



IMPACT SYMPOSIUM

The influence of sport on society

INVESTING IN FUTURES

The Complexity and Comfort of Black Athlete Philanthropy

FRIDAY, APRIL 21 - 12:30 PM • KENAN CENTER 204, KENAN-FLAGLER BUSINESS SCHOOL



UNC KENAN-FLAGLER
**CENTER OF
SPORT
BUSINESS**
ANALYTICS  IMPACT

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THE UNDEFEATED

Center of Sport Business

Our commitment is the enthusiastic embrace of entrepreneurship teaching, research, scholarship, strategic planning, innovation, and economic development in the sport industry.



AGENDA

12:30 p.m.

Welcome

Dr. Deborah Stroman

12:35-1:15 p.m.

Keynote Message

Dr. Billy Hawkins

1:20-2:20 p.m.

The Athlete's Journey

Phil Ford

John X. Miller

James Mitchell

Charles Way

2:20-2:30 p.m.

Break

2:35-3:20 p.m.

The System

Creighton Blackwell

Dr. Joseph Cooper

Daryl Davis

Michael Harris

Pierre Le Veaux II

3:30-4:15 p.m.

Keynote Message

Bill Rhoden

4:20-4:30 p.m.

"My Turn"

Tre Boston

4:35 – 4:45 p.m.

What, So What, Now What?



Creighton Blackwell

Blackwell, a Tar Heel alumnus, is the vice-president of corporate affairs for Coastal Federal Credit Union. His responsibilities include management of Coastal's community engagement department, which has been noted for its powerful support of local nonprofits. Besides being an avid sport aficionado through the coaching of his children, Blackwell offers his unique insight on the financial education of Americans. Among his recent notable accomplishments is the mortgage lending partnership between Coastal and Habitat for Humanity of Wake County, in which the credit union pledged \$3 million in low rate loans for Habitat homeowners. Additionally, Blackwell leads a financial literacy campaign at UNC-CH and was instrumental in creating the Power of Sharing Gala, an event designed to showcase various local nonprofits' impact in the community.



Tre Boston

Boston, a Tar Heel alumnus, is a safety for the NFL Carolina Panthers. In his three-year career, Boston has 108 tackles, two sacks, 10 passes defended and three interceptions, including one returned for a touchdown. As a star player at UNC-CH, he had one of the most prolific games of his senior season against Duke, finishing with a season-high 15 tackles (10 solo) and two pass breakups. Boston earned second-team All-ACC honors at safety after finishing the regular season with a team-high 85 tackles and four interceptions. Boston's perspective as a current NFL player, who is navigating his way as a professional athlete, is invaluable to college athletes with dreams of making it to the next level.



Joseph Cooper, PhD

Dr. Cooper, a Tar Heel alumnus, is a professor of Sport Management at the University of Connecticut. Dr. Cooper's research agenda focuses on the nexus between sport, education, race, and culture with an emphasis on sport as a catalyst for holistic development and positive changes in society. He is the co-author of "I'm running so you can be happy and I can keep my scholarship: A comparative study of Black male college athletes' experiences with role conflict" and author of "Excellence beyond athletics: Best practices for enhancing Black male student athletes' educational experiences and outcomes." Dr. Cooper is also the founder of Collective Uplift, an organization designed to educate, empower, and inspire students across racial and ethnic backgrounds at UConn (and beyond) to maximize their full potential.



Daryl Davis

Davis, a Tar Heel alumnus, is the founder of The Parrish Companies, a holdings company based in Washington DC. The Parrish Companies have several subsidiaries in various industries such as, but not limited to, investment and advisory services, marketing and public relations, commercial lending and philanthropy. Davis is a strong believer in customer-centric service as his portfolio is unique to each client. His strategy of listening and conducting market research, Davis is able to drive results and empower his high net worth clients to financial success. Davis is a respected leader in the sport and entertainment industry. He continues to give back to UNC-CH as an advisory board member with the Center of Sport Business and the Entrepreneurship Minor as well as guest lecturing at the Kenan-Flagler Business School.



Phil Ford

Ford is well-known in basketball circles as one of the foundational pillars of the winning Carolina tradition. He is the first freshman to start under legendary Coach Dean Smith and was a part of five Final Four appearances, five NCAA Regional titles and five ACC Tournament titles. A recipient of the Wooden Award, the top player in college basketball, Ford continued to shine at the professional level, gaining the Rookie of the Year award in 1979. Ford retired from the NBA in 1985, and shortly after began a career in banking before embarking a career in coaching. He has coached 10 first-round draft picks. A sought after speaker and graduate of Kenan-Flagler Business School, Ford continues to delight friends and fans with his storytelling, insightful sport analysis, and gracious service to others. Founded in 2011, the Phil Ford Foundation supports obesity research and prevention efforts at the University of N.C.



Michael Harris

Harris, a former UNC-CH football player, joined his alma mater in 2016 as the Associate Director Academic Support Program for Student-Athletes (Director of Football Academics). With extensive experience in academic counseling and strategic planning for student-athlete development, Harris seeks to further advance the athletic department's support program to assist students on and off the field. In his former position at the University of Maryland, Harris had many accomplishments including directing the academic recovery of the football program after NCAA penalties (e.g., a 55 point increase in their multi-year APR and the graduation of 119 of 120 football players). Harris also created the UMD's Athletic Department Leadership Development and Freshmen Transition Programs. He is a member of the National Association of Academic Advisors for Athletics (N4A).



Billy Hawkins, PhD

Dr. Hawkins is a full professor at the University of Houston in the department of Health and Human Performance. He is the author of *The New Plantation: Black Athletes, College Sports, and Predominantly White NCAA Institutions*; and co-author of *Sport, Race, Activism, and Social Change: The Impact of Dr. Harry Edwards' Scholarship and Service*, *The Athletic Experience at Historically Black Colleges and Universities: Past, Present, and Persistence*, and the recent *Critical Race Theory: Black Athletic Sporting Experiences* in the United States. His teaching and research contributions are in the areas of sociology of sport and cultural studies, sport management, and sport for development.



Pierre Le Veaux II

Le Veaux II, a vice president in the Investment Management Group at Goldman Sachs Group, Inc. Prior to business school, Pierre was a Portfolio Analyst at Profit Investment Management in Silver Springs, Maryland as well as a Senior Consultant at Personnel Decisions International, a global human capital consulting firm. His clients include professional athletes. A graduate of the University of Virginia's Darden Graduate School of Business Administration, Le Veaux is also an avid runner having started participated in numerous road races inspiring friends, family, colleagues, and his fraternity brothers.



John X. Miller

Miller is Senior Editor for News and Commentary for The Undeclared, ESPN's groundbreaking website dedicated to race, sports and culture. Miller's career in journalism spans nearly 40 years. Prior to The Undeclared, he was managing editor of the Winston-Salem (N.C.) Journal newspaper. He has led award-winning newsrooms in Winston-Salem, Hickory, Myrtle Beach and Lansdale, capturing awards for public service, general excellence, reporting, editorial writing, multimedia journalism, online breaking news, diversity, newspaper design and outstanding cooperation as an Associated Press member. He currently serves on the board of the Maynard Institute for Journalism Education, and has been a Pulitzer Prize Juror, a facilitator at the American Press Institute and was the first Donald W. Reynolds Distinguished Visiting Professor of Journalism at Washington and Lee University in 2005.



James Mitchell

“Mitch” Mitchell serves as the Director of Football Development for Duke University. He joined the Blue Devil staff after serving six years as the team Chaplin for the football, men’s basketball and women’s basketball programs at the University of Tennessee. Prior to his tenure with the Volunteers, Mitchell served as a National Director for Pro Athletes Outreach where he worked with both the NFL and Major League Baseball. A graduate of the University of Central Arkansas, Mitchell also has an extensive background in college football having held assistant coaching positions at Central Arkansas, Arkansas, Southwest Baptist, Savannah State, Arkansas–Pine Bluff and Tennessee State.



William Rhoden

Rhoden, the former award-winning sports columnist and author of *Forty Million Dollar Slaves*, is a writer-at-large for The Undefeated, ESPN’s website that explores the intersection of race, sports, and culture. In July of 2016 Rhoden wrote his final offering as a full-time columnist for the New York Times after nearly 35 years and 26 consecutive years writing the Sports of The Times. He attended Morgan State University and played on the 1968 Morgan State Bears football team that beat the Grambling State University Tigers in Yankee Stadium. After graduating from college, he worked for the Afro–American Times, the Baltimore Sun, and Ebony magazine.



Charles Way

Way, the former vice president of NFL Player Engagement, was known in the league as the bruising fullback who helped lead the Giants ground game before a career-ending knee injury in 1999. Way’s contributions helped lead the Giants to a division championship; however, his intellect and kindness over a 14 year career made a much deeper impact on the franchise such that he was named the team’s Director of Player Development after retirement. During his 16 year tenure as an executive with the New York Giants and the NFL, Way implemented a broad array of programs in the areas of financial literacy, leadership, and career development that were focused on empowering athletes and their families both on and off the field. A graduate of the University of Virginia’s School of Engineering, Way currently leads an entrepreneurial effort at Purple Bridge Management, an equity fund.



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