

# CURRICULUM VITA

## CHARLES M. NEINAS

NEINAS SPORTS SERVICES  
3005 CENTER GREEN DRIVE, SUITE 200  
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### PROFESSIONAL EXPERIENCE

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1997 to PRESENT ■ PRESIDENT, NEINAS SPORTS SERVICES, INC.

Company designed to provide consulting services in sports, especially intercollegiate athletics, in areas of management, organization, television analysis and negotiation, and personnel placement.

- Retained as an advisor to the American Football Coaches Association.
- Retained as a consultant to Host Communications, Inc. in the development of the promotional program entitled "NCAA Football."
- Organized and developed Conference USA.
- Conducted an evaluation of athletic and/or football programs of several institutions.
- Retained by a number of institutions to assist in the hiring of athletic administrators and/or football and basketball coaches.
- Called upon to serve as acting commissioner of the Big 12 Conference to assist with conference realignment and reorganization.

1999 to 2000 ■ CHAIRMAN OF THE BOARD AND ACTING CHIEF EXECUTIVE OFFICER,  
ASCENT ENTERTAINMENT GROUP

- Negotiated sale of the company to Liberty Media Group.
- Supervised operations of Colorado Avalanche (NHL), Denver Nuggets (NBA) and privately owned Pepsi Center arena.
- Ascent was a majority shareholder of On Command Corporation, a leading provider of entertainment and information services to the lodging industry.
- Ascent also owned Ascent Network Services, primary provider of satellite distribution services for the National Broadcasting Company television network.
- Neinas had served as a member of the Ascent Board since 1995, before assuming chairmanship and CEO duties at the request of the Board of Directors.

1980 to 1997 ■ EXECUTIVE DIRECTOR, COLLEGE FOOTBALL ASSOCIATION

- First executive director of the organization and responsible for the development of the CFA.
- Promoted the CFA as a forum whereby chief executive officers, faculty, athletics directors and football coaches could work together to achieve consensus on important issues related to college football.

- Assumed responsibility for promoting CFA sponsored NCAA legislation that included the improvement of academic standards (Proposition 48), the development of the continuing eligibility rule requiring progress toward a degree, establishment of more reasonable and enforceable NCAA rules including the development of the recruiting calendar and elimination of the alumni and boosters from the recruiting process.
- Negotiated television contracts and administered a television plan on behalf of the CFA members from 1984 through 1995 that included ABC, CBS and ESPN.
- Developed the "Good Works Team" and "Scholar-Athlete Team" to illustrate the positive accomplishments of those associated with college football.
- Developed, sold and implemented the "Promise of Tomorrow" program to Hitachi that provided \$5,000 scholarships on an annual basis to individuals associated with the sport of football at all CFA member institutions.
- In conjunction with the Touchdown Club of Memphis, initiated the Academic Achievement Award that was given annually to the CFA member that records the highest graduation rate among members of its football squad. Since adoption of Proposition 48 (originated with the CFA) and with increased emphasis on football players completing course work to attain a degree, the graduation rate of football squads has increased from 41 percent to close to 60 percent.
- Initiated a variety of research projects designed to assist universities including an evaluation of the financial aspects of intercollegiate athletics. Other research projects relate to a retention rate survey for the benefit of football coaches to ascertain the impact of NCAA imposed grant-in-aid limits, student-athlete surveys designed to gain a better understanding of those involved in intercollegiate athletics, plus other studies conducted for a specific purpose, including the feasibility of a football playoff.
- In conjunction with the American Football Coaches Association, engaged in a series of negotiations with the National Football League in an effort to provide professional football with a greater understanding of the problems and concerns associated with college football.
- Some of the individuals that were employed by the CFA include John Kasser, currently president of Pac-10 Properties and former director of athletics at the University of California; Sam Baker, currently director of athletics at Georgia Southern University; Dave Ogreaan, director of USA Hockey; Mike Bohn, currently director of athletics at the University of Colorado-Boulder; and Chris Kiser, Associate Athletic Director at the University of Northern Colorado.

#### 1971-1980 ■ COMMISSIONER, BIG EIGHT CONFERENCE

- As chief administrator of the conference, streamlined operation and organization that resulted in improved communications between presidents, faculty, directors and coaches.
- Developed promotional and marketing programs for the Big Eight Conference that were subsequently copied by other conferences.
- Promoted "Big Eight Family" concept that resulted in Big Eight cities meetings involving municipal and university officials, representatives of the chambers of commerce and others. Because of the emphasis on cooperation, member institutions eventually conducted meetings in a variety of areas and initiated exchange programs between institutions that were financially advantageous.
- Initiated both the Big Eight Conference post-season basketball tournament and post-season baseball tournament.

- One of the first conferences to sponsor a championship program for women's athletics.
- Responsible for the development of the Collegiate Commissioners Association Basketball Tournament. Although the tournament had only a two year life span, it served the purpose of encouraging the NCAA to change its format and invite more than one team per automatic qualifying conference to participate in the tournament.
- Among those employed by the Big Eight Conference while Neinas was commissioner were DeLoss Dodds, currently director of athletics, University of Texas; Steve Hatchell, formerly commissioner of the Big XII Conference and currently president of the National Football Foundation; Bill Hancock, currently director of the NCAA Basketball Tournament; the late Prentice Gautt, long-time assistant commissioner of the Big XII Conference; Dick Martin, formerly director of athletics at West Virginia University and commissioner of the Missouri Valley Conference; and Tom Starr, director of the Fort Worth Bowl.

1961-71 ■ ASSISTANT EXECUTIVE DIRECTOR  
NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

- Served as secretary to the NCAA Council (policy making board of the organization) and Executive Committee (responsible for financial and business affairs).
- Supervisor of NCAA Championships including direct responsibility for the National Collegiate Basketball Championship and College World Series.
- Responsible for the development of the NCAA College Division Sports Program, including establishment of post-season football games that eventually became Division I-AA, Division II and Division III football championships.
- Served as NCAA Congressional liaison. Assigned responsibility to secure passage of the Federal Anti-Gambling and Bribery Statute and coordinated the efforts of the NCAA, NFL, Major League Baseball, NBA and American Football Coaches Association to secure passage of legislation.
- Responsible for NCAA involvement in Olympic and international affairs. Served as chairman of the organizing committee of the United States Gymnastics Federation, served on the governing council of the United States Track and Field Federation, assisted with the formation of the United States Wrestling Federation and served on the executive board of what eventually became USA Basketball. Represented United States basketball interests in meetings conducted in Montevideo, Uruguay; Rio de Janeiro, Brazil; and Mexico City, Mexico, to obtain the international franchise (FIBA) for USA Basketball.

1957-61 ■ VARIOUS

- Employed by the University of Wisconsin Athletic Department. Responsible for the production of radio networks for Wisconsin football and basketball. Also served as play-by-play announcer and produced a football coaches show that was syndicated statewide.
- Sports Director, WKOW Radio and Television, Madison, Wisconsin.
- News and Sports Director, WEAQ Radio, Eau Claire, Wisconsin.

## PROFESSIONAL ASSOCIATIONS, ACTIVITIES AND AWARDS

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Member of the Board of Directors of the National Association of Collegiate Directors of Athletics, 1990-1993.

Member of United States Olympic Committee Board of Directors for eight years, 1963-1972 (two Olympiads).

Member of the initial USOC Development Committee designed to improve the United States efforts in Olympic competition.

Served as Chief of Mission for the United States Basketball Team that toured mainland China in 1973. This was the first organized group to visit China as a result of negotiations between Chinese officials and then Secretary of State Henry Kissinger. Included in the group were George Karl, North Carolina; Lon Kruger, Kansas State; Quinn Buckner, Indiana; and Kevin Grevey and Jim Andrews of Kentucky.

Chairman of the USA Basketball Games Committee for Men (Olympic Basketball Committee), 1976-1980.

Chairman, NCAA Olympic and International Relations Committee, 1972-1979, and recommended that the NCAA withdraw from the United States Olympic Committee that eventually resulted in reorganization of the USOC and adoption of the Amateur Sports Act of 1978.

Participated in Congressional hearings (Senate and House) in matters related to the Olympic movement, NCAA enforcement and Title IX.

Member, NCAA Legislative Committee, 1972-1974.

Member, NCAA Television Committee, 1972-1976.

Originated a program with the U.S. Department of Defense to provide good will tours of college athletes to Vietnam and the Pacific hospital area. Led the initial group visit to Vietnam in 1971.

\*Recipient of the Amos Alonzo Stagg Award, highest award presented by the American Football Coaches Association, 1996.

\*Recipient of the James J. Corbett Memorial Award, the highest award presented by the National Association of Collegiate Directors of Athletics, 1999.

\*Note: Chuck Neinas and the late Admiral Tom Hamilton are the only individuals to have received the highest honor from both the AFCA and NACDA.

Recipient of the Outstanding Contribution to Amateur Football Award, presented by The National Football Foundation and College Hall of Fame, 1999.

Recipient of the Contributions to College Football Award, presented by the National College Football Awards Association, 2006.

## EDUCATION

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University of Wisconsin, Bachelor of Science Degree, 1957

United States Naval Reserve, active duty for two years in the Submarine Pacific Fleet.