

NCAA Myles Brand Building Grand Opening Celebration

[00:00:03] Ladies and gentlemen, please welcome the president of the NCAA, Mark Emmert.

Mark Emmert [00:00:13] Thank you. Thank you. Could I get all of those who sort of know they have reserved seats to please move forward and have a seat. It got so quiet in here. And you all have wine too. Well, yeah, please come forward. Thank you. Well, first of all, let me on behalf of all of the NCAA, welcome all of you here. We have such a wonderful group of honorees here today, and we're going to get to thank them for their contributions to collegiate athletics and to honor them with this wonderful new facility. We've got our wonderful Governor- no President I'm sorry, Mitch Daniels. President elect, I'm sorry, Governor. Thank you. Mayor Ballard here, we'll get to hear from both of them in just a few minutes, and and this is a a moment that's been a long time in coming since this building has been in the planning stage and the construction stage. We relocated people from all around the country here, moving the eligibility center here from Iowa City, when was that gym three, four years ago? We now get everybody in one one place here. We can bring all of our meetings to this facility so we can pump up all of the all the hotels and all of the restaurants Mayor, and we can we can continue to build the strength of Indianapolis and Indiana as a home for amateur athletics, and for us, that's just fabulous. We get to work in this wonderful place and we're going to get to honor some remarkable people for their contributions. And we who will be here every day will see those as living memories to your commitment for years and years to come, so we're delighted by all of this. So let me first of all, ask our wonderful governor of the state of Indiana, Mitch Daniels. Please come forward and say a few words. Governor.

Mitch Daniels [00:02:18] Well, a few words is all that's in order, because we're here for other reasons, but I'm happy to be here as the surrogate for six and a half million proud Hoosiers who were thrilled at the news that the NCAA would make its home with us and have been deeply proud ever since, uh, to, uh, to be the location for this outstanding organization and now to see it grow and flourish as it is, you know, among other things we're proud of here in Indiana. You're in the home, in the hometown of Butler University. Therefore, you know, we appreciate overachievement and the NCAA has overachieved. Last count, I saw, Mark, you all had substantially more employees here than we had imagined at the outset. You're here on state land. You're, um, you're a resident of the White River State Park. And of that we're very, very proud too. And, and along with the Hall of Champions, you have enriched that offering for our our own citizens and of course, our visitors, too. I have to say that your people and probably Mark would say the same, your people are your greatest feature, and we see them in to an extraordinary extent in the community life of the town and the state. Um, I don't know of an enterprise

in which more people are more engaged, more often volunteering, more visible in helping make this community the great place it is. And I have to say, most important contribution you have made is all the gym rat buddies I have next door at NIFS that I see every day, and there's a lot of people in this room right now that I have never seen in long pants before. And they look a lot better that way, by the way. Lastly, I just want to say welcome home to Peg Brand. We miss ya at NIFS and we miss you in town. We love you. We think of Myles all the time, and so it's so fitting that that's part of the reason that we are gathered here today. But just as Myles will always be in our hearts and in our memories. Peg, you, too, and girl, you come back more often, will you, please? Because we like seeing you. Congratulations to everyone who has made the NCAA the spectacular organization that it is. I say that as a neighbor. I say it as a as a devoted sports fan. And I say it as a grateful public employee of the state. Thanks and congratulations.

Mark Emmert [00:04:57] Thank you very much, Governor, and, you know, who knows, maybe someday, as a member. The, just a rumor I heard, I don't know if it's true or not. You know, this partnership with the state of Indiana is, of course, very, very important for us. But it's also this community of Indianapolis that served as such a terrific home and partner for all of us that live here and work here. It's a place that that we enjoy bringing events to. And, of course, all of our residents too, they all they all who come and visit go away singing the praises of of Indianapolis, never on greater display than it was this past year during the Super Bowl, and everywhere I go now, people keep saying, wow, what a great community, and and we've got a terrific friend and partner in Mayor Ballard. So Mayor why don't you come say hi to some folks and let us thank you.

Greg Ballard [00:05:52] Thank you, thank you, I think the governor is right, it was always about the people and it's always good to be in a state with the best governor in the United States, I think. So thank you for that, Governor, for doing such a good job because he was in the last few months and he's done such a tremendous job for us. I'm really honored to be here today, to be included in this ceremony, in this Myles Brand building. I mean, it's it's amazing when you look at it and what he meant to everybody. He touched the lives of so many individuals through his tenure at IU. And I think most people here know I'm an IU guy. His tenure at IU and the NCAA. He served both of those institutions with the utmost professionalism, was a champion, obviously, of both academics and athletics, and his passion for success really was contagious to everybody and success for the NCAA, success for the students, and frankly, success for the city of Indianapolis and which I very much appreciate. So much so that I can't help reflecting how tickled he would have been to see the entire run of the Butler Bulldogs back to back men's championship game appearances. Tremendous excitement in this city as we know. One of those games being right here in the city of

Indianapolis. He would have been especially proud to know that the Bulldogs consistently have had one of the best academic records in college basketball. That is amazing, and the academic progress rate is the metric Dr. Brand instituted to make certain that we properly underscored the value of that term student in student athlete. And so it makes perfect sense today that we name this building after him as a tribute to the man who understood that both athletics and academics were complementary and vital to well-rounded collegians. And, of course, through his unwavering leadership, the NCAA has an important role in this great city of ours. This has a place of prominence in our city here on the downtown canal, beautiful area. It really has helped establish our national sports leadership. I think people know that. I just wish Dr. Brand could have experienced this past January and February, when this town was all abuzz with the Super Bowl and the Super Bowl village, and all that would have meant. He really would have enjoyed all of that, but I'm sure that he was smiling down on all of that as we go on throughout the city. It was a tremendous event, but it's only because of great people in the lineage of people who have really set this city forward that we can pull off events like that in the way that we did, and Dr. Brand was just a just a huge part of that as the leader of the NCAA. We really are known as an amateur and a professional sports event destination. And through his hard work, through the hard work of everyone attached to the NCAA, it's been so important to all of us. It really has. So as now as a lasting legacy for the student athletes and for our city will be cherished by all because of this building, and his name will be remembered forevermore in the NCAA annals. And we are so proud that that's happening right here in our great city of Indianapolis, because we are truly proud of what he has done, not just for the NCAA, but also for the city of Indianapolis. And so thank you, Mark, for doing this today. Appreciate it. It is a great tribute. Thank you.

Mark Emmert [00:09:06] Well, thank you very much, Mr. Mayor, and as as we've tried to make plain that one of the things that we want to have happen here is this site, this building the Dempsey building as well, to be a place where, as our guests come from all around the country, they know that they are also a part of the history and the legacy of intercollegiate athletics, whether it's because of Myles or because of Cedric, or because of all of the people that we've put names on in these rooms, that we recognize that history. And we quickly realize that what we needed to do was assign signage to each of the rooms to reflect the great diversity of intercollegiate athletics, the breadth and scope of intercollegiate athletics, the strength of character and perseverance that it's taken to form this organization in the first place, to champion athletics around the country, to create roles for women and people of color in intercollegiate athletics. And that that transformation has to be recognized by everything that's in this building, because that's what we've stood for for so long, is the notion of an organization, an association that creates opportunity and chance and gives people the ability to compete

in intercollegiate athletics like no one else does. And so the decision was made to put assigned names to rooms. That's the easy thing. Then you have to choose: whose names are you going to put on buildings? Whose names are you going to put on rooms? We've had a lot of people and committees and staff folks work on and contribute to the ideas and thoughts of who were the best leaders and the most influential people that we could assign those names to so that our guests know that they know the history of this building. They know the history of the association when they come here. And so we have 11 individuals that we're going to honor today whose names have been assigned to the buildings, the rooms, the halls, that that will give us a chance to say thank you to each of these individuals that are part of our living history of the NCAA. And so I am proud that we can set your legacy, those of you that are here, and bricks and mortar, bricks and mortar. And we can thank you for what you've done and those that follow us, we'll get that chance as well. So without further ado, we're going to honor our honorees.

Video [00:11:34] James Frank has left his imprint on the NCAA in ways that still benefit the membership and public. As president of Lincoln University in Missouri, James became the first African-American and the first college president to be named the association's secretary treasurer and membership president. In these roles, he helped bring women's sports under the NCAA's umbrella, enhanced presidential collaboration, and brought about higher initial eligibility standards for incoming student athletes. He was named one of the NCAA's 100 most influential student athletes in 2006. In 2008, he was awarded the NCAA's Gerald R. Ford Award for his advocacy of intercollegiate athletics over the course of his career. Ladies and gentlemen, James Frank.

Video [00:12:48] Althea Gibson's legendary career was filled with firsts. A two sport pioneer, Gibson was the first African-American woman to win a grand slam tennis event and the first African-American to play on the Ladies Professional Golf Association tour. In 1957, the Florida A&M University Athlete of the Century won singles and doubles titles at Wimbledon before returning home to a ticker tape parade in New York City. That same year, she became the first African-American to be named Associated Press Female Athlete of the Year. In 1991, she achieved another first when she became the first woman to be awarded the NCAA's highest award, the Theodore Roosevelt Award, for exemplifying the ideals and purposes to which intercollegiate athletics are dedicated. Accepting the award on her behalf is former collegiate tennis player and current NCAA staffer Delise O'Meally.

Video [00:14:08] Recognized as one of the foremost national experts on gender equity in sports. Christine Grant first became a leading voice in women's athletics in 1973. It was then she started a 27 year tenure as the director of intercollegiate athletics for

Women at Iowa, her alma mater. The International Institute of Sports Ethics Fellow, also served as president of the Association for Intercollegiate Athletics for Women, was a member of the U.S. Olympic Committee and was named National Administrator of the Year by the National Association of Collegiate Women Athletics Administrators and the Women's Basketball Coaches Association. In 2007, the Scottish native was awarded the NCAA's Gerald R. Ford Award for her advocacy of intercollegiate athletics over the course of her career. Ladies and gentlemen, Christine Grant.

Video [00:15:23] Jesse Owens is best remembered for one stunning week of athletic achievement on the world's greatest stage. By winning four gold medals in track and field in the 1936 Berlin Olympics. The African-American track star almost single handedly put to rest German leader Adolf Hitler's notion of Aryan superiority. The performance made the Ohio State graduate an Olympic hero and a lasting symbol of American pride. In his post Olympic years, Owens became a lifetime devotee to working with underprivileged children and became a much sought after inspirational speaker. In 1974, the NCAA presented Owens its highest award, the Theodore Roosevelt Award, for exemplifying the ideals and purposes to which intercollegiate athletics is dedicated. Two years later, President Gerald R. Ford, a former student athlete himself, presented Owens the nation's most prestigious civilian award, the Presidential Medal of Freedom. Accepting the award on his behalf are his daughters Marlene Owens Rankin, Gloria Owens Hemphill and Beverly Owens Prather.

Video [00:17:06] One of the greatest U.S. presidents, Teddy Roosevelt, was a remarkable man with a wide range of interests. The nation's 26th president was a naturalist, explorer, hunter, author, politician and soldier, a Medal of Honor winner, Nobel Peace Prize recipient, former governor of New York and U.S. president from 1901 to 1909. Roosevelt played a key role in the founding of the NCAA when he twice summoned college presidents to the White House in early 1905 to reform college football. In acknowledgment of Roosevelt's leadership role more than a century ago, the NCAA's most prestigious award is named after him. The Theodore Roosevelt Award, known commonly as the Teddy, is given annually to an individual who competed in college athletics before going on to a career of national significance and achievement. Accepting the award on his behalf is Terrance Brown, executive director of the Theodore Roosevelt Association.

Video [00:18:30] As the head basketball coach of the University of Tennessee Lady Volunteers, Pat Summitt, 1098 victories are the most in NCAA basketball history. She is the first basketball coach, man or woman in NCAA history to win 1000 games. The seven time NCAA coach of the year led the Lady Vols to eight national championships. The winner of countless leadership and sportsmanship awards, Sports Illustrated

named her the 2011 Sportswoman of the Year. In 2012, she was awarded the NCAA's Gerald R. Ford Award for her advocacy of intercollegiate athletics over the course of her career. More recently, President Barack Obama presented her our nation's most prestigious civilian award, the Presidential Medal of Freedom. Ladies and gentlemen, Pat Summitt.

Video [00:19:50] Judith Sweet made NCAA history, when the University of California at San Diego named her the first female athletic director of a combined men's and women's athletics program in 1975. Facing obstacles, criticism and doubters, she worked tirelessly on behalf of all the Tritons men's and women's athletic programs. She would eventually work on 20 different association committees. Sweet became the first woman to serve as secretary treasurer of the association in 1989. Two years later, she became the first female membership president. She then joined the NCAA staff in 2001, first as vice president for championships and later as senior vice president for championships and education services. Before leaving in 2006, she was named one of the 100 most influential sports educators in 2007 and has won more than 40 awards as a result of her service to college athletics and advancing women's sports. Ladies and gentlemen, Judy Sweet.

Video [00:21:23] Charlotte West's achievements are matched by few in the annals of intercollegiate athletics. She was a coach of a national champion team, a nationally rated official in four sports, member of the NCAA Division I Management Council, President of the Association for Intercollegiate Athletics for Women and a member of the U.S. Olympic Committee. She was one of the first female members of the National Association of Collegiate Directors of Athletics, an organization that later inducted her into its Hall of Fame. The Missouri Valley Conference to this day presents an annual award in her name to one male and one female student athlete for outstanding achievement in academics, athletics service and leadership. Ladies and gentlemen, Charlotte West.

Video [00:22:37] A native Hoosier, John Wooden, was an unparalleled basketball player, coach and teacher. College basketball's first three time all-American player at Purdue. He went on to coach the UCLA Bruins to 10 national championships, including seven in a row. At one point, the former Indiana high school teacher coached the Bruins to 88 consecutive wins, a Division I men's basketball record. A 2003 Presidential Medal of Freedom recipient, he was the first individual to be inducted into the Basketball Hall of Fame, both as a player and coach. His pyramid of success is widely regarded as a roadmap for success in life and basketball. In 2006, he was awarded the NCAA's Gerald R. Ford Award for his advocacy of intercollegiate athletics over the course of his

career. Accepting the award on his behalf is Craig Impelman, who is married to John Wooden's granddaughter.

Video [00:24:07] Cedric "Ced" Dempsey was a man for all seasons at Albion College, earning 11 varsity letters in three sports for the Briton's. He later became his alma mater's, head basketball and cross-country coach and the dean of men. Leaving Albion, he would go on to become the athletic director at four Division I universities. As the NCAA's third chief executive, he oversaw a governance restructuring leading to more presidential leadership and was responsible for moving the association's national office to Indianapolis in 1999. Ladies and gentlemen, Ced Dempsey.

Cedric Dempsey [00:25:05] My goodness, I didn't realize that many people in the back room, but I'm sure I speak on behalf of all the recipients today of how proud we feel. We know that there are so many deserving of this kind of recognition that it's really a special, overwhelming experience, I think, for all of us. And listening to the Title IX discussion this morning and hearing all of them talk about their experiences. I was with Tom Jernstedt last night and we were reminiscing about how we got here. And I might just take just a few minutes. I know I got three, three to five minutes. I'll take five. And back in 1990, late 1997, our lease in Kansas City had come up on our building. We had outgrown the building. And so Tom and I were recalling that he and I met with the owners of the building in Kansas City and said we'd like to buy the building because we thought we might expand on the building and they weren't interested in selling. So we thought, well, we need to find something bigger and look around. And Jim Morris, a native of this community and was very instrumental in the NCAA Foundation. I was I have to say this, but I was headed to play golf with him. We don't ever play golf. Okay. And he was sitting in front of me and I said, Jim, do you think that anyone would be interested in having the NCAA within their home? And Jim says, I never turn never said anything. He said, I think so. I and all of us I saw from here on up kept turning red and go and have those who know Jim know that he blushes a lot. And I didn't say a word. Then he complained about what? He blamed all of that on what a poor golf game he had. And I said I had nothing to do with it. I shot the best game I ever had with him. I shot a 78 and haven't shot a 78 since. But he and Bill Mays and Ambassador Tobias and the Governor O'Bannon and Mayor Goldsmith showed me something and certainly our staff of a commitment of how a state, how a community, how the philanthropic interest in a community led by Eli Lilly at that time could come together and put together a presentation to us that was really quite overwhelming. Jim, sitting there by him, I think recalls that as well. But it made me think recently, you know, maybe the federal government could learn something from this about working together to accomplish a major task. And and so I I'm extremely honored to be here and be a part of this special occasion that it is. I hope I told the group I talked with at 11:00 today. I plan to come

back in 20 years and give another address. I'll work on that and I'll be 100 then Governor. So work out. But, um, I wish this building really could carry the names of the 160 people that moved. A number of them are still here. They tell me not a lot, but I've hugged too many people today I know how many here, that were here when we moved from Kansas City to here. We had 100 hundred people that we hired from Indianapolis. They came six months back to Kansas City to help in the transition and then moved back to Indianapolis. And then when we opened the doors of the building next door, we had hundred more new people. So when we opened our first doors here, we had 200 of the 360 employees walk in this building for the first time. It was an amazing accomplishment, as you talked about the people of this great state. And we were able to accomplish that with a minimum amount of disruption in operation with the staff, and I wish all your names were on it because you're the ones that made this happen. Make it one of the real special places for the NCAA. I personally never doubted that this would be a great home because of that kind of commitment and how they work together within this fine state and city and governor and wish both of you well, Mayor, that I know how much, as you said, you appreciate being here. You know, as I, think through, think through the words of Teddy Roosevelt, I want to express appreciation. I don't know if he got here or not Bart and Judy Kaufman, who gave the bust in the Hall of Champions, which was a significant gift to the association to remind us who our, the father of this association was. And as I looked at numerous quotes that President Roosevelt made over the years, the one that really comes to my attention more than any of them, he said, I've learned that people will forget what you said. People will forget what you did. But people will never forget how you made them feel. Hopefully, I made the staff feel good about what they did and that the people of the state of Indiana and city of Indianapolis feel good about having this association in this special place. And I thank all of you for making me feel good. Thank you very much.

Video The association's fourth chief executive, Myles Brand, was a visionary whose 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 in 2010 with the NCAA's Gerald R. Ford Award for his advocacy of intercollegiate athletics over the course of his career. Accepting the award on his behalf is Dr. Peg Brand.

Mark Emmert Before I ask Dr. Brand to say a few words, I would I would simply like to note that as a then university leader, when Myles Brand was appointed to the presidency of the NCAA, I, along with every university leader in America, was absolutely

thrilled. We knew Myles as a colleague and as an academic and as an intellectual, and we knew the values that he would bring to this task. And it was in many ways a watershed moment for all of intercollegiate athletics when that occurred. It was no surprise to any of us that he became the champion of academic success that he did. It is no surprise to any of us. Now, Peg, when we look at those APR and GSR numbers and we see the remarkable transformation that occurred from the time that he became president of the NCAA to where we are today. And while, of course, there was no way in the world that I would know that it would lead to me being here today, it unequivocally was the absolute line by which I became here, came here today, because were it not for Myles being willing to take on that role, I think the fact of having a university president and now what I hope is a tradition of NCAA presidents being university presidents and the role that Ced led to the transformation of the governance of the NCAA, we would have a very different association today. So, Peg, I knew Myles well. I had an opportunity to work with him only briefly, but we all loved and appreciated the values that he brought to this enterprise. And it's a great pleasure for me to get to come to work every day in a building that bears his name. So thank you.

Peg Brand Thank you, President Emmert, and good afternoon, Governor, Mayor, honorees. I am representing the Brand family. Josh is here, Josh Brand, my stepson and our granddaughters who will play sports at the collegiate level one day, of course. Oh, it is deeply moving to be here in this building with Myles's name and to celebrate with you his life and legacy. The quote from Coach Wooden is particularly apt, I think. Of course, every coach is a teacher. So is every assistant coach. So is every assistant. So is every professor in the classroom with student athletes. And indeed all of us are teachers. I never thought I'd be teaching APR rates, but now I teach sports conflict and in a program called Competition, Not Conflict, and the values that are embedded in this building in so many ways by so many people who have worked hard for justice in sports and fairness, sportsmanship, healthy competition, respect for your opponent, hard work, diligence to come back after a defeat are in this building, and I think it is particularly apt that that we can celebrate that and carry on. And there's still just a little cynicism out there remaining about sports and if there's any, you know doubt that it is collegiate sports that sets the model, just look at the alternative. We have lots of sports scandals and people who do not serve as role models, perhaps in professional sports. So it is the task of all of us to pursue the kind of values that are positive and exemplary and that we see in in student athletes. It's always a joy for me to work with student athletes, but also to teach what those values are to people who are not engaged in the enterprise. So congratulations to everybody who is carrying on the hard work in so many venues, and thank you again for the honor for everybody at NCAA. Thank you so much.

Mark Emmert Well, let me just one last time on behalf of the entire association, our 430,000 student athletes, our 1100 member institutions and conferences thank all of you who we're honoring today for your commitment and contribution to intercollegiate athletics. We're delighted that your names will forever be on these rooms, in these buildings. You make us all very, very proud. Thank you all for being here. There will be more food and drink in the hallways, and for those of you that haven't been through the building yet, there'll be some tours of of the new Myles Brand building. Thank you for being with us today, Governor. Mr. Mayor, thank you so much for joining us. We really appreciate your time and support and commitment. Thank you all.