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SHAREHOLDER

JOHN COOK SCHOOL OF BUSINESS SAINT LOUIS UNIVERSITY SPRING 2011






You may have seen our “Be a Billiken” campaign on billboards or in various publications. This is our initiative to recruit undergraduate students by defining what it means to be part of our Saint Louis University community. Frankly, the Billiken does evoke images of our athletic programs. But it means so much more. Our beloved Billiken has become a symbol for all things SLU. All of our traditions, our education, and yes, our commitment to service.

Nevertheless, our Billiken at its essence and since its birth, has — and does — represent Saint Louis University sports. Underscoring St. Louis and SLU traditions in the arena and on the field, this issue of *Shareholder* focuses on sports and business in celebration of our newest initiative: our sports business concentration for undergraduates.

We are excited about this new program. As we developed it, we sought the input and assistance of a cadre of very talented businesspeople. Business people who have amassed solid track records of success in the offices of baseball stadiums, football franchises and a host of other sports-related businesses in the St. Louis metropolitan region and beyond. And we plan to continue our relationship with them to incorporate their guidance — as well as assistance with internships and job placement — as the program matures.

The theme of this issue has given us the opportunity to feature several of our JCSB alums’ experiences in the world of sports and business. When you read their personal stories, you will learn how their SLU activities and education has influenced them, personally and professionally. What’s more, these stories connect the seemingly disparate dots and thereby illustrate what it really means to be a Billiken — to be women and men for others. So enjoy this issue of *Shareholder*. And as you read, I encourage you to take this opportunity to consider for yourselves what it means to “Be a Billiken.” 

Ellen Harshman, Ph.D., J.D.

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2 NEWS AND NOTES

Awards, accomplishments, news and upcoming events at the John Cook School of Business at Saint Louis University.

6 MOVING INTO A NEW LEAGUE: SLU’S SPORTS BUSINESS PROGRAM

A new Sports Business Concentration program will create much-needed bridges between SLU and the world of sports business.

12 SPORTS IS HIS BUSINESS

Q&A with Mark Lamping (MBA ’81), one of St. Louis’ most accomplished and gracious sports business professionals.

14 GET IN THE GAME

A joint scholarship program between the JCSB and SLU’s Department of Athletics is offered annually to one female business student.

16 SPORTS FOR LIFE

JCSB alums Scott Highmark, Cathy (Misterka) Derus, Jim Kavanaugh and Donnell Reid describe how competing in athletics at SLU has influenced their lives.

20 ALUMNI NEWS

Easter egg hunt, homecoming 2011 update, events and travel.

21 REFLECTION

Tennis player Sarah Septien (’11) reflects on the balancing act required to be a successful scholar-athlete.

John Cook School of Business Named to the "College A-List"

Last fall, *Parade* magazine asked top high school counselors from across the country to recommend "outstanding colleges and universities that often fly under the radar."

The John Cook School of Business was among 26 schools selected for business and accounting.

Sam and Marilyn Fox Atlas Week Program Begins April 4

As global citizens, what can we do to help create a better life for all people?

That's the focus of the 11th annual Sam and Marilyn Fox Atlas Week, which will take place April 4-8. The theme for the 2011 Atlas Week is "Global Justice: Meeting Basic Human Needs." This year's program will highlight the first U.N. Millennium Development Goal of eradicating extreme poverty and hunger, as well as the seventh goal of ensuring environmental sustainability.

Saint Louis University launched Atlas Week a decade ago to recognize the international reach of its academic programs and

to celebrate the University's role in international education and service. One goal of the week is to increase awareness of global issues and their impact. The hope is that this will promote discussion while inspiring and initiate action.

In 2010, more than 6,000 students, faculty and staff from across the University participated in more than 80 Atlas Week events.

This year's Atlas Week activities will culminate on April 8 with the Parade of Nations and the Billiken World Festival that will take place in the main quad.

Connect With SLU's Executive Master of International Business Program

The Executive Master of International Business (EMIB) network is up and running. You can find all the program's social media links at emib.slu.edu. Here you can:

- Join the alumni group on LinkedIn.
- Find the fan page on Facebook.
- Watch the EMIB video on YouTube.
- Follow the EMIB on Twitter.

EMIB Information Sessions

Saint Louis University's Boeing Institute of International Business will hold an information session for the EMIB program from 10 a.m.-noon Saturday, April 16.

The sessions will take place in the John Cook School of Business Vitale Boardroom at 3674 Lindell Blvd. Free parking is available in the SLU garage on Laclede (bring ticket for validation).

ATTEND AN EMIB INFORMATION SESSION AND LEARN:

- Why SLU is highly ranked in graduate international education.
- How the program combines a strong business foundation with a comprehensive focus on the global business environment.
- About the convenient weekend format for busy professionals
- The benefits of having a diverse faculty and cohort team that provide a strong network for future career growth

Faculty, alumni and staff will be on hand to share information and answer questions during the presentation. Afterward, participants are invited to attend lunch with current students and faculty.

Reservations are encouraged. For more information or to register, visit emib.slu.edu or call (314) 977-3839.

Boeing Institute Hosted Former Korean Ambassador



HO-JIN LEE

"Recent Developments in the Korean Peninsula in the Context of the U.S.-South Korea Alliance" was the topic for a special Feb. 25 Boeing Institute program by former Korean ambassador and Brookings Institution guest scholar Ho-Jin Lee.

Lee has had a distinguished career for more than 30 years as a foreign service officer of the Republic of Korea, with responsibilities in many parts of the world, includ-

ing the United States, Europe and East Asia. He specializes in the ROK-U.S. alliance, East Asian security, Korean national security, foreign policy and trade, inter-Korean relations, arms control and non-proliferation, and nuclear energy.

Currently, Lee is a guest scholar at the Brookings Institution (foreign policy, Center for Northeast Asian Policy Studies); a member of the international board, International Center for Democratic Transition, Budapest, Hungary; and a member of the Korean Council on Foreign Relations.

Beta Gamma Sigma to Induct New Members on March 30



REX SINQUEFIELD

Saint Louis University's chapter of the Beta Gamma Sigma International Honor Society will induct new members on March 30.

At the induction ceremony, Rex Sinquefield ('67) will receive the Medallion for Entrepreneurship. The criteria for the award include the combination of innovative business with service to humanity; success in overcoming risk in new venture development; degree of innovation in risk-taking; and adaptation to new market and competitive environments. Sinquefield also will deliver the keynote address.

Find Out More About the Graduate Business Program

The Graduate Business Program office continues to host monthly open houses offering prospective students the opportunity to meet with current students, alumni, faculty and staff.

SLU's Graduate Business Programs include: Full-Time One-Year MBA; Part-Time MBA; Master of Accounting; Master of Science in Supply Chain Management; Executive Master of International Business; Dual Degrees (JD/MBA, MHA/MBA, MD/MBA, MA(Ed)/MBA); Ph.D. in International Business and Marketing; Post-MBA

Certificates (Entrepreneurship, Finance and Supply Chain Management); and a Graduate Certificate in Business Foundations.

The next open houses will take place from 5:30-7 p.m. on April 12, May 5 and June 8. For more information or to R.S.V.P., visit gradbiz.slu.edu (where you can also follow the program on Twitter or "like" it on Facebook) or call (314) 977-6221.

Donald A. Tyree, Ph.D., 1930-2010: "A Gentleman and a Scholar"

A longtime Saint Louis University professor has passed away. Donald A. Tyree, Ph.D., professor emeritus of finance, died on Oct. 19. He was 79.

Dr. Tyree joined the SLU faculty in 1959 as a professor of finance and went on to serve as chairman of the finance department of the John Cook School of Business (formerly the School of Business and Administration) until his retirement in 2000, when he was honored as professor emeritus.

After receiving his undergraduate and master degrees in business administration at Washington University in 1953 and 1956, respectively, Dr. Tyree went on to earn his Ph.D. in finance at the University of Texas at

Austin in 1959.

During his more than four decades at the University, Dr. Tyree was recognized for his excellence in teaching and research as well as his strong sense of collaboration and leadership.

Ellen Harshman, Ph.D., J.D., dean of the business school, said Dr. Tyree was known not just for academic excellence but also for his ability to guide and inspire.

"Don was a leader at a time when the school was building its faculty and experiencing tremendous growth," Harshman said. "He epitomized the phrase 'a gentleman and a scholar.'"

Neil Seitz, Ph.D., professor of finance, was a friend and colleague for more than 30 years. After meeting at a 1975 academic conference in Atlanta, Dr. Tyree invited him to join the SLU faculty. Seitz said Dr. Tyree's ability to advise set him on a path to success.

"Don was a wonderful mentor and made sure I got involved and served on the appropriate committees," Seitz said.

Seitz said Dr. Tyree played an important role in his being named dean of the business school in 1993.

Dr. Tyree is survived by his wife, Sherry, sons, Wesley Tyree and Thomas Tyree, M.D., four grandchildren and two great-grandchildren. He was preceded in death by his son, Paul Tyree.

WHERE IN THE WORLD IS REUVEN LEVARY?

REUVEN LEVARY, PH.D. (DECISION SCIENCES/ITM) ON TOP OF MOUNT SINAI IN DECEMBER 2010. THIS WAS PART OF A TRIP TO EGYPT AND JORDAN.



SPRING 2011 / 3

5TH ANNUAL DRESS FOR SUCCESS FASHION SHOW

HELD IN THE SHANAHAN ATRIUM OF JOHN AND LUCY COOK HALL ON FEB. 22, THE FASHION SHOW OFFERS STUDENTS OPTIONS AS THEY PREPARE FOR JOB INTERVIEWS AND THEIR CAREERS.



NEWS AND NOTES

Biondi and Harshman Named as Influentials



LAWRENCE BIONDI, S.J.

Saint Louis University President Lawrence Biondi, S.J., and Ellen Harshman, Ph.D., J.D., dean of the John Cook School of Business, have once again been recognized as “Most Influential St. Louisans” by the *St. Louis Business Journal*.



ELLEN HARSHMAN, PH.D., J.D.

The *Business Journal* recognized Biondi for reshaping SLU’s Midtown campus, investing vast resources in academics and financial aid and helping revitalize the area through projects such as the new Hotel Ignacio, a

51-room upscale boutique hotel located on Olive Blvd.

Harshman once again was honored for her focus on preparing the next generation of leaders through diverse and multidisciplinary business school programs that incorporate the Jesuit ideal of serving others.

Current or emeriti members of SLU’s board of trustees making the list included Robert Clark, Thomas Dunne Sr., L. B. Eckelkamp Jr., Joseph Imbs, III, Robert O’Loughlin, Anthony Novelty, Kathleen Osborn, Jack Pruellage and Rex Sinquefield. Imbs, Novelty, Pruellage and Sinquefield also are alumni.

This year’s “Influentials” were recognized at a special event on March 18 at the John Cook School of Business, which also was a sponsor of the program. Missouri Governor Jay Nixon was the guest speaker.

MBA STUDENTS IN HONG KONG



MBA STUDENTS LEARNING ABOUT THE HONG KONG STOCK EXCHANGE.



Career Resources Center Speaker

St. Louis native Scott Ginsberg delivered a fun, interactive keynote presentation about strategies for professional success at a Career Resources Center event on Feb. 21.

Ginsberg has been internationally recognized as “the world’s expert on nametags” and “the authority on approachability.” He shared several strategies for helping students and professionals fast-track professional their skills.



John Cook School of Business
SAINT LOUIS UNIVERSITY

The Gruenberg Society: Women Making a Difference present:

Smashing the Glass Ceiling: Lessons in Executive Leadership

Featuring Virginia McDowell
President & Chief Operating Officer, Isle of Capri Casinos

Tuesday, April 19 at 4 p.m.
Anheuser-Busch Auditorium
John Cook School of Business

Register at: alumni.slu.edu/gseventsp11, or call (314) 977-4103
Admission is FREE but registration is required

The Gruenberg Society aims to reconnect alumnae and friends of the John Cook School of Business by providing networking, professional development and social events. All funds received from Gruenberg Society members and friends support a future endowed professorship in the name of Dr. Gladys Gruenberg, professor emeritus in economics and the first tenured female faculty member in the Cook School of Business.

To make a gift in support of The Gladys Walleman Gruenberg Fund, please visit: giving.slu.edu and click on the drop-down menu for “Give To” and select the John Cook School of Business or call Ted Cox at (314) 977-2064.

John Cook School of Business 2011 Excellence Awards

The recipients of the John Cook School of Business 2011 Excellence Awards have been announced. These awards recognize alumni, faculty and corporate partners who have excelled in their fields as well as in the community.

THE RECIPIENTS ARE:



THOMAS M. KNAPP, S.J.,
DISTINGUISHED FACULTY
MEMBER AWARD:
SCOTT
SAFRANSKI, PH.D.



DISTINGUISHED
YOUNG ALUMNI AWARD:
CHRISTOPHER
SOMMERS



JOSEPH E. BOLAND, S.J.
OUTSTANDING
ALUMNI AWARD:
BRETT
RUFKAHR



JOSEPH L. DAVIS, S.J.,
ALUMNI MERIT AWARD
FOR LIFETIME SERVICE:
JUDY
MURPHY

Deloitte.

DISTINGUISHED CORPORATE
PARTNER AWARD:
DELOITTE LLP

A ceremony to honor the recipients will take place on Saturday, May 14, in the Shanahan Atrium in John and Lucy Cook Hall. Alumni and friends are invited to congratulate and celebrate with the recipients. Cocktails will be served at 6:30 p.m., with dinner and the awards program to follow at 7:15 p.m. The cost is \$60 per person.

To register, call (314) 977-3872 or visit regonline.com/excellenceawards2011

Submit Nominations for the 2011 Smurfit-Stone Entrepreneurial Alumni Hall of Fame

The Center for Entrepreneurship at the John Cook School of Business is seeking nominations for the university-wide Smurfit-Stone Entrepreneurial Alumni Hall of Fame.

The Hall of Fame exists to recognize and celebrate examples of graduates of Saint Louis University who have contributed to our society and economy through entrepreneurial leadership in corporate and independent ventures, as well as in public, civic and social organizations. In every case, we seek role models who incorporate the motto, “Do Good. Do Well.”

Nominations may be submitted for the following six categories*:

- 1) Entrepreneurial Business Venture (100 employees or less, founder or owner)
- 2) Large Enterprise (more than 100 employees, founder or owner)
- 3) Under 40 (39 years of age or less, founder or owner)
- 4) Corporate (C-level executive, NOT a founder or owner)
- 5) Social Entrepreneurship (founder, owner or C-level executive)
- 6) Entrepreneurship Champion (entrepreneurship supporter)

*Please visit the Hall of Fame website at ecenter.slu.edu to view full category and eligibility definitions.

The individual(s) selected in each category will be honored at an induction ceremony held Saturday, Sept. 24, 2011 at the John Cook School of Business.

To complete a Nomination Form and view our impressive list of Hall of Fame Members, please visit us at: ecenter.slu.edu. Deadline for nominations is Saturday, April 30, 2011.

SHAREHOLDER



THE SPORTS BUSINESS PROGRAM CERTIFICATE NAUGURAL CLASS TAKES A TOUR OF BUSCH STADIUM.

**M O V I N G I N T O
A N E W L E A G U E :
S L U ' S N E W
S P O R T S
B U S I N E S S
P R O G R A M**



IN MARCH, MEMBERS OF THE INAUGURAL SPORTS BUSINESS CERTIFICATE PROGRAM CLASS HAD THE OPPORTUNITY TO TOUR ST. LOUIS' BUSCH STADIUM, THE EDWARD JONES DOME AND THE SCOTTRADE CENTER.

With more than \$400 billion in revenue in 2010 — more than twice the size of the U.S. auto industry — the sports industry is big business. The John Cook School of Business has just announced the launch of a Sports Business program that will create much-needed bridges between Saint Louis University and the dynamic world of sports business.

“It’s a winning program for everyone,” said Anastasios “Tassos” Kaburakis, Ph.D., assistant professor of management and the interdisciplinary program’s coordinator. “Our students need it, the University needs it, the city of St. Louis needs it, and the sports industry needs it. The convergence of what is needed with what we can offer is remarkable.”

Building on the Sports Business Certificate program launched in 2009, the 18-credit Sports Business Concentration curriculum includes Introduction to Sports Management, Sports Marketing, and an integrated Sports Business Planning capstone as required courses. Electives include Legal Issues in Sport and Entertainment, Intercollegiate Athletics Management, Sports Business Internship, Sport Communication and Project Management.

The Sports Business program is the only one of its type among the region’s AACSB-accredited business schools. Setting it apart from many of the country’s existing programs is that rather than focusing on sports management or marketing, it is a multidisciplinary, all-encompassing program.

“We’re excited because this program will help our students achieve their goals of working in the sports industry while satisfying a demand in the business community,” said Associate Dean Craig Van Slyke, Ph.D., who chaired a task force that developed the curriculum. “We believe the program will attract new types of students to SLU.”

“SLU has a well-respected, AACSB-accredited business school, a strong Division I athletics program and great facilities in a community with tremendous passion for both academics and athletics,” Kaburakis said. “The program will enable our business and sports-loving students to combine their two passions.”

Undergraduate students will prepare for positions with university athletic departments, professional sports franchises, and companies involved with sports marketing, promotions and research. Continuing on to earn an MBA or SLU law degree would position graduates as candidates for nationally competitive positions and leadership roles in the sport industry.

St. Louis offers plenty of opportunities. In addition to the St.

Louis Cardinals, Rams and Blues sports franchises, the area boasts a host of other professional teams, from women’s tennis to minor league baseball. And then there are companies like Anheuser-Busch, Nielsen Media, CAA Sports and Fleishman-Hillard that are heavily involved in sports marketing, research, representation and promotions. Members from many of these organizations offered valuable input on developing this program.

Adjunct Instructor Tim Hayden (MBA ’02), president of The Stadia Group and an alumnus of SLU’s Entrepreneurship Program, was working as chief marketing officer for the Athletic Club of St. Louis, a professional soccer investment and development group that owned AC St. Louis, the Saint Louis Athletica soccer club and Anheuser-Busch Soccer Park. Hayden and a group of executives from other local sports franchises approached Cook School of Business Dean Ellen Harshman, to pitch the idea of developing a set of new classes that would better prepare potential interns and employees coming from SLU for a career in sports business.

“Dean Harshman took this simple suggestion and said, ‘Let’s create a Sports Business program,’” Hayden said. “It’s something the business school faculty, the local franchises, and the corporate world all wanted. Since then, it has been on a fast-track.”

“We have incredibly prominent people in the sports industry



MEET TASSOS KABURAKIS

here in St. Louis,” said Brett Boyle, Ph.D., associate professor of marketing and a member of the task force that has pushed the program forward. “In addition to the strong curriculum, our students will immediately be able to establish personal relationships with the local sports business community through the speakers we bring in, the internships we offer and the relationships we have.”

“Many business schools can offer classes in sports management or sports marketing,” said Assistant Marketing Professor Brad Carlson, Ph.D., who played college basketball as an undergraduate student and taught a Sports Marketing course last fall. “Having the ability to talk about a topic in class and then to bring in executives from local franchises or businesses — who are dealing with these very issues every day — to interact with our students takes the program to a phenomenal level. Their enthusiasm for what we’re doing adds tremendous value to our students’ experiences.”

The program plays to the strengths of the John Cook School of Business.

“First, our university is in an urban setting in an extremely sports-oriented city,” Boyle said. “Second, even before we began planning this concentration program, we had established many strong relationships with local sports franchises and companies through our internships and advisory boards.”

In addition to several business faculty members, the list of 50-plus (and counting) Sports Business Advisory Board members reads like a Who’s Who of the sports and entertainment industry. Individuals come from organizations including Anheuser-Busch; CAA Sports; the Detroit Red Wings; Fleishmann-Hillard; the Gateway Grizzlies; Global Spectrum; Harness, Dickey & Pierce; the Kansas City Royals; National Sports Agency; Nielsen Sports; the New Orleans Hornets; Premier Stinson Sports; the River City Rascals; the St. Louis Aces, Blues, Cardinals and Rams; the St. Louis Sports Commission; the Stadia Group; STATS; the U.S. Soccer Federation and several gaming industry and state agencies’ stakeholders, such as the Missouri Lottery and Gaming Commission.

“Many of them have been waiting for this, and now is their opportunity to get involved,” said Hayden, who Kaburakis calls the “soul behind the effort to involve the local sports community in this endeavor.”

Launching the Sports Business program requires tremendous interdisciplinary collaboration among business school departments and other SLU units. It will create new connections to SLU’s law school

and athletic department, as well as to local franchises, corporations and community organizations, and even other universities across the country.

“We build bridges, not walls,” Kaburakis said. “St. Louis is a tight-knit community. We need to tap everyone’s strengths and make the most of what we have here so we can compete with larger cities. An educational program like this can become the primary bridge linking all these different entities and advancing our community through our curriculum, research and service initiatives.”

APRIL 15-16 COMING OUT PARTY

The program’s official coming out party will be on April 15-16, when the John Cook School of Business and the Saint Louis University School of Law host a sport industry, law and business symposium titled, “Sports Business: Evolving the New Normal.”

It will be a return to town for business alumnus Mark Lamping (see the story on page 12), past St. Louis Cardinals president and current New Meadowlands Stadium Corp. CEO, who will kick off the festivities with an April 15 keynote address. He will be joined for a panel discussion by Bill DeWitt III, St. Louis Cardinals president.

THE WEEKEND CELEBRATION WILL ALSO FEATURE:

- Continuing Legal Education (CLE) panels for licensed attorneys on sport law and business matters on April 16.
- The unveiling of the newly formed Alliance for Sport Business, a national coalition of approximately 50 AACSB-accredited and other business schools with sports business programs.

Attendees will explore how sport business academic programs can prepare the industry’s future leaders while providing meaningful research. Expected Symposium panelists will include leading business operations executives and general counsel representatives from the NBA, NFL, NHL, MLB, MLS, NASCAR, NCAA, U.S. Soccer and companies like Anheuser-Busch, CAA Sports, Harness Dickey & Pierce, IFM Sports, National Sports Agency, Nike, Adidas, Rawlings, STATS and several other sports industry leaders.

TWO FACES OF SPORTS BUSINESS

This May, seven undergraduate students will complete the Integrated Sports Business Planning course and be the first SLU students to graduate with Sports Business certificates.

Hayden is collaborating with St. Louis Rams Vice President

of Marketing Adam Jacobs to teach this capstone course, in which students are redesigning an entire suite level at Busch Stadium, the Scottrade Center or the Edward Jones Dome. Senior marketing executives for each of those teams will judge the projects. This single project connects best practices in facilities, operations, food and beverage, corporate sponsorship, ticket sales, media and communications, human resources, accounting and finance.

“This is an example of how we can give students the type of one-on-one interaction with senior sports executives that their peers across the country would crave,” Hayden said. “What they do with this access and how they will set themselves apart is up to them. But I can say that each of our seven students is amazing!”

Senior accounting major Jeffrey Tiedeman has minors in Marketing and Sports Business. “Sports are my passion, and I fully intend to work in sports in some capacity after finishing law school,” he said. “I can’t imagine working in any other field.”

During the summer of 2009, Tiedeman worked for the Lincoln Saltdogs, an independent professional baseball team in Lincoln, NE. He currently has two internships: one with SLU’s athletic department and another with Sportsimpacts, which is headed by sports consultant and economist Patrick Rishe.

After graduating this spring, he plans to enroll in law school and to continue to work for either a team or an athletic department. After law school, Tiedeman hopes to hit the ground running with a career in sports. His dream job is to be the general manager of a Major League Baseball franchise.

“SLU students who are interested in working in sports and do not take part in this program are doing a major disservice to themselves,” Tiedeman said. “Between the lectures, the hands-on experience through our projects and homework, and the great guest lectures given by experienced sports professionals, I feel like I am prepared to tackle my career goals.”

Senior marketing major Katherine Jacoby has minors in Psychology and Sports Business. Jacoby, who swam competitively and played softball while growing up a Detroit Red Wings fan, has worked for SLU’s Men’s Division 2 ACHA club hockey team since her freshman year. Last year, she interned for the St. Louis Blues.

“My goal is to someday work for a team in the National Hockey League,” she said.

The Sports Business courses have helped her understand exactly what working in the sports industry will entail. “It takes a lot more than liking sports to be successful in such a competitive field,” she said. “This program prepares students in all the different facets. If a student has the potential to succeed, this program can help cultivate that talent. I have learned exactly what it will take and will be able to go out and say, ‘This is why you should hire me.’ As a soon-to-be alum, I am very excited to see where the program goes and how successful our SLU students can be.” **SH**

For more information about the new Sports Business Concentration program, visit business.slu.edu.



Recently named one of the “World’s Top 20 Most Influential Sports Lawyers” by *Sports Business International* magazine, Anastasios “Tassos” Kaburakis, Ph.D., is coordinating the new Sports Business program. He joined the John Cook School of Business faculty on Aug. 1, 2010.

Kaburakis brings a combination of credentials from both academia and the sports world. He has held faculty appointments at Southern Illinois University-Edwardsville, Indiana University-Bloomington, and Washington University Law School, and is a frequent consultant, author and presenter on sports law and NCAA compliance. He coached basketball at professional club levels in Greece, where he also worked as a sports lawyer. In 2000, he met current Billiken basketball head coach Rick Majerus while working at Majerus’ Summer Basketball Camps at the University of Utah as a volunteer assistant coach.

In 2005, Kaburakis married Kristin Folk, the director of development for the St. Louis Sports Commission. Folk was a star athlete at St. Joseph’s Academy in St. Louis before going on to excel in volleyball and basketball at Stanford University. She was also part of the 1996 U.S.A. Olympic Volleyball Team and played professional basketball for five seasons in the WNBA as well as in Australia, Switzerland and Greece. It was in Greece that she met her future husband.

A Cook School of Business task force conducted an exhaustive nationwide search to find the most qualified person to help develop the curriculum and lead the Sports Business program.

“Then we discovered Tassos in our own backyard,” said Adjunct Instructor Tim Hayden (MBA ’02). “It turns out he had actually developed a business plan for creating this program at SLU three years ago. We got so lucky to find him.”

“Tassos is awesome,” added Assistant Marketing Professor Brad Carlson, Ph.D. “I have been shocked at how quickly this program has moved this year. He is an incredibly motivated guy with a great attitude — and a tremendous understanding of what is going on in other universities and where we need to go to outshine those programs.”

“Kristin and I knew for a long time that we wanted our family to be in St. Louis,” Kaburakis said. “And this is exactly where a nationally competitive Sports Business program should be. The stars aligned through the sports network. We couldn’t feel more blessed.”

Sports is His Business

Three years ago, Mark Lamping (MBA '81) resigned from his position as president of the St. Louis Cardinals — a dream job for a born-and-bred St. Louisan who grew up idolizing the Redbirds and who took his future wife, Cheryl, to Busch Stadium on their first date — to accept a job as chief executive officer of the New Meadowlands Stadium Co., a joint venture owned 50/50 by the New York Giants and New York Jets NFL teams. His charge was to oversee the construction and operation of a new \$1.6 billion, 82,500-seat stadium in East Rutherford, N.J., housing the NFL's New York Jets and New York Giants.

During Lamping's 13-year term as Cardinals president, he led the renovation of the old Busch Stadium and the development of the new Busch Stadium. The club made seven playoff appearances and, in 2006, earned its 10th World Series championship. But with their three children either in college or out on their own, the Lampings were ready for a new challenge. Agreeing that the New Meadowlands Stadium project was a "once-in-a-lifetime" opportunity, they headed east.

In April 2010, the stadium opened to positive reviews. Today, Lamping is focused on operations, working to develop the stadium's business and doing everything possible to enhance the experience for fans. In 2014, the New Meadowlands Stadium will host the first Super Bowl held in an open-air stadium in a northern climate.

With excitement building around the new Sports Business program at the John Cook School of Business, it seemed the perfect time to check in with one of St. Louis' most accomplished and gracious sports business professionals.

SHAREHOLDER: How do you like being in New York City?

LAMPING: It has been a great experience. There is obviously no comparison to St. Louis in terms of size, activity or traffic. New York City has so much to offer, and we are truly enjoying our time here.

SH: How did you get into the sports business?

ML: The sports business is very hard to break into. There is so much interest and so little turnover.

After I received my MBA from Saint Louis University's John Cook School of Business, I was lucky to have the opportunity to get my first job at Anheuser-Busch. This came about through soccer. Growing up in South County, one of my coaches in the Busch Garden Soccer Club was Denny Long, who had become president of An-

heuser-Busch. I went into their Executive Development Program in the Corporate Planning division and then worked in several areas, ultimately finding my way to the head of Sports Marketing. In 1994, I left for seven months to work as commissioner of the Continental Basketball Association.

At that time, Anheuser-Busch owned the St. Louis Cardinals, and the baseball industry was entering into a difficult period of labor negotiations with the Major League Baseball Players Association. August Busch III and Jerry Ritter made the decision to have a president of the baseball team who came from a sales and marketing background as opposed to labor relations. Mr. Busch and Mr. Ritter believed that to come out of that labor negotiations in a strong position, the club would have to market itself differently. I was fortunate to be a known commodity to both of them. Through a very fortunate set of circumstances, I was named president of the Cardinals in 1994.

SH: You had a reputation for sitting in the stands with the fans rather than up in the team's box.

ML: My attachment to the franchise developed over many years. Growing up in St. Louis and even into my 20s and 30s, Cardinals baseball was a huge part of my social life. I spent a tremendous amount of time at the ballpark and understood how special Cardinals fans were. As president, I believed that the best way for me to understand how well we were serving the needs of the fans was to spend time with them and even purchase a few cold drinks for the loyal customers who made my job possible.

SH: What motivates you to stay involved with SLU and the Cook School of Business?

ML: My family has a great history with Saint Louis University. Though I went to Rockhurst University in Kansas City

to play soccer, I had brothers, sisters and many cousins who attended SLU. Growing up, I remember [chancellor emeritus and longtime president] Father Paul Reinert being a frequent guest in our family's home.

I could not have been more pleased with my experience getting an MBA at SLU. Certainly it was a critical part of obtaining my first job in Corporate Planning at Anheuser-Busch. Over the years, I have sent hundreds of letters to high school seniors interested in the business school. I was fortunate to have the opportunity to interview incoming freshmen as part of SLU's Presidential Scholarship Program. In my current capacity on the Cook School of Business Advisory Board, I am happy to do anything I can to help.

SH: Why is the new Sports Business program a good fit for the school and the city?

ML: There is a huge amount of interest in sports and sports marketing. As the industry has gotten more competitive, having a specialized education has become tremendously important for young men and women who are trying to enter the sports business. To get a job in sports today, you need to set yourself apart through customized educational programs and on-the-job experience. The Sports Business program will do exactly that for students.

With the many sports franchises and the concentration of large corporate sports sponsors who make their home in St. Louis, it is historically one of the country's best sports towns. Then you have the St. Louis Sports Commission working hard to bring major events to the city. So there is a real need from the industry, a very unique concentration of sports resources in St. Louis, a central location and great facilities. St. Louis and Saint Louis University will combine to create the perfect sports business laboratory. **SH**

GET IN THE GAME

BUSINESS SCHOOL, ATHLETICS TEAM UP TO ASSIST FEMALE ATHLETES

Recruiting: It's a familiar topic in the business and athletic worlds. A successful scholarship program is strengthening the combined recruiting efforts for two groups at Saint Louis University.

Through the "Get in the Game" scholarship program, now entering its sixth year, the John Cook School of Business and SLU Department of Athletics have struck a deal that helps draw talented, well-rounded students to both programs.

"Some of our best and brightest student athletes are also some of our best and brightest students," said Janet Oberle, associate director of athletics.

Ellen Harshman, dean of the John Cook School of Business, and Chris May, director of athletics, lead the combined effort to present the award each year. The scholarship, which offers recipients \$24,000 over a span of four years, is offered annually to one female business student with a partial athletic scholarship.

"I think for anybody, \$6,000 makes a big difference," Oberle said.

The first recipient, Mary Moloney (BSBA '09), was a transfer student recruited later in the year, when the bulk of available scholarship monies had already been promised to other players. In that instance — as with many other "Get in the Game" recipients — the scholarship made all the difference.

"This scholarship really gave Mary an opportunity to come here that she wouldn't have had," Oberle said.

"It definitely made my decision to come here a lot easier," said Natalie Gamez, a senior accounting and entrepreneurship major from Fort Worth, Texas. Gamez, who recently completed her final season on the Billikens' field hockey team, was the second "Get in the Game" recipient.

"It's a great opportunity for female athletes who also are involved in the business school to be given the opportunity to come to SLU," Gamez said. "I think it's a great program and hope it continues for years to come."

CELEBRATING FEMALE STUDENT ATHLETES

The "Get in the Game" scholarship was established in 2006 as a partnership between the business school and athletics.

"I think the John Cook School of Business is one of the best business schools in the country," said Jon Bell, head coach of the Billikens' track and cross country programs. "For the school to be able to provide that opportunity for these students is a good thing."

In addition to helping student athletes fund their college educations, "Get in the Game" supports recruiting efforts for sports programs that cannot offer full-ride scholarships.

"In my program, I work with limited resources," Bell said. "Any resource I can find that's available to bring in quality student athletes, I'm going to use it. I've had three athletes in the last couple of years come in entirely because of that program."

MAKING IT POSSIBLE

To raise funds for the scholarship, the Department of Athletics and School of Business co-host a luncheon event each April.

Throughout its six-year history, this event has raised more than \$205,000 to directly

fund scholarships for female student athletes studying business.

"I think it has strengthened our relationship with the Cook School of Business, which has been great," Oberle said of the program. "Twenty-five to 30 percent of our student-athletes are in the business school as it is, so it has helped us to engage with a campus partner."

The event, underwritten by Boeing, includes remarks from a speaker and a current female student-athlete. Coaches, players and other representatives of female athletic programs attend this event.

In addition to the set program, the event provides a networking opportunity for attendees and student-athletes. Oberle recalled a past recipient who appreciated that aspect of the event.

"This is an opportunity for the students to meet the kinds of leaders and role models that young women look up to," Oberle said. "For an 18-year-old girl, she thought it was so wonderful to have that opportunity to really start to create a network of people who you could not only look up to, but you could also have this wonderful conversation with and learn from."


FOUNDATION FOR SUCCESS

After graduating in May, Gamez will return home to Texas to open a specialty bakery, Red Jett Sweets. In that venture, her entrepreneurship studies and on-field experience will combine to give her the head start she needs to succeed.

"I think sports, in general, provide great life lessons," Gamez said. "They teach you a lot of things you can't learn in the classroom or that you don't get from just working a job."

For the John Cook School of Business, Athletics Department and donors, the "Get in the Game" program is a winning situation for all.

"We're all in it for the same goal," Oberle said, "which is to provide opportunities for young people, and in this case, provide opportunities for really talented young women."

In addition to mailed invitations, those interested in attending the April luncheon can find more information on the athletic department's website. To learn more about the Get in the Game Women's Sports Luncheon, contact Margo Lubus at lubusme@slu.edu. 

GET IN THE GAME PAST RECIPIENTS

2006-2007



Mary Moloney
Track and Field

2007-2008



Natalie Gamez
Field Hockey

2008-2009



Katie Merritt
Track and Field

2009-2010



Megan Nigbur
Track and Field

2010-2011



Jessica Van Nostrand
Softball

SPORTS FOR LIFE

Competing in athletics at Saint Louis University has had a tremendous influence on the lives of four John Cook School of Business graduates.

Scott Highmark (BS '95), the fifth-leading scorer in the history of the Billiken men's basketball team, is drawing on the habits he learned on the court to lead a private wealth management group.

Swimmer Cathy (Misterka) Derus (BS '06, Master of Accounting '07) is applying skills she learned in the water to work as a successful auditor.

As CEO of World Wide Technology Inc., former Billiken soccer defenseman Jim Kavanaugh (BS '86) has focused his tenacious work ethic on out-hustling the competition in the ultra-competitive technology industry.

Donnell Reid (BS '64, MBA '74), who competed on both the basketball and track teams in the early 1960s, has thrived in the banking industry.

Here, all four describe how Roman poet Juvenal's "sound-mind-in-a-sound-body" habits they picked up in their athletic careers have positioned them for success in business and in life.

SCOTT HIGHMARK

Men's Basketball, 1992-1995



During his freshman year at Saint Louis University, Scott Highmark was coming off a state basketball championship at Parkway West High School. He entered SLU with a heralded freshman class and lofty expectations. That 1991-1992 Billiken team finished with a 5-23 record, with an 0-10 record in the Great Midwest Conference.

Three years later, under coach Charlie Spoonhour, Highmark led the Billikens to their first NCAA Tournament win in 43 years with a 64-61 victory over the Minnesota Gophers.

"That win in Baltimore validated our basketball program's turnaround," Highmark said.

The Billiken Hall of Famer, three-year team captain and two-time first team Academic All-American credits Spoonhour for helping him get the most out of his ability. Though often outmatched in terms of skill, Spoonhour's clubs were never outworked.

"If you saw our team walking through the airport, you wouldn't have been intimidated," Highmark said. "We had 6'-5" guys across the front line. Spoon emphasized that basketball was not life and death and that it was supposed to be fun. His sense of humor always helped lighten the load. But at the same time, he knew how to push us mentally and physically beyond our perceived limits."

After graduating with his bachelor's degree in business, Highmark spent a year as a "basketball vagabond," playing professionally for Athletes in Action, the Rapid City (South Dakota) Thrillers of the Continental Basketball Association, and for teams in Australia and New Zealand.

"It was a great way to see the world," he said. "But when I realized I wasn't going to play in the NBA, I was eager to get going in the business world."

In 1996, Highmark went to work at A.G. Edwards as a financial adviser. Ten years later, Highmark transitioned his practice to his own private wealth management group — The Mosaic Group — within

Morgan Stanley Smith Barney in Chesterfield, Mo., where he is a senior vice president and family wealth director.

Though counseling clients about managing their finances and wealth can't compare to a fast-paced "Spoonball" practice in terms of physical exertion, it is mentally taxing.

"I use the lessons I learned as an athlete about discipline and consistency, being a good teammate, always doing the right thing and giving my maximum effort surface every day," said Highmark, the once-model Billiken who now is known throughout St. Louis as a model citizen.

"Scott is one of the nicest people you'll ever meet," said Martin Kilcoyne, sports director at FOX 2 TV in St. Louis. "He is just a genuinely good guy with tremendous integrity."

A few years ago, with an aching knee and sore back slowing him down in local amateur hoops leagues, Highmark, 37, hung up his high tops for good. These days he gets his basketball fix by working as a TV announcer for about a dozen NCAA games a year — he still gets butterflies in his stomach before calling a game. He also coaches his daughters' teams. He and his wife, Linsey, have three girls aged 9, 6 and 2.

"It's so much fun to see kids learn and have success," he said. "When they lose, we teach them about being good sports. We're never going to force our daughters to play sports, but it's great to see them move around and just be healthy. I'd love for them to learn the same life lessons I got from athletics."

CATHY (MISTERKA) DERUS

Women's Swimming, 2003-2006



Cathy (Misterka) Derus was a leader on a Billiken women's swimming team that went undefeated for two straight years. She mainly swam middle-distance and distance freestyle.

"My lasting memories of swimming have been the friendships I made," she said. "And the training trips. Though we were training

twice a day and were absolutely exhausted, we still had fun. Highlights include, seeing the Grand Canyon, visiting Disney World and going deep sea fishing in the Florida Keys.”

Saint Louis University has been the backdrop for several significant events in Derus’ life.

“I met my husband, John Derus (BS ’06), at SLU in the spring of 2005,” she said. “We were on the planning committee for the SLU Tsunami Relief Fundraiser and realized we had mutual friends. John proposed near the pond by the John Cook School of Business and Cupples House. Our wedding was at St. Francis Xavier College Church in 2008. My sister, Christie Misterka, is currently studying for her MBA, so we’ll be back on campus for graduation in May.”

After working as an auditor at Ernst & Young, LLP, for two-and-a-half years, Derus, a licensed CPA in Missouri and Illinois, moved with her husband to Chicago in December 2009. Since then, she has worked as an auditor at McGladrey & Pullen, LLP.

As a college swimmer, Derus participated in morning and afternoon practices during the week and swam again at meets or practices on the weekends.

“Being a student-athlete definitely takes sacrifice and commitment to both your studies and sport,” she said.

The busy schedule forced Derus to set priorities and hone her time management skills.

“At the start of each season, I’d have a goal in mind,” she said. “It could have been to set a new personal record or achieve a certain grade in a class.”

To fit it all in, Derus had to make compromises with herself and let go of her natural drive to be a perfectionist.

“School was my number one priority, so I wouldn’t beat myself if my swimming times were a little slower than I wanted,” she said. “And since I wanted to compete in swimming throughout college and still have a life, I wouldn’t drive myself crazy if I didn’t get an A+ on every paper or test.”

This experience taught Derus the value of the 80/20 rule.

“I learned that when writing a paper, I could get 80 percent of the way there in 20 percent of the time,” she said. “The remaining 80 percent of my time spent on the paper would be for minor details that wouldn’t make a significant difference in my overall performance.”

Her time on the swim team also revealed the value of teamwork and collaboration.

“Even if you don’t like everybody on the team, at the end of the day you’re all working toward the same goal,” Derus said. “To succeed, you have to get over any differences as early as possible.”

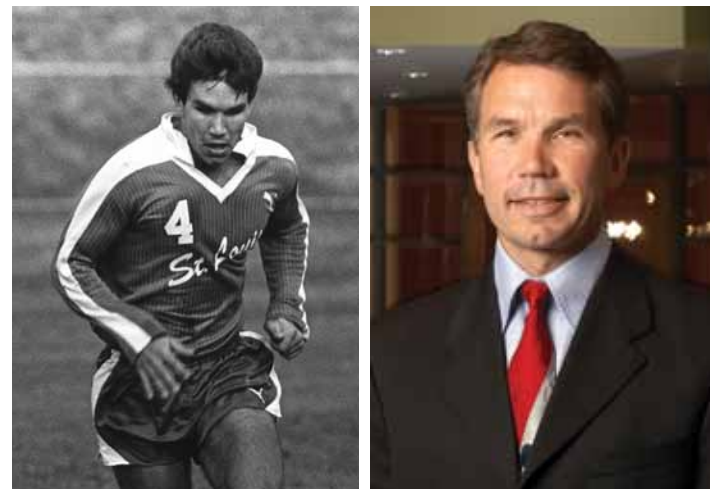
These days, to satisfy her urge to be active and compete, Derus has substituted running for swimming. This April, she’ll run her fifth half marathon when she returns to St. Louis for the GO! St. Louis race. Last fall, she went the full 26.2-mile distance by completing the Chicago Marathon.

“I guess I’m a glutton for punishment,” she said.

Read Derus’ blog at <http://fiscallychic.blogspot.com/>

JIM KAVANAUGH

Men’s Soccer, 1983-1986



As a freshman defender at Saint Louis University, Jim Kavanaugh played for Coach Harry Keough. One piece of advice given to him by the St. Louis soccer legend has stuck with Kavanaugh for nearly 30 years.

“Harry told me that I had the ability to find the ball no matter where he put me on the field,” said Kavanaugh. “He told me this was a unique trait and urged me to use it in everything I do.”

Kavanaugh admits that, at the time, he didn’t fully understand how this trait applied to areas outside soccer.

“But now, after playing and working in business and coaching my own kids, I know exactly what he meant,” he said. “Most people want to be told what to do. If a ball is thrown out onto a field, some people wait for someone to tell them what to do. Others go get it and figure out how to make something happen. I try to apply this approach to everything I do.”

It’s working. Kavanaugh is the chief executive officer and co-founder of World Wide Technology Inc. (WWT), a St. Louis-based global technology company with 1,500 employees and more than \$3 billion in annual revenue. Last October, he was inducted into SLU’s Smurfit-Stone Entrepreneurial Alumni Hall of Fame.

Joining Kavanaugh at WWT are several former Billikens soccer teammates and John Cook School of Business alumni. Among them: Joe Koenig (’88) is president, Tom Strunk (’89) is chief financial officer, and Bill McKeon (’84) is vice president of federal sales.

“Whether it is playing soccer or building a business, you want to be surrounded by smart people who have a positive attitude, a strong work ethic and who are team players,” Kavanaugh said.

Though he was born with a certain amount of pure athletic ability, Kavanaugh maintains he would not have experienced a soccer career that included four years at SLU, 18 months traveling the world with the 1984 U.S. Men’s Olympics club and two years in the Major Indoor Soccer League without good, old-fashioned hard work.

“I was never talented enough to coast along on my athletic ability,” Kavanaugh said. “My success in soccer and business has a lot to do with hard work. That’s the approach we take at World Wide Technology. We support each other, we don’t cut corners, and we out-work the competition.”

More than a decade ago, Kavanaugh labored for six months to write WWT’s core values. The challenge was coming with something that was simple but would also drive the behavior of the organization. The result was an “E-PATH” to success:

E: Embrace change and diversity of people and thought.

P: Passion and strong work ethic.

A: Attitude — be positive and open-minded.

T: Team player — be proactive and share ideas.

H: Honesty and integrity.

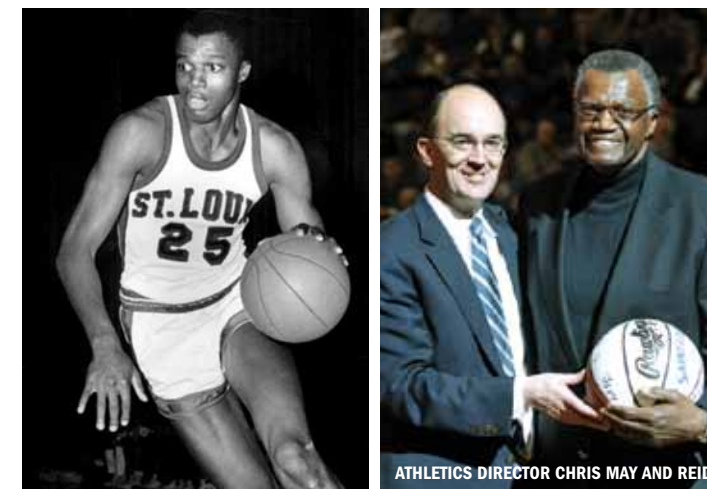
Today, these core values are embedded in everything WWT does. Twice a year, its people are graded on how well they adhere to them.

“This can have as much or more importance than their job performance,” Kavanaugh said. “To succeed here, even the best performers in the company, like the best goal-scorers on a soccer team, must behave according to these core values. If they can’t, we will offer them coaching and then, if necessary, ask them to leave.”

Kavanaugh coaches the soccer teams of his 15-year-old son and 17-year-old daughter. His advice to his kids, players and all young people is simple: “If you want to be average, that’s easy — do what everybody else is doing. But if you want to be really successful, prove it. Nothing great happens without passion and hard work.”

DONNELL REID

Men’s Basketball and Track, 1961-63



In 1959, Donnell Reid walked onto Saint Louis University’s campus as 17-year-old boy from the city’s Beaumont High School.

“I was unsure of what was ahead but determined not to fail,” Reid remembered.

Though he had received several scholarship offers, Reid had

been attracted to SLU because the freshman basketball coach, Fred Kovar, was a Beaumont and SLU graduate. His high school coach, Tom Stanton, also was a SLU alumnus and was a strong advocate for both the University and the Jesuit experience.

At the time, the dean of the School of Commerce and Finance was Stephen Vasquez.

“He was a great man, and we had a wonderful relationship,” Reid said.

The 6’-4” forward, a member of the Billiken Hall of Fame, helped lead SLU’s basketball team to the National Invitation Tournament (NIT) two times, including a 1961 loss in the finals to Providence. Fifty years later, in January 2011, SLU’s athletic department celebrated that 1961 club with a Billiken Legends honor on the court at Chaifetz Arena.

Reid also threw the shot put and discus and competed in the high jump for SLU’s track team.

After graduating in 1964, Reid was drafted into the U.S. Army and went to Vietnam to serve in the infantry. Upon returning to St. Louis in 1966, he went to work for Millstone Construction Co., which worked on projects including construction of the Gateway Arch, the original Busch Stadium and several major malls. He then became a corporate accountant for Ralston-Purina Co. before settling into the banking industry in 1972.

Reid spent the next 25 years working in various executive positions for Mercantile Bank. After retiring in 1997, he returned to serve as chairman and CEO of Gateway National Bank in St. Louis and is currently on Bank Star Inc.’s executive committee and on the board of directors of an affiliate Bank Star bank in Pacific, Mo. He also is on the board of governors for Los Angeles-based Farmers Insurance Co.

Reid, 69, is a widower with three adult sons. He has lived his entire life in the St. Louis area. He recently bumped into Ed Macauley (A&S ’49), now 83, at a McDonald’s restaurant.

“We live in the same neighborhood,” Reid said. “Easy Ed still loves talking about his time at Saint Louis University High School and Saint Louis University.”

A former president of SLU’s Black Alumni Association, Reid remains a long-time member of the organization. He still attends Billiken basketball games when he can and holds a membership at the Simon Recreation Center.

“The academic training, moral structuring and athletic experience I received at SLU have served me well in my personal life and in my business career,” he said.

Reid cites three specific lessons that he learned from competing in basketball and track:

“First is the importance of planning and preparation.

“Second is that you learn not to boast when you win or cry when you lose.

“Finally, I learned that, as with performing athletically, life in all its aspects is an ongoing journey.” **SH**

Networking Happy Hour

Every-other month, the John Cook School of Business Alumni Board sponsors the JCSB Networking Happy Hour for alumni in the St. Louis area. The next Networking Happy Hour is scheduled for Wednesday, May 11. Hope to see you there.

For more information and to register, visit alumni.slu.edu/jcsbnetworking2

Trivia Night a Success



On Jan. 29, 230 alumni, students and friends of the JCSB gathered for the annual trivia night, sponsored by the John Cook School of Business' Alumni Board. Proceeds from the event will benefit the

John Cook School of Business Scholarship Fund. If you were unable to make the Trivia Night this year, please plan attend next January.

Homecoming Photo Contest

The Office of Alumni Relations is sponsoring its first Homecoming Photo Contest. Share your special SLU memories and photos. Selected photos will be posted on the Homecoming website and will appear on campus during Homecoming Weekend, Sept. 23-25, for everyone to enjoy.

Submit your photos online: alumni.slu.edu/homecoming2011

Easter Egg Hunt



Join the Billiken, the Easter Bunny and the Saint Louis University community for the annual Easter Egg hunt on Saturday, April 23. Bring your family back to campus to take part in this special tradition.

For more information and to register: alumni.slu.edu/easter11

Jersey Boys at the Fox



Don't miss the Tony Award-winning musical of how four blue-collar kids became one of the biggest successes in pop music history. The preshow reception will begin at 5:30 p.m. in the Sinquefeld State Room in DuBourg Hall, and curtain is 7:30 p.m. on Sunday, May 15. Tickets for the reception and the show are \$85.

Get your tickets today at: alumni.slu.edu/stljb11

Save the Date:

John Cook School of Business Excellence Awards Ceremony
Saturday, May 14

Join John Cook School of Business alumni, faculty and staff for the Excellence Awards. The Excellence Awards recognize outstanding alumni, faculty and corporate partners.

Homecoming 2011 - Sept. 23-25



Join the SLU community in celebrating 2011 Homecoming weekend. Come back to campus to enjoy all of the traditional fun — a concert, campus tours, the golf cart parade, soccer and fireworks.

For more information, please visit alumni.slu.edu/homecoming2011

Billy Elliot at the Fox



Winner of 10 Tony Awards, *Billy Elliot* is making its debut in St. Louis this fall.

Sunday, Nov. 6, 2011
5:30 p.m. preshow reception
7:30 p.m. curtain, Fox Theatre

Baseball Games

As you make your summer plans, please join fellow alumni for SLU Alumni Night at the Ballpark in a city near you.

Register online now: alumni.slu.edu/baseball11

Cardinals vs. Diamondbacks, April 13
Cardinals vs. Dodgers, April 16
Cardinals vs. Braves, April 30
Cardinals vs. Royals, May 22
Cardinals vs. Padres, May 25
Cardinals vs. Rockies, May 27
Cardinals vs. Astros, June 9
Cardinals vs. Nationals, June 16
Cardinals vs. Indians, June 22
Cardinals vs. Orioles, June 30
Cardinals vs. Devil Rays, July 1
Cardinals vs. Reds, July 16
Cardinals vs. Mets, July 20
Red Sox vs. Royals, July 26
Cardinals vs. Cubs, Aug. 21
Cardinals vs. Phillies, Sept. 16



THE BALANCING ACT

BY SARAH SEPTIEN

This is my fourth year competing on the Saint Louis University women's tennis team. Being a college student and an athlete is definitely a challenge, especially with the additional responsibilities that come with being a team captain. Yet it brings significant rewards.

The key to succeeding at both is learning how to balance academics and sports. For me, this has required careful planning. Every day I use three different agendas to keep track of everything I need to do for school or tennis. As scattered as this tactic may appear, it works for me.

When it comes to academic activities and assignments, student-athletes do not have the luxury of procrastination. If we delay our work until day or night before it's due, we may as well "kiss our grade goodbye. Unlike other college students, who could perhaps pull an all-nighter, student-athletes must be always sufficiently rested to perform at the highest level — even at practice. Keeping up with our assignments keeps us on top of both our academic and athletic performance.

Another key is to know our priorities and then keep them straight. For young college students, this can be the most challenging aspect of higher education. We need to be careful not to let our feelings and emotions influence us more than rationality and

our duties. To make responsible decisions, we must always stay focused on our priorities. When we have a tournament, for example, we need to prioritize that responsibility over the potential personal satisfaction of going out for a fun time. Keeping our priorities straight is certainly a constant internal struggle that may ignite more at certain times. But this has proven especially helpful now that I have suffered a hip injury that prevents me from competing.

Being injured is probably the hardest of times for student-athletes, both emotionally and physically. When our bodies are hurt and trying to recover, our spirit may be down because we can't compete. In addition, we may lose sight of the final goal and relieve ourselves of certain duties because we feel absolved of responsibility. All this begins to shift our priorities, which is why we need to keep them straight to prevent ourselves from going through this damaging cycle.

Being a student athlete certainly requires work and responsibility. It may cause us to miss certain social events and vacations due to practice or competition. But the rewards far outweigh the burdens, which is why so many students choose to follow this rewarding path.

Practice time is time for myself. I can free my mind from all the worries of the day

and disconnect from reality. Moreover, I am spending time with my second family, which is what our teams become. We spend so much time with each other and get to bond through so many different experiences that we basically become an extended family.

Being a student-athlete also teaches us many virtues and helps us become better human beings. It teaches us responsibility, respect, love, persistence, humility, cooperation, punctuality, tolerance — the list goes on. In addition, we get to do something we love every day and are rewarded for it. We get mentally and physically challenged to a level that only student-athletes can ever understand. We also get a special respect and praise from our teachers and classmates along with the personal pride that comes from representing our school. These are all great benefits.

Being a student-athlete is tough and challenging, but the benefits far surpass the burdens. It is a once-in-a-lifetime opportunity that I am thrilled to have had.

Senior Sarah Septien will graduate in May with concentrations in international business and marketing. As a four-year member of the Billikens women's tennis team, she has been named to the Atlantic 10 Commissioner's Honor Roll (minimum 3.5 GPA) during every semester. SH