

9TH ALLIANCE FOR SPORT BUSINESS Meeting & Conference

**FEB. 28 THRU
MARCH 2, 2019**
Tempe, Arizona

Hosted by the Oklahoma State University
Spears School of Business Department of Management

Thursday, February 28

- 3:00 p.m. *Check-in at Tempe Mission Palms Hotel, 3658 60 East 5th St., Tempe, AZ 85281*
- 3:15 p.m. *Welcome Reception, Opening Remarks, Bryan Finch, ASB President*
- 4:15 p.m. *Leave for NHL Game in Vans*
- 7:00 p.m. *Coyotes vs. Canucks Hockey Game*
- 9:30 p.m. *Return to Hotel After Game*

Friday, March 1 - Tempe Mission Palms Hotel

- 7:00 a.m. *Executive Committee Meeting*
- 8:00 a.m. *Breakfast and General ASB Membership Meeting*
- 9:00 a.m. *Meaningful Assessment and Learning: Closing the Loop in the Assessment Process
Michael Hypes and Julia Ann Hypes, Morehead State University*
- 9:30 a.m. *Using an Introductory Sport Business Course as a Platform to Amplify the United Nations
Sustainable Development Goals (SDG)
Stephanie Tryce, Saint Josephs University*
- 10:00 a.m. *Leveraging Entrepreneurship in a Sport Management Department
Robert Baker, George Mason University
James Strode and Heather Lawrence-Benedict, Ohio University*
- 11:00 a.m. *Lunch*
- 12:00 p.m. *Depart for MLB Game*
- 1:00 p.m. *Angels vs. Royals MLB Spring Training Game, Tempe Diablo Stadium*
- 4:00 p.m. *Return to Hotel; Open Evening in Tempe*

Saturday, March 2 - Tempe Mission Palms Hotel

- 8:00 a.m. *Breakfast*
- 9:00 a.m. *Student Case Competition:
Oklahoma State University
Saint Leo University*
- 10:00 a.m. *Facility Tour Sun Devil Stadium, ASU Athletics
Guest Speaker: Dr. Michael Mokwa, Pat Tillman Foundation Distinguished Professor,
W. P. Carey School of Business, Arizona State University*
- 11:30 a.m. *Lunch*
- 1:00 p.m. *Final Comments/Case Competition Winners Announced/ Conference Adjourns*

Registration

Please register by Friday, February 15, 2019.
Early-bird registration rate available till January 31, 2019

PRIMARY CONTACT NAME	TITLE
UNIVERSITY NAME	
ADDRESS	CITY/STATE/ZIP
E-MAIL	PHONE

PLEASE REGISTER ME

Registration fee includes instruction, materials, refreshments, goody bags, and selected meals.

Early bird – Member \$150, non-member \$175
After Jan 31 – Member \$175, non-member \$200
Student – \$75

Payment Information

A check payable to Oklahoma State University is enclosed for the amount of \$_____

Mail registration form and check to:

OSU Center for Executive and Professional Development
Spears School of Business, 294 Business Building, Stillwater, OK 74078-4011

If paying by credit card, please fax registration form to 405-744-6143 or call 405-744-5208

Charge \$_____ to my Visa MasterCard

Card Number _____ Expiration Date _____
Security Code _____ Billing Zip _____

Call for Abstracts

Panel and paper proposals will be accepted through **February 1, 2019**. Please submit abstracts in a Word document to bryan.finch@okstate.edu.

Submission themes should be relevant to Sport Business academic programs housed in accredited business schools.

Hotel Rooms in Tempe, AZ

Hotel room reservations may be placed at the Tempe Mission Palms Hotel, by calling 480-894-1400 under the name 2019 Alliance for Sport Business Conference for February 28-March 1 at a rate of \$229 per night. Or you may copy and paste the following link into a web browser to make your reservation:

<https://gc.synxis.com/rez.aspx?Hotel=12318&Chain=15564&arrive=2/28/2019&depart=3/2/2019&adult=1&child=0&group=2U11ME>

Guests can access the site to learn more about the event and to book, modify or cancel a reservation. However, the last day to book rooms at the group rate is **January 29, 2019**.

If you have any questions regarding registration, please contact Cristina Alsip, OSU Program Coordinator at 405-744-5208 or cristina.alsip@okstate.edu



Advancing Sport Business Education



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