



CAZENOVIA COLLEGE

Sport Management Program

2018-2019 Program Report

Thank you for your interest in the Sport Management program at Cazenovia College. I have been privileged to be the Program Director and full-time faculty member of the program for the past three years. We are working hard to ensure a quality program directly applicable to the “real world” of management and sport business. I am proud to be a member of a great Division and College and am happy to share with you some of the noteworthy items from the 2018-2019 year.

Summary of Noteworthy Accomplishments in 2018-2019:

- Eight guest speakers from the sport industry
 - o Three of which graduated from Cazenovia College
 - Allen LaVenture (Marketing / Events [Advisory Board Member]) – Presentation on Events/Marketing and Promotions
 - Michael Byrnes (Cazenovia High School) – Presentation on High School Athletics
 - Gregory Abdallah (IMG Academy; MLS – Manager of Events) – Presentation on Facilities / Event Production
 - Timothy St. Hilaire '17 (Wykagyl CC) – Presentation on Golf Course Management
 - Andrew Granozio (General Manager- Rider University at Van Wagner Sports & Entertainment (VWSE); Assistant Director of Athletics, Ticket Operations - Princeton University) – Presentation on Sponsorships/Sales
 - Patrick Smith '17 (Buffalo State Athletics) – Presentation on Sport Communication
 - Kevin Wood (Springfield College) – Presentation on College Athletics
 - Pat Mathews '90 (F2 Management Group) – Collaboration with Sport Management Club – Lunch with Leaders Series (First Annual)



(L-R: Zachary Jones-Butler '19, McBatch Jacey Menes '20, Pat Mathews '90, Emlyn Goodman '19, Evan Tracy '19)

- Graduated seventeen students
 - o Seven of these students pursuing advanced degrees
 - 4 - MBA, 2 - Athletic Administration, 1 - Higher Education & Student Affairs Administration
 - o Three of these students had secured fulltime employment by graduation
 - Notable Sport-Related Positions:
 - Assistant Group Coordinator and Lead Pro Shop Attendant – Turning Stone Resort and Casino
 - VIP Host for the Sports Book/Lounge – The Point Place Casino

- One professional development trip
 - o Brooklyn Sports and Entertainment Career Fair
 - Eight students attended



- One group volunteer experience – TCS NYC Marathon 2018
 - o Second year sending a group of students to work the marathon event



- 36 three to six credit internships completed (including Summer 2019) – Sites included:
 - o Cooperstown Dreams Park
 - Operations
 - Field Maintenance
 - o Cazenovia College Athletics
 - Operations
 - Administration
 - o Syracuse Stallions (ABA Team)
 - Operations
 - Sales / Promotions

- Syracuse University Athletics
 - Promotions / Events
- Syracuse Crunch
 - Marketing / Promotions
- Second annual Esport Capstone event to raise funds for Gamers Outreach charity
 - Year-over-year growth in participants and funds generated
 - 32 participants in 2k competition
 - \$1000+ dollars raised towards our effort to build a GOKart



(Dawson Andrews '22 photo @lumniphoto)

I look forward to working on behalf of the college and program for years to come. If you would like additional information about the program – past, present, or future – please don't hesitate to contact me at tatrachsler@cazenovia.edu and follow me on Instagram @dr.trachsler