

**USY XL**  
**CHUSY, CRUSY, EMTZA, SWUSY**  
**SICHA 1 - NFL Lockout**  
**Thursday, August 11, 2011 11:15 AM**

**OBJECTIVE:**

Use the NFL lockout to look at the different aspects and manifestations of greed.

**Instruction:**

Eight total groups

4 players

4 owners

Prior to the program select staff members to play the "player reps", "owner reps" and "Roger Goodell". The reps should be your group leaders.

**INTRO:**

Start with large group in one room split in half with players on one side and owners on the other. In the front of the room should be two 6 or 8 ft table with two chairs on separate ends and a podium in the middle. In front of each chair should be a name label "Player Representative" and "Owner Representative".

On the way into the room each USYer should pick up a balloon. An equal number of red and blue balloons should be blown up and filled with the name of one of the below NFL team owners or players (all jewish):

Staff listed after name of owner/player will be up in the front for the intro. Staff listed in parentheses will be with those groups along with the first staff member for the session.

Atlanta Falcons- Arthur Blank - Chris Herman (Sara Geboff)

Minnesota Vikings -Ziggy Wilf - Henry Bernstein (Heather Kantrowitz)

New England Patriots- Robert (bobby) Kraft - Sam Rodin (Carolyn Gerech)

Washington Redskins- Dan Snyder - Maury Jacobs (Hillary Hirsch)

Minnesota Vikings- Sage Rosenfels - David Helfand (Rachel Siegal)

New York Giants- Mike Rosenthal - Scott Friedland (Julie Friedland)

Dallas Cowboys- Kyle Kosier - Matt Levitt (Arlyne Bochner)

Miami Dolphins- Jay Fiedler - Molly Rosenfeld (Mark Gulner)

A leader should also be assigned to each person.

As the USYers walk into the room they should take a balloon tell them not to pop the balloon until instructed too. They should walk into the space with no instruction on where to sit but signs over the designated area "player's" and "owners" should be able to be seen clearly. Give

them about 5-10 min to walk around and talk amongst themselves. Have your "Roger Goodell" character walk to the podium and bang a gavel or something else to get attention of the USYers and begin the program. Play attached Audio file:



01 Heavy Action (Theme from Monday N.m4a)

While playing introduce the leaders by name and team.

**Speaker:**

Good afternoon everyone and welcome to the NFL lockout meeting. I would like to introduce your player and owner representatives.

First the owners

From the:

Atlanta Falcons- Arthur Blank

Minnesota Vikings -Ziggy Wilf

New England Patriots- Robert (bobby) Kraft

Washington Redskins- Dan Snyder

and know the players:

From the:

Minnesota Vikings- Sage Rosenfels

New York Giants- Mike Rosenthal

Dallas Cowboys- Kyle Kosier

Miami Dolphins- Jay Fiedler

And now please rise and give a standing ovation to the commissioner of the NFL Mr. Roger Goodell.

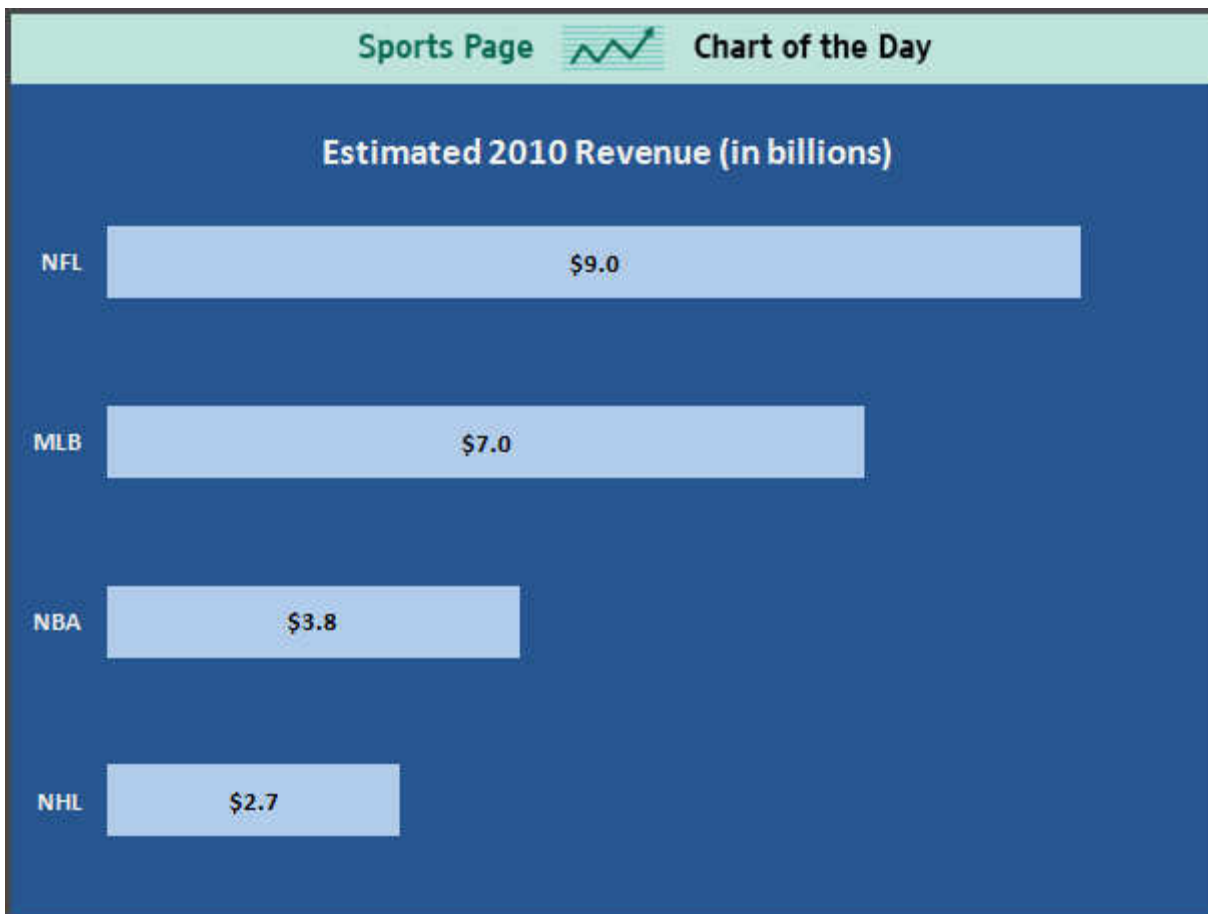
Roger:

(once all is quiet show link below)

<http://www.youtube.com/watch?v=QJ-2YtHn2dU>

Good afternoon everyone and welcome to our first ever meeting of only Jewish owners and players. Please sit with your respective groups with the owners having RED balloons and players having YELLOW (give a few min for them to get organized). I have called you all here today to

talk about the lockout and why we have not resolved is as of yet. Its impact on owners, players, fans, hospitality workers and indeed public opinion is seeping into our everyday lives and affecting the image of our league and of your people. I want to show you a chart about the amount of money we as a league are making in comparison to other sports leagues.



As you can see we as a league made **9 BILLION** dollars last year.

I understand that for many of you it is difficult to understand how much money this really is so I have looked far and wide for a short clip from a documentary about how much 1 million, 100 million, and of course 100 billion dollars.

<http://www.youtube.com/watch?v=cKKHSAE1gIs&feature=related>

In all seriousness though the amount of money we are talking about here could do some amazing things. It could feed 275,000 people every day for one year, you could buy 13,285,714 new coats for people who do not have, build 10,000 homeless shelters and even maintain and repair over 20,000 miles of road.

So what brings us all here today without an agreement.

The answer of course is greed. The players want more money, the owners want more money and apparently the amount we have again almost 9 billion dollars is not enough. Of course with every

argument there are two sides. One that argues that greed is good and one that argues that it is bad.

Greed is good

<http://www.youtube.com/watch?v=R8y6DJAeolo&feature=related> (GORDON GEKO)

Greed is bad (only play first 30 sec of clip)

<http://www.youtube.com/watch?v=te-BT41gmHQ>

Throughout today's discussions and deliberations I want all of you to keep in the back of your minds ideas about greed. Its pros and cons, what being greedy can accomplish and what it prevents us and others from achieving. The most important aspect of these conversations however must be how this greed impacts our image as jews in our communities. After your discussions each group will come up with one statement as to why the lockout must end however the argument must be based on greed and no other reasoning.

When I finish I would like to ask all of all of the owners and players to exit the room. Players please go to the moadon and owners go to the moadon gimel.

Thanks and good luck.

(play theme upon exiting)



01 Heavy Action (Theme from Monday N.m4a)

## LEADERS GUIDE FOR DISCUSSION

### **OPEN:**

Begin by reading or selecting a reader for the attached article.

Go around and have every USYer introduce them selves and have them share with the group a time that they have been greedy in their lives. (5 min)

### Question:

Do you think that greed is a good or bad thing and why? (5 min)

(on one of the large pieces of paper in front of you please tally the results)

### **Discussion:**

Select one representative from the group to be the recorder.

### Question:

Who individually or what groups of people does the NFL lockout affect?

(Have the recorder create list in the front of the room)

## Large Group Discussion

**Begin by reading the below article to the group. (5min)**

**For the lucky 32, the NFL is a league of their own**

*By Sally Jenkins*

Washington Post Staff Writer

Saturday, March 5, 2011; 1:48 AM

I am The Owner and I am a powerful man, a man of vast resources, someone to be reckoned with. And not just a powerful man, but a handsome one, too. Do you know how much money I have? Enough to sit astride my city like a colossus. Understand this: The truth is what I say it is. Why? Because I'm rich. Also, I am handsome. Don't you think so? Try telling me I'm not. I'll be contacting the league negotiators. I bet I can make you say so.

The wonderful part of being The Owner is that I own things. I own so many things that it's given me the impression I own, well, everything. The biggest thing I own, of course, is my NFL team, which I particularly enjoy because it gives me the sensation that I own people. At the moment the NFL Players Association is trying to tell me I don't really own all the little men down on the field, that I only rent them for a price. But they will soon discover that they are merely "fungible assets" and "labor costs."

As I like to say to Peyton Manning and Drew Brees when they question my vast sense of ownership, "Son, do you need help reading a revenue chart?"

As The Owner, I rely on the gargantuan stream of NFL revenue, \$9 billion a year, to help me own all of my other things. I personally made an average of \$33 million in 2009 according to Forbes, but that is not quite enough to comfortably pay for all that I own - the boats, and planes, and mansions in Palm Beach and Aspen, and my vineyard, and so I am asking for more.

I own a black limousine with tinted windows, so that I can see out but you can't see in. I like to leave it running, even in the midst of an oil crisis, so the climate inside is just right. I enjoy controlling the climate. Why? Because I can. It makes me feel as though I even own the weather. Do you know what the temperature is? It's what I say it is.

As The Owner, I am far and away the most important person in the league. Proof of that is the fact that I am a billionaire. Do you know how I made my billion dollars? By being The Owner! All I had to do was sit in my Owner's Box, and the value of my franchise quadrupled over 10 years. In 1997 the average NFL team was worth \$205 million. By 2007 it increased to \$898 million,

and all I did was watch! Lucky me! Of course, the luckiest ones are The Owners by birthright. Nine of us inherited our teams, like duchy.

As The Owner, I feel entitled to make the most money of anybody, ever. I really don't understand why players get 60 percent of the league revenue - I mean, after we Owners take the first \$1 billion off the top. When players make too much money, it makes me feel that I don't really own as much as I should. It threatens my sense that I am a powerful man, a man of vast resources, someone to be reckoned with. And not just a powerful man, but a handsome one, too.

Whenever I doubt that, I check the tail number on my Gulfstream, and remind myself that as The Owner, I am recession-proof. In the worst economy in history, not one NFL team lost money! That's because 18 of us raised ticket prices in 2010, and do you know what? People paid it! They paid for stale popcorn and flat beer, and even bought "personal seat licenses." Which should tell you who really owns the seats: I do! Munificently, I am willing, in exchange for a hefty fee, to grant the temporary right to sit in them.

As The Owner, I am so supremely powerful that I can reduce entire cities to beggards.

Not even the president of the United States is as powerful as me, because I have the power to stop play. It's a heady sensation to know that I have the emotions of an entire country on a string, which I can jerk at a whim. In Washington, The Owner can even bring senators and chief executives to helpless tears. Like Gordon Gekko said, "You're not naive enough to think we're living in a democracy are you?"

Occasionally, I get the feeling that being The Owner hasn't endeared me to my neighbors. Some people don't understand how billionaires could demand an additional \$1 billion in concessions from players whose careers last an average of just three years, and suffer an assortment of degenerative joint and brain injuries. Hey, I have my own health risks: last night at dinner I got a shrimp tail stuck under my fingernail and stubbed my toe on a Krugerrand.

A judge has even accused me of "harming the interest of the players" by trying to hoard TV money. That forced me to soften my stance in the labor dispute in the last 24 hours.

It turns out that insisting on an extra billion dollars for no other reason than I want it isn't going to fly in the court of public opinion, or of law. It's time to negotiate.

So now I'm only demanding an extra \$800 million.

Whenever I doubt myself, I turn to my ultimate source of inspiration, the source from which I learned everything I know: DC Comics.

I leaf through the pages studying my mentor, the man I model my behavior after: Lex Luthor, the multinational industrialist and super-genius who seeks world domination through a series of clever business machinations.

As Lex Luthor once said: "We all have our little faults. Mine's in California."

I am such a genius at being The Owner that I can make people believe I own things I never actually paid for: stadiums, for instance. Jerry Jones, The Owner of the Dallas Cowboys, got the city of Arlington, Tex., to give him \$325 million to jump-start construction of a new palace, and on top of that he charged fans "personal seat licenses" of up to \$50,000 apiece to help pay for it. Taxpayers and ticket-buyers picked up most of the \$1.2 billion tab, but guess who The Owner of the stadium is? Jones! And as The Owner, he made \$143 million in 2009!

That sort of thing is why NFL Commissioner Roger Goodell has predicted that NFL revenue will grow from \$9 billion to \$27 billion by 2025.

You know what that means, don't you? I will own more than ever. Soon you will answer to me, all of you. Because I am The Owner, a man of vast resources and one to be reckoned with.

Also, handsome.

**At this time please pop your balloons and find others in the room who are the same player or owner as you.**

### Small group discussion

Begin by sitting all in a circle. Have each USYer introduce themselves where they are from and what they thought about the presentation by Mr. Jerry Jones. (read the article about owners)

#### Part 1: Defining the elements of greed.

**Question: What causes people to be greedy? Do you think that people think we as jews are more greedy than other ethnic groups? WHY? (15min)**

(two pieces of paper one con and pro at opposite sides of the room)

**Do you think that greed is a good or bad thing?**

Divide the group as they voted with the ones who think greed is a good thing creating a list as to why on one sheet and the ones who think it is a bad thing creating a separate list as to why on a the other sheet. Both groups should also include sets of people who are affected positively and negatively by this greed. Give them 5-7min to create and then bring them all back to the big circle to discuss (10-15 min). Give both groups an opportunity to present and ask questions of the other. When presenting the group must begin with;

We think greed is good because

We think greed is bad because

After the presentations repose the question to see if anyone has changed opinion.

#### **Examples of why greed is good:**

More for your own family and people

Keep money/power away from those who do not deserve it or would do wrong with it

The profit company delivers a better service at a cheaper price

Greed drives innovation

Greed holds people to higher level of responsibility

#### **Examples of why greed is bad:**

Further separation of haves and have not

Makes other people think less of one who is greedy

Fewer recourses for a larger group of people

Could be harmful to the one who is greedy may lose friends.....

## **Part 2: Greed and you**

One way to try and prevent greed is to recognize that we all in some way might be guilty of it.

While we have spoken about why greed might be good or bad and we have discussed who is affected by greed we have not gotten to the root of the issue.

### **Question:**

Can you think of time when you were greedy? How did it work out? What did you learn?

Can you think of a time when it is ok to be greedy?

How can recognize greed within ourselves and others in order to try to either prevent it our use it for good? (10-15min)

### **Conclusion:**

As the commissioner explained earlier it is our job to come up with a statement as to why the Lockout should end using greed for the basis of our argument. Throughout this session we have tried to define what greed is, who it affects and how we can both recognize and change greed to a positive. As a group take the next 5 min and come up with one argument that you feel is compelling enough to end the lockout on the basis of greed.

\*after your group has finished please go back to where you met either as a group of owners or players. Have each smaller group present the argument to the large group and vote on one "winner". After you have selected a "winner" return to the teatro for groups to present to the entire camp.