



Georgetown University Sports Industry Management Graduate Program Fall 2011 Faculty Announced

WASHINGTON, D.C. (September 28, 2011) – Georgetown University’s Master’s program in Sports Industry Management has announced its Fall 2011 faculty featuring top executives from the NFL, NBA, MLB, NHL, MLS, NCAA, U.S. Olympic Committee, Under Armour, NASCAR, ESPN, IMG and Octagon, among many others.

The program is led by Associate Dean Matt Winkler, a 15-year veteran of the sports industry and career education space, who joined Georgetown four years ago to launch this unique applied sciences program. The 76-member faculty now boasts over 1,000+ years of sports industry experience, along with our over 45 organizational partners. Also, SIM students hail from 24 different states and 8 different countries.

In just three years, SIM has had the opportunity to cover a wide variety of industries and disciplines with a local, national, and international focus. Many students, faculty, and alumni have the opportunity to travel abroad and learn about domestic and international industries first hand; including this summer’s class trip to China with the GU Men’s Basketball team and last year’s course in South Africa (2010 World Cup Course). GU SIM has also implemented several annual initiatives in England (London Week), the SEME Annual Sports Career Conference (March 23-24, 2012, Washington, D.C.), the SIM Institute for High School Students (Washington, D.C.) and the new Spire Institute (Geneva, Ohio).

(Faculty and Course Listings at bottom)

Faculty List				
 UNDER ARMOUR® Under Armour – Ann Rodriguez, Torri Hanna, Shana Gritsavage, Ryan Kuehl, Christy Hedgepeth, Bill Kraus (fmr), Todd Walther (fmr)	 NFL PLAYERS ASSOCIATION NFL Players Association - Arthur McAfee, Joe Briggs, Tom DePaso, Tim English, Steve Goodman, Ahmad Nassar, Todd Flanagan, Felice Jones, Teri Patterson	 NCAA – Abe Frank	 U.S. Olympic Committee – Karen Irish	 ESPN – Frankie Nation
 NBA - Brooks Meek	 BakerHostetler/MLB –Josh Alkin	 NASCAR - Brooke Beyer	 U.S. Soccer Foundation –Rob Kaler	 Nike –Michael Jackson
 Octagon – Scott Horner, Nicola Murphy, Ho Shin (fmr), Tom George, (fmr)	 IMG Sports & Entertainment – Nickole Raymond	 Lagardere Unlimited – Keely O'Brien	 Creative Artists Agency (CAA) Sports – Joe Nabra,	 Special Olympics – Mandy Murphy
 Monumental S&E: Washington Capitals -Kurt Kehl, George McPhee, Michael Chan, Nate Ewell (fmr)	 Monumental S&E: Washington Wizards/Mystics – Peter Biche, Greg Bibb, Tommy Sheppard, Scott Hall	 Monumental S&E: Verizon Center – David Touhey	 Monumental Sports & Entertainment –Randall Boe, Mary Davis, Kurt Kehl, Jim Van Stone	 Harlem Globetrotters – Mark Fine
 Washington Nationals – Chris Gargani, Scott Lewis, Lara Potter, Britton Miller, Ted Towne, Israel Negron, Allen Hermeling, Amy Minniti	 DC United – Doug Hicks, Michael Williamson, Dawn Ridley, Aprilé Prichet, Jamie O'Connor (fmr)	 U.S. Tennis Association – Barry Ford	 Greater Washington Sports Alliance – Tricia Barry, Chris Browne	 Athletes for Hope – Elena Cox
 Baltimore Ravens - Melanie LeGrande	 Baltimore Orioles - Kristen Schultz	 Georgetown Athletics – Dan O'Neil	 USA TODAY Sports Media – Andy Zipfel	 USA Football (fmr) – Matt Sicchio, Damone Jones

 Presidents Council on Fitness, Sports and Nutrition – Andrea Cernich	 .U.S. Department of State, SportsUnited – Nina Bishop	 TEAM Coalition – Jill Pepper	 MVK MostValuableKids – Jennifer Skolochenko-Platt	 PeacePlayers International - Brendan Tuohy
 Comcast SportsNet – Steve Lieberman	 Comcast Spectacor – Pete Bockelman	 Sports Blog Nation – Kyle Ragsdale, Kevin Lockland	 Live Nation – David Eyl	 The Military Bowl Presented by Northrop Grumman – Steve Beck
 Tiger Woods Foundation /AT&T National –Danny Callahan	 Washington Convention and Sports Authority – Erik Moses	 Sports Fans Coalition - Brian Frederick	 Turnkey Sports – Carolyne Savini	 James Grant Sports - Damian Willoughby
 Fantasy Sports Ventures - Clay Walker	 Washington BayHawks – Jeff Harvey (former owner)	 Playbook Management International – Mark Washo	 Jamie O'Connor - Marketing Consultant	 Billy Casper Golf – Peter Hill
 The Goldwater Group – Bobby Goldwater	 Meredith Communications - Meredith Geisler	 BWF Communications – Steven Winter	 Sports Talkers – Karlyn Lothery	 JLynn Associates – Jimmy Lynn, Visiting Professional in the Practice of Sports Industry Management
 Blackboard Blackboard - Ira Frankel	 George Perry – Rosetta Stone	Zack Bolno – Adjunct Faculty	Marty Conway – Consultant	Chartese Burnett, Chartese Enterprises
Chris McGrath	Jim Layton	Adrienne Grierson –	Stephanie Holland Laura Regensburg	Matt Winkler

FALL 2011:

Applied Ethics in Sports (MPSM 500)

Section 1:

Abe Frank, NCAA, Director, Government Relations

Karen Irish, U.S. Olympic Committee, Associate Director, Government Relations

Section 2:

Amy Minniti, Deputy General Counsel, Washington Nationals

Randy Boe, Monumental Sports & Entertainment, Executive Vice President & General Counsel

Section 3:

Josh Alkin, Baker Hostetler, MLB Manager, Government Relations

Mary Davis, fmr Monumental Sports & Entertainment, Senior VP, Human Resources/Administration

Section 4:

Pete Bockelman, Director of Client Services and Operations, Comcast-Spectacor, Disson Skating

Joe Briggs, Public Policy Counsel, NFLPA

Sports Leadership and Management (MPSM 510)

Section 1:

Kurt Kehl, Washington Capitals, Vice President and CCO

Bobby Goldwater, The Goldwater Group, Principal

Section 2:

Tommy Sheppard, Washington Wizards, Vice President of Basketball Administration

George Perry, Rosetta Stone, Sr Director, Retail Sales and Marketing

Section 3:

Steve Goodman, NFL Players Association, Assistant Vice President, Corporate Sponsorships

Marty Conway, Consultant

Section 4:

Allen Hermeling, Washington Nationals, Director, Corporate Partnerships
Doug Hicks, DC United, Senior VP, Marketing Communications
Damian Willoughby, James Grant Sports, US Managing Director

Past:

George McPhee, Washington Capitals, General Manager & Vice President
Kevin Payne, DC United, President

Sports Marketing Strategy(MPSM 600)

Section 1:

Peter Hill, Billy Casper Golf, Chairman and CEO
Kyle Ragsdale, SportsBlog Nation, Vice President of Business Affairs and Finance

Section 2:

Jeff Harvey, Washington Bayhawks, Former Co-Owner and President
Dan O'Neil, Georgetown University Athletics, Associate Athletics Director for External Affairs

Section 3:

David Eyl, Live Nation, VP, Sales and Business Development, Sports Today
Mark Fine, Harlem Globetrotters, Senior Marketing Director

Sports Communication and Public Relations (MPSM 610)

Section 1:

Frankie Nation, P.T.I., ESPN, Associate Producer
Chartese Burnett, Chartese Enterprises LLC, Principal

Section 2:

Zack Bolno, Trifecta Team, LLC, Founder and Partner
Scott Horner, Octagon, Director of Communications, Athlete and Property Marketing

Section 3:

Scott Hall, Washington Wizards, Senior Director, Communications
Meredith Geisler, MGC, Principal

Sports Business and Finance (MPSM 700)

Section 1:

Chris McGrath, Georgetown CCPE, Consultant, CPA
Ted Towne, Washington Nationals, Controller

Section 2:

Peter Biche, Monumental Sports & Entertainment, Chief Financial Officer
Jim Layton, Morice & Layton CPAs, Partner/Consultant, CPA

Section 3:

Adrienne Grierson, Dept. of Education, Financial Management Specialist
Michael Williamson, DC United, Chief Financial Officer

NFL Players Association, Sports Law, Contracts, and Negotiation (MPSM 710)

Section 1:

Tim English, NFL Players Association, Staff Counsel
Teri Patterson, NFL Players Association, Special Counsel

Section 2:

Arthur McAfee, NFL Players Association, Staff Counsel
Tom DePaso, NFL Players Association, Staff Counsel

Section 3:

Todd Flanagan, NFL Players Association, Staff Counsel
Ahmad Nassar, NFL Players Association, Vice President of Business and Legal Affairs

Internship Workshop I (MPSM 800/MPSM 810)

Section 1:

Nickole Raymond, IMG Sports & Entertainment, Client Manager, Golf

Section 2:

Brooks Meek, NBA, Director, Basketball Operations

Section 3:

Brooke Beyer, NASCAR, Assistant General Council

Section 4:

Kristen Schultz, Baltimore Orioles, Director of Special Events and Community Programs

Internship Workshop II (MPSM 810)

Nicola Murphy, Octagon, Director of Marketing, Athlete and Property Marketing

Carolyne Savini, Turnkey Sports, Executive Search

Jimmy Lynn, Under Armour/JLynn & Associates

Matt Winkler, Georgetown SIM, Associate Dean

Capstone (MPSM 900)

Brian Frederick, Sports Fan Coalition, Executive Director

Mary Davis, fmr Monumental Sports & Entertainment, Senior VP, Human Resources/Administration

Bobby Goldwater, The Goldwater Group, Principal

Jimmy Lynn, Under Armour/JLynn & Associates

SUMMER 2011:

Applied Ethics & Governance in Sports (MPSM 500)

Mary Davis, former Monumental Sports & Entertainment, Senior VP, Corporate Operations

Erik Moses, Washington Convention & Sports Authority (WCSA), Senior Vice President & Managing Director, Sports, Entertainment & Special Events

Brian Frederick, Sports Fans Coalition, Executive Director

Sports Leadership and Management and the Washington Nationals (MPSM 510)

Marty Conway, former AOL Business Development, Strategic Partnerships Director

Britton Miller, Washington Nationals, Manager, Marketing Projects

Lara Potter, Washington Nationals, Vice President, Communications & Brand Development

Social Responsibility in Sports (MPSM 520)

Nina Bishop, U.S. State Department, International, Sport United
Barry Ford, U.S. Tennis Association, Director of Education, Advocacy & Public Affairs
Aprile Pritchett, D.C. United, Director of Community Relations

Internship Workshop I (MPSM 800/MPSM 810)

Nicola Murphy, Octagon, Director of Marketing, Athlete & Property Marketing
Bobby Goldwater, Principal, The Goldwater Group
Jimmy Lynn, Managing Director, JLynn & Associates

SPRING 2011:

Diversity and Social Responsibility in Sports (MPSM 520)

Section 1:
Melanie LeGrande Baltimore Ravens Director of Community Relations
Jill Pepper Team Coalition Executive Director

Section 2:
Nina Bishop US Dept. of State, Sports Initiatives Director
Israel Negron Washington Nationals Director of Community Relations

Section 3:
Karlyn Lothery SportsTalkers Principal
Tim Guinan PeacePlayers International Deputy Executive Director

Section 4:
Jennifer Skolochenko-Platt Most Valuable Kids Executive Director
Ellie Cox Athletes for Hope Vice President

Sales, Promotion, Sponsorship and Licensing in Sports (MPSM 620)

Section 1:
Allen Hermeling Washington Redskins Former VP, Sales & Marketing
Mark Washo Washington Freedom Former President & GM

Section 2:
Dawn Ridley Ridley & Associates Principal, Ridley and Associates
Chris Gargani Washington Nationals VP, Managing Director, Sales & Marketing

Section 3:
Jamie O'Connor DC United Former Vice President, Marketing
Steve Lieberman Comcast SportsNet General Sales Manager

Sports Digital Media and Consumer Engagement (MPSM 630)

Section 1:
Scott Lewis Washington Nationals Manager, Consumer Marketing
Kevin Lockland SB Nation Vice President, Editorial

Section 2:
Jimmy Lynn JLynn Associates Managing Partner
Andy Zipfel USA Today Senior Director, Sports Marketing & Development

Section 3:
Ira Frankel Blackboard, Inc. Senior Manager, Marketing Operations
Michael Chan Washington Capitals Director, Strategic Marketing

Sports Event Planning and Facility Management (MPSM 720)

Section 1:
Bobby Goldwater The Goldwater Group Principal
Felice Jones NFL Players Association AVP, Event Marketing

Section 2:
Tricia Barry Greater Washington Sports Alliance Director, Events
Steve Beck Military Bowl presented by Northrop Grumman Executive Director

Section 3:
Marty Conway AOL Former Director, Strategic Partnerships
Shana Gritsavage Under Armour Senior Manager, Corporate Giving & Events

Under Armour, Economics, and Global Brand Management (MPSM 730)

Section 1:
Bill Kraus Former Vice President, UA Consultant
Chris McGrath GU CCPE Consultant, CPA

Section 2:
Jim Layton Morice & Layton CPAs Partner/Consultant, CPA
Tori Hanna Under Armour Director, Women's Sports Marketing
Christy Hedgpeth Under Armour Director, Consumer Insight

Section 3:
Vlad Babin Deutsche Bank (Former) CPA
Ann Rodriguez Under Armour Director, Business Development

Internship Workshop I (MPSM 800/MPSM 810/800)

Section 1:
Nicola Murphy Octagon Director of Marketing

Section 2:
Nickole Raymond IMG Sports & Entertainment Client Manager, Golf

810

Section 1:

Lara Potter Section 2:	Washington Nationals	Vice President, Communications and Brand Development
Zack Bolno Section 3:	Washington Redskins	Former Executive Director of Communications
Brooke Beyer	NASCAR	Assistant General Council

Capstone (MPSM 900)

Section 1:		
Meredith Geisler	Meredith Communications	Owner
George Perry	Washington Freedom	Former Senior VP, Sales & Marketing
Section 2:		
Bobby Goldwater	The Goldwater Group	Principal
Section 3:		
Karlynn Lothery	Sports Talkers	Founder
Jeff Harvey	Washington Bayhawks	Former Owner
Section 4:		
Mary Davis	Monumental Sports	President, Employee/Administrative Services
Pete Bockelman	Comcast Spectator	Director, Client Services & Operations

(Continued below)

In the classroom and out in the field of play, GUSIM utilizes the benefit of two sports industry faculty per course, teaming together to provide the current trends in an applied education model. The **10-course, 30-credit hour curriculum concludes with the Capstone project**, a semester-long opportunity for students to showcase and apply what they have learned to produce one substantial piece of work under the tutelage of an industry sponsor and the program faculty.

The program includes two tracks:

- **Strategy Marketing, Communications and Digital Media (SMC)**
- **Business Management and Operations (BMO)**

In addition, the Master of Professional Studies program utilizes the spectacular list of **Georgetown University alumni** who currently serve as **sports executives** to help connect students to the industry outside of the classroom and to provide exceptional networking opportunities throughout the program. Externally, the GU program features partnerships with organizations on the following courses:

- **Under Armour, Sports Economics and Global Brand Management (SIM 730)**
- **NFL Players Association, Sports Law, Contracts & Negotiation (SIM 710)**
- **FIFA World Cup 2010 South Africa and Global Sports Responsibility (SIM 850), June 10-22, 2010-Johannesburg, SA**
- **London Week** - London 2012 Olympic Committee, NBA International, Nike Social Sustainability, Octagon UK, Arsenal Football Club, James Grant Sports and AEG Europe / The O2 Arena
- **Hoyas in China 2011: Global Sports Management Course** - Nike China, NBA China, AEG China, Li Ning, Octagon China
- **SEME – The Sports Events Marketing Experience, national sports career and networking conference (8th annual, March 25-26, 2011, Washington, D.C)**
- **GU SIM High School Symposium**
- **Washington Capitals (NHL) Fellowships (SIM 800)**
- **Tiger Woods Foundation Course (SIM 840)**
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About Georgetown University

Georgetown University is the oldest Catholic and Jesuit university in America, founded in 1789 by Archbishop John Carroll. Georgetown today is a major student-centered, international, research university offering respected undergraduate, graduate and professional programs on its three campuses in Washington, DC. For more information about Georgetown University, visit www.georgetown.edu.

(GU SIM Website: <http://scs.georgetown.edu/sports>)

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