

Mark Your Calendar

October 27—Registration begins for Spring 2009 Semester

November 24-28—
Thanksgiving Break (no classes)

December 5—Last day of classes

December 8-12—Final examinations

December 13—Graduation/Commencement

Inside this issue:

Calendar	1
Contacts	2
SRM Flag Football	2
Paula's Corner	2,4
Summer Interns	3
Graduate Student Info	4,5
Faculty News	4
Internship Resources	5
Internship Spotlight	5

SRM Digest

James Madison University Sport & Recreation Management Program
Department of Kinesiology/Godwin Hall, Harrisonburg, VA 22807

SRM Program welcomes Dr. Robert Zullo

Faculty in the SRM program are pleased to welcome Dr. Robert Zullo. Dr. Zullo comes to JMU from Mississippi State University in Starkville, Mississippi.

Dr. Zullo received his undergraduate degree from the University of Virginia in 1997; masters from the University of North Carolina – Chapel Hill in 2001; and Ph.D. from the University of Georgia in 2005. Professionally, Dr. Zullo has enjoyed a wealth of different experiences. He worked in the athletic departments at Virginia Military Institute and the University of North Carolina before moving on to Virginia Tech to become the Assistant Director of Sport Marketing in 2000. Dr. Zullo also worked in Development at the University of Georgia before becoming a professor in 2005. He also spent time



over the years working with the New York Mets, Washington Bullets, George Michael Sports Machine, DC United, and was on staff for the 1999 U.S. Open.

Dr. Zullo's primary research inter-

ests involve external issues in Division I Intercollegiate Athletics, including fundraising, sponsorships, revenue generation, crisis management, and third party partnerships. "My teaching philosophy revolves around strong application in the classroom," he explains. "With over 300 programs in sports management, I want my students' experiences to separate them from their peers in other majors and at other schools."

Dr. Zullo is happy to return to Virginia. After three years of dodging hurricanes and tornados, he says that he cannot wait to see some snow. He also claims to be the only SRM faculty member currently on Facebook. In addition to his research, Dr. Zullo also enjoys competing in sports. He is currently playing intramural flag football with the graduate students and is trying his best to not get hurt.

An Alumnus with an Exciting Career in Sport

James Madison University alumnus Bill Papierniak (BBA '95) has had a very successful career since leaving Harrisonburg. Papierniak has spent the past 11 years as an administrator in Minor League Baseball. He began his career with the Carolina League's Lynchburg Hillcats and has also worked for the Hagerstown Suns. For the past 6 years, he has been the General Manager for the Daytona Cubs.

The Daytona Cubs organization has seen continued success since Papierniak arrived. The club set attendance records for each of the last five years, and in 2008, they saw the attendance numbers climb to 164,000. In 2006, the Daytona Cubs received the Bob Freitas Award as the best organization in Minor League Baseball (Class A) – which is awarded by Baseball America for the team with the longest continuing contribution to the baseball industry. That same year, Papierniak was chosen as Executive of the Year by the Florida State League. While the personal accolades are gratifying,

Papierniak suggests that "it is the growth of the Daytona Cubs that has been the most rewarding."

Looking back, Papierniak is thankful for the experience that he received at JMU. "JMU challenged me intellectually and helped me realize that you have to work hard to reach the goals that you set for yourself," says Papierniak. Papierniak lives in Daytona with his wife, JMU alum Michelle (formerly Huston), and their two children, Trae and Ainsley. "Most of all," says Papierniak, "I've been able to have a career doing something that I love."



Contact Us:

Want to get in touch with JMU's Sport & Recreation Management faculty? Here is their contact info:

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Coordinator, Campus Recreation Program

Dr. Robert Zullo

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Coordinator, Internship Program

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**SRM Flag Football Team Advances to Semifinals**

Several kinesiology faculty members have joined forces with the kinesiology graduate assistants to form a flag football team, known as the Fighting Metabolic Carts (a hold-over from the team's exercise physiology roots). While expectations were low, the team has managed to advance to the coed 1 semifinals, after finishing the regular season undefeated. The team features kinesiology GA's Lauren Macgillivray (captain), Tom Deary, Jason Lang, Kelly Haley, and Drew Forrest. Robert Zullo, Molly Whittaker, and Lauren Coverstone represent the faculty.

The team has fought the stigmas of being "old" and "past their prime" in comparison to the other teams in the league. "Nobody expected us to perform as well as we have," says Jason Lang.

In spite of the spotless record, it has not been an easy path for the Fighting Metabolic Carts. In the first round of the playoffs, the team won a narrow 16-15 game after the opposing team failed on a two-point conversion attempt. Despite their success, FMC is determined to stay focused and avoid overconfidence. Team captain Lauren MacGillivray utilized numerous sports clichés, saying "we just need

to take it one game at a time. We need to get out there and play our game." Jason Lang, on the other hand, knows no such humility as he brashly guaranteed victory in the championship game, in which, incidentally, Lang will not be able to participate.

**Paula's Corner****Paula McMahan's contact information:**

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Important Registration Dates/Deadlines

Monday, October 20 – Spring 2009 Course Schedule and Enrollment Appointments available on ecampus

Monday, October 27 – Friday, November 14 - Advance Registration for Spring 2009

Saturday, November 15 – Course Adjustment (open enrollment) begins

Paula's corner continued on Page 4

2008 Summer Internships

Michael Allhouse – KBS, Inc.	Adam Ondira – New York Mets
Kevin Anderson – Harrisonburg Parks and Recreation	John Orndorff – Spinnaker Resorts
Anna Applegate – Washington Redskins	Michael Parham – Event Staffing, Inc.
Tim Ashburn – Sugar Bowl Ski Resort	Eric Parker – Downtown Athletic Store
Nick Barash – New Hampshire Fisher Cats	Matthew Patterson – Special Olympics Virginia
Marisa Biggins – Golf Digest	Michael Pearl – Great Eastern Resort
Elizabeth Cannon – Bowie Baysox	Jena Pierson – JMU Athletics Marketing
Bryan Couch – Washington Redskins	Dan Podgorni – University of Massachusetts – Lowell
Carlin Campbell – Pittsburgh Steelers	Brian Prendergast – NBC Sports
William Camuso – Bowie Baysox	Chris Regan – Greater Washington Sports Alliance
Michael Dempsey – Washington Redskins	Andy Rennie – Martin’s Supermarket
Sean Diminick – Greater Washington Sports Alliance	Cody Robinson – Lighthouse Resort Services
Lizzie Dowling – Genesco Sports Enterprises	Jamie Rodgers – Ocean City Barons
Jena Engel – Susan Cohan Kaldas Colon Cancer Foundation	Bryan Schafer – Catonsville High School
Mason Fox – Octagon	Adam Schilpp – Red Zebra Broadcasting
Josh Gains – Washington Capitals	Kaitlyn Sebald – Hope for Kids
Carlye Gallagher - Sports Her Way	Kevin Shildneck – Massanutten Resort
Ryan Gibson – Altavista YMCA	Nicole Spiker – Sands Resort
Garrett Gray – Valley Baseball League	Schuyler Stephenson – Richmond Kickers
Cover Heishman – American Junior Golf Association	Stephen Taetzsch – Staunton Braves
Jonathan Horn – Globalboarding, L.L.C.	Tyler Travis – Altavista YMCA
Jason Hughes - UREC	Anthony Vincenzes – Hilltop P.T.
Shelton Johnson – Goodprinters, Inc.	Andrew Walsh – DMB Sports Group, Inc.
Ryan Jones – Harrisonburg Parks and Recreation	Kevin Welsh – Camden Riversharks
Kevin Kaczmarski – Outward Bound	Danielle Wilcox – Baltimore Orioles
David Letson – Turner Ashby High School	Kyle Williams – JMU Athletics Administration
Charles Loparo – The Montauk Yacht Club	

Paula's Corner continued

Reminder – Sport & Recreation Management Program Change

*KIN 202 is no longer required for Sport & Recreation Management students. However, Coaching Education Minors are still required to take KIN 202.

Application for Graduation

*If you are planning to graduate in EITHER May 2009 or August 2009, please get your Application for Graduation to me **as soon as possible**. Please follow these steps:

1. Get Application from Registration Services, Warren Hall 3rd floor.
2. Complete it and attach an e-campus, unofficial transcript.
3. Get the COB signature from Showker 205, plus any other minor signatures.
4. Turn everything in to me.

Important Graduate School Dates

Comprehensive Exams, Friday, October 21 from, 9:00 am—3:30 pm

Graduate Student Pizza Party, December 4 at Dave's Taverna, 7:30 pm

For more information, please contact Dr. Ham (540) 568-2949

Faculty News & Notes

Dr. Julie Wallace Carr and Dr. Kent Todd recently collaborated on an article entitled “Comparison of health and academic indices between university recreation facility users and non-users” which was accepted for publication by the *Recreational Sports Journal*. Dr. Wallace Carr will also be presenting two programs at NIRSA Region II in Tampa, Florida this October: “Student Development – What Students Learn from Working in a Campus Recreation Center”; and “Incorporating Student Development and Learning Outcomes into Employee Training.” Dr. Wallace Carr’s presentation “Motivating Student Employees” has also been accepted for the NIRSA National Conference in Charlotte, NC in April.

Dr. Benjamin Carr and Dr. Larry Ham have had their presentation “Sportsmanship in Campus Recreation” accepted for the NIRSA National Conference in Charlotte, NC in April, 2009.

Dr. David Shonk recently had an article entitled “Service Quality, Satisfaction, and Intent to Return in Event Sport Tourism” published in the September issue of the *Journal of Sport Management*. Dr. Shonk also had articles recently accepted into the *International Journal of Sport Management and Marketing*, *Journal of Sport & Tourism* and the *Journal of Sport Management*. Dr. Shonk is currently collaborating with Dr. Wallace Carr on a service quality study at UREC and is also writing a book review for the *Journal of Sport Management*.



Website Resources

Below is a listing of Websites posting jobs in SRM. For a more detailed listing, visit

<http://www.jmu.edu/kinesiology/links/careerresources.html>.

<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.ncaa.org>

<http://nrpablog.typepad.com/online/>

<http://www.tazsport.com/>

<http://www.teamworkonline.com/>

<http://www.workinsports.com/>

<http://www.worldleisurejobs.com/>

Internship Spotlight

Anna Applegate and Brian Couch Spend Summer with Redskins



Anna Applegate and Brian Couch, both students in SRM, were afforded a rare privilege over the summer, serving as interns for the Washington Redskins of the National Football League. The two students worked in the Corporate Hospitality division, where they dealt primarily with suite owners and VIP clients. Their responsibilities included prospect research, event management, distribution of VIP credentials, facilitation of training camp practices for suite clients, providing facility tours for clients and coordinating meet the players sessions. Both students were able to gain firsthand experience as they worked the Redskins' annual golf tournament and the first preseason game.

Bryan's enjoyment of the internship was more than purely professional. As a lifelong fan of the Washington Redskins, Bryan said, "this internship proved to be a dream come true." Brian is actively pursuing a potential career path in the Corporate Suites and Hospitality area of the professional sport industry. Anna also hopes to work in professional sport. After working in client hospitality with the Redskins this summer, Anna said, "I know what I want to do after I graduate." Bryan and Anna were praised for their hard work and dedication by their internship supervisors with the Redskins. For those currently seeking internships, they both recommend that students work on their time management and organizational skills as life in the world of sport business is very different from the classroom at JMU.

Campus Recreation Leadership

The first Cohort of the Campus Recreation Leadership Track is beginning their studies this fall. Six students have joined us at JMU:

- Rachael Finley, undergraduate Central Michigan University
- Jason Foster, undergraduate Slippery Rock University
- Sarah Price, undergraduate East Stroudsburg University
- Heather VanHall, undergraduate University of California at Davis
- Katie Jones, undergraduate James Madison University
- Drew Salvador, undergraduate University of Virginia



Pictured from left to right: Dr. Julie Wallace Carr, Rachael Finley, Heather VanHall, Sarah Price, Jason Foster, Katie Jones, Drew Salvador.



James Madison University is an equal opportunity institution and does not discriminate against persons on the basis of race, color, sex, sexual orientation, religion, creed, national origin, age, veteran status, political affiliation, or disability.

Graduate students who complete the Campus Recreation requirements are prepared to work at all levels of campus recreation as well as national governing bodies such as NIRSA, event management, programming, and facility management. Students who are enrolled in the Campus Recreation track are required to complete an internship at a campus recreation site. The program is a unique collaborative effort between the Department of Kinesiology and University Recreation. Dr. Julie Wallace Carr both coordinates and teaches in the concentration. For more information about the program, please contact Dr. Julie Wallace Carr at wallacje@jmu.edu or 540-568-7341/8706.