

# Sport Management Conference Planned at SWOSU

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A Sport Management Conference is planned October 5 on the campus of Southwestern Oklahoma State University, and organizers are taking registrations as well as looking for exhibitors who would like to participate in the first-ever event on the Weatherford campus.

Exhibitors will be on hand to talk about their businesses and also visit with students about possible internship positions.

“Bringing Sports and Business Together” is the title of the conference. Various speakers are lined up, including:

- Dr. James Bryant of the Stolar Partnership of St. Louis, a widely recognized sport agent for the NBA
- Bob Cleeland, an independent consultant to sporting organizations in the area of marketing
- Michael LaBroad, a marketing consultant for the National Hockey League and the Tampa Bay Buccaneers
- Dr. M. Elizabeth Ferrell, SWOSU chair and associate professor of the Department of Management & Marketing, who will talk about the differences between business and sport marketing

Larry Claxton, one of the event organizers, said the conference will be of interest to anyone that has ever wanted to work in the sports industry. The conference will also provide an opportunity for individuals wanting an internship in the sports industry.

The conference will run October 5 from 9 a.m. until 4 p.m. with exhibit halls open from 8 a.m.-5 p.m. in the SWOSU Conference Center, located at the corner of Seventh and Davis Streets in Weatherford. Early registration is suggested by calling Claxton at (405) 833-7333. Exhibitors can also call Claxton for additional information.

Registration forms are available in the SWOSU Parks and Recreation Management Department. Cost is \$10 for SWOSU students with an I.D. and \$25 for non-SWOSU students for those who pre-register. All registrations at the door will be \$30.