

Welcome to the first end-of-semester UWL Sport Management Newsletter. Our hope is that this newsletter will give you a snapshot as to what the Sport Management program accomplished in the past semester. We want to use this as an opportunity to keep you updated on the incredible work from our students, faculty, and other alumni. We will include sections like Program Highlights to showcase some of the progress our program is making. We want to include Faculty Highlights so you get to know us (and our work) a little better. We will devote most of this newsletter to highlighting a) our Student Spotlights to showcase the work our students are doing and b) our Amazing Alumni so you can see what other fellow UWL graduates are doing in various industries. This newsletter is part of a larger (and long term) project of connecting with alumni and showcasing our incredible program. Starting in the spring semester, we are going to be rolling out our social media pages. So, make sure to give those a follow (Twitter: @UWL_SportMgt and Instagram: @uwl_sportmgt). As always, we welcome any and all feedback, chances to catch up, or opportunities to collaborate. Do not hesitate to reach out to any of the faculty.



Program Highlights

New Sport Management Students

Each semester, the UWL Sport Management program asks its potential sport management majors to go through an application process. Despite COVID, this process remained in place and students excelled. Students completed the application and had their entrance interviews completely online. We would like to welcome 12 new students to the UWL Sport Management program.

UWL Wheels for All Virtual Forum on Disability in Sport Event

Students in the ESS 421 (Sport Operations Management/Event and Venue Management) course put on a real-life event each semester. This year saw a change in that the event was to be virtual. Despite the challenges, the students in ESS 421 did an outstanding job. They were able to include wonderful panelists from Disabled Hockey at USA Hockey, STAR Center Adaptive Adventures, and Adaptive Adventures to focus the conversation on adaptive sport. The class impressively gained sponsors from Toppers, Festival Foods, Forest Hills Golf Course, Politos, the La Crosse Loggers, and the Pearl Ice Cream Parlor.

New Publication

Dr. Eileen Narcotta-Welp had a successful Fall 2020 semester with a published article in the journal *Sport in Society*. The publication is titled "The white moderate, sport and black lives matter: Echoes from Martin Luther King Jr.'s 'letter from Birmingham jail' at the University of Iowa"

Faculty Highlights

Samuel Schmidt, Ph.D. ('14)

Dr. Sam Schmidt was hired in Fall 2020 as another full-time faculty member for the Sport Management Program. Schmidt graduated from the UWL Sport Management Program in 2014. After UWL, he continued his graduate studies at the University of Louisville. While in Louisville, Schmidt worked for the University of Louisville, Bellarmine University, and with Churchill Downs for the Kentucky Derby. After graduating from Louisville with his Ph.D., Schmidt spent two years at Wilkes University in Wilkes-Barre, PA before returning to his alma mater.

Schmidt will be teaching Introduction to Sport Management, Sport Law, Sport Facilities, and Sport Administration for the program. From a research standpoint, Schmidt examines Athlete Activism and Sport and Social Movements.

Schmidt is looking forward to exploring Hixon Forest and getting involved with the La Crosse community. A frequent visitor of Howies and the Eagles Nest in his college days, he is looking forward to trying the Waterfront and Freighthouse.

Student Spotlights

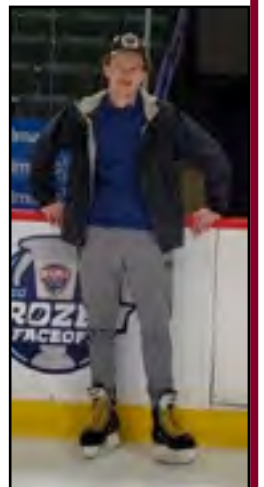
Delaney Hundley ('21)



Delaney Hundley is a rock star Sport Management Major and Ethnic and Racial Studies Minor student. One of Hundley's many activities includes being the President of the UWL Sport Management Association (SMA). In a semester where there would normally be guest speakers in classrooms, trips to a Milwaukee Bucks game, and other social gatherings, Hundley made the best of the situation. She took charge and represented UWL SMA at the Virtual Involvement Fest hosted by UWL. Hundley hosted two SMA meetings with guest speakers from the Wisconsin Timber Rattlers, West Virginia University football, among others. In addition, Hundley helped organize opportunities for UWL students to grow professionally with the Bucks Sport Management Night and the Milwaukee Ways Sales Academy. In the classroom, Hundley was the Emcee UWL Wheels for All Virtual Forum on Disability in Sport. She is excited to graduate in the spring and is actively looking for internships or full-time opportunities within baseball.

Victor Anderson ('21)

Victor Anderson is fantastic Sport Management Major and Communication Studies Minor with an emphasis on Organizational & Professional Communication. Throughout the semester, Anderson (as Vice President of SMA) explored opportunities to help SMA grow. Focused on networking SMA to help it grow beyond the state of Wisconsin. Anderson brought in guest speakers from the NHL's Office of Social Impact, AHL, MLS, and PGA Tour. He also connected with over 40 other collegiate Sport Management Associations. Outside of SMA, Anderson is the Founder/President of the UWL Running Club. Since starting the club, he has grown the membership from 6 to 40 members. He also worked at the UWL Rec Center and is part of the Emergency Response Team on campus. Upon graduation in Fall 2021, he will be seeking opportunities for marketing, community relations, or ticket sales in the AHL or NHL.



Amazing Alumni

Scott Geary ('11)



After graduating from UWL in 2011, Scott Geary began his sports career as a Tournament Operations Intern for the American Junior Golf Association (AJGA) for five months before stepping into a full-time position. He served for two years as a Tournament Coordinator/Manager in the Operations Department before joining the Tournament Business Affairs and Sponsorship departments in 2013. He rose through the ranks at the AJGA serving as the Southeast Regional Manager, Northeast Regional Director, and West Regional Director. In 2018, Geary was named the Director of Business Development for the AJGA. This past year (and amidst a global pandemic), Geary helped start the inaugural Bermuda Junior Championship set for 2021 as well as the inaugural GreatLIFE Junior Challenge by Sanford Health in Sioux Falls, South Dakota. At the start of 2021, Geary accepted a job as Executive Director for the Georgia PGA Section and Georgia PGA Foundation. He will be leading the organization(s) in their fundraising, educational and operational initiatives throughout the state of Georgia. A big congratulations to Geary as he starts a new journey.

Amy Huchthausen ('99)

Amy Huchthausen is one of UWL's incredible Sport Management Alumni working outside the state of Wisconsin. She has been the Commissioner of the American East Conference since 2011 and this may have been her most interesting year. One can imagine the pressure associated with someone in Huchthausen's role having to make decisions to play, postpone, or cancel sporting events for hundreds of athletes. With strong leadership skills in her repertoire, Huchthausen has navigated COVID expertly at the intercollegiate level. Additionally, the American East Conference created a social justice campaign titled #SpreadRespect. This initiative aims to raise awareness to ensure equality and safety for all student-athletes, coaches, and fans without regard to race, ethnicity, religion, sexual orientation, and gender identity. Huchthausen has helped the American East Conference continue to grow as the conference recently rolled out a phone app and new website design. The UWL Sport Management could not be prouder of Huchthausen as she continues to be a leader within the sport industry.

