

University of Memphis

Sport Commerce & Leisure Commerce Update

U of M Team Places Second at NSF Competition

Tee Off For Tigers April 23, 2009 Galloway Golf Course

All individuals with team commitments please gather your team's funds and give them to Martin Taggart, FH204 as soon as possible.

Book by April 10 and 4 tickets to a future Memphis Grizzlies game will be included in the tournament entry fee.*

All participants receive \$100 value to ParMasters for a virtual golf training session

Cost is \$360 per team.

For more information contact Zach Pritchard at:
zprtchrd@memphis.edu

*Please ask for more details.

The University of Memphis' Sport Commerce program participated in the 3rd Annual National Sports Forum Case Cup Competition. Memphis, alongside seven of the other top sport business programs from across the nation, were invited to Phoenix, Arizona to participate in the competition and conference. Students Courtney Munson, Zach Pritchard, Brent Sumler and Martin Taggart represented the University of Memphis in the competition. The case was not disclosed to any team prior to the event. Once the case was released, teams had exactly 24 hours to study the case and prepare a 20 minute presentation of their conclusions. The following day,

the students presented to a panel of judges; the judges were allowed to ask ten minutes of follow-up questions. The 2009 case was to define the business strategy to place a National Hockey League team in Las Vegas, Nevada. Following a preliminary round, the University of Memphis and Ohio University were selected as pool winners and earned the opportunity to represent their cases in the Finals. Based upon the judge's final scoring, Ohio University edged the University of Memphis team. "It was a great achievement to be selected to participate in the finals of this event. We came up a little short but we proved to ourselves and others that the University of

Memphis' Sport Commerce program is as strong as the other leading sport management programs in the nation, which is a tribute to the preparation that we have received in the classroom," said Memphis team captain Pritchard.



2009 Case Cup Team Members:
Zach Pritchard, Martin Taggart,
Courtney Munson, Brent Sumler

Student Profile

Martin Taggart is a second year student from Biloxi, MS, who graduated from Mississippi State University with a degree in Physical Education. He currently is involved in the community as the Vice President of Finance for the Sport Marketing Association, Ticket Sales Intern with the Memphis Grizzlies and a Graduate Assistant within the department.

Martin notes, "The Bureau of Sport & Leisure Commerce at the University of Memphis was my choice for graduate school because of the relationship it has with the sport industry. The professors have worked hard to create multiple connections throughout the sport marketplace in the Memphis area." Additionally the multi-faceted Taggart has contrib-

uted on numerous projects including research on swimming constraints of minorities with USA Swim, an investigation of the economic impact of the 2008 NCAA Finals had on San Antonio, TX as well as being selected to participate in the 2009 NSF Case Cup Team.

Sport Sales Combine

In February, eight SLM students participated in the Sport Sales Combine hosted by the Atlanta Hawks & Thrashers. The event was a terrific skill builder and an excellent career development opportunity. The Combine lasted two days and consisted of intense sport sales training. The sales staff from the Hawks & Thrashers taught participants how to draft a sales call script, generate leads, engage customers in meaningful conversation, educate prospects on available inventory, and close sales. In addition to

the Memphis SLM students, 40 participants from 20 different states attended. Throughout the Combine participants brokered 16 sales for the Hawks.

Representatives from the Charlotte Bobcats, Cleveland Cavaliers, Indiana Pacers, and the Nashville Predators were also on hand to scout talent, interview, and discuss career opportunities with the participants. This provided an opportunity for the SLM students to network and exchange ideas with established profes-

sionals in the sales field. Overall, the Sport Sales Combine in Atlanta helped to expand the borders of the classroom providing individuals the opportunity to hone the craft while opening potential career opportunities.

For more information about the Sport Sales Combine visit:

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

SLC Online Degree Program Starts Fall, 2009

The Sport and Leisure Commerce unit is officially launching the degree program completely on line fall term, 2009. While the on campus program will continue to flourish the online program targets working professionals enabling them to conveniently complete all degree requirements online. For more information on admission as well as upcoming course offerings please contact Dr. Richard Irwin (riwin@memphis.edu) or visit <http://www.memphis.edu/ecampus/sportcommerce.php> on the University of Memphis Website.

"I've been looking for an online degree program to accommodate my hectic schedule for over 10 years. This degree from a reputable program such as the University of Memphis provides the perfect fit."

Alfred B. White, C-USA Associate Commissioner



2009 Sales Training Combine
Atlanta Hawks and Thrashers
Atlanta, GA

Fantasy Football Research

Dr. Joris Drayer is conducting research this spring on the topic of identifying barriers to minority participation in fantasy sports. At the 2007 SMA conference Drayer presented a study that investigated the changes in usage patterns of fantasy football participants. According to *the Fantasy Sports Trade Association*, 91% of fantasy participants are White/Caucasian. To learn more about the lack

of minority participation, Dr. Drayer along with the help of Graduate Assistant Justin Martin will be conducting interviews in the weeks to come. If you are interested in participating in the study or would like more information, please contact jdrayer@memphis.edu.

For more information about Sport & Leisure Commerce or the Sport Marketing Association contact:

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