



FOR IMMEDIATE RELEASE
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NATIONAL ASSOCIATION OF SPORTS COMMISSIONS HIRES DIRECTOR OF MEMBER SERVICES

Beth Hecquet promoted to Director of Meetings and Events

CINCINNATI – The National Association of Sports Commissions (NASC) has hired Elizabeth Chaney as its Director of Member Services.

Chaney joins the NASC from the Pacers Sports and Entertainment in Indianapolis where she worked as an account executive for the NBA's Indiana Pacers and WNBA's Indiana Fever. At the NASC, Chaney's primary area of responsibility will be to foster strong relationships with event rights holders and recruit rights holders to come to the NASC Sports Event Symposium.

"We've created this position to strengthen the association between the NASC and event rights holders," said Don Schumacher, executive director of the NASC. "Elizabeth's experience and sports background allow us to make a substantial step forward in serving as a liaison between all facets in the sports events industry."

Chaney will also be the first point of member contact and be responsible for the maintenance and update of the NASC website.

"It's another added bonus we can offer our members," Schumacher said. "This will be the first time we have been able to have someone fully devoted to these responsibilities."

A graduate of The Ohio State University, Chaney earned a Master of Art in Sports and Exercise Management. The Big Ten twice (2006 and 2007) named her to the conference's marketing staff of the year team. She also spent time at Indiana University-Purdue University Indianapolis as an associate faculty member.

The NASC also named Beth Hecquet as its Director of Meetings and Events. In this new position, Hecquet will focus on the advancement of the NASC Sports Event Symposium as the sports event industry's leading conference, the continuing development of the Certified Sports Event Executive (CSEE) program, and coordination of the Market Segment Meetings.

The NASC continues to be led by Don Schumacher as Executive Director and Lori Gamble as Associate Executive Director. Schumacher and Gamble have served in their respective capacities since 1994, when Schumacher's Cincinnati-based sports marketing and consulting company, Don Schumacher & Associates, Inc. was selected as the NASC's management company.

The National Association of Sports Commissions is the sports event industry's leading networking and educational organization. Founded in 1992, the NASC represents 430 organizations including sports commissions, convention and visitors bureaus, event owners, and suppliers. The 2008 NASC Sports Event Symposium will be held in Omaha, NE April 22-24.

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 www.SportsCommissions.org.

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