

## 2004 SESSION

ENROLLED

### SENATE JOINT RESOLUTION NO. 170

*Commending H. Russell Potts, Jr.*

Agreed to by the Senate, February 9, 2004  
Agreed to by the House of Delegates, February 9, 2004

WHEREAS, H. Russell Potts, Jr., one of the most innovative and successful promoters in the history of collegiate sports, has been inducted into the Virginia Sports Hall of Fame, the first promoter so honored; and

WHEREAS, a native of Winchester, Russ Potts began his career as the sports editor for the *Winchester Evening Star* following his graduation from the University of Maryland in 1964; and

WHEREAS, six years later, Russ Potts returned to the University of Maryland as the first college sports marketing director in the country, the beginning of a pioneering career in the field of collegiate sports marketing and promoting; and

WHEREAS, Russ Potts created the first corporate partners for college athletics, promoted the first prime-time men's college basketball television package, and initiated the first nationally televised women's college basketball game; and

WHEREAS, in one of his more celebrated achievements, Russ Potts arranged the historic, and extremely successful, 1982 basketball game between the University of Virginia, led by Ralph Sampson, and Georgetown University, led by Patrick Ewing; and

WHEREAS, Russ Potts was also successful as director of athletics at Southern Methodist University, earning the "Big D" award from the Dallas Sports Association, and later served as vice president of the Chicago White Sox; and

WHEREAS, returning to Virginia, Russ Potts formed Russ Potts Productions, Inc., and continued his unparalleled record of innovation and success in sports marketing and promotion; and

WHEREAS, as a member of the National Collegiate Athletic Association Division I men's basketball committee, Russ Potts was instrumental in placing NCAA games in domed stadiums and in the process set several all-time attendance records at such venues as the Louisiana Superdome, the Thompson-Boling Center at the University of Tennessee, and the St. Petersburg Dome in Florida; and

WHEREAS, Russ Potts set another record by creating the most NCAA certified exempt events, including the Eddie Robinson Football Classic, the National Association of Basketball Coaches Classic, the Black Coaches Association Football Classic, and the John Thompson Foundation Football and Basketball Classics; and

WHEREAS, throughout his career of extraordinary success, Russ Potts has built an enviable reputation for personal integrity, fairness, and honesty; now, therefore, be it

RESOLVED by the Senate, the House of Delegates concurring, That the General Assembly hereby commend H. Russell Potts, Jr., on his induction into the Virginia Sports Hall of Fame; and, be it

RESOLVED FURTHER, That the Clerk of the Senate prepare a copy of this resolution for presentation to H. Russell Potts, Jr., as an expression of congratulations from his colleagues in the General Assembly of Virginia.

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