

# **RICHARD (RICK) BURTON**

## **SYNOPSIS:**

More than 35 years of sports and entertainment industry leadership and scholarship working with image-driven organizations such as the **United States Olympic Committee, NFL, NBL, NCAA, NIKE, Visa, FedEx, Miller Brewing and Universal Studios**. Comprehensive experience in league, team and product marketing with emphasis on strategic planning, advertising, sponsorship and strengthening global brands.

## **PROFESSIONAL EXPERIENCE:**

### **David B. Falk Distinguished Professor of Sport Management**

#### **Syracuse University, Syracuse, N.Y.**

August 2009 to present

Full-time award-winning faculty member in Syracuse University's Falk College of Sport and Human Dynamics. First-ever recipient of David B. Falk/Trustees chair. Two-time winner of Falk College Faculty Member of the Year for Teaching (2011 and 2013). Appointed to core faculty for Syracuse's Renee Crown Honors Program in October 2013. Appointed Syracuse's faculty athletic representative (FAR) to the NCAA and ACC in July 2014. Member of ACC's Autonomy, Football, Infractions and Finance Committees plus NCAA Women's Basketball Competition Committee. Frequent columnist for *Sport Business Journal*, *New York Times* and *Sport Business International*. Visiting Professor at International Olympic Academy, Olympia, Greece (June 2011) and Kufstein Tirol University in Austria. Annually teach SU Abroad class in Australia.

### **Founder**

#### **Burton Marketing Group, Skaneateles, New York**

November 2008 to present; Previously June 1996 - June 2003

Strategic marketing consultancy with wide range of sports industry clients or speaking engagements for brands such as the Indianapolis Colts, Buffalo Bills, Real Salt Lake, Intel, FedEx, Visa, NIKE, Oakland Raiders, NHL, TSE, Ganassi Racing, Point 3 Basketball, Baden, Pro Bull Riders and New Balance.

### **Chief Marketing Officer**

#### **United States Olympic Committee, Colorado Springs, Colorado**

September 2007 to November 2008

Responsible for directing the efforts of 20+ individuals dedicated to generating the required revenue and branding platforms to underwrite and promote America's Olympic efforts through its athletes and 45 national governing bodies. Responsible for supervising partner relationships with more than 50 international and domestic-focused companies such as NBC Sports, Coca-Cola, AT&T, Visa, Johnson & Johnson, McDonald's, Bank of America, NIKE, Anheuser-Busch, Hilton, Kellogg's and Allstate. In addition, responsible for the generation of more than \$2-million in revenue through the license of Team USA and Olympic-related intellectual assets to various sponsors, licensees and suppliers.

Chief liaison with the International Olympic Committee's (IOC) sales division (Atlanta) and responsible for approximately 50% of USOC revenue, which is generated through the USOC's share of the IOC's TOP sponsorship program, all USOC domestic sponsorship revenue, licensed Team USA merchandise royalties, consumer product royalties and licensed broadcast footage royalties. Directed renewal of domestic sponsorship sales contracts for 2009-12 totalling more than \$50-million while leading new business activity with companies such as BP and Proctor & Gamble. Responsible for assisting partner organizations and their use of USOC or Olympic/Paralympic imagery in domestic activation programs including the 2009 *Adweek* Buzz Award Winner for Music category where AT&T's Team USA Olympic

Soundtrack program generated 60-million+ impressions, 700,000 downloads and \$1-million donation to USOC. On-product activation or POS materials exceeded 2-billion units in 2008.

Supervised the successful implementation of programs such as the 2008 U.S. Olympic Hall of Fame Induction Ceremonies and the 2008 Junior Olympic Skills Program (a national program designed to promote Olympic sport skills to children ages 8-12. This activity involved more than 2,000 local hosting organizations, more than 6,000 local qualifying events and more than 2-million participants). Directed USOC Brand and Research group that launched "Amazing Awaits" brand campaign and developed USOC advertising for *Sports Illustrated*, *USA Today* and *Sports Business Journal*. Led development and re-launch of USOC website ([www.teamusa.org](http://www.teamusa.org)) while delivering customized consumer research reports to USOC sponsors. Directed all brand research plus the review of requests for marks approval from corporate partners while combating ambush efforts by non-authorized parties.

### **Commissioner**

#### **National Basketball League, Sydney, Australia**

July 2003 to September 2007

CEO of 12-team professional basketball league covering Australia, New Zealand and Singapore. Leadership responsibility for all aspects of League's operations including strategic planning/holistic reform, finance, marketing, sponsorship, media management, research, legal, collective bargaining and international expansion. Oversaw the collective efforts of 13 teams and 5-7 League staffers plus numerous agencies and supplier/vendors. Major initiatives during four years included:

- Signing Philips and Hummer as naming rights sponsors and re-positioning NBL as the Philips Championship for 2004-07 (and the Hummer Championship for 2007-08) while increasing overall League non-license revenue position by +140%. Increased NBL year-end cash surplus by +675% during first four years while doubling operating budget.
- Generating more than \$5-million in new sponsorship and broadcast revenue within 24 months of joining NBL. Built League office, particularly in marketing, while directing increase in average League attendance by +9.9% for 2004-05 and +10.9% for 2006-07.
- Signing landmark 3-year Collective Bargaining Agreements with NBLPA and NBLRA guaranteeing League labor peace with players and referees from 2005-2008
- Coordinating first-ever regular-season NBL game in Asia when Perth Wildcats played Sydney Kings in Singapore in January 2005. Game was broadcast into 18 countries and more than 57-million homes via ESPN-Star and Fox Sports and led to NBL's expansion into Singapore in March 2006. With placement of team in Singapore, the NBL became the first western professional sports league to place a permanent team in Asia.
- Doubling TV rights fees through new five-year TV deal with Fox Sports (2003-08) and signed SKY TV (New Zealand) to first-ever rights fee with NBL (2004-07). Directed overhaul of NBL website ([www.nbl.com.au](http://www.nbl.com.au)) and build-out of central on-line strategy.
- Signing NIKE, McDonald's, AXA and Virgin Blue to sponsorship agreements with coordinated marketing activation in support of NBL. Designed first-ever NBL marketing plan for distribution to clubs, sponsors and broadcasters.
- Instituting new NBL playoff format including first-ever best-of-5 grand finals (2004) creating highest-rated basketball ever on Fox. Attendance was +250% greater than YAG.
- Re-introducing NBL All-Star game after a six-year absence (2004) and annual Pre-Season Blitz tournament featuring every NBL team (2004) lifting NBL's national media profile.
- Helping create Champions concept for basketball in Pan-Pacific region by designing 2005 Singapore Cup featuring top club teams from China (CBA), Korea (KBL), Jordan and NBL. This May 2005 event was carried live by ESPN-Star reaching 90-million+ homes.

### **Executive Director**

Warsaw Sports Marketing Center, Lundquist College of Business  
University of Oregon (Pac-10 Conference), Eugene, Ore.  
August 1995 to June 2003

Full-time faculty member, researcher and departmental administrator (appointed Executive Director, August, 2001; appointed Director, January, 1998) responsible for helping establish and guide first-ever graduate sports marketing program operating in an accredited U.S. college of business.

- Directed marketing of Oregon's sports marketing MBA and assisted in job placements/internships of graduate and undergraduate students at companies such as the NFL, NBA, USOC, NIKE and various professional sports teams.
- Supervised fundraising efforts generating more than \$450,000 for Warsaw Center while serving as member of Warsaw Center's Advisory Board Executive Committee.
- *Sports Illustrated* (October 7, 2002) named Oregon the "best sports-management school" in ranking "America's Best Sports Colleges."
- Motivated *ESPN The Magazine* to use Warsaw Center's research arm to produce inaugural (January 2003) article ranking all U.S. pro sports teams on fan/business values.
- Chosen the University of Oregon's "Professor of the Month" (February 1996) and won the Lundquist College of Business award for undergraduate teaching (June 1997). Published research in numerous academic (peer-reviewed) journals from 1996-2006 .
- Consulted internationally (working as the Burton Marketing Group) for sports leagues, governing bodies and global brands including the NFL, NBL, NIKE, Visa, IMG and USAT&F. Frequent keynote/guest speaker for major sports business conferences worldwide.

### **Vice President**

#### **Clarion Performance Properties, Greenwich, Conn.**

January 1993 to August 1995

Senior agency executive responsible for directing five key client accounts within sports and entertainment division of Clarion Marketing (then owned by ad agency DMB&B). Managed revenue base of \$2-million+ per year while growing profitable relationships with National Football League Properties (NFLP), Reebok, Sprint, Universal Studios and Gillette USA.

Provided strategic marketing counsel and long-range planning for NFLP. Responsible for developing detailed marketing plans, integrated promotions and event management while successfully securing new business clients, including Reebok, Universal Studios and NFL International.

Key consulting initiatives included:

- Developing NFLP's first-ever three-year marketing plan and guiding NFLP executives in reviewing and revising role of NFL's corporate sponsorship department. Assisted in successful development of the then largest sponsorship deal ever (NFL and Sprint) at \$100-million/3 years.
- Directing relationship between Gillette USA, Major League Baseball and NCAA and staged promotional events around the World Series and NCAA Final Four.
- Staging first-ever national interactive TV consumer sweepstakes promotion for 1994 Indy 500 featuring corporate sponsors Ford, Kodak and Valvoline.
- Restructuring sponsorship planning for Universal Studios' *Back to the Future* and *Jurassic Park* theme-park projects.

### **Senior Brand Manager**

New Products, Miller Brewing Company, Milwaukee, WI

April 1992 to January 1993

Responsible for directing development of new brand portfolios and introducing brands/packages into simulated and actual test market situations for America's second largest brewery. Chaired Innovation Committee, directing production, operations, marketing and brewing department heads. Member senior management task force on developing efficiencies in channel/distribution strategies. Led corporate MBA recruiting programs at Northwestern and Indiana Universities.

### **Brand Manager**

Sharp's and Löwenbräu, Miller Brewing Company, Milwaukee, WI

May 1990 to April 1992

Managed Sharp's to net profitability in first two years of existence. Exceeded all volume and profit goals while directing marketing for brands generating \$100-million+ in operating revenues.

- Delivered on-target financial results for beer industry's leading non-alcoholic brew and 2nd largest super premium with combined direct marketing budget exceeding \$30-million.
- Directed creation/implementation of annual operating, media and advertising plans, consumer and product research, line extensions and new package introductions.
- Sole marketing department winner of 1991 award for meritorious retail sales achievement.
- Directed development of award-winning advertising and brand architecture which increased Year II sales +30% (net contribution +250%) while cutting per barrel marketing costs by 15%.
- Directed sports sponsorships with PGA Tour, U.S. Skiing and Indy 500 racing team.

### **Advertising Manager**

Lite Beer, Miller Brewing Company, Milwaukee, Wis.

September 1988 to May 1990

Directed strategic development/creation of Lite's award-winning national/regional advertising plus all media planning for \$1.5-billion brand. Negotiated media and production budgets in excess of \$100-million while helping accelerate growth rate on America's second largest beer brand and No. 1 low calorie brand. Growth was produced after two years of flat sales. Also:

- Supervised design and production of TV commercials (the "*Tastes Great - Less Filling*" campaign) consistently selected by industry publications as the "advertising men like best."
- Engineered national tour sponsorship and integrated marketing plan featuring ZZ Top.
- Strategically developed and implemented the Lite All-Star Super Bowl, Lite-A-Mania and Lite's Biggest Picture in History (Texas), three of Lite's largest marketing promotions ever. Lite-A-Mania delivered second highest volume month ever in Lite's then 17-year history
- Directing development of numerous new advertising campaigns (all mediums)
- Extensive work coordinating celebrities (including The Who, Randy Quaid, Bob Uecker)

### **Assistant Brand Manager**

Lite Beer, Miller Brewing Company, Milwaukee, Wis.

April 1987 to September 1988

Supervised Lite's sports marketing efforts including consumer promotions, event marketing and advertising research. Directed most successful Super Bowl consumer promotion (1989) in brand's history enabling Lite to outperform Bud Bowl at retail. Brand supervisor for NFL and NBA sponsorships.

### **Assistant Brand Manager**

Löwenbräu and Löwenbräu Dark, Miller Brewing Co.

July 1983 to April 1987

Coordinated advertising agency review and selection of new agency. Developed and implemented integrated marketing program for championship-winning Löwenbräu Porsche 962 Racing Team. Brand assistant from July 1983-June 1985 on Lite and Löwenbräu brands.

### **Sports Communications Specialist**

Miller Brewing Co., Milwaukee, Wis.

November 1980 to July 1983

Managed sports public relations for Miller's numerous marketing programs. Created or coordinated highly successful Miller Squadron, Miller Mustang (IMSA), NBA, USOC and *High Life* B-17 media events.

### **Sports Writer**

Syracuse Post-Standard, Newhouse Newspapers, Syracuse, NY

May 1978 to August 1978 and September 1979 to November 1980

Wrote daily as sportswriter or columnist and provided stringer coverage for the *Associated Press*. Primary beats covered: Syracuse University football, basketball and lacrosse plus U.S. Sports Festival.

### **Assistant to the Director of Sports Publicity and Promotion**

Syracuse University Athletics (now Atlantic Coast Conference), Syracuse, NY

September 1977 to May 1978

Coordinated development of sports marketing materials (media guides, press releases) used to support Syracuse's lacrosse and wrestling teams. Served as PA announcer during NCAA lacrosse games.

### **EDUCATION:**

**Marquette University** (1991) - Milwaukee, Wis.

Straz College of Business Administration

MBA with emphasis in marketing

**Syracuse University** (1980) - Syracuse, N.Y.

Newhouse School of Public Communications

BS in Communications with focus on broadcast journalism

### **OTHER:**

- Served as keynote speaker or consultant for companies/leagues such as the IOC, ICC, NFL, NHL, NIKE, Universal Studios, Visa, IMG, Disney, IOC, Hong Kong Olympic Committee, Japanese Soccer League (J-League), NBL, Philippine Basketball Association (PBA), U.S. Ski and Snowboard Team, USA Track & Field and FINA. Chief moderator for seven GAISF SportAccord conferences (2003-09) in Madrid, Lausanne, Berlin, Seoul, Beijing, Athens and Denver.
- Taught promotional strategy course as member of Marquette University faculty during fall term 1992. Taught graduate sponsorship class at Denver University during winter term 2009.
- Frequent contributor to publications such as *The New York Times*, *Sports Illustrated.com*, *Sport Business International*, *Sport Marketing Quarterly*, *Stadia*, *Brandweek*, *Advertising Age*, *Business Week Online*, *Sports Business Journal*, *International Marketing Review and Marketing Management*.
- Hosted ASCN's weekly TV show *The Business of Sport* (2001-2002). Guests included David Stern and Gary Bettman. Weekly commentator on national Sporting News Radio Network (1999-2003)
- Senior Warden, St. James Episcopal Church, Skaneateles, NY (2015).
- Academic Advisor for TSE Consulting, Lausanne, Switzerland.

### **INTERESTS:**

Whitewater rafting, scuba diving and competitive recreational basketball

## PUBLICATIONS - ACADEMIC (Peer Reviewed)

Burton, R. (2017), "Memories of and Reflections on Play", *International Journal of Play*, Vol. 6, No. 2, 1-3.

Gawrysiak, J., Dwyer, B. and Burton, R. (2014) "Understanding Baseball Consumption Via In-Home Gaming", *Journal of Applied Sport Management*, Vol. 6, No. 3, 76-97.

Pritchard, M and Burton, R. (2014), "Ethical Failures in Sport Business: Directions for Research", *Sport Marketing Quarterly*, Vol. 23, No. 2, 86-99.

Burton, R., Hall, K. and Paul, R. (2013), "The Historical Development and Marketing of Fantasy Sports Leagues", *The Journal of Sport*, Vol. 2, No. 2, 185-215.

Burton, R. and Finkel, J. (2013), "Stephen Crane, Baseball, and a Red Badge", *Nine*, Vol. 21, Fall, No. 1, 103-117.

Burton, R. and O'Reilly, N. (2012), "Industry Insider: Paul Deighton", *Sport Marketing Quarterly*, Vol. 21, No. 2, 68-69.

Antil, J., Burton, R. and Robinson M. (2012), "Exploring the Challenges Facing Female Athletes as Endorsers", *Journal of Brand Strategy*, Vol. 1, No. 3, Autumn, 292-307.

Burton, R., Robinson M. and Turam, E. (2011), "Sport sovereignty at bay: The impact of globalization and the multi-national sport enterprise on the Westphalian-based international sport structure", *SAIS Review of International Affairs*, Vol. XXXI, No. 1, Winter-Spring, 31-41.

Burton, R. (2010), "Change in the air", *Journal of Sponsorship*, Vol. 4, No. 1, November, 7-8.

Burton, R. (2010), "Has there been enough scholarly research conducted around the Paralympics?", *Journal of Sponsorship*, Vol. 3, No. 3, May, 213-214.

Farrelly, F., Quester, P. & Burton R., (2006), "Changes in sponsorship value: Competencies and capabilities of successful sponsorship relationships", *Industrial Marketing Management*, Vol. 35, 1016-1026.

Burton, R. (2003), "Olympic Games Host City Marketing: An Exploration of Expectations and Outcomes", *Sport Marketing Quarterly*, Vol. 12, No. 1, 37-47.

Terborg, J.R., & Burton, R. (2002), "Making business a game: Team sports can be a model for marketing management", *Marketing Management*, Vol. 11, No. 5, September-October, 40-45.

Geng, L., Burton, R., & Blakemore, C. (2002), "Sports Sponsorship in China: Transition and Evolution", *Sport Marketing Quarterly*, Vol. 11, No. 1, 20-32. **Note:** This paper was selected as one of *Sport Marketing Quarterly's* "Top 20 [papers] in 20 Years" (Vol. 20, No. 4, December 2011, pp. 219-226) and recognized in the special 20<sup>th</sup> Anniversary issue.

Burton R. & Crow, B.R. (2002), "A review of the NFL's growth in the United States: Which games made the biggest difference?" *Football Studies*, Vol. 5, No. 1, 77-88.

Burton R. (2002), "An Interview with Bill Moos, University of Oregon Athletic Director", *International Journal of Sports Marketing and Sponsorship*, Vol. 4, No. 1, March-April.

Howard, D. R., & Burton, R. (2002), "Sports marketing in a recession: It's a brand new game", *International Journal of Sports Marketing and Sponsorship*, Vol. 4, No. 1, March-April, 23-40.

Burton, R., Farrelly, J.F. & Quester, P. (2001), "Exploring the curious demand for athletes with controversial images: A review of anti-hero product endorsement advertising" *International Journal of Sports Marketing & Sponsorship*, Vol. 2, No. 4, December-January, 55-70.

Burton, R. and Howard, D. (2000), "Recovery Strategies for Sports Marketers," *Marketing Management*, Spring, Vol. 9, No. 1, 42-50.

Burton, R. (1999), "Does the National Football League's Current Economic Model Threaten the Long Term Growth of Professional Football Globally?" *Football Studies*, Vol. 2, No. 2, 5-17.

Laczniaik, G., Burton, R., & Murphy, P., (1999) "Sports marketing ethics in today's marketplace," *Sport Marketing Quarterly*, Vol. 8, No. 4, 43-53.

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Burton, R. & Cornilles, R.Y., (1998), "Emerging theory in team sport sales: Selling tickets in a more competitive arena," *Sport Marketing Quarterly*, Vol. 7, No. 1, 29-37.

Burton, R., Quester, P.G. & Farrelly, F.J., (1998), "Organizational Power Games," *Marketing Management*, Spring, Vol. 7, No. 1, 27-36.

Quester, P.G., Farrelly, F.J., & Burton, R., (1998), "Sports sponsorship management," *Journal of Marketing Communications*, Vol. 4, No. 2, 115-128.

Farrelly, F.J., Quester, P.G. & Burton, R. (1997), "Integrating sports sponsorship into the corporate marketing function: an international comparative study," *International Marketing Review*, Vol. 14, No. 3, 170-182.

Burton R. (1997), "SMQ Profile/Interview with Sara Levinson", *Sport Marketing Quarterly*, Vol. 6, No. 4, 5-8.

Burton, R. (1996), "A Case Study on Sports Property Excellence: National Football League", *Sport Marketing Quarterly*, Vol. 5, No. 3, 23-30.

### **BOOKS and BOOK CHAPTERS**

Burton, R. (2018), chapter on The U.S. Sport Industry (Chapter 11, pp. 383-426) in *Sport Business in Leading Economies*, (J. J. Zhang, H. Huang, J. Nauright, editors), Emerald Publishing, Bingley, UK.

Burton, R. (2017), chapter on “Australia: Baseball’s Curious Journey” in *Baseball Beyond Our Borders: An International Pastime*, (G. Gmelch and D. Nathan, editors), University of Nebraska Press, Lincoln & London, 285-297.

Burton, R. and O’Reilly, N. (2016), **Sport Business Unplugged: Leadership Challenges from the World of Sports**, Syracuse University Press, Syracuse, N.Y.

O’Reilly, N., Pound, R., Burton, R., Seguin, B. and Brunette, M., (2015), **Global Sport Marketing: Sponsorship, Ambush Marketing, and the Olympic Games**, Fitness Information Technology, Morgantown, W. V.

Macdonald, R.D. and Burton, R. (2015), Chapter on “The Evolution of Governance in the Australian National Basketball League, 1979-2013” in **The Sports Business in the Pacific Rim**, (Y. H. Lee and R. Fort, editors), Sports Economics, Management and Policy, (D. Coates, editor), Vol. 10, Springer International Publishing, Switzerland, 207-232.

Lettner, M. and Burton, R. (2014), Chapter on “Marketing and Destination Branding” in **The Business of Events Management**, (Beech, Kaiser and Kaspar, editors), Pearson Education, Harlow, England, 94-112.

Burton, R. and Howard, D. (2014), Chapter on “Recovery Marketing Strategies: A Continual Need in the Sports Industry” in **Leveraging Brands in Sport Business** (M. Pritchard and J. Stinson, Editors), Routledge, New York and London, 173-185.

Abeza, G., Baka, R., Burton, R., O’Reilly, N., and Seguin, B. (2013), Chapter on “National Olympic Hospitality Houses: Objectives, Variations, and Mini-Cases” in **On the Periphery: New Perspectives on the Olympic Movement**, (Baka and Hess, editors), Walla Walla Press, Sydney, NSW, Australia, 33-40.

Burton, R. (2013), Chapter on “Investigating Olympic Sponsorship: A Contemporary Review of Selected Activation and Achievement”, in **Managing the Olympics** (S. Frawley and D. Adair, editors), Palgrave Macmillan, London, 165-181.

Burton, R., O’Reilly, N. and Seguin, B., (2012), Chapter on “Stakeholder Perceptions of Short Term Marketing Tactics during the Olympics” in the **International Handbook on the Economics of Sporting Mega Events** (Maennig and Zimbalist, editors), Edward Elgar, London, 140-161.

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Jones, S., Bee, C., Burton, R. & Kahle, L. (2004), Chapter on “Marketing through Sports Entertainment: A Functional Approach” in **The Psychology of Entertainment Media: Blurring the Lines Between Marketing and Entertainment** (L.J. Shrum, Editor), Lawrence Erlbaum Publishers, Mahwah, N.J.

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Burton, R. (2003), chapters on “NIKE, Inc.” and “Sports Advertising” in: **The Encyclopedia of Advertising**, (John McDonough and K. Egolf, Editors), Fitzroy Dearborn Publishers, New York.



Burton, R. (1999), chapter on “Sports Marketing and the Super Bowl,” in: **The Advertising Business**, (John P. Jones, Editor), Sage Publications, Thousand Oaks, California, 437-452.

Final manuscript reviewer for J.P. Jones' advertising text **Why Ads Work**, (1995), Lexington Books, New York.

### **SPORTS PRACTITIONER PUBLICATIONS**

Burton, R. and O'Reilly, N. (2017), “Giving college athletes what they really need”, *Sports Business Journal*, December 11-17, Vol. 20, No. 34, page 34.

Burton, R. and O'Reilly, N. (2017), “The esports wave: Get on board or wipe out with naysayers”, *Sports Business Journal*, October 30-November 5, Vol. 20, No. 28, page 27.

Burton, R. and O'Reilly, N. (2017), “Is there any chance for U.S.-based super clubs?”, *Sports Business Journal*, September 18-24, Vol. 20, No. 22, page 26.

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Burton, R. and O'Reilly, N. (2017), “Playing futurist: Trends that could be sports biz mainstays”, *Sports Business Journal*, July 17-23, Vol. 20, No. 13, page 15.

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Burton, R. and O'Reilly, N. (2016), “Mandate for sports: Develop ‘whole athlete,’ not just ability”, *Sports Business Journal*, November 7-13, Vol. 19, No. 30, page 29.

Burton, R. and O'Reilly, N. (2016), “The ‘secrets’ for success that NCAA athletes need to know”, *Sports Business Journal*, October 10-16, Vol. 19, No. 26, page 29.

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Burton, R. and O'Reilly, N. (2015), "Second-tier events, health initiatives will gain foothold in 2015", *Sports Business Journal*, February 2-8, Vol. 17, No. 40, 22.

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*Sports Business Journal*, July 22-28, Vol. 16, No. 14, 29.

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Burton, R. and O'Reilly, N. (2013), "Are big numbers masking competition for sponsorship dollars?", *Sports Business Journal*, May 27-June 2, Vol. 16, No. 7, 29.

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### **ACADEMIC CONFERENCE PRESENTATIONS**

Burton, R. and Gawrysiak, J., at the Sport Marketing Association's 15<sup>th</sup> Annual Conference (Presented in Boston, November 2017): *Using eSports Efficiently to Enhance and Extend Brand Perceptions*.

Burton, R. (2017). Keynote speech at the University of Oregon Knight Law School's Oregon Sports and Entertainment Conference (OSEC) on February 11 in Eugene, Oregon. Speech was entitled: "Hello ... You're Late."

Burton, R. and Walsh, P., at the Sport Marketing Association's 14<sup>th</sup> Annual Conference (Presented in Indianapolis, November 2016): *Marketing a sport by altering the game: A case study review of baseball extension strategies*. Also presented five-minute Ignite Session presentation entitled: *Leadership, Teamwork and Winning*.

Moderated four-person panel on *New Technologies* at the George Washington University Sports Law and Entrepreneurship Conference (Washington D.C., September 2016). Conference was staged by GW's Falk Academy of Management and Entrepreneurship.

Burton, R. and O'Reilly, N., at the Sport Marketing Association's 12<sup>th</sup> Annual Conference (Presented in Philadelphia, October 2014): *Can a City's Reputation Cause Negative Image Transfer for Sponsors?*

Burton, R. at the 14<sup>th</sup> Hamburg Symposium for Sports, Economics and Media (presented in Hamburg, Germany, June 2014): *Hosting the Olympic Games Again: Should 'Veteran' Cities Plan to Re-Bid or Get Ready to Serve as 'Safety nets'?*

Burton, R. at the 26<sup>th</sup> Cooperstown Symposium on Baseball and American Culture (presented in Cooperstown, NY, May 2014): *Albert Spalding, Mark Twain and Henry Simpson: The Godfathers of Australian Baseball*.

Burton, R. and Kaspar, R. at the 6<sup>th</sup> International Sport Business Symposium (Presented in Buenos Aires, Argentina, September 2013); *Hosting the Olympic Games Again: Should 'Veteran' Cities Be Prepared to Bid and Win Again?*

Burton, R. at the 25<sup>th</sup> Cooperstown Symposium on Baseball and American Culture (presented in Cooperstown, NY, May 2013): *The Role of Table Top Games and Contemporary Literature in Developing Baseball Avidity, 1868-1961*.

Burton, R., Hall, K. and Paul, R. at the Sport Management Association of Australia and New Zealand (Presented in Sydney, Australia, November 2012); *The Historical Development and Sport Consumerism of Fantasy Sports Leagues*.

Burton, R., Davis, J., Humphrey W., Lee, C. and Kahle, L. at the Sport Marketing Association's 10<sup>th</sup> Annual Conference (Presented in Orlando, October 2012): *Lifestyles and Social Media in Marketing via Olympic Hospitality*.

Burton, R., Lee, C. and Kahle, L. at the American Marketing Association's Summer Educators' Conference (Chicago, August 2012): Sports SIG - *Olympic Marketing: Changes Due to Social Media*;

*Topic: Lifestyles and Social Media in Marketing via Olympic Hospitality.*

Panelist for the 2012 Cooperstown Symposium on Baseball and American Culture. Topic was “Baseball in the Classroom: Strategies and Tactics – An Open Forum Discussion”. Held May 30, 2012 in Cooperstown, New York.

Burton, R. at the American Marketing Association’s 2011 Summer Educators’ Conference (San Francisco, August 2011): *Calendar Clutter and Consumer Attention: Ubiquitous Events.*

Burton R. and Veley M. at the 23<sup>rd</sup> Cooperstown Symposium on Baseball and American Culture (Cooperstown, NY, June 2011): *Assessing Baseball’s Strangest (and Sometimes Destructive) Marketing Ploys.*

Burton R. at the Conference on Law, Policy and the Olympic Movement (London, UK, May 2011): *Assessing the IOC’s Treatment of Female Athletes during 1896-1912 and the Legacy Created from These Actions.*

Burton, R. and Macdonald R. at the Western Economic Association International Conference (Portland, Oregon, June 2010): *Governance, Regulatory and Fiscal Challenges in the Australian National Basketball League, 1979-2010.*

Burton R. at the 22<sup>nd</sup> Cooperstown Symposium on Baseball and American Culture (Cooperstown, NY, June 2010): *Assessing Baseball’s Influence in Stephen Crane’s Masterpiece The Red Badge of Courage.*

O’Reilly, N. and Burton R. at the Hockey on the Border: An International Scholarly Conference (Buffalo, NY, June 2010): *Olympic Hockey – After the Circus Leaves Vancouver.*

O’Reilly, N. and Burton, R., at the A Mirror to Our Culture: Sport and Society in America Conference (Green Bay, Wis., May 2010): *The Intangibles of Professional Sport: How About Painting Green Bay Green?*

Robinson, M. and Burton R. (2010, March). “*Developing a Conceptual Model for Assessing the Developmental Impact of the Olympic Games.*” Presented at the International Conference on Sport and Society, Vancouver, British Columbia, Canada

Robinson, M., Antil, J. & Burton, R. (2009, October), “*Guys want to be like Mike, but Women want Mia (Hamm) to be like them: Exploring the Challenges Facing Female Athletes as Endorsers.*” Presented at the 7<sup>th</sup> Sport Marketing Association (SMA) Conference, Cleveland, Ohio.

Bradish, C., Burton, R., Stevens, J., Taks, M., & Lathrop (2003, May), “*Tapping Generation Y: Understanding and interpreting one of the most powerful consumers within the global sport marketplace.*” Presented at the 18<sup>th</sup> Annual North American Society for Sport Management (NASSM) Annual Conference, Ithaca, New York.

Dalakas, V. & Burton, R. (2002, June), “*Direct and Indirect Effects of Team Identification on Response to Team Sponsors.*” Presented at the 17<sup>th</sup> North American Society for Sport Management (NASSM) Annual Conference, Canmore, Alberta, Canada.

Fay, T. G., Burton, R., & Grevemberg, (2001, June). *Marketing Analysis of the 2000 Paralympic Games: Are the Components in Place to Build an Emerging Global Brand.* Presented at the 16<sup>th</sup> North American Society for Sport Management (NASSM) Annual Conference, Virginia Beach, VA.

Burton, R. (2000, September), "*The Internet's implications relative to traditional sport properties.*" Presented at the 2000 Pre-Olympic Congress on Sports Medicine and Physical Education International Congress on Sport Science, Brisbane, Australia.

Burton, R., Quester, P & Farrelly, F., (December 1997). *Organizational Decision Factors for Sports Sponsorship Investment: An International Study*. Presented at the Sixth Symposium on Cross-Cultural and Consumer Business Studies, Honolulu, HI.