

IMG

sports · entertainment · media

IMG COACHES NEWSLETTER WINTER 2010



IMG CALENDAR

1.14 – 1.17.10	Wendy's Championship Skins Game, (Golf) Lahaina, HI
2 – 11.2010	NHRA, (Motorsports) Nationwide across the US
2.5.10	Bud Shootout, (Motorsports) Daytona Beach, FL
2.11 – 2.18.10 / 9.TBD.10	Mercedes-Benz Fashion Week, (Fashion) New York, NY
3.15 – 3.21.10	Transitions Championship for HealthySite, (Golf) Tampa, FL
3.22 – 3.28.10	Arnold Palmer Invitational presented by MasterCard, (Golf) Orlando, FL
3.22 – 3.23.10	Tavistock Cup presented by Citigroup, (Golf) Orlando, FL
3.24 – 4.4.10	Sony Ericsson Open, (Tennis) Miami, FL
4 – 11.2010	Formula Drift Championship Racing Series, (Motorsports) Nationwide across the US
4.24 – 4.25.10	LA Times Festival of Books, (Other) Los Angeles, CA
5.15.10*	Vans Pro Tec Pool Party, (Actions Sports) San Diego, CA
5.30.10	Escape from Alcatraz Triathlon, (Actions Sports) San Francisco, CA
6.7 – 6.13.10	Stanford St. Jude Championship, (Golf) Memphis, TN
6.21 – 6.22.10	TELUS Skins Game, (Golf) British Columbia, Canada
6.28 – 7.4.10	AT&T National Hosted by Tiger Woods, (Golf) Washington, DC
7.15 – 7.19.10	Mercedes-Benz Fashion Week Miami Swim, (Fashion) Miami Beach, FL
TBD	Red Bull Drifting World Championship, (Motorsports) TBD
7.17 – 7.26.10	Teen Vogue Fashion Live during US OPEN of Surfing, (Fashion) Huntington Beach, CA
TBD	Escape to Alcatraz Triathlon Series, (Action Sports) Worldwide

*tentatively scheduled

Dear colleagues!

It's time we said goodbye to 2009 and the decade. I would like all of us to recall our achievements of 2009, of which many will contribute to our sustained growth and success in the future. IMG Coaches are an integral part of a thriving Sports/Media/Entertainment company.

I am happy to say that we are well positioned for the future. In the coming year, I wish for stability, steady progress, health and wealth. It's time to start a New Year and Decade.

*Happy New Year,
Gary O'Hagan, President*



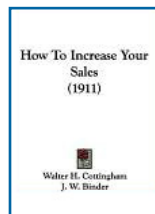
The only thing one can be certain of is that things are going to change, and although we can never be certain how things are going to change it is essential that we constantly focus on the future and are prepared for change when it occurs.

On October 17, 1924 an exciting football game was played between two of the great college football teams of that period (the NFL was nonexistent in 1924) Notre Dame played Army in the Polo Grounds in Manhattan, New York.¹

Grantland Rice the legendary sports writer for the NY Herald Tribune, wrote of that game: "Outlined against a blue- gray October sky the Four Horseman rode again. In dramatic lore they are known as famine, pestilence, destruction, and death. These are only aliases. Their real names are: Stuhldreyer, Miller, Crowley, and Layden. They formed the crest of the South Bend cyclone before which another fighting Army team was swept over the precipice at the Polo Grounds this afternoon as 55,000 spectators peered down upon the bewildering panorama spread out upon the green lawn below."

Wow, the players are portrayed in extremely heroic form as warrior demigods transcending the 55,000 mortals in attendance. It is an image and notion of sports that we can just barely imagine and grasp today. But try and imagine how, in a 100 years, Grantland Rice's description will be interpreted. Will people wonder if this contest between Notre Dame and Army was some extension of World War I or some other military training exercise? Was the event some more modern Shakespearean mellow drama?

Today we live in a High Definition world. The Balloon hoax, terrorist attacks, court room drama are played out in living time, the viewer and participant almost as one. In today's world, Grantland Rice and other sports reporters are in the arena. The internet transports the events in minute bits of analysis at light speed around the world. Even the use of replay analysis makes the ink reporter



"Merit begets confidence: confidence begets enthusiasm; enthusiasm conquers the world."

WALTER H. COTTINGHAM, CO-AUTHOR "HOW TO INCREASE YOUR SALES (1911)"

¹Grant land Rice and appeared in the New York Herald Tribune



less important. There is more objectivity and almost no expressive subjectivity in reporting events today...

The lesson maybe that some other longstanding maxims for success are becoming more important, and growing in value as it relates to the profession of coaching. "Know your job, every little detail," and "think before you speak".

Expect the unexpected! How could you ever expect, strive to expect or dare to expect what occurred at the University of Connecticut this season. U Conn football player, Jasper Howard, was stabbed to death twelve hours after a homecoming victory. Additional facts such as "Jas" being awarded the game ball in the locker room after the game for his effort in victory and that he was murdered on campus in front of and with his teammates who tried desperately to stem the flow of life's blood from the stab wound made a senseless act even more tragic.

Coach Randy Edsall made a point to all that bears repeating. "Life is precious, it is not guaranteed, and it can be gone in an instant". Each of those who are living these moments and who knew Jasper Howard will have to find their own way, with assistance, to an understanding of good and evil that defines a collective morality. If it helps Grantland Rice wrote a poem and said, in part:

"Alumnus Football"

"For when the One Great Scorer comes to write your name, He marks—not that you won or lost—But how you played the Game."

Jasper Howard graduated with honors.

COACHING TRENDS



One of the major risks in the employment market today is that employers, whose businesses are likely under stress due to the poor economic environment, will resort to erratic behavior and make business decisions detrimental to the best interests of their employees.

Given the current economic conditions in America, the importance of a professionally negotiated employment contract is heightened. From both a legal and business perspective, hiring an expert to bargain for the terms and conditions in service or employment agreements can remove much of the risk and pay huge dividends in the beginning, middle and end of an employment relationship.

On the front end, a professional advocate will be able to negotiate a fair, market value price for the compensatory aspects of an agreement, as well as the legal language that will provide protection for employee rights and remedies in the event of a breach.

During an employment relationship, an expertly negotiated contract will control the business relationship between the parties, and will serve as a guidepost for the handling of unforeseen circumstances and the amicable resolution of disputes.

Upon the termination of an employment relationship, the importance of a professionally negotiated contract is also demonstrated, as the terms of the employee's termination rights and the duties of the former employer in a post-termination setting will be managed by the terms of the contract. Thus, one of IMG's main objectives in the representation of our coaching clients is:

To minimize that risk and narrow the possibility of a disputed outcome, both legally and financially, if employment is terminated with or without cause.

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