ST. THOMAS UNIVERSITY LAUNCHES SPORTS TOURISM PROGRAM
Gift from Businessman and Tourism Veteran Arthur H. Hertz will Create Endowed Professorship

MIAMI, Nov. 10, 2014 — Recognizing South Florida’s unique combination of professional sports programs and its market position as a tourism destination, St. Thomas University announced it is expanding its well-known Sports Administration Program to include undergraduate and graduate programs in Sports Tourism. The new programs are possible through a gift from Arthur H. Hertz, the Chairman and CEO of Wometco. A long-time business and civic leader, Hertz has been President of the Orange Bowl Committee, Chair of Visit Florida and Chairman of the Public Health Trust, among many other local business and philanthropic organizations. His $500,000 donation and vision allows St. Thomas to expand its Sports Administration Program through the Arthur H. Hertz Endowed Professorship in Sports Tourism at St. Thomas University.

“I am very pleased to help St. Thomas University reach another level in their expertise in the field of Sports Administration,” said Mr. Hertz.

The St. Thomas University Sports Administration Program is one of the oldest programs in the nation. With close to 1700 successful alumni, the STU Sports Administration Program counts amongst its graduates 150 top level sports industry executives and more than 50 university athletic directors.

“We have been on the cutting edge of Sports Administration since we launched our program in 1973,” said University President Monsignor Franklyn Casale. “This is the next logical step in our evolution as a top Sports Administration Program, and we are certainly well-situated in the South Florida community to develop the leaders in this growing industry. Art Hertz knows tourism and he understands the incredible impact of sports tourism on our region.”

According to Street and Smith’s Sports Business Journal, the sports industry is the sixth largest in the nation. Sports Tourism is the fastest growing sector in the global travel and tourism industry, accounting in 2010 for +14% of overall travel and tourism receipts (World Sport Destination Expo). The South Florida sports environment provides a natural laboratory setting for students to obtain valuable experience while pursuing their degrees. South Florida has one of the largest and most diverse sports industry clusters in the United States,
with four national sports franchises (NFL, MLB, NBA and NHL); NASCAR; PGA and LPGA; Sony Ericsson Tennis; and more than ten University athletic programs. Additionally, there are major sporting events/institutions ranging from the Orange Bowl Committee to the Bacardi Cup Regatta, NASCAR and the ING Miami Marathon. The annual economic impact is sizeable, based on the impact of current events such as the Orange Bowl ($200 million); the Super Bowl ($463 million); and events generated by the Miami-Dade Sports Commission ($165 million).

### About St. Thomas University
The only Catholic Archdiocesan-sponsored University in Florida, St. Thomas University places an institutional emphasis on social justice and ethical behavior. The University offers more than forty-five undergraduate, graduate, and post-graduate degrees at its 144 acre campus in Miami Gardens, Florida, and through distance learning, including one of the oldest (and highly ranked) undergraduate programs in Sports Administration in the Country. Approximately 90% of the faculty holds the highest degree in their fields and the university provides its diverse student body with low student/teacher ratios. The STU School of Law boasts one of the most culturally diverse student bodies in the country, ranking at the top among all ABA-approved law schools in the proportion of Hispanic students, and sixth among African-American students. STU is one of the only law schools in the nation with a Human Rights Institute and offers a joint M.B.A.- J.D. in Accounting, International Business, Marriage and Family Counseling, and Sports Administration.

### About St. Thomas University’s Sports Administration Program:
In 1973 St. Thomas University pioneered the first undergraduate Sports Administration (Spo Ad) Program, which received program approval by the North American Society for Sport Management (NASSM). Developed by a group of nationally known sports executives, the Sports Administration program blends liberal arts, business and sports administration courses in a curriculum designed to prepare graduates for management positions with college and school athletic programs, professional sports organizations, community and private fitness and recreation programs, and multipurpose facilities. Presently, the Spo Ad Program offers both a B.A. and a B.B.A. in Sports Administration and on the graduate level an M.S. in Sports Administration; an M.B.A. with a specialization in Sports Administration; and the joint degrees of a J.D./M.B.A. or a J.D./M.S. Additionally, the SPOAD Program offers a 12-hour graduate certificate for those with bachelor’s degrees who wish to acquire specific skills in the area of sports management.