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(File: 20080609mwm)

June 9, 2008

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ERIC: Well, Dr. Brand, we're getting to the time where we're wrapping up another academic year, which means spring championships, sir, are wrapping, and that signals national champions -- a number of our championships are being decided.

So the question for you is what does it mean to be a national champion?

DR. MYLES BRAND: To be a national NCAA champion really means being the best among your peers, whether you're in Division III, II, or I, you are the best for that period of time in your life with your teammates. That's an incredible feeling. How can you -- how often can you say you are the best? And that's got to be exciting.

I never personally had that experience of being on a national championship team, but I can imagine just looking at the expressions and what the student athletes say afterwards, and just looking at their body language, they are really overjoyed.

ERIC: Yeah. And on the DoubleAZone a couple weeks ago, we ran a video after the National Championships Festival in Houston, and it was a compilation of all six championship celebrations. And you're right. The student athletes were absolutely

1 overjoyed. And this is Division II. And they're
2 overjoyed in Division III. And they're overjoyed in all
3 88 NCAA championships.

4 So the question again is does this mean as
5 much for the lower profile student athletes, as it does
6 for the basketball and football student athletes that
7 compete for a national championship on television that
8 everybody gets to watch?

9 DR. MYLES BRAND: You know, it might even
10 mean more, because when you're playing for Division II
11 and III, you don't have the same level of visibility,
12 television audiences -- although we're putting
13 Division II and III on TV more and more. But you still
14 don't get that large scale visibility as you do, at least
15 in some sports, in Division I. And so this is very
16 special.

17 Also for the vast majority of student
18 athletes in II and III, they're not going to see another
19 opportunity in terms of professional athletics. In fact,
20 even Division I, for the vast majority of those who win a
21 national championship, they're not going to go pro
22 either.

23 So for the vast majority of student
24 athletes who are national champions, this is it. This is
25 the pinnacle. It doesn't get any better, period.

1 ERIC: It certainly doesn't. And I think
2 for our listeners, it might be important to talk some
3 numbers for a second. We've got more than 400,000
4 student athletes competing in the NCAA, but very few get
5 that opportunity to be number one.

6 DR. MYLES BRAND: Oh, absolutely. Now,
7 you'll get 40- or 50,000 student athletes who are in the
8 tournaments. And even that's a great thrill, just to
9 make the tournament. But then to win the tournament,
10 whether it's a golf tournament or a baseball tournament,
11 football -- it doesn't matter what division you're in.
12 If you're in Division II and you win a national football
13 title, you will remember that for life. There is nothing
14 that's going to replace that in your memory as one of
15 your fond thoughts about athletics -- something you tell
16 your children and grandchildren, seriously.

17 ERIC: No, absolutely. So that brings us
18 to the final question, what is your favorite part of the
19 championship celebration?

20 DR. MYLES BRAND: That's a really
21 interesting question. You know, I like to watch the
22 games. That -- that, from my point of view, I like to
23 watch the games, particularly the second half of the
24 games, when they're close. I really don't root much for
25 either team. I just enjoy the play and the effort that

1 the student athletes make. Then they win and celebrate.
2 It's always good to live that vicariously. But actually,
3 I like the games the best.

4 ERIC: You know, I don't know if we can
5 introduce this in the natural office for work well done,
6 but I'm a fan of the Gatorade bath.

7 DR. MYLES BRAND: Oh, don't do this in the
8 office.

9 ERIC: Okay. Thanks, Dr. Brand.

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