Hello from the Chair’s office in 1002 Tully. We have reached the end of 2015, so it is time to reflect on where we have been, and where we are heading. The year started with a “bang” for the group (including me!) that worked at the College Football Playoff National Championship game. It has been a while since I took a “road trip,” but I could not resist supervising our student group with Dr. Pappas. It does not hurt that I got to watch my alma mater compete and win the championship game. Our year continued with a busy course schedule, attending conferences, delivering the Global Sport Management program, hosting the annual Sport Management conference, starting our largest undergraduate class in program history, and staying far busier on many days than we might like.

The year was not without challenges; most likely know we have been operating recently with two unfilled tenure-track faculty lines. Our search for new tenure-track faculty members to start in Fall 2015 was not successful. We were, however, very fortunate to have a successful search for a specialized faculty member. A highlight in this newsletter is a story about Dr. M. Katie Flanagan, who joined us as a full-time faculty member in Fall 2015. Dr. Flanagan has worked with us in varying capacities in recent years, and has joined us with a specific focus on Service Learning. Dr. Flanagan has already established new contacts for the department, and engaged students in a variety of community programs. Be on the lookout in future updates about this new element of our programs.

Looking ahead, we are engaged in new searches for two tenure-track faculty members. I am very pleased to “spill the beans” and convey that have made an offer—which has been accepted—to a new faculty member with content expertise in Sport Marketing. The new faculty member will join us in August 2016. The paperwork is not quite done, so we’ll save the “reveal” for our next update. A second search is in process for another faculty member. We will be conducting campus interviews in January, and should have an update on that search in our next newsletter.

A primary focus from 2015, and for the near future, is student recruitment. We are putting new plans in place to promote our programs, and to reach out to prospective students. We would like to solicit your help in this endeavor. Any time you have a chance, please share the “good news” about the Sport Management degree programs at FSU. We welcome your help in recruiting future Seminoles.

Best wishes to all for 2016, thanks for your support of the students, staff, and faculty members in the Department of Sport Management, and GO NOLES!
Sport Management Conference
By Ryan Silverman, master’s student

On October 9, 2015 the Department of Sport Management was proud to host the 17th Annual Sport Management Conference. With over 350 attendees, this event was the most successful to date. Faculty, staff, and students from around the Southeast were able to interact with distinguished individuals within the sports industry.

Dr. Jason Pappas and Dr. Katie Flanagan were co-directors for the conference and helped to create an environment for learning and relationship building. The team of faculty and students that planned the conference were able to bring in eight speakers from different areas of sport. These speakers ranged from a Director of Athletics of a major institution to a Talent Producer at ESPN. Over twenty franchises and corporations sent representatives to FSU to recruit students at our internship fair as well. The event started off with a catered breakfast from a Tallahassee staple, Bagel Bagel. Attendees began to file in and were given a drawstring gift bag that included a pen, koozie, lanyard, and coupons from accompanying restaurants in the area. Between speakers, everyone was welcome to pass through the Internship Fair, get a free drink courtesy of Seminole Dining, and eat a catered lunch from an up-and-coming restaurant at the heart of College Town, Madison Social.

Each one of the speakers was able to discuss their past experiences and how they got to their respective positions. They also spoke on the advancements of their fields, what they do in particular, and how to network in the sports industry. After their speeches, they took the time to listen to questions and answer them in a detailed fashion. The attendees enjoyed each of the speakers and continued to ask them questions after their allotted times. The speakers who attended the conference were: Brad Jones- Director of Partnership Services for the Atlanta Braves, Kai Murray- Director of Premium Sales and Service for the Washington Nationals, Kathryn Chappetto- Director of Partnership Strategy for the Women's Tennis Association, Kareem White- Talent Producer for ESPN, Patrick Chun- Vice President and Director of Athletics for Florida Atlantic University, Andres Zapata- Account Manager for GMR Marketing, Greg Phillips- Co-Managing Director of IMG Academy and IMG Performance, and Jack Elkins- Director of Innovation for the Orlando Magic.

The Internship Fair during the 17th Annual Conference was a success, to say the least. Each one of the representatives had the chance to speak to several students regarding their specific opportunities. Students came prepared with resumes, cover letters, and elevator speeches in the hopes of garnishing future connections. There wasn’t a moment in the day when the Internship Fair wasn’t in full swing. As was a goal of the co-directors, the room was in constant conversation between those who have established themselves and those who were hoping to in the future.

The 17th Annual Sport Management Conference was changed from two days to one day this year in the hopes of creating a more personal environment. The goal was met and unmatched by past years. Because of the success this year, the Department of Sport Management is expected to put on an even bigger next year. We hope you can be a part of it!
Florida State alum and tennis player Amy Sargeant has kept her impressive form rolling by landing a new job as the Assistant Women’s Tennis Coach at the University of New Mexico. Sargeant, who played four seasons for the Florida State Tennis Team from 2009-2013 and later came back to complete her master’s in 2015, started with the Lobos in August 2015.

During her four-year stint as student athlete, she racked up some impressive results and accolades. In her senior year, she became the fifth woman in FSU history to win 30 singles matches in a single season and went 30-5 for the year. In addition, her .811 winning percentage as a senior is the second-highest single-season winning percentage in school history. During her time at Florida State she has also helped Seminoles to reach the Final of the ACC championship twice.

Sport has been part of Amy’s life from a very young age and she believes sport has helped her develop as not only a coach, but also as a person. She expressed, “Tennis has given me the courage to pursue my dreams, constantly pushing me through my comfort zones. If there were one thing I take away from my tennis career, it would be the ability to persevere through moments of adversity and despair, because no matter how hard you fall, you have the choice to get back up and keep fighting.”

Amy wasn’t just a decorated athlete, but an outstanding student; she studied Sport Management first as an undergraduate and then as a graduate student. When asked how she dealt with the transition from a student athlete at Florida State to an assistant coach, she said, “It felt like I was thrown into the deep end and it was daunting leaving Tallahassee after six years.” Luckily, she had the appropriate mentality as she has spent the last six years learning from the best. "Coach Hyde taught me the ropes of coaching tennis, Dr. Reynaud helped understand the fundamentals of college recruiting, Dr. Kim helped me improve my strategic management behind the scenes of administration, and the important unnamed additional staff in the Sport Management program have contributed to my success." She is truly thankful for all the help she received from the SPM staff at FSU over those five-six years as they helped her tremendously. Amy stated, "If there are any words of advice or encouragement to those looking to do a master’s degree in Sport Management, it is to stay patient in your search, because you are surrounded by a faculty that will push you to succeed.” As an ending note, Amy would like to add that her tennis idol is Dr. Amy Kim.
New Faculty Profile

By Tarlan Chahardovali, master’s student

Dr. Katie Flanagan recently joined the FSU Sport Management Faculty as an Assistant Instructor. While the title was new for Dr. Flanagan, Tallahassee and Tully Gym were very familiar; she has been a part of the FSU family for almost 15 years.

Dr. Flanagan began her transition from Columbus, Ohio to FSU in 2000. Upon her graduation with a bachelor’s degree in Communication and Sport Management from Florida State in 2004, she worked in public relations in Los Angeles, California. Dr. Flanagan’s approachable personality coupled with her excellent work ethic led to her receiving a call from a former boss with an opportunity to manage a news and sports radio show in Tallahassee.

Shortly after her return to Tallahassee, she received an offer from the Florida Department of Environmental Protection’s Division of Land and Recreation to work in Communications and Policy. While finding great levels of success and progressing in her job with the state government, she earned a master’s degree in Recreation and Leisure Administration in 2009.

Later, years of hard work and commitment awarded her with a doctoral degree in Sport Management from FSU in 2013 with a dissertation titled “Managing Coed Soccer: Gender, Power, and Participation.” Having had the honor to work as Dr. Flanagan’s Teaching Assistant during Spring 2015, her decision to choose academia over politics does not surprise me given her passionate and spirited attitude towards influencing students’ lives in a positive manner. As you can imagine, it takes a lot of patience and dedication to efficiently manage studying for a Ph.D. and working a full-time job. However, even now, being a wife and the mother of three kids she continues to find work-life balance, holding a faculty position in the Sport Management department.

As an assistant instructor in the FSU Department of Sport Management, her undergraduate and graduate teaching curriculum include a diverse group of topics and issues in the realm of sport management field such as: Diversity in Sport, Sport Ethics, Issues in Sport Management, Introduction to Sport Management, and Professional Development.

What sets Dr. Flanagan apart is her initiative to engage students into community through a service-learning curriculum. This program allows students to interact with the residents of a local homeless shelter through a basketball program, practice yoga with federal inmates at a nearby federal prison, and assist senior citizens and individuals with disabilities to enhance their physical activity involvement. The program aims to enable students to learn through real-life experience as opposed to traditional in-class methods.

As an individual member of the FSU Department of Sport Management, I would like to wish our dear Dr. Katie Flanagan success as she embarks on her journey with the newly found service learning program as well as her position with the Department of Sport Management.
Recently, the FSU doctoral students and faculty spent time with doctoral program alumnus, Dr. Bob Heere. The visit was a part of the fall colloquium series aimed to expose Ph.D. students to perspectives of academic life. Dr. Heere shared his experience as the Sport and Entertainment Ph.D. Program Director at the University of South Carolina (USC).

In discussions with FSU’s current Ph.D. students about achieving goals in academia, Heere revealed his personal mantra borrowed from Dutch Futbol Coach Ernst Happel: “kein gelull, fussballen,” (German/Dutch translation): “Stop talking so much about what you want to do and go do it.” This quote coupled with a passion for research and sport took Dr. Heere around the world. His research led him to several countries including China, Serbia, and Brazil.

Through successful studies, he was able to expound on his theories, working with prominent organizations such as the Beijing Olympic Games and the World Golf Foundation and the Multicultural Refugee Coalition Austin. The Journal of Sport Management, European Sport Management Quarterly, and other popular sport management journals have published several of his leading research articles.

Dr. Heere’s education journey began in the Netherlands. He earned his undergraduate degree in public administration through Propedeuse University of Leiden. Following his master’s degree in international affairs at the University of Amsterdam, he narrowed his studies on social identity and community development as it relates to sport. Dr. Heere holds fond memories from FSU where he completed his doctoral degree in 2005. As a faculty member at USC, he enjoys attending soccer matches, traveling playing golf, and inspiring students in courses such as Sport Ethics, Sport Marketing, and Sport Governance.

In addition to these achievements, Dr. Heere remains humble and continues to keep his family first, pay his taxes, and focus on his research - blazing a trail for future sport scholars.
DOHA Goals Forum
By Karen Bunso, doctoral student

In July, a group of doctoral students, accompanied by Dr. Newman, attended the Doha (Qatar) GOALS forum in Los Angeles. The country of Qatar was sponsoring the forum as a promotional event. The audience seemed to think they were recruiting undergraduate students, which would explain the college dorm accommodations, school bus transportation, and the cheer leading and speakers lecture topics. Obvious topical emphasis was on the Special Olympics which were starting the following day. The Doha GOALS forum took us to the Special Olympic opening ceremonies which were a wonderful spectacle of sport and humanism. The day after the SO, the tone of the event altered to more advanced topics as speakers were international, high-caliber, recognizable celebrities of sport.

Conversations between the cohort in attendance from the outset surrounded our assessment of the event/conference. One doctoral student specializing in sport marketing explained that “if you can’t figure out what they’re selling, it’s probably you.” Newly enlightened, the group approached the event as a spectator rather than engaged conference attendee, making observations.

A perfect example of the progress Qatar wanted us to see crashed devastatingly into reality was when a graduate student from another school asked the speaker representing sport in Qatar how they were treating gays in sport in Qatar, which he had to clarify as gays and lesbians. Taken aback and obviously uncomfortable as evident by the universal board room ‘save me’ expression, the speaker, after some commiserating with the Qatari camp in the front row of the audience, regrouped and confidently declared that Qatar was creating sport facilities specifically for women. Unimpressed, the graduate student persisted, rearticulating the question. The question was rebuffed. This was not lost on the educated audience. The Qatari sport circus that came to town with glitzy room size television screens and world famous athletes in tow gave a 19th century women’s rights answer, albeit the wrong one, to a topical 21st century question. This is Qatar in a nutshell, trying to join the modern sports world as host to international events, even the 2022 FIFA World Cup, yet their mindset is of the early 20th century.
Awards

The Department would like to congratulate Dr. Jeffery D. James, who has been awarded the Stotlar Award from the Sport Marketing Association. The purpose of the Stotlar Award is to honor and recognize a sport marketing educator who reflects the mission of the SMA through the promotion and advancement of doctoral students in the discipline.

The Department would like to congratulate 2nd year doctoral student Matt Hawzen who has been awarded The North American Society for the Sociology of Sport Barbara A. Brown Outstanding Student Paper Award, for his paper entitled - "Reading Tim Tebow: Sporting Celebrity, Whiteness, and the Cultural Politics of Morality in America."

In addition to the Stotlar Award received by Dr. James at this years Sport Marketing Association Conference, the Department would like to congratulate doctoral alumni Dr. Bob Heere and Dr. Tim Kellison, who were awarded the SMA Research Grant and Best Professional Paper respectively.
Interested in a Ph.D in Sport Management? Click on the image below for more information.

The Sport Management Ph.D.
Florida State University

Global Sport Management

We are again running our Global Sport Management program in London this upcoming summer, and would love for any of your students who might be interested to join us!

The FSU program is one of the longest running study abroad programs in our field and continues to provide great value and even greater experience for those who participate. This six credit program includes both undergraduate and graduate students, and we can work with your students to make sure the credits transfer to their home institutions. In recent years, we have had more than 20 students whose home universities are located outside of Florida- so, the more the merrier!