Friends of the Wharton Sports Business Initiative (WSBI):

It is with great pleasure that I write to update you on the progress of WSBI, the MBA-led Wharton Student Business Club and the Undergraduate Sports Business Club. The Initiative has seen many exciting developments, and we are eager to tackle more new opportunities.

One highlight of the past year was a generous gift of $100,000 from alumnus Stu Siegel. This gift has given a tremendous boost to WSBI’s operational funds and allowed us to focus on a number of social impact initiatives. Our primary goal has always been to engage Wharton faculty in serious research on the business of sports. Stu’s gift, along with the support of the founding gift by Ken and Julie Moelis, has allowed us to move forward in doing just that. Within this newsletter, you will read about some of the more than a dozen extraordinary projects underway.

This year began with an outstanding career panel and reception, providing students with insights from, and networking opportunities with, sports industry leaders. The year will conclude with a meeting of the Alumni Advisory Committee on April 22.

The clubs at both the undergraduate and MBA levels continued to provide a wide range of activities and support for their members. Reports on their activities are included here as well.

Our newsletter has a new name – “Game Changer.” We hope this represents the positive impact a mature sports business research center can have on the industry. We are confident that as our full vision unfolds, so too will WSBI’s game-changing impact. To help us progress toward this goal, we will soon announce the hiring of a Managing Director who can help carry forward the mission of the Initiative. We are very excited about this upcoming addition.

We hope to change the game in a small way by convening the new Philadelphia Youth Sports Collaborative. The group currently consists of a dozen Philadelphia youth sports organizations, featuring sports as diverse as lacrosse and martial arts, seeking to enhance the lives of Philadelphia’s youth. The mission of WSBI is to have an impact on the full spectrum of sports, and we feel this Collaborative is an important element of that mission. We plan to provide you with more information on the PYSC in the coming months.

For more information on WSBI’s efforts to positively impact the sports industry and to connect industry leaders with the Wharton community, please visit our website at wsb.wharton.upenn.edu. And please feel free to contact us with any thoughts at sportsbusiness@wharton.upenn.edu. We would be happy to hear from you.

Thank you again for your support of the Wharton Sports Business Initiative.

Sincerely,

Kenneth L. Shropshire

Kenneth L. Shropshire, Director
Politics, Economic Development and Social Impact in Global Sports Events

Politics, economic development, and social impact have long been coupled with global sporting events such as the Olympics and the FIFA World Cup. Appropriately, with the Winter Olympics earlier this year in Vancouver and the upcoming FIFA World Cup in South Africa, WSBI has several research projects underway assessing various issues.

Professor Scott Rosner recently published an article “The Efficacy of Olympic Boycotts and Bans on Effectuating International and Political Economic Change.” There he examines how the Olympics have been linked to politics since their revival in 1896. There are many ways that the Olympic Games can and have been used as a venue for political action. Two primary ways are through boycotts and bans. Rosner provides a detailed analyses of the boycotts that occurred in 1976, 1980 and 1984, and the International Olympic Committee’s (IOC) bans of South Africa, Iraq and Afghanistan. This analysis shows that unless a nation has violated the Olympic Charter, pressuring the IOC to ban it is futile. International disputes that do not involve sports are rarely injected with success into the politics of the Olympic Games. In addition, while a nation can successfully carry out an ideological protest by boycotting the Games, the accomplishment of any more substantive goal is far more difficult to achieve. So the act of boycotting the Olympics or pressuring the IOC to ban another nation has limited benefits compared to the costs associated with doing so.

On the economic side, Professor Mauro Guillen is looking at both the economic and reputational impact of a city hosting the Olympic Games. He is currently collecting data to compile a full assessment of the value of hosting Games. This will provide a rigorous measure of the impact of hosting a global event in a manner not traditionally applied in this area.

Professor Kenneth Shropshire is examining the economic and social impact of these events. His current research has brought him to the Royal Bafokeng Nation, a tribe of 300,000 in an area spanning 790 square miles in South Africa, which has emerged as one of the wealthiest tribes in Africa. Flush with riches since the demise of apartheid and gaining the legal rights to platinum royalties, the tribe’s leadership has turned to sports as an instrumental means of community and social development. Its support for sports programs and the creation of a major soccer stadium – one that will host the World Cup – is helping to define the future generations of a people. Professor Shropshire is studying the history of the decision to use sports as a vehicle for development in this region and others, and compiling the best practices that may be applied to other regions.

With these projects underway, WSBI expects to have deeper involvement with global sporting events including the upcoming Olympics in London and Rio as well the World Cup and future global championships.

WSBI Research Fellows

Once again this year WSBI has selected two students to serve as WSBI Research Fellows:

Matthew Obernauer (J.D., 2010) is a third-year student at Penn Law School. Before coming to Penn, he was a sports and metro reporter for the Austin American-Statesman in Austin, TX. He also spent time working in the baseball operations department for the Colorado Rockies Baseball Club. After graduation, he will be working in the sports law group at Proskauer Rose, LLP.

Alexander Wong (2010) is an electrical engineering major at the University of Pennsylvania. Last summer, he interned at the NHL’s Strategic Planning and Operations Department, where he worked on team revenue optimization projects and helped the league prepare for its Winter Classic. After graduation, he plans to attend law school in preparation for a career in the sports industry.

Join us in congratulating this year’s WSBI Research Fellows.
The table below gives you a glance at the broad scope of research WSBI has funded over the last two years. As papers begin to be published we will move to disseminate the findings of our faculty. A new call for funding proposals will be going out soon.

### Wharton Sports Business Initiative Research Funding

#### 2008-2009

<table>
<thead>
<tr>
<th>NAME</th>
<th>DEPARTMENT</th>
<th>TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guillen, Mauro</td>
<td>Management</td>
<td>Assessing the Reputational and Image Impact of Hosting the Olympic Games</td>
</tr>
<tr>
<td>Jensen, Shane &amp; Adi Wyner</td>
<td>Statistics</td>
<td>Evaluation of Fielding in Major League Baseball</td>
</tr>
<tr>
<td>Madden, Janice</td>
<td>Regional Science</td>
<td>Differences in the Success of NFL Coaches by Race, 2003-2008: Is There Still Evidence of Last Hire, First Fire?</td>
</tr>
</tbody>
</table>
| Pope, Devin                 | Operations & Information Management (OPIM) | THREE PROJECTS  
College Sports Success and Application Decisions  
Can Losing Lead to Winning?  
Friday Night Lights and Saturday Morning SATs |
| Stevenson, Betsey           | Business & Public Policy (BPUB) | The Impact of High School Sports on Teenage Pregnancy, Sexual Activity, and Criminal Behavior |
| Wolfers, Justin             | Business & Public Policy (BPUB) | Biased Referees? Understanding the NBA’s Findings on Own-Race Bias                        |

#### 2009-2010

<table>
<thead>
<tr>
<th>NAME</th>
<th>DEPARTMENT</th>
<th>TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barankay, Iwan</td>
<td>Management</td>
<td>Team Composition and Team Leader Performance: Quasi-Experimental Evidence from the Tour de France</td>
</tr>
<tr>
<td>Pope, Devin &amp; Maurice Schweitzer</td>
<td>Operations &amp; Information Management (OPIM)</td>
<td>The Influence of Loss Aversion in Professional Golf</td>
</tr>
<tr>
<td>Roussanov, Nikolai &amp; Pavel Savor</td>
<td>Finance</td>
<td>Investment Behavior of Sports Teams’ Owners</td>
</tr>
<tr>
<td>Vitorino, Maria Ana</td>
<td>Marketing</td>
<td>Diffusion Patterns and Contagion in Cause-related Marketing: An Application to Sports Philanthropy</td>
</tr>
<tr>
<td>Wingard, Jason</td>
<td>Legal Studies &amp; Business Ethics</td>
<td>Best Practices in Business Education for Elite Athletes</td>
</tr>
</tbody>
</table>
Sports Business Club Reports

MBAs

With 104 members, the Wharton Sports Business Club (WSBC) has grown by 60% in the past year. WSBC’s purpose is to provide Wharton MBA students with the resources necessary to pursue a career in the sports industry. The club brings its members closer to the industry through a number of initiatives such as industry panels, networking events, guest speakers, treks, and research and consulting projects.

WSBC’s highlights over the past year include the Internship Panel in which second-year MBA students discussed their internship experiences with organizations such as the New York Mets, Philadelphia 76ers and Flyers, Memphis Redbirds, ESPN’s X-Games and The Lance Armstrong Foundation. Club members have been active participants in WSBI’s Field Application Projects, which have included working with the NFL, NBA D-League, Philadelphia Union and WIN Products and in independent study projects with FC Harlem and the Tampa Bay Rays. The club also organized a Career Trek to New York City that included meetings with MLB and ESPN. On-campus panel discussions have been held on sports franchise valuation and sports career opportunities. Panelists included Ray Hopkins (YES Network), Michael Lamb (McKinsey & Co.), Bryant McBride (AccrueSports&EntertainmentVentures), Rob Urbach, Don Cornell (Morgan Stanley), Rob Tilliss (Inner Circle Sports), Mitchell Ziets (Evolution Media Capital) and Dan Kaplan (Sports Business Journal). A new event this year was the club’s sports entrepreneurship brainstorming session with representatives from Puma’s Footwear Merchandising Division, American Basketball Academy, Ed Snider Youth Hockey Foundation, Getcharged.org and Mitchell & Ness. The Brownbag Lunch series has continued with discussions from Wharton professors on their research topics and Steve Olenick, an NBA player agent. The club has expanded its outreach efforts by sending representatives to San Diego State University’s Sports Business Case Competition, MIT’s Sports Analytics Conference, the New England Symposium on Statistics in Sports and the IMG World Congress of Sports and by developing relationships with other sports-focused career clubs at top MBA programs including Columbia, Ross and NYU.

-- WSBC

Field Application and Independent Study Projects

This academic year WSBI has featured four sports-related Field Application Projects. The companies are the NFL, NBA Developmental League, WIN Products and the Philadelphia Union (MLS). Each team of 5-6 students, led by a professor, delivers high-level consulting services to help the client address a real world issue. Should you have a quality project that might be ideal for a semester-long focus by MBA or undergraduate students, do not hesitate to let us know.

Additionally, we conducted a social impact independent study for FC Harlem. We are assisting them in assessing ways to market their brand before and after the FIFA 2010 World Cup.

New Class-Sports Ventures and Social Impact

This semester, Wharton is offering its first course on sports and social impact. The concept of social responsibility in business may be more dominant in sports than any other business sector. From the hosting of global sporting events, to the “scholar-athlete” model of collegiate athletics, to midnight basketball programs designed to keep kids out of trouble, sports at many levels are expected to be a vehicle for social good. This new course focuses primarily on the concept of sport and social impact and explores how the concept has evolved over time, particularly since the United Nations declared 2005 the International Year of Sport and Physical Education. Students are required to develop or fully critique existing sport and social impact programs, write critical biographies of related activists or select other related topics. Student presentations of these projects are a major part of the student grades. The course features guest speakers from a diverse range of entities such as Peace Players International, FC Harlem, Right to Play, Grassroot Soccer and the Philadelphia Youth Sports Collaborative.

The broad question throughout the course is: How can sports be used to have a positive impact on society? Students will focus on sport broadly in search of the great idea, great delivery and what has sustainable impact.
Undergraduates

The Undergraduate Sports Business Club engages over 40 active members in several events over the course of the academic year. From panel discussions to conferences, the USBC seeks to engage its students with various professionals in the sports industry through a variety of events and networking opportunities.

We kicked off the school year with Rob Johnson, Marketing Manager and Lauren Cochran, New Media Manager of the Philadelphia Flyers, who shared their perspectives on the team side of the business. They discussed the importance of growing the fan base beyond the traditional hockey fans to include a younger audience, as well as utilizing social networking platforms to engage fans and community members.

Mike Felici of Nelligan Sports Marketing joined us to share a different point of view of the sports industry. He and Brian Head, the Director of Marketing for Penn Athletics, spoke about the challenges and circumstances unique to collegiate sports. They shared their opinions about the obstacles they face with securing corporate sponsorships, as well as those that come with trying to garner students’ loyal support and enthusiasm.

Later in the semester, the club hosted a small group discussion with Joe Rosen of Orpheus Consultants, as he shared his experiences from his journey to become a MLB agent. He offered career advice to students seeking careers in athlete representation and encouraged us to take full advantage of our educational opportunities and use them to our advantage when looking to get a foot in the door of the sports industry.

The biggest event of the fall semester was the Comcast Panel we put together with the help of Ryan Donovan, VP of Marketing for Versus and Executive Consultant to the USBC. The panel was hosted in the newly constructed Comcast building in Center City and included several speakers from various sectors of Comcast Sports Group, including Page Thompson, President of The Golf Channel, Marc Fein, EVP of Business Operations and Programming for Versus, and Jon Litner, President of Comcast SportsNet. They each shared their day-to-day responsibilities and challenges they face running sports media ventures, as well as the educational background and career stepping stones that brought them to where they are.

Building on our relationship with Comcast and Versus, the club rounded out the fall calendar of events with a resume workshop led by Ryan Donovan and Pete Peddrick, a Human Resources representative from Comcast. They gave us helpful resume writing tips and personal feedback of their resumes.

The USBC also launched its first annual Hoopin’ For Hope annual charity basketball tournament this fall. We garnered support from students and local companies to raise over $800 for the Jimmy V Foundation for Cancer Research.

We also participated in several off-campus conferences in the area, including the annual Princeton Sports Symposium and the Sports Management Worldwide Soccer Career Conference. USBC members attended several panels with renowned leaders and rising stars in sports business, gleaning invaluable information about various career paths and making lasting connections through tremendous networking opportunities.

– USBC
National Football Post-WSBI Seminar: “How to be a Better Negotiator” at Wharton April 16

With so many people interested in how to negotiate better, the options for learning have been limited to self-help books, classes and tapes, mostly with theories about how to be a better negotiator. Now there is a better option: a one-day event learning from the best in the business from real-life practical experiences in the world of sports! For the first time, two brand names have joined to give participants the unique insight and access to what goes on behind the scenes in negotiations, taken from the high-profile world of football. The National Football Post, and the Wharton Sports Business Initiative have joined forces to present a one-day seminar with information, insight, tips and strategies to negotiate better deals in your professional and personal life. Join the NFP personalities – Andrew Brandt, Mike Lombardi – and the WSBI team – Brandt, Ken Shropshire, and Scott Rosner – along with agents and team executives in an information-packed event on Friday, April 16, 2010 from 12:00-6:00 PM.

For more details and to register visit: https://secure.nationalfootballpost.com/front-office-presale.html

Stay in Touch with WSBI

Please visit our website at http://wsb.wharton.upenn.edu/ for updates and notice of upcoming events. The site will soon be overhauled, so again, we welcome your comments.

Please be sure to email your newsletter name suggestions to us at sportsbusiness@wharton.upenn.edu