



After a year of mostly online learning, we are back in the classrooms. While we do have masks and assigned seats, the semester felt a bit more normal than the past three. Our students were disciplined with their mask wearing, just as they were their studies. Internships were back in full-swing and students are getting ready to enter the sport industry with renewed vigor. As we look forward to what our program hopes to accomplish, we are excited to announce our UW - L Sport Management Alumni Advisory Board. The Board, which meets annually, is going to help our program and students grow by giving us crucial feedback and insights into the sport industry. From helping provide a look into the latest trends in the sport industry or helping our program develop stronger relationships to industry partners to benefit students, we know that the Board will help us take another step towards helping our students and community. We are so excited to meet with the Board for the first time this Spring and get future alumni to be a part in shaping this program that we love. Please welcome Michaela Brueggen ('18), Scott Geary ('11), Amy Huchthausen ('99), Katelyn Lutz ('13), Matt Moes ('11), Melissa Petroff ('19), Charlie Raethke ('18), and John Stangler ('05) to our inaugural UW - L Sport Management Alumni Advisory Board!



Program Highlights

Welcome To The Major

We welcomed a brand-new group of undergraduate students. We do have to say that this is an impressive bunch of students who are already doing great things on campus and in the community. The Program saw 18 new students officially become Sport Management Majors (up from 12 last fall). Please welcome: Dawson Pint, Brady Quinn, Holly Kunkler, Taylor Takerian, Charlie Van Norman, Zachary Kohlmeier, Clara Hance, Alex Burns, Paige Schumann, Tyler Sekora, Devon Haraldson, Max Gonnion, Sierra Najdowski, Josh Rady, Colton Schraepfer, Connor Clark, Jaden Johnson, and Spencer Loebbaka.

Great Guest Speakers

We are so appreciative of all our alumni coming to speak in our classes. Ashley Banfield ('21) Kyle Fargen ('17), Brent Harring ('07) Billy Kegler ('08), Spencer Spaulding ('21), and Stephanie Strupp ('07) all joined our classes this year. Thanks to those who brought their expertise into our classrooms. We are always looking for more guest speakers, so if you have an expertise in something, let us know!

Faculty Highlights

Dr. Chia-Chen Yu

A faculty favorite of ours, Chia-Chen Yu is a Professor of Sport Management in the Exercise & Sport Science (ESS) Department. She serves as the Director of the Undergraduate Sport Management Program and has served as the ESS Department Chairperson since July 2018.

Because of Yu's administrative position in ESS, she no longer teaches major sport management classes. She misses teaching and interaction with students! Yu still teaches ESS 449 Seminar in Sport Management and supervises ESS 450 Exercise and Sport Science Internship. As the Department Chairperson, Yu uses her knowledge and skills in sport management, such as financial management, legal issues, facility management, and promotion, and applies them into her administrative responsibilities in academic unit. Yu has always said "Sport Management is a versatile major for any career path!"

We are so thankful for Dr. Yu's guidance, leadership, and mentorship that she's provided each and every one of us. Thank you Dr. Yu for everything.

Student Spotlights

Morgan Graf ('22)



Morgan Graf is a junior sport management student who is excelling in the class, community, and on the court. While being an incredible student, Graf is also getting experience in sport through tennis. Graf spends her summers teaching tennis to children whether it is through the Big Foot Country Club in Lake Geneva or as a tennis instructor for the Kettle Moraine School District. Additionally, Graf has been volunteering with the Special Olympics since 2008. In addition to her academics and her community involvement, it should be no surprise that Graf is a member of the UW - L Tennis team. Graf had a successful year and finished third place in the WIAC championships for both #5 singles and #3 doubles. Graf has a bright future ahead as she looks to open her own tennis facility one day and help spread the game of tennis in Wisconsin. It is a pleasure to have Graf in the classroom and are excited to see her continue to grow.

Matthijs Enters ('23)

Matthijs Enters is a senior student from Lake Zurich, Illinois. He is one of the faculty's favorite students as he always comes to class with a smile and an attitude to learn. He is a character in the classroom that keeps us faculty on our toes with his quick wit and thoughtful responses to questions. In addition to being a joy to have in the classroom, Enters is currently working as a Groundskeeper for Drugan's Castle Mound in Holmen. In the past, he has coached for St. Aquinas Football as the Offensive Coordinator in 2020. In addition to all over his great work, Enters is a member of the UW - L football team as a wide receiver. Enters helped the Eagles to an 8-2 regular season record and a berth in the Division III NCAA Tournament for the first time since 2006. In the future, Enters hopes to go to Law School and become a sports agent, representing NFL athletes. Enters has an incredible future ahead of him and we are excited to see where that goes!



Amazing Alumni

Alyssa Schultz ('18)



Alyssa Shultz is a recent graduate of our program who is already making an incredible impact in the Twin Cities. In her time at UW - L, Shultz interned for the Coulee Region Chill, La Crosse Freeze and Meet Minneapolis. In 2018, Shultz interned in Colorado Springs as a business development intern for the United States Olympic Committee during the PyeongChang Olympic and Paralympic Games. Prior to graduation in the spring of 2018, Shultz moved back to Minnesota after accepting a position at Sports Minneapolis as a Sports Sales Account Executive. Shultz worked with major events such as XGames, 2019 NCAA Men's Final Four, and 2020 U.S. Paralympic Team Trials while promoting Minneapolis as a premier sports destination for all levels of sport. In August 2021, Shultz took her talents to the American Heart Association as a Development Director working to address health equity in the community. Alyssa is making a positive impact on the Twin Cities and people's lives every day. Incredible work, Alyssa.

Billy Kegler ('05)

Billy Kegler is one of our incredible alumni who has been a great ambassador to the program. Having guest lectured in three of Schmidt's classes, Billy has a wealth of experience and industry insights that benefit students. After graduating from UW - L in 2008 as a Sport Management student and UW - L athlete (basketball), Kegler went to Florida to work for IMG Academies. Kegler took off for Australia shortly after to go experience another country and life outside of America. Kegler came back to the States in the late 2000s and ended up becoming the General Manager for JustAGame Fieldhouse in the Wisconsin Dells circa 2010. Kegler spent six years running the facility before getting the Head Men's Basketball Coaching job with Madison College in 2016. He's been at Madison College ever since moving out of coaching into Athletic Facilities and Business Operations, Esports Coordinator, and Recreation and Fitness Director. In his spare time, Kegler has two podcasts: Competitive Mindset and Hoop Nerds. He truly is a spectacular alumnus who continues to support the program. Great work, Billy.

