

WORKSHOP SPEAKERS

Partnering with Power Brands to Combat Childhood Obesity

Sarah Baird
Vice President, Dairy Health & Wellness NFL Relationship Manager
Dairy Management Inc.
USA
E-mail: Sarah.Baird@rosedmi.com



Cindy Sisson Hensley
President
HOPSports
USA
E-mail: cindy@hopsports.com



Peter O'Reilly
Vice President, Fan Strategy & Marketing
National Football League (NFL)
E-mail: peter.o'reilly@nfl.com



Overview: The obesity crisis did not happen overnight and neither will its solution. However, small, positive steps toward nutrient-rich food choices and increased physical activity can have a big impact in the long term. The NFL, through its PLAY 60 campaign, is working with partners such as Dairy Management Inc. and HOPSports to integrate these messages and initiatives into daily lessons for students that has been shown to have considerable positive impact. Attendees will see how partnerships can have a more substantial impact than one organization working alone.

A dynamic panel has been created with a representative from the National Football League, Dairy Management Inc. and HOPSports who will share their expertise and success in partnering with schools and after-school programs to combat childhood obesity. Panel members will share their success stories and explain how nutrition and physical activity are integrated into one seamless program detailing the integration of programs and messages in a well-received and well-utilized format and will offer concrete ideas on how to leverage programs and utilize professional sports teams through these creative partnerships to benefit students.

Abstract: Partnering has never been more important than during these trying economic times. Cultivating mutually beneficial relationships that allow all partners to achieve their mission/goals is critical. See how NFL PLAY 60 is forming partnerships with organizations all over the country to help curb the trend of childhood obesity, and how you can also form similar partnerships with professional sports leagues and teams to promote health and wellness in their schools and after-school programs. Learn how engagement in a nationally branded program, Fuel Up to Play 60 (FUTP60) with its reach in over 60,000 schools across the country, can leave a positive impact into their own schools. Hear how to integrate nutrition and physical activity in a way that engages students and makes them want to be active while at the same time learn about good nutrition through the HOPSports Training System.

Peter O'Reilly joined the NFL in 2005. He is responsible for developing and implementing strategies and marketing programs aimed at increasing the engagement of the NFL's priority fan segments, including avid, casual, young and Hispanic fans. Mr. O'Reilly also leads the NFL's corporate social responsibility initiatives, with a primary focus on the league's commitment to youth health and fitness. Prior to joining the NFL, Mr. O'Reilly held the position of Senior Marketing and Sports Manager for NYC2012, the New York City Olympic Bid. He also has past experience as Director of Production and Marketing at the National Basketball Association where he spent six years. Peter began his career at ABC Sports working on the network's college football and college basketball broadcasts. Mr. O'Reilly received his Bachelor of Arts Degree from the University of Notre Dame and received his MBA from Harvard Business School. He currently resides in Bronxville, NY with his wife and two children.

Cindy Sisson Hensley serves as President of HOPSports, where her primary goal is to enable America's youth to get healthy and fit through the innovative HOPSports Training System. She integrates her efforts with schools and youth community sites to deliver sport-specific training, nutrition, wellness, and messaging in partnership with professional teams, athletes and Hollywood celebrities. Prior to her tenure at HOPSports, Cindy served as Logistics Manager for the 1984 Olympics and subsequently held the position as the Director of Promotions for the Ladies Professional Golf Association (LPGA). Through her successes at the LPGA, Cindy earned the role of Manager of Sports Marketing for Gatorade. Her responsibilities included negotiating pro-team contracts for the NFL, NBA, MLB, NHL, NASCAR and major golf properties for sideline exposure and retail marketing promotions. In 1994, Cindy founded Agency Won, a full-service sports marketing company, where she leveraged marketing investments, primarily in NASCAR, for a number of consumer product companies. Eventually, her agency merged with Tailwind Sports with Cindy managing the motor sports division and served as the managing director of the USPS Pro Cycling team with 7-time winner of the Tour de France, Lance Armstrong. Cindy graduated from Pepperdine University with a bachelor's degree in Sports Medicine and the University of California at Los Angeles with a master's degree in Kinesiology.