



*The Slippery Rock University  
Spring 2010 Sport Facility & Event  
Management Class  
cordially invites you to the 14th An-  
nual Sport Management Banquet.*

*Presented By:*



*Taylor Swift*

*Friday, April  
16, 2010  
East Club  
Lounge  
Heinz Field  
Pittsburgh, PA*

## *The Best of the Batch Foundation*

*The Best of the Batch Foundation was founded by the Pittsburgh Steelers' back-up quarterback, Charlie Batch, and is based in Charlie's hometown of Homestead, PA. Their goal is to provide low-income, underprivileged youth and their families with the purpose, desire, and resources to give their best efforts in all they do. By developing after school programs, scholarships for students, restoring playgrounds, and offering sports and leisure activities, the Batch Foundation shows commitment to the success of involved youth and their families. The encouragement and involvement of the community stimulates that success.*



### *Guest Speaker: Dr. Rick Burton*



*Syracuse University Sport Management Professor and Alum, Dr. Rick Burton, was the first ever recipient of the David Falk/ Trustees endowment. Dr. Burton is the founder of a strategic marketing consultancy, Burton Marketing Group and will be this year's guest speaker. Dr. Burton has more than 30 years of sports and entertainment industry leadership working with image-driven organizations such as the United States Olympic Committee, National Football League, National Basketball League, NIKE, Visa, Miller Brewing Company and Universal Studios. He has comprehensive experience with country, league, team and product marketing with emphasis on strategic planning, advertising, sponsorship and maximizing events.*

*Tentative schedule:*

<i>6:00pm</i>	<i>Cocktail Hour</i>
<i>7:00pm</i>	<i>Dinner</i>
<i>7:45pm</i>	<i>Slideshow Presentation</i>
<i>8:00pm</i>	<i>Guest Speaker : Dr. Rick Burton</i>
<i>8:45pm</i>	<i>Sport Management Department Awards</i>
<i>9:00pm</i>	<i>Acknowledgements</i>
<i>9:30pm</i>	<i>Raffle Winners</i>
<i>9:45pm</i>	<i>Closing Remarks</i>

*Please RSVP by April 2nd 2010*

*to the Sport Management Office  
Attn: Stephen Tucci (Banquet Treasurer)  
114 West Gym  
Slippery Rock PA, 16057*

*Lodging at the Comfort Inn and Suites and  
Campbell Bus Transportation from Slippery  
Rock to Heinz Field and back will be made  
available. Please indicate on the enclosed  
RSVP Form if you plan to utilize these services.  
For additional information please visit our web-  
site at:*

*[www.banquetintheburgh.com](http://www.banquetintheburgh.com)*



#### **FROM THE AIRPORT:**

Take Route 60 South toward Pittsburgh that turns into I-279 through the Fort Pitt Tunnel. Keep to the left after exiting tunnel and merge left to cross Fort Duquesne Bridge. Exit to left (EXIT 7A) after crossing bridge turn left onto Allegheny Avenue and follow to North Shore Drive, which circles Heinz Field. Follow North Shore Drive around Heinz Field and turn left onto Art Rooney Avenue. Take next right onto West General Robinson. Parking lot will be on left hand side. (During construction please follow detour signs for 279N and then signs for North Shore.)

#### **FROM INTERSTATE 279 NORTH:**

Follow I-279 South to the North Shore Exit (Heinz Field/PNC Park). Follow Reedsdale to the first traffic light and make left onto Tony Dorsett Drive. At the next traffic light, turn right onto West General Robinson. Parking Lot will be on right hand side.

#### **FROM THE TURNPIKE:**

Take the Monroeville Exit- head toward Pittsburgh. You will be on I-376. Follow I-376 to North Shore ramp onto Fort Duquesne Boulevard. Keep to the left and merge left to cross Fort Duquesne Bridge. Exit to left (EXIT 7A) after crossing bridge and turn left onto Allegheny Avenue and follow North Shore Drive, which circles Heinz Field. Follow North Shore Drive around Heinz Field and turn left onto Art Rooney Avenue. Take next right onto West General Robinson. Parking lot will be on left hand side.

