



# The Foundation

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## LSU, SLU Launch Sports Administration Programs

The field of Sports Administration has become one of the fastest growing professional occupations in the country. Every year, colleges and universities throughout the nation are adding undergraduate and graduate programs to adequately prepare students who are interested in a career in sports and recreation. Southeastern Louisiana University and Louisiana State University are two schools who have recognized the demand for qualified professionals in the sports industry and have taken the necessary steps to offer those opportunities to its students.

**“Southeastern’s students and graduates have been blessed by great location and an impressive work ethic...”**

Southeastern Louisiana University began offering an undergraduate degree in Sports Management in June 2007. The program offers a wide range of classes in its curriculum, including various courses from the College of Business, as well as Sports Management classes such as Facility & Event Management, Sport Promotion & Fundraising and Sport Psychology.

Christina Merckx, Assistant Professor of Sport Management at SLU, said, “Southeastern’s students and graduates have been blessed by great location and an impressive work ethic! Consequently, our students have been able to secure some great internships and employment opportunities.”

Southeastern currently has graduates employed with the Hornets, Saints, Zephyrs, Milwaukee Brewers, local recreation departments, CSC Event Corp., University of North Texas, Southeastern Louisiana, and assorted country clubs. Southeastern also has plans to further develop and expand their Sports Administration program. “We are looking forward to becoming an accredited program by the Commission on Sport Management Accreditation (COSMA)”, said Dr. Merckx. “We are also hopeful to begin the process of developing a semester abroad/exchange where students can develop a more global understanding of sport. Most importantly we are looking forward to hearing from more and more graduates who are successfully employed in the sports industry!”

In September, the Louisiana Board of Regents approved the Bachelor of Science in Sports Administration program at Louisiana State University. The program will begin in the Spring of 2009. Dr. Dee Jacobsen was recruited by LSU from Southeastern to assist LSU in building the undergraduate Sports Administration program.

LSU, much like Southeastern, decided to begin the Sports Administration program in response to the increasing demand for qualified professionals in the sport and recreation industry. “During the last decade, management and leadership in athletic and recreation organizations have become more complex and the need for highly specialized skills and knowledge is recognized as a prerequisite to working in the growing sport industry,” said Dr. Jacobsen. “The proposed Sport Administration degree at LSU will focus on a study of sport from economic, financial, political, cultural, historical, sociological and behavioral perspectives.”

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## LSU, SLU Launch Sports Administration Programs — Continued

According to Dr. Jacobsen the program will also emphasize leadership, diversity, sport & social issues, sport ethics and community services through rigorous courses in kinesiology, business, communications, and leadership. An important aspect of the program will also seek to utilize local sports partners.

“The proposed degree is working toward having several service-learning courses designed as a method of instruction to engage the student with ‘hands-on’ experience with community partners while achieving the academic goals of the course,” said Dr. Jacobsen. The program is also hopeful that success in the undergraduate program can be built off the

foundation created by the achievements of LSU students who have completed the existing Sports Administration graduate program. The program is also hopeful that success in the undergraduate program can be built off the foundation created by the achievements of LSU students who have completed the existing Sports Administration graduate program.

While the focus of the undergraduate program is to prepare students for a career working in the sports industry, the program will also provide a strong base for those students who want to continue their education and pursue a Master’s degree in Sports Administration.

The Baton Rouge Area Sports Foundation is proud to support both of these academic programs and the initiative they show to properly prepare students for careers in the sports and recreation industries.

*For more information about the Sports Management program at SLU, please visit [www.selu.edu](http://www.selu.edu).*

*For more information about the Sports Administration program at LSU, please visit [www.lsu.edu](http://www.lsu.edu).*



### Gustav Batters Athletic Facilities

#### *Hurricanes Disrupt Parts of Fall Sports Calendar*

On September 1<sup>st</sup>, 2008 Hurricane Gustav blew through South Louisiana, bringing with it significant damage to homes and businesses through the greater Baton Rouge area. Athletic facilities throughout the area were also heavily damaged, causing some event cancellations and postponements during September and October. BREC’s Oak Villa Ball Complex suffered significant damage to its fences and field backstops. Repairs to this damage and recovery from the storms themselves caused the cancellation of a number of possible fall baseball, fast-pitch softball and slow-pitch softball tournaments. Thanks to Mr. Steve Ramirez and his staff at BREC for their work in getting the complex back up and running and for all their outstanding maintenance work throughout the year at Oak Villa.

Other very significant damage took place at area gymnasiums and at LSU. Local high school gyms at McKinley, Tara, Belaire, and Christian Life all suffered water intrusion to their wood floors, causing irreversible damage that have made their courts unusable. The five court gymnasium at the LSU Student Recreation center was also ruined when Gustav’s strong winds blew off the copper component of the Rec center roof, exposing the gym floor to the elements. Predictably the wood floor buckled and will have to be completely replaced.

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*These pictures reflect the roof damage incurred at LSU’s Student Recreation Center*



## Gustav Batters Athletic Facilities, Continued

The Louisiana Senior Olympic Games also had to scramble to re-arrange their schedule and playing venues in order to put on this year's games. Despite the heavy damage to LSU's Maddox Fieldhouse, LSU's Bernie Moore Track Stadium and the aforementioned LSU Rec Center, the LSOG staff was able to re-schedule nearly all the Senior Olympic Games events at venues here in the Baton Rouge area.

Special thanks to a number of facility owners including CAP Elite, Family Christian Academy and BREC for working with the LSOG staff to make their facilities available so that these events were able to be held this year. We also extend a job very well done to the LSOG staff, Jason Wall and Lori Faris, and all the LSOG volunteers who re-scheduled and executed these events despite the major schedule and venue changes.



The Baton Rouge Area Sports Foundation is proud to support the Louisiana Senior Olympic Games and all they do for senior athletics throughout the state of Louisiana. Please visit [www.lso.net](http://www.lso.net) for more information and to get involved in supporting the Louisiana Senior Olympic Games.



*LSU's Carl Maddox Fieldhouse suffered damage to its roof and exterior facade*

## Save the Date!

The Amedisys Mardi Gras Mambo 10k and 1 Mile Fun Run will take place on **February 14<sup>th</sup>, 2009**. Now in its 11th year, the Mambo will give every participant an interesting and exciting tour of downtown Baton Rouge and the scenic campus of Louisiana State University. Come experience authentic Louisiana at every turn! Both races begin at the Belle of Baton Rouge Atrium. Registration for both the 10k and 1 mile fun run & walk are now available online through our race website, [www.brasf.com/mardigrasmambo.cfm](http://www.brasf.com/mardigrasmambo.cfm) and through the mail. Early registration for the race is only \$15! Please visit the website above for more information about this year's race.

*Very special thanks to our title sponsor, Amedisys Home Health Services, for their support of the 2009 Mardi Gras Mambo 10k and 1 Mile Fun Run.*



# Making the Most of the Mambo

*Prepare for the race with the Mardi Gras Mambo 10k Training Program*

It's that time of the year again! It all begins with candy during Halloween, continues with Thanksgiving turkey, and ends with countless Christmas and New Year's Eve gatherings. To combat the customary holiday weight gain and the subsequent New Year's Resolution please join the Sports Foundation, Fleet Feet of Baton Rouge, and Brooks Running by participating in our Mardi Gras Mambo 10k training program.

This 10 week Training Program will offer participants guidance and advice from experienced coaches, weekly group training runs, and educational clinics on topics ranging from proper nutrition, choosing the right running gear, and avoiding injury.



**Join us at Fleet Feet Sports on Thursday, December 4, 2008 at 6:30 p.m. for an informational meeting regarding the program.** The program begins December 8, 2008, and concludes with the 2009 Amedisys Mardi Gras Mambo on February 14, 2009. Registration for the training course is \$75 and will include training sessions and seminars, Brooks merchandise, and entry into the 2009 Amedisys Mardi Gras Mambo.

Train in a supportive and fun group atmosphere!

For more information about Fleet Feet Sports, please visit their website at [www.fleetfeetbatonrouge.com](http://www.fleetfeetbatonrouge.com), stop by their store at 6521 Perkins Road or give them a call at 225.448.2878.

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## Recent Event Notes....



On back-to-back weekends in July the Baton Rouge area saw two important youth fast-pitch softball tournaments hosted at BREC's Oak Villa Ball Complex. The American Softball Association played their Louisiana State A & B Championships July 11-13, which brought 55 fast-pitch softball teams to town. The following weekend saw 10 ASA Elite Gold teams competing in a qualifier for two spots in the ASA Elite Gold Nationals. These teams play at the highest level of competitive youth fast-pitch softball and 7 of the 10 teams came from outside the state of Louisiana to play for a spot in the National tournament. Most importantly this event has helped lay the groundwork for Oak Villa and Baton Rouge to host larger ASA Elite Gold tournaments in the future. As always special thanks to Ms. Rose Dedon and her tournament crew for hosting another great summer of fast-pitch softball in Baton Rouge.

The beginning of August saw another event come to Baton Rouge with implications on a national scale: the 33<sup>rd</sup> Annual QubicaAMF International Family Bowling Tournament brought in 132 competitors from 27 states and Canada to compete for \$70,000 in scholarships. Contestants from across North America won their State competitions qualifying them for a trip to Baton Rouge and shot at scholarship dollars. The QubicaAMF International Family Tournament is the only sporting event in the United States in which parents participate with children and youth for an International Championship and scholarship funds. Special thanks to Don Carter's Bowling Center and their outstanding staff for putting on a fantastic event.



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# UPCOMING EVENTS:

## November 15<sup>th</sup>

Baton Rouge Fencing Club Combat Rouge Epee/Sabre  
*Southside Baptist Church*

## November 15<sup>th</sup> – 16<sup>th</sup>

Baton Rouge Soccer Assoc. Player's Choice Amateur  
*BREC's Burbank Soccer Complex*

## November 15<sup>th</sup> – 16<sup>th</sup>

USSSA Fast-Pitch Softball Fall State Tournament  
*BREC's Oak Villa Ball Complex*

## November 29<sup>th</sup>

Baton Rouge Disc Golf Association Greenwood Gobbler  
*BREC 's Greenwood Park*

## December 5<sup>th</sup>

Forum 35 Reindeer Run 5k  
*Downtown Baton Rouge*

## December 6<sup>th</sup> – 7<sup>th</sup>

Baton Rouge Disc Golf Association Louisiana Open  
*BREC's Doyle's Bayou, Greenwood, & Scotlandville Parks*

## December 13<sup>th</sup> – 14<sup>th</sup>

MCFFU Flag Football Tournament  
*BREC's Independence Park*

## January 17<sup>th</sup> – 18<sup>th</sup>

Baton Rouge Blastoff Volleyball Tournament  
*Multiple Sites*

## January 31<sup>st</sup>

Coca-Cola High School Bowling Invitational  
*Metro Bowl*