



FOR IMMEDIATE RELEASE

Dr. Bill Sutton Named New SSMA President; Annual Conference Set for April 10-12, 2013

TROY, Ala. – The Southern Sport Management Association announced today a new leadership structure, which includes the University of South Florida’s **Dr. Bill Sutton** as the incoming President of the regional sport management association. In addition, the dates of the SSMA’s annual conference – which will again be hosted by Troy University – have been set for April 10-12, 2013.

Sutton takes over for the SSMA’s founding president, **Dr. Fred Green** of Troy University, who will move into the Past president’s role. **Dr. J. Michael Martinez**, also of Troy University, is the new President-elect. Two additional appointments are also announced, as **Dr. Laura Hatfield**, from the University of West Georgia, will be the new Vice President for Student Activities, and **Dr. Colby Jubenville**, of Middle Tennessee State University, will be the Vice President for Industry Relations.

“I am honored to be selected as the new president of the Southern Sport Management Association,” Sutton said. “It is a great privilege to head up one of the industry’s up-and-coming academic and professional organizations. I firmly believe that this new leadership structure will aid in the growth of our organization and in the mission it serves to the sport industry.”

Sutton currently serves as the Director and Founder of the Sport and Entertainment Management program at the University of South Florida, which is housed in the College of Business at USF. Prior to his current appointment, Sutton was on the leadership team of the DeVos Sport Business Management Graduate Program. Sutton also was the recipient of the Southern Sport Management Association’s Lifetime Scholar Award, given at the 2012 conference in April.

Green currently serves as an Associate Professor and Program Coordinator for the Sport and Fitness Management Program at Troy University. Green, who also is Faculty Athletics Representative for Troy, is one of the founding members of the SSMA and has been involved with the annual conference since its inception in 2005.

Martinez is an Assistant Professor in the Sport and Fitness Management program at Troy University and has served as the annual conference's Co-Director since 2011. Prior to his current position at Troy University, Martinez worked in the sport marketing and communications industry for eight years.

Hatfield is an Assistant Professor of Sport Management in the Department of Leadership and Instruction at the University of West Georgia in Carrollton, Ga. She teaches undergraduate courses organizational theory, organizational behavior, and communications. Her research interests include work-family conflict, organizational communication, and the scholarship of teaching.

Jubenville serves as a Professor and Coordinator of the Sport Management program at Middle Tennessee State University in Murfreesboro, Tenn. Jubenville also serves as the Director of the Center for Sport Policy and Research at MTSU, as well as being one of the founders of the *Journal of Sport Administration & Supervision*.

About the Southern Sport Management Association

The Southern Sport Management Association is an organization that seeks to promote the bridge of the academic field of sport management with the sport industry. The SSMA, which is made up of both academics and industry professionals, annually hosts the Southern Sport Management Conference.

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