

**2018**

# Global Sport Summit



In partnership with:

- **Sandra Day O'Connor College of Law** / Sports Law and Business Program
- **W. P. Carey School of Business** / Sports and Media Studies
- **School of Community Resources and Development** / Community Sports Management
- **Walter Cronkite School of Journalism and Mass Communication** / Sports Journalism



Message from

**Michael Crow**  
**ASU President**

I'm an enthusiastic sports fan, and, as you can imagine, I like to see my school's sports teams win. But I also see the role of sports well beyond simple winning and losing. Sports teach us about ourselves—what we are capable of physically and mentally—and about those around us. How far can we push ourselves without causing physical harm or sacrificing ethics and integrity? What are the limits of human potential and human performance—and how do we pursue them? How do exceptional individuals merge into cohesive teams to pursue a common goal? How do sports help advance society? And how can athletics teach us to be better human beings?





Just as sports can bring diverse audiences together, our inaugural Global Sport Summit connects academics, industry practitioners, athletes and others to thoughtfully address timely issues making an impact throughout the sports world. Arizona State University's transdisciplinary approach, which is fundamental to our pursuit of knowledge and real-world solutions, makes it possible for us to ask questions that others are often not asking. This positions us to be innovators and change-makers.

To that end, I am pleased to recognize the role that the recently-launched Global Sport Institute has played in creating this summit, along

with sport-focused degree programs from the W. P. Carey School of Business, Sandra Day O'Connor College of Law, Walter Cronkite School of Journalism and Mass Communication, and the School of Community Resources and Development.

I hope that you come away from today's programming with a renewed sense of the important role that sport plays in society, and how together, we can positively influence the global sport community.

**Michael M. Crow**  
President  
Arizona State University



Message from

## **Kenneth L. Shropshire**

**CEO, Global Sport Institute**  
adidas Distinguished Professor  
of Global Sport  
at Arizona State University

Welcome to the inaugural Global Sport Summit, presented by the Global Sport Institute at Arizona State University.

For some, this may be the first you're learning of us, but we've been driving new ideas around important sports topics since the start of the 2017-2018 academic year. For example, we've organized public dialogs around partnerships that increase sport access for underserved communities. We've joined with the Pac-12 conference to examine challenges facing international student athletes. We've also worked with the NFL to create a Personal Finance Boot Camp for active players, guiding them toward long-term economic prosperity.

Beyond that, we've co-produced several documentaries focused on



impactful global sports issues. These, along with other compelling stories in a variety of easily-consumed formats, will be shared through our GlobalSport Matters content hub.

We've also awarded nearly \$400,000 in grants to diverse ASU faculty to study the future of sports; you'll hear from a few of these researchers during today's breakout sessions. Additionally, we've provided startup funding for sports innovation through the Global Sport Venture Challenge. This support, open to students, faculty and community members through ASU's Venture Devils pitch competition, will continue throughout the Spring and Fall semesters each academic year.

Next year we'll extend our reach even farther by launching events and strategic partnerships with academic institutions outside the United States.

We're just getting started.

As we continue to grow, it's important to recognize the commitment of ASU President Michael Crow and Athletic Director Ray Anderson. Their efforts, along with those of Provost Mark Searle, and ASU Deans Amy Hillman (W.P. Carey School of Business), Chris Callahan (Walter Cronkite School of Journalism and Mass Communication), and Doug Sylvester (Sandra Day O'Connor College of Law),

helped bring us to where we are today. I spent many months with this group, contemplating how ASU could create a groundbreaking institute that connected academics and athletics in ways that no other university could imagine. The collective vision that emerged convinced me that upon retiring as Professor Emeritus after a 30-year career at the Wharton School of Business, I should embark on this new adventure at Arizona State University.

It's also important to recognize the support of adidas, who in June 2017 expanded their relationship with ASU. Together, ASU and adidas reshaped the notion of what a collegiate apparel partnership could achieve. By forming the Global Sport Alliance, ASU and adidas demonstrated that together, they are striving to change the world through sport. The Global Sport Institute is supported by a significant philanthropic gift resulting from this expanded partnership.

I hope that you'll walk away from today's event with not only greater understanding of the issues impacting sport, but how you, too, can harness the power of sport to make a positive impact around the world.

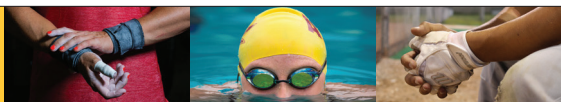


**Kenneth L. Shropshire**  
CEO, Global Sport Institute  
adidas Distinguished Professor of Global Sport



## Schedule of Events

Main Program – Dreamcatcher Ballroom	
8 a.m.	Registration and Breakfast
9 a.m.	<b>Welcome by Kenneth L. Shropshire</b>
9:20 a.m.	<b>One-on-One Discussion with Mark King</b>
9:40 a.m.	<b>The Evolution and Future of Athlete Performance - David Epstein</b>
10:30 a.m.	Break
10:45 a.m.	<b>Discussion Sessions</b>
Dreamcatcher	<p><b>Super Athletes of the Future: The Ethics and Implications of Human Gene Editing</b></p> <p><b>Moderator:</b> David Epstein  <b>Panelists:</b> Andrew Maynard, Diana Bowman, Kellen Winslow Sr.</p>
Calavera	<p><b>The Business of Esports</b></p> <p><b>Moderator:</b> John Pierce  <b>Panelists:</b> Michael Udall, Scott Smith, Mike Nealy, AJ Maestas</p>
Main Program – Dreamcatcher Ballroom	
11:45 a.m.	<b>GlobalSport Matters Introduction by Kathy Kudravi</b>
12 noon	Lunch
12:45 p.m.	<b>2018 - 2019 Research Focus Introduction: Race and Sport Around the Globe by Kenneth L. Shropshire</b>
1 p.m.	<b>Discussion Sessions</b>
Dreamcatcher	<p><b>Ready, Set, Go: How Will You Change the World Through Sport?</b></p> <p><b>Facilitator:</b> Luke Brenneman  <b>Speakers:</b> Wayne Kimmel, Tracy Hughes</p>
Calavera	<p><b>Get off the Couch! Stadium Tech Innovation and Fan Experience</b></p> <p><b>Moderator:</b> Sam Renaut  <b>Panelists:</b> Chris Richardson, Andy Gorchoy, Graham Rossini, Bryan Sperber</p>



Zia	<p><b>The Global Importance of Adaptive Sports and Inclusion</b></p> <p><b>Speakers:</b> Gus LaZear, Rola Allahaweh</p>
<b>2 p.m.</b>	Break
<b>2:15 p.m.</b>	<b>Discussion Sessions</b>
Dreamcatcher	<p><b>The Sporting Life: Sport's Global Impact on our Everyday Lives</b></p> <p><b>Moderator:</b> Scott Brooks  <b>Panelists:</b> Chris Kluwe, Jonathan Ramirez, Kym Hampton</p>
Calavera	<p><b>The Evolution of Sports Careers</b></p> <p><b>Moderator:</b> Glenn Wong  <b>Panelists:</b> Josh Rawitch, Kate Foley, Bret Fishkind, Nicole Taylor</p>
Zia	<p><b>Impacting Communities through Youth Sports Tourism</b></p> <p><b>Moderator:</b> Evan Jordan  <b>Panelists:</b> Tim Merrit, Chris Parks, Thomas Sadler, Stephanie Jarvis</p>
<b>3:15 p.m.</b>	Break
<b>3:30 p.m.</b>	<b>Discussion Sessions</b>
Dreamcatcher	<p><b>Future Models of Sports Media</b></p> <p><b>Moderator:</b> Brett Kurland  <b>Panelists:</b> Stewart Mandel, Jay Dieffenbach, Adam Anshell</p>
Zia	<p><b>Sport for Youth Development</b></p> <p><b>Moderator:</b> Eric Legg  <b>Panelists:</b> Rich Toomey, David Hines, Jeff Rodin, Greg Powers, Lindsey Fry</p>
<b>Main Program – Dreamcatcher Ballroom</b>	
<b>4:30 p.m.</b>	<b>Closing Remarks by Kenneth L. Shropshire</b>

## Featured Guest



## Mark King

adidas  
North America  
President

As president of adidas North America, Mark King oversees the business in the U.S. and Canada and is responsible for driving the vision and culture. Mark began his current role in June 2014.

Mark is a turnaround expert and has a long and successful track record with the company. He was with TaylorMade for 34 years, beginning his career in the early 1980s as territory sales representative. adidas acquired TaylorMade in 1997 and Mark was elevated to president in 1999 and then CEO in 2002. Under Mark's leadership from 1999 to 2013, TaylorMade became the leading and most profitable golf company in the world, with sales increasing from \$300 million to \$1.7 billion.





Recently, Mark led the adidas turnaround in North America, driving market share growth and creating a new energy for the business and culture. In 2017, Mark topped Footwear News' Power 100 list of the most influential leaders in the shoe industry and in 2016, Footwear News named him Person of the Year. In 2016, Yahoo! named adidas Sports Business of the Year and Highsnobiety called adidas the Most Relevant Brand. Portland Business Journal named Mark 2016 and 2017 Executive of the Year and Sports Business Journal named Mark one of its 50 Most Influential People in Sports Business in 2015 and 2017.

Mark sits on the University of San Diego's board of trustees. He is currently a board member of the Two Ten Foundation, which helps provide financial assistance to people across the footwear industry. Mark has been profiled in some of the nation's top business and industry publications including The Harvard Business Review, FORTUNE, The Wall Street Journal, Sports Business Daily, Footwear News and Brandweek. He has also been the subject of the television show Undercover Boss and appeared on The Apprentice as a business role model. In 2001, Mark was named Golf industry's Executive of the Year and was inducted into

the University of Wisconsin-Green Bay Sports Hall of Fame in 2002. He served as chairman of the National Golf Foundation and was consistently named in the 10 most powerful people in Golf.

Mark believes growth is a cultural mindset that must be infused into the culture of every organization. He believes in setting big dreams and allowing people to drive the "how." Throughout his career, he has learned that companies must drive talent-wide organizations and create environments that allow and encourage everyone to lead organizational and industry change.

Mark attended Northern Illinois University for two years on a golf scholarship then transferred to the University of Wisconsin-Green Bay, from which he graduated in 1981 with a Bachelor's degree in Business Administration.

Born and raised in Green Bay, Wisc., Mark is a self-proclaimed sports guy who played golf, basketball, football, baseball and hockey in high school. A father of two daughters, he resides in Portland, Ore. and Vista, Calif. Together with his daughters, he has raised more than \$10 million for children charities around the world through their One-Kind Foundation, positively impacting kids in Uganda, India, South Africa and across the United States.

## Keynote Speaker



## David Epstein

Author of  
The Sports Gene

David Epstein writes about sports science and medicine, Olympic sports, and is an investigative reporter. “The Sports Gene” is his first book. It was a top 10 New York Times best seller, and was chosen as a best non-fiction book of 2013 by The Washington Post and Publisher’s Weekly. Runner’s World chose “The Sports Gene” as its book of the year, and the book was a finalist for the William Hill Sports Book of the Year Award, the PEN/ESPN Literary Sports Writing Award, and the National Academy of Sciences Communication Award. It has been translated into 16 languages.

David has given lectures about the science of high performance on five continents, including a 2014 TED



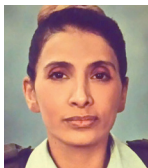
Talk that was one of the 20 most viewed of the year. His science writing has won a number of awards, including the Society of Professional Journalists 2010 Deadline Club Award for an article on the genetics of sports performance; Time Inc.'s Henry R. Luce Award for public service for an article on the dangers of the dietary supplement industry; and the Hypertrophic Cardiomyopathy Association's "Big Hearted Journalism" award for his story "Following the Trail of Broken Hearts," on sudden cardiac death in athletes. That story included reporting on the death of his friend and former track and field training partner, Kevin Richards, and was selected as number 83 in the top 100 stories of the last 100 years by Columbia Journalism alumni. David was a 2011 Livingston Award finalist (for the best American journalism by a writer under 35) for a package that included articles on pain in sports, painkiller addiction among athletes, and the anticipatory skills that allow Major Leaguers to hit 100 mph fastballs.

Epstein graduated from Columbia University in 2002 with a bachelor's degree in environmental science and astronomy, and holds master's degrees in journalism and environmental science from the school. In addition to Sports Illustrated, David

has worked as the overnight crime reporter on the city desk of the New York Daily News and covered higher ed (particularly science funding policy) for the online publication Inside Higher Ed. Prior to becoming a journalist, he worked as an ecology researcher above the Arctic Circle in Alaska, and once served on a seismic research vessel that was mapping the sea floor of the Pacific Ocean. (He didn't sleep much, because his room was on the D-deck, which is where the water hits and the sonar pings and the seismic air guns rattle the hull like a tin can.) In addition to Sports Illustrated, his broadcast work has appeared on This American Life and BBC Panorama, and his articles have appeared in the The New York Times, Discover, Scientific American, Slate, The Washington Post, British GQ, National Geographic, The Atlantic and The Guardian, among other publications.

An avid runner, David was a member of Columbia's varsity track squad (he ran the 800) and twice earned All-East honors in NCAA Division I. He is also very good at catching marshmallows in his mouth. The anticipatory skills required for such a feat are explained in the first chapter of his book, "The Sports Gene".

## Speakers and Panelists



**Rola Allahaweh**  
Hashemite  
Commission for  
Disabled Soldiers



**Ray Anderson**  
Arizona State  
University



**Adam Anshell**  
Stadium



**Diana Bowman**  
Arizona State  
University



**Jay Dieffenbach**  
azcentral Sports  
and *The Arizona Republic*



**Bret Fishkind**  
Korn Ferry



**Kate Foley**  
Octagon  
Basketball



**Lindsey Fry**  
Olympic Silver  
Medalist



**Andy Gorchov**  
University of  
Phoenix Stadium



**Kym Hampton**  
Former WNBA  
player, singer,  
actress, model



**David Hines**  
Arizona  
Interscholastic  
Association



**Tracy Hughes**  
Silicon Valley  
Sports Ventures



**Stephanie Jarvis**  
SJ Jarvis  
Consulting



**Evan Jordan**  
Arizona State  
University



**Wayne Kimmel**  
SeventySix  
Capital



**Chris Kluwe**  
Former NFL  
Player, Author



**Gus LaZear**  
Ability360



**AJ Maestas**  
Navigate  
Research



**Stewart Mandel**  
The All-American,  
The Athleticc



**Andrew Maynard**  
Arizona State  
University

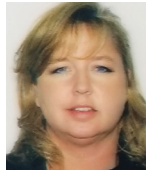




**Tim Merrit**  
City of Phoenix  
Parks and  
Recreation



**Mike Nealy**  
Fiesta Bowl



**Chris Parks**  
City of Phoenix  
Parks and  
Recreation



**John Pierce**  
Player 2 Studios



**Greg Powers**  
Arizona State  
University



**Jonathan Ramirez**  
Dame and Dapper  
Barbershops



**Josh Rawitch**  
Arizona  
Diamondbacks



**Chris Richardson**  
Arizona State  
University



**Jeff Rodin**  
Arizona  
Diamondbacks



**Graham Rossini**  
Arizona  
Diamondbacks



**Thomas Sadler**  
Arizona Sports  
and Tourism  
Authority



**Scott Smith**  
Esports Industry  
Veteran



**Bryan Sperber**  
ISM Raceway



**Nicole Taylor**  
Position Sports



**Rich Tomey**  
Positive Coaching  
Alliance



**Michael Udall**  
Gale Force  
ESports



**Kellen Winslow Sr.**  
Pro Football  
Hall of Famer;  
Madonna  
University



**Glenn Wong**  
Arizona State  
University



Global Sport Institute

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**Kenneth L. Shropshire**  
Chief Executive Officer



**Karina Bohn**  
Chief Operating Officer



**Scott N. Brooks**  
Director,  
Research



**Kathy Kudravi**  
Executive Editor,  
GlobalSport Matters



**Luke Brenneman**  
Manager, Events  
and Communications



**Stephon Preston**  
Executive Assistant  
to the CEO



**Brooke Cramblitt**  
Graduate Assistant



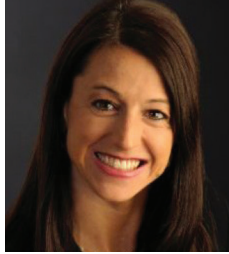


**Arizona State University**

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**Brett Kurland**  
Walter Cronkite  
School  
of Journalism  
and Mass  
Communications  
Director of  
Sports Programs



**Elana Kutz**  
W. P. Carey  
School of Business  
Director of Sports  
Business Program



**Eric Legg**  
School of  
Community  
Resources and  
Development  
Assistant  
Professor



**Sam Renaut**  
Sandra Day  
O'Connor  
College of Law  
Assistant Director  
Sports Law and  
Business Program

