ACKNOWLEDGMENTS

All my success is predicated on the enormously hardworking efforts of my parents—Stephen and Judy Mumford—and my always-supportive wife, Joelle. This is especially the case for this book.

I am grateful to Bernard Bell for both offering me a teaching position in sports entrepreneurship years ago and pushing me to reach beyond the known. His warm friendship helped me along the way. I would like to thank Ted Zoller for having faith in me by offering me my first college teaching opportunity. As a result, I had a midlife epiphany that I enjoyed helping change other people's life trajectories as much as changing my own. I so value advice from Don Rose and Jim Kitchen, who have gear that I will never have. Matt Estes remains my greatest mentor and friend in the art and science of startups.

I would like to thank my writing assistants, Joe Taylor and Katie Houston. A special shout-out to Alex Bianchi, who brought so much energy to researching the essential details of the book.

Finally, I so appreciate Myles Thompson, my editor, who turned a lovely dinner conversation into a real book on sports entrepreneurship. I am grateful to Brian Smith for making it real.