OU MEDIA RELEASE

Cincinnati, OH. February 14, 2012. The National Association of Sports Commissions (NASC) is pleased to announce a new partnership with Ohio University’s Center for Sports Administration. This partnership will begin with the Spring Module of the NASC’s Certified Sports Executive Program in Hartford, CN on Tuesday, April 17.

Ohio University is presenting a customized version of its graduate level course in Sports Sponsorships. The three hour session will be presented jointly by Jim Kahler, Executive Director of the Center for Sports Administration and AJ Maestas, President of Navigate Research in Chicago, IL. Jim and AJ also teach the course at OU.

“We are particularly pleased to be able to announce this association with Ohio University’s Sports Administration Program, the nation’s leading and most experienced sports administration program,” said NASC Executive Director Don Schumacher. “OU has been preparing graduates for careers in sports for more than forty years, and we are fortunate to be able to announce this association with them,” he continued.

“We are excited to have the opportunity to work with the National Association of Sports Commissions and look forward to building what we feel could be a long term relationship with the NASC and Ohio University,” said Kahler. “We see this as natural extension of our mission to further develop executive education programs for leaders in the sports business industry”.

The NASC’s Certified Sports Executive Program (CSEE) was introduced in 2002 and has graduated more than 100 sports event industry professionals. The program is designed to equip NASC members with special skills designed to assist them in improving their understanding of what it can take to be successful in the sports event industry. By creating this association with Ohio University a new and more academically rigorous program will be possible.

“We are planning to offer the presentation on-line to members unable to join us in Hartford,” Schumacher said. “This extension of the services available on our web site insures an improved method of delivering content to our members.”

OU and the NASC are investigating other on-line possibilities and additional CSEE modules and will be announcing more details as they become available.