council for Educational Administration Conference, Seattle, WA.

*Denotes student author

2021-2022 Publications

- Lussier, J., Kim, J.W., Magnusen, M.J., & Kim, K.T. (2022). 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*, 17(1), 161-168.
- Magnusen, M. (2021). Thoughts on the NIL era: An introduction to the special issue. *Journal of Applied Sport Management*, 13(2), 1-2. Magnusen, M., & Todd, S.Y. (2021). A fistful of NIL: Have we entered a "Wild West" recruiting era. *Journal of Applied Sport Management*, 13(2), 13-17.
- Magnusen, M., Kim, J.W., & Robinson, G.M. (2021). 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.
- Park, S., Kim, S., & Magnusen, M.J. (2022). 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*, 17(3), 519-531.
- Petersen, J., & Judge, L. W. (2021). Reframing the collegiate facilities arms race: The looming impact of NIL and conference realignment. *Journal of Applied Sport Management*, 13(2), 36-44, <https://doi.org/10.7290/jasm13wlu7>
- 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.

Taking on the NCAA



While not everything one learns in college seems immediately applicable to their future, the courses in the SPM program are meant to provide students with knowledge in a number of pertinent areas within the sport industry and equip them with the tools to be leaders in sport. One direct application and example of this fact can be seen as Shanel Bramschreiber, a recent Sport Management graduate, takes on the NCAA. What began as a Sport Governance project, Shanel has now started a petition to eliminate NCAA bylaws under section 12.3 regarding the use of agents for all sports. While men's basketball, men's ice hockey, and baseball players are currently allowed to sign with agents and retain their eligibility, Shanel is trying to open the same door for all other intercollegiate sports. These bylaws have personally affected Shanel by denying 50% of her final year of eligibility for exploring professional opportunities, and she has been able to directly apply the concepts from the Sport Governance class in her policy grievance against the NCAA.

Thank You to Our SPM Program Partners!



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Baylor University Sport Management
Master's Program



<http://www.baylor.edu/soe/edl/sportmgmt>

The Sport Management program wants to reconnect with program alumni to celebrate your success and expand the network available for our graduates. Please send your contact information and any other career details including your year of graduation to Cannon Campbell at cannon_campbell1@baylor.edu.

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