

# 2024 CLASSIC FOR COLUMBUS ACADEMY

Program Summary



# Mission

Leverage Classic For Columbus events to provide a real-life educational experience for students in the areas of sports/entertainment marketing, major event management and hospitality.

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# Vision

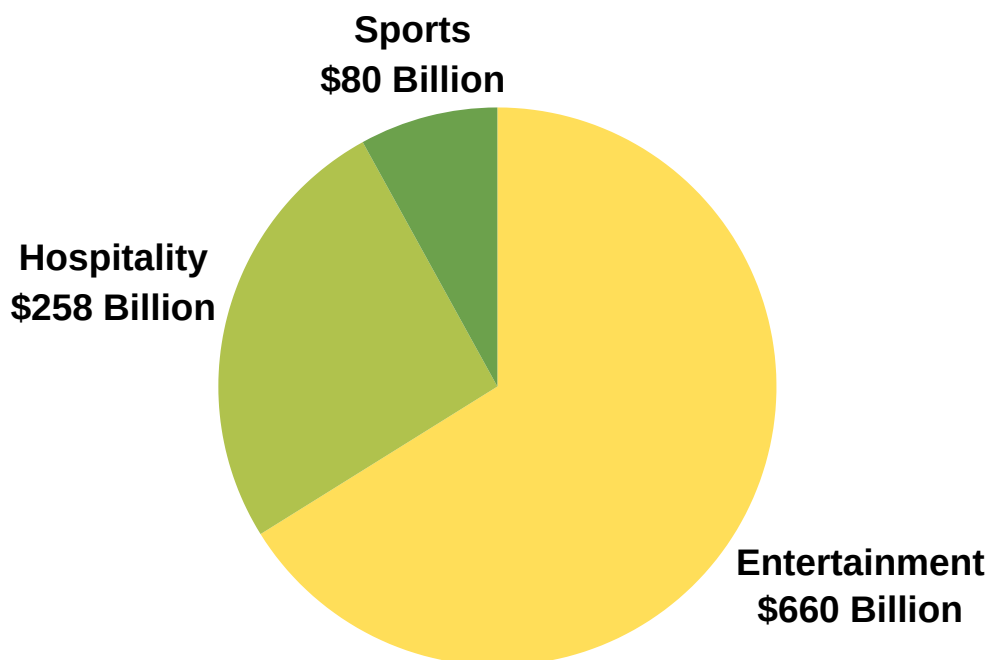
Help students develop their planning, organizing, directing/controlling, problem solving and people skills to become tomorrow's captains of the sports and entertainment industries.





# Synopsis

The combined market size of the sports, entertainment and hospitality industries in the United States is over \$998 Billion. The average annual growth rate for these industries year-over-year is greater than 35%. Innovations and disrupters like “Name Image Likeness” is fueling this growth and creating new career opportunities. Where will the next generation of leaders in these industries come from?



Today new leadership opportunities are available to women and minorities who are prepared to meet the challenge. In 2022 the University of Nebraska (Big Ten University) hired its first Black Head Coach for any sport. Before being named interim Head Coach, Mickey Joseph's resume included head football coach at Langston University—a Historically Black College and University in Oklahoma. Naming Mickey Joseph Head Coach is a nod to HBCUs and a nod to gaining real-life experience in the space that is accessible to you.

CFC Academy will make a real-life educational experience in sports/entertainment, major event management and hospitality accessible to students from Central Ohio, expanding to all of Ohio and eventually the US and abroad. Up to 50% of students will be from families below poverty level and 50% from families above poverty level to facilitate socioeconomic diversity.

Students will receive 40 hours of classroom training across multiple disciplines and 60 hours of supervised practice at CFC events. Instructors for the program will be experienced, high-functioning professionals who have a passion for mentoring and sharing their knowledge. Instructors will utilize a number of tools to evaluate students including quizzes, surveys, interviews and event projects. Upon completing the program, each student will receive a formal evaluation that can support their college admissions, scholarship and internship applications as well as their employment search.





# Classroom Training

The Academy program will include 40 hours of classroom training that complements what students will learn in their real-life educational experience practicing at CFC events. Classroom training will be administered in 7 modules:



## Personal Development and Job Readiness

4 Hours

- Who am I? Developing my brand. Students are trained to look, sound and behave like the person they wish to portray.
- Students are trained to think like an employer, perform on the job like they own the business and implement a step-by-step process to land a job.
- Rich Habits: Students are trained to budget, save and invest, utilizing the habits and simple practices of people with wealthy minds.
- Surviving Success: Students are trained to “fail forward”, expect success and how to manage their success when it comes.

## Teams and Organizations

6 Hours

- Why do teams succeed or fail? Students are trained in the process to identify the appropriate skillsets and personalities required to build a team to achieve certain objectives.
- Is team culture important? Students are trained how to design a culture for the team that fits the environment and the process to identify team members that fit into the culture.
- Students are trained to analyze the culture of their team on which they are a member and adjust their behavior to complement that culture.
- Students are trained to identify the designated collaborations between certain team members and build relationships with their direct collaborators.



## **Sports, Entertainment and Hospitality 101**

**7 Hours**

- Students will be introduced to a wide range of career opportunities by exploring the internal workings of CFC's sports, entertainment, and hospitality operations.
- Students will tour various venues and participate in interactive presentations from seasoned professionals working in sports, entertainment, and hospitality.
- Students will work on individual and group exercises in the classroom designed to measure their aptitude and affinity for various career opportunities in sports, marketing and entertainment.



## **Following and Leading**

**7 Hours**

- Students are trained in the step-by-step process of following that includes noting expectations, deliverables, deadlines and reporting.
- Students are trained to practice "intrapreneurship" which is to have the mindset of a high-functioning entrepreneur while producing for an organization led by others.
- Students are trained to understand the correlation between an outstanding follower and outstanding leader as well as a step-by-process to leading by example.



## **DEI 101**

**3 Hours**

- What is DEI and why is it important? Students will be introduced to the historic struggle for racial and women's DEI in sports and entertainment.
- Students will be trained to identify, appreciate and positively leverage gender and cultural diversity to strengthen a team.
- Students will be trained to share an evidence-based method for transferring diversity and inclusion practices utilized in sports to everyday living.





## **Understanding The Assignment**

**5 Hours**

- Students will be introduced to basic project management tools including Critical Path, Asana and Clockify.
- Students will be trained to link Critical Path tasks to its appropriate functional area and define the role of each functional area.
- Students will be trained in a step-by-step process to organize a project into functional areas and understand the working relationship between the functional areas.
- Students will be trained to identify the difference between dependent and independent tasks and understand why this distinction is critical.



## **Problem Solving and Crisis Management 101**

**4 Hours**

- On the first day and again later in this module students will complete the same multiple choice answer survey of problems/crisis faced by program instructors at some point in their careers—and the best solutions to these challenges from the students' point of view. This classroom exercise is designed to measure the variance in each student's problem solving ability after the training occurs.
- Students will be trained in evidence-based methods to manage their emotional and physical reactions to a crisis, allowing one to reason and perform more effectively.
- Students will be trained in a best practice step-by-step process to manage a crisis and mitigate the damage.
- Students will be trained in best practice procedures to identify material problems and design solutions before it escalates to crises.

# Real-Life Educational Experience

Students will attain a real-life educational experience by working with the management team to help plan and activate CFC events. Students will work in 11 functional areas across a range of disciplines including:



- **NIL:** Students will brand collegiate athletes who are competing in CFC events.
- **Research:** Students will comprehend demographic/psychographic data samples and research to identify social media handles for the appropriate segments.
- **Sports/Entertainment Marketing:** Students will create messaging, imaging and customer experience to attract entertainment enthusiasts to sports events.
- **Time Management:** Students will evaluate productivity by employing technology like Asana and Clockify to document time spent compared to work product delivered.
- **Budget Planning:** Students will scale the house for ticket sales to meet budget expenses.
- **Sponsorship:** Students will conduct an environmental scan of the venue, multimedia platforms and the event schedule. identifying unique opportunities to design assets for sponsorship decks. And play a role in delivering assets to sponsors.
- **Hotels and Hospitality:** Students will compare and contrast prices, accommodations and services for hotels, restaurants and transportation companies to determine the best offers to fit guests' needs.
- **Activation:** Students will play a role in planning and executing the run of show for events.





# Students

Students will be enrolled by invitation only. Open positions after this process will be filled by a lottery. Up to 50% of students will be from households below poverty level and 50% above poverty level to provide a socioeconomically diverse experience. Students accepted into the Academy will be highly motivated achievers with a passion for sports and entertainment. Students must meet the criteria:

- Minimum 2.0 GPA.
- Minimum 95% attendance.
- Active on at least 1 organized sports team.
- Active with at least 1 community service or charity.
- 2 recommendations from educators at the student's school.
- 2 recommendations from a sports team coach and community leader.
- Letter from a parent or guardian.
- Basic computer skills.
- Written and verbal communication skills.
- Gets along well with others.
- Respects authority and able to take instruction.



# Instructors

The Academy's team of instructors will include senior management from CFC's events team, educators from associated colleges and graduate students. Senior management will lead the 60 hours of real-life educational experience. Educators will lead the 40 hours of classroom training. Graduate students will support all areas of the program. Instructors will meet certain criteria:

- Attained real-life experience in their respective discipline(s).
- Exhibited a passion for sharing knowledge and mentoring.
- Demanding and compassionate.
- Plan-driven, yet flexible.
- Resolved yet open-minded.



# Outcomes

Students will graduate from the Academy “job-ready” with transferable skills, transferable step-by-step processes for creating solutions, evidence-based practices for project management, best practices for building teams and contributing to the team and exposure to virtually every discipline related to sports, entertainment and hospitality. Measurable outcomes include:

- **Project Management:** Students will have the knowledge to design a basic project Critical Path listing tasks, functional areas, deadlines, accountable parties and collaborators.
- **Management Tools:** Students will have a concept of technology utilized to manage projects such as the Critical Path, Asana and Clockify.
- **Time Management:** Students will have a command of the “productivity method” to evaluate their time management by measuring their work product compared to time spent.
- **Leadership:** Students will have a command of the leadership mix which is planning, organizing, staffing, directing and controlling as well as a step-by-step process for building a team.
- **Crisis Management:** Students will have a basic knowledge of a step-by-step process to create solutions for unexpected major challenges, including an evidence-base method for managing their own mental, emotional and physiological responses to the crisis.





- **DEI:** Students will have a command of applying practices utilized to promote diversity, equity and inclusion in sports to everyday life.
- **Marketing:** Students will have the ability to create messaging, imaging and customer experience based on the demographic/psychographic data.
- **Activation:** Students will have a command of designing and executing the run of show.
- **Budgeting:** Students will have the ability to scale the house quantifying ticket price points to meet budget expenses.
- **Hospitality:** Students will have the ability to assess prices, accommodations and services from hotels, restaurants and transportation companies to select the best offer to exceed guests' expectations.
- **Career Choice:** Students will have working knowledge of virtually all careers in sports, entertainment and hospitality, and will be prepared to choose their own career path.



# Program Evaluation

The program will be evaluated annually—utilizing the logic model—a systematic process for planning, documenting and assessing the implementation and outcomes of the program. Experiential Design will be the classification of logic model utilized. The evaluation will be conducted by collecting quality data from instructors and students to answer a specific set of questions including:

- What was the aggregate median and average attendance for students in the program?
- What was the median and average score on the job-readiness quiz?
- How many students completed the Critical Path with at least 80% accuracy?
- How many students designed a run of show with at least 80% accuracy?
- How many students scored 80% and above on the solutions quiz?
- How many students rated at least 4 out of 5 stars on the final hospitality survey?
- How many students could list at least 12 traditional careers in sports, entertainment and hospitality?
- How many students accurately scaled the house to meet budget expenses?
- How many students scored at least 80% on the final DEI survey?
- How many students earned a final evaluation score of at least 80% for their classroom participation.
- How many students earned a final evaluation score of at least 80% for their real-life educational experience practice?
- How many students earned at least 4 out of 5 stars from their cohort?

Questions designed to identify the program's strengths, weaknesses and opportunities for improvement will be included as well. Disseminating the evaluation results to stakeholders will be an important step in this process. Analyzing the results and taking corrective measures will be the final step in the process.

# CLASSIC FOR COLUMBUS

## BOARD OF TRUSTEES



**John  
Pace**

**President & CEO**  
Classic For Columbus  
Board Chairperson

John Pace launched his first major event when he was eighteen-years-old and sold the intellectual property rights and trademark to Anheuser Busch two years later, which became part of the Michelob brand introduction.

Over the next four decades John created world-class sports and entertainment events at venues across the country, including Paul Brown Stadium, Cleveland Browns Stadium, Ohio Stadium (the Horseshoe) and Rocket Mortgage Fieldhouse. John utilizes his events to promote education, economic development and diversity.

He partners with Fortune 500 companies and community-based organizations to raise millions of dollars for scholarship programs. John is a native of Columbus, Ohio.





**Josh  
Combs**

Creative Services Director  
**NBC4**

Josh Combs is the Creative Services Director for NBC4 overseeing the marketing and branding efforts for the Columbus, Ohio NBC station since 2016. Josh has previously worked in creative management at WFLA (Tampa, FL), KLRT (Little Rock, AR), WMBB (Panama City, FL) and also held positions at CW and PBS affiliates. Josh is a graduate of Indiana University with a B.A. in Telecommunications. Josh's core strengths are audience analysis and connecting that audience to a meaningful and relevant message. Josh has used this approach with high-profile platforms like The Olympics, Super Bowls, College Bowl Games and his advertising work with professional teams like the Tampa Bay Buccaneers, Columbus Blue Jackets and Tampa Bay Lightning.



**Donald  
Dennis**

Executive Vice President,  
Chief Diversity, Equity,  
Inclusion & Culture Officer  
**Huntington National Bank**

Donald leads all aspects of diversity, equity, inclusion, and culture at Huntington Bancshares Incorporated, a \$100 billion regional bank-holding company. His belief is that when people feel respected and appreciated, they are more creative, innovative, and successful. He professionally develops strategies and programs to successfully engage, develop, retain, and attract a diverse workforce. Donald is responsible for fostering inclusion, advocating for equity, and embedding a sense of belonging for all colleagues across the company. His contributions help to deepen Huntington's commitment to diversity, equity, and inclusion in the communities it serves in seven states. Donald serves on the Board of Directors of the Mid-Ohio Food Collective and chairs the Columbus Community Kitchen, LLC; he also serves on the UNCF Columbus Leadership Council. Donald completed the Executive Program in Leadership at the University of Michigan Graduate School of Business and the University of Virginia Darden School of Business. The Columbus, Ohio resident holds a bachelor's degree in Economics and English Literature from The College of Wooster.



**Carla D.  
Fountaine, MHA**

Director of Community  
Relations  
**Nationwide Children's  
Hospital**

Carla D. Fountaine, MHA is the Director of Community Relations for Nationwide Children's Hospital (NCH). As a member of the community relations team for the past 18 years, she is responsible for cultivating and managing an open line of communication between NCH and its neighbors and constituents through the hospital's Good Neighbor Agreement. Fountaine also serves within the community as a bridge for various non-profit organizations in Central Ohio to establish significant partnerships supporting their respective causes. She works closely with various departments within the hospital and other organizations externally to assist with programming related to the Healthy Neighborhoods Healthy Families (HNHF) initiative established by NCH. As a board member for the Rickenbacker Woods Foundation, she also participates in the development of programs focused on the mentorship of students through the teachings of science and technology. She is a lifelong resident of the Central Ohio area and currently resides in Galloway.



**Michael  
Gatto**

Chief Operating Officer/  
Senior Vice President  
**Columbus Arena  
Management  
Nationwide Arena**

As COO of Columbus Arena Management, Michael Gatto is responsible for the oversight of Nationwide Arena, home of the NHL's Columbus Blue Jackets. Nationwide Arena a 20,000 seat multi-purpose arena, is the economic engine of the Arena District with over one million guests visiting annually. Under Mike's leadership, Nationwide Arena has hosted the 2018 NCAA Division I Women's Basketball Final Four, 2021 NCAA Division I, Women's Volleyball Championships, NCAA Men's Basketball 1st & 2nd Rounds as well as NHL Playoffs, plus numerous concerts, and entertainment events. Mike has over 25 years of experience in facility and event management. He also has responsibility for the oversight of the Jerome Schottenstein Center, the 20,000 seat arena on the campus of The Ohio State University that is the home of the Buckeyes.

Mike graduated with a Bachelor of Science degree in Business Administration from Widener University and has a Master of Education in Sports Administration from Temple University. He resides in Westerville, Ohio with his wife Mary, and his children Allison and Anthony.



**Linda  
Logan**

CEO & President  
**Greater Columbus Sports  
Commission**

Linda Shetina Logan has served as the CEO & President of the Greater Columbus Sports Commission (Sports Commission) since its inception in June 2002. A trailblazer in the sports tourism industry, Linda has led the Sports Commission to book more than 600 new sporting events that have generated over half a billion dollars in visitor spending. In return, Columbus has established itself as a top sports destination. A graduate of Ohio University, she currently serves on the boards of the AAA Ohio Auto Club, The Ohio State University Sports & Society Initiatives, and the Fairport Harbor Tourism Council. Linda was named 2019 Women WELDing the Way® calendar honoree due to her leadership and development of women. Additionally, she was a past recipient of the Columbus YWCA "Women of Achievement" and was recognized in Connect SPORTS magazine's cover story "IX Women Who've Got Game" for making significant contributions to the sports tourism industry.



**Jim  
McCoy**

Associate Vice President  
**Nationwide**

Jim McCoy is charged with strategy development, implementation, and measurement of all sponsorships in Nationwide's sports marketing portfolio. This includes Nationwide's official relationships with the NFL, the Memorial Tournament, National Women's Soccer League, Minor League Baseball, the Columbus Blue Jackets (NHL), the Columbus Crew (MLS), the Columbus Clippers (MiLB), the Columbus Zoo and Aquarium, and the Columbus Marathon. Jim also manages personal services agreements with Peyton Manning, Dale Earnhardt Jr., Anthony Muñoz, and numerous Walter Payton NFL Man of the Year winners. McCoy has more than 20 years of sports marketing and event management experience. Since joining Nationwide in 2004, he has been building, diversifying and managing the company's sports marketing portfolio. Under McCoy's leadership, Nationwide was named 2010 NASCAR Marketer of the Year and nominated for a 2014 Ex award for the Nationwide Children's Hospital 200.



**Rev. Charles  
Newman**

Senior Pastor  
**Antioch Baptist Church**

After serving several years faithfully, God once again had greater divine plans for Rev. Newman and called him back home. On September 9, 2018 he was installed as the Pastor of The Antioch Baptist Church of Columbus, OH. Under his leadership Antioch has continued the rich legacy of effective and relevant ministry in the city of Columbus, OH. Reaching and Restoring the lost, reconnecting them back to the church. He is also employed by the City of Columbus Department of Public Service, serving as the department's Public Relations Specialist. Rev. Newman is a graduate of Ohio Christian University, where he earned a Bachelor of Arts degree in Business Management and a Bachelor of Religious Education. Rev. Newman currently serves as the Executive Secretary of the Ohio Baptist General Convention, Vice Moderator of the Eastern Union Missionary Baptist Association. He has served as a lecturer for the Young Peoples Department of the National Baptist Convention, USA, Inc. and is a Proud member of Phi Beta Sigma Fraternity, Inc. along with many other civic and professional organizations throughout the state and on a national level.



**Jeff  
Ushry**

First Vice President  
**National Panhellenic  
Council Columbus**

Jeffrey A. Ushry is a Wastewater Chemist with the City of Columbus Department of Public Utilities having also served as a Compost Facility Supervisor. He is past recipient of seven meritorious and achievement awards from the City of Columbus.

Mr. Ushry is a graduate of The Ohio State University with a Bachelor of Science degree in Entomology with a minor in Microbiology. He currently is the Polemarch (President) of the Columbus Alumni Chapter of Kappa Alpha Psi Fraternity, Inc. In addition, he is an Alumni Board of Director for The East Central Province of Kappa Alpha Psi Fraternity, Inc. He also serves as the 1st Vice President of the National Panhellenic Council of Columbus.





**Kenneth  
Wilson**

County Administrator  
**Franklin County Board of  
Commissioner**

JKenneth N. Wilson was appointed County Administrator in January 2015. As County Administrator, the highest unelected post in county government, Mr. Wilson leads 14 county agencies with more than 1,400 employees and oversees the County's annual \$1.9 Billion budgeting process for 35 agencies to ensure Franklin County remains one of the finest, best-governed counties in the nation. Mr. Wilson was hired in 2005 as Director for the County's Office of Management and Budget. In 2010, Mr. Wilson was elevated to the role of Deputy County Administrator for Resource Management, overseeing several agencies including Job and Family Services, the County's largest social service agency. Mr. Wilson was again promoted to County Administrator in January 2015. He holds a Master's in Public Administration from Ohio University and a B.A. from James Madison College at Michigan State University, where he majored in Public Affairs, Metropolitan Studies, and Business.



**Brian A.  
Turner**

Professor, College of  
Education and Human  
Ecology  
**The Ohio State University**

Brian A. Turner, PhD is a Professor in the College of Education and Human Ecology at The Ohio State University. He earned his Bachelor of Science degree in Secondary Education from Baylor University, his Master of Education degree in Physical Education from Tarleton State University, and his PhD in Sport Management from Ohio State in 2001. His research focuses on Organizational Behavior in sport and he has published over 60 peer-reviewed articles and made over 100 presentations at national and international conferences. Additionally, he has co-edited two editions of the textbook Marketing for Sport Business Success. In 2007, Dr. Turner was named a North American Society for Sport Management (NASSM) Research Fellow and in 2017 he won the organization's Distinguished Sport Management Educator Award. Additionally, in 2017 he was awarded the College of Education and Human Ecology Distinguished Teaching Award at Ohio State. Currently, he serves as a member of the University's Athletic Council.



# THANK YOU

**JOHN PACE**  
**CEO/President**

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