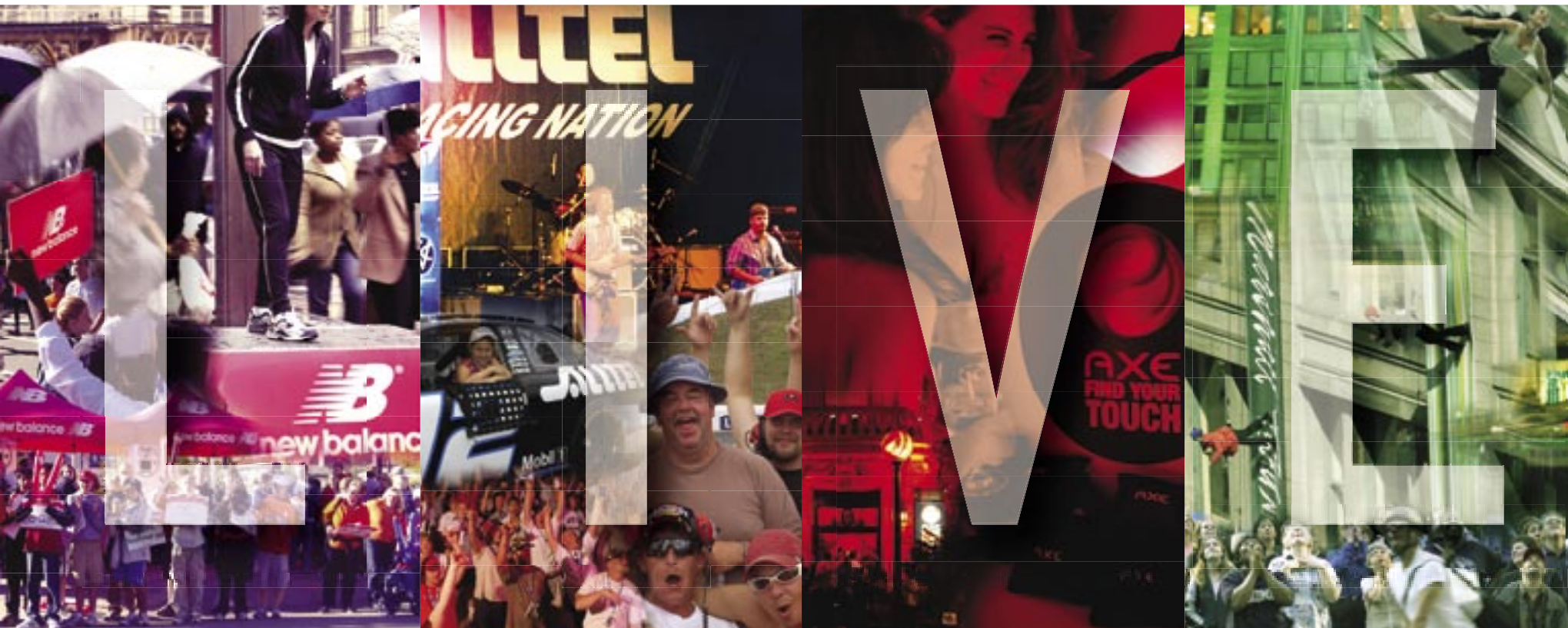




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SPORTS ADMINISTRATION PROGRAM

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OU's Sports Administration Program: 40 years of excellence



Grover Center on the campus of Ohio University, home of the Center for Sports Administration.

Beginnings

Today, there are hundreds of choices for students pursuing degrees in sports administration. Forty years ago, however, there was only one: Ohio University's Sports Administration and Facility Management program.

Since its founding in 1966 in Athens, Ohio, the program, known simply to those in the sports business industry by the initials "OU," has grown into a powerhouse that, with its strong alumni base, touches virtually every level of sports in every corner of the globe.

"The sports administration program at Ohio University has always been, is and always will be the gold standard in an increasingly competitive world of sports management programs," said Andy Dolich, president of business operations for the Memphis Grizzlies.

In order to fully grasp where the world's first and most prestigious sports administration program is headed and how it has maintained its position as the top sports business program, it is only fitting to take a trip down memory lane to know where the legacy began.



Courtesy of walteromalley.com



The longtime owner and president of the Dodgers, the late Walter O'Malley, was the first to envision an academic program specializing in Sports Administration in collaboration with Dr. James Mason at Ohio University.

Fundamental to the university's vision to develop a program that properly prepared students for the real world of sports business was the concept of a professional approach that included the integration of academics with industry practices. This, combined with the driving ambition of a very prominent sports industry leader, led to the first program to develop trained and skilled managers to handle the growing complexity of the business of sports.

That industry leader's name was Walter O'Malley, whose impact on modern baseball as the owner of the Brooklyn and Los Angeles Dodgers is legendary. O'Malley's influence on the sports world, however, reaches beyond the walls of Dodger Stadium. Lesser known, but just as profound, was his role in the formation of the world's first sports administration program at Ohio University.

His role in shaping the academic discipline of Sports Administration began in the 1950s with O'Malley's dealings with Dr. Clifford Brownell, a professor at Columbia University. O'Malley and Dr. Brownell conversed on several occasions about the business of baseball. Always the pragmatist, O'Malley lamented the lack of properly trained administrators for the Brooklyn Dodgers, the organization for which O'Malley had been majority owner and general partner since 1950. In particular O'Malley discussed how the Dodgers were lacking in well-trained individuals for the team's business-related areas. O'Malley reflected, "Wouldn't it be something if a university could train students in areas such as contract negotiation, facilities management and marketing, a training that could contribute to more efficiently and effectively running a sports organization such as the Dodgers?"

Remembering these conversations, Brownell later recounted them to a young James Mason, a doctoral student whom Brownell was advising at Columbia. After receiving his doctorate, Dr. Mason took O'Malley's revolutionary idea and brought it to life, founding in 1966 the world's first Sports Administration program at Ohio University. From its nascent period in the late 1960s, the Sports Administration Program developed a reputation as the place for aspiring sports executives to learn about the industry.

One of the program's first students, Dick Myers, recalls the early days of the program. Myers applied for the program after seeing an ad proclaiming the first of its kind sports administration program in *The Sporting News*.

"In those early years, the internships cer-

tainly overshadowed the academic component of the program," said Myers, who later held a variety of executive positions rising through the ranks of the National Football League and USFL. "Internships were not easy to come by as the sporting world was still cautious about this new academic venture. Dr. Mason worked hard to forge relationships and it was crucial that our students acquitted themselves well when the opportunity presented itself."

Dr. Mason's efforts to reach out to the sports community were key to the beginning of the Ohio University legacy.

The cornerstone of Ohio's program has become, over the years, the unequalled success and support of its alumni. Currently, graduates of the program serve in a variety of high-profile leadership positions within the sports and entertainment industries.

The graduate-level program has prepared students for key positions in the sports industry such as careers in professional sports, intercollegiate athletics, corporate sports organizations, sports media, public assembly facilities and sports tours.

Mason's successors have continued to shepherd the program through the years, furthering the reach of O'Malley's idea to blend academia with the professional ranks. Along with Mason, who ran the program from its founding in 1966 until 1970, the program has benefited from the visionary leadership of Dr. William Stewart (1970-77), Dr. Charles "Doc" Higgins (1977-1994), Dr. Andrew Kreutzer (1995-2005) and, now, Jim Kahler. Each, in his unique way, has led the program to new heights while providing students with the professionalism, education and leadership



Above, Dean Gary Neiman (center) and Ohio University President Roderick McDavis (right) welcome Jim Kahler '81 as the new executive director of the Center for Sports Administration.

At right, Kahler is introduced in August 2005 as the executive director of the new Ohio University Center for Sports Administration.



skills that are needed to succeed in the world of sports.

Under the tutelage of these five leaders, the program's alumni have flourished in all aspects of the industry, spreading throughout the country and the world. Alumni of the

program currently are located in 43 states, the District of Columbia and 18 foreign countries. More than 80 percent of Ohio's Sports Administration and Facility Management graduates are currently employed in sports and facility-related organizations.

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The Ohio University Master of Sports Administration Class of 2007. First Row (Left to Right): Darryl Dionne, Jeff Eldersveld, Karen Rickard, Brian Gainor, Matt Bixenstine, Abigail Souders, Michelle Fogle; Second Row: John Semeraro, Kennedy Turner, Steve Eigenbrot, Wade Martin, Josh Hafer, Scott Holt, Greg Prymicz, Corey Patterson.



The Ohio University Master of Sports Administration Class of 2006. First Row (Left to Right): Tiffany Bullard, Scott Ellis, Erin Cain, Kyu Heon Choi; Second Row: Peter McGeoch, A.J. Machosky, Mikihiro Sato, Bronwyn Greer, Kevin Van Rooy; Third Row: Stephanie Garland, Kenta Kasahara, Matt Schaeperkoetter, Carolyne Savini; Fourth Row: Kevin Krajcovic, A.J. Poole, Nick Welsch, Adam DeMong; Back Row: Michael McAllister, Brent Schoeb, Aaron Moore, Mark Soder, Cameron Wright. Not Pictured: Matt O'Brien

The tradition of success is exemplified in the program's 2005 hiring of Kahler as executive director of the new Center for Sports Administration. In two ways Kahler's hiring is

telling of Ohio's ability to enhance its power as the industry standard for sports administration programs. First, Kahler himself is an alumnus of the program and knows firsthand the



Jeremy Foley

**Athletic Director
University of Florida**

Jeremy Foley graduated with a bachelor's degree in 1974 from Hobart College, where he played football and lacrosse. Like many college students, Foley didn't know what he wanted to do with the psychology degree he earned, so he took a year off. During that time, he coached and scouted for the Hobart lacrosse team while trying to decide his next move.

"I knew I wanted to do something in sports, so I sent resumes to every professional sports team in every professional league," Foley said. "The reaction wasn't very positive. I got a lot of nice letterheads back with a lot of rejections."

Foley took a friend's advice to follow his interest in sports and apply to several sports administration master's programs. He was told Ohio University was one of the best.

"There's no question that, if I didn't go to Ohio University, I would not be where I am today," said Foley. "The experience there was crucial. I had one of the best years of my life there."

In the spring of 1976, Foley graduated with a masters degree in sports administration. He began his long career with the University of Florida that following August, starting with an internship in the ticket office.

Using his knowledge acquired from Ohio University, Foley was given a full position in the ticket office six months later, as ticket manager. Two years later, Foley received the first of his many promotions when he was named to the position of director of ticket and game operations. He served in this role for one year, at which point he was promoted again, this time to the role of assistant athletic director. Over the next 12 years, Foley worked at a number of positions with the University's Athletic Department, including associate athletic director for business affairs (1981-1986), interim athletic director (1986-1987), and senior associate athletic director (1987-1992).

Since March of 1992, Foley has served as the director of athletics, using the skills and knowledge he first acquired in Athens. During his leadership, Florida athletics has reached new heights, accentuated by a national championship in football in 1996 and, most recently, a national championship in men's basketball this past season.

strength and value of its vast network. Second, he brings 22 years of professional experience to academia to further strengthen the original vision of the program, with his keen understanding of how the business works.

"Since Ohio University was the birthplace of education in sports, it is only natural that we are in a period of evolution to the next generation of the wonderful tradition of the school," Kahler said. "As a student, I had the privilege of studying under Dr. Higgins. Today, I have the honor to work with him as a part-time professor at the school. The Ohio program

is rich in tradition and would not have attained its remarkable level of accomplishment if it were not for the success of my predecessors. For me to be able to return to Ohio University and oversee the graduate program is a dream come true."

The announcement of Kahler's hiring earned praise from all ranks of the sports world, including NBA Commissioner David Stern. "Jim Kahler's decision to return to Ohio University, the birthplace of graduate education in sports, will provide the impetus to create a great center for sports administration

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and provide our industry with a very valuable resource," Stern said. "With his tremendous leadership ability I am confident that he can work closely with Ohio's strong alumni base, faculty, staff and students and build a Center that will be recognized on a global basis. I have no doubt that under his leadership Ohio University will also continue to provide the National Basketball Association with outstanding graduates for years to come."

While being recognized externally is gratifying for the program, the recognition and support that it receives from the university's own president reveals how important the program is to the entire Ohio University family. President Roderick McDavis regularly recognizes the importance of the program when speaking about Ohio University, renowned as the state's first institution of higher learning.

"I'm delighted that Ohio University is home to the sports administration program that is often named the 'granddaddy of them all' and 'the cradle of college athletic directors.'" McDavis added, "In my experience in higher education, I have met Ohio University alumni who have been the leaders of athletic departments across the nation. The hiring of Jim Kahler and the establishment of a Center for Sports Administration speaks to the quality and distinguished reputation of the sports administration program."

Alumni

While the uniqueness of being the first is an obvious strength of the Ohio program, the true power lies in the graduates who depart from Athens to embark on careers in the sports industry and carry the torch of the

school's predecessors in the program.

The vision that began in 1966 has produced men and women who have held some of the most prestigious positions in sports business. These executives work in every aspect of the industry from major college athletics, sports marketing, pro front offices, media, tournament and facility management, player representation, sporting goods marketing and more. The graduates of Ohio University's program go on to be executives, journalists, coaches, attorneys and can be found in every specialty in the sports business.

It is hard to find a major athletic event that does not have the Ohio University stamp on it. The University of Florida's victory in the 2006 Men's NCAA Basketball Championship was under the guidance of Athletic Director Jeremy Foley, Ohio University Class of 1976. The press release announcing the Chicago White Sox 2005 World Series Championship parades was written by the team's Director of Corporate Communications Katie Kirby, Ohio University undergraduate student Class of 1996. Kirby works in a White Sox organization that also includes Senior Vice President of Stadium Operations Terry Savarise (Ohio University Class of 1982) and Assistant Director of Player Development Brian Porter (Ohio University Class of 1997). Taking part in the annual trophy presentation of the Daytona 500 this year was Daytona International Speedway President Robin Braig, Ohio University Class of 1980.

Included among the other positions that Ohio University graduates have attained, just to name a few, are general manager of a



Andy Dolich

President, Business Operations Memphis Grizzlies

When Andy Dolich was prepping for his 1971 graduation from the Ohio University sports management program, he recalls gazing out of the window of a classroom watching the university's baseball team practice.

"I was watching the team's shortstop go through ground ball drills," Dolich said. "I began thinking about my dream that someday I wanted to be an executive for an NBA team while I watched this shortstop do his drills. Well, I reached my dream and he did too, and it all started in Athens." (That shortstop was Mike Schmidt, who went on to play third base for the Philadelphia Phillies before capping his career with induction into the Baseball Hall of Fame.)

While Dolich reached the pinnacle of his dream with his Grizzlies job, he did face a challenge before graduating.

"I was recruited to take a job while I was still in school to go work for the Pro Football Hall of Fame," Dolich said. "While my desire to work in the sports industry was there, my real passion was the NBA and even back then, my gut told me that my degree would help me reach my specific dream and to finish school."

Dolich took the bold step and passed on what many would call simply a "foot in the door" to pursue his dream.

"Through Ohio University, I met Don DeJardin, then-general manager of the Philadelphia 76ers," he said. "Don gave me an opportunity to sell tickets and I later became his administrative assistant and the rest is history."

Dolich experienced tremendous adversity with the 76ers that would scare off many young executives in sports, selling tickets for a team that won only nine of 82 games in 1973.

"My education prepared me for anything and that was a monumental challenge," Dolich said. "It taught me how to take what I learned at Ohio University and really challenge it. That time in my career was a tremendous learning experience."

In between his beginnings with the 76ers and his position with the Grizzlies, Dolich has held a variety of executive positions within professional sports including the NBA, NHL, Major League Baseball, Pro Soccer and Lacrosse. Dolich was formerly president and chief operating officer of the Golden State Warriors.

Throughout his career, Dolich said there is not one day that has gone by that Ohio University has not been on his mind, referencing the education, the lessons and the friendships.

"Sports marketing really did not even exist formally when I was in college. It shows how far ahead of the pack Ohio University has always been," Dolich said. "But to me, looking back, I could have never envisioned that the industry would advance to the global enterprise it is today. I continue to be impressed by the impact that those who started at Ohio University have had. I loved sports and I love the business of sports and Ohio University is the perfect place for anyone trying to blend those two loves to build a career. It gave me an opportunity to do something that I truly love and I realize how lucky I am to say that."

Major League Baseball team, vice president of administration and chief operating officer of Minor League Baseball, director of sports marketing for Gatorade, chief operating officer of an NHL team, senior vice president of an NBA team and commissioner of the Atlantic Coast Conference.

While these alumni showcase the power of the Ohio University family and the potential that a degree from Ohio presents, two recent outstanding displays of loyalty from the alumni are even more telling.

Two prominent alumni recently announced plans to support the next generation of the program with endowments named in honor of their family members.

Florida Athletic Director Jeremy Foley established a scholarship to honor his father. The John W. Foley Jr. Endowment will provide aid to MSA class presidents. The gift reflects his acknowledgement that he would not be where he is today without Ohio University. The individual who receives the award will be called the John W. Foley Jr. Leadership Scholar.

Another Ohio alumnus, chief operating officer of Sunrise Sports and Entertainment, parent company of the Florida Panthers, Michael Yormark (Ohio University Class of 1989), and his twin brother, Brett, president and chief

executive officer of the New Jersey Nets and Nets Sports & Entertainment, pledged to donate \$50,000 in scholarship money to support graduate students at Ohio.

Their plan is to create the Arlene Sloan "Dream Big, Dare to Fail" Scholarship in honor of their mother.

"The recent incidents of our alumni giving back to the sports administration program is a great example of the type of students we continue to recruit and the impact we have on their lives long after their time here in Athens," Kahler said. "Our alumni not only give back in their time and talents but also in their treasure to support the development of the next generation of students. Thanks to them and their resources, the future is extremely bright."

Curriculum

Even with its well-documented alumni base, the uniqueness of Ohio University's program can be attributed to a curriculum that challenges students academically while providing them with skills that translate to the business world. This starts from the moment students arrive on campus and enroll in the Ohio University Master of Business Administration (MBA) program, which comprises the first year of the two-year MBA/MSA program.



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Elliott Hill

Vice President and General Manager Nike

Elliott Hill's degree from Ohio University has taken him all over the world.

His career at Nike began just days after graduating with a masters degree in sports administration from Ohio University in 1988 after a paper he was writing for class on Nike allowed him to talk to Ohio University alumnus and Nike executive Tim Joyce.

"At Ohio University, instead of researching articles on Nike, I was able to use the network to speak directly with executives from Nike," Hill said. "How many students can say that at other schools? That was very powerful for me not only because I could get better information for my paper, but it allowed me to build a relationship that literally changed my life."

His opportunity to get the position of sales assistant in Nike's Memphis office was due in large part to Joyce's help in opening the door. Since then, Hill's education has served him well as he has earned promotion after promotion within Nike.

Hill has advanced rapidly through the company hierarchy, working in sales and products as the company grew from the \$800 million per year business it was in 1988 to its unquestioned status as today's worldwide sports leader, generating \$12 billion in business globally.

Hill spent three years at Nike headquarters as a national sales manager before returning to the field from 1993-1995 to direct the South Florida regional office. Three years later, Joyce called again with an offer to move to Nike's Amsterdam office.

There, Hill became vice president of Nike EMEA (Europe, Middle East, Africa), directing that \$3 billion enterprise.

A personal call from the Nike president was the only thing that could lure Hill back to the United States.

"The Nike brand is fun, irreverent, and they are never satisfied with where they are," said Hill. "Ohio University always challenged me and I always want to challenge myself to do new things, so being at Nike is a perfect fit. I found a company in Nike that has a culture and beliefs that align perfectly with my personal beliefs. I am always learning and am not allowed to get stale. These are values that were enhanced in Athens and I have just continued to learn and put them to use in my profession."

Hill provides a strong testament to the power of the Ohio University program. "It's fairly simple," Hill said. "If I had not gone to Ohio, I would not be working at Nike. My degree and my time in Athens have meant that much to me."

"I like to use a baseball analogy that we allow students the chance to take batting practice, field ground balls and enhance and hone every part of their game here and prepare them to use those skills when they graduate," said O'Brien Professor and MBA Director Deborah Crown-Core.

The distinctiveness of Ohio's curriculum

is reflected in a degree program that awards students with both a Master of Business Administration and a Master of Sports Administration.

The two-year MBA/MSA program prepares students for leadership positions by combining the business teaching of the Ohio MBA program with sport-specific knowledge during the

MSA program. This degree combination recognizes the growing complexity of the sports, facility and entertainment industries, and reinforces Ohio University's commitment to preparing students for the leadership challenges of the future.

The MBA phase of the program uses a problem-based learning style, immersing students in collaborative projects and working situations that are commonplace in the business world. Students learn basic business concepts in a real-life context and develop skills in communication, collaboration and teamwork that are essential for success, while developing their ability to be creative, take initiative and accept personal responsibility for their actions.

"I've learned that the program really puts you in a position to succeed," said current student Michael McAllister, "The MBA portion of the program gives us a good foundation of business principles, while the MSA helps us to apply them through experiential learning. A sense of pride in being a part of the program's illustrious history really comes through; we all know the stories about the famous alumni who have come through here. For us, we're excited to take what we've learned and add to that tradition."

The MSA program combines classroom and practical experience to prepare individuals for leadership positions in the sports industry. An interdisciplinary approach gives students the freedom to choose courses of personal interest and build a foundation of knowledge in their desired career fields.

Crown-Core oversees the MBA program and places equal emphasis on both content integration and real world applications.

"The first challenge academically is to integrate business problems with business solutions which requires integration of knowledge," Crown-Core said. "The second challenge is to have these students apply these lessons beyond the classroom through consulting projects that integrate their knowledge in real time to create a reciprocal learning process."

This tried-and-true philosophy of Ohio University is heading toward a new vision with the partnership between the school's College of Business and the Voinovich Center for Leadership and Public Affairs. This model

is turning the traditional MBA on its head by integrating practical business experience along with theory.

This unique approach, which has students working as consultants, gives every student an opportunity to work with community business owners as part of their 15-month academic curriculum.

"The consulting experience we gain at the Voinovich Center, along with the challenging curriculum of the MBA program, provides us all with an educational experience unique to Ohio University," says Wade Martin, a member of the first-year class in the Sports Administration program.

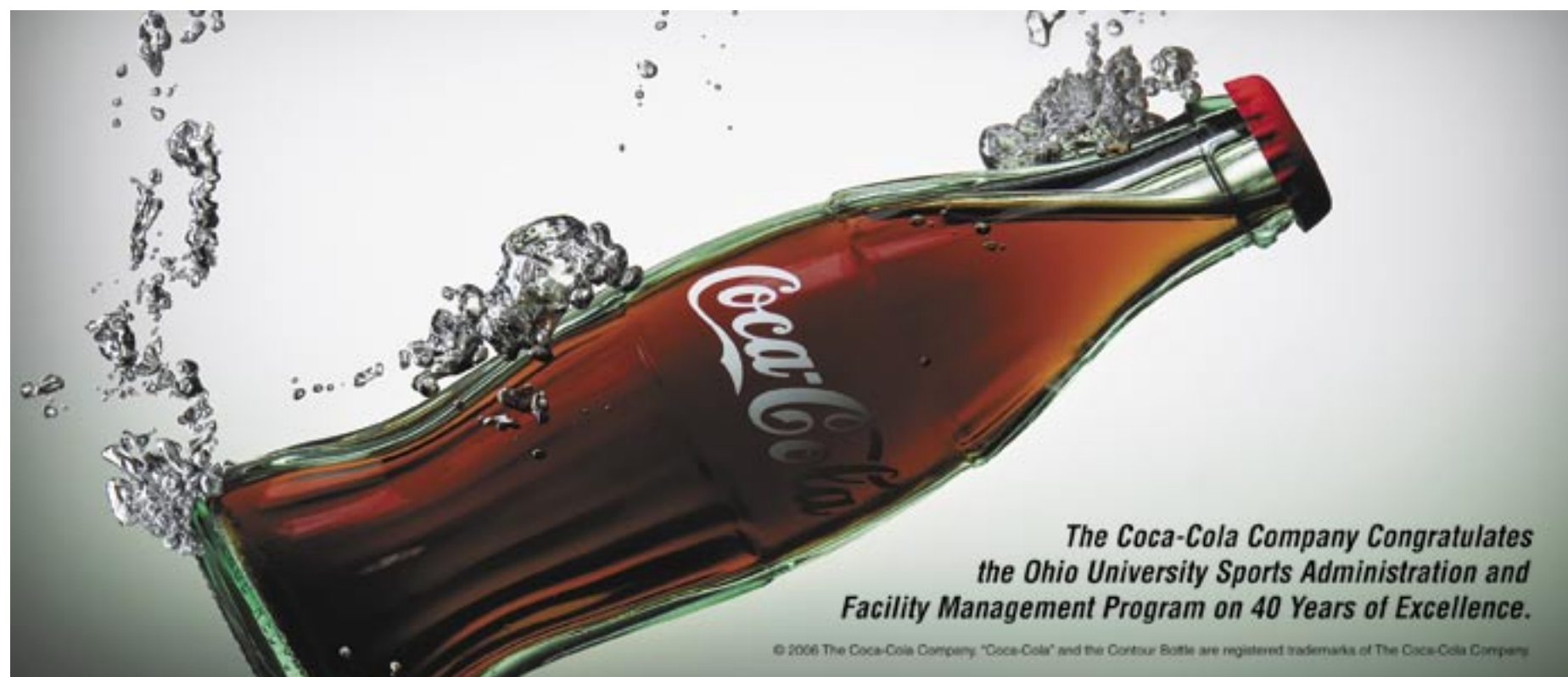
Students understand it is the integration of classroom education with business experience that sets Ohio University apart allowing them the opportunity to see business theory become business application.

Though 2006 is the first year the entire MBA program has been integrated, the longstanding relationship between the College of Business and the Voinovich Center has produced many successes. The Voinovich Center is an academic center that leverages state and university funding with local, federal, foundation and private resources to develop and strengthen businesses in the region.

"At the Voinovich Center there's an infrastructure in place. Students are working with professionals who are hired for their business excellence and their ability to mentor," Crown-Core said. "If the College of Business were going to handpick a staff and a system that would work with our faculty to provide the educational experience we strive for, we couldn't have done any better than the Voinovich Center. Students are walking out of here with not just a degree but with professional experience that separates them from students from other schools competing for the same job."

The first eight weeks of the program are spent mostly in the classroom developing comprehensive content knowledge and a management skill set, while also learning procedural knowledge. Crown-Core said it's important for students to learn how to apply their knowledge in an environment that is focused 100 percent on their learning.

Once the students are successful in the





At the recent Baseball Winter Meetings, Jim Kahler '81 meets with members of the Japanese Alumni Association and current students: (from left to right) Yoshi Hasegawa '00, CSMG International, Mikihiko Sato '06, Kenta Kasahara '06, Nobby Ito '91, Director of Baseball Operations for Japan Baseball, and Kahler.

classroom, they begin working on business projects in increasingly influential roles, with feedback from faculty members and Voinovich Center professionals.

Integrating the MBA core curriculum with the Voinovich Center's practical application gives students experience in solving real business problems in a variety of industries, while also refining their professional communication skills and building strong working relationships.

Students have taken real world work

opportunities while enrolled at Ohio University and worked at the Baseball Winter Meetings, the Sugar Bowl, the Orange Bowl, the Las Vegas Motor Speedway and the NCAA Soccer Championships. Other opportunities are included in the program curriculum via practicum credits. Students have received this type of credit for events like the FIFA Women's World Cup, Super Bowl and Hula Bowl, as well as many others.

"With this integrated program, we don't

have to wait to see the results of their education. They're not just adding value to their organizations later, they're adding value now," Crown-Core said.

"The MBA program enables those of us with limited business experience to apply theories learned in the classroom to real clients to address real problems," added Martin. "By applying our classroom learning in this way, we will be better able to tackle the challenges that we will encounter during our careers in the sports industry."

A New Era: The Center for Sports Administration

In addition to the lessons for students through the Voinovich Center, the creation of Ohio University's Center for Sports Administration will enhance the hands-on learning experience.

Formally announced in 2005 under the leadership of Dean of the College of Health and Human Services Gary Neiman, the Center for Sports Administration was

founded to strengthen the links already existing between the sports industry and Ohio University's faculty, students and alumni.

"The Center for Sports Administration is a necessary step in the evolution of sports business and academics that is the backbone of our program," Neiman said. "I know it is going to help our interface among students, faculty and the industry in a manner that is very progressive. Our tradition has always been the best in the world because we were the first and now the Center for Sports Administration allows us to focus that energy to ensure that our output of students and knowledge continues to live up to and exceed that reputation."

The Center for Sports Administration will be located within the College's School of Recreation and Sport Sciences. The Center for Sports Administration is expected to conduct research on issues in the sports industry with a focus on the practical application of knowledge. One of its goals will be assisting sports organizations and related businesses – both in the United States and abroad – with planning and resource development, Neiman said.

Twenty-Five Years of Charles R. Higgins Distinguished Alumnus Award Winners

2006	Derrick Hall '93	Arizona Diamondbacks
2005	Dan O'Brien '77	Cincinnati Reds
2004	Elliott Hill '88	NIKE
2003	Mike Boykin '82	GMR Marketing
2002	Roger Krupa '72	Raleigh Convention Center
2001	Dean Taylor '75	Milwaukee Brewers
2000	Valerie Arcuri Bonacci '82	Cleveland Indians
1999	Mike Millay '84	Disney Sports
1998	Tim Joyce '79	NIKE
1997	Pat O'Conner '81	Minor League Baseball
1996	Tim Murphy '81	Spectacor
1995	Jeremy Foley '76	University of Florida
1994	Jim Kahler '81	Cleveland Cavaliers
1993	Todd Turner '76	North Carolina State University
1992	Lou Valentic '79	K & K Insurance
1991	Diane Engelken Carbray '77	Projects West Entertainment
1990	Robin Braig '80	Anheuser-Busch Inc.
1989	Basil DeVito '78	Titan Sports Inc.
1988	Brad Hovious, Ph.D. '75	University of Texas at El Paso
1987	Terry Barthelmas '72	Cleveland Indians
1986	Barry Silberman '73	Capital Centre
1985	Terry Reynolds '78	Vero Beach Dodgers
1984	John Swofford '73	University of North Carolina
1983	Dick Myers '71	Washington Federals
1982	Andy Dolich '71	Oakland Athletics

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Derrick Hall

Executive Vice President Arizona Diamondbacks

Derrick Hall's journey from Ohio University graduate student to Executive Vice President for the Arizona Diamondbacks shows the versatility of the program's degree. Despite his success, Hall has never forgotten the impact that Ohio has had on him, both professionally and personally.

Hall began his career with the Los Angeles Dodgers Class A team in Vero Beach, Fla., and within two years received the call to "The Show" returning to his hometown of Los Angeles to work in the publicity department of the Dodgers.

He ultimately reached the position of director of publicity and remained with the Dodgers until 1999, coordinating all public relations efforts during the team's sale from the O'Malley family to News Corp. in 1998. At the time, he had earned the title of senior vice president of corporate communications.

Following his tenure with the Dodgers, Hall moved to Los Angeles radio station XTRA Sports 1150 AM, where he hosted a three-hour morning talk show, as well as the pre-game show before all Dodger home games. After a year with XTRA, Hall moved to the corporate world, where he took a newly created position with KB Home, a Fortune 500 company and the nation's fifth-largest homebuilder before taking his current position with the Diamondbacks.

"Not only did I make lifelong friends with my classmates," Hall said. "I also received hands-on training and faculty expertise that realistically prepared me for my future."

Looking back on his noteworthy career, Hall says that he owes a great debt of gratitude to the program that gave him his start in the sports industry.

"I would not be where I am professionally without the knowledge I gained at Ohio University and without the broad network that keeps our alumni so well connected," Hall said. "I owe my entire career to the Sports Administration program."

"The center will be active in organizing conferences and seminars to help exchange knowledge within the industry," Neiman said. "It will really be an infusion of ideas and concepts to reflect our vision to place a mix of the industry, outstanding students and faculty at the epicenter of sports business information and knowledge."

Under Neiman's vision, the Center for Sports Administration has been founded to serve as a resource to solve the increasingly difficult issues facing the sports industry.

The Center for Sports Administration will serve as a platform that will bring together various constituent groups associated with Ohio University's Sports Administration and Facility Management Program. Each of these groups will benefit from Center for Sports Administration's unique arrangement:

- Alumni of the Program can come to the Center for solutions to issues that present particular challenges to their organizations. The Center will use the resources at its disposal to find workable solutions to these challenges.
- Current students in the program will be given the opportunity by the Center to research solutions to industry challenges while applying the skills that they have acquired through their two-year course of studies in the MBA/MSA program. Through their research efforts, students will increase their knowledge base while building their own personal networks.
- The industry in general will benefit from the results that are yielded from student research. The Center will disseminate the findings from student research on its Web site, which will become an online destination for industry professionals looking for answers to perplexing issues.

The Center for Sports Administration also will forge links with international athletic organizations and businesses to promote cultural, academic and professional exchanges.

One global initiative is to launch an executive master of sports administration program in Beijing. The Center for Sports Administration will also have an active curricular and fund-raising role. The educational mission will include providing student development opportunities through industry mentoring and participation in sponsored research, according to the center's mission statement.

As for fund raising, Neiman expects the center to develop partnerships with organizations in the sports industry to generate financial resources for academic programs and support services

"The Center for Sports Administration will provide our current students with the opportunity to build on the consulting experience they have during year one of their MBA in the Voinovich Center and apply the skill sets to real problems in the sports industry," Kahler said.

The support from practitioners is already apparent as companies from all sectors of the sports business community have signed on as Center for Sports Administration Corporate Partners in a very short period of time.

To date three organizations have signed on as Founding Partners for the Center including Turnkey Sports, *The Migala Report* and Game Plan.

"My first day on the job I called Len Perna, President of Turnkey Sports and a 1990 graduate of the program. Thirty minutes later, we had our first Founding Partner," added Kahler when asked about the response he has received from the sports business industry. "For research, lead generation and executive searches, we believe Turnkey Sports is the industry leader and a logical partner for the Center for Sports Administration."

"It's important for us at Turnkey Sports to be working with the top people in the sports industry," noted Perna. "For 40 years now, Ohio University has been educating the future leaders in sport. We are pleased to partner with the Center for Sports Administration at Ohio University."

"In less than 90 days, we secured three corporate partners," Kahler said. "To be honest, it has put us further along than I thought we would be and the future looks even more promising for recruiting companies to become corporate partners. It is a further testament to where this program has been and where it is going."

"As one of the Ohio University Center for Sports Administration's Founding Partners, *The Migala Report* has benefited already from our partnership," noted Dan Migala, founder and publisher of the online publication. "Each month we are now having students aid our editorial staff by researching and writing articles. This integrative approach is a win-win situation for everyone involved."

The Report gets well-researched and well-written articles, while the students get the opportunity to enhance their own personal networks by interacting with various individuals in the sports industry."

Additional support will come next year from companies like CBS Collegiate Sports Properties and Ticket Return who have agreed to fellowships that will provide scholarships and graduate assistant assignments for current students.

Ticket Return was one of the first companies to sign on as a corporate partner in 2005 and the Charlotte, N.C.-based company could not be more satisfied with the early

returns on the relationship.

"It is the kind of relationship we in the business world dream about," said Larry Denton, president and chief executive officer of Ticket Return. "Going forward we know this is an opportunity that anyone, students and businesses, should participate in. It benefits everyone involved and it has shown us firsthand the power of Ohio University."

The relationship allows Ticket Return to hand-select a graduate student from Ohio University to work as a consultant for the company by completing marketing, research and surveys.

"This is not IBM writing a check to Ohio University and forgetting about the student," said Denton. "We consider our student to be an employee and have expectations for them just like anyone else, and that is what sets this program apart. It's not a one-way street, and we are thrilled with the return on our investment both in terms of dollars and time."

Another relationship that has just begun is with CBS Collegiate Sports Properties, formerly Viacom Sports. Until the opportunity came to be involved with Ohio University as a corporate partner, CBS Collegiate Sports Properties' only partnership has been with *SportsBusiness Journal's* conference group.

"We get approached all the time to get involved but we are very selective with our relationships," said David Johnston, director of sales and marketing for CBS Collegiate Sports Properties and a 1998 graduate of the Sports Administration program. "Our marketing partnerships are based solely on business development and this, we believe, is a wonderful opportunity to develop our business

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Past Distinguished Alumnus Award Winners Elliott Hill '88, vice president and general manager of Nike Retail, Dan O'Brien '77, special advisor to the general manager of the Milwaukee Brewers, and Pat O'Conner '81, COO of Minor League Baseball, along with alumna Tina Gust '98, Minor League Baseball's associate licensing director.

and recruit the next generation of leaders in this business."

CBS Collegiate Sports Properties' role is similar to Ticket Return's as a corporate partner. A student spends a summer working with CBS Collegiate Sports Properties and then, upon returning to Athens, will give the company further support in marketing and business development.

Johnston, however, is not shy about his selfish motive for creating this relationship.

"Ohio University alumni dominate the industry," Johnston said. "Ultimately, we want this student to get to know our business and then come work for us. We fully intend to hire the students that serve as our graduate assistants. Our expectations are that high because we know that Ohio University will deliver."

Another partner, Game Plan, believes so much in Ohio University that they are establishing an office in Athens to further strengthen the relationship.

While based in Lincoln, Neb., Game Plan sees that the opportunity to have a footprint on site will allow them to create an office mixed with full-time employees and students to help discover new ways to enhance their

video analysis software systems.

"Ohio University will be an integral part of our growth," said Mike Browne, president and chief executive officer of Game Plan. "It will be a tremendous partnership. They have become our lab and testing site for developing new products, and we get the opportunity to work with these extremely bright and motivated young people who are preparing to spend their whole lives in the business of sports."

The decision to partner with a sports management program was one of Browne's goals to help grow their business. He said they seriously considered two other programs prior to learning of Ohio University's. After that, the decision became obvious.

"The bottom line is other programs offered us the chance to work with students looking to learn on-the-job and Ohio University gives us professionals who just happen to be students," Browne said. "After doing our due diligence, there really was no comparison."

While the access to the industry is paramount to the merging of the industry with Ohio's academic program, the true test of the success of the program's legacy will always rest with the students.



Allison Gardiner

Senior Vice President, Brand Marketing Bank of America

Allison Gardiner's journey into the sports industry took a less direct route than many graduates of the Ohio University program. After graduating from the University of Illinois, where she was a member of varsity swimming team, Gardiner spent seven years as a elementary school teacher in Chicago and Dallas. She knew, however, that her calling was elsewhere.

Knowing that she wanted to pursue a career in the sports industry, Gardiner looked at her available choices for graduate school. Her decision to attend the Ohio Sports Administration program "was obvious." Gardiner added, "There were several options for me, but when it came down to it, Ohio was the best choice."

Since her time in Athens, Gardiner has benefited tremendously from her connections with the Ohio Sports Administration program. "The program at Ohio University really prepared me to succeed in two ways," Gardiner observed. "First, the outstanding network of alumni has been a tremendous benefit to me, both for questions that I have about business, as well as career questions that inevitably arise. Second, the program provided me with a level of educational attainment that has elevated me above others when competing for jobs."

Each of the stops along Gardiner's career in the sports industry has been due to some connection with the Sports Administration program, starting with her internship at the North Texas PGA, where she worked with two program alumni, Chris Knight, class of 1995, and Mark Harrison, class of 1993.

Gardiner currently serves as the National Programs Manager Strategic Marketing Executive for Bank of America, where she oversees all the strategic planning and leveraging of the company's Olympic and golf initiatives. She spent a month during the summer of 2004 in Athens, Greece, and the winter of 2006, in Torino, Italy, managing Bank of America's Olympic programs. She was involved with the Hometown Hopefuls Family Center, a "home away from home" for the U.S. athletes and their families.

Gardiner has found a distinctive position in the industry, where she is both a sports marketer and a banker, using sports to achieve the Bank's strategic objectives.

"I have been truly blessed by the way my career has unfolded, and I owe much of that to the Ohio University Sports Administration program."

Judging from the current crop of students and the extensive alumni base, Ohio University's Sports Administration program will thrive for another 40 years and beyond.

"In the short term, we are already in discussions with a corporate partner for the Center for Sports Administration who will help us develop and manage a state-of-the-art Web site," Kahler said. "Down the road, we hope to be in position to secure a naming rights partner for the Center for Sports Administration. We feel the Center for Sports Administration will continue to provide outstanding resources to the industry and a naming-rights benefactor will gain a very unique

opportunity to support the industry and enhance their reputation. With the support of alumni and a continued expansion of our tradition, the possibilities are infinite."

For more information

on Ohio University's Sports Administration and Facility Management Program and the Center for Sports Administration, call 740-593-4666, e-mail sportsad@ohio.edu or go to www.ohio.edu/sportsad.



Brett and Michael Yormark announced the creation of the Arlene Sloan "Dream Big, Dare to Fail" Scholarship, at SportsBusiness Journal's "Forty Under 40" banquet. (From left to right) Brett Yormark, Jim Kahler '81, Arlene Sloan, first year recipient Peter Berman '08 and Michael Yormark '89.

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"Forty years ago, the Ohio University Sports Administration Program was founded to meet the sports industry's need for well-trained industry leaders. The Center for Sports Administration will carry forward this tradition by meeting the complex challenges faced by sports organizations and answering the needs of an increasingly complex sports industry."

"The integrated nature of Ohio University's MBA and Master of Sports Administration Program prepares the next generation of industry leaders for the unique challenges of the sports industry."

"As an alumnus of the Program, it is encouraging to see the Center of Sports Administration maintaining the rich tradition of innovation that has been the hallmark of the Ohio University Sports Administration Program for 40 years."

"Ohio University is home to the world's first Sports Administration program and with that comes the largest network in the sports industry. This vast network has aided my career in immeasurable ways that continue to this day."

With over 1,100 graduates... for over 40 years... the Ohio University Master of Sports Administration Program continues to mold the future leaders of the sports world.

The first program of its type, started in 1966 by Dr. James Mason and Walter O'Malley, the Ohio University Sports Administration Program has built on the revolutionary ideas of these two visionaries by producing hundreds of executives that work in all areas of the sports and entertainment industries.

Our unique and innovative curriculum puts our students through an intense program that will involve over 300 hours of consulting experience while they earn their MBA in a 12-month time period. During the second year students apply their MBA skills as they work toward their Master's Degree in Sports Administration. These dual degrees give our students a competitive edge every team will want and need in this ever-changing sports environment.

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