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# SRM Digest

Sport & Recreation Management Program  
James Madison University  
School of Hospitality, Sport, and Recreation Management

## EXCITING TIMES FOR THE SHSRM!



*Dr. Michael O'Fallon*

These are exciting times for the new School of Hospitality, Sport & Recreation Management (SHSRM). Dr. Michael O'Fallon was appointed the Interim Director of SHSRM in summer 2010 and a lot has happened since then. Dr. O'Fallon was recently asked to highlight some of the major accomplishments for the SHSRM over the last year, which include: new curriculum for the SRM and HM undergraduate programs were approved by the State Council of Higher Education in Virginia; a new student organization (i.e., SLAM) was developed for SRM students; school faculty developed a mission, vision and values statements; planning and renovation of new office and classroom space was completed in Godwin Hall; internship and practicum programs in SRM were restructured; new courses integrating the foundational concepts of hospitality, sport, and recreation were added to the curriculum; the SRM curriculum was restructured to include new courses related to sport sociology & psychology, sport communication, cognitive processes & current issues, and programming & assessment; and a number of new faculty members were hired. In addition, the Hospitality Management program: received honors from the university for program assessment; held the first "Virtual Conference" through Second Life; hosted the Shenandoah Valley Tourism Summit; started a honors society; showcased the new school at a NY Hotel Show; and received student chapter of the year honors from the Professional Management Convention Association.

Looking forward, what does the new School of Hospitality, Sport & Recreation Management offer for students? According to Dr. O'Fallon, the merger combines two disciplines which are very similar and JMU is one of only a handful of programs in the nation that has merged both Sport and Recreation Management with Hospitality. The merger provides JMU students with two majors that are focused on a specific discipline, yet providing a solid management background. By combining human and financial resources, the SHSRM is able to offer a solid curriculum that better prepares students for the industry upon graduation. Because the industry network is expanded, the SHSRM is able to provide students with additional job opportunities. Finally, Dr. O'Fallon points out how rare it is for faculty to have the opportunity to build a new program. With this opportunity, the faculty and students are able to tailor the program to the needs and changes of the industry. In turn, SHSRM students will be sought after by the industry and assist in becoming a school of distinction.

Dr. O'Fallon holds a Ph.D. from Washington State University (WSU) in Business Management with a focus in Organizational Behavior and Human Resources. He previously managed two Italian restaurants in the Northwest. His research interests are in the area of ethical decision-making, especially how unethical behavior of our peers influences our own behavior.

## SLAM...The new student association on campus for SRM students

So perhaps you have heard about SLAM, the newly formed student association affiliated with the Sport & Recreation Management Program, at JMU. You ask, what does SLAM stand for? Sport & Leisure Association of Madison. SLAM exists to provide a forum for students to exchange knowledge and information on the current state of the sport and recreation management field. The idea behind SLAM is that students will develop meaningful relationships among existing members and experienced alumni allowing them to build a strong community of sport and recreation management leaders. In addition, the club plans to participate in team building activities to further contribute to the community outside of the classroom setting, while providing mem-

bers with practical experience and skills that can be applied in future careers. Being a new organization, SLAM President Dan Jankoski says that he is "very proud of the hard work of a number of SRM students who have created an organization that has a promising future and will serve as a source for SRM students to gain professional development experience and enjoy numerous social interactions." Activities hosted by SLAM during the 2010-2011 school year included: attendance at the Sport Industry Networking Conference (SINC) in Washington, DC (March 2011); guest speaker from the Office of Career & Academic Planning who talked about etiquette for interviewing (March 2011); and the 1st Annual End-of-Year BBQ at North38 where members

# Spring 2011 Internships

## Internships

**Jeffrey Alexander**, Special Olympics Virginia  
**Olivia Alford**, Gold's Gym  
**Lauren Armstrong**, Southern Maryland Blue Crabs  
**Ali Ayers**, RMH Wellness Center  
**Anthony Biancaniello**, NBC Sports  
**Erin Boderocco**, Western & Southern Financial Group Masters and Women's Open  
**Colette Brandt**, Greater Washington Sports Alliance  
**Jerald Brown**, Eastern Mennonite High School Athletics  
**Zachary Caffentzis**, JMU Athletics, Sports Marketing  
**Christopher Carlin**, East Williston UFSD Athletics  
**Kelly Cecil**, The College of William & Mary Athletics, Mktg.  
**Lisa Colapietro**, JMU Athletics, Athlete Services  
**Billy Conlin**, Mary Baldwin College Athletics  
**Amanda Cramer**, JMU Athletics, Marketing  
**Katie Dye**, Monumental Sports & Entertainment  
**David Edwards**, JMU Athletics, Strength & Conditioning APC  
**Dan Eldridge**, Vail Resorts  
**Meg Emery**, Spotswood High School Athletics  
**Bilbuun Enkhbayar**, Bridgewater College Athletics  
**Trafton Eutsler**, Richmond Flying Squirrels  
**Steven Fine**, Havoc TV Action Sports  
**Timothy Finney**, Aubrey Moore RECenter  
**Nick Fusco**, Mulligan's Golf Center  
**CJ Gajan**, YMCA Chesapeake  
**Jennifer Giustiniani**, Chicago Fire Foundation  
**Jordan Hubbard**, Salem Red Sox  
**Katherine Hackett**, Harrisonburg High School Athletics  
**Bryce Hayter**, JMU Athletics, Facilities & Events  
**Marissa Hull**, The Leukemia and Lymphoma Society, Team in Training Campaign  
**Logan Jones**, JMU Athletics, Soccer  
**Ryan Knight**, JMU Athletics, Men's Basketball  
**Trevor Knight**, Shenandoah Valley Baseball Academy  
**Jason Krech**, JMU Athletics, Athletics Communications  
**Zachary Lane**, Philadelphia 76ers  
**Jared Leibowitz**, Jewish Community Center of Baltimore  
**Ben Louis**, JMU Athletics, Women's Lacrosse

**Sarah Lurie**, University of Virginia Athletics, Marketing  
**Ken Manahan**, Upper 90 Soccer  
**Jacqueline Marrow**, Virginia Beach Field House  
**Andrew Matsunaga**, JMU Athletics, Women's Soccer  
**Margaret McFadden**, JMU Athletics, Associate Athletic Director  
**Patrick McGinley**, Harrisonburg Senators Baseball Club  
**David Meiklejohn**, Harrisonburg High School Athletics  
**Mike Meisenzahl**, Lakeview Golf Course  
**Melissa Miller**, Hampton Roads Academy Athletics  
**Michael Montella**, ProActive Travel  
**John Morris**, Harrisonburg Parks and Recreation  
**Tyler Morton**, Frozen Ropes Baseball/Softball Training Center  
**Shannon Mueller**, JMU Athletics, Associate Athletic Director  
**Peter Naber**, JMU University Recreation, Fitness & Intramurals  
**Nathan Orndorff**, ProActive Travel  
**Suzanna Owens**, JMU Athletics, Athletics Communications  
**Lindsay Payne**, Morrison Bruce Center  
**Justin Pennington**, Lifetime Wellness Center  
**Victoria Rama**, Rockingham County Parks and Recreation  
**Sarah Ratchford**, JMU Athletics, Facilities and Events  
**Jack Redmond**, Augusta County Parks & Recreation  
**Paul Reichart**, YMCA Staunton  
**Steven Reid**, JMU Athletics, Athletic Ticket Office  
**Michele Robinson**, Ligonier Camp & Conference Center  
**Joel Senior**, JMU Athletics, Student Athletic Services  
**Brian Shenefeldt**, Florida Citrus Sports/Nelligan Sports Mktg.  
**Theo Sherman**, Good Printers, Inc., Sales and Marketing  
**Meg Sherry**, JMU Athletics, Sport Marketing  
**JD Skolnitsky**, Life Time Fitness  
**Dylan Smith**, JMU Athletics, Duke Club  
**Tyler Spurlock**, Okemo Mountain Resort  
**Morgan Sterner**, JMU Athletics, Facilities & Events  
**George Stipisich**, Shenandoah Valley Baseball Academy  
**Joseph Travers**, Boston Bruins  
**Cate Tysinger**, Washington Redskins  
**Michael Verga**, Lakeview Golf Course  
**Daniel Weiss**, JMU Athletics, Sports Marketing  
**Diana Wszalek**, MWR Fitness and Sports  
**Dan Zorndorfer**, Augusta County Parks & Recreation

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**MEET NEIL MARRIN & STEPHEN FLACK**

**Neil Marrin** joined the faculty of the SHSRM in the Fall semester 2010 and he brings with him a wealth of experience in the field. Prior to arriving at JMU, Neil was the Superintendent and Executive Director of Parks and Recreation in Great Neck, New York. In this position, he oversaw the operations of a multi-million dollar municipal parks and recreation agency, which included an outdoor Ice Rink, Indoor Tennis Complex, Aquatic facility, Marina and multiple parks. Neill was responsible for supervising a staff of 50 full-time and 200 part-time employees, led the approval process of a \$15 million capital bond, and was responsible for the implementation of a \$3.1 million infrastructure repair bond which included the construction of a new aquatic facility. Prior to this position, Mr. Marrin served as the Deputy Director and Recreation Manager for the Town of Ramapo Department of Parks and Recreation and as a Program Director and Coordinator of the YMCA of Broward County in Fort Lauderdale, Florida.

A native of New York, Neil came to Harrisonburg and JMU to fulfill his dream and passion for teaching. While he has a wealth of practical industry experience, Neil is no stranger to the classroom. He taught for four years as an adjunct instructor at Lehman College, City University of New York and for one year at St. Thomas Aquinas College in Orangeburg, New York. Although he has only been at JMU for less than a year, Neil is already a fan favorite amongst many of the Sport & Recreation students. If you ask him why he left industry for a career in the classroom, you may hear Mr. Marrin quote Jackie Robinson who said "a life is not important except in the impact it has on other lives." This quote serves as his signature line and he would love for his students to remember this as they approach their lives.

Neil Marrin holds a M.S. in Education, Recreation Education from Lehman College, City University of New York and a B.A. in American Literature from Ramapo College of New Jersey. In his spare time, Neil loves to read, enjoys the theater and museums and is a proud uncle who loves to spend time with his nieces and nephews.

**Stephen Flack** joined the faculty of the SHSRM in the Fall Semester of 2010 and he brings along a wealth of experience in sport management. He currently teaches undergraduate courses such as Sport Marketing and Management in Sport & Recreation. Steve was an Assistant Professor and Chair of the Sport Management program at Chowan College from 1995 to 2004. He has extensive coaching experience at various levels and sports. He has served as the Head Baseball Coach and Pitching Coach for the Staunton Braves in the Valley League; Assistant Baseball Coach and Pitching Coach at Chowan College; Assistant Baseball Coach and Pitching Coach at Eastern Mennonite University; Assistant Varsity Basketball Coach at Spotswood High School; and as Head Coach and Assistant Coach at other various high schools.



Steve has also become a fan favorite amongst Sport & Recreation Management students. He promotes a learning environment for the students which encourages critical thinking and active learning. Steve Flack holds a M.S. in Sport Management from the University of Southern Mississippi; a B.S. in Physical Education from East Tennessee State University; and an Associate of Science degree from Chowan College. He is a former U.S. Marine and was elected into the High School Hall of Fame at Dinwiddie High School.

## Spring 2011 Practicums & Internships, continued

### Practicums

**Max Alexandre**, JMU Athletics, Duke Club  
**Nicholas Baldaino**, Packsaddle Ridge Golf Club  
**Brian Barlow**, JMU Athletics, Marketing  
**Matthew Barr**, JMU University Recreation, Sports Clubs  
**Steven Bisaga**, JMU Athletic, Facilities & Events  
**DJ Bryant**, Turner Ashby High School Athletics  
**Shannon Carmack**, Harrisonburg Family Fitness  
**Billy Chong**, Men's Basketball  
**Matthew Classens**, JMU Athletics, Communications  
**Douglas Cochrane**, JMU Athletics, Facilities & Events  
**Jamie Coder**, Massanutten Resort, Ski & Snowboard School  
**Lauren Cummings**, Heritage Oaks Golf Course  
**Darrien Crews**, Turner Ashby High School Athletics  
**Matt Curtis**, JMU University Recreation, Intramural Sports  
**Nicholas Daly**, JMU Athletics, Facilities & Events  
**Scott Dovel**, JMU University Recreation, Adventure  
**Anthony Flores**, Special Olympics Virginia  
**Michael Futral**, Gold's Gym, Harrisonburg  
**Alec Giraldi**, JMU University Recreation, Facilities & Events  
**Brian Greer**, Wonder Skate Shop  
**Steven Hall**, JMU University Recreation, Member Services & Equipment Center  
**Kevin Harlow**, JMU Athletics, Men's Basketball  
**Lucas Hatcher**, Upper 90 Soccer, Inc.  
**Steve Hennigan**, Elkton Middle School Athletics, Wrestling  
**Kyle Hoffman**, Shenandoah Valley Baseball-Softball Academy  
**John Hutt**, JMU University Recreation, Intramural Sports  
**Lauren Jimenez**, JMU Athletics, Outreach  
**Kelsi Kao**, City of Harrisonburg Parks & Recreation  
**Emily Kaschak**, JMU University Recreation, Adventure  
**Alexandra Kelaher**, Function 4 Sports  
**Andrew Klein**, JMU University Recreation, Intramural Sports  
**Scott Klepacz**, JMU Athletics, Athletic Communication  
**Ryan Landers**, East Rockingham High School Athletics

**Phil Marcus**, JMU University Recreation, Intramural Sports  
**Colleen McGurgen**, JMU Athletics, Facilities & Events  
**Alex Menghetti**, Spotswood High School Athletics  
**Greg Meyd**, Lakeview Golf Club  
**Justin Murphy**, Packsaddle Ridge Golf Club  
**Krista Nuzum**, JMU Athletics, Athletic Communications  
**Kris Ortiz**, JMU Athletics, Baseball  
**Kenny Parkhurst**, JMU Athletics, Budget Office  
**Brandon Pastell**, Gold's Gym Harrisonburg  
**Andrew Patohan**, Shenandoah Valley Battlefields Foundation  
 Continued p. 4

## SLAM continued.....

enjoyed some fun and food while electing their new Executive Board. According to Jankoski, the newly elected students to the Executive Board include the following: Brian Barlow (President); Nick Daly (Vice President); Nikki Crivellaro (Treasurer); and Colleen McGurgen (Secretary). In addition, the following students will serve as Committee Chairs for the 2011-2012 school year: Jeff Wilkins (Fundraising); Ben Burns (Special Events); Kirsty Clark (Recruitment); and Steven Plante (Community Involvement). Jankoski said he would like to thank his Executive Board for an outstanding job this past year. His board included the following students: Alexandra Kelaher (Vice President); Erin Parker (Treasurer); and Samir Neyazi (Secretary). Thanks also to Dr. Ben Carr who serves as the Faculty Advisor to SLAM.



Above: Some SLAM members attending the SINC Conference in Washington DC in March made a visit to Nationals Park. Students in the picture include: Robert Doran, Bill Enkhbayar, Dan Jankoski, Steve Bisaga, T.J. Sarro (left to right).

## Advising Information

### SARA'S CORNER



Advising Updates from Sara Hodges, Academic Advisor and Practicum/Internship Assistant for SHSRM.

|                    |  |
|--------------------|--|
| May 5              | Senior Convocation<br>Convocation Center, 7 p.m.   |
| May 7              | Undergraduate Commencement<br>Various Locations, 9 a.m.  |
| May 16             | First 4-week, 8-week, and 10-week<br>summer sessions begin   |
| May 18             | Last day to drop first 4-week<br>session class.<br><br>“W” and applicable tuition charges<br>will apply at midnight. |
| June 1             | Deadline for submitting<br>applications for December 2011<br>Graduation  |
| June 2-<br>July 24 | E-Campus closed for freshman<br>orientation—reopens on July 25<br>for open registration.                             |

## Practicums, continued

**Nicholas Persian**, JMU Athletics, Facilities & Events  
**Matthew Pesci**, Lakeview Golf Course  
**Matthew Robillard**, Shenandoah Valley United Soccer Club  
**Matt Ropp**, JMU Athletics, Administration  
**Jonathon Rose**, JMU University Recreation, Adventure  
**Kristin Ross**, Massanutten Resort: Woodstone Meadows Resort  
**Joey Sanders**, Sirius XM Radios, Sport Programming  
**CJ Sapong**, Upper 90 Soccer, Inc.  
**Chelsea Staut**, Upper 90 Soccer, Inc.  
**Christine Steiner**, Disney World Wide Services  
**Connor Wadsworth**, JMU Athletics, Athletic Communications  
**Katie Warner**, JMU University Recreation, Marketing  
**Jeff Wilkins**, JMU University Recreation, Fitness  
**Rebecca York**, Spotswood High School, Athletic Director  
**Glenn Zeiders**, Harrisonburg Turks Baseball

### Website Resources with Job Listings

<http://www.aahperd.org/careerlink/main.htm>  
<http://www.athleticbusiness.com/default.aspx>  
<http://www.bluefishjobs.com/>  
<http://www.clubcareers.org/>  
<http://www.sportscommissions.org/>  
<http://nacda.cstv.com/>  
<http://www.nacwaa.org/>  
<http://www.ncaamarket.ncaa.org/>  
<http://nrpablog.typepad.com/online/>  
<http://www.tazsport.com/>  
<http://www.teamworkonline.com/>  
<http://www.workinsports.com/>  
<http://www.worldleisurejobs.com/>

## Faculty News & Notes

Here is an update on what SRM faculty are doing outside of the classroom in terms of research and service. Students are encouraged to collaborate with faculty on various research and service-related projects.

**Dr. Ben Carr** was recently nominated for the Provost's Award for Graduate Advising and was a Finalist for the Outstanding Advisor Award for the Dolly Leadership Awards at JMU. Dr. Carr has been working with the SLAM Executive Board and highly encourages student participation in the organization.

**Steve Flack** was recently recertified in February 2011 by the Harrisonburg Umpires Association for Interscholastic baseball and softball.

**Neil Marrin** was recently selected by JMU's Center for Faculty Innovation to attend the "Best Teachers Summer Institute". The Three-day Institute will take place in New York City between June 22-24, 2011 and is based on Ken Bain's award-winning and best selling book *What the Best College Teachers Do*.

**Dr. Cara McFadden** was recently awarded the James Madison Distinguished Service Award for 2011 by the JMU Alumni Association. She is also vitally involved in the National Intramural-Recreational Sport Association (NIRSA) where she serves as a faculty member for the School of Recreational Sports Management; an Assembly Representative; and serves on the Research and Assessment Committee. At the recent NIRSA conference in New Orleans Dr. McFadden made the following presentations: "Research and Assessment: A 'How to' Workshop for Campus Recreational Professionals"; and "Maximizing Millennial Learning in the Workplace." Dr. McFadden was invited to present at the 2011 State Leadership Conference of Virginia Phi Beta Lambda. The title of her presentation was "Breaking Barriers: Your Responsibility as a Leader." She has also recently submitted a monograph for review entitled "Academic and student affairs collaboration: A value for student success."

**Dr. David Shonk** recently collaborated with Dr. Julie Wallace Carr and Dr. Peter DeMichele on a paper entitled "Service Quality and Satisfaction within Campus

Recreation: The moderating role of identification" which was published in the April 2010 issue of the *Recreational Sports Journal* and received NIRSA's Presidents Award for Outstanding Writing in 2010. He has a book chapter in press entitled "Service Quality in International Sport" in the textbook *International Sport Management*; and a chapter entitled "the psychological contract in sport" in the *Handbook of Sport Management*. In collaboration with faculty at West Virginia University and Yonsei University in Korea, Dr. Shonk has a paper on "Entry Level Employment in Intercollegiate Athletic Departments" in review with the *Journal of Sport Administration & Supervision*. He is also collaborating on papers regarding "event site selection" and "factors influencing student choice of a charity sport event."

**Dr. Julie Wallace Carr** recently collaborated with Sarah Hardin from DePaul University publishing a paper in the *Recreational Sports Journal* Volume 34, Issue 2 entitled "The key to effective assessment: Writing measureable learning outcomes." She presented "Maximizing Millennial Learning in the Workplace" with Dr. McFadden at the recent NIRSA Conference in New Orleans. In addition, Dr. Wallace Carr has a book chapter in Press entitled "Programming in Campus Recreation" to be included in *Campus Recreation Management and Supervision*. She has also been working on portions of the Campus Recreation Section of *Introduction to Recreation and Leisure*.



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