

13th Edition

January 2009



AROUND THE RINGS



THE

GOLDEN 25

FOR 2009

Our annual ranking of the 25 most influential personalities in the Olympic Movement



The whole world in one place, sharing the same dream.

All nations joined in one peaceful competition, celebrating the best of world's youth.

The dream of the largest Olympic Brazilian delegation ever is to live by the Olympic values and honor the expectations and support of millions of Brazilian fans.

The Rio 2016 Bid Committee and the Brazilian Olympic Committee would like to congratulate the Chinese people and the Beijing Organizing Committee for the excellent preparation of the Beijing 2008 Olympic Games, which will make the dreams of over 10,000 athletes from 205 National Olympic Committees come true.

全世界同处一方 分享同一梦想

全球奥林匹克运动一个和平竞赛，庆祝世界最佳的一个年轻一代运动员的成就。巴西奥运代表团有史以来最大的代表团将参加在巴西里约热内卢举行的奥运会，并将在北京2008年奥运会期间向北京奥组委提供全力支持。

里约2016年奥运会申办委员会和巴西奥委会向北京奥组委和北京奥组委成员致以诚挚的祝贺，并祝愿北京2008年奥运会圆满成功，使来自205个国家的奥运健儿们的梦想成真。



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Editor Ed Hula
with Olympic
Flame in Athens

AROUND THE RINGS

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- Newsweek
October 16, 2006*

*"THE COMPREHENSIVE
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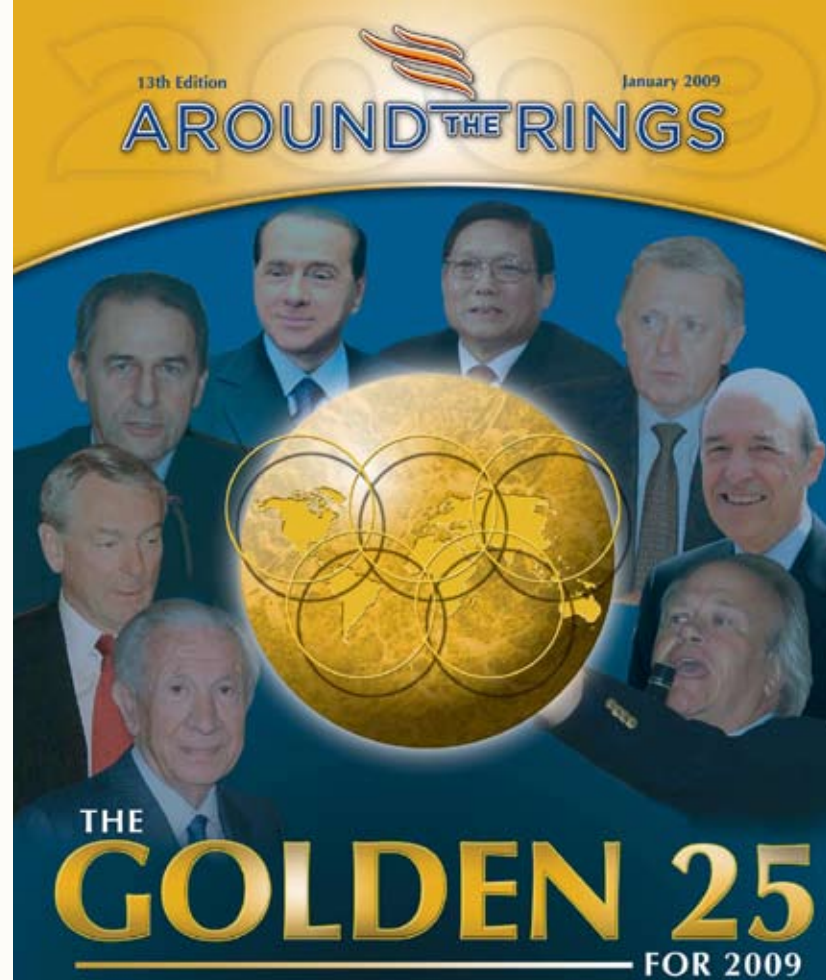
ON THE SCENE OF VIRTUALLY EVERY MAJOR OLYMPIC EVENT SINCE 1992



1776 Peachtree Street, Suite 436 North Atlanta, Georgia 30309 USA
1-404-874-1603, ext. 12 1-404-874-3248 fax www.AroundTheRings.com

Around the Rings Golden 25

1. Sebastian Coe
2. Barack Obama
3. Jacques Rogge
4. Richard Carrion
5. John Furlong
6. Nawal El Moutawakel
7. Thomas Bach
8. Tessa Jowell
9. Gerhard Heiberg
10. Gordon Campbell
11. Franco Carraro
12. Patrick Hickey
13. George Bodenheimer



13th Edition January 2009

14. Gilbert Felli
15. Mario Vazquez Rana
16. Sheikh Ahmad Al Sabah
17. Dmitry Kozak
18. Denis Oswald
19. Boris Johnson
20. Ser Miang Ng
21. Rene Fasel
22. Lamine Diack
23. Lassana Palenfo
24. Larry Probst
25. John Fahey

THE GOLDEN 25 FOR 2009



Rough Economy, 2016 Campaign Shape Golden 25 for 2009

Global economics is a major factor shaping the 2009 edition of the Around the Rings Golden 25. From the choice of Number One Sebastian Coe, chair of London 2012, to Vancouver 2010 CEO John Furlong, a recession is compounding the usual challenges faced by Games organizers.

For those in the IOC or at federations and national Olympic committees who are raising money from sponsors and TV broadcasters, a down market is making it harder to close deals.

Unlike the typical end-of-the-year reviews, the Around the Rings Golden 25 looks ahead. Now in its 13th year, the Golden 25 presents the people we expect to have the greatest impact on the Olympic Movement in or on the year ahead.

For the first time, a U.S. President features into the Golden 25, with Barack Obama at number two. It's a reflection of the influence he might have on the outcome of the IOC vote in October for the 2016 Olympics. As a Chicagoan, he is expected to be an enthusiastic supporter of the Chicago bid to a degree the IOC has never experienced from the White House.

Four other members of the Golden 25 for 2009 made the list for their connections to the 2016 decision as well.

The Golden 25 for 2009 includes a raft of newcomers: nine were not on the 2008 list. Some, such as London Mayor Boris Johnson or Russian Deputy Prime Minister Dmitry Kozak, had no Olympic connection a year ago.

Among those falling off the Golden 25 are Liu Qi, the president of the Beijing Olympics, who was number one for 2008. Hein Verbruggen, the IOC member who led the Coordination Commission for Beijing, vacates the number three post on the Golden 25. He is no longer an IOC member nor wielding influence over upcoming Games.

And there are some regulars, such as IOC President Jacques Rogge. He has been on the list now for 10 years, first as the IOC member leading oversight for the 2000 and 2004 Olympics, and since 2002 as IOC chief. His IOC colleagues, Denis Oswald, Thomas Bach and Mario Vazquez Rana, are the only others to make the Golden 25 for the past 10 years. In all, IOC members fill 14 of the slots in the Golden 25.

Geographically, Europeans number a dozen on the 2009 Golden 25 while the Americas are next with seven entries.

Only two women make the list for 2009. Unfortunately, the reflection of male dominance of Olympic leadership shows no signs of ebbing. Nonetheless, a number of women around the globe are mentioned in Spheres of Influence, which includes movers and shakers not making the Golden 25. They are IOC members, federation leaders and corporate executives, some of whom we expect to take their place very soon in the Golden 25. Men, watch out.

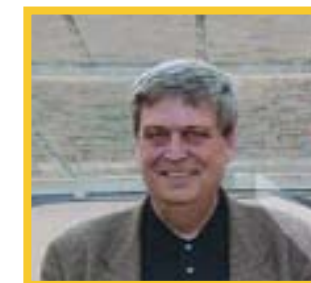
-Ed Hula

Around the Rings The Golden 25 Roll Call for 2008

- | | |
|--------------------------|------------------------|
| 1. Liu Qi | 14. Gilbert Felli |
| 2. Jacques Rogge | 15. Francisco Elizalde |
| 3. Hein Verbruggen | 16. Jean-Claude Killy |
| 4. Thomas Bach | 17. Gunilla Lindberg |
| 5. Peter Ueberroth | 18. Philip Craven |
| 6. Denis Oswald | 19. Youssoupha Ndiaye |
| 7. Richard Carrion | 20. Dick Ebersol |
| 8. Sheikh Ahmad Al Sabah | 21. David Brooks |
| 9. Gerhard Heiberg | 22. Rene Fasel |
| 10. Mario Vazquez Rana | 23. John Furlong |
| 11. Sergey Bubka | 24. Sebastian Coe |
| 12. Patrick Hickey | 25. John Fahey |
| 13. Nawal El Moutawakel | |

Thirteen Years of Number Ones 1997-2009

- 2009 - Sebastian Coe - London 2012 Chair
- 2008 - Liu Qi - BOCOG President
- 2007 - Hein Verbruggen - Chair IOC Coordination Commission for Beijing
- 2006 - Turin Olympics - Italy
- 2005 - Silvio Berlusconi - Prime Minister of Italy
- 2004 - The People of Greece
- 2003/02 - Jacques Rogge - IOC President
- 2001 - Costas Simitis - Prime Minister of Greece
- 2000 - The People of New South Wales, Australia
- 1999 - Richard Pound - Chair IOC Marketing Commission
- 1998 - Dick Ebersol - NBC Sports President
- 1997 - Juan Antonio Samaranch - IOC President





1 SEBASTIAN COE

LAST YEAR RANKED #24



Sebastian Coe, chairman of London 2012, will be in the spotlight this year for the way he guides preparation for the next Summer Olympics. Those Games now face a wintry financial storm, and the proverbial sea ahead is studded with icebergs.

With three years still to go, Coe and colleagues at London 2012 and related agencies face prospects of scaling back the quality and quantity of what was promised in 2005. The financial strife has already led to a \$500 million shortfall in private financing for the Olympic Village. The recession hitting the U.K. may end up costing sponsorship revenue organizers are still hoping for. And with recession hitting the pocketbooks of Britons, there will be zero tolerance among the public to help pay for the Games from city or national treasury.

Coe's skills as a skipper will be tested in the year ahead as he navigates LOCOG through this icy sea. It's not just British prestige at stake: Coe, 52, is also the guardian of the IOC's premier event. Troubles in London could make it tougher for the IOC to close one or two more worldwide sponsorships it's counting on for 2010 and 2012.

Politics also will figure into the pressures for London. The Labor Government is working to remain in power with elections likely in 2010. Boris Johnson, a Conservative, has replaced leftist Ken Livingstone as mayor and is keenly scrutinizing what's being spent on the Games as well as the costs of legacies. Coe -- a Tory -- manages to hew a course that avoids confrontation with any government figures. He has fearlessly appeared before parliamentary or municipal hearings to defend the work being carried out on the Olympics.

Coe has carefully led LOCOG since 2005. Daily progress can be seen at venues in the Olympic Park. Then there's the behind the scenes work organizing the sports spectacular, which seems to be advancing. If we can write these same words in one year, without asides about cutbacks, overruns, political disputes or engineering snafus, Coe and his team at Canary Wharf will deserve some hefty kudos from the Olympic Movement, even though the journey to 2012 would still be far from over -- and perhaps facing further perils.



2 BARACK OBAMA

LAST YEAR NOT RANKED



The ATR Golden 25 has included heads of state before, but never a U.S. president. When he takes office in January, Barack Obama, 47, may provide a spark to the race for the 2016 Olympics. Never before in the annals of bids for the Olympics has there been such an occasion for the U.S. president to exert influence in the IOC decision.

Obama rises to the presidency as a worldwide celebrity, coming at a time when heads of state are now almost expected to campaign in person at the IOC Session. For some IOC members, Obama's politics may be regarded much more kindly than those of predecessor George W. Bush. That could make them much more open to being swayed by the new U.S. president. And while it is far from certain that Obama might make an appearance in Copenhagen - becoming the first U.S. president to address an IOC Session - the allure for him to campaign for Chicago in his hometown might be irresistible. Indeed, he knows that an Olympics in Chicago could be taking place in the final months of a second term in office.

Some IOC members say they don't think Obama will spell the difference for the Chicago bid, but that logic contradicts the vote for London in 2005 and Sochi in 2007. In 2005, Tony Blair's personal lobbying for London is credited with giving the bid the boost it needed, while Vladimir Putin is said to have made certain Sochi's win for 2014 last year.

Obama still has to decide the level of support he'll deliver for the bid, how he will speak out. The U.S. Olympic Committee must work out a marketing agreement with the IOC that is perceived as fair by the rest of the world. Domestic and international issues must work in favor of the U.S for the next 10 months. But if these pieces fall into place, Obama's influence could shape the Olympics for the next seven years.



JACQUES ROGGE

LAST YEAR RANKED #2

3

The IOC president heads into the final year of his initial eight-year mandate with a firm grip on the job, likely to win election for a final four-year term at the IOC Session in Copenhagen.

His colleagues in the IOC seem to like the way he's running the company store. Despite some ups and downs across his first term, not a single member is ready to oppose Rogge's intent to remain until 2013.

The one-time Olympic yachtsman is a steady influence on the IOC. He has pushed forward an agenda that includes building youth interest in Olympic sports, zero tolerance for doping or ethical transgressions, cautious reform for the sports program and avoidance -- when possible -- of entangling the IOC in political affairs outside sport. Political affairs inside sport are another matter, but Rogge also keeps his comments there to a minimum as well, working behind the scenes to settle dust-ups.

Rogge, 66, has an interesting year ahead. Winning the confidence of one or two more corporations to become worldwide sponsors for the 2010-2012 period would be one challenge. Making sure the campaign for 2016 runs fairly to its conclusion in October is another. He'll lead the Olympic Congress, also set for October in Copenhagen -- an event that is supposed to help define the Olympic Movement for the 21st Century.



RICHARD CARRION

LAST YEAR RANKED #7

4

This banker from Puerto Rico oversees the treasury of the IOC as chair of the Finance Commission. His business acumen is needed as the IOC and its Olympic organizing committees deal with a sponsorship marketplace that's changing in the face of a worldwide recession.

Carrion, 56, also leads the IOC team handling the U.S. rights to the 2014 and 2016 Olympics. That deal could be completed in the first half of 2009. The U.S. rights provide the single biggest cash infusion for the IOC across all revenue sources, so Carrion's strategies to maximize the deal will help shape the IOC for some years to come.



JOHN FURLONG

LAST YEAR RANKED #23

5

John Furlong, the chief executive of the Vancouver Olympics, has just 13 months left to make all ready for the 2010 Winter Games. Aside from questions as to the possible impact of bad economic times for Vancouver, preparation seems to be heading toward a well-run Games. The loss of services from sponsors suffering slumping balance sheets may be an issue Furlong and company will face in 2009.

So far, ticket sales appear to be strong. Furlong, 58, is counting on the torch relay in the final months of the year to infuse the country with a spirit missing from recent Winter Olympics host cities.



NAWAL EL MOUTAWAKEL

LAST YEAR RANKED #13

6

The IOC member from Morocco is back as leader of the IOC Evaluation Commission that will review the 2016 Summer Olympic bids. She also led the commission that led to the selection of London 2012 four years ago. El Moutawakel will lead the commission on its four-city tour in April and May -- it will be a high-profile event, given that Chicago, Madrid, Rio de Janeiro and Tokyo are all major media markets.

El Moutawakel, 46, is serving the first year of her term as a member of the IOC Executive Board. That makes her the highest ranking female member of the IOC. She is also minister of youth and sport in Morocco, the only IOC member to have such a post.



THOMAS BACH

LAST YEAR RANKED #4

7

Vice president Thomas Bach has taken the lead for the IOC on legal matters as chair of the Juridical Commission and several disciplinary commissions. This includes the one that handled the blood doping scandal involving Austrian athletes at the 2006 Games and Marion Jones' expulsion from the ranks of Olympians.

His influence also includes leading the IOC negotiations for the European rights to the Olympics. Bach, 56, is the president of the DOSB, the National Olympic Committee for Germany. He is clearly one of the IOC members who will be viewed as a successor to Rogge.



8

TESSA JOWELL

LAST YEAR NOT RANKED

The Olympics Minister for the 2012 Olympics is the government's gatekeeper for the Games. She will be on the frontline of the battle to keep the public spending from rising further. Jowell, 61, is one of the four members of the Olympics Board for London 2012, a key decision-making body.

Her influence in the years remaining to the Games depends, of course, on the continuing rule of the Labour government.

Jowell is one of the few leaders of the 2012 Games who have been with the project since its inception as a bid.



9

GERHARD HEIBERG

LAST YEAR RANKED #9

The IOC representative from Norway and executive board member is chairman of the marketing commission, the arm of the IOC that deals with corporate sponsors. Heiberg, along with IOC President Jacques Rogge and Marketing Director Timo Lumme, are in the hunt for more worldwide sponsors at a time when spending on sports deals is forecast to drop. Heiberg is hoping to land one or two more sponsors in the next year.

Heiberg, 69, is a business executive and was president of the Lillehammer Olympics. That makes him one of a handful of IOC members with such a resume.



10

GORDON CAMPBELL

LAST YEAR NOT RANKED

Gordon Campbell, the premier of British Columbia, leads the largest stakeholder for the Vancouver Olympics. Serving as head of the provincial government since the early days of the Vancouver bid in 2001, Campbell's legacy depends on a smooth finish for the Games.

Still uncertain is the impact of the recession on the final months of preparation for the Vancouver Olympics. Campbell may have to step into the breach to fill in the funding gaps.

Campbell, 60, served as mayor of Vancouver in the 1990s before rising to the leadership of the British Columbia Liberal Party.



11

FRANCO CARRARO

LAST YEAR NOT RANKED

The senior IOC member from Italy, Franco Carraro will draw attention in 2009 as leader of the IOC Program Commission. The commission is in the process of shaping the sports program for the 2016 Games. Its recommendations will figure into the IOC vote that could add new sports to the Olympic program next October.

Carraro, 70, is a former chairman of Alitalia and at one time led CONI, the Italian NOC. He was dragged into the football match-fixing scandal a few years ago but was cleared of any wrongdoing.



12

PATRICK HICKEY

LAST YEAR RANKED #12

Patrick Hickey is the president of the European Olympic Committees, arguably the most influential of the five continental associations for national Olympic committees.

Hickey, 63, was re-elected this year to what he says will be his last term as president of the Olympic Council of Ireland.

He has declared himself a candidate for one of the three seats up for election in 2009 for the IOC Executive Board.



13

GEORGE BODENHEIMER

LAST YEAR NOT RANKED

George Bodenheimer, head of ABC Sports and ESPN, may be the driving force in the next round of bidding for the U.S. rights to the Olympic Games. With NBC's Dick Ebersol looking at London as his last Games, the TV sports juggernaut led by Bodenheimer may be ready to pounce on 2014 and 2016. ABC, after all, used to be known as the Olympic network in the U.S. before NBC took over. Parent Disney may have just as much cash to fling at the Olympics as GE has for NBC.

Bodenheimer, 46, has made ESPN and ABC his career, and is recognized in the industry for the way he's developed ESPN into a worldwide brand.



GILBERT FELLI

LAST YEAR RANKED #14

14

Gilbert Felli is the answer man for the Olympic Games world, whether for the next ones on the calendar or for bids in years to come. As the IOC executive director for the Olympic Games, Felli oversees a complicated operation that keeps him on the road many weeks of the year.

In 2009, Felli will be involved with preparations across the board: producing the technical evaluation of the four 2016 bid cities, progress on the first Youth Olympic Games, smoothing any rough patches for London and enjoying an easy lead-up to Vancouver.

Now 61, Felli is four years away from retirement at IOC headquarters.



MARIO VAZQUEZ RANA

LAST YEAR RANKED #10

15

The venerable president of the Association of National Olympic Committees and the Pan American Sports Organization also controls a purse worth more than \$200 million for distribution to the world's NOCs through Olympic Solidarity, of which he is also president. The latest slice of funding resulting from the Beijing Olympics is about 27 percent more than Athens.

Now 76, Vazquez Rana is heading into his final terms in office. He should have some influence on possible successors to his continental and worldwide leadership posts.

As ANOC president, Vazquez Rana holds a seat on the IOC Executive Board and is Mexico's senior IOC member. Brother Olegario Vazquez Rana is the junior IOC member in Mexico.



SHEIKH AHMAD AL SABAH

LAST YEAR RANKED #8

16

The president of the Olympic Council of Asia, Sheikh Ahmad Al Sabah, could be one of the behind-the-scenes influences on the IOC vote for the 2016 Olympics next October.

Sheikh Ahmad, 45, has guided the OCA to expanding the Asian Games and to new events of unproven popularity such as the Asian Beach Games. He has shown himself to be open to new ideas for presenting sports, such as "mind games" of video.



DMITRY KOZAK

LAST YEAR NOT RANKED

17

The 2014 Winter Games in Sochi are still five years away, but what with tensions on the Russia-Georgia border near Sochi and the collapse of fortunes in Russia that were to help fund projects needed for 2014, Dmitry Kozak is the one to keep everything together.

Kozak, 50, was named deputy prime minister this year. He has yet to make his mark on Sochi, but 2009 should present the opportunity for this ally of Vladimir Putin to exert influence over a construction program that needs to move into high gear.



DENIS OSWALD

LAST YEAR RANKED #6

18

Denis Oswald, now the senior IOC member from Switzerland, will be known in 2009 for his leadership of the Association of Summer Olympic International Federations and as head of the IOC Coordination Commission for the London Olympics.

As ASOIF chief, Oswald will be one of the IOC members with a keen interest in the October vote that may add sports to the 2016 Olympics.

As London 2012 co-commission chair, Oswald, 61, will be the IOC's watchdog against problems in the year ahead.



BORIS JOHNSON

LAST YEAR NOT RANKED

19

Elected mayor of London in May, Boris Johnson seems intent on scrutinizing preparation of the London Olympics, particularly with the legacy side of things.

Johnson, a Conservative, took over as mayor from Ken Livingstone, an avowed left winger of the Labour Party. Things are bound to be different with Johnson in power. But with his term running out in May 2012, there's no guarantee he'll be in office when the Games open a few months later.

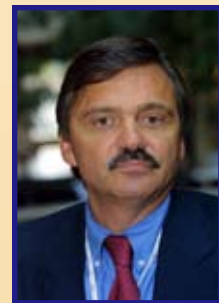
Johnson, 44, is one of the members of the London Olympics Board, which gives him influence over the big decisions made by the board.



SER MIANG NG

LAST YEAR NOT RANKED

20 The IOC member from Singapore is the leader of the committee for the 2010 Youth Olympic Games. Those Games -- first ever for the IOC -- will test the strategy aimed at building the interest of young people in the Olympics. Working with Singaporean authorities in the next year, Ng will be the bridge for making sure that strategy fits the practicality of staging the YOG.
 Ng, 59, is also a member of the Executive Board, making him one of the decision-makers for the IOC.



RENE FASEL

LAST YEAR RANKED #22

21 Rene Fasel, 58, chairs the coordination commission for the Vancouver Olympics, now just over a year away. He's kept relations smooth between the IOC and Vancouver and may have an easy 2009 ahead. Fasel is also president of the International Ice Hockey Federation, which next year is likely to confirm the end of NHL players in the Olympics past Vancouver.



LAMINE DIACK

LAST YEAR NOT RANKED

22 Lamine Diack, president of the IAAF, winds down his presidency of the federation over the next two years, but still aims to overcome the marketing challenges facing the sport.
 Diack, 75, is one of the leading IOC members from Africa and could be an influence in how colleagues from the continent look at the race for the 2016 Olympics. Diack is also one of the forces who will shape the 2009 IAAF Athletics World Championships in Berlin, the major Olympic sports event of the year.



LASSANA PALENFO

LAST YEAR NOT RANKED

23 Palenfo, 67, is president of the Association of National Olympic Committees of Africa. The Ivory Coast sports leader could be one of the important people for 2016 bid cities to convince.
 Palenfo is also pushing to reorganize sport in Africa, seeking to remove the All Africa Games from government control and bring the event under the ANOCA umbrella.



LARRY PROBST

LAST YEAR NOT RANKED

24 He may be an unknown to the Olympic Movement, but Larry Probst, the new chairman of the U.S. Olympic Committee, will be an important player in 2009 as the USOC and IOC attempt to come to terms over a new revenue-sharing agreement. Probst, 58, took over as USOC chair in October. He will make himself known on the Olympic scene in the next year.



JOHN FAHEY

LAST YEAR RANKED #25

25 John Fahey, 63, heads into his second year as president of the World Anti-Doping Agency (WADA), challenging five federations to sign on with WADA protocol. Failure to do so could lead to IOC sanctions, which at the extreme could bar a sport from the Olympics. The winner of a controversial election for the presidency in 2007, Australian Fahey has managed to steer WADA away from a threatened split by European stakeholders.

SPHERES OF INFLUENCE

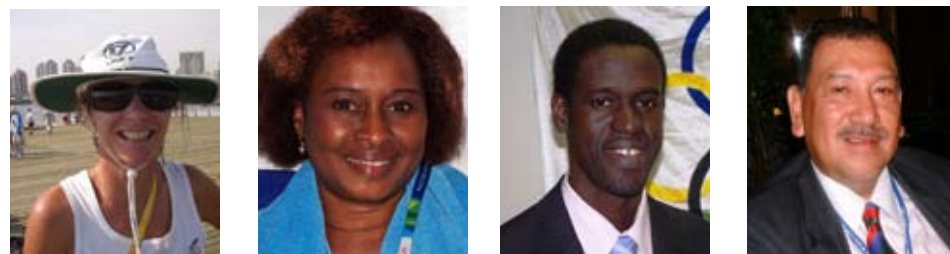
Across the Olympic Movement, around the world, are the Spheres of Influence.

IOC At IOC headquarters, gatekeepers chief of staff **Christophe De Kepper** and Director General **Urs Lacott**... Sports Director **Christophe Dubi**... **Kai Holm**, ex-IOC member, chair of 2009 Olympic Congress in Copenhagen... IOC member **Sergey Bubka**, overseeing preparations for the 2010 Youth Olympics along with IOC Youth Games Director **Essar Gabriel**... **Youssoupha Ndiaye**, Senegal IOC member, chair of IOC Ethics Commission... **Paquerette Girard Zapelli**, secretary of the Ethics Commission... **Francisco Elizalde**, Philippines IOC member and chair of IOC Nominations Commission... **Mario Pescante**, IOC member in Italy and chair of IOC International Relations Commission... Medical Commission chair **Arne Ljungqvist**, Swedish IOC member.

Vancouver -- New Vancouver Mayor **Gregor Robertson**... Canadian Olympic Committee CEO **Chris Rudge**, VANOC board member **Ken Dobell**, head of the finance committee... CTV Rogers Media Consortium President **Keith Pelley**... Olympic Broadcasting Services Vancouver COO **Nancy Lee**... **Colin Hansen**, who is both provincial finance minister and Olympics minister. Assistant Commander **Bud Mercer**, chief operating officer of the RCMP Vancouver 2010 Integrated Security Unit... **Raymond Chan**, vice president of 2010 and corporate strategy for Tourism British Columbia. **Dave Cobb** and **Terry Wright**, lieutenants to CEO John Furlong... Cobb is the second-in-command while Wright's portfolio



Above: BOA chair Colin Moynihan and IOC member Craig Reedie. Below, from left to right: IOC athletes commission member Barbara Kendall; Beatrice Allen, IOC member from Gambia; IOC member in Malaysia Prince Tunku Imran and consultant Diamil Faye.



includes security, accommodation and transportation ... **Am Johal** of Impact on Community Coalition and **Chris Shaw** of 2010 Watch, both known as watchdogs and naysayers of the Games.

Women -- IOC members **Anita DeFrantz** from the U.S... **Pernilla Wiberg** of Sweden... **Nicole Hoevertz** of Aruba... **Rita Subowo** from Indonesia... **Gunilla Lindberg** of Sweden... **Rania El Wani** from Egypt... **Claudia Bokel** of Germany... **Rebecca Scott** of Canada... **Anna Hellman** of SportAccord... Olympian and lobbyist **Donna DeVarona**... Ski federation

secretary general **Sarah Lewis**...

London -- British Olympic Association chair **Colin Moynihan**... IOC member **Craig Reedie**... IOC member the **Princess Royal**... London 2012 CEO **Paul Deighton**... **John Armitt**, chair of the Olympic Delivery Authority... ODA CEO **David Higgins**... **Hugh Chambers**, BOA chief commercial officer... **Jackie Brock-Doyle**, London 2012 communications director ... BOA CEO **Andrew Hunt**... deputy London 2012 chair **Keith Mills**... **Hugh Robertson**, shadow minister for the Olympics.

WORTH WATCHING IN 2009

Individuals playing important roles for the business of the Games.

Sochi -- Jean-Claude Killy, IOC member of France heading Sochi Olympics CoComm. Prime Minister **Vladimir Putin** ... deputy prime minister **Alexander Zhukov**... CEO **Dmitry Chernyshenko**... **Alexander Tkachev**, governor of Krasnodar region... **Victor Kolodyazhny**, president of state corporation Olympstroy... **Dzhambulat Khatuov**, acting mayor of Sochi... venue planner **Bob Stiles**.



Above: Jon Tibbs and Alexander Zhukov. Below: Johan Jervoe of McDonald's and Louise Marcotte-Jervoe at the final ATR Newsmaker Breakfast in Beijing.

Federations and Sports -- IOC Athletes Commission chair and Executive Board member **Frank Fredericks**... AIBA president and IOC member **C.K. Wu**... FIFA president and IOC member **Sepp Blatter**... Ski federation president and IOC member **Gian Franco Kasper**... International Skating Union president and IOC member **Ottavio Cinqunta**.

Basketball federation president **Bob Elphinston**... Equestrian federation president and IOC member **Princess Haya Bint Al Hussein**... FINA President and IOC member **Mustapha Larfaoui**... FINA presidential candidate and IOC member **Julio Cesar Maglione**... UCI president

Pat McQuaid... **Hein Verbruggen**, president of the General Association of International Sports Federations... **Andrew Ryan**, executive director of Association of Summer Olympics International Federations... World Olympians Association President **Dick Fosbury**... Right to Play President **Johan Olav Koss**.



Marketing -- **Michael Lynch**, Visa Olympics marketing chief . IOC Marketing Director **Timo Lumme**... **Mary Dillon**, chief marketing officer for McDonald's... **Scott McCune**, Coca-Cola marketing executive... **Peter Foss**, GE Olympics marketer... NBC Olympics

chairman **Dick Ebersol**... **Gary Zenkel**, president NBC Sports... **Edelman** Vice President **Mary Griswold**... **Gyehyun Kwon**, head of sports marketing for Samsung... **Consultants and Experts** -- **Jon Tibbs** and **Severine Hubert** of Jon Tibbs and Associates... **Mike Lee**'s Vero Communications... **Terrence Burns**, **Chris Welton** of Helios Partners... **Rob Prazmark** of 21 Group... U.S. bid consultants **George Hirthler** and **Charlie Battle**... Swiss Olympics expert **Jean Loup Chappet**... consultant **Julius de Heer**... **Craig McLatchey** of Event Knowledge Services.

Around the Continents



Africa -- IOC Executive Board member **Sam Ramsamy** of South Africa... consultant **Diamil Faye**... IOC member **Beatrice Allen** from Gambia ... IOC member **Mounir Sabet** of Egypt... IOC member **Patrick Chamunda** of Zambia... **Issa Hayatou**, IOC member from Cameroon, FIFA vice president... **Kip Keino**, IOC member and Kenya Olympic Committee president ...

The Americas -- Brazilian Olympic Committee President **Carlos Nuzman** and deputy **Carlos Osorio**... **Peter Ueberroth**, honorary president of the U.S. Olympic Committee... USOC CEO **Jim Scherr** and International Relations VP **Bob Ctvrtlik**... Canadian Olympic Committee President **Michael Chambers**... Mexico Olympic Committee leaders **Felipe Munoz Kapamas** and **Ricardo Contreras**... Argentina NOC President **Alicia de Morea**... **Richard Peterkin**, St. Lucia NOC president... **Andres Botero**, IOC member and president of the Colombian NOC... Jamaica Olympic Association President and Commonwealth Games Federation President **Michael Fennell**... IOC member **Richard Pound** of Canada...

Asia -- **Zaiqing Yu**, first vice president for IOC from China since the 1990s... **Chiharu Igaya**, senior Japan IOC member and IOC Executive Board member... Japan Olympic Committee President **Tsunekazu Takeda**... Generations for Peace and Jordan Olympic Committee President **Prince Faisal bin Al-Hussein**... **Randhir Singh**, IOC member and India Olympic



Above: McDonald's marketing officer **Mary Dillon** and **Jacques Rogge**. Below from left, clockwise: **John Coates**, Australian Olympic committee president; **Kevan Gosper**, IOC press commission chair; IOC Vice President **Zaiqing Yu**; **Alex Gilady**, Israeli IOC member; **Kip Keino**, Kenya Olympic committee president and IOC Director General **Urs Lacott**.

Association secretary general... **Suresh Kalmadi**, IOA president... **Timothy Fok**, IOC member and president of Hong Kong NOC... IOC member in Malaysia **Prince Tunku Imran**... Singapore 2010 Youth Olympic Games CEO **Goh Kee Nguan**... **Husain Al-Musallam**, Olympic Council of Asia director general...

Oceania -- **Kevan Gosper**, senior Australian IOC member, IOC Press Commission chair and

president of Oceania National Olympic Committees... **John Coates**, Australian Olympic Committee president and IOC member... Fiji IOC member **Robin Mitchell**, secretary general Oceania National Olympic Committees... **Ricardo Blas**, Guam NOC president... Australian **Nikki Vance**, anti-doping expert... IOC Athletes Commission member **Barbara Kendall** from New Zealand...

Around the Continents



Europe -- IOC honorary President **Juan Antonio Samaranch** and son **JAS Jr.**... IOC member and Peace and Sport founder **Prince Albert of Monaco**... Spanish Olympic Committee President **Alejandro Blanco**... Italian Olympic Committee secretary general **Raffaele Pagnozzi**... Russian Olympic Committee President **Leonid Tyagachev**... Bulgarian NOC President **Stefka Kostadinova**... Hungary NOC President and IOC member **Pal Schmitt**... **Alex Gilady**, Israeli IOC member and broadcasting executive... **Leo Wallner**, IOC member and president of the Austrian Olympic Committee... **Martin Schnitzer**, CEO of the Innsbruck bid for the 2012 Youth Olympic Games...



ATR Editor **Ed Hula** with IOC member and Peace and Sport founder **Prince Albert of Monaco**.

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Around the Rings

Event Calendar 2009

JANUARY

- 12 FIFA World Player Gala - Zurich
- 14-18 Australian Youth Olympic Festival - Sydney
- 16-25 FIS World Cup - Whistler Olympic Park, B.C.

FEBRUARY

- 2-7 FIBT World Cup - Whistler Sliding Centre
- 2-8 ISU Figure Skating Champ. - Vancouver
- 5-7 FIS Freestyle World Cup - Vancouver
- 12 One Year to Go for Vancouver 2010
- 12-14 African Int. Sports Convention - Algiers
- 12-15 FIS Snowboard World Cup - Vancouver
- 13-22 Biathlon World Champ. - Pyeong Chang
- 14-21 9th EYOF Winter Ed. - Slask-Beskidy, Poland
- 16-21 FIL Luge World Cup - Whistler Sliding Centre
- 21-28 WCF World WC Curling Champ. - Vancouver

MARCH

- 4-7 International Paralympic Committee XC Skiing/ Biathlon WC Final - Whistler, Canada
- 5-15 World Jr. Curling Champ. - Vancouver

MARCH - (cont'd)

- 11-15 IBU Biathlon World Cup - Whistler
- 12-13 Sport Info World Congress - Canberra, Australia
- 12-14 OCA Sports Congress - Kuwait
- 12-15 World Speed Skating Champ. - Vancouver
- 16-18 SportelAmerica 2009 - Miami
- 22-27 IOC Executive Board Meeting
- 23-27 SportAccord 2009 - Denver, Colorado
- 28 37th IAAF World CC Champ. - Amman
- 29-31 8th World Conf. on Sport and Environment - Vancouver
- 31-Apr2 ONOC General Assembly - New Zealand
- 31-Apr2 International Weightlifting Federation Electoral Congress - Madrid

APRIL

- 4-7 IOC Evaluation Commission - Chicago
- 16-19 IOC Evaluation Commission - Tokyo
- 29-May2 IOC Evaluation Commission - Rio de Janeiro

MAY

- 5-8 IOC Evaluation Commission - Madrid

JUNE

- 1-6 13th Games of the Small States of Europe - Nicosia, Cyprus
- 4-7 Pan American Weightlifting Champ. - Chicago
- 16 IOC Executive Board Meeting - Lausanne
- 26 16th Mediterranean Games - Pescara, Italy

JULY

- 17-26 ISF XII Men's World Champ. - Saskatchewan, Canada
- 18-Aug1 13th FINA World Champ. - Rome
- 19-24 10th EYOF Summer Ed. - Tampere, Finland
- 20-26 UCI BMX World Champ. - Adelaide, Australia

AUGUST

- 10-17 17th Badminton (BWF) World Champ. - India
- 14 Executive Board/IAAF Meeting - Berlin
- 15-23 IAAF World Champ. in Athletics - Berlin
- 23-30 World Rowing Championships - Poland
- 31-Sep6 BC World Cup Women's Hockey - UBC Thunderbird Arena - Vancouver

SEPTEMBER

- 21-27 FILA Senior World Champ. - Denmark

OCTOBER

- 2 IOC vote on 2016 - Copenhagen
- 3-5 XIII Olympic Congress IOC - Copenhagen
- 6-9 121st IOC Session
- 10-18 World Half Marathon Champ. - Great Britain
- 12-15 Sportel Monaco
- 14-18 WTF World Champ. - Copenhagen
- 30 Day One 2010 Torch Relay - Victoria, B.C.

NOVEMBER

- 17-19 SportAccord IF Forum - Lausanne
- 17-27 World Weightlifting Champ. - Goyang City, South Korea
- 27-28 31th EOC General Assembly - Lisbon

DECEMBER

- 9-11 IOC Executive Board - Vancouver

Government representatives - sport governing bodies - athletes - international organisations
BECOME A PLAYER FOR PEACE THROUGH SPORT

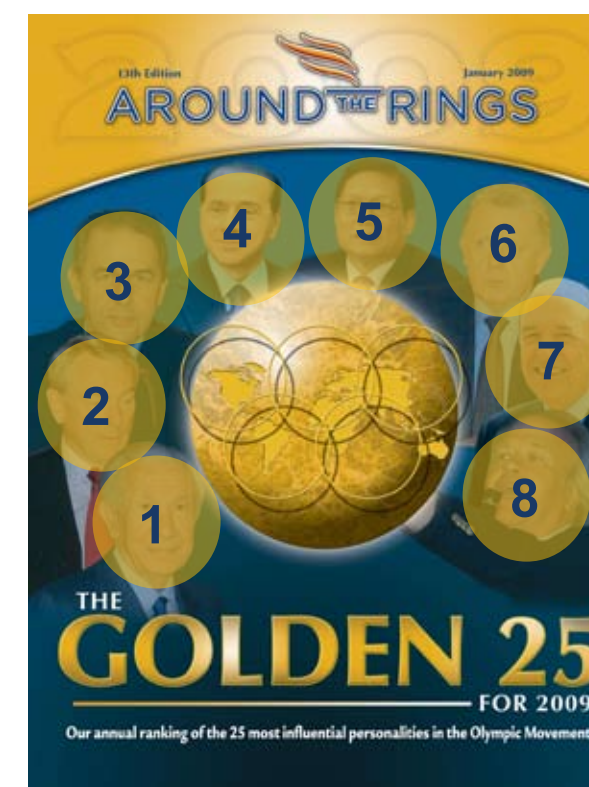


Peace and Sport, Organisation pour la Paix et le Sport
UNITING FOR ACTION



- ➔ Our Locally-Based Projects act at grassroots level
- ➔ Our International Forum promotes communication, cooperation, coordination and decision-making
- ➔ Our Awards recompense actors working for peace through sport who make a real difference

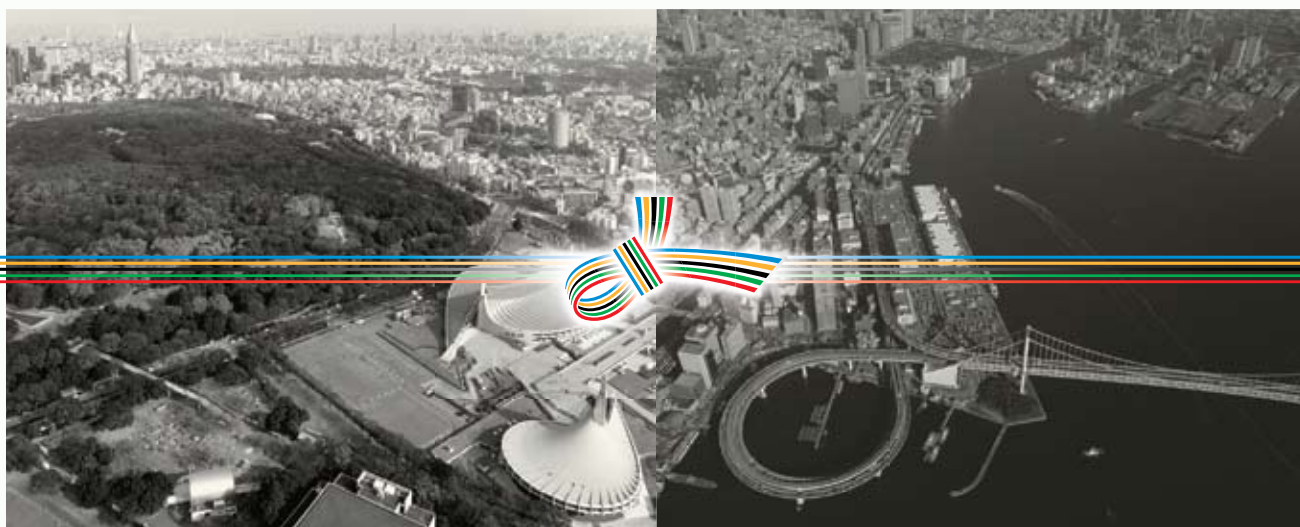
For more information about our organisation and how you can contribute, please contact:
 Peace and Sport: www.peace-sport.org, email: contact@peace-sport.org, tel: +377 9797 7800



Who's Who On the Cover

- 1 Juan Antonio Samarranch, 1997
- 2 Richard Pound, 1999
- 3 Jacques Rogge, 2002 & 2003
- 4 Silvio Berlusconi, 2005
- 5 Liu Qi, 2008
- 6 Hein Verbruggen, 2007
- 7 Costas Simitis, 2001
- 8 Dick Ebersol, 1998

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