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Winter of discontent



English major Kristi Wallace braves the wet winter weather on her way to Pacific Hall Thursday afternoon.

Burton now heads Warsaw center

The new director says the sports marketing center is the best in the nation

By Nicole Kristal
Higher Education Reporter

Many programs on campus pride themselves on their competitive edge.

The new director of the University's James H. Warsaw Sports Marketing Center, Rick Burton, takes this pride to the next level.

"We've got the best sports and business center in the country," Burton said.

As new director of the center, he plans to continue to secure internships for students, provide a "dynamic" undergraduate program, conduct fund raising for the program and coordinate media relations for the business school.

The 5 year-old center has sent

70 percent of its graduates to corporations such as Nike, the NFL, the Portland Trail Blazers and Disney Sports.

Speakers from some of these corporations have come to the University specifically to speak to students at the Warsaw center. But according to Burton, quality guest speakers are not all the center has to offer.

"We've got a dynamite faculty," he said.

Before coming to the University, he worked as an advertising manager for Miller Lite and was a senior consultant for National Football League Properties. Burton left the private sector to become assistant director of the Warsaw center in 1995.

"I saw it as an opportunity to get on the ground floor with a new idea," he said. "It's not often that you can get involved with some-

thing that could be the best in the world."

Burton said he was originally drawn to the University because the Warsaw center is known as a prestigious sports marketing center that "helped put Oregon on the map," and also because the Northwest is a great place to live.


"I realized I could do more of the same [work] or help educate students," he said. "It was kind of a no-brainer."

Burton said he received many of his ideas on how to run the Warsaw center during his experience as an undergraduate journalism major at Syracuse — a school, according to Burton, which excels at preparing students for the job market.

"We're not going to run a powder-puff program," he said. "We're going to run a boot-camp to make you the best player possible."

Try something new!

New Celebration 9:45^{am}

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Morning Worship 11:00^{am}

PASTOR DAN BEGINS TO CONSIDER SERIOUSLY THE SUGGESTION TO HIRE A YOUTH DIRECTOR.

