

SPRING 2017 NEWSLETTER



FLORIDA STATE UNIVERSITY
DEPARTMENT *of* SPORT MANAGEMENT

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Dr. Jeffrey James Honored by the North American Society for Sport Management

By Ryan Kota (Ph.D. student)

Dr. Jeffrey D. James, Mode L. Stone Distinguished Professor of Sport Management in the College of Education, has been named the recipient of the 2017 Earle F. Zeigler Award by the North American Society for Sport Management (NASSM). The Zeigler Award is named after its first recipient in 1989, the esteemed Earle F. Zeigler, and is annually presented to one NASSM member who exudes excellence in the field of sport management.

To be nominated for this prestigious award, the NASSM member must be in good standing with the organization, have a minimum of 10 years of service as a teacher, supervisor, or administrator, and have contributed significantly to the field of sport management in terms of scholarship, research, and leadership. Further, nominees must reflect those qualities demonstrated by Dr. Zeigler himself: focuses on student growth and development, leadership, service, scholarship, and collegiality.

Dr. James joined the Florida State University sport management faculty in 2003, and has served as the department chair since 2010. He previously taught at the University of Illinois from 1997 to 2003, which was his first professional experience after receiving his Ph.D. in sport management from The Ohio State University. In his years as a member of the FSU faculty, Dr. James has taught over 40 courses and has sat as committee chair for over 50 graduate students' theses and dissertations. His services at the university (Council on Research and Creativity), college (Promotion and Tenure Committee), department (Department Chair), and program (Director of Graduate Studies) levels past and present are illustrative of an individual fully engaged with his surrounding environment and passionate about the successes of those around.



Dr. James has made significant contributions to the sport consumer behavior literature, with a specific focus on the psychological connection people form with sport objects, whether that is a particular sport, team, athlete, or other sport product. He has published more than 60 peer-reviewed journal articles, 19 of them in the *Journal of Sport Management* (JSM), the flagship journal of NASSM. As a recognition of his research accomplishments, Dr. James was named a NASSM Research Fellow in 2008 and is currently an associate editor for JSM.

Since its inception in 1986, the NASSM has stood for the promotion, stimulation, and encouragement of research, scholarly writing, and professional development in the area of sport management. With the Zeigler Award, scholars are reminded annually of the efforts put forth by the pioneers in our discipline not only in relation to quantity, but more importantly in the quality of scholarship, leadership, and successful development of the future generation of sport management scholars and industry leaders. Dr. James has displayed excellence in the sport management field for years, as evidenced through the quality of his scholarship, service, and peer recognition. As the 2017 recipient of the NASSM Zeigler Award, Dr. Jeffrey James adds to a growing list of influential scholars and admirable individuals to be acknowledged for their outstanding accomplishments in the sport management field.

FSU Sport Management at the Masters Golf Tournament in Augusta

By Joey Galuppi (M.S. student)

I've always considered myself an avid sports fan, dabbling in golf over the summers during my off-seasons from lacrosse and hockey. I've also watched the Masters from Augusta National at home over the years; however, it wasn't until this year that I truly began to understand how special this event and venue really are.

Cynthia Johnson, director of global club management & internship director of pga golf management at Florida State University, told me that, "This opportunity is once in a lifetime; one that our students would give up their first born for." You have to admit that's a pretty serious statement to make, but once I was there, I began to understand what she meant, and how much this event really meant to the people attending this spectacle. Some people wait their entire lives to go to the Masters, while others were fortunate enough to have attended for decades, and having every pin on their hat representing each year like the tomahawks on the Seminole football helmets.

As a first year graduate student in the Sport Management program, I went into this experience

not knowing what to expect, and not knowing really anyone; however, I was lucky enough to meet some other really amazing students I would be working with in Merchandising & Retail at our Master's Orientation session located at the Don Veller Seminole Golf Course. Once I arrived to Augusta, the experience was everything I was told.

I was slated to work Peter Millar sales in the Main Outdoor Golf Shop in Merchandising & Retail located right outside the 1st tee box. My co-workers hailed from all around the United States. Some had worked this event for almost thirty years, still wanting to come back. Not only were they from different locations, but there was also a big difference in age as well. There were students from various departments within University of South Carolina, Clemson University, Auburn University, Penn State University, and of course Florida State University. After trainings and once the practice rounds started to begin, the days started to pick up and the shifts became longer. To me, they seemed to be getting shorter, because I knew my week at Augusta National was finite. Through this experience, not only did I get to meet with other students from other institutions who have similar aspirations in sport, but also I got the opportunity to network with other co-workers at Augusta National, who I feel comfortable enough to label as my "Masters Family." After working the Masters, I want to do everything within my power to return in years to come.



New Faculty Spotlight: Dr. Wenjie “James” Du

Hannah Plummer (M.S. student)



The spring semester has been an exciting one for the Florida State University Department of Sport Management. One of the most exciting elements was adding Dr. Wenjie Du, a recipient of the 2017 First-Year Assistant Professor Award, as a full-time faculty member. Upon his hiring, Du said, “I am very proud to

have the opportunity to be a member of the FSU sport management family, where the program emphasizes quality research and teaching, highlights outstanding faculty and bright students, and has the asset of diverse alumni networks.”

Du has had a passion for sports ever since he was a young boy. His mother was a professional basketball coach who taught him to “do what you love and love what you do.” Dr. Du has used this mantra throughout his career; it was that advice that led him to become an assistant manager at the Department of Sports Marketing at a world-renowned sporting goods brand in Beijing, China during the 2008 Summer Olympics.

To achieve his goals within the field of sport management, Du earned many degrees to further his education. First he earned a B.A. in International Business at Wuhan University of Science and Technology, China. Next, he earned a M.Ed. in Human Sciences in Sport at the Central China (Huazhong) Normal University, and an M.S. in Sport Management at University of New Haven. Finally, he obtained a Ph.D. in Business Administration

from the Fox School of Business at Temple University.

During his short time within the realm of sport management academia, Du has been very successful. His primary research interest pertains to consumer behavior within various spectating and participant sporting event settings. This line of work focuses on better understanding how event organizers can utilize an effective mixture of marketing strategies to satisfy consumers’ increasing demand for quality experiences, all within the grand theoretical framework of the Psychological Continuum Model (PCM). Du has a research interest in the interdisciplinary studies between sport management and public health, with a focus on understanding the role of sport as a sociocultural and economic catalyst in promoting active living for individuals and communities.

Du has presented at various academic conferences, including the North American Society for Sport Management, the Sport Marketing Association, and Sport Entertainment & Venues Tomorrow. Through research collaborations with colleagues, Du has published six academic manuscripts in various peer-reviewed journals, including the *Journal of Sport Management*, *Sport Management Review*, and *Journal of Physical Activity and Health*.

When asked where Du saw himself in 10 years, he stated, “I would be very happy if my colleagues and students consider me as a successful scholar on sports marketing and analytics, a caring student mentor, and a valuable contributor to the academic program and the University community.” Overall, Du is excited to work with passionate students at FSU. “I want to help them think critically about what we can do within academia to better serve or even lead the sport industry practices from different lenses.”

Alum Spotlight: D'Angelo Hopkins

Megan Taub (M.S. student)

Having received his bachelor's and master's degrees in sport management from Florida State University, D'Angelo Hopkins is a true Seminole. He was born in Tampa, FL, but grew up in Gainesville, FL. Hopkins knew he wanted a career in the sport industry and started the process by pursuing his A.A. degree at Santa Fe College in Gainesville. After completing his A.A. at Santa Fe, he was ready to leave his hometown and work towards his dream of working in the sport industry. He transferred to Florida State, leaving his Gator fan family for the Seminoles in Tallahassee.

Hopkins expressed how transferring to FSU allowed him to have a lot of hands-on experience and internships that would prepare him for a career in the sport industry. During his time at FSU, he held internships with Holy Comforter, Hurricane Junior Golf Tour, FSU Track and Field, and the FSU Sports Information Department. These experiences helped him learn "how sports operate on the business side" and prepared him for future career opportunities.

It was not just the work experiences that made Hopkins' time at FSU valuable. Indeed, the relationships he made with his fellow students are also important and will last him throughout his career. To this day, he is still close with many of his former classmates and they all work towards each others' success. Hopkins recalled helping a classmate get a job as Tournament Director with his former employer, the Hurricane Junior Golf Tour. He believes these relationships are crucial to anyone who wants a career in sports. Your network can help you find career opportunities and put in a good word for you to a potential employer.

Today, Hopkins works full time in Game Day Operations with New York Yankees affiliate, the Tampa Yankees, in Tampa, FL. He's back where it all began and views this opportunity as a great step to achieving his

dream of becoming a general manger for a baseball team. His current role gives him a great deal of responsibility as he also serves as the concessions supervisor.

Hopkins also has advice for current FSU students in the Department of Sport Management trying to break into the industry. "Don't give up. Keep working hard at it." He recalls a time when it was difficult for him to find a full time position in the sports industry and felt that he was submitting resumes simply to get rejected. He was close to giving up on finding a job in sports when the Yankees finally called and offered him his first full time position after completing his degree at FSU. This experience taught Hopkins that it is important to "stick to your passion." Even if it seems impossible, perseverance goes a long way and will eventually lead you to the career you want. Hopkins' story is certainly one of hard work and determination, and one that all those trying to work in sports can learn a lot from.



Alum Spotlight: Dasmine Evans

Katelyn Sadeghi (M.S. student)

Since she was in high school, Dasmine knew that she had to find a job she would love doing, no matter what kind of crazy hours it required. "Anyone who knows me will tell you I am not a morning person AT ALL, and I enjoy my sleep VERY much. I wanted to be so passionate about my career that I didn't care if I didn't get to sleep much at all."

This state of mind led her to her first job working with Octagon in Houston as an event trainee for college football. Dasmine's passion for working with college football fueled her in her career endeavors. She worked hard and passionately while in Houston, assisting with on-site activation for clients ranging from Big 12 and SEC college football programs to a host of Texas-based professional teams. After six months of continual traveling, Dasmine decided she wanted to move on to something else, when the opportunity presented itself, she seized it.

Dasmine now works for Van Wagner Sports & Entertainment, a full-service firm based out of New York City. She serves as the marketing coordinator for corporate sponsorships for the Daytona Tortugas, a Minor League Baseball team based in Daytona Beach, Florida. "Although it's very stressful at times, my favorite part of my job is building strong relationships with our sponsors. I am an extrovert, so I love being able to interact with people one-on-one. The fact that Van Wagner and the team trust me to represent the Tortugas at such a large capacity means a lot to me."

Dasmine is grateful for her experiences at Florida State in the Sport Management program. "Whenever I am in a job interview, I always mention how I would not be the person I am today without the help and knowledge I received from the Department of Sport Management at FSU. From the classes taught in the department, which I hear have expanded drastically, to the internship opportunities that Dr. Pappas continually exposed us to,



it all shaped me into the young professional that I am growing to be."

Dasmine also offers some advice for current students in the program: "Never burn bridges, protect your brand, get a mentor, and be patient." Through her experiences, she believes that the old mantra, "it's not what you know, it's who you know," isn't quite accurate. "What I have learned is it's not what you know, or who you know; it's who knows you." You must be able to do your job in a way that best represents you, because that's what people will ultimately remember.

Mentors are an important part of being able to grow and should always be there to guide you when you're unsure of yourself or the direction in which you're going. "Honestly, my mentors are the best thing since sliced bread. I love the relationships I have with each of them. They have taught me so much about the industry. I consult with them about everything."

Being patient is something most people have to work

on, including Dasmine. “It’s so important to remember that nothing happens overnight, especially working in sports. There are so many ladders we have to climb and obstacles we have to overcome to really get where we want. It’s not about how fast you can get there, just as long as you get there. At the end of the day, what’s meant for you will always be yours.”

Dasmine has a few more ladders of her own to climb before she gets to where she wants to be. The goal? She wants to work for a premier college football program as a

director of player development. “I would like to serve as the person who can help direct even the most misled athlete down the best path for his future. As a lover of sports, I believe athletic involvement to be one of many actions to a life of success. Through positive interactions with people who may not have received positive instructions from home, I have chosen to utilize my degree in Sport Management as a platform to redirect the behaviors of those who may need to be steered in a different direction. Where I am now is only a pit stop along my journey to success.”



Alum Spotlight: Dr. Jordan Bass (Ph.D. '13)

By Melanie Dammel (Ph.D. student)



For Dr. Jordan Bass, Kansas is more than just his state of employment; it is also a place he calls home. Bass left the state in 2007 to pursue a BS in Communications at the University of the Ozarks in Arkansas. After successful completion of his degree, he

continued his education back in Kansas, receiving his Master of Education degree in Sport Management from Wichita State University in 2009. He was all set to stay in Kansas for his Ph.D., but first he had to attend his already scheduled campus visit to FSU.

Bass was instantly impressed by the Sport Management program at FSU. Between the coffee meetings with current students and his discussions with Dr. James, Bass said he felt very welcomed at FSU. In his short visit, he found that he really liked the town of Tallahassee and more importantly, his wife liked the area, too. He left that campus visit knowing that Florida State was where he wanted to continue his education; however, he decided to play it cool and told Dr. James he would think about it.

In May of 2013, Bass defended his dissertation, "The Politics of Fundraising: An Organizational Ethnography of Intercollegiate Boosters," and graduated with his doctoral degree. He did not plan to go back to Kansas, deciding that he would take a job wherever he was offered one. Fortunately for him, his first interview resulted in a job offer that took him back to his home state.

On March 17th, I spoke with Bass, who is currently serving as the associate chair of the Department of Health, Sport and Exercise Sciences at University of Kansas, about his academic journey and what he learned along the way. As a Ph.D. student in the same program and under the same advisor (Dr. Joshua Newman), I had so many questions for him. Below is a synopsis of what we

spoke about: his triumphs and struggles as a student, the decisions he made along the way, fun facts about himself and some advice he gave me to pass onto other students.

He did not take a break between his degrees.

This means from Kindergarten to Doctor of Philosophy, he went to school for a total 22 years straight! After completing his undergraduate degree a semester early, he got a job at Walmart. After three days, he realized retail life was not for him. He applied to his master's program and started that fall semester. He admits that if he had started his career within that time, he might have been tempted to put school on hold. He said that if students have the funding to continue with their degrees, they should put their career on hold and pursue their education further. As students, we are in a certain mindset. Once you get out of that mindset, it can often be difficult to get back into it. "You are used to the grind." He admires his Ph.D. students who took time to work between their degrees and praises their ability to juggle their family, their current careers and their studies, but he acknowledges that was not the best path for him. "I don't know how they do it."

His advisors played a critical role in his education.

As early as his sophomore year of college, Bass knew what he wanted to study, thanks to the guidance of his high school advisor and undergraduate journalism advisor. "I wanted to be them." However, after getting his bachelor of science, he was feeling a little burnt out from the world of communications. After working with his advisor at Wichita State University, he knew sport management was his new path. His advisor had time for him and his family to "go talk about sports to a bunch of kids who wanted to talk about sports!"

Aside from making the decision to pursue his Ph.D., choosing his advisor was the next most important academic decision he made. "I can't overstate how important I think it [choosing the right advisor] is." Finding the person with similar research interests and

a personality that meshed with his was crucial to his success as a student. Dr. Newman was just that person for him. During his second year of his PhD, Dr. Newman agreed to take Bass as his advisee and turned him from “someone who would have never had a chance” to a sport scholar. “This Ph.D. is a hard, lonely process. You have to be self-motivated and if you don’t have someone in your corner to be your silent hand when you need help, it will be really hard.” Bass remembered classmates who he felt were far more talented and motivated than he was, but did not have the guidance and left the program. Bass said Newman really cared about his students and without that care, he might have been one to leave.

He didn’t have much of a work-life balance.

“I had a terrible work-life balance.” But he did make time to hang out with his cohort to decompress. “We had an incredible social group. Few people will understand what you are going through and you need to surround yourself with those people.” As a full-time student, husband and father, Bass’ free time was limited. “It was impossible to explain it to my mom at first. Your friends, parents and significant others kind of get it, but they cannot really understand it.”

His hardest class: Dr. James’ marketing seminar.

“I was never good at higher-level stats. His class was the peak of the mountain before comps- the thing everyone knew was coming and knew would be hard and difficult.”

The class he enjoyed the most: Dr. Newman’s politics and sport class.

Dr. Newman’s master’s level politics and sport class got him thinking about concepts he had never thought about before. “It was the first class that inspired me to look outside of sport and to consider different lines of inquiry, like ethnography. Studying sport with a critical lens intrigued him, “It was one of the more enjoyable classes I took. Classes like those are why I came to this institution.”

His research focuses on organizational behavior.

During his undergrad at a D3 school, he realized that “athletics was the only thing keeping the university afloat.”

He became really interested in the role that athletics played on other small college campuses and how important they were to the communities they were in. “No institution exists in a bubble; everything the college does influences the community.” Over the next ten years, Bass hopes his research will illustrate how sports can help strengthen the relationship between colleges and the communities they are in. “I am passionate about my research line. It is something that I personally care about.”

His thesis/dissertation was a completely different topic from his line of research.

For his dissertation, he chose to do an ethnography on a fundraising organization. “I reached out to a bunch of places and I was super fortunate to connect with someone who gave me a lot of access. I collected a huge amount of rich, descriptive data and almost 450 pages of notes. With Josh’s [Newman] guidance through the process, I learned what research was and what it took to do it.” After completing his dissertation, Bass knew that qualitative inquiry was what he was good at and what best fit his skill set. He continues to use qualitative methods in his research today. Between he and his students, they have conducted about 25 in-person interviews this year. “I realized how powerful and insightful it can be to sit across from someone and read their body language and connect with them while asking your questions.”

His students are the reason he loves his job.

“That feeling I get every time one of my students gets a job or gets accepted to grad school...you know you had a little part of it. That never gets old.” He still gets excited when he gets an article published, but it does not compare to the guidance and support he gives to his students. “A lot of people have helped me in my life and it’s a powerful feeling to give back. It never lessens.”

Working in sport, he has become less of a fan of the game, but not why you would think.

“It’s become harder for me to be a fan, especially at the college level. It’s hard to be that non-attached fan.” A lot of his students are athletes and he shares their ups and downs with them. “You get to know them and see their

level of commitment. I know what they go through. I've had that student who blew the layup in my office crying and it's hard to not be invested emotionally."

His loyalty is with the Royals.

"I love the Royals; they are the team I follow. I know what they mean to the city and what they represent." His research line focuses on the relationship between sport and community and the Royals are deeply involved in the Kansas City-Lawrence community. "They are an easy organization to root for."

He agrees that nothing beats that Florida sunshine.

He reminisced about the fun times and beautiful days spent with his friends at Wakulla Springs. "Weather. Oh my gosh the weather."

Gordo's was his go-to spot.

Though Gordo's is not his favorite spot in Tallahassee,

he spent a lot of time there with his classmates enjoying "cheap Bud Light and fried yuccas" after department colloquiums. "That's what I think about when I hear 'Tallahassee'. I think they had about 45 health code violations while I was there, but we still went!"

Australia is his favorite place to travel.

Bass is looking forward to taking his family back to Australia one day to visit the Great Barrier Reef. "The two times I've been there it has been amazing." This summer he is traveling to London, Paris and Dublin for his department's study abroad program.

He has kept up a long-standing family tradition.

Since Bass was a child, his mother would let him leave school early on the opening day of March Madness and they would go and watch the games. Today, he does the same thing with his son. But since his first year at FSU, he has not filled out a bracket. "It's liberating!"

Sport Management, an Asset to the Community

By Chris McLeod (Ph.D. student)

The Department of Sport Management is committed to using its skills and knowledge to serve the community. In the summer of 2012, faculty and students created the Center for Sport, Health, & Equitable Development (SHED) with the ambition of using the strengths of the Department along with community partners to make Tallahassee and Leon County equitable and active. SHED members were involved in projects that are now treasured parts of the region's sport, education, and service landscape, including Cascades Park, the Kearny Center, North Florida Freedom Schools, and the Miracle Sports League. Undergraduate and graduate students have been in the thick of each of these initiatives, applying classroom lessons to manage sport and change society.

Tackling homelessness was the first SHED initiative. Beginning in 2013, faculty and graduate students provided sports and recreation programs at the Kearny Center (formerly the Renaissance Community Center), an emergency services center for people in Leon County experiencing homelessness. Programs included a series of weekly basketball matches involving students, faculty, and clients of the Kearny Center. SHED members fundraised to erect a new basketball hoop for the Center and hosted a three-on-three basketball tournament. Faculty and students have sustained the program over four consecutive years, providing an integral service for the Kearny Center and building a core component of the Department of Sport Management's service learning program. In spring 2016 they even added a Wii Fitness program!

Students use service learning to help people across Leon County learn about sport and stay active. They teach "Sport for Life" and exercise classes at the Tallahassee Senior Center and include people with disabilities in sport by volunteering with the Florida Disabled Outdoors Association's Miracle Sports Leagues. They also facilitate prisoners' re-entry to the community by volunteering in yoga classes for inmates at the Federal Correctional Institute of Tallahassee, a women's prison.



Sport management students also work with America's Second Harvest of the Big Bend, a food provider, and the Bicycle House, a non-profit that provides bikes, safety, and maintenance to people in need of transport. These service learning programs are integrated into the sport management curriculum so students can make a difference while applying lessons they learn in the classroom.

Faculty and graduate student members of SHED—who are leading researchers in the field of sport management—use their expertise to help community partners build an equitable and active city and county. In 2012, the Knight Creative Communities Institute used SHED researchers to plan Tallahassee's Cascades Park. In 2013, faculty and students began research with Tallahassee Parks and Recreation. "The research conducted by FSU's Center for Sport, Health, and Equitable Development helped us better assess how we can use youth sports to

not only improve the health of kids in our network, but also use sport to strengthen social ties across the community," said Supervisor Brian Smatt.

In 2016, Dr. Katie Flanagan won the inaugural North American Society for Sport Management service learning grant, which she used to start a bicycle program at the Kearny Center. The same year, Dr. Joshua Newman, graduate student Phillip Stewart and I designed and ran a physical education program for North Florida Freedom Schools. This program, which used culturally relevant sports and exercise to get 80 disadvantaged young students active was the first of its kind and an important step for ensuring all children and families can enjoy life-long physical activity.

SHED ensures that the Department of Sport Management, its students, and its faculty have an avenue to work with community - and it is appreciated! Andrew Gillum, the Mayor of Tallahassee, said, "The FSU Center for Sport, Health, and Equitable Development is a tremendous asset to our community." This year, the Florida Disabled Outdoors Association acknowledged the Department's work with the Active Leisure for Life Award. As we look to the future, SHED will continue to serve as one of the nation's leading university-based providers of sport and physical activity for the vulnerable and socially disadvantaged.



SMSA Spring Trip, 2017

By Andrew Miller (B.S. student)

Each semester, the Florida State Sport Management Student Association (SMSA) organizes a trip around a high-volume sporting spectacle or a city with sports as a large influencer. In spring 2017, a group of 24 undergraduate and graduate students participated in a six-day trip to Dallas, Texas for the Women's basketball Final Four.

The trip was beneficial in a variety of ways. During the first full day in Texas, students met with executives, and even some Florida State alumni, from the Dallas Cowboys. There was a panel of five presenters from five different facets within the Cowboys who all took time out of their days specifically for the purpose of the Florida State SMSA visit.

From there, the group traveled to see the Texas Rangers for a meeting with the VP of stadium operations, Sean Decker. Decker showed us all the requirements and day-to-day responsibilities the come with having to run a successful stadium at such a high-ranking level within the organization.

The day concluded with a meeting with three executives from the Dallas Mavericks, once again all in different areas of the organization to give the students a wide array of positions. They sat down for two hours and answered all questions that the students had.

The trip's following days concluded with a multitude

of activities. Students volunteered and helped with the activation of the official Capital One Tourney Town Tailgate that took place right next to the arena in which the Final Four would take place. Students participated with the games, helping fans and ensuring the satisfaction of those participants. By getting there before the event began, we were able to see the event being set up and all of the different elements that go into organizing a large spectator event like the Tourney Town Tailgate.

It wasn't all work, though. Students were able to take in the sights and sounds of a Texas Rangers game where the ir relationships and bonds amongst themselves were able to grow. These trips, as much as they are set up to get a better understanding of how each different aspect of the sporting industry works, are a way for students to make new friends and get to know each other. Most everyone on the trip wants to work in sports in one way or another. That similarity among the group is the biggest building block for these new relationships.

The trip concluded with a visit to the Final Four. Students were able to watch all three games, including the amazing buzzer-beating upset of Mississippi State over UConn, almost a year following the organization's trip to Houston, which saw Villanova win the national championship over UNC.

SMSA does a fantastic job organizing these events and giving students a great balance of volunteer experiences, meetings with executives and opportunities to be the sports fans we all are by attending these historic sporting spectacles. You don't want to miss out on the next trip!

