**GRADUATE HIGHLIGHT:**

**Changing the World Through Sport: Nathan Redd’s Road Journey Towards a Dream**

By: Whitney Harris ’09

A true sports fan, an adventurer, and a businessman, Nathan Redd is changing the world through sports one website, country and greyhound at a time. Despite the global success of Redd’s favorite soccer team, Fenerbahce Istanbul, he found little information available in English. What started out as an idea, quickly transformed into a dream. He began a blog, writing editorials and commentary on the club; due to growing fan interest and media attention he soon created a full website, [www.fenerbahceworldwide.org](http://www.fenerbahceworldwide.org), dedicated to English speaking Fenerbahce fans, like himself.

“I just started translating news on the club into English and later began writing original editorials and commentary... I thought there must be at least one person in the world who likes Fenerbahce but doesn’t speak Turkish and sure enough, I get e-mails from people like that every week now.”

Through the success of the website and his unrelenting commitment to sports Redd has found himself in the midst of an amazing journey. On a recent trip to Istanbul Turkey he meet with an assistant coach for the Turkish National Olympic Basketball Team and was also a guest of two national TV shows in Turkey. He met with officials from the Turkish Basketball Federation and Fenerbahce Soccer Club officials. He has also had the pleasure of attending private training sessions with the Fenerbahce team, touring their facilities, and meeting with local university students and faculty. In addition to these achievements Redd also has two clothing endorsements from Crenoms, a designer clothing company and a German-Turkish t-shirt company, Fussball Shop. However, opportunities are not the only thing to come his way, Redd has created a fan base for himself, his website and his team. “I know the Turkish Prime Minister has been to my site and I’ve been told other political dignitaries know of me.”

Aside from helping people Redd also finds time to help animals. Over the past five years he has fostered 10 retired racing greyhounds and currently has two of his own, seven year old Spartacus and two year old Rudy. In spite of all his success, this self proclaimed “city boy” has not forgotten where he came from.

See REDD page 8.

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**ESPN The Magazine**

**Features UofL Sport Administration Program**

ESPN The Magazine recently identified UofL’s Sport Administration program as the “go to” school for students wanting to work in college athletics. U of L’s nationally approved curriculum together with the success of U of L Athletics under the leadership of Tom Jurich has created a dynamic and comprehensive learning environment for students wanting to work in college athletics. To see the full story: [http://sports.espn.go.com/espn/page2/story?page=jobs/070809](http://sports.espn.go.com/espn/page2/story?page=jobs/070809)
ALUMNI UPDATE:  
**Q & A with Meredith Miller**  
By: Abby Johnston '09

Meredith Miller graduated from the University of Louisville Sport Administration Program in 2005. While an undergraduate, she was a varsity goalkeeper for the U of L Women’s Soccer team. Upon graduation, she was offered a job with USA Taekwondo (USAT) as Regional Events Manager. In 2007, Meredith was named National Teams Manager for USAT, also assisting in the Sport Performance division.

**What does your job entail?**

**Miller:** I work closely with our National Team Coaches and the Sport Performance division of the United States Olympic Committee developing programs for both athletes and coaches. These athletes and coaches range from first timers to Olympic caliber. Additionally, I act as the Team Leader and set up all logistics for National Team trips (international events, equipment, apparel, etc.). These events range from the Junior Pan American Championships to the Olympic Games. In the 8 months that I have been in this role I have traveled to 6 different countries and been a part of winning over 25 international medals, including one World Championship. Our goal is to win 3 medals (out of a possible 4) next year at the Beijing Olympic Games.

**What are your favorite sports teams?**

**Miller:** Anything Cleveland! I love my Browns and Indians, and of course the Louisville Cardinals, women’s soccer especially!

**Who are some of the most influential people you have met in your profession?**

**Miller:** Dr. Mary Hums played a major role in helping me get to where I am today. Without her help and guidance I’m not sure I would even be involved in Olympic sport today. There are numerous other people who I have worked with since graduation that have played a major role in my success. One thing that is continuously surprising to me is how small the Sport Administration world is and how everyone seems to know everyone across the industry. You never know how people you are working with today may positively influence what you are working on in the future. It has happened to me on more than one occasion.

**What are some of the toughest obstacles you have encountered along the way?**

**Miller:** I am very young to be in my current position. At times it has been hard to get people to take me serious or to listen to what I am telling them. I always make sure I am well prepared for meetings and seek advice when it comes to something I may not have a lot of experience with. Other then that, not knowing a foreign language has made my job more difficult then it could be. I would suggest taking foreign language classes if you plan to be involved in international sports on any level.

**What advise could you offer to students who are entering the sport administration profession?**

**Miller:** Volunteer. Not only does volunteering allow you to gain valuable experience and build your resume it also provides amazing networking opportunities. I got my job with USA Taekwondo because I volunteered for them during an internship I had with the USOC back in 2004. As much as students hate to hear it all the time from their professors, networking makes all the difference in the sports industry.
It's not everyday you can witness a sixty-three year old man sprint 100 meters in 12.49 seconds. However, if you attended the Men’s 100 Meter Dash Final, ages 60-64 at The Summer National Senior Games, you witnessed Robert Koontz do exactly that. Koontz was not alone in his achievements. He was joined by amazing athletes from all over the country, ranging from ages 50-99, competing in events such as Archery, Racquetball, Table Tennis, Track and Field, and Volleyball. The Senior Games are the largest multi-sport event in the world for seniors. This summer, Louisville hosted the biggest Games ever, featuring 12,100 competitors in 18 sports.

Behind the scenes of this mega-event, seven students from Louisville’s Sport Administration Department worked tirelessly to help make the experience happen. Bethany Krogman, Mike Waidelich, John Ballard, Stacy Houston, Ashley Beil, Brian Krane, and Jeff Baldwin worked in a multitude of facets, handling large responsibilities. From operations and logistics to PR/Media, SPAD interns played the role of unsung heroes, working long hours in exchange for experience and class credit. “The behind the scenes work may go unnoticed,” said operations intern Mike Waidelich, “but if it wasn’t for our team, the Games wouldn’t have been as successful.”

The Summer National Senior Games are conducted under the umbrella of the National Senior Games Association. The NSGA began in 1985, and organized a national competition to follow the many state competitions. In the very first Games, hosted by St. Louis in 1987, 2,500 athletes competed. Since then the state and national games have only grown. Today the Games are larger than ever, this year’s Summer Games adding 1,600 participants to the former record of 10,500 in Pittsburgh. Such growth presented a challenge for the Louisville games – a challenge which was met.

“Louisville hosted well,” commented Bethany Krogman, a public relations intern who worked on the website, radio interviews, and program, among other tasks. “There were money issues,” she added, “but as far as an athlete or sponsor is concerned, the Games went above and beyond. We received a lot of good publicity and raised the bar for next year.” Ashley Beil, an athlete services intern, added, “In the end the city really came to the plate and delivered. There were a lot of compliments on the quality of the event and the volunteers.”

As mentioned, though, success did not come without work. SPAD interns worked throughout the spring and then full-time in the summer leading up to event. Work days stretched to 10, 12, even 15 hour days as the Games neared and took place. Like sport teams that travel together and spend weeks in each other’s company, the SPAD interns took on a band of brothers and sisters mentality. When the entire day became a workday, they found ways to make the workday fun.

All of the SPAD interns agree that the Senior Games were a very memorable and worthwhile experience. "I feel as though the experience was definitely worth it," John Ballard, volunteer recruitment intern concluded. "I gained a ton of experience and learned a lot about what it takes to put on such a large event." "My favorite part about working the Senior Games," said Waidelich, "was the amount of responsibility put on my shoulders. We were a big part of the success of the Games."

As for the competitions, of course the Games crowned champions. However, the spirit of sport and human achievement are what defined the event. Beil was moved at the agelessness and the joy of the competitors. "It was inspiring to see them compete in such an environment. It was nice to see people competing for the enjoyment of sport."

For John Ballard, the senior athletes provided not only memories but a wish. "Watching a bunch of old gray-haired ladies play basketball was entertaining and inspiring," he said. "I only hope that I am physically active at that age." Bethany Krogman, used the experience to land a job with the NSGA. She will begin full-time work as the Assistant Manager of National Games and Athlete Relations, this winter, at the NSGA national office in Baton Rouge. "I will be more focused on the State Games, which are qualifiers," Krogman noted of her new position. "I am moving in a week and half and I am very excited." Undoubtedly, the experience of the Games will help every intern down the road, as each pursues his or her own next position.
During the past two semesters I have had the privilege to serve as President of the Sport Administration Club at the University of Louisville. If you are unfamiliar with this organization then you should know it is managed entirely by undergraduate and masters students working to gain hands-on experience, network with peers, and develop as young professionals in the sport industry. More importantly, you should also know some of the amazing opportunities our students are creating through this club, for themselves and future classes.

One major initiative for our group has been to continuously develop and maintain strong ties with the UofL Athletic Department. This has been achieved in a variety of ways including the creation of a Professional Advisory Board, to offer guidance and resources for the club whenever possible, consisting of Tom Jurich (Director of Athletics and Vice President), Holly Sheilley (Assistant Athletic Director for Student Development and Olympic Championships), and Dale Ramsay (Intramural Sports Director). Benefits of this new relationship were seen almost immediately this year, as members of the Board helped begin a mentorship program promoting direct contact between SPAD Club Officers and ten different athletic department administrators. Additionally, the UofL Athletic Department has invited SPAD Club to manage upcoming events including a Kids Sports Clinic for over 1,000 6-13 year olds prior to the December 2, women’s basketball game against Florida.

A second current focus of SPAD Club has been to give members more opportunities to learn from professionals outside the campus community. This has been accomplished by inviting seasoned veterans of the sport industry to come speak at monthly meetings and by organizing trips for students to attend conferences such as the upcoming 2008 Sport Management Conference in Savannah, GA. The Club and the Sport Administration Department as a whole have also put a great emphasis on maintaining strong ties with alumni.

Last of all, the SPAD Club has begun to rededicate a significant amount of time to the social benefits associated with membership. Members are encouraged to participate on club-sponsored intramural teams and attend monthly social events whenever possible. These programs have strengthened relationships among students, faculty, and staff and help to keep members excited about our organization.

The Sport Administration Club is off to an amazing start this year. A record-high fourteen student officers are managing the club’s operations and our faculty advisor, Dr. Simon Pack is always available to answer any questions. Please feel free to contact any of any of these individuals with questions or comments regarding how to become involved one of the top sport administration clubs in the country.

Nick Stover
SPAD Club President
Dr. Daniel Mahony received the Earle F. Zeigler Award at the North American Society for Sports Management's 2007 annual banquet. The Zeigler Award is the most prestigious NASSM award and may only be bestowed on an individual once over the course of their career. Qualifications are a minimum of ten years of service as a teacher, supervisor, administrator, or combination of the above; made significant contributions to the field in terms of scholarship, research, leadership, and peer recognition of their contributions; reflect qualities demonstrated by Dr. Zeigler in the areas of student growth and development, leadership, service, scholarship and collegiality; and has made a significant contribution to NASSM.

Dr. Mahony considers himself to have been very fortunate in his career. He says, “I have had the opportunity to work with a lot of great people including the faculty during my doctoral program at Ohio State, a large number of co-authors, fellow members of the NASSM Executive Council, my students, and the best group of colleagues I could ever imagine having here at the University of Louisville.” His academic preparation began at the Virginia Polytechnic Institute and State University where he graduated in 1987. He received his master's degree from West Virginia University in 1990 and his doctorate from the Ohio State University in 1995.

Dr. Mahony has been at the University of Louisville since 1995. He was the Director of Sport Administration until 2001 when he became the Chair of the Department of Health Promotion, Physical Education, and Sport Studies until 2003. He has held a number of administrative positions in the University including Assistant University Provost for Institutional Effectiveness and the Associate Dean for Planning and Management Systems in the College of Education and Human Development and currently holds the position of Associate University Provost for Academic Planning and Accountability.

Dr. Mahony has been published numerous scholarly pieces in refereed publications including Journal of Sport Management, Sport Marketing Quarterly, Journal of Contemporary Athletics, International Journal of Sport Management, Sport Management Review, International Journal of Sport Marketing and Sponsorship, Journal of Sport and Social Issues, The Physical Educator, European Journal of Sport Management, Professional Ethics, and Journal of Academic Ethics. He has co-authored a book and has published several book chapters and written numerous research reports. He has also presented his research at many conferences. His research has contributed to better understanding of donors to collegiate athletics, distributive justice in collegiate athletics, sport spectators, ethics in sport, consumer behavior and sport management faculty.

Dr. Mahony became a NASSM Research Fellow in 2003. He was also the keynote speaker at the International Sport Marketing Conference sponsored by the Brain Korea 21 Project and the 9th Annual Conference of the Japanese Society of Sports Industry in 2000. He has served on the editorial boards of journals such as International Journal of Sport Finance, International Journal of Sport Management and Marketing, and the Sport Marketing Quarterly. He also was a guest reviewer for the Journal of Sport Management and the European Sport Marketing Quarterly.

Mahony's career has been characterized by extensive service. He has served NASSM as President-Elect, President and Past-President from 2002 to 2005. He was a member-at-large on the NASSM Executive Committee from 1999 to 2001. He chaired the NASPE – NASSM Accreditation Task Force and previously was a reviewer for the Sport Management Program Review Council.

UNDERGRADUATE HIGHLIGHT:
From the Gridiron to the Classroom
By: Amanda Henelben '10

Darius Mann is a sophomore at University of Louisville and majoring in Sport Administration. He is also a member of the University of Louisville football team. He has been playing football since the age the five and really enjoys the team aspect of the game and getting to hit people on the field. He plays in the linebacker position and helped the team to win the Orange Bowl over Wake Forest last year. He grew up in the Bronx, New York and has a younger brother and sister. He chose to play football at University of Louisville partly because of their superior Sport Administration program. After school he hopes to play professional football but if that does not work out he plans to get his masters in Sports Administration at the University of Louisville. He enjoyed his sport marketing class very much which has lead him to wanting to follow a career path to become a sport marketer. His dream job, after playing in the NFL, would be working for a team in the NFL or a division I collegiate school as a sport marketer. He is looking forward to participating in an internship with the Louisville Fire, an arena football team, in the marketing department next summer. He is also pursuing a minor in marketing to help achieve his goal of becoming a sport marketer.
Dr. Alexis Lyras Joins Faculty

Dr. Alexis Lyras received his PhD and master's degree in Kinesiology (Sport Management and Sociology) at the University of Connecticut, with the support from the Higher Education Scholarship for Sport Administrators, which is a program of the Olympic Solidarity of the International Olympic Committee. Prior to pursuing graduate studies he worked as a head basketball coach (Youth-Professionals) and consultant for national sport development programs in Greece and Cyprus. Lyras is the founder and the Principal Investigator of the Doves Olympic Movement, which is a theory-oriented sports initiative, inspired by the philosophy and principles of the Olympic Movement. The Doves Project is funded by the United Nations Development Programme and rests on the idea that Olympic education can be used as a useful tool to promote human development and social change. In practice, the Doves Olympic Movement created an interdisciplinary project that uses sports as a tool towards achieving the following educational objectives: (a) fundamental values and human right, (b) global citizenship, (c) understanding and collaboration across cultures and diverse populations, (d) technological literacy, (e) healthy lifestyles and (f) conflict management and problem solving skills.

Undergraduate Internships Fall 2007

Jetston Robinson  
AST Dew Tour
Courtney Moore  
Broadcast Co. of The Americas
Justin Juhasz  
Crawford County High School Athletic Dept.
Kelly Clark  
Crestwood Baptist Church
Dane Clark Delozier  
Denver Broncos
Mark Edelen  
Dick’s Sports Goods
Richard May  
F.C. Dallas Soccer Club
Kirk Anderson  
Fern Creek Traditional High School
Greg Garrity  
Hoops Basketball Academy
Brandon Davis  
Powell Miller
Kentucky Country Day School
Jackie Culp  
Louisville Athletic Club
Gary Barnidge  
Brock Bolen
Breno Giacomini  
Preston Smith
Louisville Fire Arena Football
Megan Deaton  
Louisville Slugger Museum
William Glasscock  
Lyndon Recreation Association
Daniel Smith  
Memphis Grizzlies
Nan Wang  
Mid-South Conference
Zack McKay  
Pacers Sports and Entertainment
Justin Manning  
Andrew McClung
Papa John’s Cardinal Stadium
Candace Hicks  
Philadelphia 76ers
Paul Luckett  
Pleasure Ridge Park High School
Ashley Finn  
Spalding University
Breanne O’Connor  
UofL Athletics, Academic Services
Kennisha Hall  
Trae Manny
UofL Athletics, Compliance
Shardee Flournoy  
Joshua Horn
UofL Athletics, Marketing
Taylor Hart  
UofL Athletics, Women’s Basketball
Logan Davis  
Keene Rosenthal
UofL, Intramural Dept.
Missy Briery
YMCA of Southern Indiana

Graduate Internships Fall 2007

Westly Alkin  
UofL Athletics, Track and Field
Melanie Calderwood  
UofL Athletics, Sports Information
Michael Dudas  
UofL Athletics, Cardinal Athletics
Tessa Heer  
University of North Florida
Shannon Karl  
Virginia Commonwealth University Athletic Dept.
Brian Krane  
TNA Entertainment
Mady Mitchell  
Louisville Slugger Museum
Rocky Parrish  
Sport and Spine Rehab
Timothy Sceggel  
Mid-South Conference
Jason Simmons  
Bellarmine University Athletic Dept.
Danielle Williams  
The Summit League
FACULTY RESEARCH:

Over this past year the Faculty in the Sport Administration department has been very busy with publications and presentations. Here is some of the research that the Faculty members have worked on.

Dr. T. Christopher Greenwell has worked on multiple publications this last year. He has published in Sport marketing across the spectrum: Selected research from emerging, developing, and established scholars, International Journal of Sport Management, the Physical Educator, Journal of Contemporary Athletics, and three articles in Sport Marketing Quarterly. Currently he has an article in press in the International Journal of Sport Management and Marketing. He had two topics he presented at the North American Society for Sport Management Conference in Miami, Florida this summer, and has submitted three abstracts to the 5th Annual Sport Marketing Association Conference in Pittsburgh, PA. Over this last summer he has done research for multiple professional sports teams including Louisville Bats in Louisville, Kentucky, Louisville Fire in Louisville, Kentucky Andrew, the Knoxville Ice Bears in Knoxville, Tennessee and King of the Cage Mixed Martial Arts. We would also like to congratulate Dr. Greenwell on being promoted to Associate Professor at the University of Louisville.

Dr. Mary A. Hums worked this past summer with the International Paralympic Committee Sports Department, in Bonn, Germany working as a Planning Specialist. She worked on the book Women as leaders in sport: Impact and influence. She had prepared and presented a report to the International Disability in Sport Working Group/ United Nations Office of the Special Advisor of the Secretary-General on Sport for Development and Peace. She has presented all over the world, some of the places she has presented this last year include the International Olympic Academy Participants Association meeting, in Olympia, Greece, the 7th International Conference on Sports: Economic, Management and Marketing Aspects, in Athens, Greece, and had two presentations at the annual conference of the North American Society for Sport Management, in Ft. Lauderdale, Florida. We would also like to congratulate her on two rewards she received this last year. She received the 2007 Red and Black Student-Athlete Faculty Mentor, at the University of Louisville and nominated for the 2007 Faculty Favorites, Delphi Center for Teaching and Learning.

This past year Professor Anita M. Moorman co-published the book Sport law: A managerial approach; Achieving a competitive advantage. She was also published in the Journal of Sport Management. She has two presentations accepted to the 20th Annual Conference of the Sport and Recreation Law Association, in Greensboro, North Carolina and two presentations in review for the 22nd Annual Conference of the North American Society for Sport Management in Miami, Florida. This year she will be serving as President-Elect for the Sport and Recreation Law Association.

Dr. Simon M. Pack currently has an article in press in the Applied Research in Coaching and Athletics Annual and two articles in press for the Journal for the Study of Sports and Athletes in Education. He was also published this last year in the Recreational Sports Journal. This June he presented a paper and poster at the annual meeting of the National Association of Academic Advisors for Athletics in Phoenix, Arizona, and this November he will present a poster at the International Conference on Sport and Entertainment Business in Columbia, South Carolina.

Scott Crawford currently has a publication in press with The Physical Educator. We would also like to congratulate on him for winning the Red and Black Faculty Mentor Award.
Growing up in Owensboro, Kentucky a small town just outside of Louisville Redd has been a Cardinal fan for as long as he can remember. "I'm a huge U of L fan . . . I grew up a U of L fan in Owensboro and was one of many." Redd received his bachelors degree in Business Administration from U of L and decided to stick around to earn his masters degree. He is currently a second year graduate student in the Sport Administration Program. Knowing his time at U of L will not last forever Redd looks forward to moving to Europe after graduation. In the future, he would like to work with European soccer and assist in the improvement of women's sports. Ultimately, Redd wants to work for Fenerbahce Istanbul soccer. "My dream job is to work for Fenerbahce Istanbul. I'm also very passionate about women's sport and I would love to work in a country where I could improve the plight of women's sport, specifically soccer."

As for his website Redd has some interesting ideas in the works. The next step is adding a weekly radio show about the club in English. The show will be available on the website as a podcast. In addition to English Redd also plans to add a Turkish, Portuguese, Spanish, and Arabic section to the site. He anticipates the full site will be available this November.

Redd has taken the power of hard work, passion, and believing in a dream to the next level. Giving back to a sport which so many play, a team who fans are passionate about, and a country where millions call home is monumental. Uniting parents, children, fans, and world leaders through sport is an enormous task and at the reigns is Nathan Redd.