Brent Seebohm sat through three or four exploratory meetings - maybe one every six weeks - without anyone knowing his intentions.

A sports management minor at Arizona's Eller College of Management had been approved in fall 2008, but the program needed donations to prosper.

Seebohm brainstormed at the meetings for ways to find donors, given that state funding was impossible. Would former Arizona Wildcats athletes want to give money? Or a local millionaire, maybe?

All the while, Seebohm weighed an idea.

"I'm better under the radar," he said.

About a month ago, after yet another meeting, Seebohm spoke with Stephen Gilliland, the head of Eller's Management and Organizations Department.

"He said it seemed like money was the only thing keeping us from making a go of this," Gilliland said, "and wanted to know how much it would take."

Seebohm decided to donate - a total that could reach the high five figures after four years.

One week ago, the school announced the Seebohm Fund for Sports Management Educational Excellence, which will establish the minor for non-business students. The program will be one of the few in the country housed in a business school.

The donation is remarkable for many reasons. One, Seebohm is not a multimillionaire.

More interestingly, Seebohm is months away from one of the most bizarre departures in recent UA athletics history.

As the associate athletic director and the general manager/vice president of marketing arm IMG College, Seebohm oversaw the creation of the Arizona Wildcats Sports Network last July. The conglomerate of local television stations was to air men's basketball and football games after talks broke down with Fox Sports Arizona.

On Aug. 12, the UA replaced about half its broadcasters. Seebohm also said that day that AWSN's broadcasts would air out-of-state on Comcast SportsNet, Cox Channel 4 in San Diego and Altitude Sports and Entertainment, which covered 10 states in the West.

The next day - less than a week before AWSN was set to air its first show - Seebohm resigned. Neither he nor the UA gave any public explanation.

The timing of the announcement was indefensible. Public perception - and the network itself - took a hit.

"Entrepreneur-ly, I'd been considering a practice," Seebohm said this week. "The time was right."

The million-dollar AWSN, however, never became what was planned.

Games have aired on KGUN and KWBA, but never made it to the three out-of-state stations. Broadcasts landed back on Fox Sports Arizona, and are available, with a good cable package, nationwide.

With few exceptions, this year's television schedule hasn't strayed too far from seasons before it.

"I was interested to see that direction," Seebohm said.

Pressed for details, he said it was "not the purpose of this conversation."

Seebohm, who has degrees from Colorado State and Wichita State, created his own Tucson-based consulting business, B:Alpha Strategery. He counts about 25 NFL players among his clients.

The full slate of classes in the sports management minor - double the current number - will start in the fall.

Seebohm will even teach Management 351 - Sports Administration and Planning.

Given that athletes get priority for booking classes early, the minor can even be a recruiting tool for the Wildcats. Seebohm pointed to David Bagga, a former basketball walk-on, "who probably wanted to work in sports but didn't have the classes."

Now, Bagga can.

As can any other student.

"It's largely who you know to help break in your career," Seebohm said.

"Very, very soon there's going to be a lot of sports executives who are going to know University of Arizona students."

FINLEY FIVE: THE FIVE THINGS WE'LL BE TALKING ABOUT THIS WEEK

Titans
1 The Arizona Wildcats baseball team welcomes Cal State-Fullerton, a College World Series team last year, to town starting Friday. Keep an eye on Titans shortstop Christian Colon, who hit .537 as an All-American last year. Over the summer, he became the first player ever named captain of the U.S. Collegiate National Team before a hard slide broke both major leg bones.

KO
2 The Pac-10 schedule-maker must have had a sense of humor. The Wildcats started Pac-10 play against Kevin O'Neill, the one-time heir to Lute Olson's UA program. After the Wildcats game, O'Neill was told of NCAA sanctions levied against the Trojans, eliminating them from postseason play. That sets up Saturday, when KO will be in town for Senior Day, while USC will be playing its last game until November.

Championships
3 The Arizona Wildcats will compete for the men's conference title at the Pac-10 Swimming Championships, which starts Wednesday in Long Beach, Calif., and runs through Sunday. The weekend will also give swimmers one last chance at A-cut and B-cut times, qualifiers for the NCAA championships.

Baseball
4 If you're a baseball dork - and I am - then you can't wait until Thursday, when the Arizona Diamondbacks host the Colorado Rockies in Tucson's last, first spring training game. If you're not a seamhead, you have to love afternoon sunshine, a hot dog and a cold beverage. And if you like none of the above, well, I can't help you.
Softball

5 The last time the Arizona Wildcats played at home, a two-day, three-game series was shortened to a Sunday doubleheader. This week, fans have six - count 'em - opportunities to see freshman Kenzie Fowler (10-0) and her teammates. The UA hosts New Mexico State twice Wednesday, Northern Iowa on Thursday, St. John's and Idaho State on Sunday, and St. John's again Monday.

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