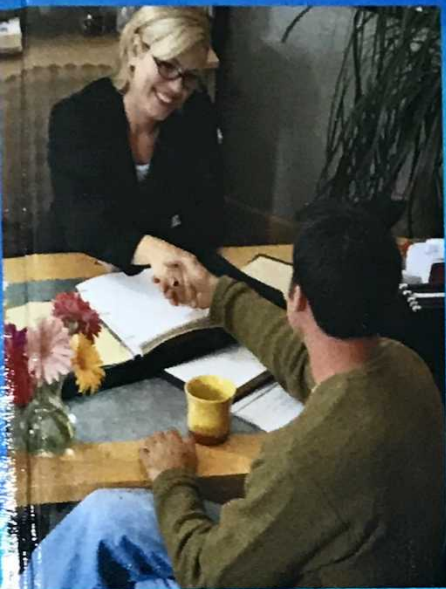


fifth edition



Administration

of Physical Education and Sport Programs

LARRY HORINE DAVID STOTLAR



ADMINISTRATION OF PHYSICAL EDUCATION AND SPORT PROGRAMS

Fifth Edition



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Dedication



This edition is dedicated to the memory of Dr. L. Sherwood Horine, a true Renaissance man who was killed in a mountain bike accident at a race site on July 18, 1998. Sherwood was an emergency room physician, husband, father of two boys, and an active sportsman, and he led a life that would be a model for any student reading this text to emulate.

Dr. Horine grew up playing sports and honing skills in outdoor activities. He was on his high school teams in football, basketball, tennis, and swimming, and he became a paid professional ski patroller at 16 years of age. He earned his way through college by cutting, splitting, and selling

firewood and working as a ski patroller in NC, VT, CO, and WV. During this time he became an outstanding competitor in kayaking, snowboarding, and mountain bike racing. Later, he added hang gliding to his outdoor pursuits.

During his medical school training he qualified for a rotation in Alaska, where he took time to trek through the Denali National Park. For an adventure vacation, he and his wife Joni pedaled through Europe on a tandem bike. Sherwood led expeditions down the Amazon and Colorado Rivers, and in 1995 he was the medical director and safety kayak leader in an expedition down the Brahmaputra River in India.

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Preface

The primary purpose of this text is to provide an introduction to administration for undergraduate physical education or sport management majors. With appropriate separate readings and projects, the text is also a useful tool for graduate physical education and undergraduate facility management majors.

■ OUR GOALS

Based on the authors' firsthand experience over the past three decades, this text emphasizes academic topics that are uniquely relevant to practical administration. Additionally, the information presented is based on the following hierarchy: (1) Is the material practical; can it be applied to a real-world situation? (2) Is the material based on research and expert opinion? (3) Does the material have theoretical application?

The style of this book is casual, conversational, and straightforward. The authors present the material so that it is easy to read without resorting to jargon or technical language. In many areas, major points are presented in a list format, which provides for an efficient means of learning and retaining important information. This technique also allows instructors to easily test students.

■ ORGANIZATION AND CONTENT OF THE FIFTH EDITION

Each chapter is introduced by a case study. The material in each case study is designed to pique the interest of the student and set the stage for the information conveyed within the chapter. Drawing on information presented in the chapters, at the conclusion of each chapter a scenario entitled "Critical Thinking" reinforces the key terms and concepts.

For the fifth edition of this text, major additions and minor deletions have been achieved. New and updated references have been added to all chapters. There has been an New emphasis has been added on *diversity, ethics, standards, conflict*

resolution, and transparency needs in all organizations. To address increasing budget restrictions, new material has been included on financing operations and new facilities as well as methods of transferring risks through such means as strategic financial planning and utilizing exculpatory waivers and releases. Throughout the text, new website addresses have been described. The appendix is completely new, with an extensive listing of companies that provide products and services for physical education, athletics, and recreation. The listing includes telephone numbers, as well as e-mail and website addresses.

■ ACADEMIC ADVISERS AND REVIEWERS

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David Stotlar

I'd like to acknowledge the continued support of my children and my colleagues at UNC. Furthermore, I want to thank my father, who recently passed, for his gift of the love of sport. I've also found joy in my marriage to Sylvia that continues to carry me through all of life's challenges. We are all enriched by those around us.

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