Selig Covers All the Bases at First Commissioners' Series Event

Major League Baseball Commissioner Allan H. "Bud" Selig Talks About Industry's Growth and Challenges

Major League Baseball Commissioner Allan H. "Bud" Selig discussed the state of the sport at the USC Marshall School of Business Sports Business Institute's first Commissioners' Series event on November 9. In an hour-long presentation at the Davidson Conference Center on the University of Southern California University Park campus, Selig highlighted the league's current achievements and challenges, as well as its opportunities for future growth.

Selig, who was elected the ninth Commissioner of Baseball in 1998 by a unanimous vote of the 30 Major League Baseball club owners, began his comments by discussing recent positive developments within the sport, including that Major League Baseball drew a record attendance of 76 million fans in the past season, and that recent television contract negotiations increased revenues by almost 20 percent. He also discussed the recently completed five-year labor negotiation that extended the sport's labor peace.

The commissioner then delved into important developments and opportunities for the sport such as what individual clubs are doing within their communities to remain relevant and how the league can further global growth, including further penetrating international markets such as Asia.

Selig also touched on some of the recent challenges the league has experienced and how they will impact the management of the sport going forward, including stadium issues, where teams in some cities are in need of improved facilities and navigating the perceived steroid problem and what these issues mean to fans and sponsors.

Selig addressed a capacity crowd that included MLB franchise owners and
team executives, including the Los Angeles Dodgers' Jamie and Frank McCourt, the Los Angeles Angels' Arte Moreno, the Oakland A's Lewis Wolff, the Boston Red Sox's Tom Werner, and the Arizona Diamondbacks' Jeff Moorad, as well as other sports business luminaries like Fox Sports Chairman David Hill. USC Marshall Faculty, alumni, students, Sports Business Institute advisory board members, and local business leaders rounded out the room.

"I think this event provided high-level insight for the students, alumni and business leaders who attended," said David Carter, assistant professor of Clinical Management & Organization at Marshall, and executive director of the Sports Business Institute. "With the attendance of so many VIPs, the event went from being simply a presentation about the sports to a celebration of Major League Baseball. There was an enormous industry turnout because commissioners do not speak in these settings often."

The USC Marshall Sports Business Institute's Commissioners' Series will continue next spring with NASCAR Chairman and CEO Brian Z. France, who will speak on February 22, 2007.

---

**About USC Marshall School of Business**

USC's Marshall School of Business provides the foundation for a process of lifetime learning and business practice. Both *U.S. News & World Report* and *BusinessWeek* rank Marshall's programs among the top 30. For more than 80 years, Marshall has provided world-class research and scholarship, preparing students for the future of business. Marshall, with its many research centers and the Leventhal School of Accounting, focuses on a core set of skills and on strengthening its position as a global center of business education and research at the graduate, undergraduate and executive levels.