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The Journey Continues: Highlights from the 2024 ASMA Conference

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The Journal of Applied Sport Management (JASM) is the official publication of the Applied Sport Management Association (ASMA), which is a scholarly organization that builds research partnerships between faculty and students. ASMA also facilitates connections between sport management faculty and students studying sport and practitioners working in the sport industry. In 2023, the annual conference was hosted by Samford University under the direction of Dr. Patrick Marsh. With 300 registrants, the 2024 conference was the most attended in ASMA history. It took place in Knoxville, Tennessee. Hosted by the University of Tennessee, the conference was spearheaded by Drs. Adam Love and Rob Hardin. The 2025 conference will be hosted by the University of Cincinnati. Several highlights from the most recent conference are noted below.

Dr. Adam Love of the University of Tennessee was the recipient of the ASMA Distinguished Service and Mentorship Award. Adam is one of three individuals to have received the award. Previous winners include Drs. Jeffrey Petersen of Baylor and Michael Martinez of Louisiana State University. Adam's full award speech can be found in this issue (volume 16, issue 1). Adam has been heavily involved with ASMA for over a decade, serving as the academic chair, treasurer, and conference president. He has been and will continue to be a tremendous servant leader for ASMA.

Each year the ASMA conference has a case study and research competitions for students. The Dr. Samantha Roberts Undergraduate Case Study included 15 teams, with the competition this year getting split between two divisions. Temple University "A" won the Neyland Division whereas Xavier University "B" won the Summit Division. The case study winners at the graduate level were from Temple University.

The undergraduate and graduate research competitions saw students from five different schools receive recognition for their research efforts. Lena Gunn from Elon University earned 1st place at the undergraduate level. Anthony Bamford, also from Elon, earned second place and Nicholas Campana from Marist College placed 3rd. Winning the graduate research competition was Valerie Pendrak from Temple University. Katie Kuka from the University of Tennessee earned second place, and Cierra Szalony from the University of Utah came in 3rd.

Finally, ASMA also saw the addition of several new members to the executive committee. Dr. Colin Cork joins the committee from Western Michigan University and Dr. Ben Downs joins from Ball State University. They replaced outgoing members, Drs. Mike Diacin, Wonyoung Kim, and Patrick Marsh. Many thanks for your tremendous service to ASMA over the past several years. You've made indelible contributions to the association and all its stakeholders.