



**FOR IMMEDIATE RELEASE**  
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## **2007 CERTIFIED SPORTS EVENT EXECUTIVE GRADUATES ANNOUNCED AT ANNUAL NASC SPORTS EVENT SYMPOSIUM**

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 graduation of nine members from the Certified Sports Event Executive (CSEE) Program.

Open only to NASC members, the CSEE is a continuing education style program where participants are provided with cutting edge knowledge from topics relevant to the sports event industry.

The following individuals join the other 31 graduates of the program:

**Dave Beachnau** – Detroit Metro Sports Commission. Beachnau, executive director for the Detroit Metro Sports Commission (DMSC), has been with the commission since its inception in January 2001. Beachnau was instrumental in the research, development, and creation of the DMSC. In this senior management role, he is responsible for the commission's day-to-day operation including bid development and hosting of regional, national and international sporting events in metropolitan Detroit.

**Tori Collins** – Greater Raleigh Convention & Visitors Bureau. Collins is in her eighth year as a sports sales manager. Before joining the Greater Raleigh Convention and Visitors Bureau, she worked in marketing and public relations at the Nokia Sugar Bowl in New Orleans. A native of Anchorage, Alaska, she is a graduate of North Carolina State University, where she worked as a sports information student assistant.

**Amanda Daninger** – Visit Minneapolis North. Daninger is the director of sports for Visit Minneapolis North, representing 11 cities north of Minneapolis. Visit Minneapolis North is home to The National Sports Center, one of the largest amateur sports complexes in the world. Under her leadership, they have played host to many elite events including Schwan's USA Cup, the World Broomball Championships and Ice Skating Institute Championships.

**Joel Everts** – Packer Country Visitor & Convention Bureau. Everts is the sports sales manager for Packer Country Visitor & Convention Bureau. He is the co-chair of the NASC's Member Mentoring Committee, and has served as a past board member. He also is on the Wisconsin Governor's Council on Tourism sports marketing committee. Locally, he works on the Cellcom Green Bay Marathon's board of directors.

**Jennifer Hawkins** – Visit Pittsburgh. Hawkins is the national sales director for Sports for Visit Pittsburgh. She coordinates a task force of local sports executives to assist with sports development in the region. Pittsburgh recently hosted the ESPN-BASS Bassmaster Classic, National Senior Games and The Hoop Group Pitt Jam elite basketball tournament.



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**Ed Hruska** – Rochester Amateur Sports Commission. Hruska, who also serves on the Rochester (Minn.) City Council, is the executive director of the Rochester Amateur Sports Commission. In 2003, he started charitable gambling at the Sports Commission in order to generate local funds to amateur athletes, events and groups. In 2006, more than \$20,000 was distributed to 16 non-profit amateur sports groups in the Rochester area. Projections for 2007 show more than \$100,000 will go out to area sport groups.

**Leslie Spencer** – Greater Cincinnati Sports Corporation. Spencer leads the Greater Cincinnati Sports Corporation (GCSC) where she has represented the region the past six years. She was the sole representative from the United States for the 2000 International Olympic Academy (IOA) in Olympia, Greece and continues her involvement as an IOA alumni member. She was previously the program director of the YWCA of Greater Cincinnati where served more than 600 inner-city youth girls and 800 adult members annually.

**Nancy Swallow** – Sports & Entertainment Association of Midland. Swallow is the director of sales and marketing for the Scharbauer Sports Complex and the Sports & Entertainment Association of Midland (SEAM). She manages a four-and-a-half-year old, \$45 million complex that consists of a 15,000 seat football/soccer stadium, a 5,000 seat baseball stadium and 100 acres of park land. She also markets Midland, Texas as a centrally located destination for sports and entertainment by enhancing existing events and searching for new events.

**Benjamin Wilder** – Joliet Visitors Bureau. Wilder has been in sports tourism since 2003 working with the Warren County CVB and now the Joliet Visitors Bureau. He has operated an array of events ranging from AAU basketball to the Olympic Team Trials in Archery.

Next year's NASC 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](http://www.SportsCommissions.org).