

The College of Business

The Business of Sports Pays Off for UNH Grads

Every second kid on the block wanted to be the second baseman for the Boston Red Sox, or a linebacker for the Miami Dolphins. Granted, adulthood proves that those jobs are few and far between. Still, some graduates — particularly those affiliated with the Institute for Sport Management at UNH — are in a position to get far better seats at the game.

Aaron Haviland '97 B.S. Sport Management, was named director of operations for Miami Dolphins Stadium this year. Robyn Lubisco '06 M.S. Sport Management, won the job as assistant director of recreation at Fairfield University recently. Chris Brown '01 B.S. Sport Management, was recently promoted to manager of Fan Experience at the New York Mets organization. Success stories are piling up at the Institute, which is The College of Business' umbrella for all sport management coursework, enrichment activities, seminars, experiential learning initiatives, research and an annual symposium featuring a broad cross-section of nationally and internationally known participants.

"Because our students earn business degrees, they have incredible flexibility in terms of future careers," says



Dr. Allen Sack, head of the Institute for Sport Management

Dr. Allen Sack, the Institute's director. "Personally, I love this job because I've always seen sport as a reflection of society and culture."

The pursuit of sports has been around since before gladiators, before Sparta and Athens squared off in massive arenas to test their skills. But the business of sports — that's a different story. Recognizing early on that the sport-management industry was going to be an economic driver nationally, UNH developed one of the first accredited programs in the country. The industry has grown into a \$200 billion juggernaut, with an ever-increasing demand for well-prepared professionals in amateur and professional sports.

"I did the master's program for a year, and got my job immediately after graduation," Lubisco says. "The program was small, the instructors were great, and I chose UNH because of Dr. Gil Fried (chair of the Department of Management) and Dr. Sack. They gave me opportunities that I wouldn't have had otherwise."

To learn more about undergraduate and graduate programs in the Institute for Sport Management at UNH, visit www.newhaven.edu and click on The College of Business. ♦