Welcome
With the start of the New Year, there is much to be positive about. Our Master of Sports Leadership program students and alumni continue to achieve excellence in the classroom and in the sports industry.

This spring will mark the 10th year of graduates from the program and our alumni network is now over 330 strong. We appreciate that so many of our alumni offer their time to participate in activities related to the program, and often take a moment to communicate with current students to help them build their networks in the field.

Other alums have provided internship opportunities for students, and have created Experiential Network (XN) virtual project-based experiences within their organizations. We are grateful to all who have continued to engage with the program throughout the years; even after they have received their degrees.

Last fall, we made a curricular change, grouping existing elective courses into two concentrations. Students now have the option to take courses with a focus on either Collegiate Athletics Administration, or Professional Sports Administration. We have also introduced certificates for those who just want to take courses in these two specific areas, which can later be applied toward the Master of Sports Leadership program.

We look forward to another successful year for all of you, and for the Master of Sports Leadership program.

Please let me know if there is anything we can do for you. I wish you all the best in 2017!

Sincerely,

Dr. Robert M. Prior
Associate Teaching Professor
Master of Sports Leadership Program
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2016 Summer Institute Recap

The 2016 Master of Sports Leadership Summer Institute featured a week of thoughtful classroom interaction and learning at Northeastern’s main Boston Campus, as well as experiential learning activities in the Boston sports marketplace.

Forty-five students attended the week-long residency, meeting daily for professor Peter Roby’s Sport in Society class in the mornings, and Dr. Robert Prior’s Sports Media Relations class in the afternoons.

Professor Roby’s class met at Fenway Park on Tuesday and Red Sox President Sam Kennedy spoke with the group about his job responsibilities, his career path and took questions from the students. Jonathan Chin ’10, Fenway Sports Management Vice President of Integrated Sales, also shared his experiences and career advice to students interested in working in professional sports.

On Tuesday evening, we held a Sports Leadership Networking Panel Event on campus in the O’Bryant/Cabral Memorial Center. We thank the following alums who spent the evening interacting and connecting with the Summer Institute attendees: Michael Booras ’10, MIT, Individual Giving Officer/Assistant Football Coach, Wole Oke ’11, Wheelock College, Head Men’s and Women’s Cross Country Coach/Assistant Athletic Director, Tony Price ’14, Randolph Public Schools, Athletic Director, Jenn Miller-McEachern ’13, NEWMAC, Assistant Commissioner, Matt Scully ’12, New England Patriots, Customer Services Coordinator – Ecommerce, Shanna Kornachuk ’07, Harvard University, Assistant Director of Athletics-Compliance, and Tracey Hathaway ’11, UMass-Boston, Assistant Director of Athletics for Compliance.

On Wednesday evening, the group went back to Fenway to take in a thrilling Red Sox 11-7 victory over the San Francisco Giants in interleague play. On Thursday night, the annual Master of Sports Leadership Alumni Appreciation Reception was held at Lir on Boylston Street. Professor Roby and Dr. Prior presented “Excellence in Sports Leadership Awards” to MSL alums Matt Scully ’12, Jennifer Miller-McEachern ’13, and Michael Booras ’10.

Special thanks to the guest speakers from the sports industry who visited class during the week to share their stories and career advice: Mike Lynch, Babson College-Interim Director of Athletics, Dave Hoffman ’09, Boston Celtics, Senior Director of Community Engagement, Mike Dowling, Sports Anchor/Media Consultant, Ryan Carroll ’12, San Francisco Giants, Sales Coordinator, Mark Majewski, Boston College, Athletic Communications and Rachel Moo ’14, Massachusetts Intercollegiate Athletic Association, Assistant Executive Director.
Graduate Spotlight: Sam Perley ’15
Charlotte Hornets Interactive Media Content Coordinator

What do you do as an Interactive Media Content Coordinator?

My main responsibilities include writing game previews, recaps, and features for the Charlotte Hornets’ website. I also do player interviews before and after the games, as well as social media.

What are the biggest rewards and challenges of this role?

Covering NBA basketball for a living is easily the biggest reward. The biggest challenge would be the crazy hours, and unpredictability of the sports landscape.

What are a few exciting projects you are working on right now?

I wrote a long feature on Nicolas Batum earlier this season focusing on his career and role on the French National Team. We also did a lot of work to promote Kemba Walker and the Charlotte Hornets’ website. I also do player interviews before and after the games, as well as social media.

What sports did you play growing up, and what draws you to them now?

I grew up swimming year-round when I was younger, and went on to swim collegiately at Connecticut College for four seasons. Right now, I don’t play too many sports — I mainly just watch. I’m fascinated by the construction of teams, and how they are put together from a social context.

What is a lesson you learned as a higher-level leader?

What is your dream job.

Dream job?

I have my dream job.

What advice do you have for people considering moving to the media side of the sports profession?

If it’s what you’re passionate about, do it. The money is what it is, but if you love what you do, it’s worth it.

The ability to self-reflect to figure out what you want them to go. Having them communicate with athletes and get things done much more efficiently and effectively.

What is the biggest lesson you learned early on in your career?

Be knowledgeable of your craft, and always be well informed. Stay humble, motivated, and let your work speak for itself. Take criticism constructively. The sports industry can be extremely competitive and unforgiving at times.

What made you decide to go to Northeastern’s Charlotte-based Sports Leadership program?

I knew I needed to take the next step education-wise in order to get where I wanted to be, and it provided me the opportunity to work in a real, professional sports environment. Being around NBA coaches and players can be a bit nerve-wracking at first, and it can take a while to get comfortable.

What advice do you have for people looking at the media side of the sports profession?

Nothing I do is not only a reflection of you, but of your supervisors and the entire organization. Being around NBA coaches and players can be a bit nerve-wracking at first, and it can take a while to get comfortable.

One of the aspects of the Sports Leadership program Golan liked most was the challenge of gaining new perspectives on her role. “As coaches, we tend to see things through our lenses, and that of the student-athletes,” she says. “To be successful at a higher level, it is critical to be able to learn the perspective of administration, which enhances my ability to communicate with athletes and get things done much more efficiently and effectively.”

Over the years, Golan’s family has grown — she and her husband have 10-year-old and 8-month-old sons — and she has been able to share those moments with them as well as with her program. Golan is proud that after her son was born in May 2016, she was back on the road recruiting in July, started preseason in August and went on to win both the Big Ten regular season and Conference Tournament Championships in the same year. Her husband, kids, and parents were all there when her team won the championship. “Being able to share those moments with them has been pretty special,” she says.

Like most coaches, Golan thrives on the competition and the wins. “But I also enjoy the opportunity to shape young women’s lives,” she says. “I love the random emails/texts/calls from players who’ve coached thanking me for different things they felt helped them get to where they are now.”

Let your work speak for itself. Take criticism constructively. The sports industry can be extremely competitive and unforgiving at times.

1. Engaged relationships are key. You have to be able to mentor people’s team where they are before you can take them where you want them to go. Having them be a part of the process is so essential.

2. The right coaching staff is critical. The ability to self-reflect to figure out what you need in your staff is critical. A staff that complements one another, inspires another and brings out the best in one another is contagious to the players you are trying to lead. Just as critical is the ability to develop your staff and recognize when you have to make a change.

3. Culture drives results. Culture is something that must be nurtured and developed constantly and consistently. Your program must have a clear identity and values, and you must recruit student-athletes and staff who enhance that culture.
NRPA Diversity Scholarship Winner

This past October, Alexis Moreno, supervisor of Youth and Families for Boulder Parks and Recreation and Youth Service Initiative program, was recognized by the National Recreation and Park Association as the Diversity Scholarship recipient for 2016. Moreno is a Certified Parks and Recreation Professional, and is currently enrolled in the Sports Leadership program, with an expected graduation date of this May.

Moreno earned her undergraduate degree in Parks and Recreation-Program management from Illinois State University in 2004. From there, she jumped right into working in roles that benefited youth and families: as a physical instructor for youth sports and camps, program coordinator for City-Wide Athletics and Park Supervisor for the Chicago Park District for 10 years. In 2015, she relocated to Colorado to take a job as Supervisor for Youth and Families for Boulder Parks and Recreation, where she manages the Youth Services Initiative, and promotes access to parks and recreation services for disadvantaged youth and families.

"Being a Hispanic female providing recreation programming services for youth at risk, I have been able to connect on many levels within diverse communities, while providing opportunities for diverse and multicultural communities to engage and support healthy lifestyle choices," she says. "For the last 15 years, I have had a sincere passion for building relationships and connections within low-income and underserved communities," she says.

The NRPA Diversity scholarship will allow her to further her education after the Sports Leadership program in the field of Parks and Recreation-Program management.


Outside Minor League Baseball

Within her short time working in minor league baseball, Julie Hershkowitz ’13, Pawtucket Red Sox Manager, Partnership Services & Hospitality, has learned to wear many hats. Her job responsibilities include managing the client services department, serving as the QA manager for the club, and serving as the director of hospitality. "Every day is different, and I am always busy no matter what season it is," she says. One day, she may be meeting with clients on their partnership agreements, the next she’s planning an event with the Chairman of our Club. Then, she may be going over a new web-based order collection system to ensure that everything works smoothly on the client interface.

Her position was brand new when she signed on, so Hershkowitz has the opportunity to make the client services arena her own. "I am a person who thrives on building relationships and I love logistics, so it’s been a great fit for me," she says. "We are in the midst of working on pitching brand new inventory at the park and I love working with our corporate sales team on finding out what the clients’ needs are, and then coming up with creative ways to execute them."

Before taking on this role, Hershkowitz was a Fenway Ambassador, and acted as a direct link between the fans and the front office—a duty she still relishes in her current role. "As ambassadors, we are able to personally connect with our fan base and provide them with outstanding customer service—and also really fun and unique opportunities," she says.

For example, last September she had a family come to the ballpark from Louisiana. Recent floods in the area forced the family to evacuate their home, and as they left, their young son grabbed their Red Sox tickets for an upcoming game off the mantle. "Once we got word about their visit, we wanted to create a memorable experience for them, which included watching the game from seats behind home plate and taking in an inning from inside the Green Monster," she says.

"Beyond making dreams come true for Sox fans of all ages, Hershkowitz has worked on several administrative initiatives, such as coordinating all of the Peanut Allergy Friendly Games and the 1975 Red Sox team reunion. She’s also acted as Red Sox alumni coordinator for the David Ortiz Retirement Weekend. "I’m sure you can imagine how much fun, and work, that was," says Hershkowitz. "I got to show off my Spanish skills with alumni like Manny Ramirez and Julio Lugo."

One of the key takeaways she got from completing the Sports Leadership program seems simple enough, but has had a big impact on her career. "Sports is the platform that opens up the conversation—once you

American sportscaster and former professional baseball catcher, Tim McCarver

open that door, you’re able to relate to and talk to anyone," she says. She first applied this lesson while on the coaching staff of the Northeastern Women’s Ice Hockey team, before joining the Red Sox. "Not a day went by when I wasn’t using what I learned in the program with the players," she says. "It was being able to relate to them on a different level. She’s also come back time and again to an ‘influence without authority’ concept she learned in the program. ‘It’s your duty to act no matter what position you are in—and knowing that, you do have influence,’ she says.

Hershkowitz’s favorite Sports Leadership course was Sport In Society with Northeastern Athletic Director, Peter Roby during the Summer Institute. "I would not be where I am today without his guidance, support and friendship," she says. "That course dug deep into issues surrounding sports in our culture and how we can use it as a platform for social change. It made me think more critically about my role as a mentor and leader in our profession."

For now, Hershkowitz is relishing each season. "There’s really nothing like putting a smile on a child’s face when you’re able to provide them with a once-in-a lifetime opportunity," she says.
introducing the new sports leadership specialization within NU’s OLS Ed.D

As the multi-billion dollar sports industry continues to grow, there is an even greater need for experienced and educated sports professionals. That is why Northeastern University’s Professional Advancement Network is excited to announce the new Sports Leadership Specialization within the Doctor of Education (Ed.D). 

Beginning in the fall of 2017, this specialization will prepare students to be cutting-edge practitioners in the sports management and leadership field, and will provide a tremendous opportunity to research global and social leadership issues through the lens of sport. This specialization will perfectly position future athletic directors, conference commissioners and sport management professors for their new roles.

“Creating a Sports Leadership Specialization within Northeastern’s existing Doctor of Education Organizational Leadership Studies Concentration is a natural fit,” stated Dr. Robert Prior, Associate Teaching Professor-Sports Leadership. “The OLS Ed.D is such a well-established program and the increased focus on doctorally qualified candidates in athletics and higher education gives prospective students the perfect opportunity to meet this demand.”

Graduates of Northeastern’s Ed.D in Organizational Leadership Studies Concentration with a Specialization in Sports Leadership will be prepared to:

- Identify problems of practice in the sports leadership discipline, evaluate problem-solving strategies, and develop research-based solutions.
- Demonstrate the ability to apply research methods in sports leadership, including research design, data analysis, and interpretation in areas of the student’s interest and professional field.
- Investigate the impact that sport has on a global scale and identify the appropriate sports leadership principles required to affect positive social change through sport.
- Analyze and apply appropriate information from relevant sources to create cohesive and persuasive arguments to contemporary sports leadership cases.
- Prepare research within the field of sports leadership for presentation and/or publication.

This Doctoral specialization is unique to the Boston area and will also be one of a few offered online nationwide. More information is coming soon. If you have questions in the meantime, please contact Dr. Prior at R.Prior@ northeastern.edu.

Sports Leadership Alumni Newsletter

Winter 2017

2017 Winter MSL Alumni Newsletter Updates

Omar Abd ‘16, was named Business and Operations Specialist for Babson College Athletics.

Nick Albert ‘16, was hired by the Boston Celtics as Coordinator for Corporate Partnerships Activation.

Joshua Azer ‘10, has been named Director of Athletic Development at Lafayette College. He previously worked at Gettysburg College as Associate Director of the Orange and Blue Club.

Gregg Ball ‘14, has been hired as the head varsity baseball coach for the Principia School in St. Louis, MO. He is also leading a youth youth program at a local middle school.

Chapin Bennett ‘12, has been promoted to Director of Marketing Programs at Digital Impulse, LLC. In Watertown, MA.

Casey Buffett (Taylor) ‘11, and her husband welcomed the birth of daughter Taylor Grace Buffett last summer. They recently relocated to Silver Spring, MD.

Brandon Caron ‘16, has been hired as Assistant Box Office Manager at the Tsongas Center & Lowell Memorial Auditorium. He previously worked for DraftKings.

Aliston Casles ‘16, has been hired as Assistant Ticket Office Manager by the Portland Sea Dogs.

Katie Condon ‘11, was named Associate Athletic Director of Development at Western State Colorado University last fall. She previously served as Assistant Director of Athletic Development at American University.

Michael DeFina ‘15, has been named as Communications and Media Relations Officer for the Animal Rescue League of Boston.

Matt Elkin ‘16, is an Assistant Basketball Coach at Vermont Academy in Saxtons River, VT.

Sarah Farrell ‘12, is the Member Relations Manager at the Boston Madison Square Garden Club in the TD Garden. She previously worked as a Marketing Coordinator for the New England Black Wolves.

Tom Fitzmaurice ‘14, is a Business Development Executive for New Hampshire Motor Speedway in Loudon, NH.

Susanne Friedman ‘16, has been hired as Coordinator for New England by Jill Larrow in South Boston.

Zory Godwin ‘16, was hired by MLS Los Angeles Football Club as Premium Sales Manager. He previously worked in sales for the Brooklyn Nets and San Diego Padres.

Stefanie Golun ‘12, and her husband welcomed their second child, Max Jackson Golun, on May 12, 2016. She is the Head Women’s Soccer Coach at the University of Minnesota. She was named Big Ten Coach of the Year, leading the Gophers to the Big Ten Regular Season and Big Ten Tournament Championships.

Ashleigh Gunning ‘12, was named Development Officer for the Tiger Athletic Foundation at Louisiana State University. She previously worked in athletic development at Texas Tech University.

David Hadly ‘12, and his wife, Elizabeth, recently celebrated their daughter Emma’s first birthday. He continues in his role at Boston College as Senior Associate Director, Athletic Giving.

Julie Hershkowitz ‘13, was hired by the Paetucket Red Sox as Manager, Hospitality & Sponsorship Services.

Yazvi Jendal ‘16, is a Network Facilities Manager for Match Charter Network.

Steve King ‘12, was promoted to Senior Associate Director of Athletics at Messiah College in Mechanicsburg, PA. He and his wife Abby are expecting their third child, a boy, in April.

Tyler Korn ‘13, is the Coordinating Producer to Skip Bayless on FOX Sports Unugged show in Los Angeles, CA. He previously worked as a Research/Associate Producer for ESPN.

Kate Lawlor ‘12, was hired by McPherson College (KS) as Assistant Baseball Coach. She was previously the head coach at Providence Christian College.

Lauren ‘14, was hired by the Greenville Swamp Rabbits as an Account Executive.

Ashley Laramie ‘14, is serving as both Head Softball Coach and Sports Information Director at Fisher College in Boston.

Mike Lawlor ‘15, is the Director of Recruitment for Accelerated Sports Career Academy in Los Angeles, CA. He previously worked in sales for UCLA Athletics.

Jenna Mayo ‘14, published her first children’s book, My First Auburn Baseball Book. Letters Around the Baseball Diamond. She continues to work for ESPN as an Operations-Associate and is an adjunct Sport Entertainment and Event Management professor at Johnson and Wales University in Charlotte, NC.

Kimmy McManus ‘16, has been hired as an Assistant Field Hockey Coach at Bowdoin College in Brunswick, Maine.

Jackie Murray ‘15, was named Assistant Director, Marketing and Promotions for Northeastern University Athletics. She previously served as Assistant Director of Athletic Ticket Sales & Marketing at American University.

Timothy Naples, Jr. ‘10, is a Global Policy and Strategy Graduate Student at UC San Diego. He has spent the previous several years working in Peru for the Peace Corps.

Krista Olson ‘10, was named Director of Marketing for the Washington Wizards. She has previously worked in marketing for the Sacramento Kings and San Francisco 49ers.

Gregory Osborne ‘10, and his wife welcomed their first child, William (Will), on August 16th, 2016. He is the Assistant Director of Admission & Assistant Hockey Coach at the Point School (CT). Christine Pereira ‘16, was hired as Compliance Coordinator for the University of Richmond Athletic Department.

Sam Perley ‘15, was hired by the Charlotte Hornets as their Interactive Media Coordinator.

Nichole Pike ‘15, has been working as a Marketing Representative for Reebok and is based in Indianapolis, Indiana.

Tony Price ‘14, has been working as an adjunct faculty member in the Sports Management undergraduate program at Becker College (MA). He also continues to work as the Athletic Director for Randolph Public Schools.

Joel Smith ‘16, was named an Assistant Men’s Basketball Coach at Northeastern University.

Stefanie Smith (Kibos) ‘12, and her husband Jeremy welcomed their first child, Stella Marie Smith, born on May 7, 2016 at the Boston Medical Center. She is the Upper School Dean of Students at the Westminster School in New Canaan, CT. He and his wife are expecting their third child, a girl, in January.

Stephanie Smith ‘12, was hired by MLS’ Los Angeles Football Club as Marketing Director.

Kevin Vance ‘16, has been named as an Assistant Baseball Coach at the University of Rhode Island, where he will serve a Pitching Coach for the Rams. He has spent the past six years playing baseball profession- ally, while reaching the AAA level with the Arizona Diamondbacks.

Matt Ward ‘09, in the Upper School Dean of Students and Head Girls Varsity Basketball Coach at St. Luke’s School in New Canaan, CT. He and his wife are expecting their first child, a girl, in January.

Natalie West ‘11, was hired as Assistant Professor of Sport Management at Thomas College in Waterville, Maine in July 2016.

Omar Abd ‘16

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