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Ithaca College to Offer Free Symposium on Careers in Sports

Ithaca, NY--College and high school students considering careers in the sport industry are invited to the "Careers in Sport Symposium" being held at Ithaca College on Friday and Saturday, October 10 and 11. Robert Driscoll, athletic director and assistant vice president for athletics at Providence College, and Brandon Steiner, founder and chair of Steiner Sports Marketing, will deliver keynote addresses on Friday at 3:00 and 4:00 p.m. respectively in Clark Lounge, Egbert Hall. Saturday events will consist of four concurrent panel discussions by Ithaca College faculty as well as alumni currently working in the sport industry. The panel discussions will be repeated twice during the day in the Center for Health Sciences. All events are free and open to the public.

"The purpose of the symposium is to provide exposure to students on campus and in the community regarding the wide range of career options available in the sport industry," says Ellen Staurowsky, professor in the Department of Sport Management and Media. "We are extending an invitation to students majoring and minoring in sport management and media, college and high school students who have a general interest in sport careers, and prospective students who are considering the Ithaca College program. And since the symposium is being held during Family Weekend, family members of interested students are also invited to attend."

The two keynote speakers will kick off the event on Friday. Driscoll '74, M.S. '75, a former standout hockey and baseball player at Ithaca College, will speak on "The Modern University Athletic Program: Issues and Challenges." Before starting his tenure at Providence College, Driscoll spent 14 years in athletic administration at the University of California, Berkeley. Among his responsibilities were the revenue-producing sports of football and men's basketball. Driscoll has also served as athletic director of Mills College in Oakland, California, and as assistant athletic director at Union College in Schenectady.

Steiner will follow with his address, "The Business Playbook: Sports Strategies for Business Leaders." The author of "The Business Playbook: Leadership Lessons from the World of Sports," Steiner built his sports collectible company from a one-man shop to an 80-employee, \$35 million enterprise. Steiner Sports Marketing offers more than 5,000 items, including memorabilia autographed by Ted Williams, Larry Bird, Joe Namath, and Muhammad Ali.

On Saturday, one-hour panel discussions on the topics of "Sport Marketing and Corporate Sales," "Sport Media," "Sport Law," and "Finding Your Career Path" will be offered at 10:00 a.m., 11:00 a.m., and noon. Alumni participants will include David Meluni, assistant