Dear Alums and Friends:

We are pleased to provide you with some insights into what the Wharton Sports Business Initiative has been up to over the past year as well as the activities we will have underway in the coming months.

As you will read below, much of our activity has been focused on our future sports business leaders. Those of you familiar with our work know that we have funded sports business-focused research conducted by Wharton faculty. We have also delivered insightful programs at major U.S. sporting events focused on the current state of various sectors of the sports business as well as a look forward. Students at Penn have participated in a number of amazing Field Application Projects where they gain hands-on experience with cutting edge issues facing major sports business companies. These activities continue, but we thought that providing you with a deeper insight into our newer programs focused on high school students would be of interest. These young people are the future leaders of the sports business. The broad reach of these programs can be found on our website at www.whartonsportsbiz.org.

In the spring semester I will be on leave focusing on the development of Penn’s Coursera https://www.coursera.org/ course, “The Global Business of Sports” as well as an update of my 1990s book, “In Black and White: Race and Sports in America.” While on leave, Scott Rosner will serve as the Acting Faculty Director. Of course, Derrick Heggans will be available as always.

We hope you enjoy this information. We’ve also included a calendar of upcoming events.

As always, we value your feedback and ideas. Please do reach back with any thoughts.

Happy holidays.

Sincerely,

Kenneth L. Shropshire
Faculty Director, Wharton Sports Business Initiative
Like any good play, the first act leaves people yearning for a good second act to continue to tell the story. Will it be as entertaining, and will stories carry over? Who are the new heroes? We crave a good sequel, especially after a quality opening.

While that same yearning doesn’t necessarily always translate into the world of academia, the second summer of the Wharton Sports Business Academy (WSBA) certainly qualified as an amazing second act.

In 2011, WSBA was launched to bring students from around the globe together to learn not just from professionals about the business of sport, but from each other about teamwork, best practices and diversity. The month long program was not about assembling the leaders of today in conference; it was about helping forge the innovation and the leadership of the next generation of sport. High school students, with a burgeoning passion for sport business as well as sport, came from all corners of the globe to participate in the month long program.

The initial program included road trips to New York and visits with industry leaders in law, sales, finance, communications, operations and facilities. It touched on the global nature of sports like soccer and the opportunities that will open for the future FIFA World Cup. There were video sessions looking back on some of the successes and failures of sport business in the past, and most importantly there were daily, if not hourly, sessions where the thoughts and opinions of every student were brought into the mix. The opening act in the program was a rounding success, and set the building blocks for this past summer’s second go-round.

What would be different? What would be expanded? How had the world changed and what stories would emerge? Well the reviews are in, and the second session for WSBA surpassed the first in expectations. “When we set out to create the program, we wanted to focus on diversification of the future workforce in the sports industry,” said Kenneth Shropshire, WSBA Faculty Director. “Thus, while we were excited in 2011 to have students from India, France and Italy represented, we were extremely pleased in 2012 to have 11 different countries across the globe represented. Our vision is to have a truly globally represented class going forward.”

Those students, combined with students from across the U.S., gave WSBA a much wider vision as the participants went through the second year of the program. In addition to classwork and leadership seminars, the program, which has gone from 59 students in the launch year to 94 in 2012, visited Baltimore to meet with executives from the NFL’s Ravens at M&T Bank Stadium and Under Armour at Under Armour Headquarters. The UA visit included an afternoon of presentations from various groups including International, Global Marketing, and Human Resources. The students visited New York again to hear from executives from the NY Mets, USTA and Brooklyn Nets. In addition, there were local trips to Comcast Center and Lincoln Financial Field.

This year’s class again competed in teams to come up with the most innovative business plan that combined the lessons learned from sport with best practices in the corporate world. The winners were 1) “206 Apatite” - a healthy food option at Safeco Field in Seattle and 2) “Clash Boston” - A sports lounge combining the comfort of home and the competitive nature of a stadium/arena. The students had to go through a number of exercises that challenged not just their business acumen, but their ability to resolve conflict and overcome adversity. The results surprised even some of the students.

“The biggest take away from the program was a sense of team,” said Rupam Gupta, a junior from Fremont, California who is considering Wharton as an undergrad should he be accepted. “We learned so many principles and had to tie them all together and plan out a project as one. I had done something similar in business competitions but never with a sports slant, so executing the business plan where everyone had to have a role and not just be a leader was very important. I now have a better understanding of both teamwork and sports business that I did not have before. That experience for me was invaluable.”

In 2011, WSBA was launched to bring students from around the globe together to learn
What was also invaluable was the diversity of background from this year’s class, a combination of young people who played and may have known of sport business and those who already had their sights set on the field as a potential career after they completed high school, and moved on to college.

“My interest was in business in general, so coming to WSBA really gave me insight into what the opportunities were in all areas of sports that would also lead me to a career somewhere down the line,” said Ashley MacPhaille, a junior from New Orleans who is interning this fall with the public relations staff of the New Orleans Saints. “I’m not an athlete, but my sister is in a national gymnastics program, so I have seen high level athletics. This program really gave us a look at all aspects of the industry that I wasn’t aware of. It was a great help to me, and we made some great friends.”

That diversity, combined with such a strong business IQ, was what made year two of WSBA so special. “We’ve been pleasantly surprised at both the focus and maturity of these young people,” Shropshire added. “In particular, they do an outstanding job with the Business Plans and in the presentations. We have students doing an outstanding job of presenting in their non-native languages in front of room of 100 people, and the students overall do a tremendous job of supporting their work while openly being judged in front of their peers during the competition. We’ve been so proud of them for their ability to both present their work and defend it from scrutiny.”

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Rupam Gupta, WSBA Student

One exciting benefit for a select group of WSBA alumni is an opportunity to serve as Student Ambassadors at the upcoming Doha GOALS (Gathering Of All Leaders in Sport) Conference held in Doha, Qatar this upcoming December 10-12. Due to WSBI’s unique role in working with conference organizers, 25 WSBA alums still in high school, along with 5 Penn/Wharton undergrads and 5 Wharton MBA students, will have the opportunity to take part in this inaugural conference as Student Ambassadors.

All of which will lead to a bright future for WSBI and its new summer programs, where “hits” will equate to much more than what is going on between the sidelines in basketball or on the gridiron. These hits will be measured in business impact both now and in the future for a billion dollar industry that continues its expansive growth around the globe, with Wharton helping to pave the way in leadership.

– WSBI
2012 Highlights

**Inaugural NFL-Wharton Prep Leadership Program**

While WSBA conducted the second year of its program, WSBI unveiled another bit of innovation targeted at student athletes.

The inaugural NFL-Wharton Prep Leadership Program was held in June over a three day period, bringing high school rising senior student-athletes from 16 states to Philadelphia for two full days of discussion, information and peer interaction designed to better prepare even the most gifted and well-rounded young people for the rigors of college and leadership at the next level and beyond.

While sponsored by the National Football League, the program united 36 male and female student-athletes whose backgrounds ran from wrestling and track to football, volleyball, basketball and lacrosse, all with a common bond...they have excelled both in the classroom and on the playing field, and have exemplified leadership skills well beyond those of most teenagers.

The program included a combination of classroom lectures, breakout groups and panels specifically designed by the Wharton School to help these future leaders embrace their responsibilities now and into the future and help set a framework for what they will experience at the next level with respect to academic and athletic challenges.

The three days included discussions and classes ranging from the Basics of Leadership and life skills seminars, to programs on social media, healthy lifestyle choices, goal setting and career management. In addition to Wharton faculty, the group heard from representatives from various outside organizations, including Gatorade Sports Science, the NCAA and Vo-

cal Awareness, whose founder, Arthur Joseph, gave creative lessons in public speaking, sharing lessons he uses when teaching broadcast television talent and others in the public eye. WSBI Faculty Director Ken Shropshire noted, “This program is designed to give lessons and instruction to an identified group of tomorrow’s leaders that will not only assist in their transition to college, but provide a framework of considerations that they will likely encounter as they continue to excel and lead in their careers. By setting the base, they get better transition to new heights, and with that base set, we help our future leaders excel to an even higher level.”

Like WSBI, the student-athletes who took part in the program also came away with a better understanding of teamwork, and with a greater ability to understand and network with their athletically and academically high achieving peers. The most common remark from participants was their excitement at the opportunity to meet other young people like them from around the country, who were as focused academically as they were athletically to achieve at a high level. The program exceeded expectations for both instructors and participants and has set the base for future expansion in helping elite student-athletes become the most well-rounded and adjusted they can be as they transition into larger leadership roles as the stars of tomorrow in whatever path they choose.
State of the Business of Sports

While the successful completion of the summer program was another tent pole for WSBI, the organization also continued its growth as a thought leadership innovator for all levels of sports business.

The group continued to expand and diversify its seminar offerings, bringing together key leaders at virtually every major quarterly sporting event on the American sports calendar. WSBI events were held at the Super Bowl in Indianapolis, NBA All-Star Weekend in Orlando, the Final Four (in conjunction with The Knight Commission on Intercollegiate Athletics) in New Orleans, and at the U.S. Open (Tennis) in NY at the Penn Club in September. Each event built on the previous one, bringing together core leaders from every sector to discuss the issues of the day. In the end, many of the influencers in sport joined WSBI for their events, making the program a “must attend” for anyone at a premier event where sports business is done.

2013 Calendar

Wharton Sports Business Initiative Calendar

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<thead>
<tr>
<th>DATE</th>
<th>DESCRIPTION AND LOCATION</th>
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<tr>
<td>December 10 - 12</td>
<td>Doha Goals Forum, Doha, Qatar</td>
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<tr>
<td>January 2013</td>
<td>Undergraduate Sports Business Career Fair, The Wharton School</td>
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<tr>
<td>February 15 or 16, 2013</td>
<td>State of the Business of Professional Basketball, Houston, TX</td>
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<tr>
<td>April 6, 2013</td>
<td>State of the Business of College Basketball, Atlanta, GA</td>
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<td>April 25, 2013</td>
<td>Race and Sports Symposium</td>
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<td>June (week of 6/10), 2013</td>
<td>State of the Business of Golf</td>
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<td>June 24-28, 2013</td>
<td>NFL-Wharton Prep Leadership Program</td>
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<td>July 7-August 3, 2013</td>
<td>Wharton Sports Business Academy</td>
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<tr>
<td>August, 2013</td>
<td>State of the Business of Tennis, New York, NY</td>
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<td>August, 2013</td>
<td>WSBI Alumni Advisory Committee Meeting</td>
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Stay in Touch with WSBI

Please visit our website at www.whartonsportsbiz.org for updates and notice of upcoming events.