

Veras to teach Sports Business at Case Western Reserve University Fall 2011

George Veras will teach an undergraduate course at the Weatherhead School of Business of Case Western Reserve University in Cleveland (<http://www.case.edu>) in the fall of 2011. "We are excited to have George present to our students this dynamic and growing field of business and we are looking forward to his seminar this semester" said Peter Whiting, Director of the SAGES program at Weatherhead. "I taught a course this spring in Immigrants in Cleveland for Adjunct Professor Michael Goldberg and with his encouragement and mentoring, developed a sports business course, that for the first time, will comprehensively cover the key contributors to sports business" said George Veras, President Veras Communications, Inc and President Pro Football Hall of Fame Enterprises (www.verastv.com)

The sports industry is experiencing rapid growth and is expected to become one of the nation's top 25 industries by 2030. This seminar will explore five elements of the business model that is driving this growth: content, television, social media, advertising, and consumer products. In addition, it will examine the marketing of these five elements. Students will be graded on class participation, essays, and a final paper. They will be asked to read weekly articles on each aspect of the sports industry and to participate in social media sites in order to understand how powerful this platform is to the sports business. In addition, they will work together in groups to create their own sports marketing websites and present these sites for evaluation by the entire class. The results of the evaluation will contribute to their grade for this part of the course. Guest lecturers for the seminar will include nationally recognized experts and representatives of the sports industry, many of whom visit northeast Ohio for sporting events. Students in the course will acquire a unique perspective on a business that is projected to become one of the world's leading growth industries in the 21st century.

Case Western Reserve University is one of the nation's top universities. In its 2010 ratings, *U.S. News and World Report: America's Best Colleges* ranked **Case Western Reserve University number 41** among 262 national universities and according to the 2010 rankings, Case Western Reserve is rated as **the best university in the state of Ohio**. Over the past five years, a number of graduate and professional programs at Case Western Reserve University have topped *U.S. News and World Reports Best Graduate Schools* charts, including health law at #8, biomedical engineering at #11 and nonprofit management at #10.

George Veras is currently is President/CEO of the Pro Football Hall of Famer Enterprise, representing the Pro Football Hall of Fame and the Hall of Famers, in marketing, television and sponsorship. He is also President/Executive Producer of Veras Communications, Inc (www.verastv.com), a 13 time Emmy Award television producer, who has produced public television and History Channel documentaries on Sportscasters, Sports Owners, Figure Skating, Basketball Dynasties, NFL Films, Biographies of Arnold Palmer, Lou Gehrig, Greg Norman and recently, for ESPN, Jimmy the Greek. He will be producing for PBS in 2012, *Pioneers of Television in Sports*, and publishing "The Storytellers of Sports".