



## Sport in Society Appoints New Director

*Peter Roby Takes the Reins as the New Leader of Sport in Society*

Photo by Paul Ermlich



New *Sport in Society* Director Peter P. Roby (center) is joined by Founder and Director Emeritus, Dr. Richard E. Lapchick; and Senior Associate Director, Allyce Najimy, at *Sport in Society* headquarters at Northeastern University in Boston, MA.

BOSTON, MA – Northeastern University’s *Center for the Study of Sport in Society* has appointed Peter P. Roby as its new Director, effective July 2002. Roby succeeds *Sport in Society* founder Richard E. Lapchick who continues to serve as Director Emeritus after serving as director for the Center’s first 17 years.

“I feel there is no one more qualified to lead *Sport in Society* into a new era than Peter Roby,” said Lapchick. “His experience, enthusiasm, passion and vision for our values are a remarkable fit. Peter’s leadership, combined with the skills of (Senior Associate Director) Allyce Najimy, and the talents of our dedicated staff, will no doubt lead *Sport in Society* to even greater heights as The Center continues its work to make this a more peaceful and understanding world.”

Roby is the former Vice President of U.S. Marketing at Reebok International Ltd. He brings 20+ years of experience in athletics and marketing to *Sport in Society*. At Reebok, he oversaw U.S marketing development, strategic planning, grass roots marketing and sponsorships.

“Peter has an extensive record of experience and accomplishment in the fields of athletics and marketing,” said NU President Richard M. Freeland. “He will provide critical leadership and management of *Sport in Society* and help continue the good work that the team has made thus far.”

FOR MORE INFORMATION ON PETER ROBY, PLEASE SEE NEXT PAGE ...

## Celebrating the True Heroes of Sport

*Awards Banquet Inducts Dick Schaap into Hall of Fame, Honors Cara Dunne-Yates and Ron Burton, Sr.*

BOSTON, MA – The incomparable Dick Schaap may no longer be with us – but on Wednesday, April 24, 2002, the night was his. Schaap, the longtime Master of Ceremonies for the annual *Sport in Society* Banquet and champion for its causes, passed away in December of 2001. Yet his spirit, personality, and accomplishments were honored as he was deservedly inducted into Northeastern University’s *Center for the Study of Sport in Society* Hall of Fame. The 11th-annual *True Heroes of Sport* Award Banquet, *Sport in Society*’s signature fund-raising event, raised \$220,000 for the crucial funding and continued success of its critically-acclaimed outreach programs. For the 575 in attendance at Boston’s Fairmont Copley Plaza, it was also a night for awards and celebration. Schaap became the eighth inductee into the Hall of Fame while *Sport in Society* also honored Ron Burton, Sr. and Cara Dunne-Yates as the *New England Hero Award* Winners.



Photo courtesy of Neil Letter

The late Dick Schaap was posthumously inducted into the *Sport in Society* Hall of Fame. Schaap joins Muhammad Ali, Arnold “Red” Auerbach, Wilma Rudolph, Jackie Robinson, Arthur Ashe, Rafer Johnson and Bill Russell.

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# Message from the Director



PETER P. ROBY

It is with a great deal of excitement and humility that I write to you for the first time as the Director. After seventeen years there is a new Director at Northeastern University's *Center for the Study of Sport in Society* and it is that fact that makes this a humble occasion. Richard Lapchick's legacy will continue to influence *Sport in Society's* work and we will use the legacy of his dedication, vision and energy to move us forward.

I've taken great pleasure in hearing many of my closest friends and colleagues say how great a fit they think this opportunity is for *Sport in Society* and me. In fact, I could not agree more! I have been committed to the value of sport and its influence on our society for most of my adult life. I've personally experienced the values that sport can impart and I'm committed to sharing those values with others.

Sport is the world's great common denominator that can eliminate differences between people, even if only for a short time. Sport can bring people together to share in a common love, when circumstances might otherwise dictate animosity, hatred and war.

I've accepted the challenge of leading *Sport in Society* because I believe the people here can change the world. When we can help young people appreciate their differences as strengths, not as what separates them, it provides the foundation for society to come together in peace. Educating society on issues of violence against women is as important as anything we do. The importance of teaching young men to respect their female peers cannot be overstated. It is programs like *Athletes in Service to America*, the *Mentors in Violence Prevention (MVP) Program*, *Project TEAMWORK*, *Urban Youth*

*Sports*, and the *Disability in Sport Initiative* that have me convinced that we can change the world. Thanks to your continued support we will maintain our resolve to do so.

I just recently attended a year-end celebration for our corps members that participated in our *Athletes in Service to America* program. It was so inspiring to be in the company of a group of young people that committed over 20,000 hours of service to the children in the Boston school system. I believe in my heart that one person can make a difference and our corps members are proof of that.

I am only a month into my tenure and still getting my balance so I won't attempt to outline our goals for *Sport in Society* at this time. I can tell you that we will be focusing on several areas in my first six months: establishing strong relationships with the Northeastern Community, beginning work on a three-year strategic plan, strengthening our ties to the Boston Community and creating a consistent brand that will enhance our national reputation.

My transition to my new role as Director has been eased because of the kindness of many people here at Northeastern University; and for that I am extremely grateful. The work we do is more important than ever. The staff is committed to making a difference every day. Your support is crucial to expanding the reach and impact of our programs. I look forward to meeting and thanking many of you personally and sharing my vision for the future with you. Enjoy the remainder of the summer.

## Peter Roby : Quick Facts

### 1991-2002

**Reebok International Ltd.**  
Vice President of U.S. Marketing  
Group Director of Performance Sports  
Group Director of U.S. Brand Marketing  
Director of Key Account Marketing  
Manager of Basketball Promotions

### 1982-1991

**Harvard University**  
Head Men's Basketball Coach  
- 1985-1991  
Assistant Men's Basketball Coach  
- 1982-1985

### 1981-1982

**Stanford University**  
Assistant Men's Basketball Coach

### 1980-1981

**U.S. Military Academy,  
West Point, NY**  
Assistant Men's Basketball Coach

# Following the New England Patriots' Formula for Success

## Members of the SuperBowl Champion Patriots celebrate National Student-Athlete Day

BOSTON, MA – Two hundred of the state's top high school student athletes were honored during the 2002 Massachusetts Student-Athlete Citizenship Awards Ceremony on April 30th at Northeastern's Blackman Auditorium. The event, entitled, "Leadership & Teamwork: The New England Patriot's Formula for Success," featured a motivational presentation by three members of the Super Bowl Champion Patriots: Defensive Tackle Richard Seymour, Tight End Jermaine Wiggins (from East Boston), and Punter Ken Walter. Each player shared their thoughts on the success that results from teamwork.

"Teamwork and Leadership skills are some of the best qualities that you can have," said Seymour, the 6'6, 305-lb, first-round draft pick of 2001. "To be a good leader, you have got to be a good follower ... listen to your elders, respect your teachers ... do the little things to be successful."

The ceremony, a collaboration between *Sport in Society* and the *Massachusetts Interscholastic Athletic Association* (MIAA), is held in honor of National Student-Athlete Day (NSAD). Featured speakers at the 6th-annual event included: NU President, Richard Freeland; NCAS Regional Director, Kevin J. Matthews;



Photos by Paul Emmich

After showing a highlight video clip from the SuperBowl victory, three members of the NFL Champion New England Patriots emerge to tell the audience about the importance of teamwork. Patriots' DT Richard Seymour (with mic) is joined by TE Jermaine Wiggins (left) and P Ken Walter.



MIAA Assistant Executive Director, William N. Gaine, Jr.; *Sport in Society's* Senior Associate Director Allyce Najimy; and (then) NU Athletic Director, Ian McCaw. NU Women's Ice Hockey star and National Player of the Year, Brooke Whitney, was the keynote speaker.

"At Sport in Society we believe that all athletes and all people have the potential to be good role models if they are trained or given experience," said Matthews at the event. "Your accomplishments show that you have a foundation of [that] strength. Today's program will help clarify what it means to be a leader in our society and how to work together in a team."

The event featured three interactive panels, featuring an adult, a college student-athlete, and two high schoolers. The themes were: "Defining our Heroes," "Going the Extra Yard: The Importance of Community Service," and "The Next Level." The panels focused on the role as leaders on-and-off the field. The talks were moderated by Mark Daignault, a junior at Leominster High School. The event was organized by *Sport in Society's* Special Events Coordinator Benjamin Weiss. *Urban Youth Sports* Stephen D. Burke assisted as Stage Manager. Each student in attendance left with an official Mass. Citizenship Award Certificate.

Go In-Depth @ [www.sportinsociety.org/msad02.html](http://www.sportinsociety.org/msad02.html)



Jamie Williams, a freshman member of the Northeastern University Baseball Team, provides an emotional moment as he talks about losing his brother in the World Trade Center terrorist attack on September 11.

## Disability in Sport Making Strides in Mainstream

### Advocacy Work Leads to Landmark Inclusion Breakthroughs

The *Disability in Sport Initiative*, through the combined efforts of Coordinator Eli Wolff, and Research Fellows Dr. Mary Hums and Dr. Ted Fay, have recently achieved the following in their quest for equity:

- Worked with ESPN to create the "Best Disabled Athlete" ESPY Award.
- Increased mainstream media coverage of the 2002 Winter Paralympic Games from Salt Lake City, Utah.
- Invited to work with *United Nations* and *Landmine Survivors Network* on *Disability and Human Rights Initiative*.
- Organized *Amicus Brief* on Behalf of Pro Golfer, Casey Martin, in his case before the US Supreme Court.
- DSI Coordinator Eli Wolff recipient of first Nike *Casey Martin Award*.



DSI Coordinator Eli Wolff on the "Red Carpet" of the 2002 ESPY Awards where they announced the "Best Disabled Athlete."

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## True Heroes of Sport Celebrated at Annual

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Burton was awarded the “Lenny Zakim” New England Hero Award for his unending altruism. Burton, Executive Consultant at John Hancock Financial Services, also runs a summer camp for 125 boys and girls from inner city neighborhoods, along with his many other community outreach efforts.

Dunne-Yates was honored with the “Selma Black” New England Hero Award. She is a cancer survivor, published writer, and Paralympic skiing and cycling champion. In 1992, she was elected Harvard-Radcliffe University class president and graduated magna cum laude. A true inspiration.

Schaap was also awarded the newly named “Dick Schaap” Excellence in Sports Journalism Award for Lifetime Achievement.

ESPN’s Bob Ley did a fantastic job filling in for Schaap as the Banquet’s M.C. Schaap’s wife, Trish, and son, ESPN Journalist Jeremy Schaap, accepted the posthumous induction into the Hall of Fame. As a tribute to Schaap, *Sport in Society* and ESPN hosted a LIVE version of the show Schaap made famous, “*The Sports Reporters*”. On stage to get a “parting shot” at Schaap were his friends and fellow journalists, Bob Ryan, Jackie MacMullan, Bill Rhoden and Dave Anderson.

The stars were out to celebrate *Sport in Society’s* annual gala affair. NFL Hall of Famers Paul Hornung (Green Bay Packers) and Joe Namath (New York Jets) were two of the VIP’s who came out to show their support for *Sport in Society*.

“The Awards Banquet was an unforgettable night honoring amazing *True Heroes of*

*Sport*,” said Allyce Najimy, *Sport in Society* Senior Associate Director. “Our devoted supporters really stepped up to help *Sport in Society* continue to do the work we do.”

Go In-Depth @ [www.sportinsociety.org/banquet02.html](http://www.sportinsociety.org/banquet02.html)



ESPN’s Bob Ley talks about “big shoes to fill” in succeeding the late Dick Schaap as Master of Ceremonies at the annual *Sport in Society* Awards Banquet. Schaap had served as the MC for the previous 10 years. Ley was the perfect selection to perpetuate Schaap’s standard of excellence.



The “Selma Black” New England Hero Award winner, Cara Dunne-Yates (center), accepts the award from Scott Black, whose mother the trophy is dedicated to. She is joined by her husband, Spencer. The inscription reads: “For overcoming adversity, achieving success, and giving back to the disabled community.”



English as a Second Language kindergarden and first grade students from the Hennigan School (Roxbury, MA) perform “Take Me Out to the Ball Game” and “Coming to America” wearing donated Boston Red Sox hats and waving American flags to open the evening’s festivities. The children represented: Albania, Algeria, Bosnia, Cameroon, Egypt, France, Guinea-West Africa, Japan, Jordan, Lebanon, Russia, Sudan, and Togo-West Africa.

Banquet photos by Chris Adams

# Awards Banquet and Induction Ceremony

Banquet photos by Chris Aduma



ABOVE: Trish Schaap (right) accepted the Hall of Fame induction for her late husband Dick Schaap. She is joined by Sport in Society's Susan Leitao (left) and Banquet Steering Committee member Marjorie Nance.



RIGHT: NFL Hall of Famer, Paul Hornung (right) celebrates with Frank Pellagrino, owner of the famous Rao's restaurant in NY City. As part of the live auction, Hornung bid on - and purchased - a coveted table for four at Rao's.



The "Lenny Zakim" New England Hero Award was presented to Ron Burton, Sr. (second from left). During the festivities, Burton shares a special moment with NFL Hall of Famer Joe Namath (center) and his proud sons (left-right), Philip, Ron Jr. and Steve.



Sport in Society co-founder Thomas "Satch" Sanders (right) enjoys the VIP Reception with renowned Sports Journalist Bob Ryan (left) and UMass-Boston Athletic Director Charlie Titus (center).

## Banquet VIP's Reach Out to NU Community

**NFL Legend Paul Hornung Tackles NU Football Team**

**NU School of Journalism Welcomes Jeremy Schaap**

Photos by Paul Ermlich



Prior to the Awards Banquet, *Sport in Society* brought some of the event's VIP's to Northeastern University's campus. The NU Football team had the *once-in-a-lifetime* chance to meet a living legend in NFL Hall of Famer, Paul Hornung (center). NU Coach Don Brown and the team called the experience a "Live Episode of *ESPN Classic!*"



*ESPN's* Jeremy Schaap (center), son of Hall of Fame Inductee Dick Schaap, spoke for nearly a full class period to a group of 29 journalism students on NU's campus. Schaap gave advice and discussed his experiences with a group of students from the combined classes of NU Journalism Professors Charles Fountain and Bill Kirtz.

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- Farah Pandith
- Charlie Rose
- Laura Simonds
- Sue Smith
- Noel Torres



Sport in Society's Woodley Auguste (far left) and Eli Wolff (far right) join a group of Human Rights Squad members at the John D. O'Bryant African-American Institute on the campus of Northeastern University.

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"Be proud that you have decided to take on some issues most of us are afraid to deal with," said Project TEAMWORK Director Susan Leitao. "I would have to say that this year has definitely been one of my favorites ... we know you will continue to do great things."

Human Rights Squad members are middle and high school students who make a pledge against discrimination and prejudice and vow to take an active, positive role in the community on sensitivity to diversity issues and nonviolent conflict resolution.



Project TEAMWORK Leadership Award winner Melvin King (center) accepts the award with special student presenters. King is an MIT Professor and social activist from Boston's South End district.

## Human Rights Squad FORUM

"Before I came here, I made fun of some people and races, but after this experience, I realized I was wrong," said one student.

The keynote speaker for the HRS Forum was civil rights attorney, Suzanne Glick Gilfix, Esq. Gilfix trains and consults clients on discrimination laws and prosecutes civil rights violations and hate crimes. She is a leader in the state-wide Hate Crimes Task Force.

"She said some extremely inspiring things that will help ... She made us think of situations as if it were us, or our friends ... Now I understand more about Hate Crimes," feedback surveys indicated.

The 2002 Project TEAMWORK Leadership Award (student category) was presented to Hamilton Middle School's Hannah Hoy. Hoy, 13, lobbies for support of anti-hate legislation following her town's refusal to pass the measure after it was passed by 54 other towns in MA. She aims to ensure racism, anti-Semitism and prejudice are not tolerated in her town. The adult winner was Melvin H. King, MIT Professor and Social Activist. A native of Boston's South End, King combines his many years of experience as a university professor, teacher, community organizer, activist, political innovator, author, and spokesperson. The



13-Year-Old Hannah Hoy (second from left) was presented with the Project TEAMWORK Leadership Award. She is joined by Sport in Society COO Allyce Najimy (center), PTW's Jarrod Chin (right) and student presenters.

Darryl Williams Awards for their civic contributions were presented to Martin Luther King Middle School in Dorchester, MA., and Ayer High School.

The Human Rights Squad Forum was coordinated by Project TEAMWORK members Susan Leitao, Amy Bowen, Antwaine Smith and Jarrod Chin. Special assistance was provided by Lisa Gaskins of Mona Lisa, Inc. MVP Training Specialist Zach Falconer served as the event's Master of Ceremonies.

Said one student, "I loved being a part of Project TEAMWORK and will use everything I learned this year for the rest of my life."

Go In-Depth @ [www.sportinsociety.org/plw-hrsf02.html](http://www.sportinsociety.org/plw-hrsf02.html)



Human Rights Squad members listen to the presentation by Dr. Farah Mohamed of the National Crime Prevention Council who came to Boston from Washington, DC, to speak at the event.



The 2001-2002 Athletes in Service to America Corps members from Northeastern University were honored with a special ceremony to celebrate their year of achievement on July 18, 2002 at the posh NU Varsity Club.

## AIS Corps Members Honored

### A Tribute to the Accomplishments of the NU Athletes in Service Corps Members

BOSTON, MA – On July 26, 2002, Athletes in Service to America Director, Elieen Smart; Assistant Director, Marisa Petreccia and NU Site Coordinator, Kate Deveney, celebrated the achievements of the 2001-2002 NU Corps Members: Chris Busch, Peter Butler, Matt Cavallaro, Ellen Gallagher, Jen Goodwin, Lauren Haas, Melissa Hills, Sabrina King, Cate McDermod, Kathryn Murphy, Lisa Nolan, Karl Simon, Stacey Sullivan, Jenn Welch and Carolyn White.



Photo by Paul Ermlich



A select group of MVP participants from Massachusetts high schools gather at Carter Playground adjacent to Northeastern University, in the shadow of Boston's landmark Prudential and Hancock Towers, for the 4th-Annual MVP Youth Leadership Event.

## MVP Hosts Youth Leadership Event

### *Initiative Challenges Encourage Teamwork, Problem Solving*

BOSTON, MA – On June 4th, 2002 the Mentors in Violence Prevention (MVP) Program held the 4th-Annual MVP Youth Leadership Event at Roxbury's Carter Playground. This years theme, "Breaking Barriers, Building Leaders," challenged participants to communicate and problem solve with their peers from high schools throughout Massachusetts. Additionally, participants were asked to incorporate the values of the MVP Program throughout the day.

"Breaking Barriers, Building Leaders" convened a select group of 50 student leaders, representing a variety of backgrounds. The common thread for each of the students was their participation in MVP trainings during the school year, and special selection for this day by their respective school official. High Schools represented included: John D. O'Bryant, Health Careers Academy, Dorchester, Silver Lake, and Watson House.



The students were assigned to small groups and presented with a series of Leadership Initiative Challenges. Each group had to work together, and utilize the leadership skills learned during MVP training, to successfully complete the challenges.

"For many students, events like this provide rare opportunities for them to interact with their peers from other parts of the state, and also to learn how to overcome differences while completing in challenges," said MVP Training Specialist, Duane de Four.

While meeting their peers, participants also realized they are part of a larger network of Massachusetts high school student-leaders that are working to end men's violence against women. Each of the participants completed at least 14 hours of gender violence prevention and education training with the MVP Program during the school year.

Go In-Depth @ [www.sportinsociety.org/mvp-youthlead02.html](http://www.sportinsociety.org/mvp-youthlead02.html)

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## Human Rights Squad Forum Targets Hate Crimes

### *Project TEAMWORK Opens Dialogue on Discrimination and Violence*

BOSTON, MA – “Nowhere in the world are there 400 individuals gathered together to do the same thing you all are doing today.” Those were the inspiring words of MIT Professor and Social Activist, Melvin H. King, as he accepted *Project TEAMWORK*’s Human Rights Leadership Award. The topic the 400 young people were discussing was the poignant issue of “Hate Crimes.”

To counter the wave of discrimination against Muslim and Arab-Americans following the terrorist attacks of September 11, *Project TEAMWORK*’s own human right squad members selected “Hate Crimes” as the theme of the 11th-Annual Human Rights Squad Forum. On May 8, 2002, approximately 400 youth from 15 middle and high schools convened on the campus of Northeastern University for the year-end culminating event celebrating the accomplishments of the Human Rights Squads.



Photo by Paul Ermlich

Najiba Akbar (left) and Aamir Rahman from the *Islamic Society of Boston Outreach Center* discuss negative stereotypes of Muslims and Arab-Americans presented by mainstream media at the 11th-Annual Human Rights Squad Forum. The theme of “Hate Crimes” was selected by the Human Rights Squad members.

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