Designing for Universal Access: How to Reach All Kids?

January 15, 2014 | La Quinta, CA
Clinton Health Matters Conference
The Aspen Institute Project Play Partners

Special thanks to Nike for its generous support of this roundtable, and to the Clinton Foundation for hosting us at the Clinton Health Matters Conference

Visit www.DesignedtoMove.org to learn more about Nike’s global commitment to get all kids active

Visit www.clintonfoundation.org/our-work/clinton-health-matters-initiative to learn how to make Clinton Foundation pledges of action based on ideas explored through the Aspen Institute’s Project Play

Additional Aspen Institute Project Play Partners and Sponsors
Welcome

I'm one of the fortunate – I knew what I wanted to do with my life in high school. That was to be a journalist. I'm still a journalist, but over the past couple of years I've added another layer to my work. Now, beyond telling stories, I work with the Aspen Institute to convene leaders, facilitate dialogue, and help my small but rich corner of the world, sports, find the opportunity to tell a new story. Its best story. That is to say, a vision in which there's room for everyone to participate, and we don't stop playing at adolescence. Sport for All, Play for Life.

I'm inspired by my mother, who grew up poor in post-depression Miami. She picked up one of the few sports offered to girls of that era. She's now 74 and plays tennis five days a week with women half her age; the game shaves 20 years off her self-concept, infusing her with vitality. I'm inspired by my father, whose lower right leg was severed in a motor scooter accident as a boy. He now rides 75 miles a week on his bike in the pre-dawn darkness, burning fat, building cardio and keeping his health-care costs low. I'm inspired by a kid I mentored in the Big Brothers program a few years ago who says he would have been headed for trouble if not for his local rec center; he's now a graduate of Howard University and a terrific family man. I'm inspired by my 10-year-old nephew who is autistic, just the sweetest kid in the world, but who has already fallen out of a youth sport system that doesn't know how to engage him.

The youth sport system misses a lot of kids, even today when more of them than ever are running around in uniforms. Of the 51 million children between the ages of 6 and 17, only 27 million play team sports in any form (organized or casual) even one time during the course of the year, according to a 2012 survey of U.S. households by the Sports & Fitness Industry Association. Less than 16 million – just three of every 10 kids -- play sports on a regular basis. Indeed, the shut out and pushed out are the norm, for reasons ranging from rising costs to dubious coaching philosophies to a lack of knowledge on how to make sport an early positive experience for the hardest to reach.

Today, we build on the insights of our past two Project Play roundtables and consider what it will take to engage children from several of the most marginalized populations in American sports. On March 12, we conclude the series, sponsored by Nike, by considering innovative ways to bring the training of volunteer coaches to scale. Thank you for lending your ideas and perspective to a dialogue that will help write a new story for many American children.

Sincerely,

Tom Farrey
Director, Aspen Institute Sports & Society Program
@tomfarrey
Two Americas: Sport Haves, Have Nots

The following charts from ESPN.com, as gleaned from several research reports, highlight the lack of access that children from some populations have to an early positive experience in sports -- and the consequences of inactivity. For more data and analysis, please see the research report prepared for today’s Project Play roundtable by the University of Florida’s Sport Policy & Research Collaborative.

<table>
<thead>
<tr>
<th>Category</th>
<th>Boys 6.8</th>
<th>Girls 7.4</th>
<th>CAUCASIAN 6.6</th>
<th>HISPANIC 8.2</th>
<th>AFRICAN-AMERICAN 7.7</th>
<th>MARRIED 6.8</th>
<th>SINGLE/NEVER MARRIED 8.8</th>
<th>DAILY 6.8</th>
<th>&lt; ONCE A WEEK 8.9</th>
<th>&gt; 100K 6.3</th>
<th>&lt; 35K 8.1</th>
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MONEY DRIVES THE EARLIEST ACTION.
Despite all the energy put into sports...

Few adolescents get 60 minutes of physical activity 7 days a week:

- 31% 9th grade
- 31% 10th grade
- 27% 11th grade
- 25% 12th grade

And many kids of all ages are obese:

- 14.4% boys, 9.6% girls ages 2-5
- 20.1% ages 6-11
- 15.7% ages 12-19
- 19.6% ages 12-19
- 17.1% ages 12-19

LA84 Foundation
## Agenda

### Wednesday, January 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:00 am</td>
<td><strong>Welcome, Opening Comments</strong></td>
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<td></td>
<td><em>Tom Farrey, Aspen Institute Sports &amp; Society Program</em></td>
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<td><em>George Raveling, Member, College Basketball Hall of Fame</em></td>
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<td>9:30 am</td>
<td><strong>Coaching Platform Update</strong></td>
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<td><em>Nathan Plowman, Nike Access to Sport</em></td>
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<td><em>Benita Fitzgerald Mosley, U.S. Olympic Committee</em></td>
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<td>10:00 am</td>
<td><strong>Key Conversations:</strong></td>
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<td>• Reaching Low-Income Kids</td>
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<td>• Reaching Across Cultures</td>
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<tr>
<td>12:00 pm</td>
<td><strong>Lunch with Celebrity Chef Nathan Lyon – “Doing More with Less”</strong></td>
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<tr>
<td>1:00 pm</td>
<td><strong>Key Conversations:</strong></td>
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<td>• Reaching All Girls</td>
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<td></td>
<td>• Reaching the Physically Challenged</td>
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<td>• Reaching the Intellectually Challenged</td>
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<td>3:45 pm</td>
<td><strong>Clinton Foundation Pledge Process</strong></td>
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<td><em>Ginny Ehrlich, CEO, Clinton Health Matters Initiative</em></td>
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<td>4:15 pm</td>
<td><strong>Concluding Comments</strong></td>
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<td><em>Gary Player, Member, World Golf Hall of Fame and Founder,</em></td>
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<td><em>The Player Foundation</em></td>
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<td>4:15 pm</td>
<td><strong>Meeting Concludes</strong></td>
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Online Participation

Please share your thoughts and perspectives on the topic through the following means:

Social Media
Twitter hashtag: #ProjectPlay
Aspen Institute Sports & Society Twitter handle: @AspenInstSports

Websites
Aspen Institute Project Play microsite: www.AspenProjectPlay.org (NEW!)
Designed to Move: www.DesignedtoMove.org

Email
Sports & Society email: sportsandsociety@aspeninst.org

Survey
Post-event, we will send a brief survey to capture your feedback and additional ideas

The Sports & Society Program will later publish on the Project Play microsite a summary and highlights from the roundtable, with links to supporting materials. To receive a copy, please sign up for our distribution list at www.AspenProject.org.
Marlene Bjornsrud
CEO and Co-Founder
Bay Area Women’s Sports Initiative

Marlene Bjornsrud’s career over the past 35 years has included leadership roles in several facets of the sports industry including serving as head women’s tennis coach and assistant athletic director at Grand Canyon University and as assistant director of athletics at Santa Clara University. In 2000, Marlene was chosen by the Women’s United Soccer Association to serve as General Manager for one of eight teams in the first-ever women’s professional soccer league in the U.S. After only three years, the WUSA disbanded; however, from the demise of the WUSA rose the Bay Area Women’s Sport Initiative (BAWSI, pronounced “bossy”), a nonprofit organization founded in 2005 by Marlene and Olympic and World Cup stars Brandi Chastain and Julie Foudy. BAWSI’s mission is to awaken the power of female athletes to be change makers in the world. In only eight years of existence, BAWSI’s first initiative has engaged more than 7,000 women athletes from the Bay Area in the fight against child obesity by inspiring more than 14,000 BAWSI Girls in underserved communities and more than a thousand children with disabilities, BAWSI Rollers, to love physical activity. Marlene’s work was recognized by the International Olympic Committee with its prestigious 2013 Women and Sport Award for the continent of the Americas.

Cheri Blauwet, M.D.
Sports Medicine Fellow
Rehabilitation Institute of Chicago
Northwestern Feinberg School of Medicine

Cheri Blauwet, M.D. is a former Paralympic athlete in the sport of wheelchair racing, competing for the U.S. team in three Paralympic Games (Sydney ’00, Athens ’04, and Beijing’08) and bringing home seven Paralympic medals. She is also a two-time winner of both the Boston and New York City Marathons, and a four-time winner of the Los Angeles Marathon. Cheri has been nominated for the ESPY Award, the Laureus World Sports Award, and Women’s Sports Foundation Athlete of the Year. She remains a member of the International Paralympic Committee (IPC) Medical Committee and the U.S. Anti-Doping Agency (USADA) Board of Directors. She is a recipient of Paul G. Hearne American Association of People with Disabilities Award.
with Disabilities Leadership Awards, given to emerging leaders nationwide for their potential to change the face of the disability movement. Cheri is a graduate of Stanford Medical School and is currently a sports medicine fellow at the Rehabilitation Institute of Chicago, where she has published extensively on the power of sport to promote both well-being and disability rights for individuals with mobility impairment.

**Janet Carter**  
CEO  
Coaching Corps

Janet Carter joined Coaching Corps, formerly Team-Up for Youth, as Executive Director in 2008 and has led the expansion of Coaching Corps from a local Bay Area organization to a national leader in the sports-based youth development field. Coaching Corps recruits, trains, and places passionate volunteers as coaches in after-school programs to work with kids living in low-income communities, providing them with the health, educational and social benefits of having a trained coach as a teacher and role-model. For 15 years prior, Janet served as Vice President of the Family Violence Prevention Fund, now called Futures Without Violence, helping to grow the organization from a local nonprofit to a national leader in the effort to end violence in the family. She has served on numerous boards and is past Chair of the Annie E. Casey Foundation’s Children and Family Fellowship.

**Alex Chan**  
Fellow  
Clinton Health Matters Initiative

Alex Chan currently serves as the Orfalea-Brittingham fellow at the Clinton Health Matters Initiative (CHMI), where he oversees the management and cultivation of CHMI’s programmatic commitments. Prior to joining the Clinton Foundation, Alex was the City Planner for a mid-sized suburb in Southern California. He holds a master’s in urban planning from the University of Michigan and recently completed graduate degrees in public administration and communications management from the University of Southern California.
Participants

George Cunningham  
Professor and Associate Dean for Academic Affairs  
Marilyn Kent Byrne Chair for Student Success  
College of Education and Human Development, Texas A&M University

George B. Cunningham is a Professor and Associate Dean for Academic Affairs in the College of Education and Human Development at Texas A&M University. He holds the Marilyn Kent Byrne Chair for Student Success. Cunningham publishes widely in the area of diversity in sport and physical activity and has authored an award-winning book, Diversity in Sport Organizations.

Anita DeFrantz  
President  
LA84 Foundation

Anita L. DeFrantz, an attorney and member of the International Olympic Committee and 1976 and 1980 U.S. Olympic teams, is the president and member of the Board of Directors of the LA84 Foundation, which is managing Southern California’s endowment from the 1984 Olympic Games. DeFrantz was elected to the IOC in 1986 and to IOC’s Executive Board in 1992, serving in that capacity until 2001. In 1997, she became the first woman in the 103-year history of the IOC to be elected vice president. DeFrantz was re-elected to the Executive Board on September 10, 2013. DeFrantz is the chair of the IOC’s Women and Sport Commission and the IOC Athletes’ Commission Election Committee. In addition to her Olympic bronze medal performance in the 1976 Games, DeFrantz won a silver medal in the 1978 World Championships in rowing, was a finalist in the World Championships four times and won six National Championships. The IOC awarded her the Bronze Medal of the Olympic Order for her leadership role in fighting the U.S. government-led boycott of the 1980 Olympic Games in Moscow. In March 2011, Newsweek named DeFrantz as one of the “150 Women Who Shake the World.” She is the recipient of the NAACP Legal Defense and Educational Fund’s Black Woman of Achievement Award, the NAACP Jackie Robinson Sports Achievement Award and the Essence magazine Award for Sports.
**Crystal Echo Hawk**  
*Executive Director  
The Notah Begay III Foundation*

Crystal Echo Hawk is the executive director of the Notah Begay III (NB3) Foundation. Founded by Notah Begay III, a four-time PGA Tour winner and the only full-blooded Native American on the PGA Tour, the mission of the Foundation is to prevent childhood obesity and type 2 diabetes and promote the leadership development of Native American youth through sports and wellness programs. Ms. Echo Hawk attended the University of Sussex in England where she received both her bachelors and masters Degrees in history and political science. In 1997 she was nominated for the Reebok Human Rights Award and was named by Ms. Magazine as one of the rising women leaders under the age of thirty. Prior to joining to the NB3 Foundation, Ms. Echo Hawk served as the assistant director of development for the Native American Rights Fund, one of the oldest and most respected Native American nonprofits in the country.

**Ginny Ehrlich**  
*CEO  
Clinton Health Matters Initiative*

Ginny Ehrlich is the chief executive officer of the Clinton Health Matters Initiative (CHMI). In her role, Ginny is responsible for driving CHMI’s strategic vision and fostering partnerships of great purpose across the public, private and nonprofit sectors. Prior to her role with the CHMI, Ginny served as the chief executive officer for the Alliance for a Healthier Generation, where she built high-level strategic partnerships leading to more than 30 million children and youth having access to healthier foods and more physical activity in schools, communities, and in their homes. Previously, Ginny served as a project director for RMC Health where she directed a national training project and provided strategic consultation to multiple national organizations and state agencies. In 1999, Ginny founded Oregon’s Healthy Kids Learn Better Partnership, a public-private partnership to address Oregon students’ needs. Ginny holds a doctorate degree in Educational Policy and masters’ degrees in both Public Health and in Special Education and was recognized as one of the top 20 change agents by Health Leaders in 2012. See more at: http://www.clintonfoundation.org/about/leadership-team#Ginny.
Participants

Tom Farrey
Director, Sports & Society Program
Aspen Institute

Tom Farrey, an award-winning enterprise journalist and author of Game On: The All-American Race to Make Champions of Our Children, has directed the Sports & Society Program since its inception in 2011. The vision for the program flowed from his work as a long-form reporter with ESPN, including the 2008 publication of Game On, an investigation of the culture and structure of modern youth sports that became a required text in courses at many universities. Farrey’s television and online work on the topic of youth football safety and ethics anchored a package of Outside the Lines stories that were honored by Columbia University with a 2014 Alfred I. duPont Award, the most prestigious award in broadcast journalism – the first time ESPN has received a duPont in its 35-year history. In 2013, Farrey received an Edward R. Murrow Award. Two of his other Outside the Lines stories won 2002 Emmy awards for Outstanding Sports Journalism. His cross-platform, investigative work over the years has also won top national honors from the National Association of Black Journalists, the Women’s Sports Foundation, the Asian American Journalists Association, Sigma Delta Chi/Society of Professional Journalists, the Scripps Howard Foundation, and the Associated Press Sports Editors, among other organizations.

Benita Fitzgerald Mosley
Chief of Organizational Excellence
United States Olympic Committee

Benita Fitzgerald Mosley assumed the role of Chief of Organizational Excellence for the U.S. Olympic Committee in August 2013. In her current role, Fitzgerald Mosley oversees athlete career programs, the athlete ombudsman’s office, diversity and inclusion, human resources, facilities, NGB organizational development, security, and strategic planning. She also serves on the International Olympic Committee Women and Sport Commission, a role she undertook in March 2012. Fitzgerald Mosley previously worked in a variety of roles for the USOC from 1995 to 2001, including director of the Chula Vista Olympic Training Center (1995-97), director of U.S.
Olympic Training Centers (1997–2000) and director of public relations programs (2000–01). Following her departure in 2001, she became the president and CEO of Women in Cable Telecommunications. In 2009, Fitzgerald Mosley assumed the position of chief of sport performance for USA Track & Field. There, she managed national teams, championship events and high performance programs. Her four years with the organization included the 2012 Olympic Games, where U.S. track & field athletes garnered 29 medals, representing the highest medal count for the U.S. in 20 years. At the 1984 Olympic Games, Fitzgerald Mosley became the first African American woman and just the second American woman to win Olympic gold in the 100-meter hurdles.

Janet Froetscher
CEO
Special Olympics

Janet Froetscher is Chief Executive Officer of Special Olympics, leading the organization and all of its functions in seeking to fulfill the mission and the achievement of the goals of the strategic plan. Based at the Special Olympics global headquarters in Washington D.C., she leads an international team of more than 200 professionals throughout the world who are implementing sports, health, education and community building programming in more than 170 countries every day around the world.

Prior to joining Special Olympics, Ms. Froetscher was the president and chief executive officer of the National Safety Council (NSC), an organization whose mission is to save lives and prevent injuries. Under her leadership, the Council drove initiatives to save 10,000 lives and prevent 1 million injuries by focusing on issues such as workplace safety, distracted and teen driving. Prior to that, Ms. Froetscher was chief executive officer of the United Way of Metropolitan Chicago where she led the merger of 54 United Ways into a single entity. She also served as chief operating officer of the Aspen Institute and her corporate experience includes leadership roles within the Commercial Club of Chicago and Bankers Trust Company. She is a Board member of the Chicago Board Options Exchange and Chicago Chamber of Commerce, and a member of the Chicago Network and Commercial Club of Chicago. Ms. Froetscher is also a Henry Crown Fellow of the Aspen Institute.
Participants

David Geslak
Autism Fitness Specialist & Founder
Exercise Connection

David Geslak began teaching exercise to children with autism and other cognitive disabilities in 2004. Back then, exercise wasn’t listed as a form of treatment which further inspired Dave to change this paradigm. As he witnessed both physical and emotional breakthroughs, Dave made it his mission to reach more children, adults and professionals. Dave soon began creating functional exercise resources, DVD’s, books, and the Visual Exercise System to enable other professionals. This did not go unnoticed. In 2012, The Autism Channel offered Dave a TV show, enabling him to reach both a national and international audience. And in 2013, Jessica Kingsley Publishers offered him a contract to publish his new book due out in 2014. Coach Dave has become widely recognized for his affection to the community, his dynamic presentations and for the pioneering of structured visual exercise programs. The autism and special needs community has enthusiastically embraced Dave’s message and is especially encouraged by his results.

Nathan Lyon
Chef

The Emmy-nominated Chef Nathan Lyon is known to television viewers across the country for his simple, innovative cuisine featuring fresh, seasonal ingredients. Host of Good Food America with Nathan Lyon (Veria Living), chef and co-host of Growing A Greener World (PBS), Nathan was the creator and host of A Lyon in the Kitchen (Discovery Health and Fit TV), among the final four on the second season of The Next Food Network Star. In addition to a receiving a degree in Health Science from James Madison University, Nathan earned a Culinary Arts degree from Le Cordon Bleu. He has worked in many restaurants, both in and out of the kitchen, and has also dedicated a decade of his life working with local growers in California farmers markets in the Los Angeles area. In 2012, Nathan came out with his first cookbook, Great Food Starts Fresh, which made the Washington Post’s top cookbooks of 2012. Nathan is a Sustainable Seafood Ambassador with the Monterey Bay Aquarium and works closely alongside City of Hope with their super foods and healthy eating programs. In 2013, Nathan was honored with an Emmy nomination for “Outstanding Culinary Host” for his show Good Food America with Nathan Lyon.
**Caitlin Morris**  
*North America Executive Director, Access to Sport Nike, Inc.*

Caitlin Morris is the North America Executive Director of Access to Sport, an organization supported by Nike Inc. dedicated to unleashing human potential by enabling and inspiring youth participation in sports, active play and increased levels of physical activity. A 10-year veteran of Nike, Ms. Morris has served in various business leadership positions in Corporate Communications and Sustainable Business and Innovation. As Senior Director of Integration and Collaboration, Ms. Morris led stakeholder engagement and partnership efforts focused on improving working conditions in the supply chain. As Stakeholder Partnerships Director for the Mobilize team, she focused on integrated advocacy efforts to accelerate human potential, including global partnerships leveraging sport for development. Prior to joining Nike, Caitlin spent seven years at Mattel, Inc. working in corporate responsibility and international government affairs.

**Wayne Moss**  
*Senior Director, Healthy Lifestyles*  
*Boys & Girls Clubs*

Wayne B. Moss serves as Senior Director, Healthy Lifestyles for BGCA. He provides technical assistance to some 4,000 Boys & Girls Clubs serving 4 million young people. He led the longitudinal study efforts of BGCA’s most ambitious health and wellness program – Triple Play. The program, designed to empower youth to make informed decisions about their physical, nutritional and social well-being, was named “A Program that Works” by the Promising Practices Network in Fall 2010. Moss joined BGCA as the Director, Program Planning in 2003, responsible for program planning and assessment. He was promoted to his present position April 2005. Moss served as the City of Cleveland Recreation Commissioner and DeKalb County (Georgia) Parks & Recreation Deputy Director. His experience includes front office capacities with the Detroit Lions and the Cleveland Browns. He holds a Master’s in Sports Administration & Facility Management from Ohio University and a Bachelor’s in Journalism from Howard University.
Participants

Normandie Nigh
Executive Director
A World Fit for Kids

Normandie is the Chief Executive Officer of A World Fit For Kids! (WFIT), a leading after-school program and training organization that has been providing fitness and self-empowerment programs and training for over 200,000 inner-city youth since 1993. Under Normandie’s direction, WFIT developed an evidence-based national mentoring model called Mentors in Motion, a physical activity leadership and personal empowerment training system for teens and the adults who work with youth. Normandie also created Teen Mentors in Motion, a comprehensive training and internship program that assists teens in transforming their own lives and positively impact the lives of their younger peers and the communities in which they live. Her exemplary after-school program sites are achieving breakthrough results and have been appointed “Learning Centers” with California’s Healthy Behaviors Initiative because they have set new standards for fitness, nutrition, personal empowerment and health programming.

Joe Bear Ortiz
Youth Ambassador
Alliance for a Healthier Generation

Joe Bear is a sports-minded 15-year-old from Conifer, Colo., a rural mountain community outside of Denver. A dedicated and driven athlete, Joe Bear plays football and basketball for Valor Christian High School; after trying out many sports when he was younger he settled on these two as his favorite. Joe Bear enjoys coaching youth sports, traveling, meeting new people, spending time with his family and friends and, most of all, playing sports. He enjoys sharing his passion and commitment to sports with others and believes that making sports programs accessible to all youth is key to promoting a healthier lifestyle for his generation. As part of his service on the Youth Advisory Board, Joe Bear has organized and coached a youth basketball team oriented around empowerME4Life -- a healthy living curriculum -- that meets for four hours each week during basketball season. In addition, he’s met with local officials to encourage them to build a sports field on unused land at his local middle school. Joe Bear strongly believes that by introducing more kids to sports activities at a young age and by making sports more accessible to kids, more youth will lead healthier and more active lives.
Gary Player

Member, World Golf Hall of Fame
Founder, The Player Foundation

Gary Player, often referred to as the Black Knight, symbolizes all that world class golf is or was ever intended to be. A champion in every sense of the word, he has won 165 professional tournaments worldwide and through the philanthropic efforts of his foundation generated over $50 million dollars for the education of underprivileged children. Player, a master of the game, and a world leader in golf course design is credited with shaping more than 325 courses worldwide. When Gary Player won the US Open in 1965 at age 29, he became only the third golfer to win the Grand Slam, following Ben Hogan and Gene Sarazen. Since then, only Jack Nicklaus and Tiger Woods have added their names to this elite group. Player has, to date, won nine major championships on the regular PGA Tour and nine on the Senior or Champions Tour. He is a three time President’s Cup Captain and in 2000 received South Africa’s Sportsman of the Century Award. In addition to his 40 years of golf course design, Player currently serves as the Global Ambassador to the World Golf Hall of Fame and holds an Honorary Doctor of Laws degree from St. Andrews University. His legendary career and humanitarian endeavors have been acknowledged by numerous awards, including the 2012 PGA Tour Lifetime Achievement Award, the 2006 PGA Tour Payne Stewart Award, and the 2003 Laureus Lifetime Achievement Award. Born in Johannesburg, South Africa, Player has circled the globe in pursuit of sporting events, and after journeying over 15 million miles, or 25 million kilometers, he is widely recognized as The World’s Most Traveled Athlete™. When not traveling to or from sporting events, Player divides his time between the South African stud farm, where he has bred over 2000 winning thoroughbred race horses, and his residence on Jupiter Island in Hobe Sound, Florida.
Nathan Plowman
Partnerships Director, Access to Sport
Nike, Inc.

Nathan Plowman serves as the Director of Partnerships for Nike’s Access to Sport division. In this role, he leads the management of major partnerships within the public and private sector. He has previously advised a number of non-profit and for-profit organizations, including Nike’s Sustainable Business & Innovation group, with the goal of aligning business performance with sustainability and social good. He holds a Master’s degree from Oxford University.

George Raveling
Director of International Basketball
Nike, Inc.

George Raveling, referred to by many as “Coach,” is Nike’s Director of International Basketball. George is a husband, a father, a friend, and a mentor to many. Raveling has traveled the world, and maintains an insatiable passion about ideas, people, places and things. At 75 years of age, Raveling has had a multitude of incredible life experiences and counts some of the most successful and brilliant people in the world amongst his closest friends. He was an associate of the late Dr. Martin Luther King, who gave him the original typewritten copy of “I Have a Dream” speech on the August 1963 day it was delivered; Raveling still has the document. Before joining Nike, Raveling was head basketball coach at Washington State University (1972-83), the University of Iowa (1983-86), and the University of Southern California (1987-94). In 2013, he received the John W. Bunn Lifetime Achievement Award by the Naismith Memorial Basketball Hall of Fame.
Mike Sagas

Professor and Chair
University of Florida

Michael Sagas currently serves as Professor and Department Chair of the Department of Tourism, Recreation and Sport Management at the University of Florida. Professor Sagas also serves the university as the Faculty Athletics Representative to the NCAA and SEC. Sagas’ primary line of inquiry in the field of sport management has been focused on the under-representation and differential treatment of youth, women and minorities in sports. The general goal of this research has been to provide theoretical and practical insights needed by scholars, policy makers, and managers to identify the barriers that limit the status, development, advancement and well-being of youth, women and racial minorities in sports. Sagas has authored or co-authored more than 80 refereed journal articles and is a Research Fellow of the North American Society for Sport Management.

Deborah Slaner Larkin

Founder
Center for Research on Physical Activity, Sport and Health (CRPASH)

Ms. Larkin has worked in the nonprofit, government and private sectors for over 30 years working for civil and human rights, gender equity in education and improving health through sports and physical activity. She currently serves on the boards of the National Women’s Law Center, SUNY Purchase, National Council on Research for Women, and My Sisters’ Place. While serving on the President’s Council on Physical Fitness and Sports, she managed the groundbreaking report: Physical Activity and Sports in the Lives of Girls. More recently Larkin commissioned national, evidence-based research that explores the health, social and educational benefits of sport and is currently working with CRPASH and the Aspen Institute to examine the participation and attrition trends in youth sports.
Marjorie Snyder is currently a consultant in nonprofit management, research, and education and serves as the research director for the WSF. Previously she served as the WSF chief program and planning officer. During more than 22 years with the WSF, she twice served the organization as interim CEO. She has authored papers, book chapters, and research reports on women in sport and presented at conferences and conventions across the United States and internationally. She has frequently been featured in the news as an expert on women’s sports in media outlets such as ABC World News, CNN, NPR, and the New York Times, USA Today, the LA Times, and other major media outlets. Prior to earning her doctorate degree, Dr. Snyder was an assistant professor of physical education and head coach for women’s basketball, field hockey, and tennis at Hope College and the head women’s basketball and field hockey coach at Kalamazoo College.

Jill Vialet has spent more than 25 years in the nonprofit sector, focusing her entrepreneurial skills on creating and developing two successful nonprofit organizations for kids. In 1996, Vialet launched Sports4Kids, now called Playworks, in two Berkeley, Calif., elementary schools. Playworks believes in the power of play to bring out the best in every kid and creates a place for every kid on the playground—a place where they belong, have fun and are part of the game. Playworks creates safe, inclusive school environments that allow kids to thrive and discover their own superpowers. We currently serve more than 380 schools in 23 cities, and expect to reach nearly 425,000 students directly and through training services that reach hundreds of additional schools and community organizations. Vialet was a Eureka Fellow from 2000 to 2001. In 2004 she was selected as an Ashoka Fellow and was recently named to the Forbes Impact 30 as one of the 30 leading social entrepreneurs worldwide. Vialet and Playworks were selected as a member of the Clinton Global Initiative in 2009.
Eli Wolff directs the Inclusive Sports Initiative at the Institute for Human Centered Design and also directs the Sport and Development Project at Brown University as well as the Disability Sport Education Program at the University of Illinois. From 2003 to 2008, Eli led a global effort to include provisions addressing sport and recreation within the United Nations Convention on the Rights of Persons with Disabilities. Eli was a member of the United States Paralympic Soccer Team in the 1996 and 2004 Paralympic Games. Eli is a graduate of Brown University and is currently pursuing his PhD at the German Sport University of Cologne.
About the Aspen Institute

The Aspen Institute is an educational and policy studies organization based in Washington, DC. Its mission is to foster leadership based on enduring values and to provide a nonpartisan venue for dealing with critical issues. The Institute has campuses in Aspen, Colorado, and on the Wye River on Maryland’s Eastern Shore. It also maintains offices in New York City and has an international network of partners.

www.aspeninstitute.org

About Sports & Society

The mission of the Sports & Society Program is to convene leaders, facilitate dialogue and inspire solutions that help sports serve the public interest, with a focus on the development of healthy children and communities. The program provides a venue for thought leadership where knowledge can be deepened and breakthrough strategies explored on a range of issues.

http://www.aspeninstitute.org/policy-work/sports-society

About Project Play

The Aspen Institute’s Project Play is a thought leadership exercise that will lay the foundation for the nation to get and keep more children involved in sports, with a focus on addressing the epidemic of physical inactivity. The Sports & Society Program convenes sport, policy and other leaders in a series of roundtable and other events, and in late 2014 will publish a framework for action that can help stakeholders create “Sport for All, Play for Life” communities.

www.AspenProjectPlay.org

About Designed to Move

Designed to Move is a global call-to-action supported by a growing community of public, private and civil sector organizations dedicated to ending the epidemic of physical inactivity. More than 75 sport and academic organizations have endorsed the plan, co-authored by Nike, the American College of Sports Medicine and the International Council of Sport Science and Physical Education. Our collective vision is of future generations running, jumping and kicking to reach their greatest potential.

www.designedtomove.org

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