NOVEMBER 18TH, 2015
6:00 PM – 8:00 PM

Powell, 3rd Floor
302, 304, 311

SEM 212 (Contemporary Sport Management)
SEM 226 (Facility & Venue Management)
SEM 232 (Research Methods)
SEM 351 (Sport Marketing)
SEM 352 (Sport Sales & Promotion)
SEM 412 (Sport Finance)
SEM 427 (Event Management)
SEM 461 (Sport Leadership & Ethics)

Please help yourself to refreshments available in 304 and 311.
SEM Capstone Experience
SEM 461: Sport Leadership & Ethics (Dr. Weaver)
Selected students will share their SEM Capstone Projects.

Elon Night with the Hurricanes
Carol Pyszkowski

The Tommy John Killer
Casey Gaynor, Tyler Manez

Funding Request Presentations
SEM 412: Sport Finance (Dr. Weaver)
Students will present their funding request to a board.

Girls on the Run 10K Road Race (Fundraising)
Carrie Spicher, Jessica Jones, Cori DeMelis, Jane Domeck, Alissa Pantuosco

Elon Athletics solicits Under Armour (Sponsorship)
Courtney Newcomb, Maddie McCallie, Carol Pyszkowski, Tanner Samson, Kelly Siewers, Doug Warrick

First Stick Program Grant Proposal (Grants)
Waverly McConnell, Nicole Miller, Evan Miceli, Rachel Garrity, Lexie Melanson

Sport Sales Experience
SEM 352: Sport Sales & Promotion (Dr. Cryan)
Selected students will discuss their in-class sales experience.

Carolina Hurricanes (NHL) and Elon Men’s Basketball (NCAA)
Students: TBA

“The only source of knowledge is experience.”
- Albert Einstein
7:05 PM

Funding Request Presentations
SEM 412: Sport Finance (Dr. Weaver)
Students will present their funding request to a board.

Ticketing Campaign for Miami FC (Ticketing)
Morgan O’Brien, Matthew King, Jack Kelly, Will Kelley, Sarah Leggett

Elon Athletics Indoor Turf Facility (Fundraising)
Alexis DeGroot, Tripp Fidler, Sean McCoy, Anthony Sabato, Kellie Phillips

Bose Inc proposes to Julian Edleman’s representatives (Sponsorship)
Essence Baucom, Elizabeth Benjamin, Emma Carty, Bo Hartman, Mary Kate Heaney, Carlos Salas

7:50 PM

Event Management Discussion
SEM 427: Event Management (Dr. Walker)
Selected students will share their class project.

Casino Luau
Morgan O’Brien, Hailey Greene, Claire Gibbons

“You must be ruthless in your efforts to simplify – not dumb down – your message to its absolute core.”

- Garr Reynolds
6:00 PM

**Individual Research Prospectus**
SEM 232: Research Methods (Dr. McFadden)
Posters communicating students’ research plans.

1. Classroom to Real World: Implication of Curriculum Development on Event Management Job Competencies
   Karstyn Orrell
2. Volunteer Motivation: The Relationship with Managers and How to Keep Both Parties Satisfied
   Waverly McConnell
3. Athletes vs. Non-Athletes: Differences in Maladaptive Behaviors
   Emily Bourke
4. A Case Study Analysis of an Adventure Based Leadership Experience
   Abbie Dalton
5. Ring the Bell: Effects of Multiple Concussions
   Dominic Bourne
6. Feeding the Beast: An Analysis of Funding Structures for Sports Stadiums
   Matt Mallian
7. Catching Safety in Ballparks across America: A Look at Fan Safety and Netting in Major League Baseball
   Grant Flick
8. Effect of Maturity on One-and-Done Rule
   Kaylin Rhoads

A. The Perks and Problems of the Globalization of Sport
   Tripp Fidler
B. The Effect of World-class Players in Major League Soccer
   Madison Clarke
C. Economic and Social Effect in Sport Due to Athletes Ethical Behavior
   Monica Austin
D. Gender, Leadership and the Role of the Coxswain
   Megan Podgorski

6:20 PM

**Individual Research Prospectus**
SEM 232: Research Methods (Dr. McFadden)
Posters communicating students’ research plans.

1. The Effect of Marketing and Promotions on Minor League Baseball Attendance
   Katie Soraghan
2. Salary and Contract Determinants for Head Collegiate Coaches
   Dimitri Lettas
3. Variables that Determine Fan Attendance at College Football Games
   Tracey Coppedge
4. The NFL Experience: Fan Interaction on Game Day
   Malcolm Galloway
5. Pay Those Kids: The Affect Cost of Attendance has on Universities
   Dmitri Thompson
6. The Minor League Baseball Experience Attracting the Fan
   Madeleine Ker
7. Are NFL Stadiums at Risk: Increasing Security at NFL Stadiums
   Katharine Mann
8. Concussions in Professional Football: How Equipment and Safety Protocols are Changing the Game
   Christian Johnson

A. Men vs. Women: History of Inequality in Intercollegiate Athletics and in the NCAA
   Shaylen Burnett
B. Is it Equitable? The Impact of Hiring Practices Based on Racial Bias
   Jakob Rosenberg
C. Moving Beyond “Pink it & Shrink it”: The New Concept for Marketing the NFL to Women
   Elizabeth Cullen
D. __________________________
1. Does the NFL preseason matter? An analysis of injuries and economic impact
   Cameron Goodman

2. Heightened attendance during the Steroid Era in Major League Baseball
   Matthew Gladstone

3. For the fans or for the money? A review of the NBA’s 2011 collective bargaining agreement
   Jamal Joseph

4. Finding the most accurate NFL statistics through the lens of Game Theory
   Diego Martin

5. Examining economic impact and cultural effects on U.S. cities hosting mega-events
   Maxx Forti

6. Analyzing the impacts of equipment, league rules, and playing surface on the increased rate of injury in the NFL
   Matt Ainbinder

7. Terrorism at the Munich Massacre and Boston Marathon: Implications for managers and participants
   Ben Bean

8. Motivational factors that determine youth participation in sport: Does the trophy matter?
   Nikki Sanz

   A. Negative impacts of the one-and-done phenomenon in college and professional basketball
      Joshua Watts

   B. Fantasy football and the effects on NFL revenue and participation
      Evan Becht

   C. Factors that influence the career readiness of student-athletes
      Gordon Bailey

   D. The effects of culture and images on elite female student-athletes’ health
      Colin Howard

   E. An examination of the pros and cons of high school prospects going directly to the NBA
      Pete Thomsen
7:20 PM

**Individual Research Prospectus**  
SEM 232: Research Methods (Dr. Schmitt)  
Posters communicating students’ research plans.

1. *The Influence of European Soccer Among America’s Youth*  
   Declan Sales
2. *The Impact of Fan Affiliation on Professional Sport Franchise Relocation*  
   Matt King
3. *Fan Identity and Unique Fan Behavior*  
   Carly Ackerman-Canning
4. *Lesbian, Gay, and Bisexual Workplace Experiences in Sport*  
   Sophie Kane
5. *The Effects of Skydiving: 12,000 ft. Can Change a LOT*  
   Nick Regan
6. *Motivations for PGA Tour Attendance*  
   Josh Kanney
7. *Elon Students’ Consumption of Mixed Martial Arts*  
   Drew Daffron
8. *Elon University Student Perceptions of Rio Olympics*  
   Danielle Gordon
A. *Performance of an MLS team when a star player is injured*  
   Carlos Salas
B. *Early Sport Specialization: Does Sport Type Matter?*  
   Bailey Edwards
C. *Personality and Its Effect on Teamwork in Elon Campus Recreation*  
   Kyle Loughlin
D. *Factors Affecting Olympic Success*  
   Caro Hopkins

7:40 PM

**Marketing Pitch**  
SEM 351: Sport Marketing (Dr. Schmitt)  
Selected students will present the class marketing plan.

*Elon University Club Sports*  
Alex Simon, Douglas Williams, Jess Buller, Megan Gravley, Sophie Kane, Ally Karle, Katharine Mann, Hailey Winter

“Research is to see what everybody else has seen, and to think what nobody else has thought.”  
- Albert Szent-Gyorgyi
6:00 PM

Marketing Pitches
SEM 351: Sport Marketing (Dr. Bockino)
Presentations will last approximately 6 minutes, in the order below.

PGA Group #1
Megan McLane, Claire Thiedke,
Walker Neill, Riley Billman

Fitbit Group #1
Ben Bean, Jessica Jones,
Kory Shumate, Brittany Crimmins

PGA Group #2
Margo Bugniazet, Dakota Chayes,
Taylor DeFord, Adrian McClendon

Fitbit Group #2
Maggie Burgess, Mary Kate Heaney,
Matthew King, Maddie McCallie

PGA Group #3
Danielle Fowler, Ryan Meizinger,
Mackenzie Darrah, Nick Zammarelli

Fitbit Group #3
Emma Thayer, Cori DeMelis,
Ryder Bowline, Rachel Garrity

“A person who stops marketing to save money... is the person who stops his clock to save time.”
- Unknown

6:40 PM

Event Analysis
SEM 212: Contemporary Sport Management (Prof. Carlton)
Posters communicating students’ event analysis project.

1. University of North Carolina vs. University of Virginia (College Football)
   Walker Barnum, Andrew Kagan, Mike Fynn

2. Carolina Hurricanes (NHL)
   Evan Piercy, Jenny Berman, Stuart Butler, Marshall Yoo, Jamison Gomsak

3. University of North Carolina vs. Wake Forest University (College Football)
   Alec Mallon, Miles Garrett, Ravin Golwala, Noah Mettenheimer

4. SAS Golf Championship
   Madeline McNamara, Kelly Spector, Erin Morsheimer, Kelsey Dupere, Chaselyn Palumbo

5. SAS Golf Championship
   Blake Ewanouski, Harrison Savage, Dan Mink, Andrew Scarlata, Derek Winton

6. Carolina Panthers (NFL)
   Lindsey Carson, Olivia Warhop, Annie Bennett, Ian Furman, Josh Schegolev

8. University of North Carolina vs. Wake Forest University (College Football)
   Justin Bednar, Clay Bruning, Ryan Spaulding
7:00 PM

**Sport Industry Segment Presentations**
SEM 212: Contemporary Sport Management (Dr. Cryan & Dr. Walker)
*Posters communicating information on industry segments.*

1. **College Football**
   - Zach Rosenberg, Mylis Post, Courtney Maginn, Alex Emmons

2. **Baseball**
   - Sal Buffa, Alonzo Cee

3. **Event/Facility**
   - Alisa Lisi, Ved Kumar

4. **Professional Sports**
   - Colton Cadarette

5. **Community Sports**
   - Alessandra Broadbridge

6. **College Basketball**
   - Kevin Cunningham, Kyle Sarazin, Mason Stalph

7. **Pro Football**
   - Melanie McHugh, Pierson Butler, Sean McLaughlin, Brad Folcher, Dominic Colliano, Hilda Kristjansdottir

8. **Pro Basketball**
   - Olivia Wamelink, Harry Copeland, Ben Holland, Chris Ruiz-Henriquez, Laura Goodwin

7:20 PM

**Venue Management Plans**
SEM 226: Facility & Venue Management (Dr. McFadden)
*Creative visual displays of students’ venue management plans.*

1. **The Durable Five, “We fix anything, anytime”**
   - Katherine Prusator, Kory Shumate, Dimitri Lettas, Malcolm Galloway, Mike Gerbasi

   - Katira Dobbs, Maddie Yih, Megan Podgorski, Lane Huger

3. **Plugged In, “Flexibility”**
   - Hailey Greene, Harrison Raby, Cameron Wood, Josh Watts

4. **Duct Taped, “Doing useful and creative things that allow performance in everyday duties”**
   - Dmitri Thompson, Mason Wyrick, Pete Thomsen

5. **Bright Monsters, “We Scare Away the Competition”**
   - Jenny Berman, Elizabeth Long, Daniel Levine, Nikki Sanz

6. **Smooth Play, “Out w/the Old in w/the New”**
   - Josh Schegolev, Tre Lennon, Demetrius Oliver

7. **Flubber, “Universal Sport Coverage”**
   - Kelsey Badmaev, Lydia Laws, Rajat Agarwal

8. **Bright Light, “We light the Way”**
   - Zach Reuveni, Erik Euler, Paige Cunningham, Sami Blank

9. **BEADS – Built to Evolve Athletically Defined Spaces, “We Make Noise”**
   - Byron Ross, Hannah Olson, Kara Shutt

7:40 PM

**Venue Management Plans**
SEM 226: Facility & Venue Management (Dr. Dabbs)
*Posters displaying students’ venue management plans.*

1. **Multipurpose Facilities**
   - Courtney Maginn, Alison Fernsell, Jake Rosenberg, Justin Wong, Emma Schorr, Sara Krypel

2. **Community-Oriented Facilities**
   - Nate Leeson, Mike Fynn, Ryan McKeon, Diego Martin

3. **Indoor Multipurpose Facility**
   - Dom Vernazza, Caro Hopkins, Creighton Barnett

4. **Multipurpose Youth Facility**
   - Annie Bennett, Olivia Dewey, Alexis Zadjura

5. **Professional Venue**
   - Gordon Bailey, Cal Mincer, Matt Holland, Ryan Colella, Blake Ewanouski