

THE OTHER OLYMPICS ART AND CULTURE



Renowned artist Wyland (blue hat, back row) joins hands with Sport Artist of the Year 2008 Xikun Yuan (back row, white hat) and over 10,000 children who helped create a two-mile long mural at the Jin Tai Museum in Beijing, China.

Looking back at Beijing, it is easy to deem the Games of the LXXIX Olympiad a wild success. Daily world-record athletic performances, displays of sportsmanship between rival countries, and television ratings like none before added up to sheer triumph for the Olympic teams and organizers alike.

With reason, the focus was the sports. And that makes it easy to gloss over “the other Olympics”—the artistic and cultural part of the Games that the founders, centuries ago, carefully wove in among the athletic competitions.

The influence of this other Olympics could be seen at the Beijing Games’ opening and closing ceremonies, as China offered shows for the ages, with magnificent displays of pageantry and culture. The years leading up to the Beijing Games saw thousands of creative artists invited by the International Olympic Committee and its hundreds of national governing bodies to set the stage for the quadrennial assembly of the world’s greatest athletes by crafting songs, sculptures, paintings, and poems for the occasion.

The Academy took an active part in this activity. Moreover, commitment to the other Olympics has shaped the endeavors of

continued on pages 8 & 9

NFHS AND ACADEMY FORM EDUCATIONAL PARTNERSHIP



Pictured left to right are Tim Flannery, NFHS assistant director and director of coach education; Robert Kanaby, NFHS executive director; and Dr. Thomas P. Rosandich, Academy president and CEO

The Academy and the National Federation of State High School Associations (NFHS) entered into an educational partnership through which the Academy will offer Carnegie education units (CEUs) to thousands of high school coaches around the country who have completed NFHS’s coaching education course.

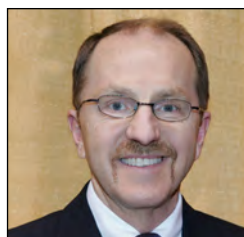
Under the agreement, anyone who successfully completes the NFHS course Fundamentals of Coaching will be eligible to receive two CEUs from the Academy for \$75. Students who completed the course during or after May 2007 are eligible for the CEUs.

Indianapolis-based NFHS recognizes a demand for CEUs among its membership, as many states require CEUs in order to maintain teaching certification.

Certificates of CEUs awarded will be available online to NFHS members via the United States Sports Academy website (<http://students.ussa.edu/nfhs>) or via phone at (251) 626-3303. On the website, members will be able to enter a course completion certification number from NFHS and then immediately print out an official CEU certificate.

CEUs are based upon the Carnegie Educational System. One

continued on page 3



Ron Laird '88

Alumnus of the Year (pg. 11)

IN THIS ISSUE

Academy President Receives Ellis Island Medal of Honor	2
Community College Connection: A Growing Network	4
Academy Scholarship Programs.....	5
Alumni Network.....	6-7
The Other Olympics – Art and Culture	8-11
Academy News and Events	12-13
Academy's Awards of Sport	14
U.S. Sports Academy Directors' Cup	15

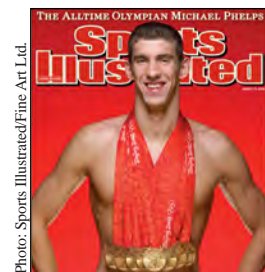


Photo: Sports Illustrated/Fine Art Ltd.

Phelps SI poster on sale (pg. 9)

UNITED STATES SPORTS ACADEMY
America's Sports University®
One Academy Drive
Daphne, AL 36526-7055
Phone: (251) 626-3303
Fax: (251) 621-2527
E-mail: academy@ussa.edu
Website: <http://www.ussa.edu>
Editor: Mark Stevens

BOARD OF TRUSTEES

Chairman, Mr. Robert C. Campbell III, Mobile, AL
Dr. Robert S. Block, Reno, NV
Mr. Tom Cafaro, Dudley, MA
Mr. James J. Carnes, Gainesville, FL
Dr. Milly Cowles, Fairhope, AL
Dr. Gary Cunningham, Santa Barbara, CA
Mr. Ron Dickerson, Montgomery, AL
Mr. Jack Kelly, Lexington, KY
Dr. Nick Niccolai, Mobile, AL
Dr. Mina Papatheodorou-Valyraki, Greece
Dr. T. J. Rosandich, Fairhope, AL
Dr. Thomas P. Rosandich, Daphne, AL
Mr. Jack Scharr, St. Louis, MO
Dr. George Uhlig, Mobile, AL
Dr. Don C. Wukasch, Houston, TX

TRUSTEES EMERITI

Mr. Charles Billich, Sydney, Australia
World-Renowned Sport Artist
Dr. Liston D. Bochette III, Miami, FL
Secretary General, World Olympians Assoc.
Dr. Evie G. Dennis, Denver, CO
Superintendent of Denver Schools (Ret.)
Mr. Gerald Hock, Milwaukee, WI
Founding Trustee
Mr. Jack Lengyel, Surprise, AZ
Director of Athletics (Ret.), U.S. Naval Academy
Mr. Gene Policinski, Nashville, TN
Executive Director, First Amendment Center
Dr. Homer C. Rice, Atlanta, GA
Director of Athletics (Ret.), Georgia Tech
Dr. Judith M. Sweet, San Diego, CA
President (Ret.), NCAA
Dr. LeRoy T. Walker, Sr., Durham, NC
Honorary President, U.S. Olympic Committee
Dr. Ben Weider, Montreal, Canada
President, International Fed. of Bodybuilders

The United States Sports Academy is an independent, non-profit, accredited, special mission sports university created to serve the nation and the world with programs in instruction, research and service. The role of the Academy is to prepare men and women for careers in the profession of sports.

The United States Sports Academy is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award baccalaureate, master's and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of the United States Sports Academy.

The United States Sports Academy accepts students regardless of race, religion, age, gender, disability or national origin.

ACADEMY PRESIDENT RECEIVES MEDAL OF HONOR

Academy President and CEO Thomas A.P. Rosandich, Ph.D., received the prestigious Ellis Island Medal of Honor on the famous island in New York Harbor.

The Ellis Island Medal of Honor is presented by NECO (formerly the National Ethnic Coalition of Organizations), a nonprofit founded in 1984 to showcase Americans' diversity as the source of their nation's greatness and to cultivate leadership. Since 1986 the annual medals have honored U.S. citizens of various ethnic backgrounds, in homage to the immigrant experience. Each medalist owns a remarkable résumé of personal and professional achievement benefiting others and has furthermore acted to preserve the richness of his or her family heritage. Rosandich was the child of Croatian immigrants, Sheboygan Falls, Wisconsin's, only such household.

To fully understand this honor one must understand the history of the United States Sports Academy and discover the commitment, the sacrifice and the benevolence of its founder, Dr. Rosandich. Since 1972, he has led the Academy.

Working to establish the Academy as the world's largest sports university, Dr. Rosandich has brought its resources to more than 60 nations seeking to develop educational and other programs in sports and fitness. He has spent a lifetime promoting sports as a means of building peace and harmony among cultures.

Dr. Rosandich's dedication as a "sports ambassador" has not gone unnoticed. He has received more than 40 decorations from organizations and governments worldwide, in recognition of his altruistic contribution.

For service to the Olympic Movement, in 1997 the International Olympic Committee bestowed upon Dr. Rosandich its highest distinction, the Olympic Order. The Olympic Order honors commitment to the Olympic ideal demonstrated through such action as achievement in sporting competition or exceptional work on behalf of Olympism. Since 1999, Dr. Rosandich has served on the IOC's Commission for Culture and Olympic Education, which advises the IOC executive board on how to foster cultural exchange and Olympic education.

In addition to his recognition by the International Olympic Committee, Dr. Rosandich has been distinguished by the United States Olympic Committee with its highest honor, the President's Medal. He was furthermore the recipient, in 2005, of the inaugural Harmony Award given by the United Nations Committee on Non-Governmental Organizations. The Harmony Award is presented annually by the U.N., saluting an outstanding leader's contributions to the promotion of cross-cultural good will.

Dr. Rosandich is also a recipient of the Order of Bahrain, which is the Kingdom of Bahrain's supreme honor. The Academy's first major international contract was signed with the Kingdom of Bahrain, in 1976.

Reaching the position of one of the world's leading sports educators and ambassadors did not happen by chance. Dr. Rosandich accumulated a wealth of knowledge during a path leading to the Academy's founding.

In college at the University of Wisconsin-La Crosse, Dr. Rosandich studied history and physical education and competed in both track and football. He was inducted into the

(continued next page)



Dr. Rosandich is pictured center with Brigadier General Paul E. Lefebvre, Commanding General, Marine Corps Recruit Depot, Parris Island, S.C., who also received the Ellis Island Medal of Honor.

(continued from previous page)

university's Athletic Wall of Fame in 1983 and received the Maurice O. Graff Distinguished Alumnus Award from the university in May 1989. Each of the five colleges that make up the University of Wisconsin-La Crosse awards an annual scholarship to its outstanding senior; in the College of Health, Physical Education, Recreation, Dance and Teacher Education, the award is named for and funded by Dr. Rosandich.

After college, Dr. Rosandich became an infantry officer in the U.S. Marine Corps. During his military tour, he also fulfilled such assignments as All-Marine track and field coach and All-Service coach for the 1956 Olympic Games in Australia. (At the time, most track and field athletes representing the U.S. in the Olympics were members of the armed forces.) Dr. Rosandich established the meet known as the Marine Corps Relays.

His many achievements were noted by high-ranking officers, leading to an eventual appointment by the U.S. Department of State to its "Ambassadors of Sport" program. As an ambassador of sport, Dr. Rosandich coached athletes in some 50 nations. During the early 1960s, he was directly responsible for bringing to Indonesia the Peace Corps—which he turned into the Sport Corps. Around the same time, he founded what is now called the South East Asia (SEA) Games. For his contributions to track and field, he was inducted in the Helms Hall of Fame in 1972.

Beginning with his tour with the State Department, Dr. Rosandich would serve as a coach or consultant in 10 different Olympic Games, from the 1956 Melbourne Olympics through the 1996 Atlanta Olympics. During the Atlanta Games, he served as the president of U.S. Team Handball.

Years of coaching internationally gave Dr. Rosandich unusual insight into how other countries had begun to bring a scientific perspective to sports. Understanding the concept's value, he brought it closer to home in his vision of a national school of sports.

In 1972 Dr. Rosandich acted on that vision, establishing the Academy, which today is known worldwide as America's Sports University. Early on, the Academy was housed on the campus of the University of South Alabama; in 1986 it was moved to Daphne, Ala. Before relocating, however, Dr. Rosandich brought to the Mobile institution the region's first cardiac rehabilitation program. His "Operation Bounce Back" continues to save lives to this day.

NECO's Ellis Island medal recipients have included six presidents, a number of Nobel laureates and such paramount figures in sports as Muhammad Ali and Arthur Ashe.

(continued from front page)

NFHS and Academy Partnership



CEU represents 10 clock hours of participation in a recognized continuing education program. CEUs are widely used by coaches, teachers, administrators and other professionals to earn salary increments and promotions and to maintain certifications.

Following completion of the NFHS Fundamentals of Coaching course and printing of the certificate, transcripts may be obtained from the Academy registrar at (251) 626-3303.

NFHS is the official coach education provider for its 51 state-level member associations, offering blended and online courses at www.nfhslern.com. NFHS also publishes playing rules in 16 sports for boys' and girls' competition and administers fine-arts programs in speech, theater, debate and music. It provides

a variety of program initiatives that reach the 18,500 high schools and over 11 million students involved in athletic and activity programs.

Since 1920, NFHS has led the development of education-based interscholastic sports and other activities that help students succeed in life. NFHS sets direction for the future by building awareness and support, improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school sports and activities.

The establishment of the Academy over 35 years ago was inspired, in part, by research findings that became known as the Blyth-Mueller Report. That study established a solid link between poor preparation of coaches and the number and severity of injuries to the athletes under their charge. The new agreement with NFHS meets one of the original objectives in the Academy's founding charter.

Now the largest sports university in the world, serving thousands of students, the Academy offers bachelor's, master's and doctoral degrees as well as continuing education courses in sports coaching, sports management, sports medicine and other sports-related areas that prepare qualified leaders for the sports profession.



Department of Continuing Education

Sport-specific programs in coaching, fitness, management, bodybuilding, human performance, personal training, wellness and many more.

- If it is sports, we have it!
- Take courses online.
- Boost your career.
- Earn CEUs.
- Build your resume.
- Earn salary increments.

Accredited Proven Affordable

NEW GI BILL BRINGS MORE COLLEGE AID TO MILITARY

Legislation recently signed by President George Bush will strongly increase education benefits available to military veterans on active duty after September 11, 2001, including reservists and National Guard members. The new bill offers

- housing stipends
- funds for books and supplies
- 15 years to use benefits following active duty
- funds equaling highest public-school tuition (in-state) in veteran's state
- transfer of unused benefits to spouses or children

This information was retrieved from the NASFAA web site, <http://www.nasfaa.org/publications/2008/ggibill070108.html>.

Top media sources like Forbes magazine report that among graduating high school seniors, sports is one of the most desired careers. Many in the military are former athletes who would enjoy a return to sports following service to the nation. The Academy offers this career path with sport-specific bachelor's, master's and doctoral degrees that can be completed 100% online.

COMMUNITY COLLEGE CONNECTION

Economy, Growth of Sports Spark “A Growing Network”

With the rise in gas prices and the decline in the world economy, it has been well documented in major news publications that more students are responding to the cost-saving value of online education. Online universities remove the need for expensive room and board and commuting to campus.

At the same time, the sports industry continues to grow. In the United States, the latest estimates peg sports as a \$400 billion dollar field. In addition, Forbes magazine recently released a poll that showed the number one career choice of high school students was in sports.

These factors have combined to make the Academy's bachelor's program an attractive option in higher education.

To help meet students' needs, the Academy features an associate's-to-bachelor's program, grounded in so-called articulation agreements between

the Academy and numerous junior and community colleges. The agreements allow these colleges' graduates to enroll at the Academy, transferring their associate's-degree credit to fulfill requirements for an Academy bachelor's degree. Students of sports coaching, sports management and sports studies may take advantage of the articulation agreements. Under an articulation agreement, the Academy waives transferring students' application fee and transcript evaluation fee.

Many junior and community colleges run by states are judged on the numbers of their graduates who enter four-year institutions. For these colleges, the Academy's online programs offer an attractive option, since along with value they provide students with the utmost convenience.

Academy degree programs are available entirely online, so students can earn the baccalaureate from home, from the

campus of their community college or from any other place around the world. Thanks to the Academy's state-of-the-art technology, traditional semesters are no longer essential, so courses can be started at any time.

The Academy recently signed articulation agreements with Cuyahoga Community College in Cleveland, Ohio; Saddleback College in Mission Viejo, Calif.; and the Dallas County Community College District, a network of seven institutions in and around Dallas, Texas. Below is a list of schools the Academy has articulation agreements with.

The Academy associate's-to-bachelor's program consists of the final 60 semester hours of the 120 semester hours required for the degree. Individuals who have earned a high school diploma also can take the Academy's bachelor's-level sports courses online.

Associate's-to-Bachelor's Partner Schools

Alabama Southern CC
American River College
Andrew College
Barstow College
Bishop State CC
Camden County College
City College of San Francisco
Columbus State CC
Cosumnes River CC
Cuyahoga CC
Dakota County Technical College

Dallas County CC
East Mississippi CC
Eastern Iowa CC
Eastern Oklahoma State College
Faulkner State CC
Finger Lakes CC
Gadsden State CC
Herkimer County CC
Hillsborough CC
Hiwassee College
Hudson Valley CC

Jamestown CC
Jefferson Davis CC
Jefferson State CC
Jones County JC
Manatee CC
Monroe CC
Northern Virginia CC
Ocean County CC
Pensacola JC
Saddleback College
Suffolk County CC

SPORT-SPECIFIC BACHELOR'S COURSES

- Take individual bachelor's-level courses online
- Courses open to all students with a high school diploma
- Set your own study schedule

Ask about the Academy's
bachelor's degree program

www.ussa.edu



•100% Online •Accredited •Start Anytime from Anywhere

Academy Bachelor's in Golf Swings into Action



The Academy now offers a pair of golf-related specialties within the undergraduate program leading to the Bachelor of Sports Science (B.S.S.) degree. Students may pursue the sports management major with an emphasis in golf management or the sports coaching major with an emphasis in coaching golf.

Beginning a career as a golf professional requires knowledge of business operations, facilities, golf course maintenance, golf club repair and leadership. Golf professionals also need knowledge of marketing, merchandising, accounting and management.

The emphasis in golf coaching takes students through leadership and management techniques, as well as applicable study of nutrition, sports medicine, coaching methodology, psychology and sociology.

One hundred percent of bachelor's-degree course work is taken online; in addition, bachelor's degree students complete a required mentorship, learning from established golf professionals or coaches in the field.

ACADEMY SCHOLARSHIP PROGRAMS

Olympians Race to Take Advantage of Academy Degree



Chris Witty
Three-time Olympian
Speed skating and cycling



Chris Thorpe
Four-time Olympian
Luge



LaTanya Sheffield
1988 Seoul Olympics
400-meter hurdles

The demands on athletes striving to become world-class competitors can leave little time for anything else. But when a top athlete's career is finally able to accommodate college education, the Academy believes that scholarships should be available. Two years ago, the Academy started a scholarship program for U.S. Olympians and U.S. Paralympians. It serves past and present athletes with full tuition awards when they enter the Academy bachelor's degree program.

Currently, three former Olympians belong to this scholarship program, including 400-meter hurdler LaTanya Sheffield, speed skater and cyclist Chris Witty, and luger Chris Thorpe.

Born in West Allis, Wisc., Chris Witty worked tirelessly to become the ninth American ever to compete in both Summer Olympics and Winter Olympics. Claiming silver and bronze medals in speed skating at the 1998 Winter Olympics and also taking fifth place in cycling at the 2000 Sydney Games,

Witty achieved the ultimate milestone by winning gold at the 2002 Olympic Games in the 1,000-meter speed skating event.

Few athletes in history have matched the credentials or longevity of Chris Thorpe. A veteran of four Olympic Games ('02, '98, '94, '92), Thorpe has filled his trophy case with an Olympic bronze medal, an Olympic silver medal, and a host of World Cup and National Championship hardware. Over his 17-year career, Thorpe has also received 31 international medals, more than any other American. He was the first American ever to win the World Cup Championship in luge.

LaTanya Sheffield set an American record for 400-meter hurdles at the 1985 NCAA Championships, where she ran for San Diego State University. The feat catapulted Sheffield into the limelight of international track and field. She claimed a bronze medal at the 1987 Pan American Games and gold at the Olympic Sports Festival. Competing in the 1988 Olympic Games, she became the first

American to run faster than the Olympic record in the 400-meter hurdles (although she would finish out of medal contention).

The Academy's bachelor's degree programs in sports coaching, sports management and sports studies are offered entirely online, suiting all three of these scholarship-winning Olympians who now have full-time motivational speaking careers or are raising families.

The scholarship for U.S. Olympians and U.S. Paralympians covers all tuition toward a Bachelor of Sports Science (B.S.S.) degree, including a waiver of application and transcript evaluation fees.

To be eligible for the scholarship, past or present U.S. Olympians must meet the requirements for full admission to the Academy's bachelor's degree program. To view admission requirements, download the academic catalog at www.ussa.edu or call (800) 223-2668.

The deadline to apply for the Academy Scholarship for U.S. Olympians and U.S. Paralympians is 30 December 2008.

Fall Fund Drive Will Support Academy Scholarships

The Academy will conduct a campaign this fall in support of the Academy's General Scholarship Fund. The fund is a resource for past and present U.S. Olympians and Paralympians and "Wounded Warriors" who seek an education in the discipline of sports.

Over the last year, the Academy has awarded scholarships to a number of Olympians and Paralympians; beginning in the fall,

active recruiting for the Wounded Warriors Scholarship will bring tuition and other assistance to additional qualified students.

The Wounded Warriors Scholarship offers full scholarships to U.S. military personnel wounded in combat in Iraq, Afghanistan and other hot spots throughout the world. Armed forces veterans planning to study in the Academy's bachelor's, master's and doctoral

degree programs are eligible

Degrees are available 100% online so students can study any time and from any place.

Because the Academy is a 501(c)3 non-profit institution, all donations to the Academy General Scholarship Fund may be tax deductible. To become one of the supporters of the Academy General Scholarship Fund, please call (251) 626-3303.

CALL FOR PAPERS

reach the sports world by publishing
your sports related research

THE SPORT JOURNAL
www.thesportjournal.org

THE ALUMNI NETWORK

Academy Alumni Association

The Alumni Association features one of the largest networks in the sports profession. Over the last 35 years, thousands of students have graduated from the Academy. Many have moved into the higher echelons of sports, where

their impact is immeasurable. Their influence is felt every day at the Academy; institutional research shows that alumni are the top source for new-student referrals.

The Academy is proud of the success of its

alumni and of their growing roles in the sports industry. We want to hear from you. Alumni can keep in touch, research jobs, read about other Academy alums and join the Alumni Association online, at www.ussa.edu/alumni.

OFFICERS

President

Mike Leach, Head Football Coach
Texas Tech University
Lubbock, Texas

1st Vice President

Dennis Lindsey, Vice President/Assistant GM
San Antonio Spurs
San Antonio, Texas

2nd Vice President

Linda Moore, Sr. Director of Business Admin.
ESPN Original Entertainment
Bristol, Connecticut

Secretary/Treasurer

Dr. Fred Cromartie,
Chair of Sports Management
United States Sports Academy

Chair/Trustee Liaison

Dr. T. J. Rosandich,
Vice President
United States Sports Academy

NATIONAL BOARD

Mike Behymer, Senior Vice President
Learfield Communications
Jefferson City, Missouri

Patricia A. Brill, Ph.D., Sr. Public Health Mgr.
Harris County Public Health and Environmental
Houston, Texas

David Brunk, Commissioner
Peach Belt Conference
Augusta, Georgia

Brandon Buckley, Bullpen Catcher
Oakland A's
Pleasanton, California

Rachelle Cannon,
Health Promotion Specialist,
Dietary Counselor and Personal Trainer
Washington, D.C.

Jeremy Cox, Assistant Basketball Coach
University of Kentucky
Lexington, Kentucky

Byron Cunningham, Head Athletic Trainer
University of Illinois
Champaign, Illinois

Greg Davies, Assistant Athletic Director
University of Northern Iowa
Cedar Falls, Iowa

Dr. Dexter Davis, Assistant Professor
Niagara University
Niagara, New York

Todd Eisner, Head Basketball Coach
Bellevue University
Bellevue, Nebraska

David Essel,
Author, TV Host, and Fitness Expert
Ft. Myers, Florida

Sterling J. Frierson, Academic Counselor
Vanderbilt University
Nashville, Tennessee

Barbara Lyons, Athletic Director
Valdez High School
Valdez, Alaska

Chris Maitre,
Associate Director of Facilities
Tulane University
New Orleans, Louisiana

William McCullum,
Head Basketball and Golf Coach
Lincoln College
Lincoln, Illinois

Janice Merrill-Morin,
Assistant Track & Cross Country Coach
Rutgers University
Piscataway, New Jersey

Dr. Tim Newman, Sports Management Faculty
York College of Pennsylvania
York, Pennsylvania

Peter Phaiah,
Associate Vice Chancellor of Student Affairs
University of Minnesota-Crookston
Crookston, Minnesota

Bert Rodgers, Head Track and Field Coach
Marquette University
Milwaukee, Wisconsin

Dr. Aaron Settle, Assistant Professor
West Virginia State University
Institute, West Virginia

Dr. Bret Simmermacher, Head Baseball Coach
New Mexico Military Institute
Roswell, New Mexico

Dr. Bonnie Tiel, Chair of Sports Management
Tiffin University
Tiffin, Ohio

Tim Thorpe,
U.S. Navy
Kaneohe, Hawaii

Mike Vollmar,
Associate AD for Football Operations
University of Alabama
Tuscaloosa, Alabama

Terry Waldrop,
Head Basketball Coach
Texas Wesleyan University

James Watts, Head Women's Soccer Coach
Earlham College
Richmond, Indiana

Scott Yakola
Director of Undergraduate Studies
Duke University
Durham, North Carolina

INTERNATIONAL BOARD

Dr. Charles Billich, Artist
Billich Galleries
Sydney, Australia

Dr. Marco Cardinale,
Head of Sports Science and Research
British Olympic Association
London, England

Vincent Chin, General Manager
KH Sports World Sdn. Bhd.
Kuala Lumpur, Malaysia

Mr. Conrado Duránte, President
Olympic Academy of Spain
Olympic Committee of Spain
Madrid, Spain

Dr. Anant Joshi,
Arthroscopy and Sports Medicine Institute
International Cricket Council Medical Committee
Bombay, India

Dr. Costas Karageorghis, Senior Lecturer
Brunel University
West London, England

Dr. Susan Kim, Faculty
Korean National Univ. of Physical Education
Seoul, South Korea

BG (Ret) A/Prof. Lionel Lee, M.D., Director
Defense Medical & Environment Research Institute
Singapore

Y. Bhg. Tan Sri Dato' Elyas Omar,
Commissioner of Sport
Kuala Lumpur, Malaysia

Conor O'Shea, National Director
English Institute of Sport
Ireland

Dr. Mina Papatheodorou-Valyraki
Artist
Athens, Greece

Dr. Samia Al Qattam,
Chairperson, Department of Physical Education
University of Bahrain
Kingdom of Bahrain

Chua Tock Sing,
Taman Oversea Union
Kuala Lumpur, Malaysia

Dr. Tomas Sithole,
Director, Intl. Cooperation and Development
International Olympic Committee
Republic of Zimbabwe

Dr. Yong Tang,
Chair of Sports Management
Taipei Ocean Institute of Technology
Taipei, Taiwan

Dr. Santiparb Tejavaniya,
Governor
Sport Authority of Thailand
Bangkok, Thailand

Alumni Network News

NICK SABAN BRINGS ACADEMY ALUM TO TUSCALOOSA

University of Alabama head coach Nick Saban announced the hiring of Mike Vollmar as associate athletics director for football. His primary role will be to oversee the administration and operation of the UA football program. Vollmar comes to Alabama following 12 years as assistant athletics director and director of football operations at Michigan State University, where he spent the 1988–90 seasons as assistant recruiting coordinator and in athletic administration under Bo Schembechler and Gary Moeller. Vollmar earned the master's degree in sports management from the Academy in 1989.

Before joining the staff at Michigan State, Vollmar spent five years at Syracuse University, as the Orangemen posted a record of 42-15-1. He served as recruiting and personnel coordinator there from 1991 to 1993 and as director of football and recruiting operations from 1994 to 1996, under Paul Pasqualoni.



Photo: Alabama Athletics

ACADEMY GRADUATE SETS PACE FOR FUTURE OLYMPIANS

Former Jamaican Olympian and Academy master's degree graduate Grace Jackson reached the 100m and 200m finals at the 1984 and 1988 Olympic Games and the 200m final at the 1992 Games in Barcelona.

The 1988 Seoul Olympics saw her breakthrough performance: She took the silver medal in the 200m event, finishing behind legendary sprinter Florence Griffith Joyner in one of the fastest times in history (21.72). The 200m final in Seoul was one of the best races in Olympic history, as Joyner and Jackson finished ahead of 200m world champion Silke Moller, Heike Drechsler, and the great Merlene Ottey.

Currently, Jackson is the athletic director and manager of student services at the University of the West Indies, located in Mona, Jamaica. Since 2001, she has served as president of the Jamaica Intercollegiate Sports Association, and

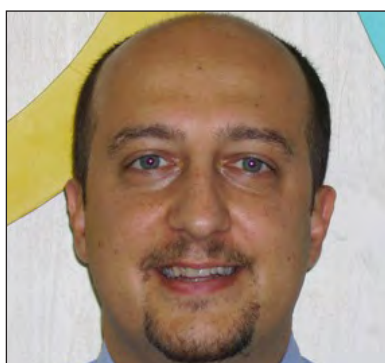
she is also the athletic vice president of the Jamaica Amateur Athletic Association.



BRITISH OLYMPIC ASSOCIATION PROMOTES ACADEMY GRAD

Dr. Marco Cardinale was recently named head of sports science and research at the British Olympic Association. His primary research emphases have been (a) the use of vibration as an exercise intervention, (b) hormonal responses to exercise, and (c) neuromuscular adaptation to strength training. Cardinale is based at the Olympic Medical Institute in London. In November 2007, he was appointed by Sir Clive Woodward as the lead physiologist for the Elite Performance Program of the British Olympic Association.

Cardinale received his master's degree from the Academy in 1998.



VOLS' PHIL FULMER HIRES ACADEMY ALUM

University of Tennessee head coach Phillip Fulmer has hired 1993 Academy graduate Bruce Warwick as assistant athletics director for football operations.

Prior to joining the Vols, Warwick served with the Green Bay Packers for some six years as assistant to the general manager/director of football administration. Warwick directed the Packers' daily football operations as the team won three consecutive NFC North division titles and made four playoff appearances. He oversaw staff in the areas of strength, video, training room, equipment and player programs, as well as managing the annual training camp and mini-camps. He was responsible for all coaching and personnel contracts and new hires and for the team's minority internship program. He also provided liaison with National Football League officials.



Photo: Tennessee Athletics

ACADEMY NEWS

•The Academy mourns the loss of alumni Robert Paris ('87 master's degree) and Donald Tompkins ('86 master's degree).

•See Academy Alumni Board President and Texas Tech Head Football Coach Mike Leach's feature in *Sports Illustrated*. Google keyword "dissecting the spread."

Alumni Network at Work

- Alumni are the Academy's #1 source of new-student referrals.
- Nearly 80% of Academy alumni work in the profession of sports.
- 95% of alumni report that the Academy helped prepare them for a sports career.
- 96% of alumni would recommend the Academy's online programs to others.



The Other Olympics – Art and Culture

(continued from front page)

the Academy and its American Sport Art Museum and Archives. ASAMA underlies the Academy's participation on the IOC's Commission for Culture and Olympic Education. People around the world know the Academy's academic programs in sports. As the following highlights show, the Academy also works hard to endorse art and culture.

(Other) Olympic Origins

The roots of the other Olympics—art and culture—extend to ancient Greece. Historical records indicate that the Olympic Games began in Greece in 776 B.C. and continued without interruption until A.D. 393. For 1,170 years the Games occupied a central place in Ancient Greek life.

The first venue for the competition was Olympia, located in the ancient district of Elis, on the Peloponnese (mainland Greece's southern peninsula). It was considered a sacred place. Architecturally masterful temples to the gods Zeus and Hera stood there. After 432 B.C., so did one of the Seven Wonders of the Ancient World: the colossal ivory and gold statue of Zeus. One legend of the origin of the Olympic Games involves the mythical King Pelops of Olympia, said to have founded the contests.

Ancient Greece's city-states warred with each other enthusiastically. But during the month of each ancient Olympic Games, the *ekecheiria* was observed, a sacred truce that banned all hostile acts and permitted athletes, artists, and their families to travel safely to Olympia. Another tradition of the ancient Olympiads was a festival honoring the civilization's artists, held just prior to the Games that honored its athletes.

Pentathlon of the Muses

Eventually, during a campaign to impose Christianity as a state religion, the ancient Olympics were suppressed. Olympia was destroyed by earthquake in the 6th century, and it was not until the dawn of the 20th century that Pierre Frédy, Baron de Coubertin, formed the International Olympic Committee and became father to the modern Olympics.

A French educator, de Coubertin saw sports education as vital to young people's personal development. He believed art and sports should be integrated, and his zeal led to the creation in 1912 of Olympics-based competitions in music, sculpture, painting, literature, and architecture. Like their athletics counterparts, winners in the so-

called pentathlon of the muses received gold, silver, and bronze medals.



At the entrance to ASAMA hangs a painting of the mythological Daphne (pictured above), created by Greek artist Mina Papatheodorou-Valyraki, the Academy's Sport Artist of the Year 2002.

Olympic Laurel Wreath

Before there were Olympic medals, however, there were Olympic wreaths to distinguish the fastest, strongest, and best. The laurel-leaf wreaths presented to Greek cultural heroes are another tradition linking sports and art. The tradition was based in Greek mythology, according to which the god Apollo fell in love with the mountain nymph Daphne. When his rival for her affections, Leucippus (a mortal) was killed, Daphne's father, the river god Peneus, changed Daphne into a laurel tree to shield her from Apollo's unrelenting pursuit. But Apollo claimed the tree, saying "You shall assuredly be my tree. I will wear you for my crown." Devotees of Apollo traditionally depicted him in a laurel-leaf crown. It also became customary to place laurel wreaths on the heads of favored writers, poets, athletes, and artists.

Daphne, Home of the Academy

Coincidence may account for the Academy campus being located in the city of Daphne, Alabama, USA. But it is no coincidence that the Academy has worked to build both the world's largest sports university and the world's largest fine sport art museum, the American Sport Art Museum and Archives.

The Academy and ASAMA were founded by Dr. Thomas P. Rosandich. He participated in 10 Olympiads, from the Melbourne Games in 1956 to the Atlanta Games in 1996, as either coach or consultant. Rosandich witnessed the unprepared athletes and dismal performances of the 1972 Munich Games and recognized a need for a national school of sports.

He was also well aware of Olympic history and the artistic and cultural heritage of the Games. In 1984, with a decade of operations under the Academy's belt, Rosandich opened ASAMA. There, sports history, art, and literature are preserved and the cultural connectivity of athletic competition and artistic expression is highlighted. ASAMA's collection includes works by artists from five continents; its development has made the Academy a presence in culture and education internationally.

In another pleasing coincidence, the Beijing Games' opening ceremony occurred on the 10-year anniversary of the museum's official dedication by the State of Alabama and Governor Fob James (8 August 1998).

One of the functions ASAMA performs is the designation each year of a Sport Artist of the Year. The honor is part of the quarter-century-old Academy's Awards of Sport program that pays tribute to the artist and the athlete. Past sport artists of the year include Ernie Barnes, Charles Billich, Hans Erni, LeRoy Neiman, and Cristóbal Gabarrón. These individuals comprise a circle of champions with unique power to promote art and culture around the world.

(continued on next page)



Pictured at the opening of Mina Papatheodorou-Valyraki's (center) exhibit in Beijing is His Excellency Karolos Papoulias (left), President of the Hellenic Republic and Xikun Yuan (right), Sport Artist of the Year 2008.

The Other Olympics – Art and Culture

(continued from previous page)

Sport Artists of the Year 2008

During 2008, in light of a landmark Olympiad set in China, the Academy chose to honor two very special Sport Artists of the Year. Chinese artist Xikun Yuan and master calligrapher Gu Gan won in the sculpture and graphics categories, respectively.

Gu Gan's award paid tribute, in part, to his series of 33 calligraphy paintings exploring sport. One of the works commemorates the 2008 Beijing Games in a study of the five Olympic rings.

Known as a "portrait diplomat," Xikun has depicted more than 200 heads of international organizations, including face-to-face renderings of political celebrities such as former U.N. Secretary General Kofi Annan, former South African President Nelson Mandela, and IOC Honorary President Juan Antonio Samaranch.

Culture and the IOC

The vision behind one of the world's most innovative academic institutions linking sports and art belonged to Rosandich—something not lost on the International Olympic Committee (IOC). In 1999, the IOC appointed him to its Commission for Culture and Olympic Education; through

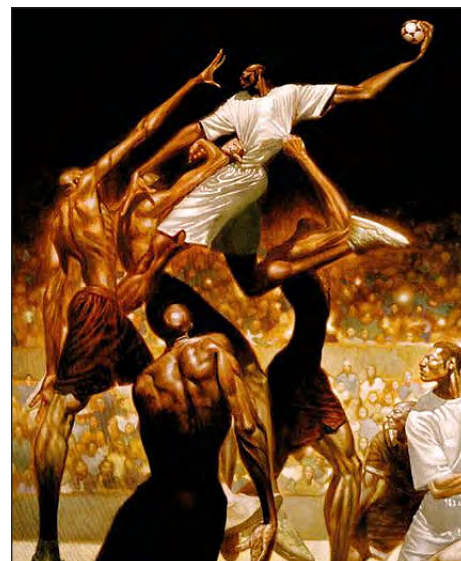
Beijing Games through their works. The Academy and the United States Olympic Committee conducted the American national qualifying round in the art contest (in graphic and sculpture categories), as well as national qualifying for the sport and singing contest.

Art, Singing Contest Results

In the U.S. art competition, San Diego artist Kadir Nelson won in the graphics category, while Pacific Grove, Calif., native Edward Eyth won in the sculpture category. From the national competition, the entries proceeded to international judging in Switzerland last 15 May, joining some 60 other submissions.

The international winner in graphics was Ivan Patuc of Slovakia. His painting featured the sport of wrestling and earned a \$30,000 prize. In sculpture, the \$30,000 first prize went to Joe Datuin of the Philippines, who entered a work titled "Dancing Rings." Nelson's third-place finish earned the artist a \$10,000 prize; Eyth's work earned an honorable mention.

In the IOC's sport and singing contest, victory in U.S. competition went to "I Stand Amazed," a song performed by Legacy 12, a group of 8- to 12-year-olds from Lake Highland Prep School in Orlando, Fla. In



*"Anatomy of Team Handball"
by Kadir Nelson*

to the public during the Olympics in Beijing and will become part of exhibits at the Olympic Museum in Switzerland, as well.

Sport Artist Network

ASAMA and the Academy generate a wide network through which artists and others with a stake in art and sports are brought together to further their aims. This network was in full swing in the lead-up to the Beijing Olympics. In addition to working with Gu Gan and Xikun Yuan, the Academy assisted a number of its sport artists of the year in launching exhibits and partnerships spanning the globe. The stories featured next only begin to demonstrate the role the Academy fulfills in global art and culture.

Valyraki Opens Beijing Exhibit

Mina Papatheodorou-Valyraki presented an exhibit titled "The Mind and the Body" at the Jin Tai Museum in Beijing, coinciding with the Games of the XXIX Olympiad. On hand for the opening of the show were Michael Cambanis, the Hellenic Republic's ambassador to China; Karolos Papoulias, president of the Hellenic Republic; and Xikun Yuan, director of the Jin Tai Museum and the Academy's Sport Artist of the Year 2008 (sculpture category).

continued on next page



Pictured above are the members of the judging panel that decided the IOC Sport and Art contest winners, in graphics and sculpture categories. From left to right are Tomas Sithole of the IOC; Abiola Akintola; Letila Mitchell; Chairman Zhenliang He; Dr. Ching-Kuo Wu; Dr. Thomas P. Rosandich; Edward Kensington; and Cris Gabarrón.

a series of reappointments, he continues serving today. In the 2008 Olympic year, the IOC Commission for Culture and Olympic Education sponsored contests for artists and musicians interested in celebrating the

subsequent international competition, Legacy 12 received an honorable mention and the top prize, \$15,000, was awarded to the a cappella group Voiture, from the Republic of Korea.

The winning art and music were available



Buy sport art such as the first *Sports Illustrated* cover ever commissioned for a poster.

Sport Art Books & Videos Clothing /Apparel Gift Items

ACADEMY SHOPPING CART
SECURE, ONLINE SHOPPING 24 HOURS A DAY!

WWW.USSA.EDU

The Other Olympics – Art and Culture

(continued from page 9)

Wyland and the Green Olympics

In July, in the spirit of the “Green Olympics” movement, student artists from around the world joined renowned marine artist Wyland outside the Jin Tai Museum for an unprecedented art project. Wyland and the youth created an epic mural spanning nearly two miles, using 205 canvases representing United Nations and Olympics member countries. The canvases portray threatened marine wildlife in those countries.

More than a quarter century ago, in 1981, Wyland began a mission to create 100 giant murals of marine life around the world; he dubbed his landmark project the “Whaling Wall.” Completion of the 100th mural of the series coincided with the Summer Olympics.

Wyland and his murals were brought to the attention of China’s Xikun Yuan by Dr. Rosandich. Professor Xikun’s flair for bringing the western and Chinese cultures together is widely acknowledged.

As Wyland was completing the landmark marine-life mural in Beijing, President George W. Bush of the U.S. asked him to be his guest for the Olympics’ opening ceremony.

During a visit to the Academy in 2007, Wyland worked with some 250 school children to paint “Mobile Bay,” a wildlife-themed oversized canvas the Academy has donated to Alabama’s 5 Rivers Delta Center. During this visit, Wyland also created a mural of three dolphins, on the campus’s main building. Its title—“Faster, Higher, Stronger”—echoes the Olympic motto.

The Academy’s current exhibit is “The Road to the Beijing Olympiad 2008 Through Art,” which includes 39 original pictograms of Olympic sports donated by Wyland.

Immediately following the Beijing mural project, Wyland began his next 25-year quest to create 100 monumental marine sculptures in 100 cities worldwide. Wyland plans to visit the Academy in December.

The Olympic Art of Charles Billich

Charles Billich is the Academy Sport Artist of the Year 2000 and has the further distinction of serving as the official artist of the Australian Olympic team in the 1996 Atlanta Games. This summer he presented an exhibit of his works in Beijing at the New World Hotel, where numerous world leaders were accommodated while attending the Olympics. The show, “The Road to Beijing,” had earlier been staged in Australia, to honor



Charles Billich’s cityscape of Beijing features Olympic facilities including the “Bird’s Nest.”

that nation’s 2008 Olympic team.

Among Billich’s best-received work is his *bing mah yong* series of paintings, a number of which are on exhibit in the ASAMA gallery. The series juxtaposes the sports of the modern Olympiad and the famous terracotta soldiers from the tomb of China’s first emperor, Qin Shi Huang (221 B.C.)



At the U.S. trials in early July, Roald Bradstock became an overnight sensation after wearing a succession of pop art-inspired outfits. The man known as the “Olympic Picasso” appeared in the Los Angeles Times, New York Times and Washington Post and on computers everywhere.

The Olympic Picasso, Roald Bradstock

One unforgettable athlete not competing in Beijing was 46-year-old javelin thrower—and artist—Roald Bradstock. Bradstock is the Sport Artist of the Year 2003 and was 16th of 24 contenders in his event at the 2008 U.S. Olympic Trials. He plans another run at the Olympics in 2012, when his native Great Britain will host the Games. He has not ruled out retirement, but he will not set aside his top ambition: to become the official artist for the London Games.

Bradstock has always been ambitious. As a child enduring two rare medical conditions, he heard more than once that he had no place in competitive sports. Yet he represented Great Britain at the 1984 and 1988 Olympics

and was a world record holder in 1986.

For the 2012 London Games, Bradstock plans to unite sports and art in a project that he has proposed to the Games’ organizers.



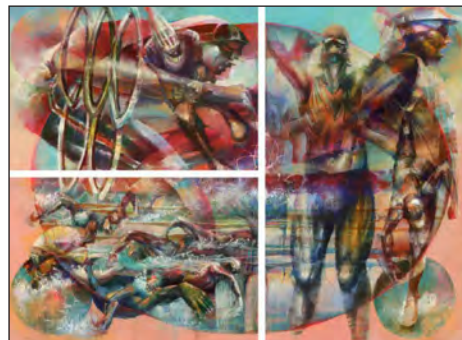
Maya Angelou (center) is pictured with Academy Sport Artist of the Year 1992 Cristóbal Gabarrón (left) and Academy Trustee Jack Scharr (r) at the unveiling of Angelou’s poem and Gabarrón’s art.

Dr. Angelou’s Olympic Muse

In January 2008, renowned poet Dr. Maya Angelou released “Amazement Awaits,” a poem created in honor of the Beijing Olympiad. Cristóbal Gabarrón, Sport Artist of the Year 1992, was among the sport artists developing artworks to accompany the poem, offering up a painting also titled “Amazement Awaits.” To read the Olympic poem, please visit <http://www.ussa.edu/angelou.html>.

The Academy worked to establish a partnership between the USOC and Angelou, whose poem complements the committee’s recent promotional campaign employing the slogan “Amazing Awaits.” The USOC moved quickly to film Angelou reading the poem. Her performance was played for all of Team USA and was shared with the IOC and Olympic national governing bodies.

(continued next page)



Paul Goodnight’s triathlon-themed painting was named “Strength, Stride, Strokes and Spokes.”

Longtime National Faculty Members Gather for 40th Paavo Nurmi Marathon



Academy President and CEO Dr. Thomas A.P. Rosandich (center) is pictured with longtime members of the National Faculty Bob Lawson, Lucian Rosa, Vic Godfrey and Jim Noonan (left to right). The five reunited to celebrate the 40th anniversary of the Paavo Nurmi Marathon held in Hurley, Wisconsin. Rosandich founded the marathon and was invited to light the torch in the opening ceremony and serve as the starter.

Lawson, Rosa, Godfrey and Noonan also have ties to the marathon. Rosa won the race in 1973 (2:22:02) and the other three were at the first race as officials or runners.

All have ties to the Academy serving as National Faculty members since inception.

Lawson has represented the Academy as a teacher in the Philippines and coached athletics in the Academy's Brunei project. Godfrey's service on the National Faculty included serving as the national athletics

coach on the Academy's Bahrain's project; he went on to serve as the Bahraini national track coach for a decade. Noonan also spent many years in Bahrain as a teacher. Rosa, who was a gold medalist for Sri Lanka in the 5k and 10k events at the Asian Games, was brought the United States by Rosandich and Lawson where he competed for the University of Wisconsin-Parkside and eventually served a full career there in the athletics department.

The marathon in Hurley is named after Finnish runner Paavo Nurmi. During the 1920s, Nurmi was the best middle- and long-distance runner of any nation, setting 36 world records at distances between 1500m and 20km. He won a total of nine gold (the most ever before U.S. swimmer Michael Phelps broke the record this week at the Beijing Games) and three silver medals in the 12 Olympic events in which he competed between 1920 and 1928.

(continued from previous page)

"Strength, Stride, Strokes and Spokes"

In seeking a title for his triathlon-themed painting commissioned for the 2008 Olympics, Academy Sport Artist of the Year 1997 Paul Goodnight turned to the internet, inviting people to submit their ideas for a title online. The contest generated tremendous feedback and led to the piece being titled "Strength, Stride, Strokes and Spokes."

From Fosbery Flop to Academy Art

American artist Abiola Akintola donated to the Academy a work titled "Beyond Parameters." The composition in canvas and metal features high jump pioneer Dick Fosbery's so-called Fosbery flop. It received second-place honors in the USOC Sport and Art Contest administered by the Academy in the months before the Beijing Games.

ALUMNUS OF THE YEAR RON LAIRD 1988 MASTER'S IN SPORTS MANAGEMENT



After reading Ron Laird's résumé, the committees charged with sifting through the many distinguished candidates for Academy Alumnus of the Year knew they had a winner.

Laird's professional bio is a near perfect match to the objectives on which the Academy was founded.

As many who know the Academy are aware, the institution was founded in part as a response to research findings that showed a correlation between untrained coaches and injuries in athletes (the now well-known Blyth-Mueller Report).

In his roles as commissioner of the Wyoming High School Activities Association and president of the National Federation of State High School Associations, Laird has achieved what was envisioned for graduates of the Academy, educating trained experts in sports.

He earned his master's degree from the Academy in 1988, one milestone in a lifetime of service to high school athletics. Another was Laird's 2000 induction in the Wyoming Coaches Association Hall of Fame, recognition that capped a series of coach-of-the-year and AD-of-the-year honors too numerous to list.

What truly distinguishes Laird, however, is his deep concern for our nation's youth and his commitment to helping them become all they can become as athletes and people.

Laird is a member of professional organizations such as the National Football Foundation and College Hall of Fame, the Wyoming Coaches Association, the National Interscholastic Athletic Administrators Association and the Wyoming Chapter of the National Football Foundation.

**BACHELOR OF
SPORTS SCIENCE**

degrees in: • sports coaching • sports management • sports studies
Start anytime and from anywhere
100% Online

www.ussa.edu



ACCREDITED PROVEN CONVENIENT AFFORDABLE

ROSANDICH REELECTED FISpT PRESIDENT FOR NORTH AMERICA



Issa M. Abdul Rahim (left) of the Kingdom of Bahrain was named the new president of the Board of Directors for FISpT. Academy President and CEO Dr. Thomas P. Rosandich (right) was reelected the federation's continental president for North America and to the FISpT Board of Directors, on which he has served for over 20 years.

FISpT Board of Directors (2008–2011)

Officers

Isa M. Abdul Rahim, Bahrain, President
 Ibrahim Ali Al-Ali, Saudi Arabia,
 Vice President
 Efi Mouzourou, Cyprus, Vice President
 Franco Ascani, Italy, Vice President
 Chedly Karoui, Tunisia, Vice President
 Osama Alkooheji, Bahrain, General Secretary
 Esperat Jean Mama Mboa, Cameroon,
 Deputy General Secretary
 Teresa Ramilo, Portugal, General Treasurer
 Moussalik Lahsen, Morocco,
 Deputy General Secretary
 Noura Ouerfelli, Tunisia,
 Advisor to Staff Training Committee

Continental Presidents

Middle East: Ali Al-Nasser, Saudi Arabia
 Africa: Ibrahim Talba Malla Oumate,
 Cameroon
 Europe: Jean-Michel Villaume, France
 North America: Thomas P. Rosandich

Board Members

Khalid Al Subaie, Kuwait
 Rosario Filoramo, Italy
 Daniel Bach, France
 Sing Khamajeet Dhiraj, Mauritius
 Laurent Nzeyimana, Burundi
 Andre Van Lierde, Flanders

ACADEMY'S ONLINE DEGREE PROGRAMS APPROVED IN INDIA

Academy Vice President Dr. T. J. Rosandich (below left) and Dr. Raj Warriar (below right), vice chancellor of Manipal University in Manipal, India, have received approval for a jointly delivered bachelor of sports administration degree program, beginning with the 2008–2009 academic year.

Manipal University developed the bachelor of sports administration degree out of its baccalaureate program in business administration. The Academy will provide the sports-specific content for the new program, delivering those courses online. The new program's objective is to prepare men and women in India for careers in the sports industry, which is just beginning to develop there.



NSCA RENEWS EDUCATION AGREEMENT WITH ACADEMY

The National Strength and Conditioning Association (NSCA) has again approved the United States Sports Academy as an Education Recognition Program (ERP), a second three-year term of recognition.

The NSCA is the world's leading authority on strength and conditioning. The group provides reliable, research-based strength and conditioning information to its members and the general public. With nearly 30,000 members worldwide, the NSCA is the authority on strength and conditioning.

Because the Academy successfully met the established criteria of the NSCA, the organization will help promote the Academy and its bachelor's, master's, doctoral and continuing education programs to the NSCA membership around the world.

The Academy offers certification programs in strength and conditioning, human performance and bodybuilding.



WORLDTEAM LAUNCHES ACADEMY ONLINE JOURNAL IN CHINA

Worldteam President Jack Guo (below left), signing with Academy Trustee Jack Scharr (below right), hosted a ceremony in Beijing, China, to officially launch the Chinese-language version of the Academy publication The Sport Digest.

The Sport Digest is published quarterly online. The journal is designed to further knowledge about issues of sports, fitness and health. To read the spring issue, visit www.thesportdigest.com.

In 2007, Dr. Thomas P. Rosandich, Academy President and CEO, met with Guo in Beijing to integrate the international resources of the Academy and Worldteam for the advancement of sports education, academic research and sports services in China.

Guo, a co-chairman for Red Bull energy drink, developed Worldteam from a three-on-three street basketball league into a major international sports marketing group. Worldteam has become China's largest organized amateur basketball league, with 150,000 players competing on 10,000 teams. Worldteam delivers goods and services to over 800,000 members.



MASTER'S DEGREE IN SPORTS FITNESS AND HEALTH

Specialize In:
 •Fitness •Fitness Management •Athletic Training
 •Health •Personal Training •Fitness/Medicine Dual

ACCREDITED ONLINE CONVENIENT AFFORDABLE





From left to right are National Senior Games President and CEO Phil Godfrey, Dr. Thomas P. Rosandich of the Academy and Ton Kienhuis, the head of the Senior Games in Europe.

ACADEMY ASSISTS DEVELOPMENT OF WORLD SENIOR GAMES

Any discussion of sports' economic impact could bring up the National Senior Games. This mammoth event for athletes over 50 has quickly become a standard for others to follow. The National Senior Games is a sport-for-all concept that has grown from 2,000 competitors in 1987 to 12,000 at the most recent games.

The National Senior Games Association (NSGA) is a member of the United States Olympic Committee and conducts summer games every two years. In 2007, host city Louisville, Ky., welcomed more than 12,100 athletes (and 25,000 of their family members) for 16 days of competition. Some 800 events in 18 medal sports were involved, and over 3,200 athletes took home medals. The oldest competitors were a 100-year-old man who competed in bowling and a 96-year-old woman playing table tennis.

Communities across the U.S. are lining up to host the National Senior Games in future years, aware that the games' estimated economic impact in the Louisville area exceeded \$32 million. San Francisco is the site for the next games, in 2009 (www.nsga.com). Houston will host the games in 2011; Cleveland will host in 2013. The 2015 host city request for proposals will be distributed in the first quarter of 2009.

In Europe, Ton Kienhuis is organizing the continent's first senior games, which will be hosted in the Netherlands in 2009 (www.seniorgames2009.com). With the help of Dr. Rosandich, the NSGA has been working on the creation of a World Senior Games event, possibly in China or the Middle East.

Federation of University Sports of China and Academy Form Education Partnership

The Academy worked with Dr. Guohua Yan, vice president of the Federation of University Sports of China (FUSC), to develop an educational partnership allowing the Academy's online degree programs to be marketed throughout China. The Academy will also host study tours for Chinese coaches and administrators, familiarizing them with American sports.

In May, Dr. Yan joined 12 leaders from Chinese universities (pictured below) on a tour of American sports facilities provided by the Academy. (The universities included Beijing Foreign Studies University, Guangdong University of Technology, Harbin Normal University, Harbin Physical Education Institute, Jilin University, Xi'an Jiaotong University and Wuhan University of

Technology.)

The Academy hosted the delegation for a seminar and reception that included a special showing of the art exhibit "The Road to the Beijing Olympics 2008 Through Art" in the main gallery on campus.

Earlier, the delegation visited Washington, D.C., where the Academy arranged meetings with University of Maryland President Dan Mote and Athletic Director Debbie Yow.

The Academy also orchestrated the Chinese delegation's stop at the University of Southern California and nearby Tiger Woods Learning Center.

In the future, the Academy will lead tours for Chinese basketball coaches to U.S. high school, collegiate and professional basketball programs.



Consulate's Education Office to Approve Academy's Online Degrees in China

Weiping Zha (right), the education office director for the Consulate General of the People's Republic of China in Houston, visited the Academy in July to review the Academy's online academic programs for approval in China.

Working at the request of the Federation of University Sports of China (FUSC), Weiping met with Academy officials, performing a complete review of the Academy and its online course platform.

The approval will allow the Academy to deliver online bachelor's, master's and doctoral courses in China.



ACADEMY'S AWARDS OF SPORT

COLTS' DUNGY ACCEPTS AMOS ALONZO STAGG COACHING AWARD

In the past few years, Tony Dungy has received numerous honors, written a best-selling book and coached the Colts to a Super Bowl victory. In 2008, he was honored yet again.

Dungy, the Colts' head coach for the past six seasons, received the Academy's Amos Alonzo Stagg Coaching Award shortly before the beginning of the 2008 NFL Draft. Academy President and Chief Executive Officer Dr. Thomas P. Rosandich (below left) presented the award to Dungy (below right) during a press conference at the club's training facility.

"It's quite an honor and a privilege, to be named by the United States Sports Academy," Dungy said. "When you talk about past recipient John Wooden, I think that says it all in terms of coaching, winning with class and integrity, and making sports a learning experience. That's something I've strived to do, and I'm humbly honored by this award."



NFL GREAT WRAPS UP ACADEMY DSA

Mike Haynes, National Football League (NFL) vice president of player and employee relations, was presented with the Academy's Distinguished Service Award by Academy Trustee Jack Scharr in a ceremony at the NFL offices in New York. Haynes was a two-time All-American defensive back at Arizona State University and earned All-Western Athletic Conference honors three times. He has been inducted into the ASU Athletics Hall of Fame and saw his jersey, number 40, retired at Sun Devil Stadium in 2000.

Haynes and Lester Hayes formed one of the NFL's most intimidating cornerback tandems. In Super Bowl XVIII, they held Washington Redskin receivers Art Monk and Charlie Brown to just four catches and Haynes recorded an interception in Oakland's 38-9 championship blowout. He was widely acknowledged as the NFL's best

cover corner and ultimately earned nine Pro Bowl invitations. He retired with 46 career interceptions and was inducted into the Pro Football Hall of Fame in 1997.

COACH YOW HONORED FOR COURAGE

North Carolina State University women's basketball coach Kay Yow, who since 1987 has bravely battled cancer while crafting one of the most successful coaching legacies in basketball, received the Mildred "Babe" Didrikson Zaharias Courage Award from the Academy. Representing the Academy Board of Visitors, Joe Szlavik, the president of the U.S. Sports Alliance, presented Coach Yow with the award during the 2008 Wolfpack team banquet in Raleigh, N.C.

There is no right place to begin when talking about Coach Kay Yow. Her accomplishments extend beyond the basketball world, although it is within that world that she has become so accomplished.

Yow was forced to miss 16 games of the 2007 season in order to treat the cancer that had first been diagnosed in 1987. Upon returning to the team, she led the Wolfpack on an inspirational run to the 2007 ACC Championship game and to the Sweet 16 in the NCAA Tournament.

Completing her 37th year in college coaching in 2007-08, Yow has achieved what most coaches only dream of. One of just six Division I head women's basketball coaches to achieve 700 career victories, she is admired and respected on the national and international scenes.

OLYMPIC SOFTBALL COACH AWARDED DSA

Academy Trustee Jack Scharr (below left) presented Coach Mike Candrea (below right) of the University of Arizona and USA Olympic Softball with the Academy's Distinguished Service Award. Scharr made the presentation when the Olympic team's



pre-Beijing tour brought them to Missouri.

Candrea led Arizona's Wildcats to back-to-back NCAA softball championships in 2006 and 2007. With eight national championships in the last 17 years, Candrea's credentials invariably trump those of his coaching colleagues across the country. He reached 1,100 career Division I victories faster than any coach in history, rounding out that achievement with 19 trips to the Women's College World Series over the last 20 years.

His leadership helped propel the U.S. to a perfect 9-0 record and the gold medal in the 2004 Athens Olympics and a silver medal in the 2008 Beijing Games.



APPALACHIAN STATE RECEIVES COMMEMORATIVE PAINTING

Academy Sport Artist of the Year 2005 Daniel Moore (above right) presented Appalachian State University (ASU) head football coach Jerry Moore (above left) with the 2007 College Football Game of the Year award at a booster club meeting in Atlanta. ASU earned the award for their dramatic win over Michigan on 1 September 2007.

ASU received a general scholarship award of \$5,000, a shadow box encasing a medallion and proclamation and Artist Proof #1 of foremost college football artist Daniel Moore's painting documenting Appalachian State's dramatic upset win.

The College Football Game of the Year award is part of the Academy's Awards of Sport series. For this award, the Academy created a voting committee of leading college coaches and administrators.

In what is believed to be the biggest upset in football history, ASU became the first Division I-AA team to defeat a ranked Division I school. Julian Rauch kicked a 24-yard field goal with 26 seconds left as ASU took a 34-32 lead over fifth-ranked Michigan. ASU blocked a field goal with six seconds remaining to preserve the win.

U.S. SPORTS ACADEMY DIRECTORS' CUP



Pictured at the 43rd Annual NACDA Convention in Dallas on 10 June are (from left to right) Tom O'Toole of USA Today; Bill Odell of Azusa Pacific University; Harry Sheehy of Williams College; Tim Selgo from Grand Valley State University; Bob Bowsby of Stanford University; Dr. T. J. Rosandich of the Academy; and Rob Roller of Samford University, who is a NACDA Executive Committee member. In the 2008 contest, Division I Stanford University won its 14th straight U.S. Sports Academy Directors' Cup, Division II Grand Valley State claimed its fifth straight win, Division III Williams College won for the 12th time in 13 years, and Azusa Pacific won its third straight in the NAIA classification. The U.S. Sports Academy Directors' Cup is presented annually to the best overall athletic programs at the National Collegiate Athletic Association (NCAA) Division I, II and III levels, as well as to an overall winner for the National Association of Intercollegiate Athletics (NAIA), in cooperation with the National Association of Collegiate Directors of Athletics (NACDA) and USA Today.



NACDA GRADUATE CERTIFICATION IN SPORTS MANAGEMENT

- designed to establish academic standards in athletic management
- complete six courses online to earn certification

www.ussa.edu



APPROVED BY THE NACDA CONTINUING EDUCATION COMMITTEE

Academy Receives "Best Buy" Award

Higher education consumer advocate GetEducated.com announced that the Academy was rated the "Best Buy" in sports management by its national editorial review team.

The team reviewed 127 distance-learning master of management or master of administration degree programs offered by accredited U.S. universities, identifying "Best Buy Online Master's Degrees."

The Academy's Master of Sports Science degree (M.S.S.) in sports management was GetEducated.com's top-rated sports management program in the country.



Earn a Master's in NCAA Compliance

The Academy features a one-of-a-kind emphasis in NCAA compliance, as part of the Master of Sports Science degree in sports management. Students will gain knowledge about what institutions can do to ensure that athletics programs stay in compliance with NCAA bylaws. To complete the emphasis in NCAA compliance, master's degree students take the following three courses:

- NCAA Compliance (3 semester hours)
- NCAA Rules and Procedures (3 semester hours)
- Sports Law and Risk Management (3 semester hours)

For more information visit the Academy online at www.ussa.edu or call an admissions counselor at (800) 223-2668.

United States Sports Academy

America's ^{Only} Sports University®



Mission

The Academy is an independent, non-profit, accredited, special mission sports university created to serve the nation and the world with programs in instruction, research and service. The role of the Academy is to prepare men and women for careers in the profession of sports.

Accreditation

The United States Sports Academy is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award baccalaureate, master's and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of the United States Sports Academy.

Approval

The Academy is one of three schools with all three degree programs (bachelor's, master's and doctoral) on the approved list of the Sport Management Program Review Council (SMPRC), a joint committee of the National Association for Sport and Physical Education (NASPE) and North American Society for Sport Management (NASSM).

Academic Programs

• Start Anytime and From Anywhere • 100% Online • Rated "Best Buy" in Sports • Sport-Specific • Study on Your Schedule

Bachelor of Sports Science (B.S.S.)

The Academy offers an online bachelor's degree and individual bachelor's degree courses in coaching, sports management and sports studies.

Master of Sports Science (M.S.S.)

The 33-semester-hour master's degree can be completed online in **one year** and offers majors in sports coaching, sports fitness, sports management, sports medicine and sports studies.

Doctor of Education (Ed.D.) in Sports Management

The 60-semester-hour doctoral degree is available **online** with emphasis areas in sports medicine or Olympism.

Continuing Education

The Academy's continuing education programs serve many sports associations, such as the National Association of Collegiate Directors of Athletics (NACDA), the National Strength and Conditioning Association, and U.S. Track and Field. We can customize a certification program for your organization, or you can take individual courses online.

www.ussa.edu

[\(800\) 223-2668](tel:8002232668)

academy@ussa.edu



United States Sports Academy

One Academy Drive
Daphne, AL 36526-7055

Please circulate:

- ☐ Administrators
- ☐ Coaches
- ☐ Counselors
- ☐ Faculty
- ☐ Fitness Centers
- ☐ Trainers