

# University's sports marketing program bulges with talent

■ **INTERNSHIPS:** The James H. Warsaw Center is preparing its students for the burgeoning sports marketing industry

By Mark McTyre  
Sports Editor

The summer brings opportunities to University students looking for experience in their respective career fields. And sports marketers are no different. Undergraduates and graduates of the highly respected James H. Warsaw Sports Marketing Center are taking full advantage of jobs offered in their industry.

"The Warsaw Center is the hottest program at the University

of Oregon," said Adam Borgens, who is doing an internship with Team Northwest Racing in Portland.

Other Warsaw Center graduates are working behind the scenes for the Portland Trail Blazers, Mt. Bachelor Ski and Summer Resort, the United States Basketball Academy, the National Football League and the 1996 Summer Olympics in Atlanta.

"We're really excited about what students and the industry are bringing to our program," said Rick Burton, assistant director of the Warsaw Sports Marketing Center.

NIKE has also taken advantage of the talent produced from the Warsaw Center. Five students are helping promote the NIKE World

Masters Games, which is expected to draw 25,000 athletes to Oregon in the summer of 1998.

"The Warsaw Center candidates knocked our socks off," said Laurie Bloch, director of administration for the NIKE World Masters Games. "They were prepared, poised and well-versed in what we do. Their resumes were superior to those of other applicants, and their presentations were even better."

The students have been so successful Bloch invited them to extend their summer internships to a full year.

"We need their energy and intelligence," Bloch said. "We want to develop the best young set of sports managers in the Pacific Northwest. We found them at the

Warsaw Center."

The students of the Warsaw Center have received training from top-notch professors and guests of the Center. Professionals such as Gary Jacobus, National Football League senior director, and Reggie Williams, Walt Disney World Sports vice president, have come to share their real-world experience with students.

With courses in sponsorship, licensing, sports marketing communications and law, the Warsaw Center has aggressively sought to inspire its students to seek employment in a growing industry estimated to produce more than \$150 billion a year in U.S. revenue.

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Assistant Director  
Warsaw Sports Marketing Center

that the placement of students in jobs was a critical part of what the Warsaw Center is about," Director Michael Ritchey said. "We're not operating from an ivory tower here. We're preparing students for real jobs in the competitive world of sports marketing."

## Author to speak about Yanomamo rainforest

On Monday, August 12, from 6 to 7 p.m. Barnes and Noble Book-sellers will feature Mark Andrew Ritchie, author of the book Spirit of the Rainforest: A Yanomamo Shaman's Story. Ritchie, a fre-

quent visitor to the Yanomamo rainforest, will begin with a lecture on the culture and hardships



of the people who live in this region. After his talk, Ritchie will remain on hand to answer questions and sign copies of his book.

## UO fundraising leader departs for Hartford

University President Dave Frohnmayer announced Friday the departure of Brodie Remington, University vice president for public affairs and development.

Remington will begin work as vice president for development at Trinity College in Hartford, Conn., beginning November 1. Remington oversaw the Oregon Campaign, the largest capital campaign effort in the state's history. During his six-year stint on campus, annual contributions to the campaign almost tripled.

Remington also expanded the University's legislative and public relations efforts.

The University will begin a national search for candidates to fill Remington's job.

## UO grad new director of University office

A new director of the University Office of Legislative and Community Relations began work on Monday.

In his new position, Kirk Bailey will coordinate the University's outreach efforts to state legislators and state agencies, President Frohnmayer and other officials to build political support for the University and mobilize community members, alumni and other groups to speak out on

behalf of higher education.

Bailey is a University graduate, a former ASUO president and has degrees in political science and law. Prior to the new job, Bailey had been vice president of the Lane Transit District Board of Directors.

## Eugene comedians to be featured in show

The Comedy Workout is helping people get out of the heat and inside to watch Eugene's funniest stand-up comics. On Saturday, August 10, beginning at 8 p.m. the show will be at Actor's Cabaret, 996 Willamette. Tickets are \$5 and reservations can be made by calling 683-4368.

— compiled by Kristin Bailey and Andrea DeYoung

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