

OCTOBER 2023

# SPORT LEADERSHIP SUMMIT

WILLIAMS STADIUM  
OCTOBER 26-27, 2023



**Sport  
Leadership  
Summit**

Department of Hospitality & Sport Management  
Liberty University  
Lynchburg, Virginia

# 02

## SCHEDULE

**Thursday, October 26, 2023**

**Williams Stadium - Club Level - 3rd Floor**

**8:45 - 9:10 a.m.** – Check-In

**9:15 - 10 a.m.** – Panel 1: Athletic Administrators and Faith

**10:10 - 10:50 a.m.** – Panel 2: Virginia Amateur Sports

**11 - 11:45 p.m.** – Panel 3: Current State of NIL

**12 - 1 p.m.** – **Lunch & Keynote:** Drew Boe, Uncommon Sports Group

**1 - 2 p.m.** – Research Presentations

**2:15 - 3:45 p.m.** – Panel 4: E-Sports

**3:45 - 4 p.m.** – Wrap-Up

**Friday, October 27, 2023**

**Williams Stadium - Club Level - 3rd Floor**

**8:45 - 9 a.m.** – Check-In

**9:10 - 10 a.m.** – Panel 5: Young Professionals

**10:15 - 11 a.m.** – Panel 6: Women in Sport

**11:15 - 12 p.m.** – Panel 7: Coaches Panel

**12 - 1 p.m.** - **Lunch & Keynote:** Lori Waran, Richmond Raceway

**1 - 2 p.m.** – Research Posters

**2 - 2:45 p.m.** – Panel 8: Minor League Sports

**3 - 3:45 p.m.** – Panel 9: International Sport Management

**3:45 - 4 p.m.** – Wrap-Up

## 03

## PANEL 1: CHRISTIAN LIFE IN SPORTS

**Drew Boe****Uncommon Sports Group**

Drew Boe has served as the Executive Director of Uncommon Sports Group (USG) since founding the ministry in May of 2013.

His personal pursuit of a career in the sport industry started with his time as a student manager for the University of Minnesota Gopher's Football and Men's Basketball teams. As an undergraduate, Drew interned with the Arizona Cardinals and the now-Los Angeles Chargers.

**Cullen Ecoffey****Liberty University Athletics**

Cullen Ecoffey is currently the Manager of Creative Video and Storytelling for Liberty Athletics. Ecoffey is a two-time Emmy award winner and has previously won the Collegiate Sports Video Association SAAVY award for the recruiting category. Before his current role with Liberty Athletics, Cullen was a Senior Producer for New and Creative media at the University of South Carolina. In addition, he worked as a creative video intern with the athletic department at the University of Missouri.

Ecoffey graduated from the University of Missouri in 2020 with a B.J. in Strategic Communication with an emphasis in video storytelling.

**Josh Logan****Liberty University Athletics**

Joshua assumed his role as Event Supervisor and Office Staff in the Liberty University Ticket Office in the Spring of 2022. In his role, Joshua supervises the box office at Liberty University home football, men's and women's basketball, and baseball home games, as well as Liberty Club Ice Hockey games as well. Joshua interned in the Liberty University Ticket Office in the summer of 2023. He completed his membership into the Uncommon Sports Group in October 2023. Joshua will graduate with his Bachelor's degree in Sport Management with a minor in Sport Outreach in May 2024.

**Jon Root****Host at TPUSA Live**

Jon Root is an independent content creator, writer and speaker who covers faith, sports and culture. Jon is an experienced sports and conservative media personality who previously worked for the San Jose Sharks, Santa Cruz Warriors, NBC Sports, Turning Point USA and more as a host/reporter.

He filters all of his cultural commentary through Scripture while covering sports topics that mainstream sports media won't – doing that in a unique, genuine and energetic way.

## 04

## PANEL 2: VIRGINIA AMATEUR SPORTS



**Dan Foutz**  
**Executive Director**  
**Virginia Amateur Sports**

Dan enjoyed a 32-year career in sales/management for a Fortune 90 financial planning firm. He was responsible for recruiting, training, and team building in the Mid-Atlantic 4 state area. He has been a high school and college football official for 36 years. He has officiated at least a dozen games involving Liberty University over the years. He is the founder of the Blue Ridge Officials Clinic. Entering its 17th year, the Clinic attracts football officials from high school, college, and the NFL. He is also a former Assistant Basketball Coach at Patrick Henry High School in Roanoke, VA. Dan became the third Executive Director of Virginia Amateur Sport in November 2016. In 2024, the Virginia Commonwealth Games will mark the 35th anniversary at Liberty University.



**Charity Waldron**  
**Director of Operations & Media Relations**  
**Virginia Amateur Sports**

Charity was a student-athlete at Lynchburg College where she earned a B.S. in Sport Management. She completed her M.S. in Sport Management at East Tennessee State University. Throughout her academic career, she had internships at Virginia Amateur Sports, Bedford County Public Schools, and Bristol Motor Speedway. While in graduate school, she worked as a GA in the FIT Kids program facilitating healthy living programs and activity to low income schools in Carter County, TN and assisted in facilitating research for Bristol Motor Speedway. She began working full time at Virginia Amateur Sports in Spring 2012 and is active at the national level with the National Congress of State Games - sitting on the Board of Directors and serving as a committee chair.

## 05

## PANEL 3: CURRENT STATE OF NIL



**Erin Hagen**  
**Liberty University Athletics**

Erin is the Senior Associate Athletic Director for Administration and Senior Woman Administrator at Liberty University. In her role, Hagen leads multiple areas including direct oversight of the department's NCAA Compliance operations, Title IX-Gender Equity and Degree Completion Award Program. She also serves as the liaison to the Conference USA office, the Liberty University Department of Housing, Office of Community Life and The Office of Institutional Effectiveness.

Hagen began her career in athletics administration in 2008 serving as the Director of Compliance at Liberty University and was involved with the day-to-day operations of the NCAA compliance office, specifically financial aid and eligibility. Prior to that she was the head volleyball coach at San Diego Christian College in San Diego.

Hagen is a 2004 graduate of Liberty University, where she earned a Bachelor of Science degree in Sport Management. She was a four-year letterwinner for the Liberty volleyball program and was named the 2002 Big South Championship MVP and was voted the 2003 Big South Player of the Year. She was a two-time first team All-Big South Conference selection and VaSID first-team selection.



**Brady Mangus**  
**Liberty University Athletics**

Brady is the Assistant Athletics Director for Compliance. In his current role, he serves as compliance oversight for the Liberty Football, Field Hockey, Lacrosse, Golf and Swimming & Diving teams.

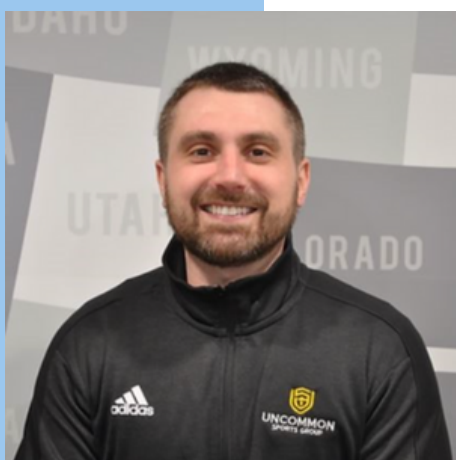
Prior to coming to Liberty, Mangus served as the Assistant Athletics Director for Compliance at Marshall from Sept. 2018-Aug. 2021. He oversaw the day-to-day operations of the Compliance office there and served as a member of the Athletics Department Senior Leadership Team. Prior to being named Assistant AD in 2018, he worked on the compliance staff at Marshall from Aug. 2014-Aug. 2018 and held titles of Intern, Graduate Assistant and Assistant Compliance Director.

Mangus graduated with a Bachelor's degree in Sport Management & Marketing from Marshall in 2015 with cum laude honors. He also earned a Sport Administration Master's degree from Marshall.

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# KEYNOTE SPEAKER

## THURSDAY, OCTOBER 26TH



### **Drew Boe, Executive Director Uncommon Sports Group**

Drew Boe has served as the Executive Director of Uncommon Sports Group (USG) since founding the ministry in May of 2013.

His personal pursuit of a career in the sport industry started with his time as a student manager for the University of Minnesota Gopher's Football and Men's Basketball teams. As an undergraduate, Drew interned with the Arizona Cardinals and the now-Los Angeles Chargers.

These experiences led Drew to complete his Master's degree at Virginia Tech while serving as a Graduate Assistant Equipment Manager for Virginia Tech Football. It was while at Virginia Tech that Drew started Uncommon Sports Group (formerly known as Managers on A Mission) as a class project following his first-ever mission trip to Rwanda. Drew then served as an Equipment Manager with the Auburn University Football team from 2013 to 2014.

Boe earned his Bachelor's degree in Sport Management at the University of Minnesota. He currently resides in Minneapolis with his wife Elisabeth.

# RESEARCH PRESENTATIONS

## **Political Skill in Athletic Administration**

Kyle Conkle, Ph.D., Heath Hooper, Ph.D., and Mike Ross, Ph.D. (Shorter University)

Treadway et al. (2005) showed that politically skilled individuals could influence social outcomes in the work environment in ways that enable individuals to better cope with their particular setting. Magnusen and Perrewe (2016) suggested that individuals are influenced by a leader's political ability to produce various outcomes that affect an individual's physical, mental, and social well-being. Additionally, Toomey et al. (2021) implied that consciously employing politically skilled behavior in leadership could have a similar impact on their followers. Athletic Directors are in positions of influencing subordinate athletic administration, coaches, and even college athletes. Consequently, Lafreniere et al. (2011) suggest that perceived relationship quality with a superior should serve as an impact point for well-being (Lafreniere et al., 2011). Robinson et al. (2019) acknowledged that "Social effectiveness research in sport should also continue to probe outcomes of political skill and how political skill influences the effectiveness of various types of leadership styles" (p.203). Ferris et al. (2002) referenced how the sport industry seems well versed regarding social and interpersonal influence and its effects while simultaneously having little to no knowledge on the nature of social effectiveness, which is primarily liable for successful enactment of influence pursuits. Magnusen et al. (2014) even suggested employing political skills to understand better characteristics associated with recruiting outcomes. Consequently, studying this information may elicit results that have the potential to be foundational and transformational regarding evaluating an individual's readiness in the organizational context while also displaying behavioral elements deserving prioritization by leadership. This should result in a positive relationship with lower burnout levels in subordinates, which should subsequently improve performance in multiple outlets. In addition, it will aid in the identification of potential behavioral advantages/hindrances in the hiring/recruiting processes.



# RESEARCH PRESENTATIONS

## **High School Athletic Administrators' Awareness of ADA and Accessibility**

Joshua Pate, Ph.D., (Lees-McRae College) and Robin Hardin, Ph.D. (University of Tennessee)

Athletic facilities and events are evolving in their accessibility and inclusive features, but high school athletic departments face budget constraints that may prevent enhancements or adaptations. There is also a general lack of knowledge and awareness of the basic requirements of the Americans with Disabilities Act (ADA) among sport managers. This is even more so an issue at the scholastic level where accessibility and accommodation requests are infrequent and sometimes made on-site. These requests must be addressed instantly or with little time to seek expertise and resources. Emphasis on understanding and awareness of legal and inclusive adaptations then becomes of heightened importance.

High school athletic facilities and events must adhere to both ADA (1990) and 2010 ADA Accessibility Guidelines for Buildings and Facilities (ADAAG). With approximately 20% of the U.S. population identifying with having a disability, failure to meet or exceed accessibility standards is in violation of the U.S. Federal law. It also provides an attendance constraint for spectators who may choose not to attend the event due to lack of accessibility in the facility. This then not only has legal consequences but also ramifications regarding inclusion for people with disabilities.

Rimmer et al. (2004) identified 10 categories of barriers and facilitators associated with people with disabilities, which can be applied to this aspect of accessibility: (1) build and natural environment; (2) economic issues; (3) emotional and psychological barriers; (4) equipment barriers; (5) barriers related to interpretation of guidelines, codes, regulations, and laws; (6) information-related barriers; (7) professional knowledge, education, and training issues; (8) perceptions and attitudes of persons who are not disabled; (9) policies and procedures at the facility and community level; and (10) availability of resources. This presentation examines high school athletic directors' understanding and awareness of the ADA and accessibility of their athletic venues and facilities.

High school athletic administrators participated in semi-structured interviews about their understanding and awareness of the ADA and accessibility at their facilities and events. Questions focused on their knowledge of the law, application and interpretation of the law, and accessibility situations they have faced during planning and managing athletic events. Findings are structured around Rimmer et al.'s (2016) categories of barriers and facilitators and revealed a baseline awareness of the ADA but a significant gap in understanding of how to proactively reduce access barriers. Awareness and understanding of ADA and accessibility are issues across sport management, and this gap is magnified in the governance of high school athletics due to other priorities (e.g., budget, scheduling, maintenance). Practically, high school athletic administrators and those in leadership positions must possess knowledge beyond the minimum ADA requirements to avoid legal ramifications but also to provide inclusive environments to families and communities. High school athletic administrators' participation in continuing education programs to increase and enhance their knowledge of the ADA and its requirements should be supported and encouraged by those in leadership positions.



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## PANEL 4: 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 Integration**

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.*

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## PANEL 5: YOUNG PROFESSIONALS



**Hagen Allred**  
**Director of Sales, Lynchburg Hillcats**

Hagen graduated from Liberty University in 2023 with a B.S. in Sport Management and Administration. During his time with Liberty, he worked for the Lynchburg Hillcats as a Ticket Sales Intern. From his internship with the Hillcats, he gained experience to serve as the Senior Account Executive for the 2023 season during his senior year. Through his role as Senior Account Executive, Hagen was able to remain with the Lynchburg Hillcats as the current Director of Sales.



**Lexi Williams**  
**Academic Advisor for Athletics, Georgia Tech**

Lexi graduated from Liberty in May 2022 with an M.S. in Sport Management. While at Liberty, she was a Graduate Assistant in the School of Business and interned with Liberty's Academic Affairs for Athletics. After her internship with Liberty, she earned a post-graduate internship at Florida State where she worked as an Academic Advisor for Men's Basketball. After Florida State, Lexi accepted a full-time position at Georgia Tech in Atlanta, working as an academic advisor for Women's Basketball, Softball and Women's Tennis.



**Ryan Brown**  
**Account Executive, Hendrick Motorsports**

Ryan Brown graduated from Liberty University in 2022 with a degree in Sport Management. Immediately upon graduation, Ryan started an Internship with Hendrick Motorsports in Marketing and Partnerships. By the conclusion of the summer, Ryan had been promoted to a full-time Account Executive position with Hendrick. Ryan currently focuses on the #24 William Byron Team and travels around the country for all of the NASCAR Cup Series races.

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## PANEL 6: WOMEN IN SPORT

**Dot Richardson****Head Softball Coach, Liberty University**

During her time at Liberty, Richardson has helped guide a resurgence of the softball program. Entering the 2024 season, Richardson has led the Lady Flames to a 344-232 overall record, including four NCAA Regional appearances and the first three NCAA Regional finals appearances in program history. A two-time ASUN Coach of the Year (2021, 2022) and two-time VaSID State Coach of the Year (2018, 2023), she was also named Big South Coach of the Year in both 2018 and 2019.

Richardson has guided the Lady Flames to 11 wins over Top 25 teams, including victories over No. 13 Arkansas, No. 18 Virginia Tech and No. 9 Tennessee during the 2021 season and wins over No. 23 Notre Dame, No. 9 Duke and No. 19 Georgia in 2022. Liberty's win over then No. 6 Michigan on Feb. 23, 2020 ties the highest-ranked opponent Liberty has ever beaten in softball. The Lady Flames also posted their first two NCAA postseason wins in 2018, beating Hofstra and South Carolina in order to make the program's first NCAA Regional final appearance.

Richardson is considered one of the most decorated collegiate, national and international players in softball history. She helped Team USA win Olympic gold in Atlanta in 1996 and Sydney in 2000, hitting the game-winning home run in the gold medal game in 1996.

**Kasey Fagan****Associate Head Softball Coach, Liberty University**

Former SEC standout and Auburn graduate assistant Kasey Fagan joined Dot Richardson's staff as an assistant coach in June 2017. Following the 2022 season, she was promoted to her current position of associate head coach.

Starting in the fall of 2022, her duties include serving as the Lady Flames' pitching coach while also coaching the infielders. She handles many administrative roles in addition to her work in recruiting. During her first five years, Liberty has posted a 227-104 record, earning three conference tournament titles, three NCAA Regional final appearances and one NISC Regional title.

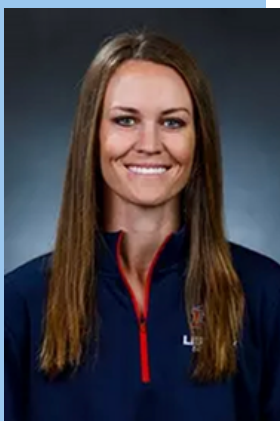
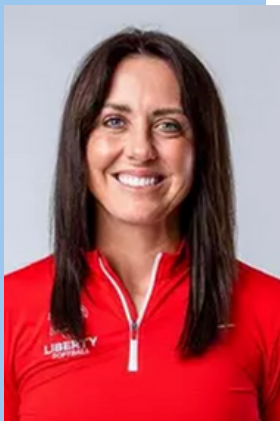
Fagan graduated from Arkansas with a bachelor's degree in business management in May 2015, before earning a master's degree in adult education from Auburn in May 2017.

**Sami Fagan****Assistant Softball Coach, Liberty University**

Former All-American infielder Sami Fagan joined Dot Richardson's coaching staff at Liberty in the summer of 2021 as a volunteer assistant coach and was elevated to assistant coach in July, 2022.

Fagan joined her sister, associate head coach Kasey Fagan, on Liberty's coaching staff. She assists in Liberty's hitting program, as well as assisting in outfield instruction. In addition, Fagan aids in all aspects of running a successful NCAA Division I softball program.

Fagan graduated from Missouri in May 2016 with a Bachelor of Arts in Interdisciplinary studies, with emphases on Nutrition and Fitness, Business Management and Psychology of Sport. She earned a Master of Science in Applied Nutrition and Physical Activity from Virginia Tech in 2021.



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## PANEL 7: COACHES PANEL



### **Hilliary Scott**

#### **Men's Basketball Coach, University of Lynchburg**

Hilliary Scott is the Head Men's Basketball Coach at the University of Lynchburg. Scott has amassed more than 180 wins and led the program to its first NCAA Division III tournament victory and its first appearance in the top 25 poll. In his tenure, Lynchburg has had 21 all-conference selections and two ODAC players of the year. Before entering the coaching ranks, Scott played professional basketball in Europe for two teams. He also worked for five seasons as an assistant coach at East Tennessee State University (1998-2003) and was an assistant coach at Penn State University from 2003-08.



### **Kara Matthews**

#### **Head Volleyball Coach, Randolph College**

Kara Matthews joined the Randolph College coaching staff in the summer of 2012 as an assistant coach and was promoted to head coach before the 2014 season. She added the titled of Senior Woman Administrator in September 2019. In Randolph's record-setting 2014 season, Matthews coached the WildCats to the most wins since 1997 and the program's first ODAC tournament appearance since 2006. Matthews came to the WildCats after a four-year stint with Lynchburg College, where she was a four-year letter-winner.



### **Ryan Davis**

#### **Head Track and Field Coach, Randolph College**

A graduate of Liberty University, Davis joined the Track and Field staff at Randolph College in the January 2021 season as an assistant coach, but quickly rose to Associate Head Coach entering the 2021-2022 season. In that season Davis coached athletes in sprints, hurdles, jumps and relays leading to a combined 7 school records and 24 top 10 all-time school performances. Entering into the 2022-2023 season Davis was promoted to Men's Head Coach and Director of both programs. Since being at Randolph, Davis has coached 3 USTFCCCA all-region ranked performances, as well as aiding the WildCats to 16 school records in the men's programs and 8 in the womens. Davis is a Level 2 USATF certified coach specializing in Sprints/Hurdles/Relays and a USA Weightlifting Level 1 certified coach.



# KEYNOTE SPEAKER

FRIDAY, OCTOBER 27TH



## **Lori Waran** **Track President, Richmond Raceway**

Launching her career with Sodexo Marriot in the southwest harbor of Washington D.C. Lori Collier Waran started her management profession in hospitality with dinner cruise company Spirit Cruises. After 8 years, Lori and her family moved to her hometown of Richmond, Virginia where she joined Auto Trader and started her nearly 20-year career in the media and communications industry.

Shortly thereafter, Landmark Media tapped Lori to take the helm of the Richmond alt-weekly, Style Weekly as Publisher where Lori led the team for 15 years. She was the youngest Publisher in the United States for an alternative weekly at that time. In 2020 Lori was asked to lead the team at Virginia Business Magazine + Media as Associated Publisher and Chief Revenue Officer.

Building audiences and innovating has been a skill well-honed by Lori throughout her career which is why most recently, NASCAR tapped Lori to take the helm at Richmond Raceway as the first female track President in 76 years.

Lori is used to living life in the “fast lane” with her husband of 25 years and two sons – one who just graduated college from Virginia Tech and a senior at high at Hanover High School. All of whom drive too fast.

# 12

## POSTER SESSION

### **Poster Presentations (Completed)**

- The Hidden Arms Race: Women in FBS Football Recruiting and Operations
  - Robert Zullo, Ph.D. (Slippery Rock University) and Riley Lewis (Westminster College)
- Evaluating Liberty Students' Food Location Preferences During LU Sporting Events
  - Mitchell Brown, Niki Pehkonen, and David Session (Liberty University)
- Fans' Perceptions of NBA Players Behavior on Social Media
  - Nicolo Aleo, Thomas Sanders, and Lukash Tamang (Liberty University)
- Liberty University Summer Bridge: Impact on Student-Athletes' Academic Performance
  - Cameron Baker, Corrie Barnett, and Michael Ilesanmi (Liberty University)

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# POSTER SESSION

**Poster Presentations by Liberty University Undergraduate Students (Works in Progress)**

- A Predictive Study on the Impact of NCAA Power 5 Conference Realignment on Attendance Levels at Home Football Games
  - Elijah Bell, Garrett Bittner, Hope Krekoska, and Emma Taylor
- Coaching Styles: Examining the Impact on Player Performance
  - Jady Smrdel, Brandt Betts, Chase Mitchell, and Thando Longwe-Smit
- Customer Satisfaction in Franchise versus Non-Franchise Hotels
  - Megan Briley, Connor Cappellino, Allison Lake, Tryphena Mundell, and Emma Thacker
- Developing a Metric to Evaluate the Viability and Value of NFL Trades Involving Players in Expiring Contracts
  - Zane Bloom, Eli White, Kendy Charles, John West, and Elliott Bumgarner
- Does In-house Betting Increase Revenue in Sports Venues?
  - Josiah Milham, Kelly Scott, Colby Crowe, and Zachary Durdle
- Exploring the Psychological Impact of Transgender Athletes on Cisgender Female Athletes in Sport
  - Brittany Light, Kavanna Held, Grayson Fischer, and Matthew Epp
- How Do Parenting Styles Impact Adolescent Athletes' Self-Efficacy?
  - Ryan Roberts, Maddie Morgan, Robert Almy, and Sean Casey
- Impact of Sport Specialization on Professional Sport Career Duration
  - Meredith Miles, Anthony Wedel, Andrew Crank, and Ben Barnett
- Performance Enhancing Drug Use in the MLB: Implications for Fan Perceptions
  - Benjamin Cox, Graham Edwards, William Hillier, and Christian Riggins
- Understanding The Risk Tolerance of Sport Betting
  - Markus Woodbridge, Isaiah Walker, and Benjamin Chun



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## PANEL 8: MINOR LEAGUE SPORTS

**Nate Fenters**  
**Greenville Drive**

Nathan Fenters is an Account Executive for the Greenville Drive, High-A affiliate of the Boston Red Sox. Fenters joined the Drive in March 2021 as an Inside Sales Representative. He was then quickly promoted to his current position as an Account Executive in October 2021. Fenters has the responsibility of selling and renewing season tickets, group tickets, and different hospitality spaces while providing excellent customer service to over 500 accounts. In February 2022 he broke the organization record for season ticket sales in a calendar year.

Prior to joining the Drive, Fenters was a front office intern with the Charleston RiverDogs baseball club, and was a student worker for Liberty University Athletics in the Media Relations department. He graduated with a Bachelor's degree in Sport Management from Liberty University in December 2020.

**Trey Johnsen**  
**Greensboro Swarm**

Trey Johnsen is the manager of the Ticket Sales and Service team for the Greensboro Swarm, the NBA G League affiliate of the Charlotte Hornets. Johnsen began his tenure with the Swarm as an Account Executive before being promoted to his current position after seven months in the Account Executive role.

Johnsen began his collegiate career as a basketball player at Milligan College. After Transferring to Liberty University for his sophomore year, Johnsen work with the Liberty football team as a recruiting assistant and two years as a manager for the men's golf team. After graduation, Trey spent one year at Northern Guilford High School as a Teacher Assistant and Head Coach for the Men's Junior Varsity Team.

Johnsen graduated from Liberty University with a Bachelor's degree in Sport Management in May 2021.

**Jamie Gordon**  
**Richmond Flying Squirrels**

Jamie Gordon is the Director of Corporate Partnerships for the Richmond Flying Squirrels, a Double A Affiliate of the San Francisco Giants. In this role, she oversees all aspects of the Corporate Partnership department including lead generation, proposal creation, negotiation to activation. Staying true to the Flying Squirrels brand, her goal is to provide revenue growth through unique, creative and FUNN partnership opportunities for businesses and organizations in and around Richmond, VA. She enjoys getting to know each and every partner and learning how partnerships can help the organization achieve their goals.

Jamie is a graduate of Greensboro College, where she earned her Bachelor's degree in Sport Management and was a four-year basketball student-athlete. She continued to earn her Master's degree at the Center for Sport Leadership at Virginia Commonwealth University.

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## PANEL 9: INTERNATIONAL SPORT MANAGEMENT

**Peter Koo**  
**CEO, Life Football Club**



Peter Koo is the CEO and General Secretary of Life Football Club in Sihanoukville, Cambodia. Life Football Club is a member of the Cambodian Premier League 2 and is involved in numerous community efforts. Peter received his Bachelor of Science in Sport Management from Liberty University (2017) and his Master of Business Administration (Management) from California Baptist University (2020).

Prior to his work with Life Football Club, Peter was with the Los Angeles Chargers as an Associate Editor, Creative Branding. His collegiate sports experience includes work with Liberty Football, CBU Athletics, USC Trojans Football, and as Playmakers Editor with Meta Sports Partnership.

Peter's passion is to have an impact through the sports platform in bringing people of different colors, communities, cultures, and commitments together.

# 16

## 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 in a fantastic space.

### **Hospitality Students**

EMGT 420 Conference & Meeting Management  
SETM 497 Business Summits

Thank you to the hospitality management students enrolled in these courses for your work on the Sport Leadership Summit. Your creative ideas, logistics management, and guest service are greatly appreciated. It takes a TEAM!