

STUDENT BOARD CANDIDATES 2011-2012

Name: Naila Jinnah

School Affiliation: Queen's University, Kingston, Ontario

Email: njinnah@gmail.com

Faculty Advisor: Dr. Samantha King

Year: MA Candidate, entering year 2.

Position You Are Seeking: Student Board Representative

Bio:

I am currently completing a Masters' degree in Socio-Cultural Studies of Sport at Queen's University. My thesis focuses on the use of Twitter by NHL athletes: their motivations and influences and the effect of their self-branding on fans and wider audiences. I'm a huge fan of social media and cross-platform promotion, and can be found on Twitter at /nailaj. I am an online branding consultant and a freelance broadcast TV technician with experience working for local, national and international clients across the sporting industry. I was fortunate to work on the 2008 Beijing Summer Olympic Games and I also volunteered at the 2010 Vancouver Winter Olympic Games as an Olympic News Service reporter at The Whistler Sliding Centre, and have applied to be an OPNS reporter for the London 2012 Olympic Games. Also, I'm a huge hockey fan and have a not-so-secret love for cheese, chocolate and cereal.

Contribution to the NASSM student membership:

My sports industry experience is sure to be an asset in identifying relevant student initiatives for the NASSM community. I have been an active member on several committees and boards since my undergrad, including stints as co-President of the Concordia University Journalism Students Association, President of the Concordia University Alumni Association Journalism Chapter and a member of the CUAA Board. I have volunteered on community communications committees, I am a current member of the Special Advisory Committee to the Queen's University President, and will be in charge of managing advertising and exhibits for the 2011 NASSS Conference.

I have ample event planning experience, from non-profit fundraisers like the World Partnership Walk to meetings, parties, and weddings. To me, the most important aspect of leadership is the ability not just to speak up when needed but to listen. I truly value open lines of communication, and this means listening to other students and involving them in the decision-making process. After all, our initiatives are meant for all NASSM students, and should not just take place once a year at the annual conference. As Student Representative, I will work to enhance NASSM's communication tools so that we can feel connected all year long, better learn from each other's experience, and benefit from each other's expertise. I am often complimented on my creative ideas and told that I am quick on my feet. I hope to apply these skills and many more to my term on the NASSM Student Board.

Name: Michael Odio

School Affiliation: University of Florida

Email: modio@hhp.ufl.edu

Faculty Advisor: Matthew Walker

Year: entering 3rd year

Position You Are Seeking: Student Board representative

Bio:

Michael Odio is a 3rd year student at the University of Florida studying under Matt Walker. He returned to his alma mater of Florida after earning his Master's Degree at Florida International University (FIU) in his hometown of Miami, Fl. Michael is an avid baseball, basketball and tennis player and completed his first Half-Marathon with fellow Florida doctoral students and friends in 2010. Michael has supervised volunteers at several small-scale events and served as a volunteer coordinator at Super Bowl XLI in Miami, Fl. These experiences have led him to his current path of research in volunteerism and event management.

Contribution to the NASSM student membership:

I believe I am qualified to serve as a representative for the NASSM student membership because of my passion for the advancement of scholarship in the field of sport management and my previous experience in similar capacities. I am willing to take on extra responsibilities to help make a better conference experience for the students of NASSM.

One of my most notable experiences as a student leader was as a junior at the University of Florida helping organize and form the Gator Sport Management Club and serving as the Director of Volunteer Opportunities. I became the second president a year later and remain involved in the club as it continues to grow and become a larger part of the undergraduate experience for sport management students almost six years later. More recently, I have served as the department representative to the Graduate Student Council at the University of Florida, and as board member of the Graduate Student Advisory Committee, a college-wide organization that holds seminars for graduate students in the College of Health and Human Performance and serves as their main social hub between departments. Through these experiences I have learned to listen to all the voices I represent and find creative solutions to achieve the best outcomes for everyone.

Name: Brennan K. Berg

School Affiliation: University of Texas

Email: bkb569@austin.utexas.edu

Faculty Advisor: Dr. Laurence Chalip

Year: Entering 4th year doctoral student

Position You Are Seeking: Student Board Representative

Bio:

I spent my first two years of college as a student-athlete at Illinois State University before injuries ended my football career. While at Illinois State, I was a member of the Student-Athlete Advisory Council and the student-athlete representative on the Illinois State Steering Committee for the NCAA Self-Study Certification. I completed my B.A. in political science at the University of Memphis with internships on Capitol Hill and at the White House. I stayed at the University of Memphis to earn my M.S. in sport and leisure commerce. While in grad school at Memphis, I was a selected member of the University of Memphis Sport Sales Program and the Ford Sponsorship Activation Team. Before coming to the University of Texas, I worked in San Antonio for Spurs Sports & Entertainment. In 2008, I began my doctoral studies at the University of Texas. While at UT-Austin I have assisted faculty with the teaching of undergraduate sport management courses, and produced research that has been presented at NASSM over the past few years. Currently, I am a coordinator for the 1968 U.S. Olympic Team Oral History Project at the H.J. Lutcher Stark Center for Physical Culture and Sports. My research focuses on the uses of sport as a tool for policy, including the strategic impact of government affairs on sport organizations, the role of sport in international relations, and the use of sport as a solution for public health.

Contribution to the NASSM student membership:

Having worked and studied in the sport management field for several years and at two different programs, I can identify with the needs of the students and represent their perspectives to other members of the NASSM community. I believe my colleagues at Memphis and UT-Austin would attest to the professionalism and respect I show towards others and the sport management field. While serving on the student board, I will be available to other students and assist them in any way I can to make their educational experience more rewarding. It is my expectation that the new student board will be able to carry on the initiatives of our previous leadership to ensure that students continue to have networking and professional development opportunities. Students play a critical role in NASSM and the issues the student board gives voice to will help shape the experience of the student members and ultimately how a new generation of sport management scholars and practitioners leads this society.

Name: Laci Wallace

School Affiliation: Texas Woman's University

Email: LaciWallace@gmail.com

Faculty Advisor: Kimberly Miloch, Ph.D.

Year: ABD- 3rd year Doctoral student

Position You Are Seeking: Student Board Representative

Bio:

Laci is a Texas Native who graduated from East Texas Baptist University with a double major in Psychology and Kinesiology with an emphasis in sport administration December 2006. She continued her Masters Degree at the University of North Texas in Kinesiology with an emphasis in Sport Psychology. Currently, Laci is at Texas Woman's University finishing her Doctoral Degree in Sport Management with an emphasis in Marketing. As a graduate assistant and adjunct faculty, she currently teaches upper level undergraduate courses, community college courses and Graduate-Masters level courses. Her research interest are branding, marketing and new media integration.

Contribution to the NASSM student membership:

As both a student and Adjunct faculty, I am well aware of the transition one must make to be successful in academia. The growth and future success of NASSM relies not only on active members, but should involve an initiative to develop strong professionals. Professional development should by definition essentially transform students in to the future professionals.

My plan is to develop a stronger student-awareness of the current student initiatives such as Faculty-Student networking and conference socials. Also, I plan to collaborate with the student representatives to ensure NASSM continues to provide relevant professional development. I plan to do this by proposing a student member form to discuss current issues and determine ways for NASSM to better assist young professionals.

My goal is to

Teach at a University in a Full time Tenure-Track position and operate a sport marketing and research-consulting firm.