



FOR IMMEDIATE RELEASE
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NATIONAL ASSOCIATION OF SPORTS COMMISSIONS 2007-2008 BOARD OF DIRECTORS ANNOUNCED

CINCINNATI – The National Association of Sports Commissions (NASC) held its 2007 NASC Sports Event Symposium on April 17 – 20 in Dallas. The event included the announcement of the 2007-2008 Board of Directors.

The board also introduced a new chairman, Bill Hanson; new secretary, Regina Zara; and four new board members.

Bill Hanson, San Antonio Sports Foundation

Hanson is a founder of the San Antonio Sports Foundation, one of the first non-profit organizations formed in the United States for the purpose of increasing tourism through sporting events. San Antonio has hosted three NCAA Final Four Basketball Tournaments since 1998, and will host the 2008 NCAA Men's Final Four and the 2010 NCAA Women's Final Four. Since its inception in 1985, the sports foundation has generated more than \$230 million in direct visitor expenditures for the city.

Regina Zara, Long Island Sports Commission, a division of the Long Island Convention and Visitors Bureau

Zara has been with the Long Island Sports Commission, a division of the Long Island Convention and Visitors Bureau, since 1993 and currently serves as the organization's director of sales and sports development. Zara has been directly involved with many major sporting events including the 1998 Goodwill Games, 1999 Empire State Games, United States Open Golf Championships (1995, 2002, 2004 and again in 2009) and several other national and international events. Zara has been a member of the NASC since 1993 and has served on its Board of Trustees from 2004-2007.

Tara Green, Dallas Convention & Visitors Bureau

Green is the director of sports marketing for the Dallas Convention & Visitors Bureau. Her responsibilities include implementing marketing programs designed to enhance Dallas' acquisition of sports competitions and events including the active solicitation of Olympic sports, events, and meetings.

Terry Hasseltine, Kentucky Sports Authority

Hasseltine is the deputy executive director of the Kentucky Sports Authority. Hasseltine recently traveled to Aachen, Germany to evaluate the operations and logistics of the 2006 World Equestrian Games an event Kentucky will be hosting in 2010 (2010 AllTech FEI World Equestrian Games). In addition, Hasseltine works on the 2008 Ryder Cup to be played at Valhalla in Louisville. Hasseltine also serves on the 2007 National Senior Games LLOC Board of Directors and Bluegrass States Games Board of Directors.

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Kevin Smith, St. Petersburg/Clearwater Sports Commission

Smith was instrumental in forming the St. Petersburg/Clearwater CVB's Sports Commission in 1999 and his responsibilities include bringing youth, collegiate, amateur and professional competitive sporting events and meetings to Pinellas County. He has received the following awards: 2003 Florida Sports Commission of the Year, 2004 Clearwater Chamber of Commerce Tourism Person of the Year and 2005 City of Clearwater Parks and Recreation Annual Appreciation Award. In 2006 he was promoted to the position of Director of Sports for the Sports Commission.

Jeff Dyrek, USA Triathlon

Dyrek oversees four key areas of USA Triathlon: national events, Team USA, regional federations and multisport development. A two-time Ironman Triathlon finisher, Dyrek creates, develops and implements all aspects of USA Triathlon national events, as well as the bid selection process of all such events. He has been credited with bringing prestige to triathlon events.

The 2007-2008 executive committee and trustees include:

Chair – Bill Hanson, San Antonio Sports Foundation

Vice Chair/Chair Elect - Jack Hughes, Gainesville Sports Commission

Treasurer – Jon Schmieder, Metro Denver Sports Commission

Secretary – Regina Zara, Long Island Sports Commission

Immediate Past Chair – John Bisignano, Disney's Wide World of Sports

Board Term Expiring 2008

Gary Alexander, Nashville Sports Council

Kristen Jacobs, St. Cloud Area Convention & Visitors Bureau

Charlie Spiegel, IDSS Sports Commission

Board Term Expiring 2009

Greg Ayers, South Bend Regional Sports Commission

Dave Beachnau, Detroit Metro Sports Commission

Amanda Daninger, Visit Minneapolis North

Board Term Expiring 2010

Tara Green, Dallas Convention & Visitors Bureau

Terry Hasseltine, Kentucky Sports Authority

Kevin Smith, St. Petersburg/Clearwater Sports Commission

Allied Representative, Expiring 2008

Jim Hilb, Associated Premium Corporation

Rights Holder Representative, Expiring 2009

Jeff Dyrek, USA Triathlon



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Next year's conference will take place April 22-24, 2008 in Omaha, Neb. and the 2009 conference will take place April 21-23 in Denver.

The NASC was founded in 1992 to share information and help find more sporting events and the business such events bring along for its 15 original members. Since that time, the NASC has grown to more than 400 members across the United States, changing the face of the sporting events industry. Its mission is to provide a communication network among and between sports commissions, convention and visitors bureaus, chambers of commerce and events 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.

MEDIA INFORMATION: If you need additional information about the National Association of Sports Commissions, specific details about the awards program, contact information for any award winners, board members or CSEE graduates, or future NASC Sports Event Symposium's please contact Beth Hecquet at (513) 281-3888 or visit the NASC web site at www.SportsCommissions.org.

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