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”

17th 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”


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 Cult: 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 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 Kansas City 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 NCAA 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.

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, IIHF, CBA, 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.