

Howard earns award for sports marketing

A national sports society gave Professor Dennis Howard top honors

By Teri Meeuwesen
Higher Education Reporter

Dennis Howard, a marketing professor at the University's James H. Warsaw Sports Marketing Center, has received the highest honor awarded by the North American Society for Sports Management — the Dr. Earle F. Zeigler Award for excellence.

The society, which includes scholars, students and professional sports marketers, represents the academic outlook in sports management and marketing. A committee chooses a society member each year to receive the award. "It's wonderful to be recognized by my peers for having made some kind of contribution to the area of sports marketing," Howard said. "It's all very much a surprise to me."

Howard will deliver the closing speech on May 30 at the society's annual conference in Buffalo, New York, where he will receive a plaque honoring him with the award.

Marketing Professor Bob Madrigal said Howard earned the award for looking into many different aspects of sports marketing.

"Dennis is terrific," he said. "He's done quite a bit of work in sports marketing. He's looked into fan behavior and other related issues ... like the confluence in business and sports in an academic sense."

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Howard, a specialist on the development and marketing of sports stadiums, joined the Warsaw center in the Charles H. Lundquist College of Business this year to help continue the growing interest in sports marketing. More than 200 colleges and universities in the United States have a sports marketing program, he said. There are six faculty members in the business school that focus on sports and 21 classes dealing with sports marketing and management.

"The commitment the [University] has made to the Warsaw and to sports marketing is very impressive," Howard said. "It's pretty substantial."

During his seven years as a member of the society, Howard has been on the editorial board of the society's publication, the Journal of Sports Management, and has presented research to 700 members on the growing popularity of sports in business and in the everyday lives of people, he said.

"Sports has become a \$200 billion industry," he said. "It's received a lot more attention than in the past. It's become such a big part of our everyday culture."

"[Studies say] 70 percent of the population read the sports section every day. There is 47,000 hours of sports programming. Big businesses like Disney are interested. The business landscape around our area, like with Nike and Adidas, is heavily into sports. People are interested."

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All sessions begin at 8pm
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Monday 1/12 EMU Boardroom
Tuesday, 1/13 Riley Hall
Wednesday, 1/14 Carson Gold Room
Thursday, 1/15 McAllister Hall

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CARL ANTHONY

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8pm Fri. Jan. 16th Law School

PAMELA CHIANG

1997 recipient of the Charles Bannerman Memorial Fellowship for the Young Organizers of Color. Speaks on race, class, gender, and immigrant oppression.
8pm Sat. Jan. 16th Law School

Saturday's conference will include nine panels starting at 10:00 am:
•Hawaiian Sovereignty •US/Mexico
•EPA •Women in the Environmental Justice Movement •Urban Issues
•Native American struggle in Environmental Justice
•Democracy and Political Change

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