

Don Canham will address business group

University of Michigan Athletic Director Don Canham will be guest of honor at the Farmington/Farmington Hills Chamber of Commerce 34th annual business meeting and awards dinner Thursday, Oct. 23.

The Michigan Sports Hall of Fame member will speak on marketing, promotion and business.

The evening's highlight will be presentation of the Citizen of the Year Award. It will go to a person who has done meritorious community service, particularly in the past year. The person must either live or work in Farmington or Farmington Hills.

Outgoing chamber president John Handley will lead the business meeting. Incoming president Nancy Finley will handle introductions.

The banquet will be in the Botsford Inn, Farmington Hills. The cash bar will open at 6:30 p.m. Dinner will follow at 7:30 p.m. The cost is \$20 per person. For reservations, call the chamber, 474-3440, by Oct. 17.

Canham, U-M athletic director for 18 years, serves on the NCAA Television Committee. He has become involved in pay and cable TV and has served as a panelist at major marketing seminars. His business and athletic background includes a 15-year coaching career.

AFTER CANHAM was named the fifth athletic director in U. of M. history in 1968, he launched the first major direct-mail and advertising program to sell football and other sports tickets. He also established a

series of fund-raising clubs, organized parking and concessions, and developed a new area of income in licensing and the marketing of souvenirs. Michigan consistently leads the nation in football ticket sales and revenue.

Canham supervises a competitive athletic program that in 18 seasons has produced 60 Big Ten championships. The football team consistently draws crowds of 100,000 or more.

Canham has earmarked \$10 million from athletic receipts for plant expansion and improvements. He was a key mover in the \$7.2-million construction of new recreational sports facilities that gave Michigan one of the largest indoor complexes in the nation. He also has overseen construction

of a new football service building, an indoor track-tennis building, converting Vost Fieldhouse to an 8,100-seat ice arena, new lockerrooms, construction of an Olympic all-weather track seating 4,000, construction of artificial surface practice fields with lights, renovation of the baseball stadium and continued upgrading of Michigan Stadium.

U. OF M.'S intercollegiate program includes 21 varsity sports for men and women with an annual budget of \$14 million. The department is self-sufficient.

Canham, a member of the U.S. Track and Field Hall of Fame, was Michigan's track captain and NCAA high-jump champion during his undergraduate years.

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He served in the Army Air Force, coached and taught at an Illinois high school and was an assistant

track coach at Michigan for two years before being named head coach in 1948. His Wolverine teams won 12 Big Ten titles in 19 years.



Don Canham, University of Michigan athletic director.

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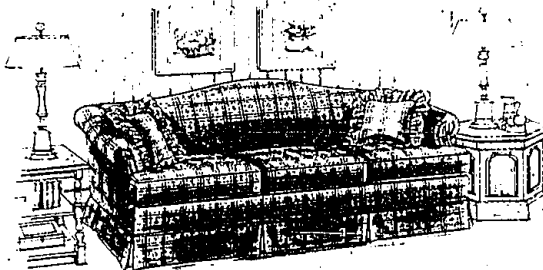
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