



presents

The 29th Anderson Sport Performance Lecture

With

Thomas E. Burnett II, B.A.

Commissioner, Southland Conference

**“NCAA Conference Realignment:
What it means to The University of Texas at Arlington
and the Southland Conference”**

Monday, November 8, 2010 – 12:00 Noon

Lone Star Auditorium, MAC

Free and open to the public Call 272-3288 for more information

www.uta.edu/coehp/kinesiology/events/anderson/



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:

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| 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” |
| 2nd | Spring | 1997 | Dr. David Cook, President of Mental Advantage, Inc., Fort Worth, TX, “The Mindset of a Champion” |
| 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” |
| 4th | Spring | 1998 | Dr. Abu B. Yilla, Department of Kinesiology, The University of Texas at Arlington, “The Development of the Lightweight Wheelchair” |

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| 5th | Fall | 1999 | Dr. William P. Morgan, University of Wisconsin-Madison, "The Role of Hypnosis in Exercise and Sport Science" | | | Productions, Senior Vice President of Public Affairs for PlainsCapital Corporation, "Sports and Ratings: Show Me the Money" | |
| 6th | Spring | 1999 | Dr. Mark A. Thompson, University of Kansas, "Finding the Good: Psychological Skills for Coping in Sport and Life" | 18 th | 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" |
| 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" | 19 th | Fall | 2005 | Mr. Brad Mayne, B.S., Health, Physical Education & Recreation, University of Utah, President/CEO, American Airlines Center, "Revenue Sources in Major Arenas: Following the Money" |
| 8th | Spring | 2000 | Dr. David H. Arnott, Dallas Baptist University, "Corporate Cults: Supply and Demand in Professional Sports" | 20 th | Spring | 2006 | Dr. Daniel A. Nathan, Associate Professor, American Studies, Skidmore College, Saratoga Springs, New York, "Nothing Ever Matters, Apart From Football: American Sports Fandom, Civic Identity, and the Politics of Belonging" |
| 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" | 21 st | Fall | 2006 | Dr. James C. Sterling, (M.D.) Physical Medicine and Rehabilitation, Dallas Orthopedic Center, Team Physician, US Olympic Sports Medicine, "The Olympic Experience: Torino 2006 Winter Games", |
| 10th | Spring | 2001 | Dr. Dale G. Pease, University of Houston, "Threat or Challenge: Your Approach to Competition?" | 22 nd | Spring | 2007 | Mr. Randy Snow, President, NO "XQs," Inc., Bachelor in Business Administration, 1986, The University of Texas at Arlington, 1984, Paralympian Gold Medalist, Three time medalist , First Paralympian inducted in Olympic Hall of Fame (2004), "Life is a Competition: An Athletic Approach to Goal Achievement" |
| 11th | Fall | 2001 | Mr. Brad Mayne, B.S., President & CEO of Center Operating Co., "The American Airlines Center Project: A Public-Private Partnership" | 23 rd | Fall | 2007 | Mr. Talmage Boston, J.D., Author 1939: Baseball's Tipping Point" foreword by John Grisham Media Member, Texas Baseball Hall of Fame, 2003-2007 Texas Monthly Magazine "Texas Super Lawyer", "Why Heroes Still Matter" |
| 12th | Spring | 2002 | Dr. Jan Suffolk Todd, The University of Texas at Austin, "Ironmaidens: An Illustrated History of Women & Strength Training" | 24 th | Spring | 2008 | Dr. Dale P. Mood, Ph.D., Professor, Department of Integrative Physiology, University of Colorado. "The Science of Learning Sport Science" |
| 13th | Fall | 2002 | Dr. James R Morrow, University of North Texas, "Health of Hispanic Youth in Texas: Participation and Training in Health" | 25 th | Fall | 2008 | Mr. Trey Hillman, B.A. , Manager, Kansas City Royals Baseball Club, Bachelor of Arts in Kinesiology, 1991, The University of Texas at Arlington, "Leadership Journey through Baseball" |
| 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" | | | | |
| 15th | Fall | 2003 | Mr. Kevin G. Abelbeck, B.A., President, InfoTech, Las Vegas, NV, "The Evolution and Design of Fitness Equipment" | | | | |
| 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" | | | | |
| 17 th | Fall | 2004 | Mr. Scott Murray, B.S., NBC5 Sports Director/ Anchor, 1980 - 2003, President/ CEO of Scott Murray | | | | |

Previous Anderson Sport Performance Lectures:

- 26th Spring 2009 Ms. Jody Conrads, M.S., Women's Basketball Coach, The University of Texas at Austin (1976 – 2007), 900 wins: 38 years of college coaching #2 winningst coach in basketball at time of retirement, "Leadership Through Sports"
- 27th Fall 2009 Mr. Stephen Bardo, ESPN College Basketball Analyst "Transferring Leadership Off the Court"
- 28th Spring 2010 Dr. Julie Bell, Founder and President, The Mind of a Champion, "Performance Intelligence: The 5 Essentials to Developing the Mind of a Champion"

<http://www.uta.edu/coehp/kinesiology/>

DR. EUGENE W. ANDERSON (1932-1997)

Dr. Eugene W. Anderson was Professor and Chair of the Department of Exercise, Sport and Health Studies 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 Exercise, Sport and Health Studies department. 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 Exercise, Sport and Health Studies 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 Biophysical Principles of Human Movement class (now KINE 1400 Introduction to Exercise Science--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 Department of Kinesiology 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.

Tom Burnett, B.A.

Tom Burnett was named the Southland Conference's sixth commissioner on Dec. 23, 2002, and is now the second-longest tenured full-time commissioner in league history. In his eighth year of service with the Southland, he has a conference administrative background reaching over two decades.

Burnett has helped to enhance the Southland's membership, with addition of the University of Central Arkansas and Texas A&M University-Corpus Christi in July, 2006, giving the league 12 member institutions, its largest configuration in the conference's history.

The league's television exposure has expanded under his watch with the creation of the Southland Conference Television Network in 2008. This broadcast venture has since provided nearly 70 unique sports and promotional telecasts. The Southland also has a long term television agreement with the ESPN family of networks.

Burnett also initiated the Southland's first comprehensive corporate sponsorship program in 2004, and has aligned the Conference with prominent corporate entities such as State Farm Insurance, Capital One Bank, Toyota, American Airlines, Holiday Inn, and Academy Sports and Outdoors.

He recently led a successful community-wide effort to bring the 2011-13 NCAA Division I Football Championship Games to Frisco, Texas, as the Southland will serve as host for the upcoming national title contests at Pizza Hut Park.

He also serves on the NCAA's Division I Committee on Academic Performance and the Division I Football Academic Working Group, and was the FCS Vice President for the Collegiate Commissioners Association (CCA) in 2007-08.

A native of Houston, Burnett is a 1988 graduate of Louisiana Tech University with a Bachelor of Arts in Journalism. He and his wife Tracy, son Cole, and daughter Jesse reside in McKinney, Texas.

Please welcome Mr. Burnett as our 29th Anderson Sport Performance Lecturer. There will be a time of question and answers at the end the presentation.