

Vada Manager, President & CEO, Manager Global Consulting Group

Published November 30, 2009

Font Size [Resize Small](#) [Resize Normal](#) [Resize Large](#) | [Print](#) | [Share](#) |

Professional



COURTESY OF VADA MANAGER

What I like ...

■ **An insight:** Today's Twitter and Facebook culture has nearly pronounced the defense of "plausible deniability" dead and gone.

■ **An influential person in my career:** Mannie Jackson, former owner of the Harlem Globetrotters.

■ **An out-of-the-box idea:** The Game Party Truck — a mobile video game center that comes to your home, completely outfitted with multiple big-screen TVs.

■ **A BUSINESS DEAL:** Mickey Mouse now playing doubles with Iron Man on the same Hollywood court! (Disney acquires Marvel.)

■ **A SPORTS FACILITY:** As a convertible lover, I still get goose bumps when they open the retractable roof at Chase Field in Phoenix.

■ **A BRAND:** WD-40. No-nonsense identity and dependable performance.

■ **An (EVOLVING PRODUCTIVE) INNOVATION:** Reliably fast Internet/e-mail service on planes. No more, “Uh, we changed the PowerPoint while you were flying and couldn’t reach you!”

■ **A STORY THAT BEARS WATCHING:** The litigation between the NCAA and former student athletes regarding who controls royalties from their likenesses on video games, etc.

■ **A FANTASY JOB:** A Formula One driver or perhaps the first Intergalactic Sports Czar.

What I like about ...

■ **MY JOB:** Being a somewhat invisible hand in different business deals, product campaigns and sports business issues over the years; I love the continuous learning — from the experiential, reading and debates with smarter people than myself.

■ **SPORTS BUSINESS:** Hard work, big fun and many transferable skills to the broader nonsports business world.

■ **SPORTS MEDIA:** Perhaps similar to political media, even under the most hardened personas, you know they are closet fans of some team, sports moment or athlete personality.

■ **SPORTS FANS:** While they are hardly monolithic, winning and great performances can often be redemptive of certain past transgressions.

What I would like to ...

■ **SEE MORE OF IN SPORTS:** Respect for the WNBA.

■ **SEE LESS OF IN SPORTS:** Timidity in public support for Title IX.

■ **SEE DIFFERENT:** Increasingly higher athlete graduation rates (especially among often underserved African-Americans).

■ **Eliminate:** The negative “isms” and “phobias” that impede progress and divide people. Simulated monkey sounds or slurs from the stands or homophobia have no place in sports or civil society.

What I don't like ...

■ **IN GENERAL:** Any genre of arrogance, but especially unearned arrogance.

■ **PET PEEVE:** Unreturned phone calls or e-mails — especially on time-sensitive matters.

■ **IN BUSINESS:** Untruths, half-truths and missed opportunities.

■ **ABOUT SPORTS FANS:** 99.9 percent are great, but I deplore that sliver of fans who loosely scream vulgarities around my (or anyone else's) spouse, kids and/or mother at a sporting event.

Personal

What I like ...

■ **TIME OF YEAR (BECAUSE):** With small kids still at home, the Christmas/New Year holiday season is still paramount. No school for them and plenty of drivable college football bowl games for me.

■ **THAT WOULD SURPRISE THOSE WHO KNOW ME:** A call from then "Saturday Night Live" personality (now U.S. Sen.) Al Franken resulted in a collaboratively edited 1988 skit regarding presidential candidates abusing supermarket express lines. Never having been seen as the humorous type, I surprised many by my cameo presence in the skit as a chagrined aide.

■ **HEROES:** Fortunate enough to have told three of my heroes "thanks for their sacrifices" in person: my mother, Muhammad Ali and Nelson Mandela.

■ **POSSESSION:** An autographed Feb. 19, 1990, Newsweek magazine cover photo of Mandela emerging from South Africa's Robben Island prison after 27 years.

■ **MUSIC:** My iPod enables me to enjoy a musical smorgasbord from Judas Priest to Mary J. Blige to Maxwell.

■ **BOOKS:** "The Daily Drucker: 366 Days of Insight and Motivation for Getting the Right Things Done," by Peter Drucker with Joseph Maciariello.

■ **HOBBIES:** Tennis, baseball batting cages as a release valve to blow off steam, and reading.

■ **MOVIES:** "The Godfather" trilogy and "House Party" (by Hollywood director and friend Reginald Hudlin and somewhat inspired by our East St. Louis, Ill., teenage basement parties).

■ **ARTIST:** Next to my daughter's watercolors, I enjoy Russian-French master Marc Chagall.

■ **FOOD:** Could consume tuna salad daily in various forms (sandwich, tuna melt, etc.). Broccoli cheese soup is my other weakness.

■ **DRINK:** Mass consumption of Lipton's Sparkling Berry Green Tea, with a close second being Barritt's Bermuda Stone Ginger Beer (non-alcoholic).

■ **SCENT:** A whiff of cinnamon-roasted pecans.

■ **VACATION SPOTS:** Sanya (an emerging beach resort community on the southern tip of China); Hawaii is always great!

■ **CARS:** My "restoration-ready" 1992 Mustang convertible 5.0 for sunny days and my Hummer H2 with the video system to keep the kids sane during stalled traffic after a sporting event.

■ **QUOTE:** "Well done is better than well said." — Benjamin Franklin.



[Return to top](#)

Related Topics:

[What I Like](#)