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# Cedarville Welcomes Dr. Geist as First Sport Management Full-Time Faculty Member



Dr. Alan Geist

*by Abram Keller*  
Contributing Writer

**W**ho is Dr. Alan Geist? As most of you know, Dr. Geist is Cedarville University's first full time Sport Management faculty member. He graduated with a B.A. in English Education from Cedarville in 1983; he earned an M.S. in Sport Management from the United States Sports Academy in 1989 and he earned a Ph.D. in Sport Management from The Ohio State University in 2001.

**T**his position appealed to him because he loves Sport Management and enjoys teaching. A former college athletic administrator, high school principle, and high school athletic director, Dr. Geist is excited to join the faculty at Cedarville University on a full-time basis. He feels that the Sport Man-

agement program at Cedarville offers a lot of potential, but already has a solid, well-planned foundation. According to Dr. Geist, we have a strong curriculum, a great group of Sport Management majors, and an excellent faculty. He looks forward to working with everyone to develop the program. He encourages all Sport Management students to work hard, and to focus on how they can be used by the LORD in the sport industry.

### Intern Update

- Adam Wise recently completed his internship for the Jefferson Golf and Country Club in Blacklick, OH. Adam helped maintain an 18-hole golf course, participating in equipment operations and crew leadership.

### Program News

- Financing Sport Operations has been added as an elective for the 2006 Spring Semester
- Current Issues in Intercollegiate Athletics will be added as an elective during May Term of 2006

## Alumni Profile

### Jason Howard-CU (2004)

by *Cody Smith*

Contributing Writer

**1. What is your current job?** Corporate Sales Consultant, Indiana Pacers

**2. How were you able to get this job?** I met Ben Milsom, who eventually became my entry level manager, at the Cleveland Cavaliers Sports Job Fair on a trip with the original CU Sports Management group in March of 2004. After two interviews with Ben and other executives with the Pacers, I was hired in April of 2004.

**3. What are your primary responsibilities?** I am a Corporate Sales consultant, meaning it is my primary responsibility to act as a salesman to Corporation executives, convincing them to buy premium seat locations/suites/etc. for Indiana Pacers games for use in prospecting new business or in entertaining their current clients. Once I've sold to a business, it is also very important to work with them at the actual games to assure that they are taken care of.

**4. What was the most beneficial thing you took from you SMGT classes at CU?** Without a doubt it was the teaching of our professors about the importance of networking in the business. It's amazing how many other professional sports team's executives I've met in the past two years - this business is like a huge fraternity/sorority and I had no idea how on-target our profs were about this until I got into the business for awhile.

**5. What CU faculty/staff member was most influential to you and why?** Dr. Carl Schraibman was most influential. His knowledge and experience of life in pro sports got me really motivated to take a run at a pro sports team. His connections throughout the NBA, including two or three people that he directly introduced me to my senior year, and his success in his own personal career in sports really inspired me that somebody from his teaching could go on to be successful even at a pro sports level.

**6. If you could share one piece of advice with current SMGT students at CU what would it be and why?** NETWORK, NETWORK, NETWORK! CU did a great job of forming their department with professors who have real world sports experience - take advantage of that and ask them about their predecessors.

## Student Profile

### John Hummitzsch-SMO

### President

by *Brent Martin*

Contributing Writer



John Hummitzsch is a stranger to few, employee of many, and leader of several. He has stepped

into many different roles since leaving his hometown of Waukesha, Wisconsin just three years ago. John is now in his third year at Cedarville University and has been selected to his most recent leadership position, president of the Sport Management Organization (SMO). If you know John, you realize why he is no stranger at Cedarville. His outgoing personality, devotion to God and desire to help others are just a few of the characteristics that make John Hummitzsch a great leader and friend.

As well as serving as a resident assistant in St. Clair Hall, he has had many experiences in a leadership role. We all know that experience is essential to starting a good career; John is well on his way. He has served as an employee of the Milwaukee Bucks by putting on "fan fairs," worked with the Milwaukee Admirals who are a minor league hockey team, and has also helped out an arena football team, the Green Bay Blizzard. John chose to major in Sport Management because of his tireless love of sports and the endless possibilities the major has in store for him. He desires a career serving God, and he hopes the professional sports world will be his ministry. John says to his peers in Sport Management, "You have to be willing to work hard. Hard work will never go unnoticed."

## MY VIEW...Why Join SMO?

by *Jim Sawin*

Newsletter Coordinator

SMO is a student organization dedicated to helping members successfully pursue professional careers within the sport industry. Any of the Exercise and Sports Science majors or students with a strong desire to be employed in the sport industry who meet the requirements listed in the constitution is eligible for membership.

Education and experience are the two essentials for finding a job in sports. While Cedarville University provides its students with a solid sport management education grounded in a Biblical worldview, SMO helps students participate in the necessary experiences to find and encounter a career within the sport industry.

For more information regarding membership or involvement please contact the secretary at [sportmgt@cedarville.edu](mailto:sportmgt@cedarville.edu)

## Upcoming Events

- The main scheduled event coming up is the arrival of Jon Spoelstra on campus on February 16. Mr. Spoelstra is the President of the Teams Division of Mandalay Sports Entertainment (owners of the Dayton Dragons). Mr. Spoelstra was formerly the President of the New Jersey Nets and the Senior VP/General Manager of the Portland Trailblazers. Two of the books he has written, "Marketing Outrageously" and "Ice to the Eskimos," are read in the Marketing and Promotions in the Sport Industry course.
- SMO will also be attending a career fair in Cleveland (Cavaliers) on February 21.

## NEWSLETTER STAFF

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FOR MORE INFORMATION, PLEASE VISIT:

<http://people.cedarville.edu/Stuorg/sportmgt/>

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