

NEWS RELEASE



470C Wohlers Hall
1206 South Sixth Street
Champaign IL 61820
www.business.uiuc.edu

For more information contact:
Ginny Hudak-David, Director, Communications Office
217-244-8146; hudakdav@uiuc.edu

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Cozad Lecture to Feature Harlem Globetrotters CEO

Champaign, Ill. — Mannie Jackson stepped into the history books when he purchased the Harlem Globetrotters in 1993, the first African-American to own a major international sports and entertainment organization. Mannie Jackson's career, which has taken him from the basketball court to the boardroom, will be recounted in a talk titled "Repositioning to Win: You Gotta Believe."

Jackson will give the V. Dale Cozad Lecture on October 27, 2003, in 114 David Kinley Hall, 1407 West Gregory Drive in Urbana. The lecture starts at 5:15 p.m. The public is invited to attend. Free parking is available to the campus lots south of David Kinley Hall and west of Wohlers Hall.

Jackson played for the Harlem Globetrotters in the 1960s prior to joining Honeywell's telecommunications unit where he worked for more than 26 years, rising to president and general manager. When he retired, he was a corporate officer and senior vice president.

In 1993, he purchased the Globetrotters. He is responsible for reviving the organization, tripling its revenue in three years, and rebuilding the fan base. Under his leadership, the Globetrotters established a merchandising and licensing company with sponsorship and promotion agreements valued at over \$100 million. In 2001, Harvard Business Review published a first-person account of his business principles that turned the Globetrotters into a market leader.

Jackson grew up in Edwardsville, IL, and graduated from the University of Illinois, becoming the first African-American and captain of the Illini basketball team.

The V. Dale Cozad Lecture Series in Entrepreneurship was established through the efforts of Peter and Kim Fox and endowed by gifts from the family and friends of Dale Cozad. The lecture series honors the memory of Dale Cozad and the hard work, dedication, and entrepreneurial spirit that led to his success. The Center for Entrepreneurial Development, a unit of the College of Business that offers business assistance to entrepreneurs, is the co-host of the Cozad Lecture.

Nationally recognized as one of the leading business schools, the University of Illinois College of Business has outstanding programs in accountancy, business, economics, and finance. The College enrolls approximately 3,300 undergraduates, 900 MBA and master's students, and 165 doctoral candidates.

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Editor's Note:

Mr. Jackson can be scheduled for brief interviews prior to his presentation. Contact the Office of Alumni and External Relations at 217-244-6669 for more information and an interview time.