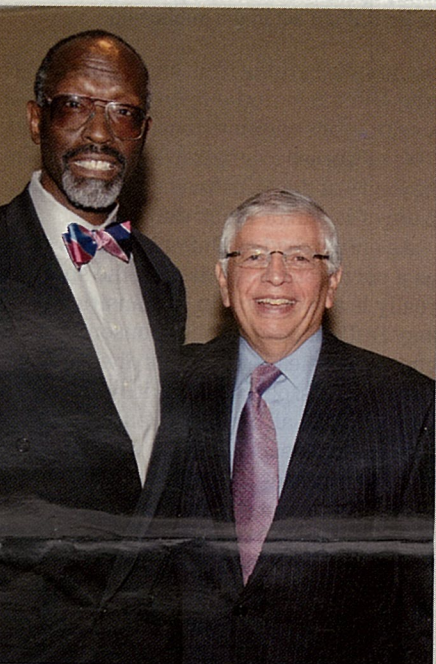




**A team effort**

Art Smith (left), CMO of accounting and consulting firm RSM McGladrey, and Joe Steranka, CEO of The PGA of America, spoke at the opening ceremony for the PGA McGladrey Team Championship on Sept. 9 in Pinehurst, N.C. RSM McGladrey endorses Chris DiMarco and Zach Johnson ran a VIP Clinic for company executives.



**Hall honor**

Tom "Satch" Sanders (left) and NBA Commissioner David Stern were among those at the Naismith Basketball Hall of Fame news conference Sept. 7 in Springfield, Mass. Sanders, recently retired VP of player programs for the NBA, received the John W. Bunn Lifetime Achievement Award during the enshrinement weekend.



**Taking the Subway to SummerSlam**

The WWE's John Cena, who has been featured in two Subway commercials, spent time with the fast-food restaurant's management team before WWE's sold-out SummerSlam pay-per-view event last month at Continental Airlines Arena. From left: Jeff Moody, CEO of Subway Franchisee Advertising Fund Trust; Theresa Moody; Noah Rothstein; Cena; Kim Hennig, SFAFT director of brand management; and Larry Rothstein, president of Source Communications.

Please submit photos for review of industry conferences, parties, product launches and openings showcasing the people and personalities at the event. Include the event date, location, names/titles of those featured along with credit information. The photo specifications are as follows: 300dpi, tiff, jpeg or eps color images. Submit digital photos for review at: photo@sportsbusinessjournal.com or send color prints to: Faces & Places, c/o Street & Smith's SportsBusiness Journal, 120 W. Morehead St., Suite 310, Charlotte, NC 28202.



**INSIDE OUT**  
**JOHN GENZALE**

**G**. Scott Paterson's mother was a teacher and a single parent when she raised the future JumpTV CEO in a rented duplex across from a St. Catharines, Ontario, housing project. Among Paterson's memories were a tenement murder and other kids having more sports equipment. They don't now. His mom, **Susan Drake**, now a professor, scrimped to get Paterson into the best schools. He's made the most of it. The grandson of **George Gordon Paterson**, who played on a Grey Cup-winning team, was able to donate \$1 million to his alma mater, the University of Western Ontario. He's on the boards of a half-dozen large companies. He was a founder of Lionsgate and is particularly proud of its Oscar-winning movie "Crash." And his JumpTV and XOS Technologies are huge players in delivering sports video over the Internet. ... **Phil and Penny Knight** pledged \$100 million to University of Oregon athletics, the largest private donation in the school's history.

**Richard Sandomir's** wife, writer-artist **Griffin Miller**, wrote on the invitations to his 50th birthday roast: "Sandomir is Turning 50/Let's Nail Him Good." And **Vince Wladika**, **Lou D'Ermilio**, **Chris LaPlaca**, **Mark Mandel**, **Marty Appel**, **Frank Litsky** and others did. Times boss **Tom Jolly** was there and former boss **Neil Amdur** sent a note. **David Hill** penned "Old Sandomir" to a "Cats" tune, which was performed by singer-actress-friend **Anita Hollander**. Afterwards Sandomir wrote partygoers that he was "touched, moved, amazed, grateful and appalled!" He got "lots of goodies, a few psychic bruises, a slightly elevated blood sugar level and great memories. Thank you for being my party posse and for willingly following me on the conga line." ... The day after her going-away "roast," outgoing Women's Sports Foundation boss **Donna Lopiano** was again playing nurse to her 87-year-old mother, Josephine, in Easton, Conn., this time after her second shoulder replacement surgery. Last year, after her mother's colon surgery, the pair vacationed on Turks and Caicos. They'll do it again after Donna ties up WSF loose ends.

In addition to the normal stream of celebrities in the chief executive's suite at the U.S. Open like **Mariah Carey** and **Alex Rodriguez**, **Arlen Kantarian** hosted three commissioners, **Don Garber**, **David Stern** and **Roger Goodell**. Goodell and Kantarian talked about tennis and kids; the former is the father of twins and the latter the father of triplets. ... After his fourth straight Open triumph, **Roger Federer** received text congratulations from fellow Gillette pitchmen **Tiger Woods** and **Thierry Henry**. Federer, who met his girlfriend, **Mirka Vavrinec**, at the Sydney Games, said he wants to play at the London Games, where Wimbledon will be the tennis venue. ... **David Higdon** finds the decibel level of his new sport — he's an EVP at the Champ Car World Series — very different from the "quiet, please" atmosphere of the ATP, but he finds his duties "eerily similar." And familiar. He grew up in motorsports. "As a kid I schlepped around the country with my father, **Hal**, who wrote half a dozen books on



Champ Car European Cup winner **Graham Rahal** (right) met **Roger Federer** in Cincinnati.

... including one on Indy and a **Johnny Rutherford** bio. Higdon introduced **Graham Rahal**, a **Paul Newman** driver, to **Federer** at the Cincinnati Open. The Champ Car European Cup winner had driven there in an Audi given to him by his father, **Bobby Rahal**, for graduating from New Albany (Ohio) High School with a 3.8 average. ... **Billie Jean King** appeared on "Good Morning America" after launching "GreenSlam" with a challenge to "myself, the sports industry, professional athletes and fans to take positive action to help counter the negative effects of climate change." ... The ATP's **Guillermo Cañas** hung out with Victoria's Secret/SI swimsuit model **Selita Ebanks** as his Brazilian-model girlfriend **Fabiana Semprebom** worked the Trovata Fashion Show. Ebanks grew up playing tennis on Grand Cayman.

**Greg Hughes** coaches his son's baseball team, assists on his basketball team and handles PA announcing at football games. He attends his daughter's high school soccer games. He took Sarah, 15, and Daniel, 12, to Greece and Italy over the summer. He has more time for his kids since leaving **Turner Sports** to start his own firm, named, with liberties, after his children. Sedan Communications handles PR, strategy, image building and crisis management for clients such as NBC Sports and the Gospel Music Channel, with minority owners **Cecil Fielder** and **Evander Holyfield**. Former Turner bosses hired him, **Mark Lazarus** for the East Lake Foundation (pro bono) and **Harvey Schiller** for the International Baseball Federation. ... Oregon Sports Authority CEO **Drew Mahalic** flew to Winter Haven, Fla., with son **Stephen**, 20, to watch younger son, **Joey**, 18, pitch for the Gulf Coast League's Indians. The three went to Walt Disney World the weekend before. Mahalic, whose wife, **Joan**, was a college skier, had to race home after Joey's game to host the AST Dew Tour at the Rose Quarter. ... Comcast youth teams scored spectacular hockey victories in Massachusetts Labor Day tournaments. Comcast-Spectacor President **Peter Luukko's** son **Nick** was a star on one team, and Flyers coach **John Stevens'** son John played with Flyers player **Darien Hatcher's** son **Chase** and **Sami Kapanen's** son, **Kasper**. ... With a new sheet of ice at the Wachovia Center and the Wachovia Spectrum, the 7:15ers are at it again. Among the Comcast execs who get together before work for friendly hockey competition: Luukko, Global Spectrum COO **John Page**, Phantoms COO **Frank Miceli**, Comcast-Spectacor VP **Pat Ferrill** and Flyers ambassador **Bob Kelly**. "It's a great way to build camaraderie," Luukko said. "Our motto is, 'Work Hard and Have Fun.'"

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