

Our State...Our Department

Sport Administration and Sport Studies Newsletter



Mississippi State University

Department of Kinesiology

Fall 2013

A message from the program

Greetings to alumni, students, faculty and friends. As our program continues to grow with success, we are delighted to share with you our academic achievements. This year has seen numerous strides, including an addition to the faculty. The sport studies bachelor's degree program had 182 students in the fall of 2013, as well as 21 graduates during the 2012-13 academic year. The sport administration program had 35 students in the fall of 2013, with a total of 17 graduates during the 2012-2013 academic year. Both programs have maintained strong enrollment numbers over the past three years. The department has worked hard on directing its focus on recruiting strong students to the sport studies and sport administration programs. The strength of these well-rounded students, coupled with the recent addition of a new tenure-track faculty member solidify that the program is headed in the right direction for a bright future.

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Faculty Profile

MSU Department of Kinesiology Welcomes Dr. Adam Pfleegor

We are pleased to welcome Dr. Adam Pfleegor, who joins the Sport Studies staff fresh from receiving his Ph.D. in kinesiology from Louisiana State University in May 2013. Dr. Pfleegor teaches both undergraduate and graduate courses in the areas of facility and event management, ethics in sport, funding of sport and sport law.

After receiving his B.A. in physical education and sport from The College at Brockport in 2008, Dr. Pfleegor continued his education at Brock University where he earned his M.A. in applied health sciences in 2011. His areas of research include sport management ethics and sport philosophy, as well as a focus on issues in intercollegiate athletics. Dr. Pfleegor is a member of the International Association for the Philosophy of Sport, the Northern American Society for Sport History, North American Society of Sport Management, the Southern Management Association and the College Sport Research Institute.



Recent Publications:

- Pfleegor, A. G.** & Rosenberg, D. (in press). Deception in Sport: A new taxonomy of intra-lusory guiles. *Journal of the Philosophy of Sport*.
- Pfleegor, A. G.** (in press). Deception. In C. R. Torres (Ed.), *A companion to the philosophy of sport*. New York: Bloomsbury.
- Pfleegor, A. G.** (in press). The ethics of coaching sports: Moral, social, and legal issues (Ed. Robert L. Simon). *Sport Management Review*.
- Pfleegor, A. G.**, Seifried, C. S., & Soebbing, B. P. (2013). The moral obligation to preserve heritage through sport and recreation facilities. *Sport Management Review*, 16, 378-387.
- Pfleegor, A. G.** & Seifried, C. S. (2012). Is building new the only option? A teaching approach to heritage management. *Sport Management Education Journal*, 6, 32-42.

“After completing my Ph.D. at LSU, I knew that I wanted to stay in the South, because in my opinion, there is no place better to study and research sport. I am grateful and excited about the opportunity to join Dr. Morse, Dr. Love, and Mr. Rye to continue the growth of the MSU Sport Studies and Administration programs. Centrally located in the Southeast, I believe that our program is poised to become a nationally recognized name in sport academia.”

- Dr. Adam Pfleegor

Student Internships

MSU students, alumni work together at Sanderson Farms Championship PGA event

As a career in sports typically includes hands-on field experience, numerous members of the Mississippi State sport administration program relished the opportunity to work alongside each other this summer on the green.

Payne Hall and Colin Cork, first and second year graduate students, respectively, worked over the summer as operations interns for the Sanderson Farms Championship PGA event.

“The Sanderson Farms Championship is one of only 45 PGA Tours held each year,” said Tyler Newton, who is the event’s operations director. “This tournament has been on the PGA Tour schedule since 1968, which is one of the longest running events on the PGA Tour. Over the years, the tournament has raised over 7.3 million for state-wide charities in Mississippi.”

Newton’s role is to manage all sides of the logistical planning in the operations of the PGA event.

“I work closely with more than 20 vendors leading up to and during the event to put on the most successful tournament possible,” said Newton, who is a 2010 graduate of the MSU sport studies program. Some of my duties with those vendors include the building of structures, electrical needs, catering and concessions, security, landscaping, mesh fencing, on-course signage and parking. I also manage two operations interns that are given the responsibility of working closely with the same vendors to ensure the duties are completed successfully.”

This year, Newton’s interns were a part of his MSU family. Hall and Cork spent their days assisting their director with operational tasks before, during and after the tournament. The pair worked diligently to ensure anything from golf-cart distribution to the course’s landscape was handled properly to produce a successful tournament.

“It was neat to see some of the things I learned in class actually play out in person. In Facility and Event Management



“It was neat to see some of the things I learned in class actually play out in person.”

- Payne Hall,
first-year graduate student

we talked about a severe weather plan, and it rained just about everyday during the tournament. We got to experience first-hand and help implement the severe weather plan that we had in place for this tournament,” Hall said.

Both students noted that one of the biggest takeaways from their internship is that every day is different and presents a challenge or new task.

“No work day is ever the same,” Cork said. “Operations managers are usually the first one in the office and the last one to leave.”

While the workdays were long and demanding, the interns agreed that those aspects are normal when working in the sport industry. As a competitive field to break into, Newton suggested that students

who seek careers in sport remain patient.

“This industry is hard to get into, and it may take volunteering or interning multiple times for someone to find the right fit somewhere,” Newton said. “You have to make yourself stick out and separate yourself from those around you.”

Cork and Hall most certainly did that, leaving quite the impressions.

“It would be hard to find two guys who were more willing to put in the hours and hard work than those two did for the tournament this year,” Newton said. “The tournament staff appreciated everything they helped us accomplish this year.”

Student Internships

A summer with the NFL: Working with the Washington Redskins

Senior Brett Pund had the rare opportunity to spend his summer interning with the Washington Redskins. As the public relations intern, he was given the chance to work alongside some of the best in the business, while building rapport with numerous sport professionals. Pund's primary duties dealt with handling interview requests and setting up interviews for players, coaches and owners of local (D.C.) and national media outlets. He also assisted with creating weekly media credentials, as well as managing the media at practices throughout each week, and was responsible for archiving and organizing press clippings every day.

The sport studies student was one of just five interns selected to work for the organization this summer, allowing him to gain a variety of experience because of the selectivity. One of the highlights of his internship experience was getting to meet Redskin's quarterback Robert Griffin III and see the action figures in his locker. Pund noted that the most challenging part of his work was keeping track of the amount of interview requests, while also assisting with various tasks that could be asked of him at any moment.

"This job requires you to work under great amounts of stress, and you must be excellent at multi-tasking," Pund said.

"My sport studies classes helped me properly apply for my internship and work for the Redskins in a professional, business manner. My classes also prepared me for potential ethical dilemmas that I had to deal with in the PR department. Also, because of my experience with the MSU media relations department, I entered my internship with a great understanding of the particular tasks I would be asked to perform."

- Brett Pund, senior



Academic Achievements

MSU wins case study competition at 2013 Sport Marketing Association Conference

Under direction from Dr. Alan Morse, graduate students Colin Cork and Evan Gunther, along with undergraduate Josh Daughtry, took home first place at the 2013 Sport Marketing Association Case Study Competition. Held at the SMA Conference in Albuquerque, N.M., on Oct. 23-26, the team presented its case in front of a panel of three judges.

“We received the case about three weeks or a month out from the conference itself, and the organizers gave us about two weeks to develop and turn in a marketing plan aimed at solving an attendance issue,” Gunther said.

The team’s assigned case study addressed a problem that the UNLV men’s basketball program was having regarding attendance. The issue was that the student attendance for nonconference home games was infrequent, coupled with the dilemma of a significant budget cut. Thus, the group needed to brainstorm a cost-efficient solution.

“Once we had a plan conceptualized, we had to write up a 1,000-word report outlining our solutions. This was tricky, because the word limit really constrained our ability to describe it in depth. Once we had whittled the paper down to 1,000 words, we sent it in and began preparing for our presentation, which we gave at the conference.”

The group’s solution, which left an award-winning impression on the judges, was to implement a ticket reward system to encourage students to attend



(L-R) Dr. Alan Morse, Josh Daughtry, Evan Gunther and Colin Cork are presented with the first-place award by one of the competition judges.

games and “create a buzz on campus,” Gunther said.

“The ticketing rewards system weighted greater rewards toward traditionally less-attended games,” he said. “We identified that UNLV has a nontraditional student body, so we targeted commuter students with rewards such as parking passes and gas cards, in addition to more common promotions.”

Gunther explained that their goal was to essentially provide a simple and straightforward solution in an inexpensive way.

“The plan also incentivized socialization and discussion about UNLV basketball on campus by rewarding students for bringing new students to games.”

By working together on this project, the students not only earned deserving recognition for their efforts, but they also had the opportunity to meet and learn from some of the nation’s top academic scholars and researchers.

“It was fun and informative to meet with some of the top academics in the field and discuss their research, experiences, and seek advice of career opportunities,” Gunther said. “Having a panel of PhDs critique and challenge your work, to your face, was a challenging but fun experience. This was a great exercise in preparation, presentation and networking, and I highly encourage other students to participate in this competition.”



Sport Studies Society

Students travel to Memphis for Grizzlies career fair

Now into its third year on campus, the student-run Sport Studies Society continues to provide unique opportunities for its members. Each semester, the club takes a trip intended to enhance the members' knowledge of the sport industry. This fall, the students traveled to Memphis, Tenn., to attend a pro sports career day hosted by the

Memphis Grizzlies. Not only did this opportunity allow for the students to gain insight on working in the sport business, but they were also exposed to some of the best in the industry, providing a chance to build relationships with sport professionals.



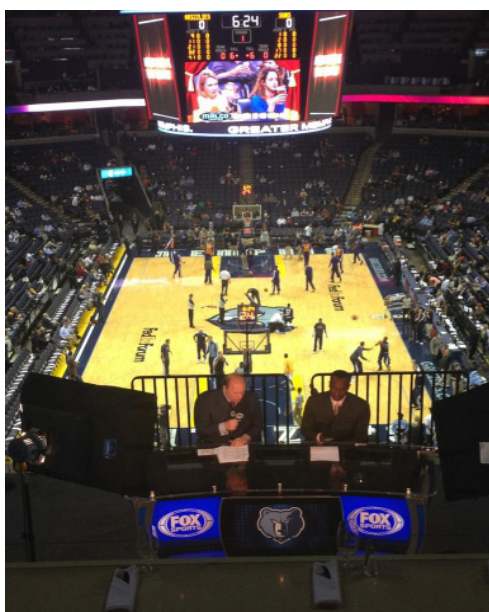
2013/14 GROUP OFFERS



This year's Pro Sports Career Days will offer students a chance to learn about three different career fields within the sports industry. Each student will have the opportunity to get a behind the scenes look to Discover FedExForum. Our panel of speakers will provide students with personal knowledge and experience on the following three topics:

- Corporate Partnerships
- Regional Marketing
- Basketball Operations

Students will also have the opportunity to ask questions both during the private tour and panel discussion.



“The trip to Career Day in Memphis was a very fun and rewarding experience. We got to hear from Stu Lash, who is the Director of Player Personnel and Basketball Operations for the Grizzlies. Later on, we were given a tour of FedEx Forum. Overall, this trip was a blast for the students and a great learning opportunity for the Sport Studies Society. We look forward to scheduling more trips like this one in the future.”

- Spencer McAnally, club president

Alumni Updates

Where Are They Now?

Bo Bounds (M.S. in Sport Administration, 2001) is the Host of The Out of Bounds Show on ESPN 105.9. He hosts the morning drive-time show from 7-10 a.m., Monday-Friday. His job includes booking guests, developing topics and driving creativity.

Alexander Farned (M.S. in Sport Administration, 1999) is the Athletic Director for Tupelo Parks and Recreation. The Starkville, Miss., native oversees all athletic programs offered by the department and says his favorite part of the position is working with the youth.

Richard Groves (B.S. in Sport Communication, 2004) is the Assistant Managing Editor/Technology Analyst for IMG College Publishing in Lexington, Ky. He helps oversee the production of various publications, both print and digital, for college athletic department clients.

Kyle Lewis (B.S. in Sport Communication, 2004) is the Sports Information Coordinator at Centenary College of Louisiana. The Amory, Miss., native handles publicity for the 17 intercollegiate sports, coaches and student-athletes at Centenary College through traditional and social media.

Kristin Long (B.S. in Sport Studies, 2012) is the Sponsorship Coordinator at Wildcat Sports Properties at the University of New Hampshire. She assists with the implementation and fulfillment of WSP sponsorship contracts, while handling select trade sponsorships and coordinating the gameday program sales efforts.

Michael Pepper (M.S. in Sport Administration, 2002) is the Facility Manager at Hoover Metropolitan Stadium/City of Hoover. Pepper manages the daily operations of the stadium, serving as the primary point of contact for events occurring at the facility. He makes facility reservations, oversees concession and ticketing operations and coordinates the efforts of maintenance staff.

Marshall Welch (M.S. in Sport Administration, 2011) is the Director of Marketing and Communications at Junior Sports Corporation in Hilton Head Island, S.C. Welch manages all of the marketing and public relations initiatives for the Junior Sports Corporation.

Stay Connected

Network with MSU Sport Administration and Sport Studies students and alumni by visiting the program on social media:

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Special thanks to Sarah Layne (M.S. in Sport Administration, 2014) for her work in creating this newsletter.