

Sports business opportunities to be found at Kenan Center

By Jason Lowe
Staff Writer

Sports merchandising and management have become major industries in the United States in recent years, and North Carolina is no exception.

Aspiring entrepreneurs and managers may attend a conference today to find out how to become part of such business opportunities. The N.C. Sports

Industry and Sport Management Conference will begin at 8 a.m. in the Educational Foundation's Bowles Room, located in the Kenan Center behind the Smith Center.

Ronald Hyatt, conference coordinator and physical education professor at the University, said the meeting would give students a head start in the job market.

"This is an excellent opportunity for

our students in sports management to make job connections," he said. "The program will benefit graduate students in the M.B.A. program interested in sports industry and those in sport and leisure services."

Several speakers from various agencies will share knowledge about their fields. LeRoy Walker, president of the U.S. Olympic Committee, tentatively is scheduled to speak at the evening awards

ceremony, which begins at 7:15 p.m.

Hyatt said the conference would provide a chance to recognize the contributions that sports-related industries had made to the state.

"To the best of my knowledge, this is the first time that representatives from state government, public and private colleges and universities and the sporting goods industry have gotten together in a state to look at the contributions of

the sports industry," he said.

"Sara Lee Corporation employs over 30,000 people with its Champion and Hanes T-shirt sportswear. We would like to keep those people within the state of North Carolina and recognize their economic contributions."

Members of different colleges will work with state resource representatives to promote the sports industry within the state, Hyatt said.

"The conference offers North Carolina a unique opportunity of assuming a leadership role in locating the size of its sports industry and promoting it—both within and outside the state," Hyatt said.

The cost of the event is \$15 for students and \$125 for non-students. Lunch, an awards ceremony and a commemorative conference notebook containing an N.C. sports industry directory are included in the conference.

Baseball

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Long encourages nonblacks to purchase his company's products. "The products are not just for black people," he said.

"I hope white people will look at this merchandise and try to learn about (its historical significance)."

Thorpe

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health-care costs," he said. The stint with Clinton isn't Thorpe's first foray into a national campaign.

Thorpe said he gained a great deal of experience studying health reform issues by working with Michael Dukakis during Dukakis' unsuccessful 1988 presidential campaign.

"It was absolutely fabulous," Thorpe said. "The guy is bright. He's very, very interested in the issues."

"He appointed me to some commissions in Massachusetts, and I would just meet with him informally when he was governor to talk about health reform issues and during the campaign."

Baggett and Long said blacks now are better displaying their pride in the notable accomplishments of African Americans.

"Definitely we're seeing a rise in Afrocentrism," Long said. "I hope it's not a fad or a fashion. I hope it will be a cultural revolution."

Dukakis and Thorpe will be appearing together on campus today to give a joint presentation on challenges facing Clinton as he tackles health-care reform. The presentation will be held at 4 p.m. in the first-floor auditorium of Rosenau Hall.

Jane Pitcher, research assistant to Thorpe, said she was very enthusiastic about Thorpe's appointment to the transition team.

"I think we are really fortunate to have an expert in that area here in Chapel Hill and in our university," Pitcher said. "He's absolutely incredible and such an important resource for our University."

Court

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sided over cases in all 100 counties.

Manning said he lost his judicial bid because voters outside of his district were not familiar with him or his accomplishments, but Farmer said it was the responsibility of every candidate to make himself known to the voters.

"I run where (the legislature) tells me to run—it doesn't really matter to me," He said. "You have to gear your campaign to the area you're running in. We had a campaign strategy that paid off."

Although Manning and Farmer disagreed about the scope of the electorate, both adamantly said party labels should be removed from the election of judges.

"It ought to be nonpartisan," Manning said. "Judges have no business with political labels. You're supposed to be fair and impartial."

Farmer agreed and suggested that a new system be developed in which judges would be selected based on merit.

"I support the merit system and have for 20 years or more," Farmer said. "I don't like politics in the judicial system. It shouldn't matter whether you're a Republican or a Democrat."

Jack Cozort, a judge on the 4th U.S. Circuit Court of Appeals, said he also supported a merit-based system for the selection of judges, but for different reasons.

"I think a better system would be

some sort of merit system with retention over partisan election of judges ... (because) it's very difficult to campaign as a judge," Cozort said.

Cozort said that judicial candidates had difficulty raising money to campaign and that they were not allowed to comment on specific issues.

Although he said he did not think the statewide system was detrimental to the Republican Party, Cozort said the current plan was not the best way to select judges. "I would prefer some other system ... because I think in the long run, we'll get better judges," Cozort said.

Neither Cozort nor Farmer was willing to comment on the constitutionality of the current system, but Farmer said he did not think the issue would be resolved soon.

"It's a situation that's been around for years and years," Farmer said. "And it probably will be for many years."

Campus Calendar

WEDNESDAY
8 a.m. Student Consumer Action Council will have applications available at the Union Desk.
7:30 p.m. RTVM 76-Audio Production Class will present "Mixed Nutz" in Hanes Art Center.

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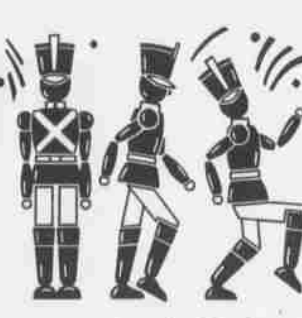


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