

OCTOBER 2022

SPORT LEADERSHIP SUMMIT

OCTOBER 24-25, 2022



**Sport
Leadership
Summit**

Department of Hospitality & Sport Management
Liberty University
Lynchburg, Virginia

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SCHEDULE

Monday, October 24, 2022

Williams Stadium - Club Level - 3rd Floor

8:45 - 9:10 a.m. – Check-In

9:15 - 10 a.m. – Panel 1: Young Professionals

10:10 - 10:50 a.m. – Panel 2: Coaches

11 - 11:45 p.m. – Panel 3: Sports Sales

12 - 1 p.m. – Lunch & Keynote: Dena Freeman-Patton

1 - 2 p.m. – Research Sessions

2 - 2:45 p.m. – Panel 4: Sport Tourism

3 - 3:45 p.m. – Panel 5: Directors of Operations

Tuesday, October 25, 2022

Williams Stadium - Club Level - 3rd Floor

9:30 - 10 a.m. – Check-In

10 - 10:45 a.m. – Panel 6: Revenue Generation

11 - 11:45 a.m. – Panel 7: E-Sports/EDGE Consulting

12 - 1 p.m. – Lunch & Keynote: Nikki Parsley-Blocker

1 - 2 p.m. – Research Posters

2 - 2:45 p.m. – Panel 8: Daniel Rodriguez, FIFA

3 - 3:45 p.m. – Panel 9: Nic Lash, NASCAR

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PANEL 1: YOUNG PROFESSIONALS

**Troy Healy****Atlanta Falcons/Mercedes Benz Stadium**

Troy graduated from Liberty University in 2021 with a B.S. in Sport Management and Administration. During his time with Liberty, he worked with Liberty University Football Operations/Recruiting and Player development. From his internship with Liberty, he was able to gain enough experience to land an Internship with the Dallas Cowboys. From there, Troy was able to land a full-time job with the AMB Sports and Entertainment.

**Justin Nicely****Hendrick Motorsports**

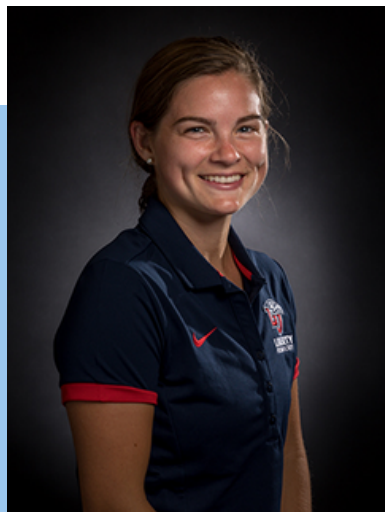
Justin earned a B.S. in Sport Management from Liberty University in May 2020. He has worked in athletics for six years and has experience in player personnel, on-campus recruiting, operations, coaches video, photography, and graphic design. Before arriving at Hendrick Motorsports, Justin was the Director of Creative Media for football at James Madison University. In addition, Justin has also been on staff with the University of Missouri football and Northern Illinois football.

**Sarah Robertson****Oak Crest School**

Sarah is currently entering her 4th year at Oakcrest School. She is the Upper School Athletic Director. Sarah graduated from Liberty University in 2018 with her Bachelor's Degree in Sports Management in three years, and finished her Master's Degree in Public Administration in 2019. Additionally, she was a member of Liberty's Softball team, starting all 4 years as shortstop.

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PANEL 2: COACHES

Heather Hefner**Liberty University Field Hockey**

Hefner, head coach Nikki Parsley Blocker and assistant coach Alan Good were named the NFHCA South Region Coaching Staff of the Year in the fall of 2021 and earned BIG EAST Coaching Staff of the Year honors in both the spring and fall of 2021.

Hefner coached two All-American selections (Greta Nauck and Taylor Lister), the NFHCA Mid-Atlantic Player of the Year (Nauck), four Longstreth/NFHCA All-Region honorees and eight CAA All-Conference players. With Hefner on staff, Delaware ranked in the top 10 in nine NCAA statistical categories, including: scoring average, goals per game, goals-against-average, scoring margin, winning percentage, assists per game, points per game, save percentage and defensive saves.

Nina Dunay**Liberty University Women's Lacrosse**

Nina Dunay joined the Liberty lacrosse coaching staff as an assistant coach in September of 2015 after a distinguished five-year playing career (2011-15) for the Lady Flames. Dunay, an Ashburn, Va., native, assists in recruiting, team travel, practice planning and works with the Lady Flames' offensive attack. Since joining the staff, Dunay has coached 19 Big South All-Conference selections, six ASUN All-Conference recipients and two Big South Freshman of the Year honorees (Kayla Foster in 2016 and Carly White in 2017).

Joe Pierre III**Liberty University Men's Basketball**

Joe Pierre III was elevated to Assistant Coach in 2020, after arriving at Liberty in 2018. Pierre's primary roles include recruiting, scouting, on-court player development.

Pierre started at Liberty in 2018, as the Director of Player of Development and helped the Flames to back-to-back historic seasons. After becoming the 2019 ASUN Regular Season and Tournament Champions, the Flames defeated Mississippi State in the First Round of the NCAA Tournament. In 2020, the Flames again earned ASUN Regular Season and Tournament titles and an automatic bid to the NCAA Tournament.

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PANEL 3: SPORTS SALES

Pat Ryan**Learfield Amplify/VT**

Pat Ryan is an Executive General Manager with Learfield Amplify, overseeing both the Virginia Tech and University of New Hampshire properties. His team won the Learfield Clyde Award for Property of the Year in 2022, Play of the Year in 2021 for their Virtual Sell Out campaign, and he was nominated as General Manager of the Year for the 2021-2022 season. With over 10 years of experience, Pat was the General Manager of Ticket Sales at the University of Maine from 2017 to 2020 and has worked at various professional and minor league sports organizations, including North Carolina Football Club, the North Carolina Courage, and the Boston Breakers.

Pat earned his Bachelor's degree in Sports Studies from the University of New Hampshire and a Master's degree in Business Administration from Husson University, and he is passionate about developing young professionals into leaders in the sports sales industry.

Travis McCall**BSN Sports**

Travis joined BSN Sports in August 2022 after several years as a college softball coach. He served as an assistant coach at Columbus State University (GA), King College (TN), and the University of South Carolina Upstate. He served as head coach at Coker University (SC). In addition to his coaching duties, Travis simultaneously served in administrative roles at Columbus State (sports information) and Coker (Director of Outdoor Facilities). As head coach, Travis led the Coker softball team to two NCAA Southeast Regionals.

After coaching, Travis became Associate AD for Events and Fan Experience at Longwood University. While there, he served as the championship director for the 2022 Big South Softball Tournament. Travis received both his Bachelor of Science degree in Recreation with an emphasis in Sport Management and Master of Business Administration from the University of West Georgia.

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KEYNOTE SPEAKER

MONDAY, OCTOBER 24TH



Dena Freeman-Patton

Vice President/Athletic Director at Morgan State University

Dena is a graduate of Liberty University with her B.S. in Sport Management. From LU, she went on to obtain her master's in sport administration from Georgia State. Previous to her collegiate years, Freeman-Patton was a three-sport athlete in high school (basketball, volleyball, and softball).

As an administrator and executive in intercollegiate athletics, Freeman-Patton brings nearly 25 years of experience. She comes to Morgan State University from California State University, Dominguez Hills (CSUDH), where she most recently served as Associate Vice President and Director of Athletics, overseeing 10 sports, and managing more than 50 personnel, including staff and coaches. Before her time at CSUDH, she served as deputy athletics director and chief operating officer for the University of New Orleans, deputy athletics director at California State University, Bakersfield, associate athletic director at Georgia State University and associate director of Academics and Career Development at the University of Maryland, College Park.

RESEARCH PRESENTATIONS

You're the Nebraska AD – Who do you hire? A Teaching and Learning Presentation

Robert Zullo, Westminster College (PA) and Riley Lewis, Westminster College (PA)

It was early December 2017 and the University of Nebraska football program completed a 4-8 season, firing their coach after a .500 record in three seasons. The state had their eyes set on one candidate, former Cornhusker Scott Frost. Frost just completed his second regular season as head coach at the University of Central Florida, leading them to a 12-0 record. However, head coaching positions were open at such Power Five schools as the Florida, Tennessee, Arkansas, Texas A&M, Florida State, Oregon, Oregon State, UCLA, Arizona and Arizona State.

Frost, a former quarterback for Nebraska, led them to a share of a national championship in 1997. By 2013, he was the offensive coordinator at the University of Oregon. He was the one who could return Nebraska to the top ten. Fast forward to September 11, 2022, the day after Nebraska suffers an embarrassing home loss to Georgia Southern University. Frost is fired and owed a \$15 million buyout after a 16-31 overall record and even less success in Big Ten conference games.

Application of The Leadership Challenge Curriculum to a Division III Athlete Leadership Development Course

Katherine R Griffes & Luke Svrcek, SUNY Oneonta

Leadership has been identified as a key skill needed for athletic team success, however formal training grounded in a theoretical framework for athlete leaders is limited, particularly at the Division III level. Due to staffing and budgetary constraints, most leadership training comes informally through individual coaches. This presentation introduces the development of a credit-based Student Athlete Leadership Development Class using The Leadership Challenge Framework as both the curriculum and the evaluation. The Leadership Challenge views leadership development through 5 unique but overlapping practices: Model the Way, Inspire a Shared Vision, Challenge the Process, Enable Others to Act, and Encourage the Heart (Kouzes & Posner, 2017).

Through Experiential Learning pedagogy, student athlete leaders in the course will work together to develop leadership strategies and implement them during their season. Syllabus design, content, assignment creation, and assessment strategies will be presented to provide a holistic understanding of this student athlete leadership curriculum.

References

Kouzes, J.M. & Posner, B.Z. 2017 The Leadership Challenge; How to Make Extraordinary Things Happen in Organizations. 6th ed. John Wiley & Sons.

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PANEL 4: SPORTS TOURISM

Ray Ellington**General Manager, Horizons Edge Sports Campus**

Ray was the opening general manager of the Horizons Edge Sports Campus in Harrisonburg, Virginia. The venue opened in January 2020. The 90,000-square-foot field house includes four basketball courts, six volleyball courts, a multi-purpose/indoor soccer field and a family entertainment center complete with full-service cafe. Outdoor facilities feature a regulation-size multi-purpose/soccer lighted artificial turf field. The venue has hosted numerous events including basketball and soccer tournaments, sport camps, and the Shenandoah Valley Kennel Club SVKC summer agility trials.

Ray has many years of experience in recreational management and previously served as the Director of Campus Recreation at Washington & Lee University in Lexington, Virginia.

Ray received his Bachelor of Science degree in Kinesiology and Exercise Science from Greensboro College and a Master of Science in Sport Management from Ithaca College.

Andy Ballard**Vice President & Partner, Eastern Sports Management**

Andy has 20 years of expertise in facility operations, strategic planning, staff management, marketing, branding, expense controls, and business evaluations. His operations experience spans over non-profit, for-profit, start-ups, and rehabilitations. Andy consults nationally on sports projects and specializes in the growth and improvement of businesses. His career includes countless turnarounds, start-ups, and facility improvement projects. He has managed hundreds of millions of dollars in sports construction projects and has generated hundreds of millions of dollars in sports program revenue. Andy is a graduate of the Liberty University Sport Management program.

Marjette Upsher**Director, Lynchburg Office of Economic Development & Tourism**

Marjette leads a team of nine economic development and tourism professionals to promote the City of Lynchburg as the best small city in America. She works closely with the City's nearly 3,000 businesses and anchor institutions, including five colleges and universities and a major regional healthcare center, to retain and attract talent and investment. During her tenure at the City of Lynchburg, Marjette has championed several public/private partnerships initiatives aimed at transforming traditional economic development into citizen focused economic empowerment. Marjette is an alumna of Mary Baldwin College and a graduate of the NYU Creative Cities certification program.

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PANEL 5: DIRECTORS OF OPERATIONS

LIBERTY ATHLETICS

Ryan Carr

Assistant AD for Equipment Services

Ryan Carr stepped into his role as an Assistant Equipment Manager in January 2013. In his current role, Carr assists with the day-to-day operation with football, student managers, laundry and packing for home and away games. In addition, he handles the ordering, inventory, management and maintenance of equipment and apparel for the Liberty men's and women's tennis, golf, softball, swimming & diving and field hockey teams.

Carr is certified by the Athletic Equipment Managers Association (AEMA).

Carr graduated from Liberty in 2011 with a bachelor's degree in communication studies with journalism specialization as well as a minor in business.



Tucker Jones

Assistant Director for Events and Facilities

Tucker Jones assumed his role of Assistant Director for Events and Facilities in Aug. 2021. Jones manages game day operations at the Campus East Field House, which houses the Liberty field hockey and women's lacrosse teams.

Prior to his current role, he served as a Graduate Assistant for Events and Facilities from January through mid-August of 2021. In that previous position, Jones assisted with basketball game day operations and tennis match day operations while assisting with facility management for both. Prior to stepping into his current position, Jones was a student worker for Liberty Athletics Event Management and Facilities for two-and-a-half years. Jones graduated with a bachelor's degree in sport management from Liberty in May 2020, earning magna cum laude distinction.



Kathleen Brumagim

Director of Operations

Kathleen Brumagim began in her role as Graduate Assistant for Events and Facilities in July 2021. She is currently responsible for men's and women's soccer game day operations, working with coaches, visiting teams and officials. Brumagim also assists with football game day operations.

Prior to her current role, Brumagim was an Events and Facilities Intern at Liberty in the fall of 2020. She also previously served as a practicum student for Liberty Academic Affairs for Athletics in the spring of 2019.

Brumagim was a midfielder for the Liberty women's soccer team from 2017-21. She was a member of the Student Athlete Advisory Committee (S.A.A.C.), representing the women's soccer program. Brumagim graduated from Liberty with a bachelor's degree in sport management in 2021, earning summa cum laude distinction.



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PANEL 6: REVENUE GENERATION

Scott Walters

Director of Revenue, Greensboro Swarm



Scott is the Director of Revenue for the Greensboro Swarm, NBA G-League Affiliate of the Charlotte Hornets. In this role, Scott oversees all aspects of Ticket Sales and Partnerships with the Swarm. His primary goal is to generate revenue through creative ticketing plans including full season, partial plans, group plans and single game tickets. On the partnership side he works to create unique partnerships that help local companies use the Swarm to market and grow their business.

Prior to the Swarm, Scott was a Premium Sales Account Executive with the Hornets and was in a ticket sales role with the organization since 2017. Scott is a graduate of Flagler College.

Todd Patulski

Sr. Assoc. AD & CFO, Liberty Athletics



Todd is charged with overseeing all financial aspects of the Liberty University Athletics Department, including planning, implementing, managing, and controlling all financial-related activities for the department. He also works closely with the university's executive leadership team to ensure the financial direction of the athletics department remains in line with the purpose and mission of Liberty University.

Todd brought nearly 20 years of athletics administrative experience to the Liberty University Athletics Department, including 13 years in a similar role at Baylor. Prior to his time at Baylor, he served as the Senior Associate Athletics Director and Chief Financial Officer at Northeastern University.

Todd is a 1990 graduate of Central Michigan University, where he earned a Bachelor of Science degree in business administration (finance) and was a four-year track and field student-athlete.

Kayla Keegan

Director of Merchandise and Special Events, Salem Red Sox



Kayla Keegan works for the Salem Red, the Class-A affiliate of the Boston Red Sox, as the Merchandise & Special Events Director. She started with the Red Sox back in the Spring of 2019. Kayla graduated from Christopher Newport University in 2015 with her Bachelor of Arts in Psychology. She began her career in the sports industry as an intern with the Washington Commanders, while obtaining her Masters in Sports Management from Texas A&M University.

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PANEL 7: E-SPORTS, EDGE CONSULTING



Chris Scroggins

Co-founder & Partner, EDGE Consulting

Scroggins oversees the day-to-day and business operations of EDGE. In addition to his role with EDGE, he is an Instructor of Esports at Shenandoah University. Scroggins has appeared on radio shows, news sources such as NPR, and presented at numerous esports conferences and panels across the country. His expertise lies within esports business, strategic planning, and curriculum development. He is currently a Ph.D. Candidate at the University of South Carolina



Zach Harrington

Co-founder & Partner, EDGE Consulting

Harrington provides valuable knowledge regarding esports technology and hardware for EDGE. In addition to his IT knowledge, Harrington excels in esports-related coaching and streamlining the operations of collegiate esports programs. For his proficiency in coaching, Harrington was awarded the college NAECAD National Esports Coach of the Year. He also serves as the Assistant Director of Esports at Shenandoah University.



Joshua Kell

Chief Executive Officer, Horizon AVL System Intergration

Joshua serves as the Chief Executive Officer of Esports Integration at Horizon AVL System Integration. Joshua has designed countless large venue and arena systems, video broadcast studios, and projection / LED wall video displays with precision and expertise. His vast experiences span 15+ years in the industry. Joshua's notable work was mentioned or featured in the following: *ProSound News Magazine*, *Front of House Magazine (FOH)*, *Worship AVL Magazine*, *Projection Lights and Stage News*, and *Commercial Integrator*.

KEYNOTE SPEAKER

TUESDAY, OCTOBER 25TH

Nikki Parsley-Blocker

Liberty University Field Hockey



One year after joining Liberty's staff as an assistant coach, Nikki Parsley-Blocker was named the program's second head coach on January 16, 2017.

Parsley-Blocker joined Liberty's staff as an assistant coach on May 1 in time for Liberty's first season as a part of the BIG EAST Conference. Parsley-Blocker is the second head coach in the history of the program, taking over for program founder Jodi Murphy, who left in December 2016. In January 2013, Parsley-Blocker played in the Australian Youth Olympics, and in September 2012 she played in the Junior Pan American Games in Mexico. She helped the U.S. to a third-place finish at the Junior Pan Am Games, leading the team with eight goals.

Parsley-Blocker has also played for the U.S. U-21 team (on a tour of England in April 2012) and the U.S. U-19 team (on a tour of Chile in April 2011). She is currently an assistant coach for the U.S. U-17 Women's National Team. Parsley-Blocker received her B.S. in Education and Social Policy from Northwestern University in 2014. She earned Academic All-Big Ten honors three times, was on the Dean's List three times and was also a Big Ten Distinguished Scholar.

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POSTER SESSION

Poster Presentation (Completed)

- Why are we playing THIS team? A case study of Division I Football Bowl Subdivision Scheduling.
 - Authors Dr. Robert Zullo & Riley Lewis
- Perspectives of Effective and Ineffective Athlete Leadership Practices at the Division III Level
 - Authors: Dr. Katherine R. Griffes & Luke Svrcek

Poster Presentations (Works in Progress)

- College Football Playoffs Restructuring and the Effect on Viewership
 - Authors: Nathan Marshall, Hagen Allred, Cooper Branham, and Shiloh Robinson
- Do Different Tennis Court Surfaces Increase or Decrease the Number of Injuries During Competition?
 - Authors: Hannah Huenefeld, Austin Lorbacher, and Brandt Betts
- Effects of Wind in Sport
 - Authors: Daniel Kattwinkel, Luke McKnight, Matt Gross, and Tyler Modrzejewski
- The Impact of Sustainable Consumer Products, Green Energy Sources, and Environmental Outreach on the Guest Experience in Hotels
 - Authors: Aloha Mussell, O'Neil Goforth, Abigail Austin, Carolyn Boyer, and Rachel Andrews
- Understanding How New N.I.L Legislation Has Impacted Recruiting Strategies Within College Football
 - Authors: Giovanni Augusti, Justin Carpenter, Joshua Gray, and Gavin Schade
- What Impact do Coaches have on Athletes' Mental Health?
 - Authors: Victoria Carter, Charlie Hudson, Hayden Russell, and Mya Greasham

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PANEL 8

Daniel Rodriguez FIFA World Cup



Daniel has worked with the San Diego Padres, as a Digital Specialist and Ticket Operations Manager, on two different stints. He has also worked with The Rinks (under the Anaheim Ducks Ownership umbrella) as an Event and Promotions Coordinator. He is currently employed as Festival Event Staff for Tough Mudder but is taking a hiatus due to the World Cup.

Daniel has been in Qatar since September 3rd working with the World Cup. He has begun training ground staff who have little to no event experience. This consists of classroom and hands-on training with 92 new staff members and the training is split amongst a team of 14 people.

Once the World Cup begins (November 20, 2022), he will be a Deputy Manager of Load Zone Operations. He will be working the PM shift from roughly 3:30pm - 3:00am where he will be managing a team of 22 people. During this time, his team will be interacting with spectators by providing bus services to the seven (7) different stadiums in Qatar.

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PANEL 9

Nic Lash**Group Sales Manager for NASCAR**

As the Group Sales Regional Manager for NASCAR he creates and implements the group sales strategy for 3 NASCAR owned and operated properties in the Mid-Atlantic region. The 3 racetracks his team sells for are:

- Darlington Raceway
- Martinsville Speedway
- Richmond Raceway

The NASCAR Group Sales Team is focused on improving the fan experience on race day by providing exclusive opportunities to groups such as singing the National Anthem or God Bless America, prerace dance and band performances, taking a group photo in Victory Lane, and much more. They also focus on working with local schools, churches, businesses, and non-profits to create lasting memories and help them reach their respective goals.

ACKNOWLEDGEMENTS

Academic Affairs for Athletics

Special thanks to staff and students in Academic Affairs for Athletics (AAA) for providing refreshments during the Sport Leadership Summit. We appreciate the opportunity to work collaboratively with AAA as they support student-athletes through professional advising, career and academic skill development, tutoring, and mentoring services. Feed your mind – fuel your body.

University Events

Special thanks to the staff in University Events. Events like the Sport Leadership Summit do not happen without an entire team working together to share ideas. The University Events staff answered questions, made recommendations, and offered solutions to make this event possible on a tight timeline in a fantastic space.

Sodexo

Special thanks to Sodexo – Flavours Catering for the delicious meals served during the keynote sessions. We were able to choose from a variety of menu options each with customizable categories to meet the expectations of our attendees. Successful events include delicious food!

Hospitality Students

EMGT 420 Conference & Meeting Management

SETM 497 Special Topics: Sport Leadership Summit

Thank you to the hospitality management students enrolled in these courses for your work on the Sport Leadership Summit. Your ideas and effort are greatly appreciated!