



READY, SET, ACTION: ESS LAUNCHES ITS VIMEO CHANNEL

By Sam Waterstone

The 2015-16 academic year is shaping up to be an exciting year for UCSB's Exercise & Sport Studies Department for multiple reasons, one of which is the development of the ESS Vimeo Channel.

The idea to add this new platform to our existing Facebook, Twitter, and LinkedIn pages came from ESS Lecturer and Marketing Team Advisor, Dr. Mark Orlando, who has over a decade of experience working in the professional sport industry. Dr. Orlando's goal in creating this channel was to add a new forum where students with a strong interest in sport, health, and wellness media, journalism, and production could contribute content that would be beneficial to both the students and the department.

The channel was launched towards the end of the 2014-15 school year, and has given aspiring sport, health, and wellness professionals the opportunity to interview guest speakers, broadcast research based radio shows and podcasts, and get experience with filming and post-production. Dr. Orlando explained, "The ESS Vimeo channel serves as a new mechanism for our student community to not only watch and learn from industry professionals, but also have the opportunity to build a powerful brand of experience that will help differentiate themselves in a saturated field of competitors."

According to Taja Davis, one of the contributing students, "The Vimeo channel has allowed me to have another outlet to further my editing, interviewing, and producing skills, which, in turn, will further my career."



The ESS Department prides itself on helping students prepare for life after college, and Dr. Orlando sees the ESS Vimeo Channel as an additional platform for students to showcase themselves. As the channel continues to develop, the hope is that more students across campus will see it as an amazing opportunity and choose to get involved.

FACULTY SPOTLIGHT WITH DR. KENDALL HASSEMER

By David Groth



Dr. Kendall Hassemer is a perfect example of a person who embodies a healthy lifestyle. Currently a lecturer for UCSB's Exercise & Sport Studies Department, she has had quite the journey into the field of health and wellness.

Her journey began at the University of Wisconsin-La Crosse, and continued at the National College of Natural Medicine -

- in Portland, Oregon, where she earned her doctorate in naturopathic medicine. In addition to her position at UCSB, Dr. Hassemer has also spent time teaching at the National College of Natural Medicine and at various conferences and workshops that educate doctors and students alike.

Since she started teaching at UCSB in 2014, Dr. Hassemer teaches several classes, including Substance Abuse, Nutrition for Health, Yoga, and her personal favorite, Principles of Health Promotion. She is especially proud of that course because students are able to learn about many important facets of health and wellness, and it essentially "encompasses happy, healthier lifestyles." Dr. Hassemer loves teaching for the ESS Department because it provides her with the opportunity to inspire students to form their own ideas about health and nutrition.

If she could add one thing to the department, it would be to incorporate more interactive learning, either in a laboratory setting or by implementing smaller class sizes.

For students who are interested in pursuing a career in the health and wellness industry, Dr. Hassemer believes that it is critical to spend time identifying what specific area of the field they want to work in. She also believes that it is important to study the time and cost associated with the education necessary to be successful in that field. Finally, she advises that students research the lifestyles of professionals in that particular career, and decide if that is an ideal lifestyle for them. Dr. Hassemer prefers to live in the moment and take life one day at a time. She is excited for her students and what the future holds for this year.

ESS PARTICIPATES IN WALK TO END ALZHEIMER'S 5K EVENT

By Jordan Ferrick & Wyatt Smith

Alzheimer's disease is the most common type of dementia. According to the Alzheimer's Association, individuals with the disease progressively lose control of their memory, thought process and behavior, and the disease can become severe enough to interfere with daily tasks. It is a disease that not only affects those who are ill, but also family and friends who helplessly stand by as their loved ones' brains and bodies gradually fail.

Luciana Cramer, who has more than thirty years of experience as an Alzheimer's Educator and Care Specialist, believes that neurodegenerative diseases are a problem for everyone. Cramer stated, "Personally, I have three close relatives with Alzheimer's, and I don't think I know anyone who doesn't have a friend or family member that has such a disease."

She additionally added, "It can happen to anyone, but the disease affects everyone."

For the fall quarter, the Exercise & Sport Studies Marketing Team wanted to choose a philanthropy that was similar to the Relay for Life event that we participated in last Spring, as well as one that promotes being active and healthy. The team decided to partner up with the Alzheimer's Association, whose California Central Chapter hosted its annual Walk to End Alzheimer's 5K event at the Earl Warren Showgrounds on November 17, 2015.

The event drew 74 teams and 575 walkers, who collectively raised \$171,829.67. The ESS Marketing Team raised \$935, which not only surpassed our goal of \$750, but was also nearly \$300 more than our fundraising achievement last spring.



When asked what she thought about the event, Lorna Raco, a first time volunteer, stated, "I think it's important to get involved in whatever you're passionate about. I have experienced the effects of Alzheimer's first hand, so it is important to me to be here."

Interns pictured (from left to right): Wyatt Smith, Sam Waterstone, Jordan Ferrick, and David Groth. Not pictured: Hollace Barden and Dr. Mark Orlando

FACULTY ADVICE: PUT THE WORK IN NETWORK

By Dr. Mark Orlando



Dr. Orlando is an ESS Lecturer of Sport Management & Consultant of Educational Practices and Leadership Development.

As part of my education philosophy, I often tell students that their journey towards career fulfillment begins with having the right attitude. In other words, how do you plan on leading yourself towards a prosperous career? I refer to this statement as the A to Z effect, in which a student's attitude will predicate the length of the journey in reaching the zen of a graduate's career. Thus, I am not surprised when I am asked, what is the shortest distance to attaining career fulfillment and how do you get there the fastest?

From a new graduate's perspective, it often becomes harder and harder to differentiate oneself when every year a new abundance of graduates compete for minimal job openings in an overly saturated market of applicants. This is especially evident depending on the type of industry a new graduate is attempting to enter. Thus, the ripple effect can potentially do more than simply influence the attitude of an individual. Graduates might encounter a range of feelings from desperation to frustration, causing them to make poor professional choices by settling for any type of job instead of strategizing towards a career.

With all this being said, there is no particular measurement for attaining career fulfillment, especially when it depends on how you define fulfillment in general. However, there are strategies for making the journey less evasive by removing obstacles that often lead to detours throughout a graduate's career. The strategy is nothing new in that a student/graduate needs to build a network. Then again, it is how a student/graduate puts in the work in network that will widen the range of opportunities by which a -

- student/graduate can get a step closer towards his or her career fulfillment.

Putting the work in network really begins with identifying your own network. In retrospect, **What** do you need to support your journey? This begins with working from the inside out by asking for referrals from those you already know (family members, friends of friends, neighbors, acquaintances, fellow students, faculty, and staff).

The next avenue of expanding a network tailored toward your specific career journey is **Orchestrating** connections based on shared activities and interests. I always forewarn that no student and or recent graduate should ever forge a connection based on a one-sided want (asking for an internship, job, or connection lead right out the gate). Instead, connections come from relationships, just like our friendships. Hence, joining professional and or trade organizations, attending conferences, events, trade meetings, and volunteering for causes can be great ways to forge two-sided connections with heavily connected people in the industry you seek to work in.

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ESS STUDENT INTERNS WITH NFL NETWORK

By Jordan Ferrick



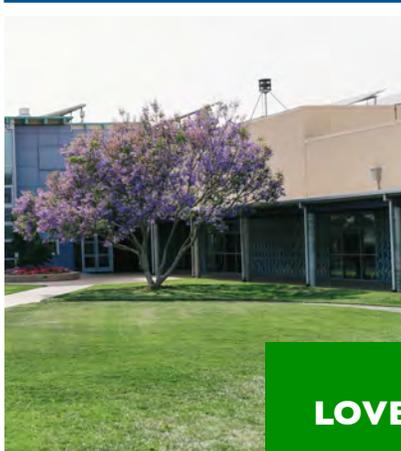
This past summer, Charlotte Sedlock had the opportunity to intern for the NFL Network’s Public Relations and Marketing departments. Sedlock was initially hired to work part-time. However, after recognizing her rigorous work ethic and positive, energetic attitude, her internship was extended to a full-time, ten-week program.

In addition to double majoring in Environmental Science and Communication, Sedlock is in the process of completing the ESS Certification in Sport Management. She credits the ESS program, and specifically, Lecturer Jon Spaventa, with teaching her the importance of creating a positive team and group environment. Sedlock found this skill especially useful when the NFL’s “Deflate Gate” football tampering story broke, and both of her bosses were out of the office for the day. With the help of the NFL Network staff, she was able to produce her first press releases for the NFL Network on Inside Training Camp Live. Sedlock believes that “having a positive attitude can lead to great things, and in this case, fantastic ratings for the NFL Network.”

A third year student at UCSB, Sedlock is already building her brand in working in the ever-competitive sport industry.

She aspires to be a sustainability coordinator for a professional sports franchise, where she can combine her love of sports with her dedication to improving the environment. Charlotte’s next professional goal is to have informational interviews with sustainability coordinators for professional sports teams in order to learn more about the requirements and responsibilities of those positions. She has already reached out to many individuals in these positions, including the Sustainability Coordinator for the NFL, with the hopes of learning about their current positions and career paths.

According to Sedlock, “While the NFL has incredible teams on the field, nothing compares to the NFL Network’s behind-the-scenes team. This internship was the best experience I could have asked for, and the skills I acquired during my time at the NFL Network will help me flourish in my future professional endeavors.”



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PUT THE WORK IN NETWORK

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Another way to build a network is by not being afraid to **Route** yourself from the outside in. As stated earlier, a growing network can widen the path of opportunities. Thus, reaching out to those whom you are not closely acquainted with, such as professors, college alumni associations, and or career services, can be a great help since you essentially already belong to the university community. An additional option to build a network is by conducting informational interviews with those in the desired industry and by asking open-ended questions. This can be a very useful tactic for gaining in depth perceptions of the occupation climate (responsibilities, expectations, work-life balance, and fulfillment).

The last strategy to putting the work in network is to not put boundaries on the amount of people you would like to connect with. Therefore, **Knock** on as many doors and go for broke in meeting people at all levels within the industry you desire to work in. Once these relationships are established, it is important to follow up with pertinent news that can keep the conversation going between you and your network.

In closing, a network is simply about forging relationships; creating a sense of familiarity, competency, and trust between two individuals who will be more inclined to pay it forward. Just remember, at some point, pay it back.

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HEALTH and WELLNESS

Required Preparatory Courses:

- ES 1 - Activity Courses (choose two)

Required Interdisciplinary Course:

- ED 191 Health and Wellness

Required ESS Courses:

- ESS 2 Substance Abuse
- ESS 3 Nutrition for Health
- ESS 4A Life Fitness
- ESS 9 Principles of Health Promotion
- ESS 131 Sport & Exercise Psychology
- ESS 150 Care and Prevention of Athletic Injuries

Certification Preparatory Course:

- ACE Health Coach Certification Prep Course

Internship:

- ESS 193 Internship in Exercise Science, Physical Education, and Sport

SPORT MANAGEMENT

Required Interdisciplinary Courses:

- 1) Choose One
 - ECON 3A Financial Accounting
 - ESS 100 Research & Inquiry
- 2) Choose One
 - COMM 1, SOC 1, PYSCH 1
- 3) Choose One
 - COMM 87, PSTAT 5A, PSTAT 5E, PSTAT 5S, PSYCH 5, COMM 87, HS AP STATS

Required ESS Courses:

- ESS 130 Sport Administration
- ESS 131 Sport and Exercise Psychology
- ESS 140 Sport Management
- ESS 160 Current Issues in Sport Management

Internship:

- ESS 193 Internship in Exercise Science, Physical Education, and Sport

GROUP FITNESS

Required Preparatory Courses:

- ES 1 - 10 Aerobic & Fitness Instruction A, B, C
- ES 1 - 12 Indoor Cycling

Required ESS Courses:

- ESS 3 Nutrition for Health
- ESS 4A Life Fitness
- ESS 9 Principles of Health Promotion
- ESS 131 Sport & Exercise Psychology
- ESS 150 Care and Prevention of Athletic Injuries

Certification Preparatory Course:

- Schwinn Indoor Cycling Certification

Internship:

- ESS 193 Internship in Exercise Science, Physical Education, and Sport

PERSONAL TRAINING

Required Preparatory Courses:

- ES 1 - 43 Weight Training A, B

Required ESS Courses:

- ESS 3 Nutrition for Health
- ESS 4A Life Fitness
- ESS 9 Principles of Health Promotion
- ESS 131 Sport & Exercise Psychology
- ESS 150 Care and Prevention of Athletic Injuries

Certification Preparatory Course:

- NASM Personal Trainer Certification Prep Course

Internship:

- ESS 193 Internship in Exercise Science, Physical Education, and Sport