

# Visions in Leisure and Business

---

Volume 2 | Number 2

Article 15

---

1983

## Sport Management Art and Science Society

Bonnie Parkshouse  
*California State University Fullerton*

Follow this and additional works at: <https://scholarworks.bgsu.edu/visions>

---

### Recommended Citation

Parkshouse, Bonnie (1983) "Sport Management Art and Science Society," *Visions in Leisure and Business*: Vol. 2 : No. 2 , Article 15.  
Available at: <https://scholarworks.bgsu.edu/visions/vol2/iss2/15>

This Article is brought to you for free and open access by the Journals at ScholarWorks@BGSU. It has been accepted for inclusion in Visions in Leisure and Business by an authorized editor of ScholarWorks@BGSU.

SPORT MANAGEMENT ART AND SCIENCE SOCIETY

BY

DR. BONNIE PARKSHOUSE, PRESIDENT  
SMARTS  
SPORTS MANAGEMENT  
CALIFORNIA STATE UNIVERSITY-FULLERTON  
FULLERTON, CALIFORNIA 92634

ABSTRACT

Sports management is a developing field and one of the important elements to continued growth is organizational support. These organizations are the stimulators to furthering education of professionals. SMARTS is one of the organizations in the forefront of developing the science of sport management.

SPORT MANAGEMENT ART AND SCIENCE SOCIETY

PURPOSE

SMARTS is an organization designed to serve practitioners and educators in the field of sports management. There are many spinter organizations that serve segments of the sports field, but not one which focuses or brings the diversity of interest together in one organization. SMARTS' primary purpose is to serve as the inter-disciplinary bridge to all segments and interests in sports management.

OPPORTUNITY

With the expanding interest in sport and athletics, new opportunities are available in the administration of programs and facilities for professional sports to multi-purpose recreational concerns. Opportunities in this area include such administrative functions as facility management, marketing, promotion, and sales. The common basis of these administrative functions are programming and business principles. The management principles associated with sport are different because most of the businesses, at this point in time, are smaller and represent a facet of the entertainment industry that is promoted on the basis of competition.

SERVICES

The organization provides such services as newsletters, regional and national conferences, and it is hoped in the near future, to sponsor a journal. A national conference will be sponsored by SMARTS during the summer of 1984. Some of the topics to be covered will be: fundraising, marketing, and management techniques. The primary focus of the organization during the upcoming year will be to increase membership. All those interested in the conference, membership, or helping the organization's development should contact Bonnie Parkhouse directly.

The dedication of individuals in this group is giving rise to the development of a sound body of literature involving management techniques and principles that are specific to sport and athletics. Such an approach has and will continue to help increase the level of professionalism among managers, as well as help to develop a more scientific base to administration. This will ultimately help to increase profits, as well as becoming more effective in reducing costs. Open discussion, as exists at these conferences, helps to stimulate the fusion of ideas and bring common interests together to better define roles and increase quality of service. One of the dimensions missing from other organizations is the dedication to professional preparation where one of this organization's primary function is curriculum development.

---