

UNIVERSITY OF ILLINOIS

Sapora Symposium

NOVEMBER 14 - 15, 2019



THURSDAY, NOVEMBER 14
THE CULTURAL IMPACT OF
RED GRANGE ON SPORT & SOCIETY
2 - 5 PM @ MEMORIAL STADIUM

FRIDAY, NOVEMBER 15
CAREER DIVERSITY AND GLOBAL
READINESS SUMMIT
8 - 4 PM @ MEMORIAL STADIUM

DETZNER

I ILLINOIS

| Recreation, Sport & Tourism

| Division of Intercollegiate Athletics

In partnership with the Illinois Division of Intercollegiate Athletics, this event is sponsored by the Center for East Asian and Pacific Studies; European Union Center; Center for Global Studies; Center of Latin American and Caribbean Studies; and the Russian, East European, and Eurasian Center through support from the US Department of Education's Title VI NRC Program.

Cover illustration: Original oil on canvas by Dick Detzner



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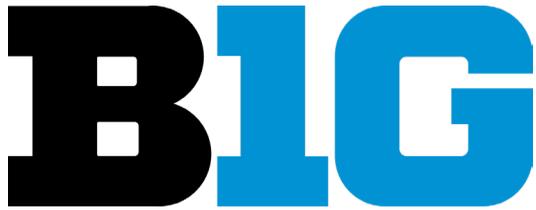
Schedule of Events

14

Thursday Presentation: The Cultural Impact of Red Grange on Sport and Society

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Friday Presentation: Career Diversity and Global Readiness Summit



Welcome from
Big Ten Commissioner
JIM DELANY

The Big Ten has produced many iconic athletes during its long history: Jesse Owens, Jack Nicklaus, Mark Spitz and Magic Johnson, to name a few. However, the conference only has one “ghost.”

It was legendary sportswriter Grantland Rice who first dubbed Grange as the “gray ghost” in his poetic prose. “Gray ghost” soon morphed into “The Galloping Ghost,” an apt description of Grange’s exploits on the football field. Rice was inspired by witnessing the Illinois running back’s epic performance on October 18, 1924, when he scored four touchdowns in 12 minutes against Michigan. Keep in mind the Wolverines came into the game with a 20-game unbeaten streak, having outscored opponents 423-32 during that stretch. When people read Rice’s account of that Michigan game, Grange moved into rarified air, joining the likes of Babe Ruth, Jack Dempsey, Bill Tilden and Bobby Jones as sporting icons in the 1920s.

That performance became the cornerstone of Grange’s legend. The story of that game and his feats at Illinois have been passed down from generation to generation. It still resonates with fans nearly 100 years later.

The Big Ten is proud to call Red Grange one of its own. His enduring legend adds to the rich history of the conference.

Sincerely,

Jim Delany
Commissioner
Big Ten Conference



The Chicago Bears would like to welcome all of the students and community members in attendance at the Sapora Symposium. As the founding franchise in the NFL, we appreciate the history of the sport and we respect all of those who have made it the greatest game in the world. One of the people who transcended the game was Harold Edward “Red” Grange. With the foresight of George S. Halas, Red Grange was thrust into the spotlight in the 1920’s and he helped put professional football on the map.

After his last college game, Grange immediately signed with the Chicago Bears. George Halas knew Grange was a once-in-a-lifetime player, so he paid him \$100,000 and a share of the gate at games. At that time, it was an unbelievable amount of money to be paying a football player. The best players were getting paid about \$5,000. Halas and Grange went on a barnstorming tour with the team across the country in 1925 and it changed professional football forever. Grange drew crowds upwards of 75,000 people and fans always watched in awe at his athletic ability. After a stint with the New York Yankees, he came back to play for the Bears until 1934 and he later would be inducted into the Pro Football Hall of Fame.

Grange without question changed the course of professional football. He made people fall in love with the sport and left them breathless with his amazing feats on the field. He was the attraction everyone came to see, and he will always be remembered as one of the greatest athletes in American sports history. The Chicago Bears and the National Football League will always owe Red Grange a great debt of gratitude for helping set the foundation for what football is today.

Sincerely,

The Chicago Bears Football Club



Welcome from
the Pro Football Hall of Fame
SALEEM CHOUDHRY

To Fans of Football Everywhere:

Illinois halfback Harold “Red” Grange was the biggest name in college football in 1925. At 22 years of age, he was a three-time All-American and already a sports legend. So, on November 21, when Grange announced through his manager C.C. (Cash and Carry) Pyle, he was turning pro and joining the Chicago Bears, it was headline news across the country.

Grange brought instant credibility to the National Football League, and more importantly, sellout crowds to the struggling league.

He would go on to put pro football on the map by headlining an exhausting “barnstorming tour” throughout the United States. Grange led the Bears on the field for several years, but his impact on the game did not stop following his playing career. He was an icon of pop culture and the first pro star to cross over into acting and the media.

The Pro Football Hall of Fame’s mission is to honor The Heroes of the Game, Preserve Its History, Promote Its Values and Celebrate Excellence Everywhere. Red Grange exhibited tremendous excellence throughout his Hall of Fame career and embodied the values of the game like commitment, integrity, courage and respect. Without his presence, the NFL may not be celebrating its 100th season.

His legacy will be celebrated at the Pro Football Hall of Fame forever.

Best regards,

A handwritten signature in black ink, appearing to read "Saleem Choudhry", with a long horizontal line extending to the right.

Saleem Choudhry

Vice President of Museum/Exhibits
Pro Football Hall of Fame

ILLINOIS

F O O T B A L L

Welcome from
Fighting Illini Head Football Coach
LOVIE SMITH

The University of Illinois is extremely fortunate to have had some of the biggest names in the history of football set foot on our campus as students. George Halas, Dick Butkus, Bobby Mitchell and Ray Nitschke are all member of the Pro Football Hall of Fame, and each had a profound impact on the National Football League. But perhaps more than any person connected with the game, Harold "Red" Grange may have played the most significant role considering the state of professional football in the mid-1920s.

Red Grange is arguably the greatest offensive football player in the history of college football after three All-America seasons running the ball for the Fighting Illini from 1923 to 1925. His popularity soared to rank among the most known athletes in the nation. Red's jump from being the best collegiate player to joining the Chicago Bears following his final game for Illinois gave the NFL just the spark needed to survive financially, and more importantly, reach fans coast-to-coast.

The legendary barnstorming tour around the nation in the weeks following his signing with the Bears was exactly what was needed at the time to expose the professional game to fans around the nation and brought instant credibility to the NFL as a viable option for players after their collegiate careers had ended.

However, Red's impact off the field was possibly more influential than his performance on the field as a player. He may have been the first major athlete to cross over into acting and other media opportunities. The ability for Red to endorse products and services opened the door for many other star athletes to earn money outside their sport. He was truly a pioneer in promoting his personal brand. Yet, he embodied the values of humanity, hard work, respect and being a great teammate to those around him.

The NFL may never have grown into the international phenomenon that it is today without Red Grange and the courage he showed by committing to the league in 1925. Those of us who have benefited from the game of football, and football fans around the world, owe Red a huge amount of gratitude for all he did in moving the game forward. Those of us at the University of Illinois feel that pride even more knowing he wore the Orange and Blue of the Fighting Illini.

In All Sincerity,



Lovie Smith

Head Coach, University of Illinois



Welcome from
City of Champaign Mayor
DEBORAH FRANK FEINEN

To the Attendees of the 16th Annual Sapora Symposium:

It is with great pride that I welcome you to majestic Memorial Stadium and the University of Illinois campus. The traditions created in this place have contributed to gameday on campuses across the nation. This is, after all, the birthplace of Homecoming Week and the marching band halftime show.

Harold “Red” Grange is a source of pride for our community and has been since his days playing on the field below you. His impact on the game of football is immeasurable, and the pride he instilled in the Illini Nation is felt even today. When you have a free moment, I encourage you to step outside and visit the Galloping Ghost statue on the west side of the stadium. It stands as a reminder of the giants who played the game of football in this stadium, and a challenge to all who enter to perform at their best.

Finally, I want to welcome you to the rest of our community as well. Please take the time to explore and enjoy our Campustown Business District, dynamic Downtown, and lovely Midtown areas. With over 46 locally owned bars and restaurants, a historic theater, a children’s museum and over 50 special events annually, there are plenty of things to enjoy year-round. Our vibrant city is yours to enjoy.

Again, welcome to the Symposium, and I hope you enjoy your time in Champaign.

Sincerely,

Deborah Frank Feinen
Mayor, City of Champaign



Welcome from
City of Urbana Mayor
DIANE WOLFE MARLIN

It is my pleasure to welcome you to the 16th Annual Sapora Symposium at the University of Illinois Urbana-Champaign. In celebration of the 150th anniversary of College Football, and the 100th anniversary of the National Football League, I join you in recognizing Red Grange and his impact on sport and culture in the United States.

Harold Edward “Red” Grange, “The Galloping Ghost”, is an Illini icon. During his time in our community Grange was a three-time All-American and led us to a national championship in 1923. In 1924 he became the first recipient of the Chicago Tribune Silver Football award as the Big Ten Conference’s most valuable player. Today he is remembered as the best college football player of all time.

His impact on the game did not stop following his career at the University of Illinois. After his final college game, Grange went pro and signed with the Chicago Bears, helping to bring attention to and legitimize the National Football League. Just two of the highlights of his NFL career included consecutive championship games with the Bears, and deservedly so, he is a member of the Pro Football Hall of Fame.

We celebrate “The Galloping Ghost” with you today and feel pride anew in our local sports hero as reflected in the poem of sportswriter Henry Grantland Rice:

A streak of fire, a breath of flame
Eluding all who reach and clutch;
A gray ghost thrown into the game
That rival hands may never touch;
A rubber bounding, blasting soul
Whose destination is the goal — Red Grange of Illinois!

On behalf of the City of Urbana, I wish you a memorable Symposium!

Diane Wolfe Marlin
Mayor, City of Urbana



About

RED GRANGE

Harold Edward “Red” Grange was born in Forksville, Pennsylvania, on June 13, 1903. After his mother died, his father moved the family to Wheaton, Illinois, where Red became a standout athlete at Wheaton High School, earning 16 varsity letters in football, baseball, basketball, and track.

Red played for the University of Illinois from 1923 to 1925 and was a consensus All-American all three seasons. In seven games as a sophomore, he ran for 723 yards and scored 12 touchdowns, leading the team to

an undefeated season and the Helms Athletic Foundation national championship.

National attention came Red’s way for his performance in a game against Michigan after the grand opening of Memorial Stadium. The Wolverines came in as the favorites after winning the national title the previous year. Red returned the opening kickoff for a 95-yard touchdown and scored three additional touchdowns in the first 12 minutes, on runs of 67, 56, and 44 yards. In the second half, Red scored a fifth touchdown on an 11-yard run, threw a touchdown pass, and intercepted two passes. Overall, in his 20-game college career, Red Grange ran for 3,362 yards, caught 14 passes for 253 yards, and completed 40 of 82 passes for 575 yards.

Red joined the Chicago Bears in 1925. The team went on a barnstorming tour of the United States to raise awareness and build the prestige of the National Football League. When his rookie contract expired, he and his agent formed the short-lived American Football League. He returned to the Bears in 1929 after sitting out a season with a serious knee injury, and remained with the team until he ended his playing career in 1934.

Red was the first well-known athlete to become a successful radio and television sports broadcaster, with a career that spanned 25 years. During the 1950s, he announced Bears games for CBS television and college football games for NBC. He is a charter member of both the college and pro football Halls of Fame and in 1969, was the only unanimous choice of the Football Writers Association of America for an all-time All-American team.

Red and his wife Margaret, who were married for 50 years, retired to Lake Wales, Florida. He developed Parkinson’s disease in the last year of his life and died on January 28, 1991.



About

ALLEN V. SAPORA

Dr. Allen Sapora, a pioneer in recreation education and research, was instrumental in establishing the Department of Recreation and Park Administration at the University of Illinois in 1957. He later served as its department head.

He earned his bachelor's degree at the University of Illinois, graduating with Bronze Table distinction in 1938. A Big Ten and NCAA wrestling champion, he received the Big Ten Conference Medal as the university's most outstanding athlete-scholar. In 1991, he

was elected to membership in the Illinois Wrestling Coaches and Official Association Hall of Fame.

Dr. Sapora earned a master's degree from the University of Illinois and a Ph.D. from the University of Michigan. During his 37 years at Illinois, he conducted numerous community park and recreation surveys, including a 1971 Illinois statewide survey to determine public perceptions of state parks. He played a key role in the expansion of local, state, and national park systems and is widely credited with developing leisure studies abroad. He authored *The Theory of Play and Recreation* (1961, Ronald Press), as well as numerous reports, journal articles, and conference papers.

A Founding Fellow of the Academy of Leisure Sciences, Dr. Sapora also was a Fellow of the American Academy for Park and Recreation Administrators and the Society of Park and Recreation Educators, for which he also served as president. He served as president and was a Fellow of the Illinois Park and Recreation Association and a Fellow of the Illinois Association of Park Districts. He also served as vice president of the National Recreation and Park Association, which awarded him its Distinguished Professional Award.

In 2015, Dr. Sapora was inducted by the National Recreation and Park Association into the Robert W. Crawford Hall of Fame for lasting contributions to the advancement of recreation and parks.

SCHEDULE OF EVENTS

Thursday, November 14

1:00 Check-in

2:00 Opening Ceremony/Group Photo (Red Grange statue)

2:15 Welcome

Dr. Carla Santos

Head, Department of Recreation, Sport and Tourism

Dr. Cheryl Hanley-Maxwell

Dean, College of Applied Health Sciences

Brad Underwood

Richmond Family Endowed Men's Head Basketball Coach, University of Illinois

2:45 The Cultural Impact of Red Grange on Sport and Society

Moderator: Mike Pearson

Freelance writer and video producer

Panelists:

Chris Willis

Author, *Red Grange: The Life and Legacy of the NFL's First Superstar*

Lars Anderson

Author, *The First Star: Red Grange and the Barnstorming Tour that Launched the NFL*

Ed Sherman

Author, *This is BIG: How the Big Ten Set the Standard in College Sports*

4:30 Book Signing



SCHEDULE OF EVENTS

Friday, November 15

8:55 Welcome

9:00 Keynote 1

Deon Thomas

Associate Director of Development, University of Illinois Athletics

9:40 BREAK

9:45 Keynote 2

Melissa Luebbe

Publisher, *Midwest Living Magazine*

10:25 BREAK

10:30 Keynote 3

Dr. Şebnem Özkan

Associate Director, Atlanta Global Studies Center, Georgia Institute of Technology

11:15 Career Diversity and Global Readiness Panel

Panelists:

Emma Andruczyk

Senior Assistant Director, The Career Center, University of Illinois

Un Yeong Park

Assistant Director, The Career Center, University of Illinois

11:45 Special Topics Seminars/Box Lunch

Campus Recreation Leadership Panel (ARC)

Sport Experts Panel (Stadium Recruiting Lounge)

Global Health and the Role of Recreation, Sport and Tourism (Colonnades)

2:30 Keynote 4

Dr. Alan Nathan

Professor Emeritus, Department of Physics, University of Illinois at Urbana-Champaign

3:00 Keynote 5

Tony Khan

Senior Vice President of Football Technology and Analytics, Jacksonville Jaguars

3:30 Keynote 6

Carmen Rossi

Founder & Owner, 8 Hospitality, Chicago Knight Life

4:10 Closing Remarks

THURSDAY PANEL DISCUSSION: THE CULTURAL IMPACT OF RED GRANGE ON SPORT AND SOCIETY

Moderator

Mike Pearson

Mike Pearson is a freelance writer and video producer. He was Sports Information Director at the University of Illinois from 1989 to 1996 and wrote the “Illini Legends, Lists & Lore” column for the *News-Gazette*. Mike is the author of *Illini Legends, Lists, and Lore* (University of Illinois Press, 2017), which chronicles the history of University of Illinois varsity athletics since its recognized beginning in 1883.



Panelists

Chris Willis

Chris Willis is the head of the Research Library at NFL Films. His books on early pro football include *The Man Who Built the National Football League: Joe F. Carr* (Scarecrow Press, 2010), *A Nearly Perfect Season: The Inside Story of the 1984 San Francisco 49ers* (Rowman & Littlefield Publishers, 2014), and *Red Grange: The Life and Legacy of the NFL's First Superstar* (Rowman & Littlefield Publishers, 2019). Chris won an Emmy in 2016 for his work on the HBO documentary *Hard Knocks: Training Camp with the Houston Texans* and received the 2012 Ralph Hay Award from the Professional Football Researchers Association for lifetime achievement in pro football research and historiography.



Lars Anderson

Lars Anderson is the *New York Times* bestselling author of six books, including *The Storm and the Tide: Tragedy, Hope and Triumph in Tuscaloosa* (Sports Illustrated, 2014), *The All Americans* (St. Martin's Griffin, 2005), and *The First Star: Red Grange and the Barnstorming Tour That Launched the NFL* (Random House, 2009). A 20-year veteran of *Sports Illustrated*, Lars is a senior writer at Bleacher Report and an instructor of journalism at the University of Alabama. His 7th book, *Chasing the Bear: How Bear Bryant and Nick Saban Made Alabama the Greatest College Football Program of All Time*, was recently released by Grand Central Publishing.



Ed Sherman

University of Illinois alumnus Ed Sherman worked for the *Chicago Tribune* for 27 years, serving as the national college sports and Big Ten reporter. A past president of the College Football Writers Association, Ed covered the launch of the Big Ten Network as a sports media columnist, as well as the business end of the conference as a report for *Crain's Chicago Business*. An adjunct professor of journalism and sports media studies at Northwestern University and the University of Illinois, he published *This is BIG: How the Big Ten Set the Standard in College Sports* in 2019. Next spring, he will teach a course in RST entitled "The Big Ten Conference: Contemporary Issues in College Sports."



FRIDAY: CAREER DIVERSITY AND GLOBAL READINESS SUMMIT

Keynote 1: Deon Thomas

Deon Thomas is a legend in Big Ten Conference basketball. As a high school senior, he was unanimously chosen as Illinois' "Mr. Basketball." In his four-year career at the University of Illinois, he became the all-time leading scorer with 2129 points, and blocked a record 177 shots. He earned All-Big Ten honors and Most Valuable Player laurels in 1992, 1993, and 1994 and in 2004, was named to the All-Century Team by the *News-Gazette*. Deon went on to play 15 seasons in Europe and is regarded as one of the best American-born players ever to play overseas. While playing for Maccabi Tel Aviv, he won the Israel Cup and Championship and the Euroleague Title twice. He joined the University of Illinois as Associate Director of Development in 2018, working to cultivate relationships with Chicago-area alumni and donors and serving as a liaison to the Fighting Illini men's and women's basketball alumni.



Keynote 2: Melissa Luebbe

A 2001 graduate of the University of Illinois, Melissa Luebbe is Publisher of *Midwest Living Magazine*. She oversees the production of six issues annually of the print and digital magazine showcasing the best of the Midwest and is also responsible for all corporate and business unit strategies, discovering and evaluating new strategic opportunities, and driving new revenue streams. She also leads key strategic initiatives to elevate the overall brand, utilizing multi-platform media strategies for print, digital, social, video, database, and television. Melissa has been a keynote speaker at more than two dozen tourism conferences and served as the moderator of several national conference panels on the evolution of media buying and advertising trends. She is a past member of the US Travel Association Board of Directors and was named to the FOLIO Top Women in Media list in 2018.



(Friday, continued)

Keynote 3: Dr. Şebnem Özkan

Dr. Şebnem Özkan is the inaugural Associate Director of the Atlanta Global Studies Center at the Georgia Institute of Technology, where she oversees the research, academic, and public engagement activities of the Center. She manages the multi-media research and teaching 21st Century Global Atlanta lab. She serves as cochair of the Greater Atlanta Regional Center of Expertise-Higher Education Learning Community, recognized by United Nations University as one of seven expert networks on Education for Sustainable Development in the U.S. Dr. Özkan is a founding member of the Greater Atlanta Coalition for Global Education and Research.

She has more than two decades of professional experience and extensive background in the field of global and area studies, including holding positions at U.S. Department of Education Title VI National Resource Centers at the University of Illinois and the University of Wisconsin-Madison. She served as Outreach and Foreign Languages and Area Studies Fellowship (FLAS) Coordinator and Associate Director and Director of Graduate Studies of the European Union Center at Illinois. She also held positions with the European Studies Alliance at the UW-Madison as research assistant and student advisor from 1999-2008.



Career Diversity and Global Readiness Panel

Panelists

Emma Andruczyk

Emma Andruczyk has worked in the areas of housing and residence life, student activities, and career services for nearly 10 years. She is the Senior Assistant Director at The Career Center at Illinois, where she develops outreach strategies for faculty and campus partners and leads the Career Education team. Emma recently received the HireBig10+ Outstanding New Career Services Professional Award and has presented her work on career coaching within social media platforms at national and regional conferences. She completed her master's degree in Higher Education at Syracuse University.



Un Yeong Park

Un Yeong Park is an Assistant Director at The Career Center at Illinois, where he assists international students with their career and professional development and global employers in their recruiting activities. He worked in South Korea for 17 years as an economic journalist, recruiting agency owner, and career consultant. He is the first Korean to earn the Global Career Development Facilitator certificate from the Center for Credentialing and Education and launched a commercial model of career counseling in South Korea. Un Yeong completed his master's degree in Human Resource Development at Illinois. He serves as co-chair of the National Career Development Association's International Student Services Committee.



Special Topics Seminars/Box Lunch

Students will complete three rotations with their assigned groups and leaders as indicated by lanyard color:

Rotation 1 (11:50-12:30)

Rotation 2 (12:40-1:20)

Rotation 3 (1:30-2:10)

At the conclusion of Rotation 3, all students will return to Colonnades.

Recreation Panel (Activities and Recreation Center) “Contemporary Issues in Campus Recreation”

Panelists:

Marcus Jackson, Director of Campus Recreation, University of Illinois

Shomari Kee, Director of Campus Recreation, Northern Kentucky University

Robin Deterding, Emeritus Director, Campus Recreation, and Lecturer, Department of Recreation, Sport and Tourism

Sport Panel (Stadium Recruiting Lounge) “Impactful Branding Programs in a Diverse Fan Base”

Panelists:

Cassie Arner, Associate Athletics Director

Erin McClafferty, Director of Marketing

Adam Marantz, Web/New Media Designer, Division of Intercollegiate Athletics

Tourism Panel (Colonnades) “Global Health and the Role of Recreation, Sport and Tourism”

Dr. Toni Liechty, Associate Professor, Department of Recreation, Sport and Tourism

Keynote 4: Dr. Alan Nathan

Dr. Alan Nathan joined the faculty of the Department of Physics at the University of Illinois in 1977, and currently is professor emeritus in the department. His recent research has focused on the physics of baseball, with particular interest in the dynamics of the ball-bat collision and the aerodynamics of a baseball in flight. His 2003 *American Journal of Physics* paper characterizing the performance of baseball bats serves as the basis for present efforts to regulate the performance of non-wood bats, and he has served on advisory committees on this issue for the NCAA and USA Baseball. He also has served on panels advising Major League Baseball and the Amateur Softball Association, and is on the editorial board of *Sports Engineering*. Another area of research interest investigates new technologies for tracking the baseball, such as PITCHf/x, HITf/x, and TrackMan, for novel uses in baseball analytics. Dr. Nathan is a Fellow of the American Physical Society.



Keynote 5: Tony Khan

Tony Khan, a thought-leader in the world of sports analytics and insights, is Senior Vice President of Football Technology and Analytics for the Jacksonville Jaguars. He also serves as Vice Chairman and Director of Football Operations for the English Premier League championship team Fulham FC, where he oversees the identification, evaluation, recruitment, and signing of players. He also owns and is chairman of TruMedia Networks, a Boston-based engineering firm specializing in innovative sports analytics solutions for leagues, franchises, and media partners across the athletic industry. A lifelong fan of professional wrestling, he recently launched All Elite Wrestling and serves as president and CEO. Tony graduated from the College of Business at the University of Illinois in 2007 with a bachelor of science degree in Finance.



Keynote 6: Carmen Rossi

Lawyer and entrepreneur Carmen Rossi founded 8 Hospitality Group, a restaurant, hospitality-development, and management company that specializes in food and beverage marketing, branding, promotions, public relations, and operations. Carmen's practice in commercial law focuses on contracts and appellate court drafting. He owns several restaurants in the Chicago area and recently became a partner with Champaign bar owner Scott Cochrane in the purchase of KAM's, a fixture on the campustown bar scene. A member of the board of the Illinois Restaurant Association, Carmen was appointed by Mayor Rahm Emanuel to serve on the Commission on Chicago Landmarks. He also is a member of the board of INTERSECT Illinois, a onestop resource for doing business in Illinois. Carmen's generous lead gift established the Chicago Knight Life Charities Scholarship in the Department of Recreation, Sport and Tourism, from which he received a master's degree.



