



“Sports in America: Weathering the Economic Storm”
Symposium explores the sport industry’s resilience in today’s economy

As uncertainty about the economy looms from Wall Street to Main Street, sports fans, teams and leagues are watching their financial bottom lines closer than ever. What does the future hold for professional sports franchises—and the industry as a whole—both of which have been previously insulated from the effects of a troubled economy?

SU alumni and friends are invited to an academic symposium sponsored by SU in D.C., the College of Human Ecology and the Department of Sport Management on Wednesday, November 18, for an interactive and provocative discussion entitled, *“Sports in America: Weathering the Economic Storm.”*

The symposium will take place at the Mayflower Hotel, 1127 Connecticut Avenue N.W., with an open bar and buffet reception beginning at 6:30 p.m. and a panel discussion at 7:30 p.m. The cost for the event is \$44, which includes a one-hour open bar and full buffet.

Moderated by Don McPherson '87, the event will explore the effects of economic recession on professional sports teams, and its sponsors, media, players and fans. McPherson, an All-America quarterback and member of the College Football Hall of Fame, has used the power and appeal of sport to address complex social issues. Panelists will include:

- David B. Falk '72, renowned sports agent, and founder and CEO of FAME, as well as a chair of SU’s Sport Management Advisory Board. In 2008, Falk, along with his wife, Rhonda S. Falk '74, donated a \$5 million gift to SU to establish the David B. Falk Center for Sport Management in the College of Human Ecology focused on interdisciplinary academics and experiential learning.
- Stan Kasten, president, Washington Nationals, Major League Baseball. Kasten is also a founding partner of FanDriveMedia, and was named NBA Executive of the Year as the general manager of the Atlanta Hawks.
- Bruce Levenson, owner, Atlanta Hawks, National Basketball Association, and Atlanta Thrashers, National Hockey League. He is a founding partner of United Communications Group, one of the leading privately held business-to-business information publishers in the United States.
- Laurie Orlando '87, senior vice president of talent planning and development, ESPN Productions, Inc., and a member of SU’s Sport Management Advisory Board.

The College of Human Ecology's Department of Sport Management has offered its "Sports in America" symposiums to sell-out audiences in New York and Los Angeles, and is now bringing this series to Washington, D.C., for the first time.

"This event offers a wonderful opportunity to bring sport industry experts together for our alumni and friends in the D.C. area. It is a chance to listen to well-informed perspectives on a topic that touches all of us," says Ann Donahue Yockey, executive director, regional operations, Washington, D.C.

"In addition to hearing from executives who are dealing with these issues at the very highest levels, it will give alumni, along with current and prospective students and their parents in the audience, a chance to see first-hand the deep connections in the sport industry and the high caliber networking opportunities students have access to as sport management majors at SU," says Michael Veley, chair and director of the Department of Sport Management in the College of Human Ecology.

Veley will be available for prospective students and parents at Greenberg House on November 18 from 2-4 p.m. to highlight SU's bachelor's degree in sport management that has a strong experiential learning component in its curriculum. The sport management degree prepares students for careers in sport business and finance, marketing, law, promotion, communications, event planning and facility management, and sports organization management.

For more information about the afternoon information session at Greenberg House, contact (202)797.4678 or suindc@syr.edu.

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