

We've made it through a full academic year of COVID-19. The past semesters were difficult on all, but it was obvious our students felt the impact of social isolation, endless discussion boards, and attempting to survive (and thrive) during a global pandemic. Despite all of those challenges, we cannot understate the resiliency of our students. From first-year students adapting to college life to seniors solidifying their post-college plans, they've been attentive, persistent, and understanding. Our students continue to remind us they are the heart of this program. As we close a chapter on a bizarre and exhausting semester (and year+), we can look optimistically to the future. We have 30 Sport Management students graduating this spring and summer who are out to navigate a post-COVID sports world. Our hope and current plan is to be back in the classroom come Fall and establish a "new normal" for students, alumni, and friends of the program. Continue to expect newsletters, a LinkedIn and social media presence, networking events, and even more exciting plans as we move forward.



Program Highlights

Graduating Students

We graduate another incredible set of students this spring and summer. Congratulations to the following students who will be graduating: Trevor Anderson, Alexa Aumann, Bryce Baldwin, Ashley Banfield, Austin Brisbee, Kayla Brooks, Andrew Clark, Andrew Curtis, Nick Daye, William Dorn, Jacob Dunnum, Cole Graffin, Scout Gernt, Matthew Haynes, Delaney Hundley, Nicholas Leonardelli, Brock Lippiatt, Tyler McClure, Tristan McLean, Ryley Orszula, Clayton Radl, Samuel Sadowski, Evan Shepard, Patrick Sherlock, Kelly Shorba, Tanner Snustead, Spencer Spaulding, Jacob Strangstalien, Kobe Vines, and Ethan Wegner

UWL Sport Management Alumni Networking Night

A UWL Sport Management Alumni Event was hosted virtually on April 27th. We had 15 participants in attendance. A special thanks to all who showed and participated. Our goal is to continue these types of events each year and even expand on events we put on that benefit both our alumni and students. If there are ideas for events you would like to see happen in the future, please do not hesitate to reach out!

Faculty Highlights

Nate Jones, M.S.

Nate Jones is an Associate Lecturer of Sport Management in the Exercise & Sport Science Department. A native of New York state, Jones comes to UW-L from working at Binghamton University and SUNY Oneonta. Jones' specialty lies in Sport Communications and Marketing as he served as a Sports Information Director at his previous institutions.

Jones teaches Introduction to Sport Management, Sport Management and Communication, Media and Public Relations in Sport Management, Administration in Fitness and Sport, and Promotion and Development of Fitness and Sport Programs. Jones also helps with the social media and marketing of the Sport Management Program.

Outside of work, Jones is a baseball enthusiast and spends his summers down in Florida working analytics for the MLB.

Student Spotlights

Kayla Brooks ('21)



Kayla Brooks is a double major in Sport Management and Recreation Management and one of the best students in our classrooms. The faculty consistently laud about her ability to be present in the classroom (even when they classes are optional) while balancing her duties outside of school. Brooks' sport is gymnastics where she is setting the goal of owning her own gymnastics facility one day. She's worked towards that goal by being the UW-L Gymnastics Club Treasurer, Jr. Eagles Gymnastics Coach, and remained active in the major through the SMA club and UW-L Wheels for All event. Brooks' next stop is to move down to Iowa where she will intern with Ruby Gymnastics Academy E. T. C. The organization is looking to add a gymnastics facility to their operations and she was brought in to help that process begin. The Sport Management faculty are sad to see her leave our classroom, but know that she has a bright future ahead.

Tristan McLean ('21)

Tristan McLean is another incredible Sport Management student who has made an incredible impression on the faculty in a short time. McLean does it all, both in the classroom and in the community. In the classroom, McLean is always participating in the class conversation and steps up into leadership positions. He was the host and emcee for the spring UW-L Wheels for All event in Dr. Narcotta-Welp's ESS 421 class. Outside of classes, McLean spends his time working at Howie's, UW-L Facilities, and the La Crosse Boys & Girls Club. For this upcoming summer, McLean plans to complete his internship TPC Championship in Colorado. His goal is to work in community relations helping sport organizations be great community partners. McLean is a leader in the classroom and we can't wait to see him be a leader in the industry.



Amazing Alumni

Melissa Petroff ('19)



Melissa Petroff is one of our outstanding recent graduates. Petroff came to the Sport Management faculty to help with marketing and social media efforts knowing the potential of this program and its alumni base. She's been an incredible asset to Jones and Schmidt as brings in an area of expertise neither of us possess. After serving as the SMA Co-President and Sports Reporter for the UW-L Student Newspaper The Racquet, Petroff took her talents to Green Bay to be a Hospitality & Operations Intern for the Green Bay Booyah. After her stint in Green Bay, she was a Ticket Office Associate with the Milwaukee Bucks until accepting her role as Partnership Development Specialist for Good Karma Brands. In her role, Petroff researches and secures meetings for potential Good Karma Brands partners. We wanted to give Petroff a big thank you for all her help with our social media and marketing over the past year and are excited to see her continued growth as a professional.

Josh Schaub ('05)

To say Josh Schaub wears many hats would be an understatement. Schaub's main role is an Attorney at Law with Gutwein Law practicing in the areas of Corporate and Sports Law. He focuses on working with major, minor, and collegiate leagues and teams to operate efficiently and effectively, increase league revenue and team valuations, and ultimate grow the organizations. In addition, Schaub is the commissioner of Major Arena Soccer League, the American Association of Independent Professional Baseball, an Adjunct Professor of Sports Law at UW-Madison, co-founder of Da Beauty League, and hosts the podcast Commish Talks. Early in 2021, Schaub was named to Minneapolis/St. Paul Business Journal's 40 under 40. We are in awe of what Schaub has done with his career post-La Crosse and appreciate him being a guest lecturer for Schmidt's Legal Aspects class. One of the best and brightest in the industry, Schaub is a name to keep in mind.

