



NABC

FOUNDATION
NATIONAL ASSOCIATION OF BASKETBALL COACHES



2011 COURT OF HONOR GALA

The NABC Foundation Court of Honor Gala was developed to bring recognition to an individual and the game of basketball while raising foundation awareness and important financial support to the NABC Foundation, including TTRR (Ticket to Reading Rewards). During the Gala, guests will join the basketball community in presenting the Court of Honor Award. The Award is presented to an individual, businessman, educator, etc., who has roots in college basketball, values those roots in the game and has gone on to distinguish himself in his profession, exhibiting the highest standards for leadership. This year's honoree is NIKE, Inc., Chairman Phil Knight.

GAME TIME

May 16, 2011
583 Park Avenue
New York

ATTEND THE GALA

Inviting all fans and supporters to experience a truly memorable evening! If you are interested in attending the 2011 Court of Honor Gala Experience and would like more information, please contact the Registration Helpline at (866) 240-4414 or visit www.nabcfoundation.org/gala. NABC Foundation will utilize 100% of the net proceeds from this Gala to fund its programs.

*"The first Court of Honor Gala
in Chicago was a magnificent event.
It was an unforgettable night for everyone there."*

Jay Bilas
ESPN Basketball Analyst

GALA CO-CHAIRS

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President, USA Basketball

CHARLIE DENSON

President of Nike Brand

MIKE KRZYZEWSKI

*Head Coach, Duke University &
USA Basketball Men's National Team*

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*Head Coach,
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TUBBY SMITH

Head Coach, University of Minnesota

"All you needed to do was look around the room at our Court of Honor Gala to see that basketball & education are common threads among some of the most powerful & influential business leaders in America today. So many times, lessons learned & relationships fostered on the basketball court forge life-long bonds & have far-reaching effects on all aspects of our society."

Mike Krzyzewski

*Head Coach, Duke University &
USA Basketball Men's National Team*

ABOUT THE NATIONAL ASSOCIATION OF BASKETBALL COACHES (NABC)

Located in Kansas City, Missouri, the NABC was founded in 1927 by Phog Allen, the legendary basketball coach at the University of Kansas. Allen, a student of James Naismith, the inventor of basketball, organized coaches into this collective group to serve as Guardians of the Game. The NABC currently has nearly 5,000 members consisting primarily of university and college men's basketball coaches. All members of the NABC are expected to uphold the core values of being a Guardian of the Game by bringing attention to the positive aspects of the sport of basketball and the role coaches play in the academic and athletic lives of today's student-athletes. The four core values of being a Guardian of the Game are advocacy, leadership, service and education. Additional information about the NABC, its programs and membership, can be found at www.nabc.com.

"It's vital to the mission of the NABC to accentuate the many positive roles our coaches play in the lives of young people today. As teachers and mentors to student athletes, coaches have the opportunity to help shape character and a commitment to education, service and sportsmanship."

Jim Haney

Executive Director

National Association of Basketball Coaches and NABC Foundation, Inc.

ABOUT THE NATIONAL ASSOCIATION OF BASKETBALL COACHES FOUNDATION, INC. (NABC FOUNDATION)

The NABC Foundation was organized exclusively for charitable and educational purposes, and to support the charitable and education purposes of the National Association of Basketball Coaches, (NABC) a Kansas non-profit corporation. The Foundation is the founder and sponsor of TTRR (Ticket to Reading Rewards), a national literacy program targeting middle school aged youth. In addition, the Foundation operates the College Basketball Experience (CBE), an experiential facility which also includes the National Collegiate Basketball Hall of Fame.

TTRR (TICKET TO READING REWARDS)

TTRR (Ticket to Reading Rewards) is a reading incentive program that encourages Middle School students to read books outside the classroom and obtain rewards for reading. Over the life of the program, over **1,000,000 students** have participated in the program, read an estimated **5,000,000 books**, redeemed nearly **1,500,000 rewards** and attended **150,000 local men's and women's NCAA basketball games**—all at no cost to the school district or its students. The TTRR program was founded in 2002 by the National Association of Basketball Coaches Foundation.



“Each year in the Chicago Public Schools, we found Ticket To Reading Rewards to be a highly effective tool to motivate both students and teachers to focus on outside reading. We estimate that more than eight million books have been read through this program nationwide and thousands of students have had an opportunity to attend college basketball games. For many, this was the first visit to a college campus and teachers tell us this is a profound experience which leads to students setting a goal of reaching college.”

Arne Duncan

Former CEO, Chicago Public Schools

The program has three primary components: reading rewards, tickets to local college basketball games and a coaching component for Middle School coaches to both learn new techniques and to act as mentors for the reading program.

2011 NABC COURT OF HONOR RECIPIENT

Philip H. Knight

Chairman, NIKE, Inc.



Before there was Nike, there was Blue Ribbon Sports, Inc., a partnership founded in 1964 on a handshake by Phil Knight and his former track coach at the University of Oregon, the legendary Bill Bowerman.

Knight and Bowerman shared a passion for helping athletes reach their full potential—and Nike believes that if you have a body, you're an athlete.

That passion, combined with a business plan Knight hatched while earning his MBA at Stanford, planted the seed for what would become the world's largest sports and fitness company.

A certified public accountant, Knight started by selling shoes out of the back of a car at track meets. One thing led to another, and Blue Ribbon Sports grew to become Nike. The name Nike was created in 1971, and the first line of Nike shoes debuted in 1972; the company officially became known as NIKE, Inc. on December 31, 1981.

As Chairman of Nike, Knight's job is to listen to ideas, combine them with his own, and make decisions based on what's good for shareholders and the overall company. More than 40 years after that handshake, Nike is still growing, driven by a passion for sports and a relentless focus on innovation for athletes.

"The Court of Honor Award was established to celebrate the highest standards of leadership, education and service. There are few in business who exemplify those standards more than Phil Knight. Throughout his professional career he has demonstrated his dedication and commitment to education and public service. His impact on sports, including the sport of basketball, is enormous."

Jim Haney

Executive Director,

National Association of Basketball Coaches and NABC Foundation, Inc.

