Nixon speaks against education funding cuts, defends other vetoes

MSA will host a Kill the Bill rally Sept. 5 in support of Nixon’s veto of HB253.

In defense of his vetoes, Gov. Jay Nixon has toured the state giving news conferences and meeting constituents.

Nixon has vetoed 32 bills this year, up from 17 last year.

Of his 32 vetoes, Nixon vetoed three bills only in part.
Most of these conferences have focused on House Bill 253, a bill to cut income taxes that Nixon has said would hurt funding for public services, including education.

“House Bill No. 253 is an ill-conceived, fiscally irresponsible experiment that would inject far-reaching uncertainty into our economy, undermine our state’s fiscal health and jeopardize basic funding for education and vital public services,” Nixon said in his HB253 veto message.

**MSA TO RALLY AGAINST HB253**

The Missouri Students Association is set to rally next week against HB253, which could become law after a vote at the Missouri Statehouse next month attempting to override the governor’s veto.

Kill the Bill, a joint effort by MSA and the Associated Students of the University of Missouri, will take place at 5 p.m. Sept. 5 at the MU Student Center.

Planned speakers include Chancellor Brady Deaton, University of Missouri System President Tim Wolfe and MSA President Nick Droege.

HB253 — which would cut $800 million in potential tax revenue for the next fiscal year, according to a news release from the governor — was passed by state representatives in May. Some representatives said the bill would streamline the tax system and make Missouri more economically competitive.

When Nixon vetoed the legislation, he cited concerns of fiscal irresponsibility, especially in that the lost revenue could translate into tuition increases and eliminate the tax-exempt status of college textbooks.

Those cost increases are the reason behind the rally, ASUM President Ben Levin said.

“I think it’s telling that so many chambers of commerce have, in spite of those arguments, come out and said that this cut would just do too much harm to Missourians,” Levin said. “I see where (bill author) T.J. Berry is coming from, but I don’t think those competitive arguments outweigh the harm it will do to education.”

Droege called the rally a necessity.

“Our legislative goal is to educate students as to the potential outcomes of the potential override of House Bill 253,” Droege said. “If (the) veto is overridden, there’s potential that tuition will increase by 8-16 percent, and we’re pretty concerned about that.”

**RICK PERRY DEFENDS HB253**

Texas Gov. Rick Perry is heading to Missouri on Thursday to encourage businesses to move to the Lone Star State. In advance of his visit, Perry has a seven-day radio ad and nine-day TV ad program to air in Columbia, Jefferson City, St. Louis, Joplin, Kansas City and Springfield.
For Missouri, his one-minute radio ad criticizes Nixon for vetoing HB253. The radio ad attacks Nixon, saying, “Vetoing a tax cut is the same thing as raising your taxes.”

St. Louis radio station KTRS/550 AM pulled the ad from the air Aug. 23.

“As one of the few remaining locally owned radio stations in the country, we feel the need to stand strong with other small, locally-owned business and defend our region,” KTRS General Manager Mark Dorsey said in a news release.

TexasOne, a nonprofit organization Perry helped create, is sponsoring the ads and Perry’s trip. The ads cost $206,400, according to a news release from Perry.

The campaign, called “Texas Wide Open for Business,” has run state-specific ads in New York, Illinois and California, all states with Democratic governors.

In an Illinois radio spot, Perry told listeners to, “Get out while there’s still time.” And in New York, “Get out before you go broke”.

In advance of Perry’s visit to Missouri, Missouri Secretary of State Jason Kander wrote a letter to the Perry telling him to stay home.

“Simply poaching jobs from one state and bringing them to another doesn’t grow our nation’s economy, so I hope you reconsider your efforts and instead look at ways to cultivate new industries and companies in Texas, rather than just trying to steal other states’ successes,” Kander said in the letter.

Perry will be in the St. Louis area during his visit, meeting with supporters of HB253 who hope to override Nixon’s veto. The bill passed in the House 103-51 and in the Senate 24-9. He will also speak at the Missouri Chamber of Commerce lunch at the St. Louis Club on Thursday.

**OTHER VETOES**

Nixon also gave speeches on other bills he vetoed such as Senate Bill 51 and House Bill 301.

Nixon vetoed SB51 in June. The bill would impose new fees on drivers’ licenses, learners’ permits, identification cards and other licenses, whether renewed or issued. The bill would also increase registration fees on vehicles by 43 percent. Fees to transfer a title would also double, according to Nixon’s veto message.

Nixon rejected HB301 in July for being overly broad. The bill would change laws regarding the sex offender registry. Any person who was charged with a sex crime, including statutory or forcible rape, child molestation and sodomy, as a juvenile would be immediately removed from sex offender websites. Nixon said the changes would affect an estimated 560 sex offenders.

“…(T)he bill would reverse the significant steps that Missouri has taken to protect the rights of victims and would undermine the important public safety functions provided by the sexual offender registry a public notification websites,” Nixon said in his veto message.
Prosecutor clarifies her comments in book critical of MU tutoring program

August 29  By TEREZ A. PAYLOR  The Kansas City Star

COLUMBIA — A Boone County assistant prosecutor who was quoted in a review of an upcoming book that criticizes Missouri’s athletic tutoring program told The Star on Thursday that a reference to a “sexually charged environment” was not her opinion.

“I’m talking about what I learned from (female tutors) and what I was told and that was basically what they were telling me,” said Andrea Hayes, who helped prosecute former MU running back Derrick Washington, who was convicted of the 2010 off-campus sexual assault of a former MU athletic tutor.

“I never had any information that this was something that the University of Missouri was aware of and was turning a blind eye (to), or that tutors and athletes had went to anyone in charge and complained.”
A review of “The System, The Glory and Scandal of Big Time College Football” by Yahoo Sports columnist Dan Wetzel includes a quote from Hayes in the book. It reads: “Too many tutors were having sex with the athletes,” Hayes says, “and really filthy conversations were going on between players and girls. It was a sexually charged environment. It was a joke — the whole tutorial situation.”

On Thursday, however, Hayes said she disagrees with the notion of the tutoring program being “a joke” and added that the quote was taken out of context. She said she was interviewed by Sports Illustrated’s Jeff Benedict, a co-author of the book with 60 Minutes Sports’ Armen Keteyian.

“I had no first-hand knowledge of that, so my quote … should have been attributed to what I was being told by the individuals involved in my case.”

Hayes, however, stopped short of saying she didn’t believe what she was told by female tutors during her investigation of Washington.

“What I learned in working the case is that in this instance, people were having intimate relations, consensual intimate relations, and it just so happened that my victim was not involved in that,” Hayes said. “It came out at trial that my victim was not sexually active.”

But Hayes said she doesn’t believe consensual relations that occurred between tutors and athletes at Missouri were uncommon for a college campus.

“You can’t get away from the fact that anytime you put males and females and athletes together, there could potentially be a problem,” Hayes said. “In any kind of school, there’s always the possibility that people are going to become intimate and that there’s an issue.

“I can’t say that I don’t think there are problems with tutoring programs. I think that would be unfair of me to say because this happened in the tutoring program and I do think, you know, that unfortunately, there are girls in this for the wrong reasons, and there are athletes who take advantage.”

Perhaps that’s why, Hayes said, MU made an attempt to limit improper athlete-tutor relations, including making tutors sign agreements that limited what they could do with the athletes.

“For example, they couldn’t transport athletes, they couldn’t even bake them cookies,” Hayes said. “On that end, the University of Missouri set parameters in place … what was going on in my case was talked about amongst a group of peers, not to that higher level.

“It never came up, for example, that they only had hot girls” in the program “or you had to be a girl or you had to have these special features or the better athletes got better girls … I mean, nothing like that,” Hayes said.

After the case, which resulted in Washington’s conviction and a four-month stay in jail, Hayes said she learned Missouri did its own investigation of the program.

“I’ve heard they did look into the program and that they found this to be an isolated incident,” Hayes said.
On Tuesday, Missouri athletic director Mike Alden told The Star that the school reviewed the tutoring program and found that “overall, the program is well-run” and that it’s “a positive environment.”

When asked if she was comfortable with the school’s contention that it was an isolated incident, Hayes said that because she isn’t affiliated with Missouri, it’s not her job to have an opinion on that one way or another.

“We’re separate, I don’t consult the University of Missouri,” Hayes said. “I have to say though, another positive thing is that they weren’t involved with me. I never felt any pressure from the University of Missouri, and my witnesses, my victims — no one — had any pressure from the University of Missouri, and I really appreciated that. That was great.

“I had the information I had, and what I had were people telling me about the environment of the tutoring program, and that’s what precipitated the events that happened in the case I was prosecuting.”
Supervolcano's ash so hot it turned back into lava miles from eruption

Charles Q. ChoiSpace.com

Ash from supervolcanoes dwarfing any volcanoes on Earth today could have been so hot that it turned back into lava once it hit the ground miles from an eruption, new research suggests.

Supervolcanoes are capable of eruptions surpassing anything seen in recorded history, expelling thousands of times more magma and ash than even the biggest of modern-day eruptions. A dozen or so supervolcanoes exist today, including one sitting dormant under Yellowstone National Park in the western United States.

After a volcano erupts, lava typically flows directly from the site of the outburst until it cools enough to harden in place. However, scientists unexpectedly found signs of an ancient lava flow in Grey's Landing, Idaho, miles away from a supervolcano eruption near Yellowstone that happened about 8 million years ago.

Past research bizarrely suggested this lava flow was made of ash spewed during the eruption. Now scientists have discovered how this was possible. [50 Amazing Volcano Facts]

Ash into lava

"During a supervolcano eruption, pyroclastic flows, which are giant clouds of very hot ash and rock, travel away from the volcano at typically 100 miles an hour," researcher Genevieve Robert, a petrologist at the University of Missouri at Columbia, said in a statement.

The ash should cool off too much in the air to turn into lava right as it lands. In this case, the researchers suspect an effect known as viscous heating forced the ash to become lava.
"We determined the ash must have been exceptionally hot so that it could actually turn into lava and flow before it eventually cooled," Robert said.

"I am just fascinated by the idea of magma exploding out of a volcano, traveling very fast as a dense ash cloud for perhaps tens of miles, and then being deposited very rapidly, welding and starting to flow like lava but without a direct connection to the volcano it came from," researcher Alan Whittington, a petrologist also at the University of Missouri at Columbia, told LiveScience.

Like stirring molasses
Here's how the ash gets so hot: Viscosity is the degree to which fluids resist flow, and the higher the viscosity, the less it can flow. For example, water has a very low viscosity, so it flows relatively easily, while molasses has a higher viscosity and flows more slowly.

A highly viscous substance resists flow, which means that any energy forced onto it that does not make it move can heat it up. For instance, imagine stirring a pot of molasses.

"It is very hard to stir a pot of molasses and you have to use a lot of energy and strength to move your spoon around the pot," Whittington said in a statement. "However, once you get the pot stirring, the energy you are using to move the spoon is transferred into the molasses, which actually heats up a little bit. This is viscous heating."

The ash from a supervolcanic explosion travels very rapidly, "so once it hits the ground, that energy is turned into heat, much like the energy from the spoon heating up the molasses," Whittington said.

The phenomenon may not be exclusive to supervolcanoes. Viscous heating "is probably active to some degree in all magma or lava flow, fast or slow," Robert told LiveScience.

Volcanic ash needs to be at least 1,500 degrees Fahrenheit (815 degrees Celsius) to become lava. The researchers calculate viscous heating could heat ash by up to 450 F (250 C).

"This is an extreme example of mechanical work being converted to heat," Whittington said. "This phenomenon of viscous heating has been known about for many years, but mostly ignored in computer models of volcanic processes because it is usually assumed to be negligible. In this case we calculate that the heat generated could be as much as 1
megawatt per cubic meter, which is an incredible amount of energy, until you remember that we're talking about a super-eruption."

Whittington said he is now examining "the phenomenon of recalescence — heating due to rapid crystallization — and assessing how important it might be in lava flows on Earth and other planets."

The scientists detail their findings in the September issue of the journal Geology.
MU Health Care named one of America’s ‘Most Wired’ hospitals

For the third consecutive year, University of Missouri Health Care has been selected as one of the nation’s “most wired” hospitals by the American Hospital Association’s Hospitals and Health Networks magazine. The honor is given annually to hospitals that are making continuous progress in expanding the use of information technology in both clinical and administrative sectors.

Already, 2013 has been a productive year for MU Health in terms of integrating technology into its operations. In March, the system opened 90 “smart rooms” in its new patient tower. The smart rooms’ systems sync directly with a patient’s electronic medical records and can upload patient data in real time. Additionally, a new system integrated into intensive care units allows doctors and nurses to see the patient’s vital signs for the past 30 hours on a flat-screen monitor above the bed.

“Our aim is to create a high-tech, high-touch environment,” says Bryan Bliven, interim chief information officer at MU Health Care and executive director of the Tiger Institute. “By integrating technology into health care, we can free clinicians to spend more time at the bedside caring for their patients and less time writing notes and flipping through patient charts.”
MU athletics issue heat warning for Saturday's football opener

Thursday, August 29, 2013 | 5:55 p.m. CDT; updated 12:40 a.m. CDT, Friday, August 30, 2013

BY Hunter Woodall

COLUMBIA — With temperatures expected to reach the high 90s on Saturday, the MU athletics department on Thursday released a heat warning for fans planning to attend the 6 p.m. football opener against Murray State.

To help combat the threat of heat, Memorial Stadium will be stocked with mist stations and water jugs, according to a news release from the athletics department.

Fans will be able to bring a factory-sealed bottle of water into the stadium and any empty, non-glass water bottle to fill at the water jugs, which will be on the East Concourse of the stadium, according to the release.

Free cups of ice will be available to fans, and concession stands will carry twice as much water as they typically have on stock.

The athletics department is also encouraging fans to wear loose-fitting clothing, seek shade as often as possible and be aware of the emergency first aid station, which is on the West Concourse of the stadium.

The athletics department declared a "heat advisory" for Saturday's game. As of Thursday afternoon, the National Weather Service had not announced a Saturday heat advisory for Columbia, but it had issued a hazardous-weather outlook.
Mid-Mo. startups relocating in search of capital

August 30

By JACOB BARKER

Columbia Daily Tribune

COLUMBIA, Mo. — Columbia's thriving entrepreneur community has gotten its fair share of recent buzz.

The Kauffman Foundation's 1 Million Cups program, a weekly meeting among local startups the entrepreneurship foundation has helped foster in cities throughout the Midwest, launched a chapter in Columbia this month. Meanwhile, the successful startup Veterans United recently surpassed 1,000 employees, Beyond Meat has made national news, and online video company Newsy is partnering with some of the highest-traffic websites.

**Leaders in higher education, business and government all seem to be looking to entrepreneurship to power the local economy.** Exciting ideas that emerge from the University of Missouri are given fertile ground in the Life Science Business Incubator at Monsanto Place. The private sector, through Centennial Investors, provides angel funding for fledgling companies. Columbia College has placed a big emphasis on entrepreneurship curriculum, and the city's economic development arm has provided cohabitation space for startups looking to get on their feet.

"I've never seen a community row together the way this community has in the last 18 months on entrepreneurship," said Brent Beshore, the owner of Adventur.es, which invests in online and media startups.

But amid all the excitement surrounding the startup and technology scene, there is an amplifying chorus that warns funding opportunities might not be keeping up with innovation. That, some worry, might be stymieing the economic development payback — i.e. job creation — that comes as startups scale into large, profitable enterprises.

"Access to capital, and the lack thereof, is our biggest impediment to retaining these companies in Columbia, Mo.,” said David Keller, The Bank of Missouri's local market president and the chairman of the Missouri Innovation Center's board, which oversees MU's incubator.
The infrastructure Columbia has in place is helping a lot of early-stage companies get on their feet. Investors from elsewhere are taking notice, and companies that are based here now but can't find that next round of funding are looking to other cities.

"Until we do something about it, these companies are outgrowing our capacity to finance their development," said Jake Halliday, CEO of the Missouri Innovation Center.

Immunophotonics, a company working on a laser treatment for cancer that received $500,000 from Centennial Investors, is moving from the life science incubator to St. Louis, Halliday said.

A photo-acoustic cancer diagnosis technology startup called Viator Technologies, which was based in the incubator, recently moved to Pittsburgh. John Viator, head of the company and a former MU professor, said his primary reason for moving was the opportunity to create a biomedical engineering department at Duquesne University. But to commercialize biomedical technology like his, finding funding in Mid-Missouri might not have been possible, he said. Even while he was here, the investors he found were on the East and West coasts.

"At the time, when I was in Missouri, they understood that the best place for my startup was near my university lab," Viator said.

As his company has grown, that has changed. "We've had conversations with people in New York that are more receptive that we're in Pennsylvania rather than the Midwest."

At least in the biomedical world, which requires vast amounts of capital and years of time for research, clinical trials and regulatory approval, the outpouring of ideas from MU has ample support to take root locally. MU's incubation and research infrastructure, along with grant and investment programs from the state and university for early-stage capital, helps firms get started. But investors willing to put in the seven-figure sums that those companies need to commercialize do not really exist in Mid-Missouri, said Bruce Walker, the former dean of MU's business school and president of Centennial Investors.

"Some of the" venture capital "firms want a startup to relocate to their area, and if that occurs, it can be very harmful to Mid-Missouri because we lose the economic development benefits of startup companies," Walker said. "We're investors with another goal as well, and that's economic development."

Traditionally, the money in Columbia has come from real estate, Keller said. Educating investors in the community about Internet or biotech firms so they feel confident investing in them takes time, he said.

"It only takes one Eternogen or Immunophotonics or Newsy to hit a home run, pay off the investors and excite them about investing and attracting more investment capital," Keller said.

Peter Meng, the founder of online classified service AdFreeq, which was founded in Columbia, points to cities such as Boulder, Colo. They might be slightly smaller than Columbia but have a number of venture capital firms offering infusions of funding into the millions of dollars. Meng has had trouble finding capital beyond $500,000 in Mid-Missouri, but he said it's not because of a lack of money.

"There's plenty of cash here," he said in a June interview. "We just need a commitment."
Even for companies that have found cash from elsewhere, there's reason to be in Columbia. Beyond Meat, which makes a soy-based chicken substitute uncannily close to the real thing, is the oft-cited example. Although one of its investors is storied venture capital firm Kleiner Perkins Caufield and Byers, and its headquarters is in California, it chose to keep its first production facility here, near the MU researchers who developed the technology.

Other companies have been built here from the ground up. Veterans United has grown by hundreds of employees during the past couple of years. Carfax, founded here, still maintains its information technology base in the city even though its headquarters has long since moved to Virginia. Even now-defunct firms that once were roaring, such as software company Datastorm, made a lot of money for their founders, and they still live here and invest.

"This is an entrepreneurial community," Regional Economic Development Inc. Director Mike Brooks said. "We have serial entrepreneurs. We have entrepreneurs investing in other entrepreneurs' startups."
Big brands on campus: Big Ten, SEC secure huge equipment contracts

By Andrew Vaupel

Our sister publication, the Portland Business Journal, has been researching the giant contracts that footwear and apparel companies have negotiated with universities.

So far, our colleagues have tackled the SEC, Big Ten and Big 12 conferences. We previously wrote about the results of the Big 12 contracts.

Eight of the 12 universities in the Big Ten provided copies of their contracts, including the University of Nebraska, Ohio State University, the University of Iowa and Purdue University.

Nebraska signed a five-year deal with Adidas in 2013 that provides $1.5 million in equipment and $1 million in cash during the 2013-14 academic year.

The Cornhuskers will net $12.5 million in cash and equipment when the current deal expires in 2018. The university was the first to have an all-school deal with Adidas, which it signed in 1995.

In the SEC, only six of the 14 universities have provided copies of their contracts, but it's a great sample that includes the University of Alabama, the University of Florida and the University of Missouri.

MU’s contract with Nike provides $2.2 million in equipment and $150,000 in cash during the 2013-14 academic year.

The Tigers signed an all-sport deal with Nike in 2004. Last year, it signed an extension that runs through 2019.

We previously wrote about the results of the Big 12 contracts. But, for comparison, Adidas' contract with the University of Kansas provides $2.3 million in equipment and $1.5 million in cash during the 2013-14 academic year.
Visit these slideshows to learn about the six SEC teams and the eight Big 10 teams that have provided information on the huge contracts college athletic programs are signing with apparel giants like Nike and Adidas.

A cover story from the *Portland Business Journal*'s print edition will explore the contracts in depth. The story will appear on the paper's website Friday and will be available to all KCBJ subscribers.
As the University of Missouri football team charges onto the field, fans — whether cheering in the stadium or from their living rooms — feel the surge of many emotions: anticipation, pride, a sense of belonging and even outright exhilaration. However, the team is not solely responsible for creating the fans’ experience. A large team labors behind the scenes to serve the team, the fans and the university.

Chad Moller, associate athletic director and director of strategic communications for the MU Athletic Department, thinks most Mizzou fans would be surprised by how much behind-the-scenes planning and work it takes to host a home football game. Although these workers don’t take the field with the team, he still considers them part of a competition; they are “competing to throw the best party for 70,000 people that they possibly can.”

**The lineup**

Who are the people who make up the approximately 500 staff involved in game day? Besides the team, some of the first people to jump to mind might be coaches and staff associated with the cheer squad, band and Golden Girls. Fans who’ve seen Mizzou football live will also note the parking lot attendants, security officers,
ticket office sales staff, ticket takers, ushers, concessionaires and the people selling Tiger merchandise, including at the Team Store. The press box has another crew of ushers, and food and drink service is provided on the third through sixth floors. The game operations staff, equipment staff and grounds crew are integral parts of keeping a game running smoothly. Of course, team doctors and sports medicine crew are also on hand. The public relations staff and workers from the Tiger Scholarship Fund, which provides MU student athletes with scholarships to cover their college expenses, are there. The marketing staff handles pre- and end-game atmosphere, score and message boards, on-field ceremonies and recognitions and halftime. Computer support staff also has to make sure the network system is working smoothly for game day ticket sales and to support the press covering the game. Finally, the janitorial crew does most of its work before and after the game.

Although the vast majority of the workers are MU employees, parking attendants and ushers are contracted out, as is food service. Game day security is a mix of MU police, city of Columbia Police and Missouri State Highway Patrol officers.

On game day, anywhere from 350 to 500 credentialed media workers are in the stadium covering the game. That figure doesn’t include TV outlets. If a Mizzou game is telecast, that can bring in upward of 100 additional broadcast workers.

**Big-ticket tickets**

Brent Lewis, assistant athletic director, ticket operations, says that though ticketing is one of the obvious areas where fans notice workers during the home game experience, most of the department’s work is done before game day. For example, 46,000 season tickets have already been received before the season begins. Although the football season starts in the fall, the ticket office has been working on related issues since the beginning of the year. Lewis says the ticket office works on pricing in conjunction with the business and marketing offices, and an Intercollegiate Athletics board approves the pricing. They work with the football office to figure out featured players. Special security precautions are taken to make counterfeiting more difficult. Renewals also
fall to the ticketing office in the spring, and then the crunch of seating changes must be handled over the summer. Lewis describes it as “a giant jigsaw puzzle.”

On game day, approximately 30 people work in ticketing; this includes five full-time staff, plus part-time staff and student workers. The staff keeps the main ticket office open for major issues that come up, as well as operating several satellite offices at the stadium.

Because the ticket office’s work is so detail oriented, it makes a major impact on fans’ experiences. If it’s not easy to get tickets, or if customer service is subpar, then fans might not chose to watch a game in person in the future. He calls the ticket office “the front porch of the athletic department”; its work is visible to fans and the first step to their overall game day experience.

**Marketing the game day experience**

Andrew Grinch, associate athletic director, external operations and content, explains how some of the marketing efforts on game day are achieved. The Mizzou Athletics marketing department consists of five full-time staff members who help coordinate all the different aspects of game presentation. Grinch says Scott Orscheln, assistant athletic director for marketing, is in charge of creating a game presentation that “puts on a good show for our fans and also fulfills any sponsor obligations.” Student volunteers assist the other four marketing staff members in coordinating halftime as well as pregame and in-game activities. Grinch says, “Much of the work is logistical, as far as getting people on and off the field at the appropriate time, working within a short timeframe of a timeout or quarter break and making sure everything runs smoothly.”

In terms of multimedia advertising rights, Mizzou Athletics has long worked with Learfield Sports, which connects big business brands to college sports through customized marketing. The official media rights holder for Mizzou Athletics is Mizzou Sports Properties, a property of Learfield Sports. This local team creates marketing plans for corporations that want to work with Mizzou Athletics, whether through radio, television, signage, promotions, hospitality, MUTigers.com, social media, print or other marketing options. Mizzou Sports Properties identifies primarily potential local and regional advertisers; fans will also see some national advertisers mixed in on the boards during the game.

The marketing department is continually reviewing strategies and fan feedback and looking for ways to improve performance and give the fans a more satisfying experience. Grinch says, “We are making a more concentrated effort this year to avoid inundating fans with standard advertising messages throughout the game.” Instead, more videos and music will be incorporated throughout the game to enhance the overall experience.

**Licensing**

One way the athletic department works to build the Missouri brand is by partnering with the MU Office of Licensing and Trademarks. Any company that wants to use a university logo, including the Tiger head, on anything from T-shirts to coffee mugs must enter into a licensing agreement with the university. Sonja Derboven, marketing manager, licensing and trademarks, explains that the Office of Licensing of Trademarks and MU’s licensing agent, The Collegiate Licensing Co., handle the application process. An interested company will submit an application to the CLC, and then MU reviews the request and weights the following
key criteria: the business plan, sales history, previous licensing experience, product uniqueness, appropriateness of product, product viability, market demand and current retail relationships.

The two employees of the Licensing and Trademarks office work to protect the name and logos of the university. Derboven says: “The university’s image is enhanced through the signing of licensing agreements authorizing the use of the marks on high-quality and tasteful merchandise. It is also the responsibility of the office to actively enforce the unauthorized use of marks, name and logos of the university.” On game day itself, unauthorized sales are prohibited on campus, and the MU Police Department enforces this policy.

In 2012, royalties from licensing totaled $3 million, making Mizzou 20th among the more than 160 colleges and universities represented by the CLC. These royalty revenues first pay program expenses; the remaining funds are used to support Marching Mizzou, academic support and the athletic department.

**Pulling all the teams together**

Colleen Lamond, associate athletic director of facility operations and event management, and her event management crew coordinate all the behind-the-scenes aspects of game day. That involves acting as a liaison between departments and entities as diverse as parking, ticketing, television crews and emergency services such as police and hospitals, among others. They also serve as the point of contact for the visiting team and officiating crew. In fact, the event management department of four full-time staffers touches all areas of the game day experience.

The events management staff arrive around 4:30 a.m. on game day, but their work begins the afternoon prior, when they make sure no one is parked in lots who shouldn’t be. The parking lot staff of donor and general public lots must all be monitored to assure policies are being followed and fans are getting into the lots quickly. With an estimated 6,500 parking spots in the vicinity of the stadium, this is a challenging task.

Derek Doolittle is the liaison with the visiting team and officials; anything that happens on the field — such as the cheer squad and television crews — falls in his domain. Other individuals handle the concourse and gate areas where fans are entering the stadium. Still others check bags and take tickets. Someone else works with guest services and event staff. Many part-time workers do the ground work: for example, 200 ushers, 15 ushers in the premium seating area by where team runs out, six guest service staff at kiosks throughout concourse, 55 bag checkers, 80 ticket takers, 200 police officers and 90 parking attendants.

The events management team also has to stay in close communication with other departments, such as ticketing. Everyone involved has to know what a student ticket looks like compared to a donor ticket and train the ticket takers so that students are put in the appropriate section.

Lamond would like fans to know how much time and organization it takes to put on a home game “in regards to how far in advance we start planning for things, designing parking passes, credentials, issuing all that stuff” and how hard all the teams that make up the team behind the team work to stay on the same page.

**The financial score**

MU is in the black with football. Moller says football is widely considered the lifeblood of current college athletics programs; a healthy football program helps fund other sports, the vast majority of which are not
revenue generating. Beyond mutual benefits within the athletic department, though, a strong athletic program benefits the entire university via the exposure it brings the school to the general public. A strong athletic program can even boost enrollment itself. The athletics program is often called the “front porch” of the university because it’s the first exposure many people have to the university brand.

Based on 2012 numbers, an average game nets around $1.5 million ($1.9 million in revenue, $400,000 in expense). (All numbers are approximate.) The revenue is generated from ticket sales ($1,726,000); concessions and merchandise sales ($97,000); rentals, which are the cushion seats with backs ($47,000); and parking ($111,000). Expenses include event staffing ($58,000); MU Police/ambulance services ($62,000); cleaning ($26,000); guarantees, which are the moneys paid to nonconference opponent schools to play here (similar fees are paid to MU when playing at nonconference schools) ($232,000); and equipment and other expenses ($41,000).

**The wrap-up**

On a typical home football game day, Moller may spend 18 hours or more on the job. Stadium gates typically open to fans about an hour and half before kickoff, and there’s no set time that fans have to leave. On a day with a 6 p.m. kickoff, workers may begin their day around 8 a.m. and not leave until after 1 a.m. the next day. However, Moller says it’s worth it. “The game days are why you’re in the business. That’s the fun. If you didn’t have game days, if all you had was practice, I don’t think anyone would be in the business.”

And as far as the public’s perception of the team behind the team, Moller hopes that fans do take all the work that they do for granted. To him, that invisibility is a win. “If people go to the game and have such a good time that they aren’t cognizant of all the effort that goes into it, then we’re doing our job.”