

RMU SPORT MANAGEMENT HALL OF FAME CRITERIA:

- 1) Distinguished Alumni
- 2) Sports Management Industry Leader who has had a profound impact on the department and the program
- 3) Professional External Supporter who created a valued impact on the program
- 4) Faculty/University member contributor of note

RMU SPORT MANAGEMENT HALL OF FAME **MEMBERS 2006-2014**

2006

Vic Gregovits
Stephen Hardy
Bill Sutton

2007

Murray Cohn
Kevin Colbert

2008

Mark Acerni
Susan Hofacre
John Somsky

2009

George Babish
Bill Nielsen
David Perricone

2010

Skip Applin
Michael Doherty
Harry Leckemby
Steve Swetoha
David Synowka

2011

Scott Branvold
John Fisher

2012

Rob Mattina
Bernie Mullin
Lisa Quinn
Tom Smith

2013

Dan Cardone
Bill Miller
Jon Shank

2014

Patrice Matamoros
Bryan Ross
Russ Yurk
Pittsburgh Steelers and Rooney Family (*Organizational*)

2006 RMU SPORT MANAGEMENT HALL OF FAME

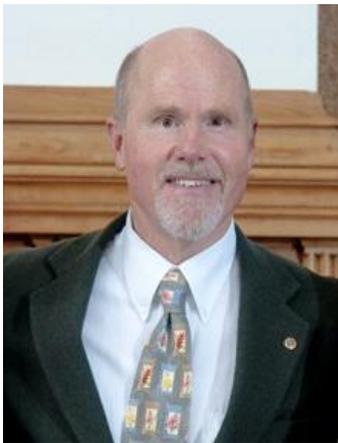
Vic Gregovits

President, VSG Sports Marketing



Vic started his own consulting firm, VSG Sports Marketing, in August of 2013. It is a full service consulting group that specializes in revenue generation in ticket sales/corporate partnerships/premium sales, sales strategy, and training. The firm also focuses on event planning and execution. Vic has spent 27 years in sports marketing in a variety of positions in the MLB, NFL, NBA, MISL, and at the collegiate level at Robert Morris University. He is a graduate of RMU and was inducted into the inaugural class of the Sport Management Program's Hall of Fame in 2006. He is currently a member of the RMU Board of Trustees and the Sport Management Advisory Board.

Stephen Hardy



Stephen recently retired as Professor of Kinesiology and Affiliate Professor of History at the University of New Hampshire, where he worked since 1988. He earned his bachelor's degree (AB-Latin) at Bowdoin College and his graduate degrees (MS-Sport Administration; MA-American History; PhD-Sport Studies) at the University of Massachusetts. He has worked in the sport industry since 1970, as a coach, an administrator and an NCAA faculty athletics representative. He has taught sport management and sport studies courses at University of Washington, Carnegie Mellon University, UNH, and Robert Morris University, where he served as Chair of the Department of Sport Management from 1982 to 1988. He is co-author (with Bernie Mullin and Bill Sutton) of Sport Marketing, which has been translated into eight languages.

His publications also include How Boston Played (1982, 2003) and numerous articles, book chapters, and reviews in academic presses. In 1997, he was elected a Fellow in the American Academy of Kinesiology and Physical Education. He has won college and university awards for excellence in research and teaching. He is a founder of both the Seacoast United Sports Club, located in North Hampton, NH and the Charles Holt Archives of American Hockey, located at UNH's Dimond Library. He lives with his wife Donna in Durham, NH, where they raised three sons – Josh, Ben, and Nate. Josh died of brain cancer in 1993, and Nate, a Navy SEAL, was killed in action in 2008.

William A. Sutton

**Professor and Director of Sport and Entertainment Management Program,
University of South Florida**



Dr. Sutton is the founder and principal of Bill Sutton & Associates, a consulting firm specializing in strategic marketing and revenue enhancement. Prior to assuming his current position, Sutton served as Vice President, Team Marketing and Business Operations for the National Basketball Association. Dr. Sutton has previously held academic appointments at Robert Morris University, the Ohio State University, the University of Massachusetts–Amherst, and the University of Central Florida. Dr. Sutton is a co-author of two textbooks: *Sport Marketing*, and *Sport Promotion and Sales Management*. He has authored more than 200 articles and made more than 100 national and international presentations. Dr. Sutton is a past president of NASSM and the Sport Marketing Association (SMA). Dr. Sutton is a featured author for Street and Smith's *Sports Business Journal* (SBJ) and for the basketball strategy and business magazines *Basketball Giante* and *FIBA Assist* published in Italy. Dr. Sutton's professional experience includes service as a special events coordinator for the City of Pittsburgh, a YMCA Director, Vice President of Information Services for an international sport-marketing firm, Commissioner of the Mid-Ohio Conference, and founder and principal of the consulting firm, Audience Analysts. He is currently a board member of the Central Florida Sports Commission, Folds of Honor Foundation.

2007 RMU SPORT MANAGEMENT HALL OF FAME

Murray Cohn

Vice President of Team Ticket Sales, National Basketball Association



Murray is currently the NBA Vice President Team Ticket Sales as part of the NBA Team Marketing and Business Operations Group (TMBO). In that role, Cohn helps NBA, WNBA and NBA D league Teams: Recruit talented people, provides sales training, shares best practices and helps NBA teams with their overall Sales and Marketing strategies as an in-house consultant.

During Cohn's time at the NBA the League has set all-time Ticket Sales and Group Sales All-Time records and the NBA is well known and respected for creative sales and innovation techniques. Cohn also chairs the TMBO Talent committee which has placed over 200 candidates with teams over the past two years.

Cohn rejoined the NBA in 2008 from the Orlando Magic where he was the Senior Director of Ticket Sales. Under Cohn's leadership, the Magic set franchise best records in season ticket sales, group sales and tourism for the 2006-07 season, ranked #1 in the NBA in new season tickets sold, and increased paid attendance per game.

Cohn previously served in the NBA Marketing and Team Business Operations group as the Director of Group Sales for the NBA, WNBA and NBDL, where he led all three leagues to record results. Cohn also has previously served as the Director of Ticket Sales for the Dallas-Minnesota North Stars in the NHL and the Seattle Mariners in MLB.

Cohn graduated in 1988 from Robert Morris College with a Bachelor's degree in Business Administration and a concentration in Sport Management. Cohn was among the first three inducted into the Robert Morris University Sport Management Hall of Fame and the inaugural alumnus representing the NBA front office/league side of business operations.

Cohn volunteers as a mentor for RMU Sports Management Program and serves as an Advisory Board member for Baylor University (S-3 program) and Robert Morris University (Sport Management program) and lives in Winter Garden, Florida with his wife Betsy and son's Matthew and Michael.

Kevin Colbert

General Manager, Pittsburgh Steelers



Kevin is in his third year as the Steelers General Manager, following his tenure as the team's Director of Football Operations. A Pittsburgh native, Colbert joined the team in 2000. Colbert oversees the personnel area of the team and supervises the scouting staff. Among his duties, Colbert is in charge of administering player acquisitions and transactions, including the NFL Draft, free agent signings and trades, and evaluating pro and college personnel. He also serves as the Steelers' liaison with the NFL office and the other NFL teams on football matters. Colbert served as the Detroit Lions pro scouting director from 1990 to 1999. He was responsible for scouting NFL players, the NFL Europe League and the Canadian Football League. He also assisted in the evaluation of college talent. Prior to joining the Lions,

Colbert spent five seasons as a college scout for the Miami Dolphins (1985-1989) and one season (1984) with the BLESTO Scouting Service. Colbert began his career as a coach and has experience in three sports: football, basketball and baseball. He was the backfield coach and recruiting coordinator at Ohio Wesleyan University for three years (1981-1983) and in 1984 also served as the school's head baseball coach. From 1979-1981, Colbert was a graduate assistant basketball coach at Robert Morris University. He also served as the school's head baseball coach in 1981. He was recently inducted into the RMU Sport Management Hall of Fame. Born January 29, 1957, Colbert graduated from North Catholic High School in Pittsburgh and received his bachelor's degree from Robert Morris in 1979.

2008 RMU SPORT MANAGEMENT HALL OF FAME

Mark Acerni

Consultant and General Manager, Southpointe Golf



Mark is a graduate of Westminster College and played on the 1970 National NAIA Championship Football Team. He is a charter member of the SM Advisory Board and has served as Vice Chair of SM Board. He assisted in the development and implementation of the SM Senior Survey and has spoken to Sport Management students on numerous occasions at the University and for the Student Sport Management Conference. After starting out in the restaurant and hospitality industry, Mark moved into private club management. During his career he managed clubs in Punxsutawney, Pennsylvania; Charleston, South Carolina; Asheville, North Carolina; and Aspen, Colorado, before returning home to Pittsburgh in 2002 as the Chief Operating Officer of Montour Heights Country Club. In 2008 Mark became the

Executive Vice President and Chief Operating Officer at the prestigious The Club at Spanish Peaks in Big Sky, Montana, which was ranked the 9th best in the United States for new clubs in 2007.

Throughout his career, he has been an active and productive member with the Club Managers Association of America (CMAA), earning his certification in 1990. During his tenure, he served on the professional education committee and provided leadership for the club manager certification process for the CMAA. He was elected by his peers as Manager of the Year in 1993 and served as Carolinas Chapter President in 1996, as well as providing a leadership role for the North and South Carolina professional state education chapters.

Mark again, returned to the area, opening Impact Consulting, a professional consulting business providing strategic planning, operations analysis, training programs, interim management and professional leadership mentoring and coaching services for businesses.

Currently, Mark is the Consultant/General Manager for Southpointe Golf located in Canonsburg, Pennsylvania.

Susan K. Hofacre, Ph.D. 1950-2005



At the early age of 54, Robert Morris University Director of Athletics Susan K. Hofacre, Ph.D., passed away on January 8, 2005. Her contributions to the school and the community will never be forgotten. One of just 26 female athletic directors in the NCAA Division I athletics, Susan's accomplishments and successes were not limited to her work at RMU. An advocate of education, Susan always stressed the importance of learning to her student-athletes and their coaches. Some of Susan's greatest contributions to the university include leading the Colonial Athletic Department in the expansion of both new facilities and new teams. Since 2000, six new NCAA Division I athletic programs were added, including the first men's and women's ice hockey teams in Pittsburgh. She oversaw the development of the new track and field at the RMU Island Sports Center and

construction of Joe Walton Stadium. From 1987-1999, Susan served as department head and professor of sport management and played an integral part in the growth of that department.

John Somsky **Strategic Business Development Consultant**



John is a charter member of the Sport Management Advisory Board, and served as the inaugural chair for the Sport Management Board. Since the late 1980's, John has supported the Sport Management Department as a member of the adjunct faculty, assisting with student professional guidance and placement, and serving as a board member from 1990-2004. John was instrumental in recruiting high profile Keynote Speakers for the annual Sports Management Conference such as Hank Steinbrecher, former Secretary General of the United States Soccer Association and Bill Schmidt, former Vice-President for Worldwide Sports Marketing at Gatorade.

During his professional career John was a member of the Gatorade staff that signed Michael Jordan and that penned the first comprehensive, long-term NFL contract. As Director of Strategic Marketing at McDonalds', he managed the Motorsports programs and the Michael Jordan sponsorship. During his tenure at Adelphia, he was a member of the team that negotiated the stadium naming rights for the Adelphia Coliseum with the NFL Tennessee Titans.

Currently, John works as a strategic business development consultant advising clients on sports sponsorship and the sponsorship use in maximizing business performance.

2009 RMU SPORT MANAGEMENT HALL OF FAME

George Babish

Vice President of Organizational Advancement, First Coast Y



George joined the First Coast Y team in 2012 as their VP for Organizational Advancement with the responsibility of strategic planning, membership and program growth strategies, leadership development, and healthy living initiatives and partnerships. The FCY located in Jacksonville Florida serves 100,000 people in the areas of youth development, healthy living and social responsibility.

For eleven years prior to this, he served as YUSA's Network Consultant serving the YMCAs in Western Pennsylvania, Florida and Puerto Rico. Over that time, George has had a tremendous impact on the YMCAs he has worked with and the communities they serve. Starting in his native Pennsylvania and now across his adopted home of Florida, George has facilitated scores of strategic plans, led successful CEO searches and helped nurture the Florida Alliance of YMCAs to a point where it now speaks and acts as a unified and cause driven group.

Prior to joining the National staff, George spent 25 years advancing the Y Movement at local YMCAs in Pennsylvania and Illinois. George started his career as a Program Director at the Uniontown YMCA, went on to become the Director of Health and Physical Education at the Lake County YMCA and then served as the Associate Executive at the Sewickley YMCA. George expanded his resume and experience while serving as the Executive Director/Vice President at the Downtown Pittsburgh YMCA and then the Vice President of Imagineering and Strategic Development at the YMCA of Metropolitan Chicago.

As a lead facilitator, George was instrumental in reshaping the strategic planning process YUSA utilizes with local Ys. George helped create the invaluable Real Time Strategic Planning toolkit and has served on countless Y-USA task forces and committees.

As George would tell you, his greatest accomplishments can be witnessed in his four grown children, five healthy grandchildren, and his marriage to his "best friend" and wife Sarah. They reside in Neptune Beach Florida.

Bill Nielsen

Vice President of Sales, Nielsen Scarborough Sports

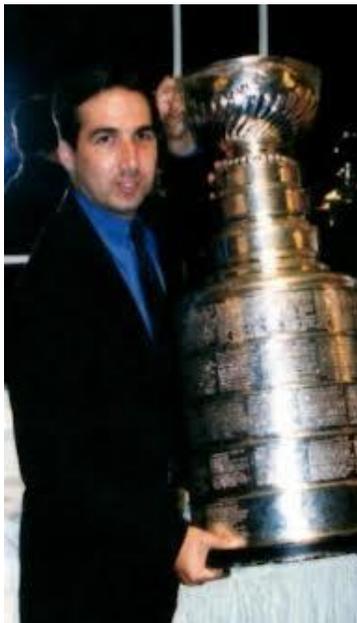


As the current leader of the Nielsen Scarborough sports sales team, Bill Nielsen has an extensive background in the sports and entertainment industry. He is responsible for business development related to Nielsen Scarborough Sports, including the coordination of the sales and client service teams. He was the original hire for Scarborough Sports, in 1999, and has since built a diverse client base of nearly 200 U.S. properties, including the MLB, NBA, NFL and NHL league offices and a majority of professional teams. He is a frequent speaker at sponsor summits and industry events, serving as an expert in analyzing American sports fans.

Before joining Scarborough, Bill held positions at Pace Motor Sports (now Feld Entertainment) in Chicago as a National Sales Manager and at Triple Crown Sports (Denver) as an event director for 3-on-3 basketball tournaments. He graduated from the University of Minnesota with a B.S. in Aerospace Engineering and from Robert Morris University (Pittsburgh) with an M.B.A. in Sports Management. Bill was the initial keynote speaker at the 1st RMU Student Sport Management Conference, and has worked with the RMU SM students and other universities to utilize the Scarborough Software Data. As a native Minnesotan, Bill is a big fan of the local teams despite living out of the state since his college days. Bill, his wife Caroline, and their three kids Reese, Kiley Belle and Blake, currently reside in Denver.

David Perricone

Assistant Professor of Sport Management, Centenary College

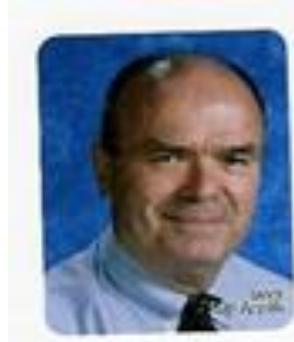


Dave is in charge of Centenary College Sport Management concentration. His responsibilities include advising all Sport Management students, coordinating Sport Management internships and serving as faculty advisor for the Sport Management Association. Prior to working at Centenary, Dave worked with the New Jersey Devils Hockey Club for two decades as the Senior Director of Merchandise. During his time with the Devils, he was part of three Stanley Cup Championships.

He has been contributor and leader with the RMU SM Alumni efforts contributing to the Sports Management newsletter, and serving as a founder member of the RMU Sport Management Alumni Group. Dave obtained his MBA in Marketing from Fairleigh Dickinson University in 2002

2010 RMU SPORT MANAGEMENT HALL OF FAME

Skip Applin



Albert G. "Skip" Applin was the Founding Department Chair in Sport Management, as well as the Director of Athletics at Robert Morris College in the late 1970's. He then moved to the United States Sport Academy where he served as a Chairman, Dean, Vice President and Professor. Skip was also the Athletic Director and Associate Vice-President for Student Life and Athletics at Texas Wesleyan, along with being an Assistant Professor of Physical Education and Coach at Bethany College in Bethany, WV. He earned a Bachelor of Arts Degree from Marietta College with a dual concentration in history and math. Skip holds a Master of Science Degree in Physical Education from Penn State University and a Ph.D. from the University of Massachusetts/Amherst in Sport Studies. Dr. Applin's professional accomplishments include leading the United States Sports Academy through its initial accreditation and re-accreditation, along with adding both the doctoral and upper division undergraduate programs. He developed the first sport management curriculum in a business school at Robert Morris and guided the athletic department through its successful transition to Division I and helped form the Metro Conference (now the NEC) and secured an automatic bid for the conference in the NCAA tournament. He is the author of two textbooks in Sport Administration and Sport Promotion that were translated into Korean. He is married to Marilyn, and has three children, Bruce., Chad and Lori, along with five grandchildren. He is retired but still teaches and coaches part time in a small Christian School in Mobile, Alabama.

Michael R. Doherty

Principal Sherpa Resources, L.L.C.



Sherpa Resources is a marketing consultancy that assists sponsors by identifying, negotiating and activating business building opportunities with sports and entertainment properties. Michael was responsible for executing the "Heinz Red Zone" promotion with the Pittsburgh Steelers and four other NFL teams. He also managed Heinz's relationship with the Steelers, Heinz Field, the Pittsburgh Penguins and the Pittsburgh Pirates. His previous positions included being General Manager-Communications for Heinz North America and General Manager-Communications for the Heinz Frozen Food Company, where he was key in the identification and signing of Tony Hawk, Larry Bird and Kristi Yamaguchi as brand spokespersons. Prior to joining Heinz, Michael was a Principal at the Birmingham Group, Inc., a Pittsburgh based marketing communications firm. He earned his Bachelor of Fine Arts and Master of Fine Arts from Carnegie Mellon University and resides in Sewickley with his wife Jody and son Robert.

Harry Leckemby

Director of Sports and Athletic Sales, BookMyGroup



Harry joined BookMyGroup in 2008, but his professional background in the sports industry is extensive, successful and varied. His impressive resume includes: the sports sales manager for the Doubletree Hotel, Colorado Springs World Arena and Radisson Hotel/Conference Center Longmont/Boulder; and the manager for corporate marketing and consumer products for USA Hockey for more than seven years, along with a prior two-year stint with Triple Crown Sports as a Regional Event director. He also worked as the marketing manager for Sports Careers and at Hidden Valley Resort, where he started his sales and marketing career in special events. Harry was a founding and integral member of the RMU SM alumni group as well as the manager of the RMU SM alumni LinkedIn network, and assisted with the SM Conference in 2009 and 2010 with the addition of the popular roundtable session. Currently, Harry lives in Omaha, NE with his wife Liz, son Trey, and daughter Riley. Harry's most memorable educational experiences at Robert Morris were his success with internships with Moon High School Department of Athletics and recreational sales at Hidden Valley Resort. He also credits being one of the "Super Students" in the intramurals and student activities areas in the 1980s.

Steve Swetoha

President and Chief Revenue Officer, Tulsa Pro Hoops, LLC



Steve Swetoha is entering his sixth season as the President and Chief Revenue Officer of Tulsa Pro Hoops, LLC, which includes the WNBA's Tulsa Shock. Swetoha is responsible for all aspects of the organization, which includes: tickets and corporate sales, marketing, promotions, game entertainment, finance, human resources, broadcasting, communications, community relations, customer retention, social media and basketball operations.

Swetoha has over 20 years of sports marketing, ticket sales, corporate sales, sales management, and basketball operations experience. Swetoha began his career as an intern with the Pittsburgh Penguins in his junior year at Robert Morris University. During this internship experience, the Penguins promoted Swetoha to a Sales and Marketing Executive, and Manager of the Inside

Sales and his career in sports began to climb.

Swetoha has experience in the NFL, NBA, NHL and WNBA in various titles ranging from Director of Sales to Senior Vice President of Sales and Retention and Vice President of Business Operations. Swetoha has worked for the Pittsburgh Penguins, Charlotte Bobcats/Sting,

Jacksonville Jaguars and Orlando Magic/Miracle/Solar Bears. During his tenure in Charlotte, Swetoha was the Senior Vice President of Ticket Sales, Retention and Operations for the Bobcats, and Vice President of Business Operations for the Charlotte Sting.

Prior to accepting the opportunity in Tulsa, Swetoha was the Executive Director of the Atlantic Coastal Conference (ACC) Football Championship games held in Charlotte in December 2010 and 2011.

Swetoha is a proud alum of Robert Morris University, where he earned his Bachelor of Science degree with a concentration in Sport Management. In 2010, Swetoha was elected to the Robert Morris Sport Management Hall of Fame Class. Swetoha also earned his Master's Degree in Sports Leadership at Duquesne University.

Swetoha is an active member of the Tulsa community, where he sits on the board of the Oklahoma Center for Community and Justice, Community Food Bank of Eastern Oklahoma, American Diabetes Association and Susan G. Komen. Swetoha also serves on the advisory board of the Tulsa Sports Commission and Tulsa Metropolitan Urban League. Swetoha has served as Honorary Chair for the Susan G. Komen Race for the Cure and Pink Stiletto Gala and is on the steering committee for the annual Boys and Girls Club Metro Tulsa Golf Tournament. In 2014, Swetoha was named one of Susan G. Komen's Pink Tie Guys for the city of Tulsa. Swetoha is a member of Leadership Tulsa Class of 46.

Swetoha is married to Susan Shepherd. They have a daughter, Sophia, who is 10 and attends Barnes Elementary school. Steve also has a son, Matthew, who is 18 and will be attending the University of North Dakota in the fall of 2015.

David Synowka

Department Head and Professor of Sport Management, Robert Morris University



For over 30 years, Dr. Synowka has been an integral part of both the Sport Management and the NCAA Division I Athletics Programs. He earned his Bachelor of Science and Master of Science Degree at Slippery Rock University, and his Ph.D. from the University of Pittsburgh. From 1978-1987, he served as the Head Athletic Trainer and developed the sport medicine facilities and service within the Department of Athletics. In 1979, Dr. Synowka was appointed to the Sport Management faculty where he has served as the Acting Department Coordinator (1981-82), the Internship Coordinator (1990 through 2000) and as the Sport Management Program Director and professor for the Undergraduate and Graduate Programs in the School of Business. During his tenure at RMU, he worked to place hundreds of students in internships and within the industry around the country, and managed the first RMU international graduate degree program in Athens, Greece. His other accomplishments have included: a regionally recognized Student Sport Management Career

Conference, a national advisory board and SM alumni advisory group, the establishment of the RMU Sport Management Hall of Fame and the publication of an annual newsletter. Also during the 2005-06 year, he was appointed as the Acting Department Head of Management in the School of Business. Dr. Synowka's other professional appointments include being; the Head Football Athletic Trainer at Slippery Rock University (1977), a Visiting Professor and Acting Chair for the Sports Medicine Education Program at West Chester University (1989-90) and an adjunct Assistant Professor of Sport Medicine in the Graduate School of Health and Physical Education at the University of Pittsburgh from 1992-1996. Additionally, he served as the Robert Morris University's Director of Sports Camps and Clinics from 1994-1999. Dr. Synowka has been active in the community with the Allegheny County Safe Kids Coalition and was the first President of the Coalition from 1993-94. He was the RMU chair for the Western Pennsylvania United Way Campaign from 1996 through 1999, and in 1998, Robert Morris University was recognized as being one of the top ten organizations by the United Way. Today, he serves on the marketing committee for the Extra Mile Foundation as well as the National Sports Forum Case Cup Competition. He has presented numerous papers at local and national conferences that include: the American College of Sports Medicine, the National Athletic Training Association Conference and Symposium, the North American Society of Sport Management and the Sport Marketing Association among others. Additionally, he has authored and co-authored over a dozen articles in a number of refereed and industry journals. He has also been interviewed about the sport business industry in mass media including the New York Times, the Chronicle of Higher Education, National Public Radio, the Detroit Free Press and the History Channel.

2011 RMU SPORT MANAGEMENT HALL OF FAME

Scott Branvold

**Professor and Internship Coordinator for Sport Management Department,
Robert Morris University**



Scott has 30 years of college teaching experience in sport management programs at both the undergraduate and graduate levels at Robert Morris and the University of Oklahoma, and taught a range of courses across the sport management curriculum. He is also Robert Morris University's Faculty Athletics Representative. Scott has presented papers at various conferences including: the North American Society for Sport Management, Sport Marketing Association, the American Alliance for Health, Physical Education, Recreation & Dance, the Alliance for Sport Business, and the International Sports Business Conference. He has had articles published in the Sport Management Journal and the Sport Marketing Journal, is a co-author of the book Sport Public Relations, and has written book chapters on sport marketing and public relations, athletic program quality and ethics in sport management. He is a proud native of North Dakota. After graduating from the University of North Dakota in 1971, he joined the Air Force. He was trained as a Chinese linguist and worked as a communications analyst in Okinawa. He was then

transferred to Plattsburg, AFB, NY and drove a street sweeper as the Air Force wanted to capitalize on his ability to drive heavy, slow moving vehicles. After his discharge from the USAF, Scott went to Mankato St. University (now U of Minnesota-Mankato) where he coached tennis and was the assistant SID while getting a Master's Degree in Sports Administration. While at Mankato, he met Lynda Davidson, his wife/partner of 37 years and they moved to Lewiston, ID where he ran a tennis center at Lewis-Clark State College for two years. They moved to Seattle in 1979 where he worked for the insurance arm of Rainier Bank, while his wife worked on her Master's Degree. It was then on to Salt Lake City where he completed his doctorate at the University of Utah. He was hired by Steve Hardy in 1985 to work at Robert Morris College but left in 1987 to teach at the University of Oklahoma. He returned to RMC in 1994 when Susan Hofacre re-hired him and has been here ever since. Scott and Lynda have one son, Christopher, who is an RMU alum and three granddaughters, Mazie (6), Alexa (4), and Tegan (2).

John Fisher

Senior Vice President of Ticket Sales & Marketing, Arizona Diamondbacks



John became the Senior Vice President of Ticket Sales & Marketing for the Arizona Diamondbacks in 2010. Fisher oversees all groups, suites, season ticket sales and service and ticket operations, as well as all marketing efforts and analytics for the D-backs.

Fisher, who became a team Vice President prior to 2010, originally joined the D-backs in October 2007 as Director, Season Ticket Sales and Service and managed a staff of season tickets sales representatives that set an organizational record in new ticket package revenue for the 2008 season.

Prior to joining the D-backs, Fisher was the Vice President of Sales and Service for the minor league Lake Erie Monsters of the America Hockey League for one season (2006-07) after spending six seasons (2001-07) leading group sales efforts for the NBA's Cleveland Cavaliers and Quicken Loans Arena. With the Cavaliers, Fisher directed a staff that became the first NBA team to surpass \$3 million in group sales revenue and finished in the top 5 in total group sales revenue for four consecutive seasons while creating a number of best practices for the league.

He also spent two seasons (1997-98, 2000-01) in the Pittsburgh Pirates' ticket office and two seasons (1998-2000) with the NHL's Tampa Bay Lightning in group sales. John earned his BSBA with a concentration in Sport Management from RMU in 1998. Fisher and his wife, Debra, reside in Scottsdale, AZ.

2012 RMU SPORT MANAGEMENT HALL OF FAME

Rob Mattina

Vice President of Marketing, Detroit Red Wings



Rob's resume includes being the Vice President, Group Account Director at DraftWorldwide and the Senior Director for Event Marketing and then Brand Marketing at RJ Reynolds. He is a graduate of Robert Morris University with a Bachelor of Science degree in Business Administration with a concentration in Sport Management. In 1996, Rob earned his Master of Science degree in Sport Management from the University of Massachusetts at Amherst.

Bernard J. Mullin, Ph.D.

Chairman and CEO, The Aspire Group



Dr. Bernie Mullin is Chairman and CEO of The Aspire Group, a global sports marketing firm that specializes in enhancing every stream of revenue and building lifelong fans through superb fan engagement and service. With over 240 full-time employees, The Aspire Group services over 150 best of brand sports properties in North America, Europe and Australia by providing ongoing strategic and implementation support in ticketing, consulting, research, and revenue and marketing enhancement, and sport investment optimization. Under Bernie Mullin's guidance, The Aspire Group has rapidly grown into a company producing over \$250M in incremental revenue for its client partners.

An internationally-acclaimed management and marketing consultant and speaker, who along with Doctors Bill Sutton and Steve Hardy, literally wrote the book, entitled "Sport Marketing",

Bernie Mullin has over 30 years of experience as a chief executive or senior director in iconic and highly visible sport and entertainment organizations. In his career, he has specialized predominantly in start-ups and turn-around situations, building winning organizations and developing people to sustained peak performance. Bernie and the Aspire staff have a highly successful track record of growing revenues and attendance to unprecedented levels while simultaneously reducing operating losses. This is accomplished through the creation and execution of many of Aspires proprietary "Next-Practices" programs that helped produce

numerous league and franchise all-time attendance records; record ticket and related revenue, profit growth; and increased enterprise value.

Prior to The Aspire Group, Dr. Mullin held the following positions:

- President/CEO of the Atlanta Hawks (NBA); Atlanta Thrashers (NHL) and Philips Arena (2004-2008)
- SVP Marketing and Team Business Operations for the National Basketball Association (2000-2004)
- Vice Chancellor of Athletics, University of Denver (1995-1999)
- President/General Manager Denver Grizzlies (International Hockey League, 1993-1995)
- SVP - Business, Colorado Rockies (MLB, 1991-1993)
- SVP - Business Operations, Pittsburgh Pirates (MLB, 1986-1990)
- Professor of Management and Sport Business, University of Massachusetts (1977-1986)

British born, Bernie holds a Ph. D Business, MBA and MS Marketing from the University of Kansas and a BA Business Studies from Coventry University. He has also been awarded an Honorary Doctorate in Business Administration from Coventry University in England in recognition for his outstanding contributions to the industry. Bernie was inducted into The Sports Business Hall of Fame at Robert Morris University in 2012 and into the National Association of Collegiate Marketing Administrators (NACMA) in 1999. Mullin has been active in the communities where he has lived, serving on the following boards: YMCA; Make a Wish Foundation; Sports Council and Visitor Convention Bureau. Bernie was a four year varsity soccer letter winner at Coventry University and captained the team to the British Collegiate Finals in both his junior and senior years. He then went on to play semi-professional soccer for Oxford City FC in England. His coaching career included a Big 8 Soccer Championship in 1976 with the University of Kansas, and back to back East Coast Athletic Conference Soccer Championships with the University of Massachusetts. In his distinguished career, he has received numerous additional honors and recognition including being dubbed “The Guru of Ticket Sales” by Sports Illustrated in 1993, “The Pirate of Profitability” in 1986 by the forerunner of the Sports Business Journal and being named the Boy Scouts of America “Peach of an Athlete Award” recipient in 2008.

Lisa M. Quinn

Senior Director of Content Development, National Basketball Association



Lisa has been with the NBA for more than 14 years. During her tenure, Lisa’s responsibilities have included the planning and execution of high profile global events, the marketing and promotion of grass roots touring programs and NBA All-Star fan events and the management of multi-million dollar budgets. During the summer of 2014, she spent 3.5 months in the Beijing, China NBA office managing the NBA China Events team on the planning of the League’s summer touring program.

Prior to the NBA, Lisa spent 5 years at Major League Baseball where she held positions in the Special Events and Public Relations Departments. Right out of Graduate School, Lisa held the position of Associate Director at the Pittsburgh Sports and Festival Federation, where she worked closely with the City of Pittsburgh on numerous local Pittsburgh events, including the inaugural First Night Pittsburgh New Year's Eve celebration.

Lisa, who graduated from the University of Pittsburgh in 1991 with a BS in Psychology and from Robert Morris University in 1994 with an MBA, Sports Management concentration was inducted in to the RMU Sports Management Hall of Fame in 2012. Lisa is one of only three women in the Hall of Fame.

Outside of work, Lisa has been a guest speaker for graduate classes and various conferences at New York University, Centenary College, Robert Morris University, George Washington University and University of Salford (UK). In addition, Lisa has had an interview published in one of the "Ferguson Career Launcher" series of books. Originally from Latrobe, PA, Lisa has lived in the New York City area for 19 years.

Tom Smith

Vice President of Sales, Nemaquin Woodlands Resort



Tom is a 1995 RMU alumnus with a BSBA degree with an emphasis in Sport Management. He began his career at Hidden Valley Resort in recreation programming and was promoted to Director of Guest Services. In 1999, he was hired as the Assistant Recreation Director at Nemaquin Woodlands Resort and in 2004 was named General Manager of Falling Rock. His innovative concepts and commitment to hospitality are a driving force in the success of Nemaquin Woodlands Resort as a 5 diamond/star property. He has served in the US Army and Army National Guard, and worked as a private consultant for Richey and Associates.

2013 RMU SPORT MANAGEMENT HALL OF FAME

Daniel Cardone

Retired Athletics Director, North Hills High School



During his tenure, Cardone oversaw the administration and management of all 41 athletic programs at the junior high and senior high schools and helped the district win Western Pennsylvania Interscholastic Athletic League, or WPIAL, championships in several sports, including football, softball, cross country, lacrosse and golf. He helped make possible the renovation at the Martorelli Stadium and Athletic Complex, the addition of a 1,400-seat gymnasium at the junior high school and the creation of a girls' softball complex at McIntyre Elementary School. In 2005, Cardone launched the Student Athlete Leadership Academy, a one day leadership seminar (that has been held at RMU) that teaches skills involving leadership, integrity and sportsmanship to more than 250 student-athletes annually. In 2009, he initiated the yearly

WPIAL Sportsmanship Summit, which has taught thousands of student-athletes lessons about respecting the game and each other. Such emphases and initiatives helped Cardone earn numerous distinctions and awards in addition to the North Hills School District being named a seven-time winner of the PIAA's statewide sportsmanship award and being honored as an All-American Sportsmanship School by the Institute of International Sport. In 2013, Dan was inducted into the Western Pennsylvania Hall of Fame. He has been a part time instructor in the Department of Sport Management as well as being part of the RMU Sport Management Advisory Board. He has employed at least 15 RMU Sport Management interns at North Hills High School and assisted in the development of their careers in the industry.

Bill Miller

Vice President of Events, National Hockey League



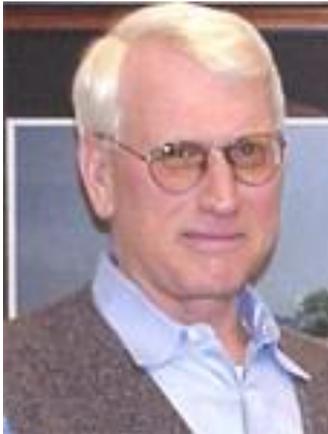
Bill is in his 17th year with the National Hockey League, and is the Vice President of Events. His team manages the NHL's portfolio of events, including the Winter Classic, the Stadium Series Games, the All-Star Game, the NHL Draft, the Stanley Cup Final, NHL Face-Off and the upcoming World Cup of Hockey. In addition to managing the logistics of the events, the department brainstorms with sponsors and the NHL Corporate Marketing staff to develop ancillary events to actively engage the advertisers and the event-goers.

Bill started his career as the Director of Public Relations with the Erie Golden Blades of the Atlantic Coast Hockey League, and later

moved to the Atlantic 10 Conference as an administrative assistant. He moved back into pro hockey in 1988 as the Director of Media Relations for the Adirondack Red Wings of the AHL.

In 1993, Bill joined the Pittsburgh Penguins as the Director of PenVision, the Penguins pay-per-view television entity, and after a year was promoted to Director of Event Marketing. His work with the 1997 NHL Entry Draft event, which was held at the Civic Arena and hosted by the Pittsburgh Penguins, impressed the League officials so much that they brought him on board to the league office in New York to join the events team. Currently, Bill resides in Monroe, New York, outside of New York City, with his wife of 22 years, Michele, and their two children, Andrew and Katie.

Jon Shank



Jon is a Professor Emeritus of Education at Robert Morris University. Raised in Elizabeth, PA, and a 1960 graduate of Elizabeth Forward High School, Jon Shank attended the University of Cincinnati on a football grant-in-aid and received a B.S. in Education from UC in 1964. He earned both a Master of Education and Doctor of Education degree from the University of Pittsburgh in 1965 and 1971 respectively. Dr. Shank is very proud that he is one of a few faculty members who taught at Robert Morris during six decades—from the 1960s through 2010, when he retired. While serving 20+ years as dean, Jon led the School of Applied Sciences and Education efforts to diversify the Robert Morris curriculum by adding more than 20 new undergraduate and graduate degree programs. Included in this number are the sport management

B.S.B.A. degree program and the sport management track in the M.S. in Business Administration degree program, which is no longer offered. Jon and his wife, Sandy, raised two sons, Brett and Ryan, while living in Hopewell Township. Brett and his wife, Denise, are the parents of Derek, Connor, and Kyle and live in Zelenople. Ryan and his wife, Caroline, are the parents of Melanie and reside near Waxhaw, N.C

2014 RMU SPORT MANAGEMENT HALL OF FAME

Patrice Matamoros

CEO, Pittsburgh Three Rivers Marathon, Inc. (P3R)



Patrice joined P3R in 2008 as the executive director and successfully helped re-launch the Pittsburgh Marathon after a 5-year hiatus. Since 2009, the event has continued to grow from an organization with no sponsors, no runners, no staff and no volunteers to an event that now supports 18 staff members, 4,000 volunteers and 30,000+ runners.

Under Patrice's leadership, P3R has expanded and organizes a year-round calendar of events, including the GNC Live Well Liberty Mile and the EQT Pittsburgh 10 Miler. The organization also hosts several fitness activities and programs for the community, including Steel City Road Runners, the Kids of STEEL and the Run for a Reason charity program.

Patrice was named the 2013 Sportswoman of the Year by Dapper Dan Charities of Pittsburgh for her extraordinary efforts of revamping and strengthening security at the 2013 Pittsburgh Marathon, which took place three weeks after the tragic bombing event at the Boston Marathon. Patrice also serves on the Board of Directors for Visit Pittsburgh.

Patrice is a native of Montana, where she was 3-time State Champion in Cross Country and is a graduate of Old Dominion University. Prior to becoming a race director, she worked for a division of Ford Motor Company in national sales and devoted 10 years supporting charitable causes and fundraising through various events. She resides in Glenshaw, Pa. with her husband and three children.

Bryan Ross

Senior Director of Ticket Sales and Service, New Orleans Pelicans and Saints



Bryan is currently the Senior Director of Ticket Sales and Service for the New Orleans Pelicans and Saints. He joined the Pelicans' franchise (then Hornets) in 2007. Under his leadership with the Pelicans, he has established a league wide reputation for ticket sales productivity and innovation.

Prior to working for the Pelicans, Bryan worked for three and a half years with the Tampa Bay Rays – initially as a Season Ticket Account Executive and ultimately as Director of Season Ticket

Sales. Prior to that, he started his career in the sports industry as a Corporate Sales intern with the Pittsburgh Pirates.

He earned his B.S. in Business Administration from the University of Pittsburgh in 1999, and his M.S. in Sport Management from Robert Morris University in 2003. Bryan is a Pittsburgh native, graduating from Shaler Area High School in 1995 and he currently resides in New Orleans with his wife, Ashley, and son, Hayden

Russ Yurk

Director of Events, USA Football



A native of Flint, Michigan, Russ earned a Bachelor's Degree in Business Administration from the University of Michigan, and a Master's Degree in Business Administration with a concentration in Sport Management from Robert Morris University.

After graduation, he started his sports event career as Venue Logistics Manager at the 1996 Summer Olympics in Atlanta, and served as the Director of Operations at the Georgia State Games from 1998 through 2000. He then returned to the Olympic world, where he worked the 2002 Winter Olympics, serving as Regional Logistics Manager for the skiing and sliding venues in Park City.

After assisting with a variety of projects for the NBA, NHL, ESPN X-Games and World Cup Soccer, Russ spent eight years at the NCAA as Assistant Director of Championships.

Russ joined the staff of USA football in 2012, where he serves as the company's first ever Director of Events. Russ and his wife, Katy, have a son, Michael. He enjoys watching Michael play sports and is a diehard fan of the Detroit Tigers and University of Michigan football.

The Rooney Family and Pittsburgh Steelers



The Department of Sport Management and School of Business at Robert Morris University is honored to induct the Rooney Family and Pittsburgh Steelers as the first organization into the Robert Morris Sport Management Hall of Fame for their contributions to the NFL along with the Pittsburgh and Southwestern Pennsylvania Region. The Pittsburgh Steelers are under the leadership of three generations of Rooneys; Art Rooney Sr., Dan Rooney and Art Rooney, II. The following achievements, among many, are noted:

NFL Success

Most Super Bowl titles (6) and most Super Bowl Appearances (8) which is tied with the Dallas Cowboys

Most wins in AFC Championship Games (8), played in (15) and hosted more (11) conference championship games than any other NFL team

Contributions to Best Business Practices

The Steelers move to the AFC during the NFL-AFL merger (1970)

Spearheading the NFL's development of its fund to assist teams in financing new stadium construction

Labor Management Contributions to the NFL

Dan Rooney, with a leadership role during the 1982 collective bargaining agreement negotiations, is largely credited both by owners and players with ending of a half season strike. He was also one of the main architects of the salary cap which was implemented in 1993

Equality and Diversity Firsts

Hiring an African-American Assistant Coach (1957, Lowell Perry)

Starting an African-American quarterback (1973, Joe Gilliam)

Hiring an African-American Coordinator (1984, Tony Dungy)

Advocate for the passage of an "equal opportunity" mandating at least one minority candidate be given an interview in all head coach hiring decisions throughout the league (the Rooney Rule)

Hiring a female as full-time athletic trainer (2002, Ariko Iso)

Contributions to Pittsburgh and the Southwestern Pennsylvania Community

Annual Pittsburgh Steelers Fashion Show which has raised funds for the Thomas E. Starzl Transplantation Institute UPMC, UPMC Sports Medicine Concussion Program and the Cancer Caring Institute

Annual Gatorade/Steelers 5K Walk Run fund Art Rooney Scholarship where a \$12,000 award in Art Rooney's name is presented annually to a graduating senior from each of the three high schools Oliver, Perry and North Catholic

Mrs. Patricia Rooney, former RMU Trustee who initiated and funded the International Scholar Program at Robert Morris University