

Greetings Friends and Alumni,

On October 6 and 7, 20 members of the SBA went on a trip to East Tennessee State University for their version of the speaker series. We were invited by former professor Dr. Palmero. We had the opportunity to listen to Travis Furbee, Clemson's Ass. AD, Wes Ramey, PR Dir. at Bristol Motor Speedway, Dr. Stacy Hall, Conference VP – SEC IMG College, and Dr. Mullins, ETSU AD. On October 7 we had the opportunity to tour Bristol Motor Speedway. The trip was also a great chance to network with fellow students from ETSU, Lynchburg College, and Northern Alabama.

On October 21, the Ohio University Center for Sport Administration students held their annual Sports Business Forum. This was an excellent opportunity for our members to network and develop professionally. The following guests were speakers at this year's Sport Business Forum; Mike Redlick, VP Chief Sales Officer at Indianapolis Motor Speedway, Tricia Turley Compliance at Middle Tennessee State University, Amy Bourke, Account Supervisor at GMR Marketing, Christina Ramos, Partnership Services & Fulfillment at Discover Orange Bowl, BC Johnson, Manager/Business Development at Disney Sport Attractions, Bruce Wimbish, Marketing/Communications Manager at Greater Columbus Sports Commission, Chris Terwood, Dir. of Ticket Sales and Service at the New Jersey Devils, Jackie Reau, CEO at Gameday Communications and keynote speaker, Jim Host, CEO of Host Communications.

On October 22, SBA hosted the second annual Sport Business Forum. We had 33 paid attendees from Central Michigan and the University of Wisconsin and were able to raise \$500. Speakers such as Tom Starr, Founder and CEO of Miracles for Life as well as Jim Kahler, Executive Director for the Center for Sport Administration at Ohio University, were able to share their experiences and valuable information with our organization. We also held a special discussion that was concentrated on social media's affect on sales and marketing in sport. We invited professionals such as Mark Gregory, VP of Marketing for the Columbus Blue Jackets, Brooks Neal, Dir. of Marketing at Ohio University, Matthew Lawson, Ass. Dir. of Marketing at Ohio University, and Tom Starr, Founder and CEO of Miracles for Life to be involved with the discussion. Dr. David Ridpath was also gracious enough to serve as moderator of the discussion.

KEEP US UPDATED!

We ask that you keep us actively updated with your contact information so that we can continue to give you updates on the progress of our organization. We will be continually increasing the role of our alumni relations division as the years go on. Through frequent contact we believe this is possible. Please email updated contact information to: ohiousba@gmail.com

In January we have a trip planned to attend a Columbus Blue Jacket's game to hear from professionals within the organization. As you all know, we have a lot more to look forward to this year. If any of your organizations are willing to have SBA visit for a field trip, please let us know. We are looking for trips that we can attend with our members and further their growth as undergraduate student interested in the Sport Industry. Like always, if you are ever visiting Athens, please feel free to drop by one of our weekly meetings, or send us an email. We would love to have you!

Fall 2011:

- Oct. • ETSU and Bristol Motor Speedway Trip
- Sports Business Forum

Winter 2012:

- Jan. • Columbus Blue Jackets Trip

Go Bobcats!

