

## Dr. David Shilbury 2011 Earle F. Zeigler Lecture

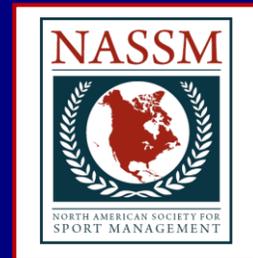


Naturally I am very honored to be the 2011 Zeigler recipient, and I enjoyed the opportunity to present the Earle F. Zeigler Lecturer at the 26<sup>th</sup> Annual NASSM conference. It allowed me to express my appreciation for being readily accepted into the NASSM community and to acknowledge the many colleagues and friends I have developed over many years by being part of the NASSM community.

My recognition as the first non-North American scholar to win the award is especially pleasing as it demonstrates the excellent research and educational programs accessible in Australia. It also reinforces and is consistent with the excellent standing of Australian sport on the world stage. It is also very gratifying to be recognized as one who has demonstrated the qualities of Dr Zeigler in terms of student growth and development, leadership, service, scholarship and collegiality. It is just that bit more difficult to build collegial working relationships with colleagues overseas when based in Australia, but it is important to do so. It is also nice to be recognized for good and sustained scholarship, and that my work may influence in some way, the work of others in our field.

The award also recognizes my work in promoting best practice sport management, given the central role sport plays in the community providing an outlet for physical activity, social interaction, community bonding and generally a healthy attitude to life. It is also pleasing to know that my work has been recognized in various ways for contributing to the preparation of skilled graduates and critical thinkers who are required to address a range of complex issues both in sport organizations and through the academy via research and scholarship.

My lecture entitled "Competition: The Heart and Soul of Sport Management" was prepared to remind us all that on-field participation is what defines what we do. Competition comes in many shapes, sizes and forms, and these varying levels of competition provide many rich and diverse research environments for scholars looking to make a difference. Competition on-the field may define the institution of sport, but for the manager, competition off the field is important, and is best seen through the process of strategic management. Given the centrality of strategy to organizational life, my lecture explored the origins of competitive behavior in sport management, some of the important research themes in the generic strategy literature and significantly the volume of strategy-related published research in three of the field's key journals, including the *Journal of Sport Management*, *Sport Management Review* and the *European Sport Management Quarterly*. Of the 805 refereed manuscripts published in these journals until the end of 2010, only 20, or 2.5% were focused on strategy related research. If our game as sport managers is to manage competition, or in our case, being strategic off the field, then clearly we have more work to do to better understand how sport managers do this and how it impacts on organizational positioning in a competitive sense.



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### Newsletter Content

The Publicity and Promotions Committee strives to keep the NASSM membership informed through this newsletter. In order to accomplish this task, we require information from our delegates.

To contribute to subsequent additions of the newsletter, please forward all information to the Committee Chair and Editor – Melanie Sartore-Baldwin. This information may include but is certainly not limited to: awards, scholarly recognitions, conferences, events, and "from the field" information, etc.

## **Zeigler Lecture (cont.)**

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In my lecture I also argued, that given rich and diverse research settings, and the significance of strategy to overall organizational life, that whatever unique properties exist in sport management they are most likely to be revealed via strategy related research. Uncovering these unique properties is likely to shape the spirit and character of our field.

My lecture was, in part, inspired by my contributions to both NASSM and SMAANZ. It was my involvement in both organizations that led me to consider at length issues pertaining to competition and cooperation. I would encourage all scholars to consider being involved with their respective academic association, be it NASSM, SMAANZ, EASM or others, as it helps filter and learn more about the intricacies of organizational life while making important contributions to the broader role of the academy. It is very easy to get caught up in the day-to-day grind of university life, and overlook the bigger picture of why we do what we do. What other profession allows us to shape, mould and develop young hearts and minds, and watch as they contribute to organizational life in sport, or in many cases, important research in sport management. To be involved is to be engaged, and to be engaged keeps us relevant.

## **Dr. Carol Barr** **2011 Distinguished Service Award**

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This Award is particularly special to me because of its namesake – Garth Paton. When I first joined NASSM and in those early years of my involvement with the Association Garth was the rock that kept the association business affairs in order. Garth was at the University of New Brunswick but would also drive to the States (Houlton, Maine) to pick up the U.S. mail and deposit the membership checks from the U.S. members into an American bank account. He unselfishly dedicated a great deal of time and effort for NASSM because he believed in this Association. And there are others, Past Presidents, Executive Council members, various NASSM Committees and Task Force members, Journal editors and editorial board members, conference hosts who have given a great deal of time and have worked hard to contribute to the growth and success of NASSM. For my contributions to be recognized with being awarded NASSM's Garth Paton Distinguished Service Award is truly an honor.

I encourage the rest of the NASSM membership to look into getting involved in this Association.

There are numerous committees, and different ways you can contribute to the Association including thinking of taking on leadership positions on our Executive Council. We are a volunteer association that relies on the hard work of many in contributing to the future success of our association and the sport management discipline. I found the involvement to be very rewarding on many levels. Not only did I feel I could contribute to the Association and our future, but I also cherish the friendships I have made, and the people I have gotten to know. NASSM is only as good as we, the members, make it.

## **Dr. Bob Boucher** **2011 Distinguished Educator Award**

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The Collins Gage Canadian Dictionary describes distinguished as “famous for excellence,” so immediately I am somewhat daunted by what has recently happened to me. As such, this Award was very much a surprise as I am most aware of the standards that have been set by the three previous winners.

As university professors, we have an incredible opportunity to help shape the lives and careers of eager, young professionals. Of all the things we are asked to do, the interaction between a professor and a student IS THE MOST IMPORTANT!



**Dr. Carol Barr**  
*2011 NASSM Distinguished  
Service Award*



**Dr. Bob Boucher**  
*2011 NASSM Distinguished  
Educator*

### Previous Winners – Service

The first recipient of The Garth Paton Distinguished Service Award (2001) was **Janet Parks** of Bowling Green State University. Subsequent recipients include **Bob Boucher** of Windsor University, **Garth Paton** of the University of New Brunswick, **Brenda Pitts** of Georgia State University, **Sue Inglis** of McMaster University, **Jackie Cuneen** of Bowling Green State University, **Karen Danylchuk** of The University of Western Ontario, and **Robin Ammon** of Slippery Rock University

### Previous Winners – Educator

The first recipient of the Distinguished Sport Management Educator Award (2008) was **Jackie Cuneen** of Bowling Green State University. The 2009 recipient was **Mark McDonald** of the University of Massachusetts Amherst

## A Message from Janet Fink, President

I hope everyone's summer is off to an enjoyable start! It is indeed an honor to be NASSM's new President. You can be assured I will work diligently to represent and serve the membership to the best of my ability. Below is some information regarding NASSM you may find interesting and/or helpful. Given the overwhelming positive feedback regarding James Zhang's monthly NASSM update, I plan to continue that practice beginning in August.



We had another successful conference with over 418 individuals from 23 countries attending in London, Ontario. The University of Western Ontario's campus provided a beautiful setting and it was very special to see many of NASSM's founding members in attendance this year. On behalf of NASSM, I extend a huge thank you to Karen Danylchuk, Alison Doherty, Jim Weese, and all student volunteers for hosting and delivering such a wonderful conference!

I am pleased to announce that NASSM's website now has an Academic Career Services link (<http://www.nassm.com/InfoAbout/CareerServices>). This service is designed to "assist universities in posting their academic openings, and doctoral students or academics to seek positions". Job Target hosts the site and was chosen in a competitive bid process last year. Advertisements for academic openings cost \$100.00/month and NASSM members (as well as the general public) can post resumes and search for openings at any time. The site went "live" on June 28, 2011. There may yet be a few small "tweaks" to the website, but it is fully functional at this time. I would like to thank Orland Hoeber for the tremendous amount of work he did with Job Target to get this service established. We feel it will be of tremendous value to our membership.

The Executive Council will travel to Seattle, Washington October 14-15 for the Fall Executive meetings. While there, we will have the opportunity to meet with Hannah Owings, Program Administrator for the University of Washington's Center for Leadership Athletics, who is coordinating the 2012 NASSM conference. It is our plan to tour the pertinent facilities and accommodations for next year's conference as a part of our meeting schedule.

NASSM has been asked by several academic organizations to become affiliates or partners. However, because of the diversity within the NASSM membership in terms of academic interests and departmental placements, I have created a task force to identify the external affiliations that best align strategically with our members' interests and establish the most synergistic, mutually beneficial ties. Jo Williams, University of Southern Maine, has agreed to chair the task force that is comprised of 7 members who represent diverse institutions/departments (e.g., teaching and research institutions; business, kinesiology, and other departments; United States and Canadian institutions).

Similarly, NASSM receives a number of requests each year from other (mainly for-profit) organizations to advertise on the website, purchase sponsorship of our conference events, and other such revenue producing linkages. Presently, we do not have a system of "vetting" (nor soliciting) such options. A discussion amongst the current Executive Council suggested the Industry Relations Committee and/or a special task force be charged with developing formal advertising, sponsorship, and donor giving processes. Thus, we will continue to work to develop these important guidelines and hope to make significant progress in the coming year.

If you have any questions, concerns, or suggestions, please don't hesitate to contact me (Janet.Fink@uconn.edu). I wish everyone a happy, healthy, relaxing summer.

## NASSM Officers



**Dr. James J. Zhang**  
*Past-President*  
University of Florida



**Dr. Robert Baker**  
*President-Elect*  
George Mason University



**Dr. Erianne Weight**  
*Secretary*  
University of North Carolina –  
Chapel Hill



**Dr. Matt Brown**  
*Treasurer*  
University of South Carolina

## ***Thank you, London, Ontario, Canada!***

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More than 400 delegates from 22 countries and six continents enjoyed the conference. Delegates joined us from Japan, China, Taiwan, South Korea, Turkey, Kazakhstan, Australia, New Zealand, Brazil, Uganda, Kenya, Ethiopia, South Africa, Ghana, United Kingdom, France, Spain, Germany, Norway, Netherlands, Jamaica, United States and Canada. Researchers presented papers in 155 concurrent sessions, 14 symposia sessions and workshops, 44 posters presented and 38 Teaching and Learning Fair presentations. The conference was held primarily in the Arthur and Labatt Health Sciences Building, with other campus venues like the Western Student Recreation Centre, Alumni Hall, Middlesex College, The Great Hall, London Hall, and the University Community Centre featured throughout the week.

Sport management has a rich and proud history at The University of Western Ontario. As a result, the conference planners, led by Karen Danylchuk (Kinesiology) made a point of profiling our Western pioneers. Professor Emeriti Earle Zeigler and P. Chelladurai delivered stimulating keynote addresses as did former Canadian Olympian and International Olympic Committee member Charmaine Crooks. Conference planners also honored the founders of the organization who started the organization 27 years ago. We are indebted to the NASSM Executive Council members who accepted our hosting bid back in 2007. We also had incredible support from a number of sponsors and exhibitors like sincere appreciation to our many exhibitors and sponsors like, such as London Life, NASCAR, Temple University, Western's Faculty of Health Sciences and the School of Kinesiology, the Western Book Store, Bertoldi's, Western Hospitality Services, Research @ Western, Adidas Canada, and Sunningdale Golf and Country Club. (source: [http://www.uwo.ca/fhs/news/stories/2011/06\\_17\\_NASSM.html](http://www.uwo.ca/fhs/news/stories/2011/06_17_NASSM.html))

## **Looking Ahead:**

***NASSM 2012, Seattle, WA.....May 22-26, 2012***

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The University of Washington's Center for Leadership in Athletics (<https://sites.education.washington.edu/uwcla/>) has been busy making plans for the NASSM Annual Conference in Seattle, May 22-26, 2012. The Center will host the conference in partnership with Seattle University's Master's in Sports Administrations & Leadership Program and Seattle Pacific University's Department of Physical Education & Exercise Science. The conference will take place at the Renaissance Hotel, located in the heart of downtown Seattle, providing attendees with unparalleled access to our vibrant city. We are excited to provide a robust and engaging environment for NASSM members, while showcasing the active sports community of the Pacific Northwest. We hope you come ready to learn, network, sip on great coffee, hike, re-connect, and kayak your way through the week! Keep up with conference updates at [www.nassm.com/NASSM2012](http://www.nassm.com/NASSM2012) and we will see you in Seattle!

## **NASSM 2012**



Be sure to check for further details on the conference website [www.nassm.com/NASSM2012](http://www.nassm.com/NASSM2012)

## **Upcoming Conferences**



September 7-10, 2011  
Madrid, Spain  
[www.easm.net](http://www.easm.net)



November 23-25, 2011  
Melbourne, Australia  
[www.smaanz.org](http://www.smaanz.org)

## New NASSM Student Board for 2011: ...A letter from the new student president

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Hello NASSM Members,

I am privileged and excited to serve as the NASSM Student President for 2011-2012. After speaking to many of you at what was a great conference in London, the student board has decided on our initiatives for NASSM 2012 in Seattle. We are looking to continue with the networking and student social initiatives giving our membership a forum to interact with both faculty and our peers. For Seattle, we are also looking add a peer panel addressing the challenges of doctoral study. Updated information will be announced as we finalize the details.

If you have any ideas on the initiatives or other ways we can better serve you, please do not hesitate to contact any of us. On behalf of my fellow student board members, Naila, Brennan, and Michael, have a great summer!

All the best,  
Lauren

## Additional Student Board Information.....

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The 2011-2012 NASSM Student Board is both energized and humbled by their new responsibilities. As planning is underway for the NASSM 2012 Conference in Seattle, student representative Brennan Berg (University of Texas) noted, "The issues the student board gives voice to will help shape the experience of the student members." It is with this in mind that the board begins their duties for 2011-2012.

While continuing to facilitate networking opportunities between students and faculty, the board is also looking to increase contact with and among our student membership. Michael Odio (University of Florida) adds, "Student involvement is a critical component of the long-term health of our society. I'm excited to be a part of the Student Board that helps students grow and develop into the future of NASSM. We feel that we can make a difference."

Naila Jinnah, student representative from Queens University, best summarized the sentiments of the new Student Board, "I'm very thankful to have been elected to the NASSM Student Board and can't wait to hear everyone's great ideas. I look forward to working with the rest of the Board to make 2012 the best NASSM Conference for students ever!"

### 2011-12 Student Board



**Lauren Brown**  
*President*  
The Ohio State University  
[Leb140@gmail.com](mailto:Leb140@gmail.com)

**Brennan Berg**  
*Student Representative*  
University of Texas

**Naila Jinnah**  
*Student Representative*  
Queen's University

**Michael Odio**  
*Student Representative*  
University of Florida

### NASSM Officers (cont.)



**Dr. Beth Cianfrone**  
*Member-at-Large*  
Georgia State University



The Commission on Sport Management Accreditation (COSMA) has made positive developments since its official launch in July of 2008. Operating with a purpose of promoting and recognizing excellence in sport management education through specialized accreditation, COSMA has now accredited five sport management programs: Liberty University, Neumann University, Saint Leo University, Slippery Rock University and Troy University. As reported on the COSMA website, 39 institutions and 24 individuals are members of COSMA. Of these 39 institutional members, 11 have achieved candidacy status which indicates a program's readiness to go forward with site visit preparations. Of these 11 programs, two are under review for an accreditation decision this fall 2011.

In other COSMA news, three Board of Commissioner (BOC) members were recently nominated and elected by the COSMA members to replace two members who have completed their BOC terms, Dr. Bob Baker of George Mason University and Dr. Jackie Cuneen of Bowling Green State University. Dr. Colleen Colles of Nichols College, Dr. Christina Martin of Troy University, and Dr. Tim Newman of York College of Pennsylvania will join Dr. Ming Li (Chair of the COSMA BOC) of Ohio University, Dr. Jo Williams (Past Chair of the COSMA BOC) of Southern Maine University, Dr. Robertha Abney of Slippery Rock University, and Dr. Lisa Miller (Vice Chair of the COSMA BOC) of Ohio Dominican University. The COSMA BOC primarily functions to oversee sport management accreditation.

For those of you who are interested in pursuing sport management accreditation or becoming involved in COSMA as an institutional member, individual member, or site reviewer, the COSMA website is a great resource and provides details on how to get involved. Further, if you are planning on pursuing accreditation, all necessary materials including a membership application and supporting documents such as a sample outcomes assessment plan and a self-study template are available online. Additionally, the website posts available training sessions and dates for all who are interested in getting involved with COSMA! Please contact Heather Alderman, Executive Director, with any questions: [cosma@cosmaweb.org](mailto:cosma@cosmaweb.org) or visit the web site at <http://www.cosmaweb.org/>.

**NASSM Sport Industry Relations Committee (IRC):  
... a message from committee chair Matt Walker**

In line with the goals of the IRC to facilitate sport industry outreach and connections, three members of the IRC and several industry professionals were invited to participate in a panel discussion at the recent National Association for Sport Marketing Administrators (NACMA) convention in Orlando, FL. In particular, NASSM members Matt Walker (University of Florida), Rob Zullo (Seton Hill University), and Nels Popp (Illinois State University) offered their views on research collaborations, partnerships with industry professionals for student experiences, and creating dynamic class content that reflects the current nature and scope of the sport industry. By all accounts, the session was a success and plans are currently underway for a peer-reviewed session at next year's convention. In addition, the committee met with the NACMA executive board to discuss a faculty cost structure for future conventions – this information will be communicated to the NASSM membership in the coming weeks.

**NASSM Officers (cont.)**



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*Member-at-Large*  
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*Member-at-Large*  
Brock University

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