About Mike:
Mike May is a communications consultant for the Sports & Fitness Industry Association. For more than 20 years, he was the director of communications for SFIA (formerly SGMA -- Sporting Goods Manufacturers Association). In his current role with this international sporting goods trade association, he serves as a spokesman for the organization on a number of issues ranging from trends in sports participation to new product development to the importance of daily PE in schools to the popularity of women's athletics to the growing global interest in sports and recreational activities. He has been quoted in a number of high-circulation publications such as USA Today, New York Times, Los Angeles Times, Dallas Morning News, Indianapolis Star, Atlanta Journal-Constitution, among others.

Over the years, he has been the editor of the association’s weekly e-newsletter; has developed national interest and support for federal legislation which is pro-physical activity; has made hundreds of appearances around the country on television where he has introduced new sports products to viewers; continues to act as the negotiator for baseball bat makers with national governing bodies on issues such as setting performance standards and passing new rules for baseball & softball; and still serves as the point person for the Don’t Take My Bat Away coalition which works to defend the integrity of current performance standards on non-wood baseball bats. Right now, he is busy working with PHIT America, a division of SFIA that is focused on generating support for federal legislation, specifically the PHIT bill, which would make exercise more affordable for more Americans.

When he’s not busy in the office reading, writing, and talking about the sporting goods industry's trends and developments, he’s busy officiating soccer games, coaching basketball, playing golf, or training for the next triathlon or 5K run.
About the Lecture Series:
The Alan C. & Elizabeth Martin Moore Lecture Series was established in 2011 at the UF College of Health and Human Performance. The series was created in honor of Prof. Emeritus Alan C. Moore and his late wife, Elizabeth. These annual lectures serve to bring distinguished professionals and experts in the fields of health, active living and physical education to the College’s faculty, students and colleagues.

Prof. Emeritus Alan C. Moore:
Alan C. Moore came to the University of Florida in 1953. He obtained his B.S. from Springfield College and Master’s degree from the University of North Carolina. Prof. Moore served as professor for sport and exercise science until his retirement in 1990, when he was honored with the distinction of Professor Emeritus and distinguished Retiring Professor by the Golden Key Society of UF. In 1986, Moore retired from the U.S. Coast Guard Reserve with rank of Commander. Professor Moore has been honored by the National Soccer Coaches Association of America, FAHPERD, AAHPERD, and the U.S. Coast Guard and has served his profession through leadership positions at the national, district and state levels.

Professor Moore is well known for his dedicated service as founder, faculty adviser, and pro bono coach of the University of Florida Soccer Club from 1953-1990, with a record of six undefeated seasons and 501 wins. Not only has he published in the recognized journals in his field, but also has co-authored textbooks on topics ranging from soccer to physical fitness.

Previous Speakers:
Dr. Charles L. Sterling, Ph.D
Chairman, Youth Initiatives, The Cooper Institute
“Physical Activity: RX Medicine” (Spring, 2011)