Dr. Lynsey Madison—New HSTM Faculty Addition

Dr. Lynsey Madison is the newest member of the HSTM team at Troy University. She received her Doctoral degree from Auburn University in Nutrition, Dietetics, and Hospitality Management with an emphasis in Hotel and Restaurant Management, Master’s degree from The University of Alabama in Human Environmental Sciences with an emphasis in Restaurant and Hospitality Management, and Bachelor’s degree from the University of Missouri in Hotel and Restaurant Management. Her research interests include Event volunteer motivation and satisfaction, event planning in higher education, event planning in beer and wine tourism development.

What interested you in Troy University and what do you like about the University and program? Troy provides a great opportunity to work with students and really develop a relationship with them that doesn’t get to happen always at other universities. I was really impressed with the collegiality of everyone in the department. I love the small feel of Troy and the overall friendliness.

What do you enjoy about Event Management? Event management is a combination of so many great things. There’s the ability to think creatively, work with others, problem-solving, and the variety of each event that makes them all unique in their own ways.

Why would you recommend students to come to Troy and study Hospitality/Tourism Management? The relationship that a student will be able to have with their professors is the biggest selling point. Hospitality/Tourism Management is a growing field and to be able to study at a program like Troy that recognizes the value of the field and wants to prepare students for careers in a field as diverse is a major benefit. Students have more access to faculty than other major programs.

What are some interesting facts about you? Both of my parents are college professors and so I’ve pretty much spent my entire life on a college campus. I enjoy college football, golf, and running half-marathons. Advice to students: always get to know your professors. They are here to help you succeed but that is all dependent on the student to take the initiative.
Every year The Troy University School of Hospitality, Sport and Tourism Management offers a class to students in which they are given the chance to procure sponsorships, handle event operations, and essentially manage different sport related events that benefit a variety of charities and the local community. Upper-level students use the class to gain experiences in event management and are assigned to different committees to help their respective events become a success. HSTM faculty members oversee the tasks and responsibilities of students, their committees, and the events.

7th Annual HSTM Charity Golf Tournament - March 30th

The Troy University School of Hospitality, Sport and Tourism Management (HSTM) organizes a fun and challenging charity golf tournament. Proceeds from this year’s tournament will be donated to local elementary schools in Troy and the HSTM Scholarship fund. Local elementary schools include Troy Elementary School, the Pike Liberal Arts School K-5 program, and the Covenant Christian School K-5 program.

Children's Health Field Day - April 7th

The Children's Health Field Day is put on by Troy University's Department of Hospitality, Sport, and Tourism Management to help inform children and their parents about how to live an active, healthy, and fun lifestyle. Activities will include: football toss, relay race, obstacle courses, bouncy houses, face painting, and health education. Everyone will have a great time and a better understanding of how to live an active, healthy lifestyle!

Trojan Triad - April 11th

The Trojan Triad is a CrossFit competition hosted by Crossfit Ilium and the students of Troy University's School of Hospitality, Sport, & Tourism Management. There will be four different divisions: Men RX, Women RX, Men Scaled, and Women Scaled. Movements will be released Friday, February 13, 2015. The WODs will be released weekly throughout the month of March. Proceeds from The Trojan Triad will be benefitting Troy-Pike Habitat for Humanity. To see the movements and WOD's go to www.crossfitilium.com.

For more information on the events and how to become a participant or a sponsor please visit www.hstmprojects.com
Camellia Bowl Internship

Tanner Hicks (SFM Alumni)

The Raycom Media Camellia Bowl is a postseason college football game matching up the Sun Belt Conference against the Mid-American Conference (MAC). It was played on December 20, 2014 in Montgomery, Alabama featuring the South Alabama Jaguars against the Bowling Green States Falcons.

What was your job regarding the internship?
I worked for the Raycom Media Camellia Bowl staff. Throughout the internship, I worked in many different roles. I took part in fulfilling contracts between our partners and took part in decision-making regarding gifts, trophy design, and event timing. Also I created the bowl manual, ticket brochures, and tailgate packages while also working with game day operations. I also was the volunteer coordinator and worked in hospitality monitoring players and VIP lounges.

What was the most challenging part of the internship?
The most challenging part is that I felt like I was a full-time staff member instead of an intern. The bowl game was extremely short staffed so interns were put in charge to make major decisions. I had to stay on my toes and be able to handle anything that was thrown at me. This in turn gave me valuable experience in the work field that I can use in the future.

What did you like the most about your internship?
I really enjoyed working with the other employees. These individuals shared a passion for sports just like I did. We all had common goals in mind and worked together as a team very well to achieve them. Also, I felt needed and a part of a team. There were moments that I took part in decision making that a normal intern would not have an input on. Besides that, I experienced advertising and promotions first hand, attended meetings between partners and executives, and worked in aspects of game day operations. This internship really gave me experience in every aspect of sports.

Why did you choose this internship?
I chose this internship because I saw the opportunity to better myself as a professional. Interning for college bowl games are very limited, so I took the chance because this is a new idea in the sports world and will only continue to grow. I recommend doing an internship for The Camellia Bowl, I built relationships and worked for extremely important people.

From Millbrook, Alabama and graduated from Stanhope Elmore High School. Played baseball at Central Alabama Community College and later transferred to Troy University on a baseball scholarship. Earned a bachelors degree in Sport and Fitness Management.
On February 19-21, the Louisiana State University and Lod Cook Hotel and Conference Center was home to the 11th Annual Southern Sport Management Association (SSMA) Conference.

The Southern Sport Management Conference aims to provide sport management scholars, practitioners, and students with current knowledge on industry trends and issues via academic and professional presentations. In addition, the conference includes a student research competition. The three days conference began with a welcome reception on Thursday, February 19, and continued with academic presentations on Friday and a career fair on Saturday. For the academic portion, more than 40 presentation from faculty and students from 30-plus colleges and universities took place. The career fair featured more than 20 regional sports organizations from Louisiana, Texas, and Mississippi.

The Southern Sport Management Association is a trade organization comprised of academic scholars, industry practitioners, and students who seek to further build connections of sport management scholarship and the industry.
When did you graduate and what did you major in at Troy University?
I received my undergraduate degree in Sport and Fitness Management in December 2012.

Where are you working and what are your responsibilities?
I am working for the Atlanta Braves as a Ticket Sales Trainee. I am responsible for the sale of multi-game plans, season plans, group sales, premium suite sales as well as client services and daily customer service.

How did you get this particular job?
The first time I applied for my current position was in Fall 2012. Unfortunately, they did not hire me at that time. In the meantime I received an internship with the New Orleans Hornets (Pelicans). A year later I reapplied for the Atlanta Braves position and got hired due to more experience and a better resume.

What advice would you give Sport Management students who are currently enrolled in the program?
You should use your internship as the catalyst for life after college. Internships will help you find a job that you desire. The more experience you have, the stronger your resume will be.

What advice would you give students who just recently graduated?
Stay optimistic and always be humble. You will receive many no’s but only the ones who keep pushing and asking will receive a yes. It is all a process.

Arthur is a native from Millbrook, Alabama and was a former member of the Theta Phi Chapter of Kappa Alpha Psi Fraternity Inc., as well as a member of the Order of Omega Greek Honor Society.

Where are you working and what are your responsibilities?
I work at University of Tennessee as an Account Executive for IMG Learfield Ticket Solutions. I focus on season tickets, group tickets, mini packages, and customer service.

How did you get this particular job?
I was an intern for IMG Learfield at Troy University Athletics and right after graduation I was offered a full time Account Executive position for the University of Richmond. After that, I then was offered a position at University of Tennessee as an Account Executive.

What advice would you give Sport Management students who are currently enrolled in the program?
My biggest advice would be to never limit yourself on what you want to do, or think you can do. Ticket sales was the last thing I saw myself doing, but it has turned out to be a great career stepping stone for me. Also, take advantage of the different opportunities you are given and start building your network.

What advice would you give students who just recently graduated?
My advice would be to not be scared of change. I have moved three times since I graduated and did not know anyone at the time, but in turn, it is a great way to meet plenty of new people. So get out of your comfort zone and experience as much as you can!

Amanda is a native of Tuscaloosa, AL. She graduated from Troy University with a degree in Sport and Fitness Management. She was also a member of Chi Omega sorority and the Sound of the South Dance Team. She is currently living in Knoxville, TN.
Where Are You Currently Working at and What Exactly is Your Job?
I am currently working at the University of Alabama at Birmingham as an Assistant Director of Development. In this role, I primarily focus on managing all aspects of special events for Blazer Boosters, including game day hospitality, Belles & Whistles, UAB Athletics Hall of Fame and the UAB Athletics Kickoff Event. In addition, I oversee the Blazer Boosters website, assist with donor relations, and support the effort to grow annual Blazer Boosters memberships.

How Did You Get This Particular Job?
I received my current job through connections I was able to make with the UAB staff while working at Troy Sports Properties. When I came to the UAB v. Troy football game in August, I was able to meet the head of the UAB Blazer Booster’s department.

What Advice Would You Give Sport Management Students Who Are Currently Enrolled in the Program?
I would suggest that current students get as much hands-on experience as possible. While learning in the classroom is important, I think that it is critical for students to participate in internships throughout their time in the program. Internships not only allow a student to gain experience, but also allows them to be set apart from other applicants when it comes time to apply for jobs.

What Advice Would You Give Students Who Just Recently Graduated?
My biggest advice for recent graduates would be to not get discouraged, make as many connections as possible, and work hard. The job hunting process is not fun for anyone. So if you do not get the first few jobs you apply for, keep trying. Also remember, your first job will most likely not be your dream job, but if you work hard in your given situation and meet the right people, it will be much easier for you to be able to move on to future opportunities.

Jessica Lynch grew up in Benton, AR. She graduated from the University of Mississippi with a degree in Marketing Communications. She received her Master’s degree in Sport and Fitness Management from Troy University. While studying in Troy, she worked as a graduate assistant in the athletics department.

Troy University Sport Management Club

The Sport Management Club is an organization that strives for the success of tomorrow. The goal of this club is to continue to build opportunities for the members that are associated. They are able to get an inside look into the professional and collegiate sporting industry, as well as, meet professionals that have those particular positions. The professionals are able to give advice and insight to what helped them get where they are today. The club members also try to have fundraising opportunities throughout the year in order to give us the ability to attend special events such as the Southern Sport Management Conference, which is held every spring. Overall, the Sport Management Club is an organization that strives for the development of the community and is eager to get involved through service.
The mission of the School of HSTM is to prepare undergraduate students to become future leaders and scholars in the hospitality, sport and tourism industries by providing exemplary integrative and experiential academic preparation in a collaborative environment, to conduct seminal and applied research that impacts the hospitality, sport and tourism industries on a local, national, and global level, and to provide professional and community service.

Hospitality, Sport and Tourism Management

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