



# 14<sup>th</sup> Annual Conference

Tallahassee, Florida

Turnbull Conference Center  
at Florida State University

October 11-12, 2012



## **WELCOME!**

The Sport Management Program at Florida State University is proud to host the 14<sup>th</sup> Annual Sport Management Conference. We welcome faculty, students, and professionals. The conference will provide you with an opportunity to hear highly regarded industry speakers from various sport organizations and network with industry professionals on internship opportunities. We encourage you to get to know our speakers and ask questions to assist you in experiencing success in the sport management industry.

Welcome and we hope you enjoy the conference!

Please let us know if we can be of any assistance to you.

Dr. Jason Pappas & Dr. Cecile Reynaud  
Conference Co-Directors

# Registration and Location

The conference will be held in the Turnbull Conference Center on the Florida State University Campus.

## Address:

Augustus B. Turnbull III  
Florida State Conference Center  
555 W. Pensacola Street  
Tallahassee, Florida 32306-1640



Thanks to these sponsors for supporting this conference!



## CONFERENCE SCHEDULE: THURSDAY, OCTOBER 11

<b>TIME</b>	<b>EVENT / TOPIC</b>	<b>PRESENTER</b>	<b>LOCATION</b>
<b>12:30 PM</b>	<b>REGISTRATION OPENS (CONTINUES TILL 6:00 PM)</b>		<b>TURNBULL CENTER MAIN LOBBY</b>
<b>12:30 – 6:00 PM</b>	<b>INTERNSHIP FAIR TAKING PLACE THROUGHOUT THE CONFERENCE</b>		<b>2<sup>ND</sup> FLOOR ATRIUM</b>
<b>1:00- 1:10 PM</b>	<b>CONFERENCE OPENING &amp; WELCOME</b>	<b>DR. JEFFREY JAMES</b> CHAIR, DEPARTMENT OF SPORT MANAGEMENT, FSU	<b>ROOM 208</b>
<b>1:10- 2:00 PM</b>	<b>LEADERSHIP &amp; SERVICE IN SPORT</b>	<b>DR. LAURA OSTEEN</b> DIRECTOR, CENTER FOR LEADERSHIP AND CIVIC EDUCATION, FSU	<b>ROOM 208</b>
<b>2:05 - 2:55 PM</b>	<b>HOW TO BE A SUCCESSFUL COACH AND ATHLETIC ADMINISTRATOR AT THE HIGH SCHOOL LEVEL</b>	<b>MIKE HICKMAN,</b> ATHLETIC DIRECTOR, FLORIDA STATE UNIVERSITY SCHOOLS	<b>ROOM 208</b>
<b>3:00- 3:15 PM</b>	<b>BREAK</b>	VISIT THE INTERNSHIP FAIR	<b>2<sup>ND</sup> FLOOR ATRIUM</b>
<b>3:20- 4:10 PM</b>	<b>SPONSORSHIPS AND PROMOTIONS</b>	<b>NYEA STURMAN,</b> ASSISTANT DIRECTOR OF LEGAL SERVICES, ORLANDO MAGIC	<b>ROOM 208</b>
<b>4:15- 5:05 PM</b>	<b>LONDON OLYMPICS AND THE LAW</b>	<b>CLAIRE ZOVKO</b> CONSULTANT, PRECISE ADVISORY GROUP	<b>ROOM 208</b>
<b>5:10- 6:00 PM</b>	<b>SPORT OPPORTUNITIES IN FLORIDA</b>	<b>JOHN WEBB,</b> PRESIDENT, FLORIDA SPORTS FOUNDATION	<b>ROOM 208</b>
<b>6:15- 7:00 PM</b>	<b>DINNER (PROVIDED)</b>		<b>ROOM 208</b>
<b>7:10- 8:10 PM</b>	<b>LEADERSHIP IN COACHING</b>	<b>CHRIS WEINKE,</b> HEISMAN WINNER, IMG ACADEMY, DIRECTOR OF FOOTBALL	<b>ROOM 208</b>

## CONFERENCE SCHEDULE: FRIDAY, OCTOBER 12

TIME	EVENT / TOPIC	PRESENTER	LOCATION
8:30-9:00 AM	REGISTRATION & CONTINENTAL BREAKFAST		TURNBULL CENTER MAIN LOBBY
8:30 AM – 12:00 PM	INTERNSHIP FAIR TAKING PLACE THROUGHOUT THE CONFERENCE		2 <sup>ND</sup> FLOOR ATRIUM
9:00-9:50 AM	SPORT IN THE LOCAL COMMUNITY	<b>BRIAN HICKEY</b> , DIRECTOR TALLAHASSEE SPORTS COUNCIL	ROOM 208
9:55-10:45 AM	ACC FOOTBALL AND MULTIMEDIA OPERATIONS	<b>BEN TARIO</b> , ACC, DIRECTOR OF FOOTBALL & MULTIMEDIA OPERATIONS	ROOM 208
10:45-10:55 AM	BREAK	VISIT THE INTERNSHIP FAIR	2 <sup>ND</sup> FLOOR ATRIUM
11:00-11:50 AM	FROM SCHOOL TO WORK: WHAT I'VE LEARNED ALONG THE WAY TO A CAREER IN SPORT	<b>MICHAEL COSTA</b> , BIG EAST CONFERENCE, ASSISTANT DIRECTOR OF FOOTBALL & VIDEO ADMINISTRATION	ROOM 208
11:55 AM-12:45 PM	WORKING IN THE SPORT INDUSTRY: PAST, PRESENT AND FUTURE	<b>PAUL PHIPPS</b> , GENERAL MANAGER, SEMINOLE IMG SPORTS MARKETING	ROOM 208
12:50-1:50 PM	LUNCH (PROVIDED)	VISIT WITH SPEAKERS	ROOM 208
2:00-4:00 PM	RESEARCH ROUNDTABLE: CORRUPTION, GAMBLING, AND MANIPULATION IN SPORTS	<b>RICK BORGHESI</b> (USF), <b>SEAN PATRICK GRIFFIN</b> (PENN STATE ABINGTON), <b>KATARINA PIJELTOVIC</b> (TALLIN U LAW), <b>JEFF REEL</b> (ATP TOUR), <b>BRIAN TUOHY</b> (AUTHOR), <b>RYAN RODENBERG</b> (FSU) - MODERATOR	ROOM 208
4:00 PM	CONFERENCE ADJOURNMENT		



# Rick Borghesi

**Assistant Professor of Finance,  
University of South Florida**

Rick Borghesi is an assistant professor of finance at the University of South Florida's College of Business. He earned a PhD from the University of Florida in 2004 and an MBA from Loyola University Chicago in 1995. His research interests include corporate finance, corruption, market efficiency, and prediction markets.

Rick has published in *Financial Management*, *Southern Economic Journal*, *Finance Research Letters*, *Journal of Applied Business Research*, *Journal of Economics and Business*, *Applied Financial Economics*, *Applied Economics*, and *The Journal of Prediction Markets* and is the author or co-author of three articles that test for point shaving in various gambling markets.



# Michael Costa

**Assistant Director of Football &  
Video Administration,  
Big East Conference**

Michael Costa joined the full-time BIG EAST staff in 2011 as Assistant Director of Football & Video Administration. He assists in all football administrative tasks and coordinates the conference's football video operations.

Costa was promoted to his current position after he spent the 2010-11 season as the conference's football and video administration assistant.

Before coming to the BIG EAST, Costa served as a football game day operations intern with the Atlantic Coast Conference and assisted with the South Florida Host Committee for Super Bowl XLIV in Miami.

Originally from Lynchburg, Va., Costa is a graduate of Guilford College and holds a master's degree in sport management from Florida State University.





# Sean Patrick Griffin

**Associate Professor of Criminal Justice, Penn State Abington**

Sean Patrick Griffin is an associate professor in criminal justice at Penn State Abington. His research areas are organized crime, white-collar crime, labor racketeering, corruption, narcotics trafficking, money laundering, and various aspects of policing. Griffin is the author of two books on African-American organized crime, including *Black Brothers Inc.: The Violent Rise and Fall of Philadelphia's Black Mafia*. BET based an episode of its popular "American Gangster" series on Black Brothers, Inc., and the book has been optioned to be made into at least one motion picture by Leonardo DiCaprio's Appian Way Productions for Warner Brothers Studios. In 2011, he published *Gaming the Game: The Inside Story of the NBA Betting Scandal*. His next book, *The House of Fraud*, is about the penny-stock boiler room phenomenon best exhibited by New Jersey-based firm First Jersey Securities. Griffin is a former City of Philadelphia police officer. His website is <http://www.seanpatrickgriffin.net> and his Twitter handle is @spgauthor.



# Brian Hickey

**Director, Tallahassee Sports Council**

Brian's tenure at Visit Tallahassee (a Department of Leon County) began in March of 2005. As the Director of the Tallahassee Sports Council, Brian is responsible for bringing a variety of sporting events to Leon County. These events bring visitors and room nights providing a positive economic impact to area hotels and local businesses. Brian manages the Leon County Sports Special Event Grant Program and promoting Leon County as a Sports Destination.

Previous to the Sports Council, Brian was the Assistant Director of Events for the Florida Sports Foundation. Brian assisted with the operations and logistics of Florida's Sunshine State Games and Florida's Senior Games State Championships. Brian organized the operations and logistics of the 25 sport Olympic-Style Sports Festivals for four years producing tens of millions of dollars of economic impact for communities around the State.

Brian is a Tallahassee native. He graduated from Lincoln High School 96', Tallahassee Community College in 98' then Florida State University in 00', earning a Bachelor of Science degree in Recreation & Leisure Services Administration.

Brian is lucky to be married to his beautiful wife Shari of over nine years and has two wonderful children (Joshua and Madelynne).



# Mike Hickman

**Athletic Director, Florida High School in Tallahassee**

Mike Hickman is the Athletic Director at Florida High School in Tallahassee. In his 39 years of high school coaching and athletic administration, Mike has coached football, wrestling, track and field, basketball, and softball, leading 11 teams to conference championships, as well as 9 individual state champions. Mike has been named a conference coach of the year 9 times, has served as an all-star game coach multiple times, and has spoken at state clinics.

Mike has served on the Florida Athletic Coaches Association State Board of Director for 10 years, serving as President in 2011-2012. Mike has been awarded multiple awards from the association, including a Lifetime Membership Award, Meritorious Service Award, and most recently, was inducted into the Hall of Fame in 2012.

Mike is a graduate of West Virginia University, where he was a Football student assistant under Coach Bobby Bowden from 1967 to 1972.



# Laura Osteen, PhD

**Director, Center for Leadership and Civic Education at Florida State University**

Laura Osteen is Director of Florida State University's Center for Leadership and Civic Education. The Center is a campus-wide endeavor to develop the citizenship and leadership capacity of FSU students through the design and implementation of leadership and service learning programs. In addition, Laura teaches in the Undergraduate Leadership Studies Program, the Higher Education Graduate Program, and advises the Florida State Circle of Omicron Delta Kappa and the FSU Kiteboarding Association.

Before coming to Florida State University, Laura worked as the Program Director of the K-State Student Union. In this role, Laura provided leadership and supervision to the programming and marketing areas of the Kansas State University student union and advised the K-State Greek Councils. Prior to joining the K-State community, Laura was the Associate Faculty Director of the College Park Scholars Public Leadership Program at the University of Maryland – College Park, a program of the James MacGregor Burn's Academy of Leadership. Previous to her work at Maryland, Laura was the Assistant Director of Student Life at the University of Missouri – Columbia and the Director of Student Activities at Stephens College.

Laura's professional focus is teaching leadership and change within the contexts of individuals, partnerships, teams, and communities. Her work with national organizations, colleges/universities, students, and community organizations, combines leadership education, training, development, and engagement to create leadership learning environments. She is a member of the Leadership Identity Development research team, Lead Facilitator for LeaderShape, Inc, and in training for her next triathlon.

Laura received her doctorate of philosophy degree from the University of Maryland - College Park in the field of College Student Personnel with an emphasis in leadership and organizational change. Laura received her master's degree in Student Affairs and Higher Education from Colorado State University – Fort Collins and her undergraduate degree is in Speech Communications from Indiana University – Bloomington (where she developed a lifelong addiction to college basketball).



# Paul Phipps

## General Manager, FSU-IMG Sports Properties

Paul Phipps is the General Manager of FSU-IMG Sports Properties and an Assistant Athletics Director at Florida State University. Paul oversees all FSU sports publication, facilities advertising, game day events and hospitality, and radio, television, and Internet ventures.

Paul has over 30 years of experience working in sports. In addition to his experience at FSU, Paul has held leadership positions with the International Speedway Corporation, Major League Soccer, San Diego Padres, Denver Nuggets, and Dallas Mavericks.

Paul is a graduate of California Lutheran University and the University of Southern California's Marshall School of Business.



# Katrina Pijeltovic

**Associate Professor,  
Tallinn Law School, Estonia**

Katarina Pijetlovic is an associate professor in European Union law and sports law at Tallinn Law School and researcher at the University of Helsinki. Her research focuses on the relationship between EU law and sporting industry, the area in which she published numerous academic articles and case comments. She is the author of a forthcoming book entitled *EU Sports Law and Breakaway Leagues in Football* that reveals the details of the 1998 Media Partners International proposal to the biggest European football clubs to break away from the traditional European football structures, and analyzes the compatibility of relevant legal issues with the EU antitrust law. Recently, Pijetlovic conducted research on Grand Slam tennis draws, the details of which can be seen at the Facebook page *Tennis' Biggest Public Secret*. She occasionally represents athletes and sports clubs.



## **Jeff Reel**

**Associate General Counsel,  
ATP World Tour**

Jeff Reel is Vice President & Assistant General Counsel for ATP Tour, Inc. in Ponte Vedra Beach, Florida, and has worked for ATP for over twenty years. ATP is the sanctioning body of the men's professional tennis circuit and governs over 60 tournaments in more than 30 countries each year. In his capacity as Assistant General Counsel, he has been involved in drafting and negotiating a wide variety of ATP's contracts. Reel is also responsible for all of ATP's intellectual property matters and has been involved in ATP's anti-corruption and security efforts. He received a B.A. in Political Science in 1988 from Wittenberg University and J.D. from Florida Coastal School of Law in 2000.



# Ryan Rodenberg

**Assistant Professor of Sports Law,  
Florida State University**

Ryan Rodenberg is an Assistant Professor of Sports Law Analytics at Florida State University's Department of Sport Management. He earned his JD from the University of Washington-Seattle and PhD from Indiana University-Bloomington. Prior to academia, he was associate general counsel at sports management firm Octagon in Washington, DC. He also worked at Keller Rohrbrack LLP, Nike, and the ATP Tour. He has published dozens of sports-related articles in legal and quantitative academic journals. His current research involves the development of a legal framework and statistical screening device to detect/prevent (i) gambling-related match-fixing, (ii) referee and umpire bias, and (iii) non-gambling-related game manipulation. Rodenberg is online at [www.sportslawblog.com](http://www.sportslawblog.com) and @sportslawprof (Twitter).





# Nyea Sturman

**Assistant Director of Legal Services,  
Orlando Magic**

Nyea Sturman is entering her eighth season with the Orlando Magic and was promoted to assistant director of legal services in July of 2012. Prior to accepting this role, she spent seven years in the Magic's corporate partnerships department, most recently as the partnership business manager, focusing on operational efficiency, strategic planning, financial analysis, budgeting, market research, contract negotiation, sweepstakes compliance and inventory management. In her current role as assistant director of legal services, Sturman is responsible for providing legal support to the organization.

Sturman graduated from Cornell University (B.S., Industrial and Labor Relations), the University of Oregon (M.B.A., Sports Business) and Marquette University Law School (J.D., Certificate in Sports Law), during which time she completed internships with the National Football League, Milwaukee Bucks and the Pettit National Ice Center. During her time at Marquette University Law School, Sturman also served as the executive editor of the Marquette Sports Law Review and the president of the Sports Law Society. She is admitted to practice in Florida, New York and Wisconsin, and is a member of the Sports Lawyers Association (SLA), the Association of Corporate Counsel (ACC) and serves on the Advisory Board for the National Sports Law Institute and the Board of Directors for The Gift of Swimming.



# Ben Tario

## **Director of Football & Multimedia Operations, Atlantic Coast Conference**

Ben Tario is in his 6<sup>th</sup> year with the Atlantic Coast Conference (ACC) office where his primary responsibilities are in the areas of football and multimedia operations. Day-to-day duties include coordination of conference-wide multimedia agreements and partnerships, management of the ACC Football Championship Game, officiating, conference game scheduling, event management, marketing, sponsorships, and various legal aspects of conference administration.

Prior to the ACC, Ben served as the Football Assistant for the BIG EAST Conference and in an external athletic operations capacity at Nova Southeastern University overseeing ticketing, concessions and the student work-study program. Tario also served as an operations assistant with the Miami Dolphins.

Ben holds a J.D. from Nova Southeastern University (admitted to practice in Florida), an MBA from Elon University, and a Bachelor's and Master's in Sport Management from Florida State University.

Tario is a member of the National Association of Collegiate Directors of Athletics, America Football Coaches Association, and the Sports Lawyers Association. He completed the Sports Management Institute Executive Program in 2010.



# Brian Tuohy

**Author, *The Fix is In: The Showbiz Manipulation of the NFL, MLB, NBA, NHL, and NASCAR***

Brian Tuohy is the author of *The Fix Is In: The Showbiz Manipulations of the NFL, MLB, NBA, NHL, and NASCAR*, published by Feral House in April 2010. The book was reviewed by the *Wall Street Journal* and Tuohy has been interviewed 100+ times on radio programs across the United States and Canada. His second book, tentatively titled *Larceny Games: Sports Gambling, Game Fixing, and the FBI*, will be published early in 2013. Based on over 400 FBI files obtained via the Freedom of Information Act, as well as interviews with professional sports gamblers, bookmakers, and former FBI agents, the book will reveal never-before-seen evidence of gambling, game fixing, and point shaving in a number of sports. Tuohy's website is [www.thefixisin.net](http://www.thefixisin.net) and his Twitter handle is @TheFixIsInTuohy.



# John Webb

**President,  
Florida Sports Foundation**

As President of Florida's lead sports promotion and development organization, John Webb is responsible for promoting and developing professional, amateur and participatory sports for the citizens of Florida and attracting out-of-state visitors through sports, thus creating significant economic benefit for Florida. Florida Sports serves to continue the success of state's \$36 billion sport industry, carrying on Florida's rich history and tradition as a sport state and where the "World Comes to Play."

John Webb is well versed in creating economic opportunity for Florida, having served as the director of Broward Co. Sports Development and Sr. Vice President for The Greater Fort Lauderdale Convention & Visitors Bureau, for the past 12 years. Among his duties with Broward County Sports Development, Webb was responsible for recruiting and retaining sporting events that create economic impact and generate bed-tax revenue for the Greater Fort Lauderdale area.

Each year under John Webb's leadership, Broward sports development efforts produced more than \$530 million annually in direct economic impact for Broward County and produced over 500,000 hotel room nights, while hosting more than 300 sporting events annually. He was awarded the 2000 Sports Leadership Award by the Governor's Office and in 2003; Broward County Sports was named Florida Sports Commission of the Year.



# Chris Weinke

**Director, IMG Academy Football**

One of the most decorated high school and collegiate athletes of all time, Chris Weinke became a legend in the state of Florida after helping lead Florida State University to its first undefeated season and second national championship in 1999. During his tenure at FSU, Weinke accumulated numerous awards including the Heisman Trophy and graduated with a BS Sports Management in 2000.

After a seven year professional career that included a trip to the Super Bowl with the Panthers, Weinke has rededicated his career to coaching youth football players the correct fundamentals and technique in an era in which many say proper mechanics have mostly disappeared. Using his knowledge from an extensive playing career that included being led by some of the game's most respected collegiate and pro coaches, Weinke has the understanding and passion for how to help develop successful football players.

Since transitioning into the role of coach, Weinke has achieved quarterback guru status preparing the NFL stars of tomorrow for their debut on America's biggest professional stage; mentoring today's young quarterbacks including 2011 NFL Offensive Rookie of the Year Cam Newton, Ryan Tannehill, Russell Wilson and Josh Freeman.

Looking forward, Chris is excited to add the title of Head Coach to his already decorated resume as he launches a full-time high school football team at IMG Academy in the fall of 2013.



# Claire Zovko

**Attorney at Law, Sports Business  
Consultant**

Claire is a rising attorney with a passion for sports law, which stems from her love of sports in general. In addition to playing sports all of her life, she has worked with the NBA's Seattle Supersonics/Oklahoma City Thunder where she analyzed all player contracts, draft picks and free agents to prepare for negotiations. Claire traveled abroad as a teaching assistant for international sports law programs in Florence, Italy, Lausanne, Switzerland, and most recently London, England for the Olympic Games.

At the University of Miami, Claire worked within one of the country's leading university athletic departments and led research projects on topics ranging from NCAA rules and regulations to educating athletes on compliance issues. Also, she ran the intraschool national baseball salary arbitration competition and coached the winning University of Miami team at the 4th Annual Tulane National Baseball Arbitration competition. Claire is a member of the Sports Lawyers Association, the Miami-Dade Sports Commission and on the board of Sports Leadership. Claire received a B.A. in Business Administration and Mathematics minor from Pacific Lutheran University, where she competed on the university's basketball team, and a J.D. from University of Miami School of Law. A native of Seattle, Claire is now based in Miami.



## **THANKS!**

A special thank you to the student members of the conference organizing committee for their professional commitment and hard work in making this a first class experience for all of the attendees.

### FSU Sport Management Faculty:

Dr. Michael Giardina, Dr. JoAnne Graf,  
Dr. Jeffrey James, Dr. Yu Kyoum Kim,  
Dr. Joshua Newman, Dr. Jason Pappas  
Dr. Cecile Reynaud, Dr. Ryan Rodenberg  
& Dr. Janelle Wells

### Department Staff:

Dr. Jeffrey James (Department Chair),  
Erika Bettilyon (Department Manager),  
Juan Gonzalez (Academic Program Specialist),  
Lisa Hodges (Accounting Assistant)















