

FOR THE WEEK OF MAY 4 THROUGH MAY 10, 2004

BLACK COLLEGE
SPORTS PAGE
TM

Russell, SWAC & SIAC logos
RUSSELL: SWAC and SIAC get huge deal with major athletic apparel company.

THEY'RE DEALIN'

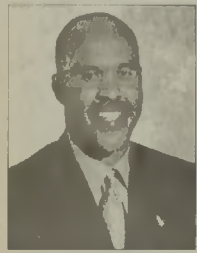
▼ CONFERENCES INK MAJOR DEAL WITH
RUSSELL; DICKERSON TO LEAD NCCU HOOPS

UNDER THE BANNER

WHAT'S GOING ON IN AND AROUND BLACK COLLEGE SPORTS

NC CENTRAL GETS ITS MAN:

North Carolina Central University announced last week that former University of Tennessee at Chattanooga head coach, **Henry Dickerson**, will be the Eagles new head men's basketball coach replacing **Phil Spence**. Dickerson brings 23 years of collegiate coaching experience, including five seasons as head coach at UTC, guiding the Mocs to two Southern Conference South Division titles and an overall record of 72-73 from 1997-2002. During that time, 14 of his student-athletes received their



UTC Photo

DICKERSON: Former Tennessee-Chattanooga head coach takes the reins at NC Central.

degrees and UTC led the Southern Conference in attendance each year. He also served as associate head men's coach at UTC from 1989-97, and held assistant men's basketball coaching positions at Marshall (1983-89) and the University of Charleston (1979-83). Dickerson's four-year contract, which includes an annual salary of \$80,000, will begin May 3, 2004. "I am impressed with his credentials," said NCCU Chancellor, **Dr. James H. Ammons**. "He has a solid background as both a coach and administrator, which demonstrates that he has an understanding of the importance of balancing athletics and academics." A native of Beckley, W.Va., Dickerson, 52, was a four-sport letterman at his hometown Woodrow Wilson High School before accepting a scholarship to play basketball at Morris Harvey College in Charleston, now known as the University of Charleston. He quickly established himself as one of the top student-athletes in the West Virginia Intercollegiate Athletic Conference, earning first team all-Conference and WVIAC all-Tournament for four consecutive seasons. He was also voted to the All-Academic West Virginia team before receiving his bachelor's degree in Physical Education in 1973. He went on to play professional basketball in Israel and had a short stint in the NBA. His coaching career began in 1978 at Maury High School in Norfolk, Va., as an assistant and he accepted his first collegiate coaching position in 1979 at the University of Charleston. He has also served as assistant dean of student development at UTC the past two years. Dickerson is married to the former **Deborah Jones** of Norfolk, Va., and they are the parents of two sons, Brian and Brandon.

KUDOS TO McCANTS:

Former Delaware State University football great **Darnerien McCants** has been selected by the NFL's Washington Redskins as the team's 2003 Walter Payton Man of the Year, an NFL award that recognizes a player's off-the-field community service, as well as his playing excellence. As a result of his nomination, NFL Charities donates \$1,000 to a nonprofit organization of the honoree's choice. McCants selected the Delaware State University football program as his recipient. According to a statement by the Redskins, McCants participated in all of the community events with the Washington Redskins Leadership Council, the nonprofit foundation of the team, this past season. His charitable work includes participation in Knock Out Abuse (benefit for battered and abused women and children), Taste of the NFL (benefit for DC Central Kitchen), Rally Round the Redskins (benefit for McDonald's House Charities) and Quarterback Club Luncheons. McCants also makes regular visits to Washington's Children's Hospital, and distributes goods to needy families. In addition, through the Redskins Read program, McCants has made several visits to local libraries and schools to read to youngsters while donning his Dr. Seuss "Cat in the Hat" head gear. McCants is a 2001 DSU graduate, earning a bachelor's degree in General Art. The Odenton, Md., native competed for the Hornets from 1997 to 2000. As a senior, he was a Div. I-AA all-America and all-MEAC first team selection after leading all I-AA players with 18 touchdown catches, setting DSU and MEAC single-season records. McCants has made regular donations to the university since his graduation. In 2003, McCants recorded 27 catches for 360 yards for Washington, while tying for the team lead with six touchdowns.



McCANTS: Earns Walter Payton honor from NFL's Washington franchise.

Russell signs lucrative HBCU deal

After negotiating the historic partnership, New Vision Sports Properties announced last week that Historically Black College Conferences and Russell Corporation have formed an exclusive agreement that will serve as the basis for a first-of-its-kind licensing alliance for the conferences.

Beginning with this fall's football season, the **Southern Intercollegiate Athletic Conference (SIAC)** and **Southwestern Athletic Conference (SWAC)** will grant a five-year exclusive license to Russell to manufacture and sell the merchandise of the Historically Black Colleges and Universities (HBCUs) comprising the conferences.

As part of the agreement, Russell will provide the conferences with royalties on the sales of apparel licensed through the institutions. Russell will also supply the schools with some uniforms, performance and casual apparel,

and athletic equipment at no cost, whereas in the past the HBCU schools purchased all of their own products.

"New Vision Sports has created an opportunity for the conferences to leverage our visibility in a way that will greatly improve our athletic programs," said SWAC Commissioner **Robert Vowels**. "The SWAC is proud to be involved in such a historic partnership."

Athletic programs from the three conferences included in the agreement are men's and women's basketball and soccer, football, baseball, softball and volleyball.

"These agreements expand our opportunities beyond the team uniform business," said **Jon Letzler**, Russell Corporation president and COO.

"By including our Russell Athletic, JERZEES, Moving Comfort, Bike and Spalding brands, we will have increased

brand awareness and sales opportunities from the playing fields to the college bookstores.

"In addition to the business opportunities for Russell brands, the colleges and universities will have the best apparel and equipment based on our more than 100 years of experience. This is a true win-win situation."

"This unprecedented association we have formed with Russell marks a major step forward for our sports programs," said SIAC Commissioner **Dr. William Lide**. "Significant new dollars will reach our athletic programs through this agreement. This allows us to take more control over what products we present to consumers. It also opens new doors for Russell and its products."

The SIAC and SWAC are comprised of 21 institutions of higher learning that have been in existence for over 100 years, producing some of the sporting

world's most famous athletes, including legendary names like **Deacon Jones**, **Edwin Moses**, **Walter Payton**, **Lou Brock**, **Shannon Sharpe** and **Willis Reed** among others.

New Vision Sports Properties of Oakland, California is a full service sports marketing company that specializes in selling, executing and servicing major corporate sponsorships.

In its first year of representing the SWAC, MEAC and SIAC as a group, New Vision has aggressively implemented a multi-faceted sports marketing program that has generated huge dividends for the universities in the form of a newly created and extensive television deal and a new merchandise/retail program.

As part of its newly created corporate partnerships for the conferences, New Vision has produced relationships with three Fortune 500 companies.

BCSP Notes

Former MEAC Commish lands at Averett

Hampton graduate and former **Mid Eastern Athletic Conference** Commissioner **Charles Harris** was named last week as director of athletics at Averett University April 26 by President **Dr. Richard Pfau**. Harris replaces **Vesa Hiltunen**, who retired after 28 years of service to the university.

"Charles Harris emerged early in our search as an outstanding leader who has accomplished much in his career," Averett President **Dr. Richard Pfau** said. "He has built strong and successful academic and athletic combinations at University of Pennsylvania in the Ivy League and Arizona State in the Pac-10. His is a compelling presence, and I look forward to the contributions he will make to the entire University as a member of our leadership team."

Harris has served as director of athletics at the University of Pennsylvania and Arizona State University, and as well as commissioner of the MEAC. He has also chaired the NCAA Division I Management Council, the most senior position not held by a college or university president in the NCAA hierarchy, and has served on the NCAA Division I Men's Basketball Committee. Presently, he is a partner with **Excel Development Systems, Inc.**, a private management and consulting firm based out of Greensboro, N.C., that provides strategic advising and crisis management in the sports field.

In the spring of 2002, Harris withdrew from acceptance of the athletics directorship at Dartmouth College when a discrepancy in a resume from 1979 was reported.

"I sacrificed short term aspirations for



HARRIS

HAYNES

PEOPLES

long term values," said Harris of the 1979 incident. "I apologize to the entire athletic community for failing to live up to the standards that make athletics so important in any university community. For me, the most important lesson learned is there is only one way to do anything: that is the right way. In that regard, I am very appreciative of Averett viewing my past indiscretion in the context of an overall body of work in athletics that has spanned 25 years."

Said **Dr. Pfau** of the Averett decision, "When **Charles** told me about the situation, we talked with the Dean at Dartmouth and then asked the advice of Averett's faculty committee on intercollegiate athletics, who recommended that we go ahead. The final decision to hire him is mine, based on his complete record and great promise for the future."

Administrators and coaches throughout the NCAA have offered praise for Harris and for Averett's decision. The University received congratulations from officials at UVA, Dartmouth, NC State, Syracuse and other Division I schools and associations.

Peoples stars, West prevails in Cleveland All-Star tilt

From The Cleveland Plain Dealer

St. Augustine's center and CCAA Most Valuable Player **Desmond Peoples** tallied a game-high 29 points and grabbed 12 rebounds but it was not enough to hold off the West All-Stars who took the first Black College All-Star game played at Cleveland's Gund Arena Saturday night, 103-95.

A crowd of 13,793 was on hand to watch four all-

star games including the finale which featured seniors from the SWAC and SIAC on the West squad and counterparts from the CCAA and MEAC on the East.

Too much balance by the West offset the sterling offensive performance by **Peoples**. Seven West players scored in double figures with none getting more than 15.

"I had never seen him play," said East coach **Lafayette Stribling** from **Mississippi Valley State**. But the 6-8 Peoples said he did not arrive in Cleveland under the radar.

"The players knew," he said. "I had played against a lot of these guys last weekend in Atlanta."

In the opening half, the West used its balance to counter the inside work of Peoples and 6-9 **Anthony Greenup** from **Shaw**. Both used their size to stick back offensive rebounds from missed jumpers, or to throw down alley-oops.

The West was aided by the East not starting celebrated guard **Terrance Woods**, one of the leading scorers in the nation out of **Florida A&M University**. When Woods did hit the court, he found it hard to get in rhythm. He scored just four points in the opening half.

Grubbling forward **Paul Haynes** and **Benedict** forward **Eugene Jackson** were a combined 10-of-16 shooting in the opening half for the West and more importantly the West had just seven turnovers to help build its slim halftime advantage.

In the second half, the West was content to spread the wealth with **Haynes** finishing as its leading scorer with 15 points, and solid 46.9 percent shooting for the game. The East struggled offensively, shooting 38.8 percent for the game, as **Woods** finished with just 10 points.

Spring Sports Round-Up

B-CC rules MEAC Baseball . . . and Softball

Bethune-Cookman got its chance at redemption with a 7-4 win over **Delaware State** in the second of two games Sunday to claim its sixth straight **Mid-Eastern Athletic Conference** baseball title at Disney's Wide World of Sports Complex.

The Wildcats dropped a 4-3 decision to Delaware State University earlier in the day. The loss forced another match-up between the two conference rivals. In game two, **Colin Irvine** was credited with the win for B-CC while **Jimmy Conroy** received the loss for DSU.

B-CC placed four players on the All-Tournament team in **Bryan Maples**, **Brad Frick** and **Juan Figueroa**, and **Jon Roberts**. Roberts was also named Outstanding Performer for the tournament.

Bethune-Cookman won three games on Sunday, including a sweep of previously unbeaten **Delaware State**, to capture its fifth straight **Mid-Eastern Athletic Conference Softball** Championship. The Wildcats defeated Delaware State 4-3 in the championship final Sunday afternoon at Disney's Wide World of Sports Complex. Bethune-Cookman will represent the MEAC in the 204 NCAA softball Tournament.

Bethune-Cookman trailed 3-2 before scoring the winning runs on a throwing error with two outs in the bottom of the sixth inning. The Wildcats defeated Delaware State 9-1 earlier in the day to force the deciding game.

Sunday morning, Bethune-Cookman blanked Florida A&M 6-0 to reach the championship round. In the clinching game, Bethune-Cookman scored the winning runs on a sixth inning error for the final margin.

Hampton, FAMU get track titles

Hampton University's women's track and field team won their third straight **MEAC** Outdoor Track and Field title outdistancing their closest opponent by 57 points. The Hampton men took a share of the men's Championship, splitting the trophy with **Florida A&M**, who captured their ninth overall title.

Hampton women dominated with 151 points led by juniors **Kellie Wells** and **Maisha Pinkard** who finished with 24 points apiece. Pinkard finished first in the 400-meter dash with a time of 52.93, while Wells finished first in both the 100-meter hurdles (13.77) and the heptathlon (4,690). Senior **Chloe Davis** finished first with a time of 59.12 in the 400-meter hurdles, and second in the 100 meters (14.01).

Kevin Hicks, the Championship's Outstanding Performer, led the Rattlers with 22.5 individual points. Hicks earned three first place finishes including the 800-meter run (1:49.41), 1500 meter run (3:55.33), and a first leg contribution in the 4x400 meter relay with a time of 3:09.38.

Jerome Mathis of Hampton followed close behind with 21.5 individual points to lead the Pirates. Mathis finished with a first place 100-meter finish (10.71), third place in the high jump (2.03m), and a fifth place long jump effort of 7.24 meters.

Norfolk State finished second in both the men and women's competition with 81 points (men) and 94 points (women).

Ashley Horn of Morgan State earned 2004 MEAC Outstanding Performer honors with first place finishes in the shot put (13.66m) and javelin throw (39.98m). Horn ended the championship with 28 individual points. For complete 2004 MEAC Outdoor Track & Field results log on to www.meacsports.com.

NCAA Div. II Tennis Championships

CAA Champion **Johnson C. Smith** (18-10) will meet North Florida (22-2) in Jacksonville while SIAC titlelist **Tuskegee** (11-6) will travel to Valdosta, GA to face Valdosta State (17-3) in first round action beginning May 7 in the NCAA Div. II men's tennis Championships.

The SIAC champion women of **Clark Atlanta** (9-3) will meet West Florida (23-5) in Pensacola, FL on May 7 in First Round play.

The men's and women's Tennis Committee selected the teams and 16 first-and second-round sites of the Championships last week.

The 16 first- and second-round tournaments will be conducted May 7-9, with the winner of each first- and second-round tournament advancing to the finals in Altamonte Springs, Florida, May 12-15. The men's and women's championships are part of the NCAA Division II National Championships Festival, which will feature six Division II championships.

Southern repeats in women's/men's tennis

In a repeat of last year's SWAC Women's Tennis Championship, **Southern** narrowly defeated **Alcorn State** 4-2 to take the 2004 title. The championship came down to the last match to determine if the match would tie and they would have to play the doubles matches or if Southern would win their third consecutive SWAC Women's Tennis Championship title.

The Lady Jaguars receive an automatic bid to the NCAA Tennis Championship.

On Sunday, Southern won its third consecutive SWAC Men's Tennis championship with a sweep of **Prairie View**. It took only the doubles point and three singles matches to determine the championship. The Jaguars receive an automatic bid to the NCAA Tennis Championship.