



### *3<sup>rd</sup> Annual National Sports Forum Case Cup Competition*

January 2009

Glendale, AZ

The University of Memphis' Sport Commerce program participated in the 3<sup>rd</sup> Annual National Sports Forum Case Cup Competition. Memphis, alongside seven of the other top sport business programs from across the nation, were invited to Phoenix, Arizona to participate in the competition and conference. Students Courtney Munson, Zach Pritchard, Brent Sumler and Martin Taggart represented the University of Memphis in the competition. The case was not disclosed to any team prior to the event. Once the case was released, teams had exactly 24 hours to study the case and prepare a 20 minute presentation of their conclusions. The following day, the students presented to a panel of judges; the judges were allowed to ask ten minutes of follow-up questions. The 2009 case was to define the business strategy to place a National Hockey League team in Las Vegas, Nevada. Following a preliminary round, the University of Memphis and Ohio University were selected as pool winners and earned the opportunity to represent their cases in the Finals. Based upon the judge's final scoring, Ohio University edged the University of Memphis team. "It was a great achievement to be selected to participate in the finals of this event. We came up a little short but we proved to ourselves and others that the University of Memphis' Sport Commerce program is as strong as the other leading sport management programs in the nation, which is a tribute to the preparation that we have received in the classroom," said Memphis team captain Pritchard.

For more information about this event visit:

[2009 National Sports Forum Case Cup Competition- National Sports Forum](#)

[U of M Grad Students Place Second in Sports Competition- Daily Helmsman](#)