

ACADEMY'S AWARDS OF SPORT *THE ARTIST & THE ATHLETE*



Yuna Kim

2010 Female Athlete of the Year



Rick Rush, Painter

2011 Sport Artist of the Year



David Villa

2010 Male Athlete of the Year



Yuna Kim, the world's No. 1 figure skater, won the ladies' singles gold medal at the 2010 Winter Olympics, and is the first female skater to surpass the 200-point mark under the International Skating Union (ISU) judging system. The world champion has dominated the sport the last two seasons, winning all but two competitions (she was third at the 2008 world championships and second at the 2009 Grand Prix final) on her way to the world title in March. *(continued on page 5)*

Rick Rush, a key player in the battle for the rights of artists everywhere, recently won a significant court battle for his right to draw, paint, and sell the images of star athletes. Since Rush began painting professionally in 1975, he has gained considerable international recognition. He has been commissioned by two U.S. presidents, entertainers, and many of America's best known sports stars. In addition, Rush's art can be found in the collections of many museums and galleries.

David Villa's five goals helped lead Spain to its first FIFA World Cup title. He took 32 shots on goal and scored the winning goals in the first and second rounds of the playoffs. Villa is the all-time leading scorer for Spain's national team, with 44 goals in 70 international matches. A goal in a friendly match against England in 2009 saw Villa set a new record by becoming the first Spanish player to ever score in six successive games for the national side.

The Female and Male Athletes of the Year are annually selected through worldwide balloting held in conjunction with *USA Today* and *NBC Sports*.



John Rezner

Ceramic Potter

2011 Sport Artist of the Year

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Harry Weber

Sculptor

2011 Sport Artist of the Year

THE ACADEMY'S ANNUAL TRUSTEES MEETING

By Dr. Thomas P. Rosandich, President



The Academy's Board of Trustees Witness the Signing of a Memorandum of Understanding Signed by Academy President Dr. Thomas P. Rosandich (seated left) and WorldTeam President Guo "Jack" Jie (seated right). The Trustees looking on from left to right are Jack Kelly, Dr. Lee McElroy, Dr. Linda Moore, Dr. Marino "Nick" Niccolai, Dr. Donald Wukasch, Dr. Susan Blackwood, Mr. Jack Scharr, Mr. Tom Cafaro, Chairman Mr. Robert Campbell, Dr. T.J. Rosandich, Dr. Bob Block, Dr. Gary Cunningham, Dr. Milly Cowles.

The Academy's Board of Trustees convened for the Annual Meeting on the campus on Friday, 7 January 2011. Among the highlights was the witnessing of the signing of a Memorandum of Understanding (MOU) with WorldTeam that established the framework for the development of the Sino-American Golf Academy (SAGA) in the People's Republic of China.

WorldTeam, represented by CEO Mr. Guo "Jack" Jie, is among the largest privately owned sports services company in China. It is involved in a variety of ventures including a three-man basketball league sporting some 5,000 teams across the country, sporting goods and apparel sold through a nationwide chain of sporting goods stores and the hospitality industry which features what is arguably the most prestigious country club in the country just outside of Beijing. WorldTeam is planning a multi-billion dollar development of three comprehensive golf cities in China; each complete with a SAGA campus as a centerpiece to the planned golf communities.

OTHER HIGHLIGHTS

In addition to witnessing the signing of the MOU for golf development in China, the Trustees heard a report on the Academy's

other extensive international programs. Since its inception in 1972, the Academy has served as a resource for sport development not only within the United States but also abroad. The programs that the Academy will be delivering in 2011 in Asia and the Middle East are highlighted on page 3. In addition to these, the Academy is also in the planning stages for programs in the Republic of Gabon, where a team of sport professionals will assess the national sport effort of that Central African nation, expanded programs in Malaysia with the Ministry of Education and new programs in the United Arab Emirates centered in Abu Dhabi.

As I so often note, the Academy is all about academics. Meeting students' needs through a dynamic curriculum that adds topics of study based on the current needs of the profession or deploying new and innovative methods to help students to be successful is central to what the Academy is all about. The Trustees reviewed the Academy's curricular offerings and related issues such as tuition, fees and the cost of textbooks. Highlights of the Academy's Academic and Continuing Education programs can be found on pages 4 and 5 of this edition of "The Academy." The Trustees were also very pleased to hear the report on the success of the institution's alumni. It was the consensus of the Board that the institution is truly meeting its mission when

three quarters of our graduates find jobs in the profession of sport. Representative of these success stories are those on page 7.

The institution's extensive use of technology in the delivery of its academic programs and making learning resources available to the students are always of interest to the Trustees. I was pleased to report the success that the institution has had in the complete integration of the various computer platforms used to meet our students' needs and carry out key administrative functions. There was also a real fascination with the success of integrating a universal translator to render the Academy's courseware into any one of 52 different languages as highlighted in the story on the new Shaolin Kung Fu program on page 4.

Lastly, the Trustees engaged in an extensive discussion with respect to the challenging economic and regulatory climate in which the Academy must operate. It is clear that all concerned were happy with the way the institution has been able to thrive despite an extraordinarily challenging environment that includes escalating healthcare costs, diminished financial resources available to students and a real burden with documentation and reporting required of regulatory agencies. Despite the challenges before us, the Academy is looking ahead to continue to meet our students' needs now and into the future.

THE ACADEMY'S INTERNATIONAL OUTREACH

The United States Sports Academy is well known around the world as "America's Sports University." The institution has long been viewed as a valuable resource for sport education and as a repository of sports expertise to assist countries in the building of their national sport efforts. The Academy has been very much engaged in the delivery of quality sport education and service programs virtually since its founding in the 1970s; and these efforts will continue in 2011 in the following countries.



KINGDOM OF THAILAND

The Academy will teach both the ICSM and ICSC programs in Bangkok under the auspices of the Sport Authority of Thailand (SAT). Following the completion of these programs, selected students will participate in one of the highlights of the annual teaching cycle: participation in the fifth Annual Sports Tour of America. The students selected for the tour are those that perform the best in the ICSM and ICSC seminars taught in Bangkok.

The American Sports Tour of America is a coast to coast

affair that begins on the West Coast of the United States with students visiting sports organizations at all levels of the American sport hierarchy. Visits have included the U.S. Olympic Training Center in San Diego, Stanford University, major league baseball games in San Francisco among many others. The students visit the Academy campus for additional classroom seminars and presentations and typically conclude the visit to include sports organizations and facilities on the East Coast before returning to Thailand.



MALAYSIA

The southeast Asian nation of Malaysia has also been the beneficiary of Academy educational programs since the 1980s. An agreement has been reached to continue the delivery of the ICSM and Sports Coaching (ICSC) programs in that country for 2011.

These programs will be

offered in cooperation with the Institut Sukan Negara (National Sports Institute of Malaysia which is the national sports school for the country) with the ICSM program being taught on the Island of Borneo in Kota Kinabalu and the ICSC program in the nation's capital in Kuala Lumpur.



KINGDOM OF BAHRAIN

Working closely with the Bahrain National Olympic Committee, the Academy will deliver its International Sports Diploma in Sports Management program in the Kingdom beginning in March, 2011.

The students going onto the Sport Diploma program will undertake classroom instruction and a mentorship designed to provide them with experiential education and to translate the theory learned in the classroom into practice. The students will be assigned to a variety of sports organizations throughout the Kingdom where they will

complete the Mentorship Field Experience Manual under the supervision of senior sport administrators.

The Academy will also call upon Dr. Samia Al Qattan, a 2006 graduate of the Academy's doctoral program, and faculty member in the Department of Physical Education at the University of Bahrain, will supervise the mentorship portion of the program. Her oversight will ensure that the students receive a quality educational experience while they undertake meaningful tasks in these sports organizations.



SINGAPORE

The Academy has been teaching its sport education programs in the island Republic of Singapore since the early 1980s and is continuing to do so in cooperation with the International Sports Academy – Singapore. The most popular programs are

the International Sports Diploma program in Sport Management and Personal Training certifications in Fitness and Health. Students are also afforded a full range of Academy's academic offerings through its online distance learning programs.

GENERAL CALL FOR PAPERS

Interact with the global sport community by publishing your sport-related research in the Academy's publications. Email academy@ussa.edu for more information.



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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.



DOCTORAL STUDENTS COMPLETE COMPREHENSIVE EXAMS

Six doctoral student candidates at the United States Sports Academy seated to take their comprehensive final examinations on the Academy's campus on 5-7 January.

Pictured in the Academy's Main Lobby are, left to right: Michael Armstrong, Elgin, S.C.; Dr. Kelly E. Flanagan, Chair of Sports Studies; Robert Stinchcomb Rome, Ga.; Dr. Jordan Moon, Department Head of Sports Health and Fitness; Kathleen Brown Collinsville, Va.; Dr. Pamela Wojnar, Chair of Sports Management; Jeff Teason Daphne, Ala.; Ching-Wen Ko, from Danshui Township, Taiwan; Dr. Ric Esposito, Chair of Sports Medicine; Kenneth Cofer, Adel, Ga.; Dr. Scott Johnson, Chair of Sports Coaching; Dr. Fred Cromartie, Dean of Academic Affairs and Director of Doctoral Studies; and Betsy Smith, Associate Dean of Continuing Education.

INNOVATIVE KUNG FU COURSE POSTED ONLINE

A History of Shaolin Kung Fu is a bachelor's level Humanities course newly introduced by the Academy and designed to introduce the history, philosophy, and relevance of Shaolin techniques to contemporary sports students and athletes around the globe. The course will deepen students' understanding of the cultural context of sports, the specific history and practices of Shaolin martial arts, and the similarities and differences between Eastern and Western concepts of the athlete's training, performance, and role in society.

The significance of Shaolin Kung Fu is that it is considered to be the foundation from which all other forms of the martial arts originate.

In an innovative approach, this course is going to be posted to the Academy's online course

management system that utilizes a universal translator. Thus, the course will be available to a global audience in more than 52 languages, which is totally appropriate given the global character of Kung Fu and Shaolin Chan Buddhist philosophy.



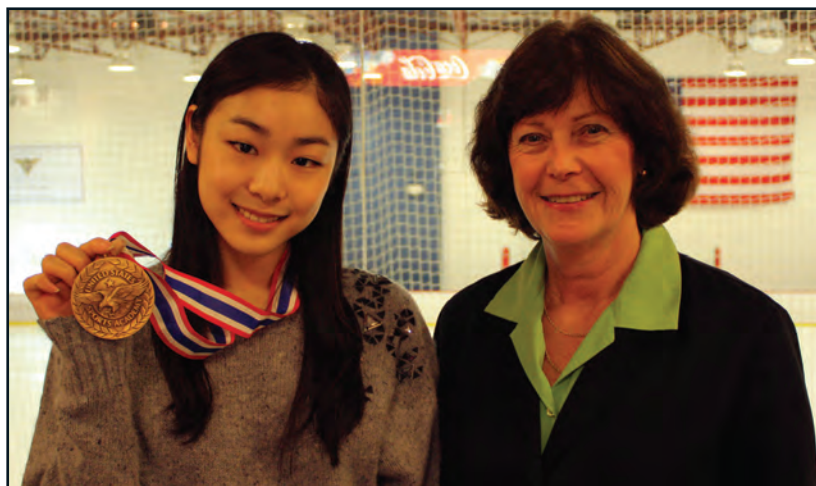
CONTINUING EDUCATION

Offering Career Advancement



NATIONAL SENIOR GAMES ASSOCIATION

The Academy recently taught continuing education courses in sports marketing and sports finance at the National Senior Games Association (NSGA) convention in Las Vegas, Nev. Courses were taught by former Academy Dean of Academic Affairs Dr. Richard Bell (left) and current Dean of Student Services Dr. Craig Bogar (right), pictured with NSGA President and CEO Philip Godfrey (center). The Academy is developing a program to provide sports management education to the NSGA's 330,000-plus members who provide Olympic-style athletic events to adults over the age of 50 in all 50 states.



FEMALE ATHLETE OF THE YEAR AWARD

(continued from front page) Olympic figure skating champion Yuna Kim of South Korea received the Academy's 2010 Female Athlete of the Year Award at her training facility in Artesia, Calif. on Saturday, 29 January 2011. The presentation was made by former Academy trustee and women's sports advocate Dr. Judith Sweet, who served as the National Collegiate Athletic Association's (NCAA) first female president in the early 90s.

SPORTS PERFORMANCE CERTIFICATION IS THE CHOICE OF MILITARY PERSONNEL

In an effort to meet the special needs of the military, the Academy offers a certification in Sports Performance. This online certification is comprised of six areas of study, from which military personnel may select three. All courses can be accessed 24/7 and deployments are accommodated. Military personnel will earn semester credit hours from this career advancement opportunity.

Areas of study that students may choose include: Personal Training, Sports Strength and Conditioning, Sports Injury Management, Sports Coaching, Sports Fitness, and Wellness. Upon completion of the program, students will have earned a certification in the three chosen areas of study in addition to the Sports Performance Certification.

Since initiating the program in July 2010, it has become clear that the Sports Performance Certification is the choice of service members worldwide. Although a fairly new certification, the majority of military registrations are directly related to the Sports Performance Certification.



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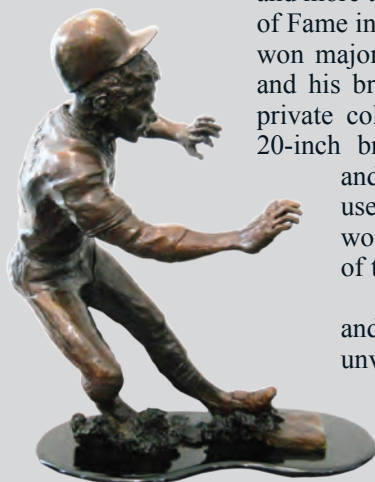
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THE ACADEMY'S AWARDS OF SPORT

A Tribute to the Artist and the Athlete

WEBER NAMED SPORT ARTIST OF THE YEAR-SCULPTOR

The 21st century has been a busy time for Harry Weber, the Academy's 2011 Sport Artist of the Year-Sculptor. Thirty-six of his 44 most noted works have been displayed at major venues within the last 10 years. This includes 10 statues displayed at the St. Louis Cardinals' newest version of the Busch Stadium. As a sculptor, Weber has produced a body of work of over 100 large and more than 200 smaller pieces. Weber's sculptures are in a permanent collection at the Baseball Hall of Fame in Cooperstown, N.Y. and are featured at the Museum of Fine Arts in Newport, R.I. Weber has won major awards at national juried competitions, and his bronze sculptures are showcased in many private collections throughout the world. Weber's 20-inch bronze statues of NBA star Larry Bird and former WNBA player Jackie Stiles are used for the trophies given to the men's and women's basketball Most Valuable Players of the Missouri Valley Conference.



"Lou Brock" by Harry Weber

A statue of Hall of Fame outfielder and noted base stealer Lou Brock will be unveiled at the field that bears Weber's name at Lindenwood University in the future. Weber donated a maquette of that statue to the Academy. Weber also donated a statue of a soldier hoisting an American flag, entitled "Wounded Warrior," in recognition of the Academy's dedication to educating the nation's wounded warriors.

WOUNDED WARRIOR SKETCHES DONATED TO BATTLESHIP MUSEUM

Harry Weber is also known for his sketch art. A series of his sketches, depicting scenes from World War II, The Korean War, Desert Storm, the Iraq War, and the War in Afghanistan in an exhibit entitled "A Warrior's Sketchbook," were displayed at ASAMA for two months and were then donated to the U.S.S. Alabama Battleship Museum in Mobile, Ala.



"Wounded Warrior" by Harry Weber

REZNER NAMED SPORT ARTIST OF THE YEAR, POTTER

John Rezner, a local potter that uses local clay, but one with historic style and international technique, was named 2011 Sport Artist of the Year-Ceramics by the Academy.

The Fairhope, Ala.-based artist known for his "face jugs" makes pottery that is seen all over the world from clay he digs from his own land. Baldwin County clay is highly prized for its aesthetic qualities.

Rezner's face jugs—jugs shaped with an individual's facial features—are on sale at the Academy's Daphne campus. The jugs include depictions of baseball legends such as Babe Ruth, Hank Aaron and Ted Williams.

Face Jugs are a unique pottery item found in the South. The origin of face jugs is not known for certain, but has its roots in the African American slave community. Folk history holds that when someone in the slave community died, the jugs were modeled with devil faces and placed on the grave for a year. If the jug broke it was thought to be a sign that the soul of the deceased was wrestling with the devil. A second theory is that the scary faces were applied to jugs containing moonshine to keep children away from the contents.

Rezner's work is fired using an anagama kiln, which is an ancient Japanese cave-like pottery kiln that uses the flame from burning wood as an artistic element. For generations, the anagama techniques have been adapted into Southern pottery.



"Babe Ruth" Face Jug by John Rezner

RICK RUSH HONORS AUBURN, CAM NEWTON WITH POSTER

To commemorate Auburn University's national football championship and quarterback Cam Newton's Heisman Trophy, 2011 Sport Artist of the Year, Painter, Rick Rush of Tuscaloosa, known as "America's Sport Artist," has created a painting of Newton. The painting has now been released as a limited-edition poster, which is available at the Academy's Bookstore for \$50. Versions autographed by Rush are available for \$100. They can be ordered by logging on to www.ussa.edu/bookstore.

Newton was named 2010 Alabama Male Athlete of the Year by the Academy. In his first regular season as a starter for Auburn, Newton completed 67.89 percent of his passes for 2,254 yards, 24 touchdowns and six interceptions, a passer rating of 185.57 (No. 2 in the nation). He carried the ball 228 times for 1,336 yards (111.33 average per game, No. 11 nationally). He followed that by becoming the third Tiger to win a Heisman Trophy and led Auburn to its second national championship (first in 53 years).



"SuperCam" by Rick Rush

THE ALUMNI NETWORK

Prominent Academy Graduates Lead the Way in Sport

2004

Dr. Steve Shih-Chia Chen (D.S.M. Sports Management) is an assistant professor of sport management at Morehead State University (Morehead, KY).

2006

B.J. Temple (M.S.S. Sports Coaching) is an assistant women's track coach at the University of the Cumberlands (Williamsburg, KY).

2007

Todd Eisner (M.S.S. Sports Management) is an assistant men's basketball coach at Creighton University (Omaha, NE).

Matt Wolfgang (B.S.S. Sports Management) is an assistant men's basketball coach at Randolph College (Lynchburg, VA).

2008

Charlotte Snowden (M.S.S. Sports Coaching) is the head women basketball coach at Mid-Continent University (Mayfield, KY).

Dr. Raymond Tucker (D.S.M. Sports Management) is an athletic coordinator at Bastrop Independent School District (Austin, TX).

2009

Karen Carty (M.S.S. Sports Management) is the sports information director at Baltimore City Community College (MD).

Barry Goettemoeller (M.S.S. Sports Management) is the head football coach at North Fort Myers High School (North Ft. Myers, FL).

ALABAMA FOOTBALL ADMINISTRATOR VOLLMAR NAMED 2011 ALUMNUS OF THE YEAR

University of Alabama Associate Athletic Director for Football, Mike Vollmar, received the Academy's 2011 Alumnus of the Year Award. The award was presented by former classmate Dr. Linda Moore, who also received a master's degree in sports management from the Academy in 1989, and is now an Academy trustee and senior director for franchise development at ESPN.

"We must have been a really great class," Moore, who was named Alumna of the Year in 2007, said.

Vollmar, who received a master's degree in sports management in 1989, oversees the administration and operation of the Alabama football program. Before joining the Crimson Tide, Vollmar spent 12 years as an assistant athletics director and director of football operations at Michigan State, where he was hired by then-head coach Nick Saban, who is now the Alabama head coach. Vollmar served on the 2010 Citi Bank BCS National Championship Game Advisory Committee and continues to serve on the Rose Bowl Game Committee. He also serves on the American Football Coaches Association national committee for Directors of Football Operations and the Duffy Daugherty Memorial Award committee. At Michigan State, he oversaw the construction of a \$12 million

football facility.

"The Academy was a pioneer in sports administration and continues to be a leader in that area," Vollmar said.



He started as an assistant recruiting coordinator and in athletic administration at the University of Michigan under the late Bo Schembechler in 1988. After three years in Ann Arbor, he became recruiting and personnel coordinator at Syracuse for three years and director of football and recruiting operations for the Orangemen from 1994-96.

"The United States Sports Academy allows you to enter the sports administration field immediately," Vollmar said. "To me nothing was more important than hands-on experience. That's what impressed me most about the program and allowed me to get my foot in the door and continue to progress in the profession."

2010

James Hagler, Jr. (M.S.S. Sports Management with NCAA Compliance Emphasis) is the director of recreation and wellness at Macon State College (Macon, GA).

ACADEMY ALUMNUS BOWLING REPRESENTS CBS MAXPREPS

Academy graduate Brandon Bowling (right), who now works for CBS Sports information service MaxPreps, visited the campus Dean of Academic Affairs Dean Dr. Fred Cromartie (left) during a business trip to Daphne. MaxPreps is an online high school sports information service that handles high school coverage. Bowling, who received a master's degree in sports management in 2010, attended a Daphne High School basketball game to present the Trojans' football team with an award for being one of the top high school teams in the country.





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