



# 2017 NEWSLETTER

## A note...

We are tremendously excited about the next stage of the U SPORTS brand, as we look to recognize our Future Stars for the first time in the history of our organization.

As well, thank you to Mike Chu, not only for serving as our facilitator this week, but for sharing the passion, tradition and rich culture that comes with being a member of the New Zealand Rugby Union. We also appreciate all of the vendors from Tuesday's successful tradeshow.

Graham Brown, BHK, MHK  
CEO, U SPORTS

## A look ahead...

A closer look at Wednesday's key sessions

- **Recess Guardians**  
Mike McDonald
- **The sesquicentennial of Canadian university football**  
Tom Fabian (Western University)
- **International Programs Development Workshop**  
Lia Taha Cheng (U SPORTS)
- **Keynote Address – U SPORTS Awards Gala**  
Danièle Sauvageau (Université de Montréal)

## “Quoted”

**“Le sport consiste à déléguer au corps quelques unes des vertus les plus fortes de l’âme”**

*(Sport is about giving your body some of the strongest virtues of the soul)*

- Jean Giraudoux

## Need to know.

### Member and Board Headshots

Wednesday 2 - 6 p.m., Hazel McCallion Foyer  
Dress code: University polo

### 2017 U SPORTS Awards Gala

Cocktails 6 p.m. – Greenwich  
Dinner and Gala, Sponsored by Athlex 7:30 p.m. – Hazel McCallion Ballroom  
Livestream at USPORTS.ca (produced by SportsCanada.TV)

## Today's highlights

### 1. Creating a high performance environment

“The All-Blacks talk a lot about guardianship of the legacy – that you are just transient in that jersey. When you put that jersey on, you want to leave that jersey in a better place for the next player.”

- Mike Chu, NZ Rugby

### 2. Student-Athlete Mental-Health Initiative

“Student-Athletes are suffering in silence because they’ve grown up to think that sharing any type of weakness is something that they should be ashamed of.”

- Samantha DeLenardo, SAMHI

### 3. U SPORTS Future Stars

High school Athlete of the Month Program to launch in 2017-18 season in partnership with FUSE Marketing Group and School Sports Canada  
**U Next?**



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