

Cedarville University  
 251 N. Main St.  
 Cedarville, OH 45314  
 937 766-4143  
 937 766 2795 Fax  
 sportmgt@cedarville.edu  
<http://people.cedarville.edu/Stuorg/sportmgt/>



**Inside this Issue...**

Advisor's Message.....1  
 Intern Updates.....1  
 Alumni Profile.....2  
 Student Profile.....2  
 Staff.....3  
 Upcoming Events.....3  
 My View.....3  
 Contact Info.....3



**A message from the advisor...**

*by Dr. Alan Geist*  
 Faculty Advisor

I will start this newsletter the same way I ended the last one—by praising our Lord for the growth and opportunities He is making available to us. Our program has grown to 40 students and in less than two months, our students have had the opportunity to hear Dave Slyby (Associated Premium Corporation), Jeff Chilcoat (Sterling Sports Management), Brad Eaton (Dayton Dragons), Jon Spoelstra (Mandalay Sports Entertainment - Dayton Dragons), and Graham West (Charlotte Eagles). In addition, our Facilities class has already taken trips to the Nutter Center, Fifth Third Field (home of the Dayton Dragons), Nationwide Arena, and Columbus Crew Stadium. We will continue to seek ways to expose our students to the practical aspects of the sport industry.

Another sign of growth is the further development of the Sport Management Organization. In addition to the unveiling of our new logo in this newsletter and on our website (<http://people.cedarville.edu/stuorg/sportmgt/>), this issue outlines some other happenings within the SMO and the program in general. Please take some time to read about our organization. If you have any ideas for the future, please let us know.

**Intern Updates**

- Andrew Bruder served as the Office Manager for Shiftyworld.com this summer in Coldwater, MI. His responsibilities included interviewing race car drivers, publishing, and updating the website.
- John Hummitzsch (Milwaukee Brewers-media relations) answered fan mail requests, prepared the press box for game days, and contributed to the team's minor league report among other duties this summer.
- Ben Shroyer recently completed his internship at Max Sports Center as a Performance Institute Intern. Some of his duties included managing activities, scheduling, and supervising athletes.
- Laura Rapp is currently an administrative intern for Fairborn High School's Athletic Department where she supervises home events, schedules games, and hires officials.
- Adam Schlappi is interning for Sterling Sports Management in Columbus, OH. Sterling is a company that serves as a sports agent, representing numerous clients, most notably from the NFL and the LPGA.

## Alumni Profile

### Jameson Adams (2003 Graduate)

by Brent Martin

Contributing Writer



#### 1. What is your current position?

I am an assistant baseball coach at the State University of New York at New Paltz. My other duties within the athletic department include managing the concession stand during home athletic contests as well as assisting with the department's leadership academy for student athletes.

#### 2. What are some of your job experiences?

While attending C.U., I worked at National Trail Parks and Recreation in Springfield as a baseball Recreation Specialist. Upon graduation, I worked at C.U. for a year as the assistant director of recreational activities and assistant baseball coach. During my time at Kent, I was able to work in the golf shop at Firestone C.C., which hosts the PGA Tour's Bridgestone Invitational. I also worked with Titleist and Cobra Golf companies to complete my internship requirements for my master's degree.

#### 3. How was your sport management experience at CU?

It was neat to experience the birth of the Sport Management program at C.U. When I transferred to C.U. my sophomore year the program did not even exist. Originally, I was supposed to graduate with a B.A. in Physical Education with a concentration in Sport Management. However, I was able to fulfill all of the requirements of the new program in time to be the first to receive a degree in Sport Management. I enjoyed the friendships that I was able to make with my classmates.

The professors were able to integrate real life scenarios into the classes. The experiences were not only enjoyable but they also enhanced the learning environment. The program's curriculum also paid dividends during graduate school. The transition into graduate classes was not difficult at all.

To view the rest of Jameson's profile visit our website at <http://people.cedarville.edu/stuorg/sportmgt/alumni.html>

## Student Profile

### Richie Reeder (Senior Student)

by Abram Keller

Contributing Writer



#### 1. What is your major?

I am a Comprehensive Communications major at Cedarville University.

#### 2. What did you do during your internship with the Detroit Tigers?

I was an intern in the Marketing and Promotions department. I mostly dealt with promotions whether it was a giveaway, music selection between innings, or leading national anthem singers on and off the field. I also wrote the script for the Public Service Announcer. Everything he says is from a script.

#### 3. What did you gain from this experience?

I learned the importance of detail. When you are presenting anything to a crowd of 40,000 people it is important to have everything planned down to the smallest detail. That was the thing that stuck out the most to me.

#### 4. What do you want to do in the future?

I would love to start in a front office for promotions or marketing in professional baseball. After that I would like to be the Director of Marketing and Promotions or Director of Public Relations for about 15-20 years. After I have established a career, but before I reach retirement age, I would like to go overseas and start my own sport ministry.

#### 5. What experiences have been most beneficial to you at Cedarville?

All of the public speaking in the communications classes has been beneficial. Those classes helped out so much over the summer because of all of the communicating I had to do.

#### 6. Do you have advice for students interested in the sports industry?

Don't ever say, "I could never have that job." Sometimes, the LORD just lays it in your lap. You have to be proactive, but the LORD really blessed me. Trust in Him.

## NEWSLETTER STAFF

Editor/Designer.....Jim Sawin  
 Contributors.....Alan Geist  
 Abram Keller  
 Brent Martin  
 Jordan Thayer

## MY VIEW...

### Eckstein Named World Series MVP

by *Jim Sawin*  
 Newsletter Coordinator

The St. Louis Cardinals are in the midst of celebrating their tenth World Series title and this one may have been the most satisfying. The Cardinals crawled into the playoffs, losing seven straight at the end of September and finished the regular season with an 83-78 record.

After defeating the San Diego Padres and New York Mets in the first two rounds, the Cardinals easily beat the Detroit Tigers in five games, becoming the worst team (statistically speaking) to win a World Series with their 83 victories.

Much of the team's success can be attributed to World Series MVP David Eckstein, who hit .364 in the series.

The undersized shortstop has faced much adversity throughout his baseball career, having to prove his skills with extra hustle, intensity, and smarts.

Because of his small 5'6" frame, no one recruited



Eckstein out of high school so he walked-on to the University of Florida's baseball team. He put up good numbers and was drafted by the Boston Red Sox in 1997. The two-time all-star kept persevering throughout his minor league career, finally making it to the big leagues with the Anaheim Angels in 2001.

In just six seasons, Eckstein owns a World Series MVP trophy and two rings. As you can see, perseverance can breed unimaginable results. Just ask David Eckstein.

## Upcoming Events

- November 4
- SMO will be refereeing the annual Lawlor vs. Hill football game.
- November 10
- Wright St. Assistant Athletic Director, Bob Noss, will be speaking to the Introduction to Sport Management class.
- TBA
- CU students will have the opportunity to shadow Chris Bethel, Facility Manager of the Nutter Center in Dayton, OH.

FOR MORE INFORMATION, PLEASE VISIT:

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

**Sport Management Organization**  
**Cedarville University**  
 251 N. Main St.  
 Cedarville, OH 45314  
 Phone: (937) 766-4143  
 Fax: (937) 766-2795  
 Email: [sportmgt@cedarville.edu](mailto:sportmgt@cedarville.edu)