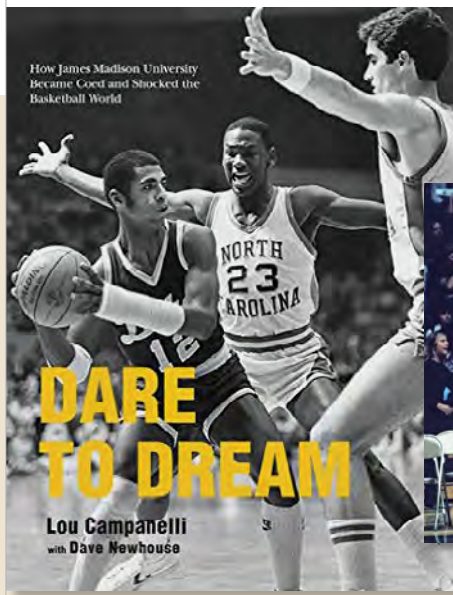


# MixedMedia

BOOKS  
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## Dare to Dream

How James Madison University Became Coed and Shocked the Basketball World

BY LOU CAMPANELLI WITH DAVE NEWHOUSE

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## Book traces pivotal era at JMU

BY DAVID TAYLOR ('85)

It was the defining moment in Lou Campanelli's 13-year reign as JMU men's basketball coach:

"... We were one point down to America's Team with a minute-and-a-half left. Coach (Dean) Smith's strategy? What else but his signature four-corner delay game? We had put *him* on the defensive. Little ol' JMU had *North Carolina* worried. ..."

The year was 1982—during the golden age of college basketball. And while North Carolina went on to win that nationally televised, NCAA tournament second-round game by a single basket, the brash Jersey boy had put his Dukes on the map.

*Dare to Dream* is Campanelli's aptly named book, co-authored by Dave Newhouse. And for all who love James Madison University or college basketball, it's a must-read.

Within its 240 pages, *Dare to Dream* traces Campanelli's personal journey before, during and after his Madison years, and delivers a wealth of behind-the-scenes anecdotes about the challenges he faced while building the Madison program from Division II to a Division I team of national prominence. And through his memories, a key era of campus history—the transformation of Madison College to JMU—comes alive.

Campanelli arrived in Harrisonburg shortly after Ronald Carrier became Madison College's fourth president, and quickly became a key component of Carrier's plan to increase male enrollment by emphasizing intercollegiate athletics. The two developed a relationship that was as strong as it was improbable given their radically dissimilar backgrounds—Campanelli, a city boy from Elizabeth, New Jersey, and Carrier, from rural

east Tennessee. Carrier (who wrote the foreword for *Dare to Dream*) even accompanied Campanelli on an early recruiting trip, providing a linguistic bridge between the coach's New Jersey lingo and the rural dialect of a recruit from the mountains of southwest Virginia.

Campanelli's teams qualified for five NCAA tournaments. During a magical three-year stretch from 1981 to 1983, JMU knocked off national powers Georgetown, Ohio State and West Virginia, each in first-round tournament games.

But *Dare to Dream* delivers more than basketball. Through Campanelli's stories of relationships with players, staff and other coaches, the reader gets a clearer picture of an extraordinary time in JMU history.



(Top, inset): Men's basketball head coach Lou Campanelli leaps for joy after one of his players hit the winning shot in Godwin Hall's Sinclair Gymnasium during the late 1970s. (Above): Campanelli's teams won 238 games and qualified for five NCAA tournaments during his 13-year JMU coaching career.

**About the author:** David Taylor ('85) was a sportscaster for JMU Athletics for nearly four decades and provided color commentary on radio broadcasts for Coach Campanelli's final two seasons at Madison.