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Contact

Melissa Weber, Director of Communications
Phone: 320-589-6414, weberm@morris.umn.edu

Jenna Ray, Editor/Writer
Phone: 320-589-6068, jrray@morris.umn.edu

Jim Keady: Behind the Swoosh

Summary: Former professional soccer player and former college coach, Jim Keady will present “Behind the Swoosh,” the third in the Campus Activities Council Convocations Lecture Series, on Monday, Dec. 8, at 7:30 p.m. in Edson Auditorium of the Student Center.

(December 1, 2008)-Former professional soccer player and former college coach, Jim Keady will present “Behind the Swoosh,” the third in the Campus Activities Council Convocations Lecture Series, on Monday, Dec. 8, at 7:30 p.m. in Edson Auditorium of the Student Center. Keady, director of Educating for Justice (EFJ), will visit UMM to discuss his experience while living on sweatshop wages in a developing country. EFJ is a non-profit organization that works to educate and empower people to take action to end social injustice. A question and answer session will follow Keady’s presentation.

The Mario Savio Foundation's 2001 Young Activist of the Year, Keady played soccer with the NJ Imperials and coached the St. John's University Red Storm. Along with directing EFJ, he plays soccer for a semi-pro team in New York City and coaches a high school boy's team in New Jersey.

Jim holds a master’s degree with distinction in theology from St. John's where he concentrated his studies in social ethics and pastoral theology. Along with studying theology, Jim also coached with St. John's Men's Soccer team, which were, at the time, the NCAA Division One National Champions. He was eventually fired from his job because he refused to wear and promote Nike's products as part of the school's \$3.5 million dollar endorsement deal with the sportswear giant.

Prior to his work with EFJ, Jim taught high school religion for five years at schools in New York and New Jersey. He also played and coached soccer at the youth, high school, college and professional levels. Along with his graduate degree from St. John's, he holds a bachelor of science in psychology from St. Joseph's University. He has volunteered in Asia and Europe with Mother Teresa's Missionaries of Charity.

Keady spent a month in an Indonesian factory workers’ slum living on \$1.25 a day. Along with his personal accounts of lived solidarity, Keady’s presentation includes the latest information on Nike’s labor and environmental practices that EFJ-sponsored teams researched in Indonesia from 2000 to the present. Using the perspective of factory workers as a starting point, they include solid analysis, as well as outlining proactive steps towards making the economic, social and environmental conditions for workers more fair and just.

Past convocations at the University of Minnesota, Morris have included presentations by renowned people such as Maya Angelou (1998), Sherman Alexie (2000 and 2008), Ralph Nader (2003), Nadine Strossen, the president of the American Civil Liberties Union (2005) and Mythbusters (2006).

This event is made possible with funds from the UMM Student Activity Fee. The views expressed by the visiting speakers of the CAC Convocations Series do not necessarily reflect the views of the regents of the University of

Minnesota, the University of Minnesota, Morris, Morris students, staff or faculty or the UMM Convocations Committee.

For more information about this event or other Convocation speakers, contact CAC Convocations at (320) 589-6080.

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