

LOYOLA UNIVERSITY CHICAGO

SPORT MANAGEMENT NEWSLETTER

SCHOOL OF BUSINESS ADMINISTRATION

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SPORT MANAGEMENT WELCOMES PATRICK KRAFT – CLINICAL PROFESSOR

The Sport Management program is excited to welcome Patrick Kraft as a clinical professor to the School of Business Administration (SBA). Professor Kraft joins us from Indiana University (IU), where he obtained a B.A. and M.S. in Sport Management. This past summer he earned a Ph.D. in Sport Marketing from IU, specializing in brand development, brand equity, marketing and sponsorship. While at IU, he also taught various sport management classes.

Prior to his academic work at IU, Kraft served as the Director of Business Development for U.S. Synchro-



PATRICK KRAFT, PH.D.

nized Swimming where he oversaw sponsor solicitation, fundraising, advertising, and promotional programs along with managing licensing, merchandising, donor relations and facilitating National Championship events.

Kraft's previous experience also includes work with the Chicago Rush as the Corpo-

rate Sponsorship and Promotions Coordinator. He was a member of the management team responsible for the launch of the franchise and contributed to the establishment of the team name, logo, media outlets, ticket sales, and target demographics.

Professor Kraft's responsibilities in the SBA include teaching numerous undergraduate and graduate courses in the Sport Management program along with serving as the advisor for the Sport Management Club. Professor Kraft may be contacted at: pkraft@luc.edu or (312) 915-6422

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THE BUSINESS
BEHIND
THE GAME.**

See our web page at

www.luc.edu/sportmanagement

DIRECTOR'S MESSAGE

Greetings to new and returning students, alumni and friends of the School of Business Administration (SBA) and the Sport Management (SPRT) program. I hope everyone had an enjoyable summer and that you are ready for an exciting and challenging academic year.

As the SPRT program enters its 4th year, it promises to be another great period of

growth. I am proud to announce the appointment of Patrick Kraft to the SPRT faculty (see above). The B.B.A. Sport Management program continues to be the fastest growing major in the SBA with over 100 students. In addition, there is increased awareness, excitement and enrollment in the M.B.A. concentration in Sport Management with over 20 students declaring the concentration this fall.

Given a successful SPRT study abroad trip to Beijing, China in 2007, I am happy to announce that I will be leading a graduate study abroad course to Rome in the Summer of 2009 - SPRT 534, International Sport Management (see inside). Best wishes for a productive 2009 academic year!

*Keith W. Lambrecht, Ph.D.
Director, Sport Management
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Preparing people to lead extraordinary lives

MARK LUBUS - KEY AWARD WINNER

Mark Lubus, a May 2008 SPRT graduate, was given the SPRT Key Award by the School of Business Administration (SBA) for 2008. Key Awards are conferred by the SBA to graduating students who graduate with GPA honors and demonstrate leadership abilities during their studies at

LUC. Mark graduated Magna Cum Laude with a 3.78 GPA, was active in the SPRT Club and a leader on the SPRT study abroad trip to China. He held internships with adidas, KTYI Fox 2 News in St. Louis, and the Chicago Bears. Mark is currently enrolled at Saint Louis University studying law.



MARK LUBUS WITH PARENTS

Get Involved!
Join the Sport Management Club!

SPORT MANAGEMENT CLUB

The Sport Management Club, for undergraduate students, is ready for an exciting new year. The Sport Management Club is a great opportunity to get together with fellow classmates and further foster knowledge of the ever growing business of the sport industry. The Sport Management Club looks to provide services to local sport

organizations, provide access to industry professionals, and create a network of contacts that will facilitate future career choices.

Club Officers are: Larissa Gasinski, President; Rusty Kubis, Vice-President; Pat Spellman, Secretary; Sarah Biesterfeld, Treasurer; Ashley Zielinsky, Fundraising Chair;

Professor Patrick Kraft, Faculty Advisor.

To learn more about Sport Management Club activities and opportunities contact Larissa Gasinski, President, at lgasins@luc.edu or Professor Kraft at pkraft@luc.edu



THE VATICAN

SPRT GOING TO ROME

SPRT 534: International Sport Management will be traveling to Rome in Summer 2009.

This course provides an overview of the sport industry with an examination of the business of sport in the emerging global community. The course will

include a comprehensive analysis of the Olympic movement, international governance, political, social, and economic challenges along with current and ethical issues in the sport industry and the globalization of sport.

For more information, please visit the GSB's Study Abroad website at http://www.luc.edu/gsb/academics_studyabroad.shtml

NEW SPRT GRADUATE SCHOLAR

Abby Ernst will serve as the SPRT Graduate Scholar for the 2008-09 academic year while pursuing an MBA with a Sport Management concentration. She will work primarily with

Professor Lambrecht and the Sport Management Club. Abby is a graduate of The George Washington University with a B.A. in Communication. She worked previously for Lock-

heed Martin in information security on Government contracts.



RECENT GRADUATE PROFILES

MICHELLE CURTIS

Current Job: Manager of Workers' Compensation and Team Services, arenafootball2.
Graduation: 2007, B.B.A., Sport Management and Marketing
Hometown: St. Joseph, Michigan
Internships: Chicago Sky, Marketing and Community Relations Intern
arenafootball2, Team Services and Operations Intern



"The LUC Sport Management program allowed me to grow and to become very knowledgeable in preparation for the sport industry. Through various internship opportunities and classroom studies, I was able to become very successful in such a competitive industry"

KRISTIN LUDDEN

Current Job: Assistant, Client Services and Marketing, Chicago Blackhawks
Graduation: 2008, M.B.A., Sport Management and Marketing
Hometown: Gardner/Wilmington, IL
Internships: Chicago Bears, Corporate Sales & Services Intern



"The LUC Sport Management program gave me the opportunity to learn about the many facets of the sports industry and help me focus on which area I liked best."

KATE SWOBODA

Current Job: Ticketing Coordinator, Major League Baseball Advanced Media
Graduation: 2007, B.B.A., Sport Management
Hometown: West Kingston, Rhode Island
Internships: Chicago Bears, Ticket Operations Intern
AFL, Events Intern
Chicago Bears, Fan Service Representative



"Loyola's Sport Management program equipped me with the knowledge, skills and passion needed to pursue a career in sports. From the great course offerings to the many internship opportunities that can be found across the city of Chicago, the Sport Management program allowed me to learn, grow and gain valuable industry experience."

PATRICIA WAITES

Current Job: Stadium Sales and Fan Services Coordinator, Chicago Bears
Graduation: 2007, B.B.A., Sport Management
Hometown: Columbia, South Carolina
Internships: Chicago Sky, Media Relations Intern
Loyola University Athletic Department, Marketing Intern



"There is absolutely no question that I would not have my job without the Loyola University Sport Management Program. The networking opportunities provided by Dr. Lambrecht and the Sport Management program have directly lead to all of my experiences in the sport industry, and I could not be happier with where it has gotten me!"



2008 OLYMPICS BUSINESS NEWS

- NBC averaged a 16.2/28 national rating and 27.7 million viewers for its 17 primetime telecasts of the Beijing Olympics, up 8.0% and 12.6%, respectively, over the '04 Athens Games.
(2008, Aug 26). Beijing games finish ahead of Athens as NBC averages 16.2 rating. *Sports Business Daily*, Retrieved 2008, Aug 28, from <http://www.sportsbusinessdaily.com/article/123546>
- Nike and adidas came into the Beijing Games as the biggest sponsors of both national teams and athletes, but "smaller competitors such as Speedo and Puma achieved greater surges in awareness and buzz by backing a smaller group of athletes who just happened to dominate the games," according to Jeremy Mullman of AD AGE.
(2008, Aug, 26). Speedo, Puma Buzz Overshadows Efforts From Bigger Competitors. *Sports Business Daily*, Retrieved 2008, Aug, 28, from <http://www.sportsbusinessdaily.com/article/123545>
- Chicago is the front runner to host the 2016 Olympic Games. According to one IOC member, "It's Chicago's to lose."
(2008, Aug 25). As The Wind Blows: Sources Say Chicago The Leader For 2016 Games. *Sports Business Daily*, Retrieved 2008, Aug 28, from <http://www.sportsbusinessdaily.com/article/123503>



CHICAGO 2016
APPLICANT CITY

CHICAGO 2016 OLYMPIC BID INFORMATION

- On April 14, 2007, the United States Olympic Committee (USOC) selected Chicago as the U.S. Bid City for the 2016 Games.
- Other finalist cities for the 2016 Olympics are Tokyo, Japan; Rio de Janero, Brazil; and Madrid, Spain.
- The final decision on which international city will host the 2016 Olympic Games will be made on October 2, 2009.
- Chicago 2016's design for the Games features a venue plan divided into four clusters: Central, North, South, and West.
- The Olympic Village will be located on Chicago's near south side just west of the lake, providing housing for 17,000 athletes and officials. After the games, it will convert to mixed-income housing.

Retrieved August 28, 2008, from Chicago 2016Website: <http://www.chicago2016.org>

WHAT'S YOUR NEWS?

We would like to publish information on your promotions, job changes, honors and awards. Please send your news to klambre@luc.edu or fax it to (312) 915-8508 and include the following information:

Name _____ Class Year _____ Degree _____

Email Address _____ Home Phone _____

Employer _____ Position / Title _____

News: _____

