

Elon University

LSM Newsletter



2009-2010 Activities

- Skillz on Wheelz
- Senior Dinner
- Buster Olney, ESPN
- Casino Night
- Move That Bus!
- Glow-ball Golf
- Tennis Tournament
- Going Yard for Youth
- Career Spotlights Series

Become a fan of the Club on Facebook for all the latest news and opportunities

Changes in Store for LSM

Dr. Jim Drummond

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Greetings are extended to all Leisure and Sport Management alumni, families and friends. We enter a new year with some organizational changes at Elon. Beginning in June 2010, LSM will be housed in the School of Communications and our departmental name will change to Sport and Event Management. What does all this mean for LSM? While some change is inevitable, no wholesale alteration of our mission, curriculum or organizational structure is anticipated. My personal sense is that change is often very constructive and I feel that our department, faculty, students (and alumni) will suffer no ill effects. Indeed the world and our nation are involved in a degree of economic uncertainty and change which has never been

experienced in our life time, perhaps ever. How will this impact you? The Burlington-Times News reported this morning that unemployment in Alamance County has reached 12.1% - one of the highest rates in North Carolina. It is predicted that many of these jobs are lost and will never return. Our employment future and economic recovery appear focused in the areas of technology, services and a "green" concept in which we become more sustainability oriented. I mention these facts (and opinions) in that parks and a philosophy of recreation are at the very heart of a "green" future in that we must select, develop and use our natural resources in a more sustainable way - a founding

premise of parks. You may recall an anonymous quote from class: *from education comes understanding, from understanding comes appreciation and from appreciation comes protection/preservation.*

In addition, we must make decisions which are in the best interest of the greatest number of people; again a foundation of recreation philosophy (and history) in which we altruistically assist others in quality of life decisions. I urge you to think on these issues and give serious consideration in career choices and pursuits as well as your personal lives in an ever changing world. You are in a position to make a difference; go do it!

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Welcoming LSM to a New Home

Dean Paul Parsons

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We are excited that the Department of Leisure and Sport Management will move to the School of Communications on June 1. Here's the reason for the change: The university has restructured the School of Education to focus solely on teacher preparation. As a result, three long-time departments in that school are moving to new homes - LSM to the School of

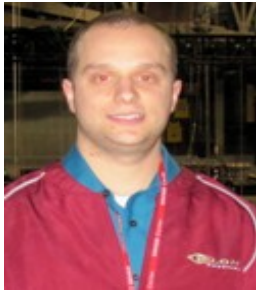
Communications, Exercise Science to the College of Arts and Sciences, and the Physical Therapy graduate program to an anticipated School of Health Sciences. LSM and Communications are natural partners, and a number of students major in one and minor in the other. LSM offers courses in sport and event management, which appeal to our strategic communication stu-

dents. In turn, we offer courses such as Sports & Media, Sports Broadcasting and Sports Information. We have a similar philosophy about the balance of concepts and hands-on learning, and both programs require students to complete a rigorous internship. This change will not impact the courses or curriculum of current LSM students in any way.

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Internship “In’s & Out’s”

Interview with Harrison Seeler



Harrison also interned with the Los Angeles Sparks
 Contact Harrison at: hseeler@elon.edu

“Luck is what happens when preparation meets opportunity.”

-Seneca

1. Where did you intern?

-STAPLES Center, Los Angeles, CA

2. How did you find your internship?

-I met the Senior Vice President/GM of STAPLES Center at a conference in South Carolina. I waited a long time after he was done speaking to talk with him one-on-one. Then, I sent him a thank you note, called him a couple weeks later, and maintained a relationship with him over the next few months. He told me to let him know what kind of internship I was interested in and he would send me to the right person. Eventually I found out that he needed an intern, so I interviewed with his assistant and was selected for the position.

3. What were your main responsibilities?

-I did A LOT of basic office duties. I copied, filed, shredded, and all the other boring office tasks. My job was to basically keep the office organized, making sure everything ran smoothly for everyone else. I did get a chance to help out with the Michael Jackson memorial, which was a great experience.

4. How should interns deal with unforeseen circumstances?

-In order to be successful at an internship, you

should be prepared for the unexpected, and have clear expectations of the internship. I, unfortunately, did not get to attend any Lakers championship games, but I expected that so it was fine. I figured if I paid my dues, I could earn opportunities to attend future championship games. Michael Jackson's death was a huge unforeseen circumstance for me. I took advantage of it by being prepared to work extra and varied hours. This not only gave me great experience, but also impressed my supervisors.

5. What did you learn during internship?

-I learned how to behave and communicate in a professional environment, and how to go about conducting daily business. My desk was right outside of the Senior Vice President/GM's office, and he spoke loudly and on speaker-phone. So, I was able to learn a lot just from listening to him. I couldn't have asked for a better opportunity. I also learned that the harder you work, the more you will get out of it. There are a lot of lazy, unmotivated people out there. If you can be that one person that will go above and beyond, it will take you far.

6. What advice would you give to a new intern?

-Pay your dues. You are not above making a copy or getting coffee for someone.

Interview with Joseph Caputummino



Contact Joseph at jcaputummino@elon.edu

1. Where did you intern?

-I interned with the City of New York Parks and Recreation Department: Manhattan Recreation.

2. How did you find your internship?

-I was not sure of what area of LSM I wanted to intern in (sport, parks, recreation, etc.), so I went online to look for ideas. I went on the City of New York Parks and Recreation Department website and found my internship.

3. What were your main responsibilities?

-My main responsibility was to coordinate usage permits for Manhattan ball fields. I processed applications, payments and permits. In NYC you have to apply to use any type of sport field (baseball, soccer, basketball, etc.). I also coordinated borough-wide day camp special events (for 400 kids) with duties including: planning & scheduling activities and supervising venues & staff. I had the chance to work with Derek Jeter's Turn 2 Foundation, the

First Deputy Commissioner's Ball Field Task-force, and Arts, Culture & Fun programs.

4. How should interns deal with unforeseen circumstances?

-Unforeseen circumstances happen, especially when you're in a city like New York. To try to limit these events from happening, I made sure I was prepared for anything. I made copies of important documents, double and triple checked my work, and followed up even when not required.

5. What did you learn during internship?

-I learned that no matter how well you think you can do something, someone can always help you do it better.

6. What advice would you give to a new intern?

-Take every opportunity given to you while interning. I guarantee you will learn from it.

Past President's Insights Ben Huggins

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In high school and the first semester of freshman year I was content to go to class, do my work, and spend time with my friends. Four years later, I was the over-involved president of the Leisure and Sport Management Society. Early on, I realized that the typical Elon student and I were a little different. We all were excited to learn, but others were fully involved in the engaged learning experience and wanted to take active roles in making things happen. In late August of 2006, I walked away from Koury Business Center a bit confused as to what I had just experienced. My first introductory class with Dr. Drummond might have been the most intimidating academic experience of my life, but I immediately knew that this

was the major for me. Deciding that the stereotypically gregarious and extra-involved character of the student body probably had something to do with success, I resolved to get more involved in any way that I could. I attended the first meeting of the LSM Society that year and have signed up to help with nearly every event that I could since then. From working golf tournament fundraisers to serving on planning committees for conferences and social events, my involvement with the society over the past several years has greatly enhanced my college experience and education. I know many of my classmates would echo the same sentiment. In many meetings since I began serving on the execu-

tive board of the Society, members have passionately spoken for our department's network and its personal feel. As members of such a small, department and a community-oriented university, we are each other's best reference and networking connection. The Society provides great opportunities to get to know peers and professors outside of the classroom. To students new to the program, get connected! Take note of the positive experiences of your classmates who are active members in the Society. Get involved in a few things or in everything that peaks your interest. Try something new; you might discover a hidden skill or an exciting career path. To our alumni, stay connected! Find former classmates online or through

*"Get connected -
Stay connected"*

events for Elon Alumni and catch up. You never know who is doing what. Come back to Elon and visit; see what the professors and current students are up to. Take advantage of the unique network that this special department and wonderful university provides!

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Welcoming LSM to a New Home Dean Paul Parsons

The university has asked us to make one change though – to revise the department's name. I consulted with faculty and students about this and commencing June 1st the Department name will change to Sport and Event Management.

This is a strong department thanks to Jim Drummond as the inaugural chair of this Department since 2003, Hal Walker, Tony Weaver and Anne Marx, along with fine students and successful alumni. We admire the way

the department prepares students in sport management, event planning, and parks and recreation. This was clearly evident when I attended internship presentations last fall.

Let me now introduce myself and the School of Communications to you. I graduated from Baylor University, spent a decade with United Press International and The Associated Press, earned a Ph.D. from the University of Tennessee, and taught at Kansas State University before com-

ing to Elon in 2001 as founding dean of the School of Communications. Today, the school is home to 20 percent of Elon's student body. When Sport and Event Management joins us this summer, the school will become more than 1,000 majors and 50 full-time faculty and staff. The school is nationally accredited. In fact, Elon is one of only 18 private universities in the nation with an accredited communications school, along with Syracuse, Columbia, Northwestern, Miami

and Southern Cal. In a recent State of the University address, President Lambert stated: "The School of Communications is building a national reputation for excellence at an astonishing rate." This is already a vibrant program, and our partnership should further elevate both the quality and national reputation of this Department. We look forward to working with the Sport and Event Management faculty, students, alumni and parents to make this happen!

Alumni Spotlight

Tim Gallant

1. Where are you currently employed and what is your position?

-Washington Mystics-Account Executive

2. Describe the favorite aspect of your job.

-I love being a part of all the behind the scenes aspects of running a professional sports team.

3. What were your career goals after graduation?

-As has been my goal since my graduation, I wanted and still want to work for a professional sports team or organization in some capacity. Obviously, I would love to grow my career and rise through the ranks in the coming years.

4. Name one thing you took with you from your LSM classes.

-It is a very competitive industry, but I feel that all the skills and knowledge I learned from my years at Elon have given me an edge over others.

5. What's one piece of advice for current seniors?

-You're not going to get your dream job right away. While your job and pay may not be ideal right away, if you work hard and put in your years, you will get to the top.

Alison Mangini

1. Where are you currently employed and what is your position?

- Currently, I am with Octagon, a sports marketing company, in the Athletes & Personalities division. I am the Tournament Coordinator for two professional golf events in Raleigh, The Rex Hospital Open and the SAS Championship. I am currently responsible for managing over 500 volunteers, merchandising for our events, pro-am management, and supporting other projects and events that come up within our division. I've had the opportunity to work on some really cool events outside of the golf industry such as the NFL Experience at Super bowl XLI, sponsorship activation for an ESPN Documentary, *Black Magic*, and recently the Chris Paul PBA Celebrity Invitational

2. Describe the favorite aspect of your job.

-The favorite aspect of my job is that I meet tons of amazing people through our volunteers – we have over 500 volunteers that work these two events. Every year I get to meet the most interesting and caring people. I also love the problem solving part of my job. During tournament week it's high intensity, with lots of mov-

ing pieces. You can plan for years, and your plans can seem perfect, but it's all about how you react to and handle adversity as a team that truly makes the event a success.

3. What were your career goals after graduation?

-I'd be lying if I said I had it all mapped out. I was completely unsure of my goals after graduation. I really enjoyed the event management class in the program, and I played golf while at Elon. I stumbled upon the opportunity to combine those two passions with Octagon.

4. Name one thing you took with you from your LSM classes.

-Network, network, network. Even if you currently have a job, continue to learn more about the industry by talking to people.

5. What's one piece of advice for current seniors?

- My piece of advice is to be honest with yourself about what you want to do, but also be open to any and all possibilities. You've got to start somewhere, and understand that every experience is a learning experience, and will prove to be valuable down the road in your career.

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(From Right to Left: Ben Huggins, Lindsay Martin, Amanda Portoghese, Harrison Seeler, Sam Miller)

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