With

Ms. Charlotte Jones Anderson
Owner, Chief Brand Officer, President of Charities,
President of Dallas Cowboys Cheerleaders
Bachelor of Science in Human Biology, Stanford University

“How Passion, Leadership and Innovation Have Shaped The Star”

Mr. Brad Sham
“The Voice of the Dallas Cowboys”
University of Missouri, Bachelor of Journalism

Monday, April 22, 2013 – 12:00 Noon
Lone Star Auditorium, MAC

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

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”

5th Fall 1999 Dr. William P. Morgan, University of Wisconsin-Madison, “The Role of Hypnosis in Exercise and Sport Science”
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<tr>
<th>Session</th>
<th>Year</th>
<th>Speaker</th>
<th>Topic</th>
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<tr>
<td>6th Spring</td>
<td>1999</td>
<td>Dr. Mark A. Thompson, University of Kansas</td>
<td>“Finding the Good: Psychological Skills for Coping in Sport and Life”</td>
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<td>7th Fall</td>
<td>1999</td>
<td>Dr. Peter G. Snell, The University of Texas Southwestern Medical Center</td>
<td>“Watching Sports Rather than Playing: A Challenge for Physical Education in the New Millennium”</td>
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<td>8th Spring</td>
<td>2000</td>
<td>Dr. David H. Arnott, Dallas Baptist University</td>
<td>“Corporate Cults: Supply and Demand in Professional Sports”</td>
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<td>9th Fall</td>
<td>2000</td>
<td>Mr. Eric Nadel, B.A., Texas Rangers Major League Baseball Club, Radio Play by Play Announcer, Arlington, TX</td>
<td>“The Professional Athlete and Society: His Relationship with the Fans and the Media”</td>
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<td>10th Spring</td>
<td>2001</td>
<td>Dr. Dale G. Pease, University of Houston</td>
<td>“Threat or Challenge: Your Approach to Competition?”</td>
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<td>11th Fall</td>
<td>2001</td>
<td>Mr. Brad Mayne, B.S., President &amp; CEO of Center Operating Co.</td>
<td>“The American Airlines Center Project: A Public-Private Partnership”</td>
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<td>12th Spring</td>
<td>2002</td>
<td>Dr. Jan Suffolk Todd, The University of Texas at Austin</td>
<td>“Ironmaiden: An Illustrated History of Women &amp; Strength Training”</td>
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<td>13th Fall</td>
<td>2002</td>
<td>Dr. James R Morrow, University of North Texas</td>
<td>“Health of Hispanic Youth in Texas: Participation and Training in Health”</td>
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<td>14th Spring</td>
<td>2003</td>
<td>Dr. Craig A Depken II, Department of Economics, The University of Texas at Arlington</td>
<td>“The Economics of Sports Arenas: A Property Rights Approach”</td>
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<td>15th Fall</td>
<td>2003</td>
<td>Mr. Kevin G. Abelbeck, B.A., President, InfoTech, Las Vegas, NV</td>
<td>“The Evolution and Design of Fitness Equipment”</td>
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<td>16th Spring</td>
<td>2004</td>
<td>Dr. Don G. Kyle, Department of History, The University of Texas at Arlington</td>
<td>“Ancient Olympics and Their Relevance for the Modern Olympics”</td>
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<td>17th Fall</td>
<td>2004</td>
<td>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</td>
<td>“Sports and Ratings: Show Me the Money”</td>
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<td>18th Spring</td>
<td>2005</td>
<td>Dr. Kathleen S. Porter, Lecturer and Undergraduate Advisor Department of English, The University of Texas at Arlington</td>
<td>“Baseball Babes: The Roles of Women in Baseball Film”</td>
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19th 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”


24th Spring  2008  Dr. Dale P. Mood, Ph.D., Professor, Department of Integrative Physiology, University of Colorado. “The Science of Learning Sport Science”

25th 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”


27th Fall  2009  Mr. Stephen Bardo, ESPN College Basketball Analyst “Transferring Leadership Off the Court”
Previous Anderson Sport Performance Lectures:

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”

29th Fall 2010  Mr. Thomas E. Burnett, II, Commissioner, Southland Conference, “NCAA Conference Realignment: What it means to The University of Texas at Arlington and the Southland Conference”

30th Spring 2011  Mr. Willie Hernandez, B.S.M.E., Founder and President of Per4Max Medical LLC, “Success is Not a Destination in Business, Sports or Life: The Journey of an All American and World Champion”

31st Fall 2011  Ms. Jean Driscoll, M.S., Associate Director of Development, College of Applied Health Science, University of Illinois, “The Ghana Athlete Project”

32nd Spring 2012  Mr. Jon Daniels, B.S., General Manager Texas Rangers Baseball Club, “Texas Rangers Baseball Operations: Creating a Competitive Advantage”

33rd Fall 2012  Mr. Del Harris, M.A., Former NBA Head Coach (Houston Rockets, Milwaukee Bucks, Los Angeles Lakers., “Team Building”

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.
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 Hay, 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. 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 twelve 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.

Ms. Charlotte Jones Anderson
Owner, Chief Brand Officer, President of Charities, President of Dallas Cowboys Cheerleaders

Charlotte Jones Anderson, Dallas Cowboys Chief Brand Officer oversees all strategies and applications surrounding the team’s brand as it is presented to fans world-wide. Working in the front office since 1989, Anderson’s experience has enabled her to become one of the most innovative and versatile front office executives among women in professional sports. Her vision and direction guides the Cowboys in stadium design, fan engagement, entertainment, licensed apparel, cause marketing, and community service. Anderson also plays a prominent role in shaping the design, décor, sponsor integration and overall presentation of Cowboys Stadium and the Art Collection at Cowboys Stadium. Anderson is President of the Dallas Cowboys Cheerleaders and also serves as President of the Gene and Jerry Jones Family Charities and the Gene and Jerry Jones Family Arlington Youth Foundation. Most recently, Anderson was appointed Chairman of the NFL Foundation and has also served as the chairman of The Salvation Army National Advisory Board since 2010. She is the first woman to serve in both of these roles. Anderson’s spirit of involvement in the local community includes leadership positions among organizations supporting sports, education, youth, the arts, politics, and
medicine. In 2012 she was selected to Chair the North Texas Final Four Host Committee, responsible for putting on the 2014 men’s basketball championship at Cowboys Stadium. She is also on the Board of Directors for Hilltop Corporation.

Mr. Brad Sham

Brad Sham, known as "the voice of the Dallas Cowboys", is in his 35th season broadcasting Cowboys' games in 2013. His 42 year broadcasting career also includes more than 20 Cotton Bowl Classics, the Big 12 TV basketball network, NCAA basketball and football as well as the NFL and the 1998 Nagano Winter Olympic Games for Dial Global/ CBS radio/Westwood One, and numerous television assignments including FC Dallas and Major League Soccer, the NFL on CBS and FOX, the Final Four for NCAA TV in 2007-9, NASCAR on DirecTV, Arena League football and the NFL Europe League for Fox Sports Net and college basketball for ESPN Regional and the Big 12 Network.

In 2008, Brad played the role of a reporter in the Oliver Stone feature film, “W”.

In 2003, Brad wrote a book of his favorite Cowboys' stories, STADIUM STORIES: the DALLAS COWBOYS for Globe-Pequot press. A 1970 graduate of the University of Missouri with a Bachelor of Journalism, Brad has won 8 Katie Awards from the Press Club of Dallas and has been named Texas Sportscaster of the Year 11 times, the most in Texas history, by the National Sportswriters and Sportscasters Association and was an inaugural inductee in the Texas Radio Hall of Fame in 2002. He also serves on the board of directors of the Cotton Bowl and the board of trustees of the Texas Sports Hall of Fame, as well as the Board of Trustees of Temple Emanu-El in Dallas.

Please welcome Ms. Anderson and Mr. Brad Sham as our 34th Anderson Sport Performance Lecturers. There will be a time of question and answers at the end the presentation.