

“48 Hours Before Super Bowl XLVIII: The Lasting Impact of Sports' Greatest Events,”
Moderated by legal scholar Arthur R. Miller and in cooperation with GlideSlope,
will feature distinguished panelists from sports, business, media, urban affairs, and government

NEW YORK, January 15, 2014 – What are the lasting consequences of sports mega events, such as the Olympic Games and the Super Bowl, on the cities and the nations in which they occur? What are the benefits and the costs to urban areas of such events? The answers to these questions are often elusive and open to debate.

Sponsored by NYU Sports and Society—an academic think tank—and in cooperation with GlideSlope, management advisors focused on the business of global sport, “**48 Hours Before Super Bowl XLVIII: The Lasting Impact of Sports' Greatest Events,**” which will take place on **Friday, January 31**, at the NYU Kimmel Center for University Life at 60 Washington Square South (10th Floor), from 4:30 p.m. to 6:00 p.m., will address these questions and more. A reception will follow.

Moderated by renowned legal scholar, Arthur R. Miller, a panel discussion that will include **Lisa Baird**, chief marketing officer, U.S. Olympic Committee; **Gregory A. Ballard**, 48th mayor of Indianapolis; **Gregory Carey**, chairman of the Public Sector and Infrastructure Group, Goldman, Sachs & Co.; **Richard Florida**, NYU-SCPS global research professor and a leading authority on cities and economic transformation; **Kevin Hallinan**, former Major League Baseball security chief; **Constantine E. Kontokosta**, deputy director, NYU Center for Urban Science and Progress (CUSP); **Mary Pilon**, sports reporter for *The New York Times*; and **David Rousseau**, chairman of the Arizona Super Bowl XLIX Host Committee, will explore a topic that becomes even more relevant as Super Bowl XLVIII, the Sochi 2014 Winter Olympic Games, and the FIFA World Cup approach.

“Host cities spend years preparing for mega events as a means of enhancing their reputation and increasing financial prosperity, but these events also can displace residents, impact tax infrastructure, and pose health and security threats,” noted Arthur R. Miller, NYU Sports & Society chairman, NYU University Professor, and director of Public Dialogues at NYU-SCPS. “This panel will take an in-depth look at how we can measure the impact of mega sporting events on host cities and its citizens, and how they ultimately change the urban landscape around the globe.”

For more information and to register, visit: scps.nyu.edu/sportsandsociety/events.

MODERATOR

Arthur R. Miller, NYU University Professor, NYU-SCPS Director of Public Dialogues, and NYU Sports & Society chairman, is one of the nation's most distinguished legal scholars in the areas of civil litigation, copyright and unfair competition, and privacy. He is co-author of *Federal Practice and Procedure*; former legal editor of ABC's *Good Morning America*; Emmy Award-winner for the PBS series “The Constitution: That Delicate Balance”; and Commander of the Order of the British Empire.

PANELISTS

Lisa Baird is chief marketing officer of the United States Olympic Committee (USOC), where she directs the sales and marketing division, and oversees corporate sponsorship, properties, media, events, consumer products, and direct marketing. Since joining the USOC, she has signed more than \$400 million in revenue and has successfully raised the profile of Team USA. In 2010, she led a redesign for the USOC brand and built a licensing business that achieved \$100 million in retail sales in 2012. She also oversaw the launch of multiple media initiatives, including an original content partnership with YouTube, the organization's first mobile application, and new digital media agreements with 23 national governing bodies. Baird has received numerous accolades, including WISE Woman of the Year in 2001, SBJ 2011 Game Changer, and the 2012 Promax Sports Media Game Changer Award.

[Gregory A. Ballard](#) was elected the 48th mayor of Indianapolis in 2007 and was re-elected to a second term in 2011. As mayor, he has tasked his administration with improving the level and efficiency of city services to residents, and to continue to grow Indianapolis as a destination for businesses and families. In 2010, Mayor Ballard launched RebuildIndy, an unprecedented, \$400 million initiative to rebuild deteriorating and long-neglected thoroughfares, residential streets, sidewalks, and bridges throughout Marion County. He also has become a national leader on issues such as energy, clean water, hunger, and education reform. Ballard is well known for championing sports infrastructure and programs to increase international exposure and to boost economic and social development in the local community.

[Gregory Carey](#) is chairman of the Public Sector and Infrastructure Group at Goldman Sachs, focusing on the national infrastructure practice with specific expertise in sports finance and advisory, project finance, and surface transportation. Seven of his team's deals have been awarded Institutional Investor or *Project Finance's* "Deal of the Year." He joined Goldman Sachs as a managing director in 2004. Prior to his employment at Goldman Sachs, he worked at Citigroup for 22 years and co-headed the firm's infrastructure group. He is vice chair of the Preston Robert Tisch Center advisory board at NYU-SCPS, where he has taught a course on the business of sports facilities.

[Richard Florida](#), a leading public intellectual, was named by *Esquire* magazine as one of the "Best and Brightest." He has written several national and international, best-selling books, including *The Rise of the Creative Class*, which received the *Washington Monthly's* Political Book Award and was cited as a major breakthrough philosophy by the *Harvard Business Review*. His latest published work, *The Great Reset*, explains how new ways of living and working will drive post-crash prosperity. He is founder of the Creative Class Group, an advisory services firm, charting new trends in business and community. A global research professor at NYU-SCPS, Florida is also a senior editor for *The Atlantic*.

[Kevin Hallinan](#) has established a reputation as an innovator and a leader in professional sports security and operations. For over 20 years, he served as senior vice president of security and facility management for Major League Baseball (MLB), managing the full spectrum of security resources and programs for all 30 Major League Baseball Clubs, and counseling senior management on resolution of problems destined to protect the game, its players, and reputation. During his career in MLB, he was listed in *USA Today* on the list of "Baseball's 50 Most Influential People." He currently serves as principal and executive vice president of Royal Diamond Security International, a security-consulting firm, with clients that include Major League Soccer, Ski Industries of America, and several universities and colleges. Prior to his tenure with MLB, Hallinan served as co-commander of the F.B.I./NYPD Joint Terrorism Task Force. The director of the F.B.I. has cited him on four occasions for his contributions in the war on terrorism.

[Constantine E. Kontokosta](#) is the deputy director of the NYU Center for Urban Science and Progress (CUSP), where he is defining the strategic direction of the Center, establishing its graduate educational programs, and leading its research in Sustainability Informatics and the "Quantified Community." He also is the founding director of the NYU Schack Institute's Center for the Sustainable Built Environment, a research center focused on sustainable property markets, and a research associate professor in the Civil and Urban Engineering Department of NYU Polytechnic School of Engineering. His paper, "The Price of Victory: The Impact of the Olympic Games on Residential Real Estate Markets," published in the journal *Urban Studies*, was one of the first to examine the long-term property market effects of hosting the Olympics. He is the author of the forthcoming book *Big Data and Sustainable Property Markets: Decision-Making in the Age of Informatics*, and co-author of *The Smart City Guidebook: An Essential Reference for City Leaders, Planners, and Designers*.

[Mary Pilon](#) is a sports reporter at *The New York Times* and the author of a book about the history of the board game Monopoly, which will be published by Bloomsbury USA in June 2014. Since joining *The Times* in November 2011, her work has included dispatches from the London Olympics, doping coverage, features on legal and financial issues in sports, and the occasional video shot from a dog sled or graphic novel about cage fighting in the heartland. From June 2008 to November 2011, she worked at *The Wall Street Journal*, where she covered

various aspects of personal finance and the financial crisis for print and online editions, and regularly appeared on national TV and radio. Her work has garnered awards from the New York Society of Professional Journalists, the Freedom Forum, the Society of American Business Editors and Writers, and NYU's Journalism Institute. She was part of *The Journal's* team that won Gerald Loeb and New York Press Club Awards in 2011 for covering the "Flash Crash" of 2010 and made *Forbes* magazine's first-ever 30 Under 30 list for media.

[David Rousseau](#) currently serves as the 2015 Arizona Super Bowl Host Committee chair and also is involved with energy industry policy making through the American Public Power Association. Rousseau is a fourth-generation Arizonan whose family—drawn by the promise of irrigated agriculture—arrived there in the late 1800's. Rousseau's great-grandfather, LD Rousseau, served on the original Salt River Project (SRP) council, which successfully petitioned the federal government to build Roosevelt Dam under the newly adopted Reclamation Act. Rousseau formed the Rousseau Farming Company with his brother, Will, in 1986. The operation grew to become one of the largest produce companies in Central Arizona, with over 10,000 acres and more than 20 commodities. After serving on the SRP council and board for 20 years, Rousseau was elected SRP president in 2010. In his role as president, he continues SRP's tradition of putting customers first.

About GlideSlope

GlideSlope is a team of management advisors focused solely on the business of global sport. The company is committed to offering neutral, objective counsel that helps its clients advance business goals and effect change. Through a mix of thought leadership, analytical rigor, and creativity, GlideSlope seizes opportunities for growth and addresses the challenges that matter most to its clients. Based in New York City, GlideSlope was built on the promise that sport has the ability to impact lives and can be scaled as a business driver. For more information, visit: theglideslope.com/.

About NYU Sports and Society

Sports are often referred to as fun and games. And they are, but they are far more than that. Sports are a reflection of the most fundamental norms and values that shape human society. Sports represent escape from the world, but they also are a huge presence within the world, accounting for hundreds of billions of dollars in revenue and bringing together more nations and groups than any political entity is capable of doing. Sports are a testbed for science and medicine, as well as for teaching, communicating, and mentoring.

Sports are big business. Sports fuel the media. Sports are critical to advertising and merchandising many of the world's most lucrative products. Sports shape the beliefs and values of our children. Sports have and can lead the way in societal reform and ethical progress. Sports create our heroes, villains, and pariahs.

Despite all this, there is no single academic program that is devoted to examining the meaning, the morality, and the impact of sports on a global scale in an intensive and interdisciplinary fashion. The NYU Sports and Society Program (NYUSSP) seeks to become the go-to academic program in the world for discussions of all aspects of sports and society. For more information, visit: scps.nyu.edu/sportsandsociety.