

SANTA CLARA UNIVERSITY



INSTITUTE OF  
**SPORTS LAW  
AND ETHICS**

## ETHOS AWARD

The **ETHOS Award** honors an extraordinary decision, action, initiative or program which has contributed to the ethics of sports. The Institute of Sports Law and Ethics believes sport is essential to the values of our American culture and to the character formation of our youth. ETHOS is the Greek word for “character.”

- The award will be given for a specific decision, for an exemplary action, and/or for an initiative or program that have contributed to the ethics of sport and its positive role in American society. It is not given for the general character of an individual but for a specific accomplishment.
- The award can be given to an individual, a group of individuals, or an organization.
- Preference will be given to a decision, action, initiative or program that is recent.
- Ethics in sport refers to adherence to the rules, practices, and structures that promote fair opportunity and fair competition for all participants, concern for the safety of all athletes, and/or a concern for the positive impact sport can have on American life and on the moral formation of all participants.

The **Santa Clara University Institute of Sports Law and Ethics** ([law.scu.edu/sportslaw/](http://law.scu.edu/sportslaw/)) is a combined effort of the Santa Clara University School of Law, the Markkula Center for Applied Ethics, and the Department of Athletics and Recreation. This unique collaboration was established to discuss and exchange views about major ethical problems in the field of sports that are not the sole focus of any other institution. The Institute’s multi-disciplinary approach insures that no aspect of a problem will be ignored and that synergistic resources will be brought to bear on the issue. Santa Clara’s core mission of Competence, Conscience, and Compassion is ethics-based and underscores why Santa Clara University is well qualified to address ethics issues in sports today.

### Thank you to our ETHOS Dinner sponsors:

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## SANTA CLARA UNIVERSITY INSTITUTE OF SPORTS LAW AND ETHICS THIRD ANNUAL **ETHOS** AWARD



PRESENTED TO

# You Can Play

for Outstanding Contributions to the Ethics of Sport

MAY 6, 2015



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### You Can Play

You Can Play grew out of the tragic 2010 death in an auto accident of 21-year-old Brendan Burke, a hockey player and team manager of the Miami University of Ohio hockey team. Brendan's father, Brian, who is President of Hockey Operations for the Calgary Flames of the NHL and his brother, Patrick, who is director of player safety for the NHL founded, with others, You Can Play, whose mission is ensuring equality, respect and safety for all athletes regardless of sexual orientation.

The organization has enjoyed remarkable success. Included on its Board are such distinguished people as Rick Welts, President of the Golden State Warriors, and John Buccigross of ESPN, who wrote a moving article about Brendan entitled "We love you, this won't change a thing," quoting what Brian Burke said to Brendan when Brendan disclosed that he was gay. Included among You Can Play's many partners are the NHL and Major League Soccer. There are many testimonials on its website ([youcanplayproject.org/pages/our-cause](http://youcanplayproject.org/pages/our-cause)) from players, coaches and administrators from numerous institutions (for example, Notre Dame, Duke and Georgetown) that recite its compelling slogan: "If you can play, you can play."



Brendan Burke

The slogan reflects You Can Play's objective, which is simple to state but, as demonstrated by recent discriminatory legislation in Indiana and elsewhere, difficult to achieve: to guarantee that athletes of any sexual orientation are given a fair opportunity to compete, judged only by what they contribute to the sport or their team's success. One thing that You Can Play has done to achieve this goal is to establish the world's first LGBT sports camp for inner city youth.

You Can Play and Brendan Burke have received numerous accolades. For example, during the 2010 Winter Olympics in Vancouver, the U.S. Men's Hockey Team wore dog tags inscribed with the words "In Memory of Brendan Burke." The Chicago Blackhawks sent their Stanley Cup to the 2010 Chicago Gay Pride Parade in honor of Brendan. USA Hockey has established the "Brendan Burke Internship." *The Legacy of Brendan Burke* is the title of a documentary that appeared in November, 2010 on CBC Television.

You Can Play and its affiliates have released an average of one video a week supporting LGBT equality in sports. The videos have been shown to schools, league trainings, and national outlets. The organization helps support online "Take a Stand" petitions and helps influence team captains to sign a "Captain's Challenge" pledging to respect all players, promote acceptance and speak up against slurs. You Can Play has recruited many supportive players from numerous teams and sports, including one from every NHL team. One of the You Can Play founders, Brian Kitts, addressed the United Nations Human Rights Council last year.

ISLE is proud to honor the significant work and accomplishments of You Can Play.

## SANTA CLARA UNIVERSITY INSTITUTE OF SPORTS LAW AND ETHICS THIRD ANNUAL ETHOS AWARD

### WELCOME

Rusty Weekes  
*Executive Director, Bronco Bench Foundation*

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Ron Katz, *Chairman*  
Don Polden, *Chairman-elect*

### INVOCATION

William Rewak, S.J.  
*Chancellor, Santa Clara University*

### DINNER

### ISLE'S SAFER SOCCER PROGRAM

Brandi Chastain  
*Board Member*

### EXPLANATION OF ETHOS AWARD

Jerry Smith  
*Head Coach, Santa Clara Women's Soccer, & Executive Director,  
Jerry Smith Coaching for Life Academy*

### PRESENTATION OF AWARD

Ann Skeet  
*Director of Leadership Ethics, Markkula Center for Applied Ethics*

### REMARKS BY ETHOS AWARD RECIPIENT

Wade Davis  
*Executive Director, You Can Play and former NFL player*

### CLOSING COMMENTS

Issac Vaughn, *Vice Chairman*

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