

# Event explores women's role in sports industry

The symposium, a Warsaw Sports Marketing Center project, will feature speakers and a panel discussion

BY EVA SYLWESTER  
NEWS REPORTER

The University's ninth annual Women in Sports Business Symposium, which takes place today and Friday, adopted the theme "Strides Ahead" to reflect the growing role of

women in the sports business industry. "Women have really come a long way in this industry and are starting to make a name for themselves," University graduate student Suzanne Davies, one of the event's directors, said.

The symposium is directed by

students in the Warsaw Sports Marketing Center, a division of the Lundquist College of Business.

Davies said the situation of women in the sports business industry has improved greatly over the past decade, although the majority of industry executives are still male.

"For the most part, women are very underrepresented in the business side of every sport out there," said Jennifer Rottenberg, senior vice president of

business development at CC&C Management Group in North Carolina.

Rottenberg will speak at a panel discussion titled "Reaching The Female Fan" on Friday morning at the symposium.

"There tend to be differences between the way that men follow sports...and the way women follow sports," Rottenberg said.

"There's just historically been a lot more men involved in the sports industry and it takes a long time for that to change," Rottenberg said.

She said many men become involved in sports business agencies after retiring from professional athletics or because they are close friends of professional athletes. These situations have been traditionally less common for women.

Rottenberg said she liked playing sports in her childhood and chose to enter the sports business industry after college because she wasn't sure what sort of position she wanted. She wanted to work for an industry that was interesting overall.

"I think it's important that the women that are in the industry put themselves out there," Rottenberg said, describing the symposium as an opportunity to help influence future sports business industry members.

Davies, a second-year M.B.A.

student, said because the Warsaw Center is one of the leading national M.B.A. programs of its kind, symposium directors benefit from the center's connections with industry and alumni when recruiting speakers for the symposium, as well as from their own internship opportunities.

"It's a great forum to join the leaders in the industry today with the leaders of tomorrow," Davies said.

Other speakers, according to the symposium's Web site, will include women representatives from Stanford Athletics, the Portland Trailblazers, IMG, Nike Women and International Speedway Corp.

Val Ackerman, president of the board of the directors of USA Basketball, will open the conference tonight with a keynote address from 4:30 p.m. to 6 p.m. in 182 Lillis. Ackerman will also receive the Warsaw Sports Business Woman of the Year Award.

Tomorrow from 9 a.m. to noon in 282 Lillis, there will be panel discussions on reaching the female fan, sponsorship trends and accelerating one's sports career.

All events are free and open to the public.

"We hope to fill all the rooms up," Davies said.

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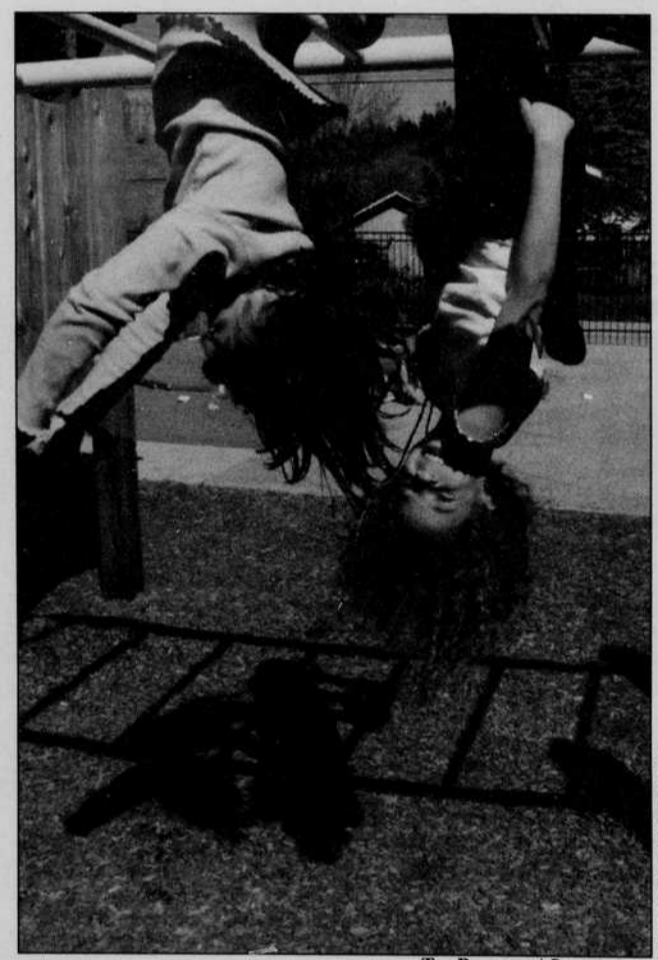
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Amber, 8, and Kehoe, 7, play on the structure at Moss Street Children's Center on Wednesday afternoon.

TIM BOBOSKY | PHOTOGRAPHER

## Children: Security and safety are priorities for care centers

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background checks are a regular part of the hiring process for the OSU centers and are required for anyone coming into contact with children.

Student employee Allison Dworschak said, "I was really impressed that even though we had no reason to believe he would hurt anyone, no kid was left alone with him." She added that it would have been difficult for him to harm any child "because of the way things are handled here on a daily basis."

Reynolds said when the CCDC first heard about Jackson's possible criminal past through the "parent grapevine," it was the CCDC that called the Eugene Police Department, not the other way around, as he feels the media may have portrayed.

"Once burned, twice cautious,"

Reynolds said. "We try to balance kids' safety and security with being open and welcoming." Now the scale has to be tipped toward safety, he said. "Keeping kids safe is what we do."

Reynolds said the CCDC sends in hundreds of background checks every year and "in the 18 years I've been coordinator, only three or four have come back with a record and they were typically drug charges."

Reynolds said he feels the parents gave the CCDC their "vote of confidence" when only two families out of more than 200 didn't re-enroll their kids, citing the incident with Jackson. One of those two families wanted to come back after only one month had passed, he added.

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