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**National Association of Sports Commissions annual symposium celebrates record growth in 2013**

***Terry Hasseltine elected new board chair of NASC***

LOUISVILLE (May 20, 2013) – The National Association of Sports Commissions (NASC) saw a record turnout for its annual Symposium held here from April 22-25 with 772 sports event industry professionals attending, a 20 percent increase over last year. Additionally, first-time attendees grew by 11 percent to 210 individuals.

Highlights from the annual meeting included the election of a new board chair, Terry Hasseltine from the Maryland Office of Sports, industry awards that recognized 10 members for outstanding achievement and the graduation of 17 members from the Certified Sports Event Executive (CSEE) program. The NASC membership also contributed $12,000 to Run Louisville Run as part of the NASC Sports Legacy Fund program.

“The 2013 NASC Sports Event Symposium took place in Louisville where numerous records were set, including for highest attendance ever, the most event owners in the NASC Sports Marketplace, introduction of the Rapid RFP Review sessions, where event owners met with several cities at the same time, and most educational sessions offered,” said Don Schumacher, executive director of the NASC. “The NASC reported record membership and revenues, with estimated total direct visitor spending for 2012 of about $8.3 billion.”

The 2014 NASC Symposium will be hosted in Oklahoma City from March 31-April 3, 2014.

**Hasseltine named new board chair of NASC, six new board members elected**

Terry Hasseltine, CSEE, of the Maryland Office of Sports, was elected board chair of the organization.

Hasseltine is currently the Executive Director of the Maryland Office of Sports and was appointed to this role in 2008 by Governor Martin O’Malley. Since his appointment, Hasseltine has been instrumental in spearheading various bid-development and event-support opportunities for the state related to these events: 2014 ICF Canoe Slalom World Championships – Deep Creek 2014; 2018/2022 FIFA World Cup ™ Bid; 2010, 2011 and 2014 NCAA Men’s Lacrosse National Championships; World Football Challenge and other International Soccer Friendlies; Dew Tour; 2014-16 CAA Men’s Basketball Tournament, 2013 CONCACAF Gold Cup and the 2011, Grand Prix of Baltimore; Neutral Site Collegiate Football Games; 2014 and 2016 Army-Navy Games.

Hasseltine has served the NASC in several capacities: first ever NGB/Rights Holder to serve on the NASC Board of Directors (2003-04); elected to the NASC Board of Directors in 2007 in the active member category and now serves as the Chair of the NASC Executive Committee.

Joining Hasseltine on the executive committee is: Gary Alexander, Nashville Sports Council, Immediate Past Chair, Kevin Smith, CSEE, St. Petersburg/Clearwater Sports Commission, Vice Chair/Chair Elect, Greg Ayers, CSEE, Discover Kalamazoo, Treasurer, and Ralph Morton, CSEE Seattle Sports Commission, Secretary.

New board members were also elected and they include: John Gibbons, CSEE, Rhode Island Sports Commission, Michael Price, CSEE, Greater Lansing Sports Authority, Janis Schmees Burke, CSEE, Harris County-Houston Sports Authority and Holly Shelton, CSEE, Oklahoma City Convention and Visitors Bureau.

Also, Rick Hatcher, CSEE joins the board representing Allied Representatives and Jeff Jarnecke, NCAA, representing Rights Holder Representatives.

**NASC recognizes Annual Award Winners for Outstanding Achievement**

NASC recognized 10 members for their outstanding initiatives in the sports events industry over the last 12 months.

“Each year, the National Association of Sports Commissions recognizes its members for their outstanding service to the sports event industry and creativity in doing so,” said Mike Anderson, Director of Sports, Visit Charlotte, and NASC Awards Committee Chair. “On behalf of the NASC, I want to congratulate all of the 10 honored organizations for their industry leading efforts.”

Award winners include:

* **Outstanding Marketing Campaign**

 Under $200,000: Lorain County Visitors Bureau

$200,000 and Above: Detroit Sports

* **Outstanding Locally Created Event**

Under $200,000: Bloomington-Normal Area Sports Commission

$200,000 and Above: Tuscaloosa Tourism and Sports Commission

* **Outstanding Online Presence**

 Under $200,000: Butler County Visitors Bureau

$200,000 and Above: Greater Columbus Sports Commission

* **Convention and Visitor’s Bureau Member of the Year**

Under $200,000: Wausau/Central Wisconsin Convention & Visitors Bureau

$200,000 and Above: Oklahoma City Convention & Visitors Bureau

* **Sports Commission Member of the Year**

Under $200,000: Ames Area Sports Commission

$200,000 and Above: St. Louis Sports Commission

**Seventeen graduate from the NASC’s Certified Sports Event Executive program**

During the NASC Symposium, the latest class from the Certified Sports Event Executive (CSEE) program graduated.

The Certified Sports Event Executive Program is a certification program open only to NASC members. Since its inception, the NASC has been dedicated to raising the standards of professionalism in the industry. The NASC Staff and Professional Development Committee assist presenters in preparing sessions and case studies to ensure that the needs and concerns of the sports event industry are addressed.

The most recent graduating class of 17 includes:

* Karin Aaron, Visit Loudoun
* Ariana Andis Klein, US Lacrosse
* Lindsay Arellano, Rockford Area Convention & Visitors Bureau
* Anna Barlow Cumming, Forsyth County Chamber of Commerce
* Jim Dietz, Columbus Indiana Visitors Center
* Josh Dill, Visit Lubbock Inc.
* Roy Edmondson, Team San Jose
* Karen Hubbs, Johnson City Convention & Visitors Bureau
* Carolyn Lee, GWN Dragon Boat
* Mona Murphy, Flint-Genesee Regional Convention & Visitors Bureau
* Dave Patrone, Kentucky Exposition Center/International Convention Center
* Dave Plevich, Greater Morgantown Convention & Visitors Bureau
* Erik Sabato, Wyndham Hotel Group
* Darien Schaefer, Wausau/Central Wisconsin Sports Authority
* Justin Stine, Overland Park Sports Alliance
* Kim Strable, Greensboro Sports Commission
* Jason Williams, Butler County Visitors Bureau

**NASC raises $12,000 for Run Louisville Run through its Sports Legacy Fund**

The membership of the NASC raised $12,000 for Run Louisville Run, a program of the YMCA at Norton Commons, through a grant from the NASC Sports Legacy Fund, raised from the proceeds of the Symposium auction and raffle. More than 750 leaders in the sports events industry attended the annual Symposium and many provided sports-related raffle items and/or purchased raffle tickets.

Run Louisville Run provides an eight-week running program for deserving kids in the community and focuses on increasing self-esteem, promoting healthy living and offering a positive after-school experience.

“This grant is one of our largest to date,” said Mike Bramer, District Executive Director, YMCA at Norton Commons. “We serve about 120 youth with each program and now we will be able to quadruple the number of our participants in our Run Louisville Run program, where we teach young men and women the power of progressively realizing worthy goals while running.”

“On behalf of the entire membership of the National Association of Sports Commission, we are thrilled to recognize and award our annual grant to Run Louisville Run,” said Jennifer Hawkins, CSEE, Sports Marketing Director of VisitPittsburgh & Co-chair of the NASC Sports Legacy Fund. “Run Louisville Run is an inspirational program for other cities in our country to model.”

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The NASC is the only association for sports event travel industry professionals and has grown from just 12 member organizations to nearly 600 members since its inception in 1992. The NASC delivers quality education, ample networking opportunities and exceptional event management and marketing know-how, which increases membership satisfaction as shown year after year in our member satisfaction survey. The NASC is the “go-to” source for all things related to this important niche of the tourism industry.