



NATIONAL ASSOCIATION OF
SPORTS
COMMISSIONS

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NASC NAMES NEW BOARD OF DIRECTORS

2002 NASC Sports Event Symposium a tremendous success

CINCINNATI, OHIO (May 1) – The National Association of Sports Commissions (NASC) elected its 2002-2003 Board of Directors at the NASC Sports Event Symposium April 17-20 in Reno, NV at the John Ascuaga's Nugget Hotel (see attachment).

The NASC Board of Directors plays an active role in governing the operation of the association. Board members meet monthly via conference call in conjunction with the staff to approve budget reports, receive updates from review committees, offer guidance on member service issues and, in general, provide staff with general comments and suggestions about the association's activities. The board meets in person twice a year at the NASC Sports Event Symposium and the NASC Semi-Annual Meeting.

The NASC is a 270-member organization whose mission is to provide a communication network among and between sports commissions, cvb's and event rights holders which increases access to sports event information, educates members in the areas of sports marketing and fund raising, enriches the quality of member's sports events and promotes the value of sports commissions in their own community and within the sports industry.

The 2002 NASC Sports Event Symposium, one of the industry's leading networking conferences, marked the 10th Anniversary of the incorporation of the association. The NASC launched its new Certified Sports Event Executive (CSEE) Program at the Symposium. NASC members meeting experience requirements can earn this certification through a series of educational modules and completion of a three-day session at the University of Kentucky Sports Marketing Academy, the NASC's academic partner in the certification program

Highlights of this year's NASC Sports Event Symposium included the CSEE program; presentations by Bill Rathbun, president of Rathbun & Associates, on sports event security, and Charles (Chic) Dambach, senior consultant for BoardSource, on managing a not-for-profit. In addition to breakout sessions on topics relevant to the industry, was the SportsTravel Magazine Event Marketplace, which provided one-on-one meetings between host cities and more than 25 national governing bodies and event rights holders.

The NASC, headquartered in Cincinnati, OH, is managed by Don Schumacher & Associates, Inc., a sports marketing, management, communications and consulting company.

The NASC Semi-Annual Meeting will take place in Chicago, IL conjunction with the TEAMS Conference & Expo, October 26-29, 2002. The 2003 NASC Sports Event Symposium will take place in Chattanooga, TN at the Convention Center Marriott April 9-12.

MEDIA INFORMATION: If you need additional information about the National Association of Sports Commissions, please contact Beth Hecquet at (513) 281-3888 or visit the NASC web site at <http://www.sportscommissions.org>.