

THE ANDERSON SPORT PERFORMANCE LECTURE

Overview:

The curriculum of the Department of Kinesiology includes the study and practice of sport. It is clearly understood that sport is a significant element of our culture and that it is conducted in a variety of settings and for a variety of purposes. Therefore, this lecture is established to provide all interested individuals an opportunity to broaden their understanding of this culture phenomenon.

Purposes:

1. This activity is designed to supplement the department's educational mission through presentations and interactions with significant professionals from various areas of the sport culture.
2. This activity is designed to recognize significant professionals from the area who are making contributions to our sport culture and can provide different perspectives relative to sport performance.
3. This activity is designed to develop more interaction with sport enterprise outside the department and the university.

Previous Anderson Sport Performance Lectures:

18th	Spring	2005	Dr. Kathleen S. Porter, Lecturer and Undergraduate Advisor Department of English, The University of Texas at Arlington "Baseball Babes: The Roles of Women in Baseball Film"
17 th	Fall	2004	Mr. Scott Murray, B.S., NBC5 Sports Director/ Anchor, 1980 - 2003, President/ CEO of Scott Murray Productions, Senior Vice President of Public Affairs for PlainsCapital Corporation, "Sports and Ratings: Show Me the Money"
16th	Spring	2004	Dr. Don G. Kyle, Department of History, The University of Texas at Arlington, "Ancient Olympics and Their Relevance for the Modern Olympics"
15th	Fall	2003	Mr. Kevin G. Abelbeck, B.A., President, InfoTech, Las Vegas, NV, "The Evolution and Design of Fitness Equipment"
14th	Spring	2003	Dr. Craig A Depken II, Department of Economics, The University of Texas at Arlington, "The Economics of Sports Arenas: A Property Rights Approach"
13th	Fall	2002	Dr. James R Morrow, University of North Texas, "Health of Hispanic Youth in Texas: Participation and Training in Health (Project PATH)"
12th	Spring	2002	Dr. Jan Suffolk Todd, The University of Texas at Austin, "Ironmaidens: An Illustrated History of Women & Strength Training"
11th	Fall	2001	Mr. Brad Mayne, B.S., President & CEO of Center Operating Co., "The American Airlines Center Project: A Public-Private Partnership"
10th	Spring	2001	Dr. Dale G. Pease, University of Houston, "Threat or Challenge: Your Approach to Competition?"
9th	Fall	2000	Mr. Eric Nadel, B.A., Texas Rangers Major League Baseball Club, Radio Play by Play Announcer, Arlington, TX, "The Professional Athlete and Society: His Relationship with the Fans and the Media"
8th	Spring	2000	Dr. David H. Arnott, Dallas Baptist University, "Corporate Cults: Supply and Demand in Professional Sports"
7th	Fall	1999	Dr. Peter G. Snell, The University of Texas Southwestern Medical Center, "Watching Sports Rather than Playing: A Challenge for Physical Education in the New Millennium"
6th	Spring	1999	Dr. Mark A. Thompson, University of Kansas, "Finding the Good: Psychological Skills for Coping in Sport and Life"
5th	Fall	1999	Dr. William P. Morgan, University of Wisconsin-Madison, "The Role of Hypnosis in Exercise and Sport Science"
4th	Spring	1998	Dr. Abu B. Yilla, Department of Kinesiology, The University of Texas at Arlington, "The Development of the Lightweight Wheelchair"
3rd	Fall	1997	Dr. Don G. Kyle, Department of History, The University of Texas at Arlington, "The Pentathlon at the Ancient Greek Olympics: Performance and Problems"
2nd	Spring	1997	Dr. David Cook, President of Mental Advantage, Inc., Fort Worth, TX, "The Mindset of a Champion"
1st	Fall	1996	Mr. Mark Holtz, B.A., Texas Rangers Major League Baseball Club Television Play by Play Announcer, Arlington, TX, "The Media Perspective in Sport"



The Department of Kinesiology

presents

The 19th Anderson Sport Performance Lecture

with

Brad Mayne

**Bachelor of Science
Health, Physical Education & Recreation
University of Utah
President/CEO
American Airlines Center**

**"Revenue Sources in Major Arenas:
Following the Money"**

Wednesday October 5, 2005 – 12 Noon

**Lone Star Auditorium
Activities Building**

DR. EUGENE W. ANDERSON (1932 – 1997)

Dr. Eugene W. Anderson was Professor and Chair of the Department of Exercise, Sport and Health Studies (now Kinesiology) at The University of Texas at Arlington from 1978-1994. At the time of his death, Dr. Anderson was in the cherished position of a modified service-retired Professor (50% employment) in his 19th year in our Department of Exercise, Sport and Health Studies. His professional career of over 40 years included service as an assistant vice-president for academic affairs, university department chair, college coach, high school instructor and high school coach.

Eugene W. Anderson received his Bachelor of Science in Physical Education in 1954 and the Master of Science in 1959 from Fort Hays State University in Kansas. He received the Doctorate in Education in Physical Education from Arizona State University in Tempe, Arizona in 1970.

Dr. Anderson's Sport Performance career began with the Kinsley, Kansas Coyotes where he participated in four years each of football, basketball and track. He continued in the athletic world at Fort Hays State University by participating in football (one year), basketball and track where he finished fourth in the high jump at the NAIA National Meet. After serving two years in the United States Army in Fort Bliss, Texas, Dr. Anderson taught history, health, drivers' education, boys and girls physical education and coached the Wildcats in Hanover, Kansas. He then was a high school instructor of history and coached football, basketball and track for two years in Hays, Kansas. Upon the completion of his Masters' Degree, he was employed at Olivet College in Olivet, Michigan from 1960-64 as an assistant professor of physical education and assistant football coach, head basketball coach and golf coach. He then became an assistant professor of physical education and basketball coach at Chico State College in Chico, California (1964-68). In 1968, Dr. Anderson became Chair of the Physical Education Program and subsequently in 1972, Professor and Chair of the Division of Health, Physical Education and Athletics at Southwest State University in Marshall, Minnesota. In 1977-78, he was the Assistant Vice President for Academic Affairs at the same institution.

Dr. Anderson was very prominent in the development of our current Kinesiology academic program. During his tenure at UTA, the Health Education and Dance minors were developed. The Bachelor of Science in Exercise Science degree was started for students in the Allied Health Sciences. The physical education-athletic coaching degrees, along with certification for teaching K-12 were shaped and refined. Dr. Anderson's expertise and appreciation for science in sport and performance created the popular KINE 1400 Introduction to Exercise Science class (there are currently two lecture and seven laboratory sections per semester). His understanding of the acquisition of motor skills dramatically influenced the pedagogy curriculum. His experiences in sport and coaching directly impacted the departmental performance curriculum. Perhaps Dr. Anderson's most intense interest, in addition to curriculum, was in how the curriculum affected facility development. In the 1981-85 academic years, he gave numerous hours to the planning of an educational facility for our Exercise, Sport and Health Studies academic unit. The facilities' blueprint included numerous laboratories, classrooms, learning centers, student, faculty and activity areas that would have provided an educational setting that would be comparable to the academic program he helped create. The facilities' plans continue to be a model for our departmental future.

Dr. Eugene W. Anderson is currently one of our two Professor Emeriti in the Department of Kinesiology at UTA. The Department of Kinesiology has established *The Eugene W. Anderson Endowed Memorial Scholarship* in his honor. The Anderson Scholarship is awarded to Kinesiology undergraduate majors twice a year (Fall and Spring Semester) with preference to a Teacher Education Certification student (\$300.00). In addition to the Anderson Endowed Scholarship, the Department of Kinesiology is currently in the process of endowing *The Anderson Sport Performance Lecture*. Please note the departmental web site for additional information on both of these endowment activities (www.uta.edu/coed/kinesiology/events/anderson/) ♦

Brad Mayne, CFE

Brad Mayne is President & CEO of Center Operating Company (COC), in Dallas, Texas. Mark Cuban, Tom Hicks and Ross Perot, Jr. own Center Operating Company and the City of Dallas owns the American Airlines Center. COC is responsible in carrying out the terms of an agreement signed with the City of Dallas to finance and operate the American Airlines Center home of the Dallas Mavericks (NBA), Dallas Stars (NHL) and Dallas Desperados (AFL). American Airlines Center is very successful and has won numerous awards in architecture, business and community relations and is one of this Nation's premiere sports and entertainment venues hosting 200 events and 3 million people annually.

Mr. Mayne has experience in a variety of public assembly facilities including arenas, convention centers, open and domed stadiums, and performing arts theaters. Brad has worked with numerous teams in the NBA, NHL, AHL, IHL, RIHL, CISL, WHL, CBA, CHL, and NCAA. Mayne has been involved in the acquisition and operations of a professional indoor soccer team and was the Governor to the Continental Indoor Soccer League Board for the Anaheim Splash franchise and was a member of the Board of the Cedar Rapids Silver Bullets (CBA).

Mayne received his Bachelor of Science in Leisure Studies with an emphasis on Commercial Recreation Management in the College of Health, Physical Education and Recreation at the University of Utah in 1978.

Brad Mayne is a founding member and Executive Committee Member of Arena Network, an association of 44 Arenas in the United States and Mexico, which has a staff located in Los Angeles that is dedicated to bringing events to association members. This group has recently been successful in producing national tours with USA Gymnastics' Tour of World Champions and Dolly Parton. Mayne is Past Chair of the Board of Regents for the International Association of Assembly Managers' (IAAM) important and successful Public Assembly Facilities Management School and is a member of the Board for the Cotton Bowl Classic. ♦