## SMSA Visits NBA Oklahoma City Thunder



Members of the Sport Management Student Association traveled to Oklahoma City Jan.

Thunder. The visit included a Q & A session with six Thunder staff members and tickets to a game against the Detroit Pistons. SMSA

Bricktown Ballpark, as they had dinner at

WSU alumni Rusty Wiley, an account executive with the



## You Get What You Pay For?

My son Justin is an avid sports fan. He is particularly fond of hockey. As an eleven-year-old he knows more about the players, their stats, and team records than his sport management-teaching old man. Over the semester break I had the opportunity to take him to a couple of hockey games, and although we had a good time at both games, he left each event with a degree of confusion and disappointment.

Case in point, one of the games we attended took place at a newer, state-of-the-art

generally positive. He liked the flashy scoreboards, the cushioned seats, the pyrotechnics, and the fact that he could see the players without other people obstructing his view. During the breaks the event staff, like at many sport events, would throw or shoot t-shirts into the crowd. Each time they did this (roughly three or four times throughout the game) Justin missed out on getting one of the t-shirts. When the game was over he asked me when he was going to get his free t-shirt. I had to explain that the t-shirt giveaway was only a promotion, and only a small number of those in attendance actually got a freebie. Undaunted, he wanted to stop by the gift shop and purchase a shirt with the twenty dollars he saved for this occasion. Upon arriving, he was disappointed to find out that the t-shirts they had for sale were way out of his price range. He eventually settled on purchasing a souvenir hockey puck, but he left the arena confused as to why a t-shirt at a department store costs less than twenty bucks, but at the arena they cost significantly more, and why some people got free shirts while most

Dr. Andy Gillentine, director of the sport administration program at the University of Miami, addressed this type of situation in his

night last November. Promotions where only a certain (usually small) percentage of the crowd receives something extra, and charging high prices for merchandise and concessions is common with sport organizations, but not necessarily right. When organizations do this, they are leaving a large portion of potential

customers feeling slighted, or taken advantage of.

As Dr. Gillentine economy, sport managers need to start doing what they can to make sure <u>every</u> person feels as though they got

after attending an event. While it might not be possible to give a t-shirt to 20,000 spectators, sport organizations can make changes so that their customers leave their event feeling they were treated hospitably and fairly. Pleasant greetings by the ticket staff, clean facilities, easy access to concessions and restrooms, and fair prices for concessions and merchandise are just a few things that will make fans want to come back.

My son will still want to see hockey games. It determine if he will want to see them in person, or on TV.

-- Jeff Noble

## Dr. Miller on Leave During Spring Semester

Dr. Lori Miller will be on leave during the spring 2009 semester. Both of the classes for which she is listed as the instructor SMGT 462 Legal Aspects II and SMGT 835 Legal Issues I will be taught as scheduled with David Moses as the instructor.

-level students with last names starting with A-F should see Dr. Jeff Noble if they plan to enroll in the SMGT 210 Practicum and Dr. Mark Vermillion if they plan to enroll in SMGT 547A Internship. Graduate students with last names starting A-F should see Dr. Clay Stoldt for advising and if they plan to enroll in SMGT 847 Internship.

A Success: Sport Management Recognition Night, Speaker important contact for many of our students looking for internships and employment and

annual recognition night was held on November 5, 2008 in the Heskett Center lobby. The event was well attended and included over 50 students (both graduate and undergraduate), faculty, staff, and area practitioners. The opening remarks were

Sharon Iorio and Department Chair, Dr. Clay Stoldt. Highlights of the event include Dr. Noble presenting Russell Wilkins with the undergraduate sport management major of

the year award. Russell now serves as the assistant director of ticket operations at Wichita State University. Dr. Vermillion



presented Candace Friedrich with the graduate sport management major of the year award. Candace is currently the graduate assistant in the marketing department of Wichita State University athletics. Both students are highly involved in the sport management department and are well deserved awardees.

Dr. Stoldt presented James Nicas, University of Houston Athletic Department, with the sport management alumnus of the year award, and Dr. Miller presented Kari Samora, of Disney Sports, Inc., sport management practitioner of the year. James, in addition to his duties with the Cougar athletics, finds time to be actively involved in the alumni association (SMAA) and helps to represent and promote the department as much as possible. Kari is an



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## Alumni Update

Nicole Campbell **G 2008** is now working the National Center for Drug Free Sport in Kansas
Allyson Clark (formerly Hills) **G 2007** has
Abigail

Cress UG 2005 has accepted a full-time position with Ma Congratulations to Jackie Hass (formerly McChristian) G 2003 on the birth of Stoney Jackson Hass Nov. 19.

Thanks to all our alumni for staying in touch. All sport management alumni are encouraged to submit updates to the Department of Sport Management by calling 316-978-5445 or by sending an e-mail to mary.myers@wichita.edu.