Newman’s Own Foundation Will Sponsor 2010 AE Championship

Newman’s Own, Inc., will serve as the title sponsor of the 2010 America East Men’s and Women’s Basketball Championship, slated for March 4–7, 2010, at the University of Hartford. It is the first time in conference history that the men’s and women’s tournaments will be combined at the same venue.

“We are proud to welcome Newman’s Own to the America East team as the title sponsor of our basketball championship,” says America East Commissioner Patrick Nero. “Newman’s Own is the perfect partner for America East. We ask our student-athletes to be champions not only in academics and athletics but in leadership as well. Newman’s Own, with its commitment to community and philanthropy, consistently demonstrates the highest standards of true leadership.”

Newman’s Own, founded by the late Paul Newman and his friend A. E. Hotchner in 1982, is a successful premium food business based in Westport, Conn. Newman’s Own Foundation continues Newman’s commitment to donate all profits to charity. More than $280 million has been given to thousands of charities since 1982.

Robert Forrester ’66, University regent and former member of the Hawks soccer team, is the vice chairman of the Newman’s Own Foundation. Forrester played a leadership role in bringing Newman’s Own together with America East and the University of Hartford for the championship. He and his wife, Linda, gave a significant gift to the University’s Home Field Advantage Campaign, of which he was cochair, and requested that the stands at Al-Marzook Field be named Alumni Stadium to honor University graduates.

“I want to congratulate Pat [Meiser, director of athletics] and President Harrison for all they have done to land this event,” said Connecticut Governor M. Jodi Rell. “It’s no secret that we love our basketball here in Connecticut. What makes the America East Tournament a truly wonderful event for our state is having one of Connecticut’s own, Newman’s Own, as the title sponsor.”

Newman’s Own, will also add a new item to the concession menu at the Chase Arena at the Reich Family Pavilion in 2010: Newman’s Own Thin & Crispy Crust frozen pizza, a successful addition to the company’s portfolio.

“Pizza and basketball are a natural combination, and so is this terrific partnership with the University of Hartford, the America East Conference, and Newman’s Own,” says Mike Havard, vice president, marketing, at Newman’s Own. “Consistent with our mission and the shared values of the partners, we look forward to working together on community-service and leadership initiatives that will support and empower students to make a difference.”

EDITOR’S NOTE: See ad on inside front cover for information on purchasing tickets for the championship.

Baseball Field Named for University Regent and Family

Robert Fiondella and his wife, Carolyn, cut the ribbon officially dedicating Fiondella Field. Among those looking on are baseball coach Jeff Calcaterra (far left) and President Walter Harrison (right).

Director of Athletics Patricia H. Meiser joined President Walter Harrison, head baseball coach Jeff Calcaterra, and University regent Robert Fiondella during Fall Weekend in October to officially name the University’s baseball field in honor of the Fiondella family.

“Fiondella Field will stand as a lasting tribute to the Fiondella family, all of whom have dedicated much of their lives to promoting the positive values associated with athletics participation,” said Harrison, speaking at the event.

Fiondella is the former chairman and CEO of Phoenix Mutual Life Insurance Co. He is currently the founding principal of Jerob Enterprises, LLC, and chairman of The Institute for Retirement Security.

“I truly appreciate the honor the University of Hartford is bestowing on me and my family,” said Fiondella. “I have always believed that a full education includes athletics as well as academics. This will stand alongside my honorary degree that the University gave me. I am truly grateful.”

Fiondella received an honorary Doctor of Humanities from the University in 2000.

Fiondella’s commitment to the community is exemplified by his many leading roles in the Greater Hartford area. He served a four-year term as chair of the Greater Hartford Chamber of Commerce, chaired the American Heart Association’s 2000 Greater Hartford Heart Walk, and chaired the committee that brought a 1996 presidential debate to Hartford. He was also instrumental in getting Connecticut Public Television to broadcast UConn women’s basketball games.