



2017 NEWSLETTER

A note...

Monday emphasized the importance that our student-athletes are the heartbeat of our organization. We have a responsibility to protect their welfare while also telling their inspirational stories.

I want to thank our keynote speaker Oliver Luck, for taking the time to bring us insights from the NCAA. We all can take away from Oliver's experience in growing the unique product that we all share – university sport.

Graham Brown, BHK, MHK
CEO, U SPORTS

A look ahead...

A closer look at Tuesday's sessions

- **The evolving importance of sport statistics**

Steve McAllister (HipCheck Media)

- **Creating a high performance environment**

Mike Chu (NZ Rugby)

- **Student-Athlete Mental Health Initiative**

Cyril Adjeitey, SAMHI

- **Sharpening recreation's strategic focus and impacts**

Chris Daw and Peter Mumford (CCRA)

“Quoted”

“Unless someone like you cares a whole awful lot, nothing is going to get better. It's not.”

- Dr. Seuss

Need to know.

Exhibitor Tradeshow featuring 30+ vendors

Tuesday 10 a.m.- 4 p.m.
Graydon Hall/Hazel McCallion Foyer

Exhibitor Reception

Tuesday, 5 p.m. - 6:15 p.m.
Graydon Hall Foyer

Today's highlights

1. NCAA in the 21st Century

Key focus areas for U SPORTS:

Health & Safety, Academics, Competitive Equity, Revenue Generation

“The word ‘amateur’ comes from a Latin meaning of ‘to love.’ And that’s what university sport comes down to.”

- Oliver Luck, executive vice president of regulatory affairs, NCAA

2. Elevating the broadcast quality of university sport in Canada

“There is no reason going forward why we can’t make U SPORTS look and sound like an Olympic production.”

- Dan Fernandes, Sportsnet

3. Athlete Welfare

2 weeks: Average recovery time for a concussion if properly treated and reported

- Glen Bergeron (University of Winnipeg) and Tim Fleiszer (CLFC)



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