

SUMMER 2019

MARK H. MCCORMACK
DEPARTMENT OF
SPORT MANAGEMENT

ALUMNI NEWSLETTER



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Isenberg School
of Management



Mark H. McCormack
Department of Sport Management

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A MESSAGE FROM THE DEPARTMENT CHAIR



GREETINGS ALUMNI AND FRIENDS,

I hope you are having an enjoyable summer. Ours began with a bang as in May we learned our graduate program was ranked #1 in the world by SportBusiness! As Professor Steve McKelvey said, such a ranking would not be possible without the significant support and engagement of our alumni. In a press release announcing the ranking, Steve noted, "Their involvement gives us and our students a true competitive edge." I couldn't agree more! Thank you so much for all that you do for our program.

We have had an incredibly busy year. This newsletter is packed with updates, so I will provide some highlights. In July 2018, Molly McGuigan, our communications, events, and alumni relations coordinator, left the department for another job opportunity. As you may have heard, we were able to fill that position in May 2019 with an alumna of our program, Marissa Randall. Marissa hit the ground running and has been an exceptional addition to the department. If you have not yet met or interacted with Marissa, I would encourage you to introduce yourself via email at mrandall@isenberg.umass.edu.

In March, the McCormack Sport Leaders Forum was moved from a campus location to New York City. It was hosted in the offices of Scout Sports and Entertainment, which served as a presenting sponsor. We had close to 100 students travel to the event—and it was a resounding success! Keynote speakers included our own Burke Magnus '94, ESPN executive

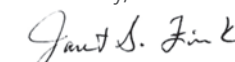
vice president of scheduling and programming, and New York Islanders owner John Ledecky.

Earlier in the academic year, Dr. Bernie Mullin, founder and chairman of Aspire Group (and former UMass faculty member), served as our McCormack executive-in-residence. From his thought-provoking lecture, "The Future of Sports Spectatorship: Will Anyone under 35 Still Be Watching?" to guest speaking in several classes, to interacting with members of student clubs, Bernie provided a wonderful learning experience. We are so thankful that the McCormack gift allows for this yearly event.

We just received our numbers for this year's UMass Gives Campaign! Once again, McCormack had the highest number of donors (215) of any Isenberg department—we brought in \$27,281, a nine percent increase over last year's total. We are very thankful for your response to the campaign. As you know, all of the funds are used for student initiatives such as scholarships and professional development activities, so you can be sure your gifts go toward improving our students' experiences.

Once again, thank you for all you do—we certainly benefit greatly from our wonderful alumni! I hope you've had a great summer.

Sincerely,


Janet Fink

POINTS OF PRIDE

#1

MBA/MS, MS PROGRAM RANKED #1 IN THE WORLD

It's official! McCormack's graduate program is now ranked #1 internationally! The 2019 rankings were released in June by SportBusiness, recognized as the lone legitimate rankings service for global sport management graduate programs. Our program was also ranked #1 in the Professor's Choice category, as voted on by graduate program directors. Our program was ranked #2 in 2018, in addition to ranking #1 in the Professor's Choice category in both 2016 and 2017. This year is the first time in the history of SportBusiness's rankings that UMass has taken its (rightful!) place at the top.

"This #1 ranking is a testament not only to our world-class faculty and experiential-learning based curriculum, but especially to the exceptional support of our alumni," said Graduate Program Director Steve McKelvey. "In serving as graduate student mentors, guest speakers, and conduits to jobs and internships, our alumni help provide a unique and positive experience that's now been validated by SportBusiness's survey of our grad students."



POSTGRADUATE COURSE RANKINGS 2019 OVERALL - 1ST PLACE

ALUMNI ACHIEVEMENTS



GOLDSTEIN AND SMITH NAMED TO FORTY UNDER 40

Michael Goldstein (top) and Joe Smith have both been named to *Sports Business Journal's* "Forty Under 40" for the year of 2019.

Michael Goldstein '07 serves as the vice president and senior business leader at MasterCard, where he heads sponsorships for North America. He works directly with MasterCard's global sponsorships including UEFA Champions League, the British Open, and the Rugby World Cup.

As senior vice president for global sponsorship marketing at the Bank of America, Joe Smith works closely on continuing his company's partnership with the MLB and seven partner clubs. A college athlete himself, Joe has combined his love of sport and passion for marketing.



JANMOHAMED & GLEESON FOR LA 2028

Two McCormack alumni have taken leading roles with LA 2028, the organizing committee for the Los Angeles Olympic and Paralympic Games: Zaileen Janmohamed '05 (top) is serving as the group's head of partnership development and innovation, and Amy Gleeson '98 is the chief marketing officer.

Both alumni have impressive backgrounds and strong ties to the Olympic Games. Janmohamed previously headed Olympics management at Visa, overseeing international sponsorship—she was the mastermind of Visa's athlete sponsorship program at the 2012 London Summer Olympics. Her experience in the brand, agency, and property sides of sport marketing will help her shine in her new role.

Gleeson headed the Olympics marketing for Visa—she oversaw several Olympics, including Beijing 2008, Vancouver 2010, London 2012, and Sochi 2014.



LEUNG EXCELS AT USA GYMNASTICS

Li Li Leung, a 2003 MS graduate, has thrived as the CEO and president of USA Gymnastics since being named to the position earlier this year. "I believe in the power of sports," Leung has said. "I believe it has the ability to unite people. I believe it has the ability to break down barriers—and that's why I do what I do."

A gymnast herself, Leung was a three-time Academic All-Big Ten conference gymnast at the University of Michigan and received Michigan's Athletic Academic Achievement award in 1994 and 1995. Leung also represented Team USA in the 1988 Junior Pan American Games and competed in Season 9 of American Ninja Warrior in 2017.

Prior to joining USA Gymnastics, she was the NBA's vice president of global partnerships, leading strategic partnerships to enhance promotion and visibility for the league.



POLLACK LEADS XFL AS PRESIDENT & COO

In his new role as president and chief operating officer for the XFL, Jeffrey Pollack '03 is set to oversee the league's strategic planning and business operations and the management of its eight teams.

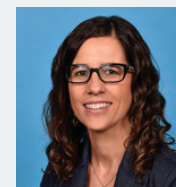
Pollack has an impressive background, most recently serving as the chief marketing and strategy officer and special advisor for the Los Angeles Chargers. He has also been managing director of broadcasting and new media for NASCAR Digital Entertainment. In 1994, he founded the Sports Business Daily and served as president and publisher.



IACUessa REMAINS A KEY FACTOR FOR THE SEA DOGS

Geoffrey Iacuesa '01 is an indispensable member of the Portland Sea Dogs where he has worked for the past 20 years, beginning his career as an intern in 2001 and working his way up to the position of president and general manager.

In 2015, Iacuesa was honored as the 2015 Eastern League Executive of the Year, and in 2011 he was named to the Portland Press Herald's "Forty Under 40."



CARLSON FLIES WITH THE EAGLES

Catherine Carlson '98 joins the Philadelphia Eagles after an impressive career with the Orlando Magic, where she spent 11 seasons as senior vice president of corporate partnerships and premium activation.

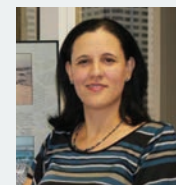
Carlson was responsible for driving strategy and revenue for the Magic, and led negotiations with the Walt Disney Company when it became the team's first jersey patch sponsor.



DEUBERT JOINS D.C. UNITED AS GENERAL COUNSEL

Passions for law and sport combine with the appointment of Christopher Deubert '06 to the position of general counsel for D.C. United. Prior to joining the soccer club, Deubert worked at two New York City law firms focusing in sports law, including a special emphasis on representing NFL players in matters including commissioner discipline, policy on performance enhancing substances, and related litigation.

Deubert has authored and co-authored more than 20 publications on the law and business of sports, and is regularly asked to speak or lecture on sports law.



PELLERANO APPOINTED AS CONCACAF CCO

Heidi Pellerano '98 became the chief commercial officer of Concacaf this February. She is developing and managing strategic partnerships and overseeing the commercial division to boost commercial opportunities for the organization.

Prior to Concacaf, Pellerano served as the executive vice president of brands at Wasserman Media Group. A native of Puerto Rico, Pellerano was a vital part of Wasserman's strategic plan for expanding into Latin America.

STUDENT ENGAGEMENT



MCCORMACK SPORT LEADERS FORUM TAKES NYC

The 2019 McCormack Sport Leaders Forum took place March 30 at the New York City offices of marketing firm Scout Sports and Entertainment, which sponsored the event. The annual student-directed forum helped connect 170 students with industry professionals from 30-plus sport organizations.

They included New York Islanders co-owner Jon Ledecky and ESPN EVP of Scheduling and Programming Burke Magnus '94 MS, plus Bonnie Bernstein, Len Elmore, John Kosner, Jeff Price, Maurice Stinnett, Jeff Ianello, Cameron Myler, Michael Neuman, and Todd McCormack, among others.

Brianna Donan '19 and **Carly O'Keefe '19**, senior sport management majors, led the team that organized this year's forum. Since graduating in May, Brianna has been working as an inside sales representative for the Brooklyn Nets, and Carly has taken the position of international merchandising coordinator for Spartan Races.

What was your favorite part of directing the event together?

Carly: When making the big decisions, Brianna and I were able to test ideas on each other. By collaborating and working as a team, our ideas and goals came to life through two perspectives, making them stronger.

What was your first step in the planning process?

Brianna: The first step was building out the structure of the event. Since we moved the conference to NYC, changed the name, and added in a few breakout sessions, we had to really get creative with our planning.

In one word, how would you describe the event?

Brianna: Passion-driven: Everyone who attended was very passionate about their careers in sport and learning more about how they can play a role in the growing industry.

Carly: Trailblazing: This event set a precedent for future events, students, and the program. It introduced



Top: Brianna Donan, Burke Magnus, Bonnie Bernstein, Carly O'Keefe

Bottom Left: McCormack graduate students

Bottom Right: McCormack undergrads



new ways of thought and welcomed those who were ready to challenge and shape the future of sport.

Is there a moment from the event that sticks out the most to you, and why?

Carly: Right before Brianna and I welcomed Michael Neuman to the stage and began thanking everyone for coming, I realized, wow this is really happening. It was incredible to see these top-level professionals mingling with our peers and making connections right off the bat.

How did you reach out to alumni and get them interested in participating?

Brianna: Our main source was people who had been keeping in contact with professors and students through the McCormack Young Alumni Advisory Council (MYAAC), and we utilized our network of professionals from internships, career fairs, and class visits. We also looked through LinkedIn at McCormack alumni and reached out through connections with our advisors.

Would you recommend students attend this event?

Brianna: Yes! There is so much knowledge to gain from attending an event like this, and the number of industry

professionals and other students who you can network with is endless. You never know, you could potentially meet someone who you'll need a reason to connect with down the line in your career, and you can say you met at the McCormack Sport Leaders Forum.

Carly: I would undoubtedly recommend this event to students. Part of the allure of the McCormack program for me was the exposure to leading industry professionals and organizations. If you're looking to further your career, this event serves as the program's premier networking event. This platform the forum offered was game-changing for many of my peers' career paths, including myself.

What was one takeaway you had from hosting the event?

Carly: Hosting this event taught me the power of networking and communication. It forced me to be comfortable with being uncomfortable, as often times in events we have to manage unforeseeable variables and obstacles. Most of all, hosting the event taught me the power of community that's rooted here in the McCormack department.

STUDENT ENGAGEMENT

Sport Leaders Forum: Alumni Participation



SCOTT SAVRAN '14, a member of the McCormack Young Alumni Advisory Committee (MYAAC) and senior manager for property consulting and analytics at Scout Sports and Entertainment,

played a key role in helping the McCormack Sport Leaders Forum come to life.

What was your favorite part of the Sport Leaders Forum?

Scott: The range and thoughtfulness of the programming the students put together, including athlete activism, importance of diversity/changing sport culture and personal brand building. The panel topics stimulated important conversations across the industry professionals and students in attendance. It is always exciting to see everyone engaged and supporting the conference's mission of "bridging the gap between classroom learning and real-world experience."

Q: How was your experience working with McCormack undergrads?

Scott: As a McCormack undergraduate alumnus, it's not bias that makes me say the students are nothing short of amazing. All were fully committed to the success of the event and their dedication came through in the final product. Each student knew their responsibilities, asked impactful questions and worked together as a team with the support of the faculty advisors to execute the event. I was further impressed that 7 out of 8 Conference Director Committee members identify as women—a testament to UMass cultivating a culture of diversity and

inclusion for all future leaders in a predominantly male industry.

What motivates you to stay involved and engaged with the current McCormack students?

Scott: When I was in college, a mentor told me, "You are a true success when you help others be successful," and it has always stuck with me, especially with regards to UMass. When I came to UMass, I had no idea what I wanted to do with my life and Isenberg and McCormack laid the foundation for my professional career. Without the countless industry professionals who gave their time to speak in our classes, my fellow classmates who I learned with and, of course, the professors who designed practical curricula, I would not be where I am today. It always means so much when I am able to give back to the school that set the groundwork for my career.

What are you most excited about for next year's event?

Scott: Seeing how we build on the successes of the 2019 forum. It's always refreshing to work with a new group of students and hear their fresh ideas for panels, marketing strategies, and operational enhancements. I know we'll have an even better turnout of students from schools throughout the Northeast and another star-studded line-up of panel speakers. As we strive to become the top undergraduate program in the world, it is our alumni network that makes pillar events for the department—like the McCormack Sport Leaders Forum—possible through time, expertise and/or monetary support. I am proud to have supported this event since I was an undergrad and look forward to working with more alumni in the future. You were. You are. UMass.



ADS CAREER FAIR

The Mark H. McCormack Department of Sport Management Career Fair is an annual event run by the Association of Diversity in Sport (ADS), a club that embraces students of diverse backgrounds seeking to further their professional and personal development within a sport-oriented environment. The fair is the hallmark event for ADS and is completely run by its student members. The event was founded by ADS in 2010 to provide sport management students with the opportunity to network with industry professionals. UMass alumnus and former ADS President Melcolm Ruffin, one of the key leaders in creating the Career Fair, looked back at the event's early years: "The inaugural 2010 McCormack Career Fair brought in 21 companies and a distinguished keynote speaker in Buffy Filippell, the founder and president of TeamWork Online and TeamWork Consulting."

Continued on page 10

STUDENT ENGAGEMENT



Kevin Cummings, Executive Director of Bay State Games

Continued from page 9

Over the past nine years, the event has grown significantly, thanks to months of planning on the part of ADS members. The 2018 McCormack Career Fair saw record-breaking numbers, including 54 organizations and more than 300 students in attendance, after ADS set a goal to expand its reach. The recruitment team, led by students Jihwan Yoon and Andrew Rumney, brought in organizations from Michigan, North Carolina, Florida, New York, Pennsylvania, California, Connecticut, Texas, Georgia, Rhode Island, New Hampshire, Washington D.C., Massachusetts, and Melbourne, Australia. The PGA TOUR, Boston Red Sox, Charlotte Hornets, New York Yankees, New York Mets, Dallas Mavericks, Madison Square Garden, Detroit Pistons, Philadelphia Phillies, and Octagon were represented, among others.

Yoon credited the success to the UMass sport management network and the hard work of ADS club members: "Our main goal was to use our network to the best of our abilities. That stemmed from using key resources like the McCormack Sport Management alumni database." ADS was also able to host a

very successful networking night following the fair, including about 20 recruiters and 30 top McCormack students. Since it took place in the Mullins Center at UMass, everyone in attendance got to see a thrilling men's ice hockey game between UMass and Providence.

Nearly 40 percent of the students who attended the Career Fair received interviews. Recruiters in attendance also had high praise for the event and the students they spoke to. Will Bardaglio, the manager of inside sales at the Charlotte Hornets, said, "The McCormack Sport Management Career Fair is one of the top career fairs I have been to so far. Students are very knowledgeable about the industry and have a passion for sports and wanting to get into it. I would recommend any sports organization to come and check it out next year."

Out of the 54 organizations that attended the Career Fair, 32 were represented by UMass alumni. This gave students a chance to learn from individuals who were in the exact shoes that they are currently

McCormack students in action, networking their way to success



in and have gone on to become leaders in the industry. McCormack alumna and former ADS member Emily Ladroga, who is now the group sales coordinator at the Boston Red Sox, reflected on her past and present experiences with the Career Fair: "Being able to see how beneficial this event was as a student and then coming back as an employer is amazing. By coming to the Career Fair, we really get to meet dedicated individuals who put the time and effort in doing research and preparing ahead of time."

SPRINGFIELD RENAISSANCE

The Springfield Renaissance School in Springfield, Massachusetts, runs a program for its 6th- to 8th-graders at the end of each semester called "Intensives," where students sign up to focus their learning on one specific topic for three days. Last winter, the leadership of the McCormack Strategy & Analytics Club ran one of these Intensives at Renaissance, teaching kids about analytical decision making in sports. Specifically, the program focused on basketball, having kids chart their shot attempts from various locations on the court. Back in the classroom, McCormack students taught them how to calculate the expected point value of their shots from these different locations in Microsoft Excel, allowing them to learn valuable hard skills within the software. Finally, club members taught the students how to maximize scoring efficiency in setting lineups using their expected points calculations. It was an amazing experience for everyone involved, and participants can't wait to continue cultivating this truly special relationship with Renaissance.

AWARDS BANQUET

Eight alumni and thirty students received honors and scholarships at the Mark H. McCormack Department of Sport Management's annual awards banquet in April.

Alumni award recipients exemplify the broad footprint of our graduates in the sport industry and have all diligently given back to the department.

The Harold J. VanderZwaag Distinguished Alumnus award is given for professional excellence and outstanding achievement in the sports industry:

- Declan Bolger (MS '89)**, Senior VP & CMO, Kroenke Sports and Entertainment
- Noreen Morris (MS '91)**, Commissioner, Northeast Conference
- Cindy Stutman (BS '98)**, Senior VP Business Operations, Philadelphia Flyers
- Scott Zuffelato (MS '88)**, VP Philanthropy, Basketball Hall of Fame

The Alumni-on-the-Rise Award is given to alumni who have graduated within 5 to 10 years and have demonstrated exceptional achievement:

- Scott Crowder (BS '09)**, Commissioner & Founder, Pond Hockey Classic
- Brenna Dykta (MBA/MS '10)**, Account Manager, Endeavor
- Danielle Lopez (MS '12)**, Senior Consultant, US Olympic Committee
- Adam Nurik (BS '10)**, Senior Director Corporate Consulting, GSE

From Top to Bottom:
Davonte Higginbottom, Samuel Campbell

Alumni-on-the-Rise Award Recipients

Emily Must, Nicole Melton, Mackensie Wise, Nefertiti Walker, Brianna Donan

Harold J. VanderZwaag Distinguished Alumnus Award Recipients



Student award winners represent the best and brightest. With impressive professional experience, extra-curriculars, and community service, this group maintains an average GPA of 3.7:

Joan & Ed Barr Memorial Scholarship
Colby Dobias & Madeline Ellnor

Eastern League Scholarship
Damahya Mongroo

Kristian J. Rose, Jr. Memorial Scholarship
Abigail Weaver

Erik K.M. Kjeldsen Scholarship
Seth Conklin & Davonte Higginbottom

Marilyn & Richie Tannenbaum Scholarship
Nicholas Kennedy

47 Brand Scholarship
Trinity Monteiro

Harold J. VanderZwaag Scholarship
Nicole Keeley

Glenn Wong Sport Law Scholarship
Malika Antoine Nicholson

Alumni Scholarship
Andrew Rumney & Samantha Bernstein

McCormack Center Scholarship
Samuel Campbell & Dylan Williams

Sport for Social Change Award
Carla Pelton

George & Sherry Dickerman Family Scholarship
Brendan Clark & Sean Gaffney

Leroy Mentor Scholarship
Gabriel Workman

Stephen & Sandra Levy Scholarship
Justin Valletta

Tokio-Marine HCC Internship Awards Program
Matthew Donnelly

Senior Leadership Award
Melissa Beaupre & Stephen Black



TOP SENIORS

Back Row: Sydney Robinson, Mackensie Wise, Matthew Donnelly, Melissa Beaupre, Justin Minor **Front Row:** William Nebel, Brianna Donan, Carly O'Keefe, Kelsey Senecal, Stephen Black

EXECUTIVE-IN-RESIDENCE BERNIE MULLIN

“Sports fans are getting older,” observed 2018 Mark H. McCormack Executive-in-Residence Bernie Mullin in a campus-wide lecture in October. “Baseball does worst, with fan age growing by half a year each year,” Mullin remarked. Last year’s NCAA football attendance, he added, was the lowest in 30 years. And three years ago, season ticket sales to collegiate football continued their decline, dropping by 10 percent.

Mullin is chairman of Atlanta-based The Aspire Group, a sports and entertainment marketing firm with \$200M in annual revenues and more than 200 employees that has served 230 clients across the spectrum of professional and collegiate athletics. That’s 17 different sports in ten countries. To that end, the company excels in five related domains: fan relationship management, strategic consulting and research, data insights, sales and service training, and partnerships.

The aging fan trend, Mullin continued, points to more than casual disenchantment with spectator sports among millennials and Generation Z. Hence, the title of his lecture: “The Future of Sports Spectatorship: Will Anyone under 35 Still Be Watching?” Answering his own question, he responded, “It can be turned around.” In the fifty minutes that followed, Mullin, who in a much earlier incarnation (1977-1987) was a key member of the McCormack faculty, offered insights and a systematic approach to make that happen.

MOTIVATING THE YOUNG

Younger consumers, observed Mullin, connect with one another and consume media (including sports) through the prism of digital technologies. It’s a radically different perceptual filter that ranges from hand-held devices to large screens in bars, restaurants, and other gathering places. Today, selfies, texting, and other forms of digitized information-sharing catalyze connections—

“

How do you build that connection, that community? You have to give them something that they want out of a venue—a connection with each other, their community, the players.”

—BERNIE MULLIN, 2018 Mark H. McCormack Executive-in-Residence

personal and communal. That includes letting others in on “what I’m doing every second of the day,” noted Mullin. While that is surely “me-centric,” it extends the reach and centrality of connection and community, he emphasized.

Building a fan base among younger consumers, then, entails serious attention to the role of digitization in perceptions and in personal, communal relationships.

“How do you build that connection, that community?” Mullin asked the gathering. Answering his own question, he advised: You have to give them something that they want out of a venue—a connection with each other, their community, the players.

Seating, for example, has significantly changed. It’s a far more communal experience with more options, including open, socially amenable spaces, higher-end refreshments, and digitized entertainment. Another tack is to deploy digitization and strategic smarts to build and reinforce “tribal” fan affiliations. To that end, Mullin cited Aspire Group’s work on behalf of the professional soccer team Atlanta United. The team grew and galvanized 48,000 fans, complete with five tribes in stadium “neighborhoods.”

“The idea isn’t to segregate. It’s to make the fans comfortable,” he said.

“The key today is frequency [of fan involvement and attendance], Mullin insisted. To that end, you market to existing fans and secure casual fans before targeting and acquiring new ones. In all of this, data analytics are critical, he emphasized. That includes scraping web sites and dissecting social media as well as deploying more traditional marketing research. Then, analysis of those data allow you to create fan segments and clusters to which you tie your products and services.

“You can’t rely on digital marketing alone,” he cautioned. For best results, combine digital and traditional marketing with personal connections. And afterwards, measure all of your strategies and interventions against Return on Objectives and Return on Investment standards.

A TRAILBLAZING CAREER

Before founding The Aspire Group, Mullin earned kudos as a turn-around catalyst in professional and collegiate sports. As president of the Atlanta Hawks (NBA), the Atlanta Thrashers (NHL), and both teams’ Phillips Arena (now State Farm Arena) from 2004-2008, he helped drive financial and athletic success at those previously ailing franchises. Before that, as senior vice president of marketing and team operations with the NBA (2000-2004), he reversed a three-year decline in attendance and introduced the NBA’s first league-operated consulting and analytics service. Earlier, Mullin was similarly impactful as the University of Denver’s vice chancellor of athletics (1995-1999), president and general manager of the Colorado Grizzlies (1993-1995), senior vice president of business with the Colorado Rockies (1991-1993), and senior vice president of business with the Pittsburgh Pirates (1986-1990).

Bernie Mullin



During his eight years (1978-1985) as a professor in UMass Amherst’s Department of Sports Studies—the forerunner to Isenberg’s McCormack Department of Sport Management—Mullin helped catapult the program to international prominence. He also authored *Sport Marketing* (now in its fourth edition), the first textbook in that discipline. And (decades ahead of its time) he insisted on being given adjunct professor status with the then School of Business (Sport Management didn’t become an Isenberg department until 2002). No surprise then, when Mullin applauded sport management students in the audience for their Isenberg identity. A career in sport management, he noted, is a career in business.

MCCORMACK UPDATES

WISE SCHOLARSHIP

Women in Sports and Events, Inc. (WISE) and the Mark H. McCormack Department of Sport Management announced the creation of the WISE/McCormack Graduate Scholars Award Program. The program will provide two WISE members the opportunity to receive tuition-free and graduate assistantship-funded entry into the MS and Dual (MBA/MS) program.

The partnership represents McCormack's commitment to diversity and inclusion.

Dr. Nicole Melton addressed 300 women and men at the WISE/R Symposium on June 18th to announce the scholarship, emphasizing McCormack's commitment to diversity and inclusion and pointing out that "... the need to attract more women into sport management education programs [is vital] for advancement into positions of leadership."



Market" for the collection. The case examines the negotiation tactics and interpersonal dynamics Frank leveraged so masterfully in selling the landmark media rights for the 1988 Calgary Winter Olympics, and then juxtaposes that deal with MLB's 1995 post-strike negotiation and the ACC's 2003 media deal with ESPN. Spanning three decades, three property rights holders, and three different media rights landscapes, this case takes students inside the mind of one of the industry's true negotiation pioneers and adds tremendous value to the in-class student experience.

Other case topics added within the last year include: sport finance and calculating present value contracts, ticket outsourcing in collegiate athletics, disruption in the esports industry, and brand fit in Olympic sponsorship. **Will Norton**, director of the McCormack Center for Research & Education, leads our collection efforts, and we are always eager to discuss potential case study development with our alumni community!

MCCORMACK CASE STUDY COLLECTION CONTINUES TO GROW

Launched in 2017, the McCormack Case Study Collection provides cutting-edge, strategic sport management case studies sourced from academic experts, McCormack alumni in the field, and the McCormack archives housed on campus. More than 100 academic programs and 200 individual instructors have adopted the collection, helping to support 800+ case study sales across 21 topics.

This past year, author Tom Frank—son of Barry Frank, IMG's legendary lead media rights negotiator and Sports Emmy Award winner—developed "*Negotiating the New Frontier: IMG's Barry Frank and the Transformation of the Sports Media Rights*

FACULTY UPDATES

Dr. Todd Crosset retired in December of 2018 and we will miss him greatly. He still has access to his UMass email account if you would like to offer your congratulations. He plans to open a bakery in Springfield soon (for those of you who don't know, he is an excellent baker), so he's not really "retired," just doing something very different.

Lisa Masteralexis was chosen to serve as interim dean of Isenberg through the summer, leading up to the August arrival of our new permanent dean, **Anne Massey**. Lisa was also promoted to full professor this year!

Dr. Nicole Melton was awarded tenure and promoted to associate professor, a big milestone in an academic's career.

Dr. Nefertiti Walker took over as Isenberg's associate dean for an inclusive organization in 2019, and has also been named to the university post of interim

associate chancellor for diversity, equity, and inclusion. She was also named a NASSM Research Fellow, a designation that fewer than 5 percent of all NASSM members achieve in their careers. Dr. Walker was also awarded an Isenberg Research Award, and **Dr. Matt Katz** and **Professor Will Norton** won Isenberg teaching awards!

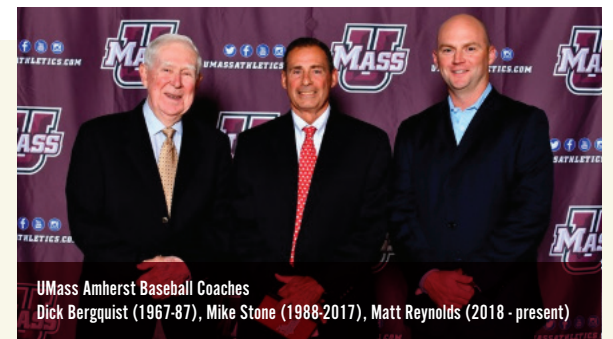
We had two successful searches this year. We hired **Bradley Baker** as tenure stream faculty member in sport analytics. Dr. Baker received his doctoral degree in sport management from Temple University and we look forward to his contribution to our curriculum. We also hired **Brett Albert** as a full time lecturer—Brett was an MS/MBA grad of our program and served last year as a temporary lecturer in the department. He has made great contributions already and students rave about his teaching, so we are grateful he is staying!

DICK BERGQUIST TRIBUTE

Beloved baseball coach and McCormack faculty member Dick Bergquist died this past February at the age of 86.

Born and raised in Orange, Massachusetts, Bergquist enrolled in Bates College playing football and baseball. He served a two-year tour in the U.S. Army during the Korean War, after which he majored in physical education at UMass, graduating cum laude in 1957. While attending UMass, he was a member of the 1957 baseball team that won the Yankee Conference title. Bergquist went on to receive his master's degree at the University of Maryland and taught for a brief period of time before returning to UMass as an assistant coach on the freshman baseball team.

After 21 years as head UMass baseball coach, he retired with 391 victories—the most in the university's history. His teams won seven Yankee Conference Championships, two New England Championships, and one Atlantic 10 Conference Championship, and led UMass to the 1969 College World Series. Bergquist was inducted into numerous halls of fame, including those of the American Baseball Coaches Association (1989), UMass Athletics (1999), the New England



Intercollegiate Baseball Association (2017), and Western Massachusetts Baseball (2017).

As impressive as his on-field achievements were, Bergquist's personal qualities were what set him apart. His players often say their best memories with him are from experiences off the field. He led his teams with kindness; this kindness spread when he joined the UMass Sport Management Department, where he taught for four years after he retired from the coaching position.

A man who has countless honors received another in 1991 when his jersey number was retired and the bleachers at Earl Lorden Field were dedicated in his name. Dick Bergquist was a special man in the UMass community—a man who embodied the UMass spirit.

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GRAB THE KEYS TO OUR NEW ALUMNI DATABASE



In the last academic year, the department completed the task of moving our unrivaled and inspiring alumni network database over to a new and enhanced platform that unlocks the true power of your McCormack network. Our refreshed database platform will improve your alumni experience via:

- Enhanced data quality tied to the UMass Alumni Association and the Isenberg School of Management
- Expanded search functionality, revamped alumni profiles, and links to social media such as LinkedIn
- A gated, Sport Management–only exclusive search tool

Help us help you, and update your profile today! This database is the department’s lifeline for staying up-to-date and keeping you informed on campus activity, McCormack events, and student trips to your communities.

Getting on-boarded is as easy as emailing alumnisupport@isenberg.umass.edu to retrieve your alumni ID, and set up your account. Emailing this address with your request will provide you with your unique alumni ID number; registering your information only takes 5 minutes, and sets you up for life!

Please take the time to fill out the information fully—we really appreciate it! Spread the word to your classmates, and be sure to select the field of specialty (industry segment) you’re currently working in. Capitalize on the value of your sport management degree today, and help us keep our database strong.

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Alumni at Red Sox Game



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Baseball winter meetings

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