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## **Howard named dean of University of Oregon's Lundquist College of Business**

EUGENE, Ore. -- (July 29, 2008) -- An international authority on sports finance and a University of Oregon graduate will serve as dean of the UO's Charles H. Lundquist College of Business (LCB), Provost and Senior Vice President James Bean announced today.

Dennis Howard, who most recently was head of the marketing department, will serve a two-year appointment as dean of the college.

"Dennis boasts a tremendous record as a scholar, researcher and leader," said Bean, who took over as provost on July 1, after serving as dean of the Lundquist College of Business. "I am confident he will continue to serve the university with excellence as dean of the LCB."

As dean, Howard will oversee the Lundquist College of Business, one of the nation's top public business schools. Considered a leading authority on sports finance, Howard has authored three books and more than 100 articles in sports and leisure management and marketing publications. Before heading the college's marketing department, Howard was the academic coordinator for the James H. Warsaw Sports Marketing Center. Prior to coming to the University of Oregon in 1997, Howard was professor and head of the graduate program in sport management at The Ohio State University.

This is Howard's third stint at the UO. From 1977 to 1980, Howard served as an assistant professor in the College of Human Development and Performance before accepting an associate professorship at Penn State University. Howard returned to the University of Oregon in 1984, serving as professor and graduate coordinator in the College of Human Performance and Development through 1991. Howard graduated from the University of Oregon with a bachelor's degree in 1966.

"I have a 45-year relationship with the University of Oregon. Most of the important things in my life are connected to the UO," said Howard. "I met my wife here, made cherished friendships, received a phenomenal education and launched my professional career. Most of what I have accomplished I owe in large part to the University of Oregon. It is not only a privilege to serve as the dean at my alma mater but a great opportunity for me to give back to a place that has given so much to me."

Howard said he's looking forward to the next two years.

"I know from personal experience that the energy, dedication, and talent of LCB faculty are second to none," he said. "The collegial atmosphere they foster has created an environment of exemplary teaching that students recognize and value."

***About the University of Oregon***

*The University of Oregon is a world-class teaching and research institution and Oregon's flagship public university. The UO is a member of the Association of American Universities (AAU), an organization made up of 62 of the leading public and private research institutions in the United States and Canada. Membership in the AAU is by invitation only. The University of Oregon is one of only two AAU members in the Pacific Northwest.*

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