



# CAZENOVIA COLLEGE

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## Sport Management Program

### 2019-2020 Program Report

Thank you for your interest in the Sport Management program at Cazenovia College. This year we welcomed Ms. Tamara Demeree, MBA, full time to the Sport Management Program. With her help we have refined our mission and our core values as we moved the program forward in uncertain times. While the global pandemic did present some significant hurdles, we were able to address them and flourish. As any Lombardi sport fan will tell you, “It does not matter how many times you get knocked down, but how many times you get up”. We get back up.

### **Summary of Noteworthy Accomplishments in 2019-2020:**

- Eleven guest speakers from the sport industry
  - Four 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
    - Zach Rosenberg (General Manager, Learfield IMG) – Presentation on Sponsorships/Sales
    - Thomas Nicholls '19 (semiprofessional soccer athlete, future grad student) – Presentation on International Sports
    - Derek Doolittle '08 (Associate Athletic Director, Facilities, Operations and Capital Projects – UCLA [Advisory Board Member]) – Presentation on Collegiate Sports
    - Mike Drake (Operations Manager, JM McDonald Center) – Presentation on Sport Facilities
    - Erik Mattox (Head Coach, Cazenovia Women's Lacrosse) – Presentation on Coaching
    - Shaun Fyall (Operations Director, Gamers Outreach) – Interview Q&A – Gamers Outreach Charity during time of COVID-19.
    - Ryan Meyer '17 (Sport Tourism Coordinator, City of North Myrtle Beach) – Presentation on Sport Tourism
    - Amanda Player (Athletic Director, City of North Myrtle Beach) – Presentation on Sport Tourism (w/ Ryan Meyer)
    - Megan Plahanski '17 (Account Executive, Business Development Carolina Hurricanes) – Presentation on breaking into sport industry



(TOP L-R: Cameron Ciampaglia '23, Tracy Trachsler, Hunter Coulthard '20; MIDDLE L-R: McBatch Jaccary Menes '20, Raishun Richardson '21, Tamara Demeree; BOTTOM L-R: Tr'Von Balaam '21, Bernard Baafour '23, Allison Brown '20)

- One professional development trip
  - Major and Sport Management Club representatives
  - Wharton Sports Business Summit
    - Seven students attended (see above)
  
- 20 three to six credit internships completed (including Summer 2020) – Sport-specific Sites included:
  - Cazenovia College Athletics
    - Operations
  - Syracuse Stallions (ABA Team)
    - Operations

- Sales / Promotions
  - Syracuse Crunch (AHL)
    - Promotions / Events
  - CNY Family Sports Centre
    - Operations, Facilities, Coaching
  - Soccer Shots
    - Coaching
  - Fulton City School District
    - Intern to the Athletic Director
- Second annual Esport Capstone event to raise funds for Gamers Outreach charity – CANCELLED due to COVID-19
    - Planning for 2021 event will commence in September.



#### Curriculum changes:

- Changes approved to update both the Sport Management Major and Sport Studies Minor
- Pending approval (September 2020) for a NEW Coaching minor
- Electives introduced
  - SP/CJ – Sport Event and Stadium Security
    - Cross-listed course team taught by Sport Management and Criminal Justice
    - CJ professor with over 40 years in the industry
    - Students completed several FEMA certification courses
  - Stadium and arena management
    - Taught by Prof. Demeree who has extensive previous experience as Executive Director of an area sport facility

- Case studies and major projects – including a facility design project were integrated into this applied class
- This course has now been added as a required course for the major and minor

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](mailto:tatrachsler@cazenovia.edu) and follow me on Instagram @dr.trachsler.