

## **The Future & Growth of HBCU Athletics Presented by Georgia Power Powered by Collegiate Sports Management Group**

Thursday, June 25<sup>th</sup>, 2020. New York, NY – Collegiate Sports Management Group (CSMG) continues their bi-weekly Sports Summit Series with Episode 4, *The Future & Growth of Athletics at Historically Black Colleges and Universities* on Tuesday, June 30<sup>th</sup>, 2020 at 1:00pm EST.

The HBCU Summit will feature an esteemed panel highlighting the challenges and opportunities of HBCU athletic programs in the wake of the Coronavirus pandemic. The speakers will discuss the educational, cultural, and social climate for student athletes at HBCU institutions, and the importance of these institutions in the landscape of American Education. Neil Malvone, Executive Vice President at CSMG, will serve as the moderator for this discussion. The panelists include:

**George Lynch** – NBA veteran and NCAA Champion, George Lynch spent 12 years in the NBA after being a first-round draft pick by the Los Angeles Lakers in 1993. After his playing career, he started Flight 9 Academy, a 501c3 and remained on the court where he served as Assistant Coach to Larry Brown at SMU. George founded HBCU HEROES whose mission is to raise funding to level the playing field for HBCU sports programs.

### **Sonja Stills – Senior Associate Commissioner, MEAC**

Sonja has been with the MEAC for 18 years. She currently serves as the Senior Associate Commissioner for Administration & Compliance and the Senior Woman Administrator (SWA). Additionally, Sonja serves as the Coordinator of the MEAC Professional Development Workshop for women interested in athletics administration.

### **Lynn Thompson – VP Intercollegiate Athletics (AD), Bethune-Cookman University**

Lynn W. Thompson, a BCU graduate, began his career in 1991 as the youngest NCAA Division I athletic director in the nation. Now, Lynn is the NCAA's longest tenured D-I Director of Athletics. Thompson was named the 2020 National Association of Collegiate Directors of Athletics (NACDA) Under Armour AD of the Year. During his tenure, the Wildcats have won 71 championships.

### **Willard Bailey – President and CEO of Central International College**

Willard Bailey served as the head coach at Virginia Union University, Norfolk State University, and St. Paul's College. During his 44-year career, he won the most games in Virginia college football history. Willard also has the unique distinction to have been granted tenure as a professor at those institutions. He serves many charitable organizations such as the NAACP and Ebenezer Baptist Church in Richmond, VA.

### **Keisha J. Kelley – CEO and Founder of Black College Experience**

Keisha founded BCE, an HBCU Sports Podcast, to bring exposure to Historical Black Colleges and University athletics. BCE recently awarded scholarships to two HBCU students. The scholarship was founded in memory of her late father, James A. Kelley, for students who are currently enrolled or planning to attend an HBCU. Keisha was chosen as a recipient of the 40 under Forty Award by the Southern University Alumni Federation as an alumna that has shown success in her career and continued dedication and service for the university.

### **About Georgia Power**

Georgia Power is the largest electric subsidiary of Southern Company (NYSE: SO), America's premier energy company. Value, Reliability, Customer Service and Stewardship are the cornerstones of the Company's promise to 2.6 million customers in all but four of Georgia's 159 counties. Committed to delivering clean, safe, reliable, and affordable energy at rates below the national average, Georgia Power maintains a diverse, innovative generation mix that includes nuclear, coal and natural gas, as well as renewables such as solar, hydroelectric and wind. Georgia Power focuses on delivering world-class service to its customers every day and the Company is consistently recognized by J.D. Power and Associates as an industry leader in customer satisfaction. For more information, visit [www.GeorgiaPower.com](http://www.GeorgiaPower.com) and connect with the Company on Facebook ([Facebook.com/GeorgiaPower](https://www.facebook.com/GeorgiaPower)), Twitter ([Twitter.com/GeorgiaPower](https://twitter.com/GeorgiaPower)) and Instagram ([Instagram.com/ga\\_power](https://www.instagram.com/ga_power)).

### **About Collegiate Sports Management Group**

CSMG is a College Sports and Esports Properties Group driving revenue for college athletic conferences and schools.