

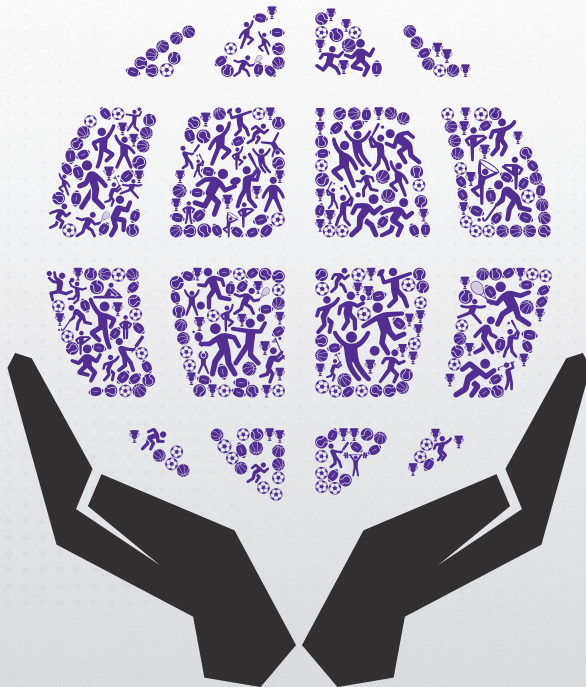


NYU

SCHOOL OF
PROFESSIONAL STUDIES

Social Responsibility of Sports Conference

Where doing good and doing good business meet



March 14, 2016

On the New York University Campus

To Learn More and Register Today Visit:

sps.nyu.edu/tischinstitute/srs

Conference Chair

Tony Ponturo, CEO, Ponturo Management Group;
Director of Industry Relations, NYU School of Professional Studies
Tisch Institute for Sports Management, Media, and Business

Tisch Institute for Sports Management, Media, and Business





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Just as public companies are accountable to shareholders, professional sports leagues and teams are being held more accountable than ever by fans, stakeholders, and the media as to how they address issues of social responsibility. To explore this emerging field, the NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business will bring together sports industry professionals for its first **Social Responsibility of Sports Conference**.

Panel discussions will provide a forum during which top leaders from major sports leagues and entities will discuss unprecedented research on social responsibility in sports. They will engage in an open dialogue about the ways in which they can develop lasting programs that are relevant to business and that lead to societal change, in addition to the importance of doing so. Along with the extraordinary inside-out discussions, the Tisch Institute will present exclusive findings and groundbreaking insights gained through a comprehensive academic research project. A networking reception will be held directly after the conference.

Contributions from sponsor organizations will provide student scholarships and will support the academic programs of the NYUSPS Tisch Institute for Sports Management, Media, and Business.

Contact nyutischsports@nyu.edu or call **212-992-9091** for additional conference information.



Follow [@nyutischsports](https://twitter.com/nyutischsports)

Sponsorship Opportunities

For inquiries about sponsorship opportunities, please contact Sonal Pande at sonal.pande@nyu.edu or call **212-998-6961**.

Conference Agenda

(as of February 1, 2016)

12:30–1:30 p.m.

Registration, Check-In, Network, and Nosh

Enjoy a light snack with colleagues as you prepare for an enlightening day that will focus on changes and trends in the industry.

1:30–1:35 p.m.

Tisch Sports Institute Welcome



ARTHUR R. MILLER, CBE, Associate Dean and Director, NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business; Founder and Chairman, NYU School of Professional Studies Sports and Society

1:35–1:40 p.m.

Conference Chair's Opening Remarks



TONY PONTURO, Conference Chair; CEO, Ponturo Management Group; Director of Industry Relations, NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business

1:40–2:00 p.m.

Keynote Address



ADAM SILVER, Commissioner, National Basketball Association

2:00–2:45 p.m.

How Will Team Executives Lead the Social Responsibility of Sports?

How are team executives and key decision-makers of organizations addressing social responsibility to grow the value of their assets while also doing the right thing?



TAMRON HALL, Cohost of the third hour of NBC News *TODAY*; Anchor of *MSNBC Live with Tamron Hall*; Host of *Deadline: Crime with Tamron Hall* on Investigation Discovery [Moderator]



MARC DE GRANDPRE, General Manager, New York Red Bulls



SAM KENNEDY, President, Boston Red Sox



WYC GROUSBECK, Managing Partner, Governor, CEO, and Co-Owner, Boston Celtics



TANYA MRUCK, Director, Operations, Maple Leaf Sports & Entertainment (MLSE)





2:45–3:30 p.m.

Public Policy: When do Sports Leagues, Teams, and Organizations Get Involved

Sports have a powerful voice in the media, and in influencing action and change in our society. When does influence move from the symbolic and intangible to the level of public policy?



ARTHUR R. MILLER, CBE, Associate Dean and Director, NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business; Founder and Chairman, NYU School of Professional Studies Sports and Society [Moderator]



VAL ACKERMAN, JD, Commissioner, The BIG EAST Conference



DOMONIQUE FOXWORTH, Former National Football League Players Association President



CHARLES BAKER, JD, Partner, DLA Piper (US)



PAT LaFONTAINE, Vice President for Development and Community Affairs, National Hockey League; Hockey Hall of Fame Inductee



BRIAN ELLNER, JD, Executive Vice President, Group Head; Public Affairs, New York, Edelman



JOHN SEXTON, PhD, JD, President Emeritus, New York University

3:30–3:45 p.m.

NYUSPS TISCH SPORTS INSTITUTE RESEARCH PRESENTATION:

Defining Social Responsibility in Sports: What is it? How does it work? Where do we go from here?

Highlights from NYU’s groundbreaking research project in professional sports with the NFL, NBA/WNBA, MLB, NHL, MLS, NASCAR, PGA Tour, and LPGA.



SAM MARCHIANO, Conference Research Chair; Adjunct Instructor, NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business

3:45–4:10 p.m.

Coffee Break

Network with industry leaders as you reenergize with refreshments.





4:10-4:40 p.m.

Voices of the Next Generation

Young sports leaders explore innovations and opportunities in social responsibility as the field responds to the changing perspectives and values of a new wave of fans.



KOSTYA KENNEDY, Award-Winning American Sportswriter; Clinical Assistant Professor, NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business [Moderator]



HARRIE BAKST, (NYUSPS '07), Partner, Weinstein Carnegie Philanthropic Group



FRAN KIRMSER, Producer



COLLEEN DORAN, (NYUSPS '09), Development Coordinator, Harlem RBI



DOUG SMOYER, Vice President, Business Development, National Football League; Adjunct Instructor, NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business



FELICIA GANTHIER, Manager, Community Relations, New York Rangers

4:40-4:50 p.m.

Social Responsibility in Sports (SRS) Leadership Award

Presented by the NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business

The *Social Responsibility in Sports (SRS) Leadership Award* is presented annually by the NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business to an organization that has put SRS at the heart of its daily internal operations and in its work with stakeholders and outside communities.

Recipient: National Basketball Association



ACCEPTED BY KATHY BEHRENS, President, Social Responsibility and Player Programs, National Basketball Association



PRESENTED BY DIKEMBE MUTOMBO, National Basketball Association Global Ambassador; 2015 Naismith Memorial Basketball Hall of Fame Inductee





4:50–5:00 p.m.

Social Responsibility in Sports (SRS) Engagement Award

Presented by the NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business

The *Social Responsibility in Sports (SRS) Engagement Award* is presented annually by the NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business to a foundation or individual that has put SRS at the heart of its daily operations in its work with stakeholders and outside communities.

Recipient: Turn 2 Foundation



**ACCEPTED BY
SHARLEE JETER,**
President, Turn 2 Foundation



**PRESENTED BY
WAYNE McDONNELL,**
Academic Chair and Clinical
Associate Professor, NYU School
of Professional Studies Tisch
Institute for Sports Management,
Media, and Business

5:00–5:45 p.m.

**NYU School of Professional Studies Sports and Society Presents:
Agents of Change**

Agents of change in social responsibility play many roles in the sports industry: athletes, executives, sponsors, among others. How do these stakeholders make a difference?



CARL QUINTANILLA, Anchor, CNBC's *Squawk On The Street* and *Squawk Alley*; Correspondent, HBO's *Real Sports with Bryant Gumbel* [Moderator]



BILLY BEAN, Vice President for Social Responsibility and Inclusion, Major League Baseball Office of the Commissioner



DIKEMBE MUTOMBO, National Basketball Association Global Ambassador, 2015 Naismith Memorial Basketball Hall of Fame Inductee



SHARLEE JETER, President, Turn 2 Foundation



DAVID NELSON, CEO and CoFounder, i'mME; Player, National Football League

5:45–5:50 p.m.

Closing Remarks

5:50–7:30 p.m.

Networking Reception

Meet, mingle and network with industry professionals who drive our complex and evolving industry.



About the NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business

The NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business is widely recognized for its cutting-edge undergraduate and graduate programs, as well as for its deep commitment to integrating theory with practice. With the New York metropolitan area being home to numerous world-renowned franchises and sports television networks, and being the headquarters of five major sporting leagues, there isn't a better location to study the intricacies and subtle nuances of the sports industry. Tisch Institute students benefit not only from full-time faculty members who are leaders in the industry, but also from adjunct faculty members and guest lecturers who are respected practitioners in their fields, frequent site visits, extraordinary research collaborations, and internship and employment opportunities.

The Tisch Institute offers the BS in Sports Management, the MS in Sports Business, a Graduate Certificate in Sports Business, and a cadre of sports business Career Advancement Courses. For more information visit: sps.nyu.edu/tischinstitute.

About the NYU School of Professional Studies

Established in 1934, the NYU School of Professional Studies (sps.nyu.edu) is one of NYU's several degree-granting schools and colleges, each with a unique academic profile. The reputation of the School of Professional Studies arises from its place as the NYU home for study and applied research related to key knowledge-based industries where the New York region leads globally. This is manifest in the School's diverse graduate, undergraduate, and Professional Pathways programs in fields such as Accounting, Finance, and Law; Applied Politics; Creative Cities and Economic Development; English-Language Learning; Fundraising and Grantmaking; Global Affairs; Health Information Management; Hospitality and Tourism Management; Human Resource Management and Development; Languages and Humanities; Management and Systems; Marketing and Marketing Analytics; Professional Writing; Project Management; Public Relations and Corporate Communication; Publishing; Real Estate, Real Estate Development, and Construction Management; Social Entrepreneurship; Sports Management, Media, and Business; and Translation.

More than 100 distinguished full-time faculty members collaborate with an exceptional cadre of practitioner/adjunct faculty members and lecturers to create vibrant professional and academic networks that annually attract nearly 5,000 degree-seeking students from around the globe. In addition, the School fulfills the recurrent professional education needs of local, national, and international economies, as evidenced by close to 48,000 Professional Pathways enrollments in Career Advancement Courses, Diploma Programs, workshops, and seminars. The School's community is enriched by more than 30,000 degree-holding alumni worldwide, many of whom serve as mentors, guest speakers, and advisory board members. For more information about the NYU School of Professional Studies, visit sps.nyu.edu.