



MYLES BRAND

"The Collegiate Model of Athletics rests on the principle that those who participate are university and college students. It is a student-centered enterprise. Student-athletes come first. This is the heart of the matter."



NCAA PRESIDENT
2003-2009

This building is dedicated to Myles Brand, the Association's fourth chief executive, whose vision and leadership altered the course of NCAA history. The first former university president to serve as head of the NCAA, Brand understood the unique intersection of higher education and intercollegiate athletics. Admirers and critics alike respected his unyielding demand that intercollegiate athletics should reflect the values of higher education and that student-athletes be students first.

Brand was honored posthumously with the NCAA Gerald R. Ford Award in 2010, an honor bestowed on an individual who has provided significant leadership as an advocate for intercollegiate athletics during the course of his or her career.

