

2010 SINC Conference – Executive Bios for Networking Lunch

Keith Arnott Senior Director of Events, BEST

Keith Arnott brings nearly 10 years of experience in the sports marketing and event management industry and currently oversees the day-to-day operations of BEST Events, including event development, marketing, staffing, ticket sales and operations. He also serves as Tournament Manager for the Legg Mason Tennis Classic, an ATP World Tour 500 event, and works closely with Jeff Newman, Senior Vice President, and Donald Dell, Group President, on various new business projects.

Prior to joining BEST, Arnott was instrumental in developing the Prince George's Classic and has also worked for the FedEx Orange Bowl, MET-Rx Sports Nutrition, Bank of America and the Summer Olympic Games in Atlanta. Arnott graduated with a Bachelor of Arts degree from Roanoke College, where he also played soccer, and later received both his MBA and Masters in Sports Administration degrees from Ohio University. Arnott currently resides in Northern Virginia with his wife and two daughters.

Ted Bardach Vice President for Business Development, PrestoSports

2008-Present – Vice President for Business Development – PrestoSports - client list has grown from 120 to 202 during tenure; includes entry into Division I market including Butler, American, Harvard, Brown, Eastern Washington, St. Bonaventure, and Holy Cross.

2005-2008 – Manager, University Relations – CSTV/CBS College Sports

2004-05 – Director of Operations – Giant Basketball Academy

2003-04 – Director of Basketball Operations – Georgetown University

Education:

Wittenberg Univ. – Bachelor of Arts - 1994

West Virginia University – Master of Sports Administration – 2003



Keith Baulsir Starbridge Media Group, Inc.

Keith Baulsir is starting his third year at Starbridge Media Group, Inc., and focuses on sponsorship sales, marketing, and business development at the global sports marketing agency. Baulsir has worked with over 70 brands while selling sponsorships at Starbridge, and is responsible for selling, activating, and managing all sponsorship programs for four premier SportsPlex facilities in the Mid-Atlantic region with over \$6.5 million in annual gross revenue. Baulsir has increased sponsorship revenues by over 175% per year for the SportsPlex facilities while at Starbridge, and is also a key member of Starbridge's Washington Sports & Entertainment sales team, which sells sponsorships/hospitality on behalf of the Washington Wizards/Verizon Center. Baulsir has also worked on sponsorship sales initiatives for sports properties including: the AT&T National, Capitals Red Line Monday, the Legg Mason Tennis Classic, and Nenê of the Denver Nuggets. In two years at Starbridge, Baulsir has contracted hundreds of thousands of dollars in sponsorship revenues.

Baulsir also manages Starbridge's marketing materials, and sells Starbridge's creative services to teams. In 2008, he negotiated a deal with the University of South Carolina for a comic book featuring head women's basketball coach and 3x Olympic gold medalist Dawn Staley. Additionally, he also plays a key role in managing the company's NASCAR-licensed comic book, and is a member of Starbridge's China-based Washington Wizards sponsorship team.

In 2007, Baulsir received a Bachelor of Science degree in Kinesiology (Sport Management) from James Madison University. He graduated Cum Laude in 3 ½ years with a 3.6 GPA, as a member of the school's honors program. While at JMU, Baulsir interned at Red Zebra Broadcasting (Redskins Radio) and the Bowie Baysox. He also published an honors-level undergraduate thesis and participated in wrestling, eventually serving as the Founder/President of the club team, as it replaced the now-defunct NCAA Division 1 program. Baulsir lives in North Bethesda.

Pete Bockelman
Disson Skating

A background in radio/television, sports marketing and event management gives Pete Bockelman experience in managing all of the elements of Disson Skating's figure skating shows. Over the course of his tenure with Disson Skating, he has produced over ninety (90) nationally televised events which have aired on NBC, CBS, ESPN and USA Networks. Bockelman specializes in handling the many details and aspects of implementing successful figure skating events, including sponsorship fulfillment, sponsorship development, and operations of events. In 2003, Bockelman supervised the production of the Daytime Emmy Award nominated program entitled "Scott Hamilton and Friends."



Steve Cobb
Co-Founder & Partner, Active8Social

Steve Cobb is a passionate entrepreneur who constantly seeks creative and effective ways to leverage social media for his sports clients. He specializes in the online activation of corporate sponsors through athlete web properties by developing integrated digital marketing campaigns.

As Co-Founder and Partner at Active8Social, he works alongside talented individuals dedicated to helping corporate brands, professional sports events, teams and athletes build, leverage and monetize their social media properties.

Steve recently formed the DC Sports Professionals Network (DCSPN) to bring together local industry executives, professionals, and students. Prior to his entrepreneurial journey, he worked for two years as an investment banking analyst at Stifel Nicolaus (formerly Legg Mason) in Baltimore, MD.

Steve graduated from Cornell University with a BA in Economics and Psychology, where he played point guard for the men's varsity basketball team. To keep his athletic and creative juices flowing, Steve enjoys playing both basketball and the piano in his free time.

Adam Cohen
Marketing & Sponsorship, Perennial Sports and Entertainment

Working within the spotlight of collegiate and professional sports is nothing new for Adam Cohen. He spent 2006 working for the Washington Wizards, helping team officials develop marketing strategies and in-game components. A year later, he helped the Washington Mystics in the same capacities while assisting with the execution of new media and public relations objectives. While attending the George Washington University, Cohen served three years on the Executive Board as Marketing Director of the official fan group of the university's nationally ranked basketball programs. Within this position, he constantly worked with administrators, athletes and the student body to promote games and enhance fan experience.

At Perennial Sports and Entertainment, Cohen is responsible for generating all marketing materials such as sponsorship proposals and marketing plans. He is also heavily involved in the recruiting process and player development of football prospects. Working closely with Senior Advisor and former NFL player Tony Paige, Cohen manages travel, team visits, housing, and training to ease the transition from collegiate to professional athlete. In addition, Cohen plays a key role in securing endorsement deals and other contracts for current NFL and NBA clients.

Cohen received his B.B.A. from the George Washington University with a dual concentration in Marketing and Sports Management.



Rich Daniel
D.C. Divas Football

Rich is a multi Emmy award winning 30 year veteran of the broadcasting business. Rich spent the better part of his career as the Executive Producer and Sports Director at WJLA-TV. He's produced hundreds of hours of content for a variety of local and national outlets. Rich worked with the Washington Redskins game day crew for 7 seasons and has been the General Manager of the D.C. Divas (www.dcdivas.com) women's football team since 2005. The Divas are the 2009 Eastern Conference Champions of the IWFL (www.iwflsports.com). The Divas captured their 6th division title in 7 years and earned a trip to the Super Bowl. His recent business development career has included work with Hook and Ladder

Brewing Company. Rich is currently the chairman of the Prince George's Chamber of Commerce Sports Hospitality and Entertainment Committee. He's also proud to work with one of the world's foremost leaders in wellness technology Nikken (www.nikken.com).

Mary Davis
Washington Sports & Entertainment

Tom Detulleo
Manager of Mid-Atlantic and Northeast Sports Venues, Sony Electronics

Raised in Wilmington, DE, Tom became and remains an avid fan of Philadelphia sports teams. As an undergraduate at Indiana University, he experienced college basketball at its finest and continued his passion for sports. In 1987, Tom became an NBC Page in New York City and quickly engaged with NBC Sports, assisting in their NFL and MLB productions, as well as Wimbledon and the Summer Olympic Games in 1988. After helping launch CNBC in 1989, Tom has spent the last 17-years at Sony in a variety of roles and currently manages its interests in Sports Venues in the mid-atlantic and northeast, including the integration of Sony televisions, an HD broadcast control room and PlayStation Pavilion at Nationals Park in 2008. He resides in West Chester, PA, with his wife and two sons, and is a 20-year Phillies season-ticket holder.

Alanna Elie
NFLPA

Sara K. Fornaciari
Owner and Founder, Sports+Plus

Sara Fornaciari is a sports marketing consultant and attorney, who started her own company, Sports+Plus, in 1990. She has represented top-ranked tennis stars, owned and promoted a WTA Tour tournament, served as Executive Director of the WTA Tour Players' Association and was elected to three terms on the WTA Tour's Board of Directors. She counsels nonprofits in fundraising and advises corporations on marketing through sports. Ms. Fornaciari has actively volunteered for the United States Tennis Association. She currently Chairs the Creative Opportunities Task Force and recently served as co-chair of the Davis Cup and Fed Cup Committee.

Prior to launching Sports+Plus, Ms. Fornaciari was a member of the Board of Directors of ProServ, Inc, predecessor to SFX and B.E.S.T. She was the first female sports attorney in tennis and the first female sports intern for the Washington Post.



Meredith Geisler
President, Meredith Communications

Meredith Geisler has been at the forefront of the sports public relations industry for more than 25 years, helping athletes, celebrities, sports authors, events, and corporate clients leverage their sports and entertainment involvement through the media. After serving as Public Relations Director at Advantage International (1983-1996) and Fila USA (1996-1999), then as Vice President of Corporate Communications at Total Sports (1999-2000), and Director of Public Relations at eoSports (January 2001-March 2001), Meredith founded Meredith Communications in March 2001, a firm specializing in sports publicity.

In the past three decades, Ms. Geisler has been responsible for public relations campaigns for such notable athletes including: Grant Hill, Tim Duncan, Shane Battier, Ray Allen, Bruce Bowen, Coach Jim Larranaga, Annika Sorenstam, Chamique Holdsclaw, Tamika Catchings, Derek Jeter, Cal Ripken, David Robinson, and Cobi Jones; sports authors including Christine Brennan, Mike Freeman, and Kathy Orton; the management of media operations for a wide array of professional events including the Cadillac NFL Golf Classic, American Express Invitational, and the LPGA Championship; and media relations programs for Williams & Connolly (sports practice) Fila USA, Advantage International, XCO SportsLink, KOA Sports, Total Sports, Lexus, BMW, University of Dreams, Summer Discovery, and Wolf Creek Golf Resort.

Meredith earned her B.A. from Washington University in St. Louis in 1981, and a M.S. in Sport Management from the University of Massachusetts in 1982.

In addition to her professional responsibilities, Meredith Geisler is an adjunct professor in the masters program in Sports Management at George Washington University, an adjunct professor at Georgetown University, teaching in the masters program in Sport Industry Management, and an adjunct professor in the School of Communications at American University.

On a personal note Meredith was also a top-ranked AAU and Division III collegiate swimmer. She is married to Barry Geisler, General Manager of the Patriot Center (George Mason University), and is the proud mother of a daughter Natalie and son Grant.

Carly Glennon
Director of Client Services, Washington Redskins

I graduated from the University of Florida with a B.S. in Communications (Summer 2004) and from The George Washington University with a Masters in Tourism Administration – Concentration, Sports Management (Spring 2007). I interned with the Washington Redskins, in the Marketing and Client Services Dept, for four (4) months (May – Sept 2006) before being hired full time. In Sept 2006 I was hired as a Client Services Manager and worked full-time while I completed my degree. I have since been promoted twice and am now Director, Client Services for the Washington Redskins. As Director of Client Services, I work with a number of sponsors (including Anheuser-Busch, Bank of America, Coke, FedEx, Frito-Lay and Sprint) to activate the elements in their sponsorship contracts such as stadium signage, traditional media (TV, radio and print ads), internet ads and promotions, special events and game day hospitality.



Eric Goldscher
Client Services Manager, Aquarius Sports & Entertainment

Eric serves as the Client Services Manager for Aquarius Sports & Entertainment. Eric is responsible for assisting in the development and execution of all client and partner related projects including maintaining client and partner project activity and fulfilling all activation needs through his work with third party vendors.

Prior to his work with Aquarius, Eric served as Traffic Manager for Havit Advertising, where he was responsible for the regulation of workload and the internal scheduling of work throughout the 20-person agency that was listed as the 15th fastest growing company in the Baltimore metro area. After graduating with a Bachelor of Arts at the University of Georgia, Eric spent several years working in various political jobs in and around Washington before transitioning to sports marketing.

Eric currently lives in Silver Spring with his wife and son.



Steve Goodman
Assistant Vice President for Corporate Partnerships, NFLPA

Stephen Goodman moved into the position of assistant vice president for corporate partnerships in July 2007 after serving as senior corporate partnerships manager for the three years prior. In this capacity, Goodman works directly with NFL sponsors on initiatives that involve NFL players and manages the execution of sponsorships for NFL PLAYERS programs, including servicing and activation. He also manages sponsorship relationships and works to develop promotional programs and marketing campaigns to support sponsor and licensee objectives. He also manages and sells inventory for all of NFL PLAYERS properties including television, events and multimedia. Goodman joined NFL PLAYERS in 2000 as a corporate marketing manager and was previously an account executive at Big League Broadcasting for Sports Talk 790/The Zone in Atlanta. Goodman has a B.A. in Communications from East Carolina University. Goodman and his wife Michelle have two boys ages 2 and 4.



Allen Hermeling
Director of Sales & Marketing, Washington Redskins

Allen currently serves as the Director of Sales and Marketing with the Washington Redskins. In this role, he is responsible for developing and selling customized sports marketing solutions utilizing all media assets including, internet, television, radio, direct marketing and special events. Prior to this role, Allen served as a Strategic Marketing Consultant helping to develop multi-million dollar marketing solutions for Fortune 500 Companies. Prior to working with the Redskins, Allen held the position of Director of Military Sales for the Washington Bayhawks. During his time with the Bayhawks, Allen worked to develop and extend the Bayhawks' channels of ticket distribution and marketing to Washington, D.C. area military commands. Before entering the Sports Business Industry, Allen served as a Surface Warfare Officer in the U.S. Navy for 7 years. He is a graduate of the United States Naval Academy and is currently pursuing his Masters in Business Administration at George Washington University. Allen lives in Ashburn, VA with his wife Megan.



Lou Holder
Independent Broadcast Media Professional

Lou Holder is an Emmy award winning sportscaster working with NBC, FOX, CBS CN8, Comcast SportsNet, CBS Radio and ESPN Radio. Lou has covered a large array of sporting events including the NFL, PGA, MLB World Series, NBA Eastern Conference Finals, and the NCAA Men's and Women's Final Four basketball tournaments. Lou won an Emmy for Outstanding Sports Reporting in 2003.

The list of great athletes whom Lou has interviewed is quite impressive. It includes Tiger Woods, Lance Armstrong, Venus & Serena Williams, David Beckham and Mike Tyson just to name a few.

An accomplished communications professional, Lou has also provided quality corporate communications to a number of organizations. Recently, Lou served as the Director of Communications for the Greater Washington Sports Alliance, a regional sports commission created to foster economic development and civic pride through the power of sports.

A much sought after public speaker and teacher, Lou holds a master's degree in sports administration from Temple University and a bachelor's degree in communications from Rutgers University. While at Rutgers, Lou, an All – South Jersey high school soccer selection, played for the men's soccer team. During his collegiate career, the nationally ranked Scarlet Knights qualified for three NCAA post – season tournaments and twice made it to the Final Four.

Lou belongs to many organizations including National Association of Black Sports Professionals, National Association of Black Journalists, Kappa Alpha Psi Fraternity Inc., INROADS and the Boy Scouts of America.



Crystal Hudson
Game Operations & New Media Manager, Washington Mystics

The upcoming 2010 season will be Crystal's fourth season with the Washington Mystics. As Game Operations & New Media Manager, Crystal oversees all game entertainment and manages content for the team's official website, WashingtonMystics.com. After graduating from Spelman College, she received her Master's degree in Tourism Administration with a concentration in Sport Management from the George Washington University.



Rebecca Hunt
Marketing Manager, Washington Mystics

The upcoming 2010 season will be Rebecca's fifth season with the Washington Mystics. As Marketing Manager, Rebecca oversees all marketing initiatives, including grassroots efforts, media plans and promotional materials. After graduating from the College of William & Mary, she received her Master's degree in Tourism Administration with a concentration in Sport Management from the George Washington University.

Heidi Kibirsky
Amtrak



Eric Kulczycky

National Sales Manager/Sports Marketing, Visit Fairfax

Chitta Malik Perennial



Chevonne Mansfield Assistant Director of Sports Information, Howard University

Chevonne Mansfield is in her third year as Assistant Director of Sports Information at Howard University.

Her primary duties include working with the Olympic sports at Howard while serving as the secondary contact for football and men's basketball.

She recently completed the NCAA Leadership Institute for Ethnic Minority Males and Females. The yearlong institute was held at the NCAA National Headquarters in Indianapolis and included four 2 ½ day sessions throughout 2008-09, and a weeklong session in June 2009.

A native of Long Island, N.Y., Mansfield is a 2004 graduate of St. John's University (N.Y.), where she earned a Bachelor of Science degree in Mass Communications. She received a Master's Degree from the University of Maryland Eastern Shore in 2007.

She is a member of the College Sports Information Directors of America (CoSIDA), Women in Sports and Events (WISE) and the National Association of Black Sports Professionals (NABSP).

Lisa Milner Swanson Communication

Lisa Milner is an Account Executive at Swanson Communications. After graduating from The Ohio State University in 2007 with a degree in Strategic Communications, she served as a the Marketing and New Business Fellow at Widmeyer Communications, a mid-sized public relations firm located in Washington, DC. Following the conclusion of Milner's fellowship, she began working at Swanson Communications in January 2008. Her roles at the DC-based sports and marketing firm include media relations, event planning and logistics, and intern coordinator. Milner is a member of WISE (Women in Sports and Entertainment).



Melissa Minker Miller Marketing/Communications Director for CBS Sports Commentator, Jim Nantz Enterprises

Melissa Miller graduated with a Masters degree in Tourism Administration and Sports Management from the George Washington University in December 1997. Prior to graduate school, she received her BBA in Marketing and Management from the University of Texas at Austin. During college and grad school, Melissa was the "Queen of Internships," interning for the following organizations: Texas Rangers Baseball Club, General Motors, the 1996 Atlanta Olympic Games, the US Olympic Committee, Home Team Sports Cable Network and Octagon Marketing. After receiving her Masters degree, the CBS network hired her to work as a production assistant for their coverage of the 1998 Olympic Games in Nagano, Japan. Upon her return, Melissa joined USA Track & Field (USATF) as their Senior Marketing Manager, creating their marketing and sponsorship programs. After a successful tenure at USATF and raising over \$8 million a year in sponsorship monies, Miller moved to New York City to work as the marketing representative for Jim Nantz of CBS Sports. Over the past 9 years, she has had the opportunity to work alongside Nantz at the Final Four, the Super Bowl, the PGA Championship, and Masters, to name just a few. Miller maintains the relationships between Nantz's agency and sponsor endorsement obligations; handles all of his media requests and appearances; plans various special events; oversees all business associated with Nantz Enterprises and Nantz Productions; assisted Nantz with the writing and marketing of his New York Times Bestseller, *Always By My Side*; and was the associate producer of the first-ever opening ceremony for a Super Bowl.



Ryan Mock
Hagerstown Suns

Ryan Mock is the Director of Media Relations and Broadcasting with the Hagerstown Suns Baseball Club. Ryan has taken a fairly circuitous route to Hagerstown, growing up in the Northwest before heading to Canberra, Australia for college. He graduated from University of Canberra with a degree in Sports Media and has been with the Suns since the 2007 season.

Jeffrey Newman
Senior Vice President of Events, BEST

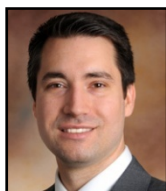
Jeff Newman brings over 16 years of experience in the creation, planning, organization and execution of major sporting events. Newman began his career in sports working for the Georgia State Olympics before being hired by Donald Dell at ProServ, Inc. in 1995 as a Tournament Associate for the Legg Mason Tennis Classic. Just four years later, he became the youngest Tournament Director within the ATP Tennis Tour worldwide and still currently holds that distinction. During Newman's tenure as Tournament Director, tournament profits have increased seven-fold, ticket sales have jumped by over 70%, and over \$1.5 million dollars have been raised for the Washington Tennis & Education Foundation programs which assist at-risk youth.

Other events within Newman's portfolio include: Tennis- Champions for Charity, Rock-n-Racquets, Andy Roddick's "My Ride" Tour, Andre Agassi Celebrity Tennis Challenge, Davis Cup and Fed Cup Semifinals (Washington, DC), TD Waterhouse Cup, AT&T Tennis Challenge; Golf- ADT Golf Skills, Exelon Golf Invitational, GOLF MAGAZINE Amateur Challenge; Volleyball- AVP Louisville Open, Miller Lite King of the Beach; College Basketball- BB&T Classic; Running- Sallie Mae 10K; Olympics- Georgia Games (state Olympics); Ice Skating- Olay presents Ice Wars; TV Production- The Superstars.

Newman currently resides in Bethesda, MD with his wife and two sons. He graduated from the University of Florida in 1993 with a Bachelor of Arts in Business Administration and Marketing. Newman is also a Founding Member, Board of Director and Treasurer for Books, Bears & Bonnets, Inc. - a non-profit organization dedicated to helping children and adults cope with cancer and other life-threatening illnesses by bringing caring gifts, thoughts and information to people fighting for their lives.

Victoria Oldak
Event Manager, BEST

In her capacity as Event Manager for BEST, Victoria Oldak is responsible for event advertising, promotion, event presentation and on-court promotions. During her tenure with BEST she has served as Talent Coordinator for the ABC television hit Superstars, directed on-court entertainment for the Hall of Fame College Basketball Showcase for ESPN and handled the marketing for numerous events across the country, including the Legg Mason Tennis Classic, Rock-n-Racquets, the Fifth Third Tennis Challenger and the AVP Louisville Open. She has been with BEST full-time for three years and is entering her fifth Legg Mason Tennis Classic. A graduate of Brown University, Victoria is a Washington, DC area native who currently serves on the board of Best Buddies Maryland.



Steven Olenick
Associate; Advertising, Marketing & Promotions; Entertainment, Media & Publishing;
Intellectual Property

Steven Olenick counsels individuals, entertainers, current and retired professional athletes, coaches, start-ups, sports agencies, marketing companies, advertising companies and digital media companies in connection with all aspects of advertising, marketing, digital technology and sports

and entertainment. In addition, Mr. Olenick counsels and provides strategic business advice to current and retired professional athletes and sports agencies all over the world.

Prior to joining the firm, Mr. Olenick worked for Entersport Management, Inc, an agency that specializes in the representation of professional basketball players internationally. In his role at Entersport, he counseled clients with respect to drafting and negotiating player contracts, salary caps, marketing and endorsement contracts, brand identity and management issues, crisis management, sponsorship agreements, agency-client agreements, talent agreements, non-disclosure agreements, services agreements, licensing agreements and production agreements.

Mr. Olenick began his legal career working on sports and entertainment related transactions at Paul, Weiss, Rifkind, Wharton & Garrison LLP.



Peter Parussini
Head of Corporate Affairs & National Broadcaster, Television New Zealand Ltd

As Head of Corporate Affairs for New Zealand's largest media organization and national broadcaster, Television New Zealand Ltd, Peter Parussini is a member of the company's Executive Team with responsibilities for key strategic, public policy, regulatory, government and reputation management issues.

Peter started his career as a journalist and worked for a decade in that industry, specialising in politics. This led to him becoming the speech writer and later chief press secretary to former Prime Minister and later World Trade Organisation Secretary General Rt Hon Mike Moore.

Peter has had long career in public relations, working on a number of New Zealand's major government relations, public issues management, marketing communications and sports marketing assignments. These included the establishment of the professional Hurricanes rugby union franchise and serving as an advisor on the introduction of professional rugby to New Zealand in 1996.

From 2000 to 2004 Peter was the General Manager Communications for the New Zealand Rugby Union, with responsibility for the public relations, government relations and media management of the All Blacks and other national teams of New Zealand and rugby union competitions including the Super 12 and National Provincial Championship. At the NZRU Peter initiated a national education campaign to take rugby union from the playing field into the class room, helped create the "rippa rugby" children's version of the game and created the organisation's new media unit.

He has also worked for New Zealand's largest company Telecom New Zealand Ltd as Head of Group Brand and Sponsorship.

Peter has a Master of Communications (with distinction) Degree from Victoria University of Wellington, a Diploma in Chinese (Mandarin) Language from the Beijing Foreign Studies University in the Peoples Republic of China and is a graduate of the Wellington Polytechnic School of Journalism.

Mindy Pipes
Washington Sports & Entertainment

Mindy Pipes currently serves as a Sponsorship Services Manager for Washington Sports & Entertainment, managing the activation of corporate partnerships for the Washington Wizards, Verizon Center, and George Mason University's Patriot Center. In this role, Mindy manages the media, events, promotional platforms, and advertising inventory that has been sold to sponsors, and is responsible for the process of implementing those assets during the NBA season and beyond. Prior to joining Washington Sports & Entertainment in 2004, Mindy worked for Sports Plus, a sports marketing and event management company located in Bethesda Maryland, and for the 2003 World Figure Skating Championships, where she served in the role of Business and Marketing Coordinator. Since 1999, Mindy has also served as the Tournament Manager of the BB&T Classic, a yearly college basketball event held in December at Verizon Center, which features the men's basketball teams from George Washington University and the University of Maryland. Mindy graduated from George Washington University in 2001 with a BA in Sport Management.

Luke Rowe**Vice President of Business Development, Fleet Feet, Inc.**

Vice President of Business Development for Fleet Feet, Inc , a franchise based retail business with over 90 locations. A 30 year sporting goods industry veteran focused on the running specialty segment. Luke began his career in 1978 working in a small specialty running store in Bethesda, MD and later spent ten years (1992 – 2001) working for Brooks Sports of Bothell, WA in both a marketing and sales capacity as they re-establish themselves as a premier running brand. In 2003 Luke joined Fleet Feet, Inc and has pioneered industry leading programs working with key brands as well as driving customer experience initiatives in store.

**Marie Rudolph****Co-Founder, EagleBank Bowl**

A lifelong sports enthusiast, Rudolph created her opportunity to work in the industry when she co-founded the EagleBank Bowl in 2008. In securing the inaugural license, Rudolph was involved in negotiating contracts with ESPN, the United States Naval Academy, United States Military Academy and the Atlantic Coast Conference (ACC) as well as securing a \$2MM letter of credit. She remains involved in the day-to-day operations of the EagleBank Bowl, including managing the events held during Bowl Week.

Prior to the Bowl game, Rudolph made her living in politics and serving those in elected office on Capitol Hill and in the D.C. Mayor and D.C. City Council Chairman's offices. Most recently, Rudolph served as the Director of the Office of Government, International and Community Relations at The George Washington University.

Rudolph hails from Colorado and currently resides in Washington, D.C. She holds a B.A. from Regis University and an M.A. from The George Washington University.

Amy Shapiro**Assistant to Michael Wilbon and Tony Kornheiser, ESPN's "Pardon the Interruption"**

Amy Shapiro is the Assistant to Michael Wilbon and Tony Kornheiser at ESPN's "Pardon the Interruption". She graduated from Middlebury College in 2000 and earned her Masters in Tourism Administration with a focus in Sports Management from The George Washington University in 2006. Before joining ESPN, Amy worked in a variety of positions within the sports field, including coaching soccer at her alma mater, directing the Aquatics and Intramural Sports program at Lafayette College and interning in the corporate marketing department at the Washington Redskins.

In her current position, she handles scheduling, media requests, travel arrangements and interviews. In addition, Amy traveled around the country with Tony Kornheiser for Monday Night Football for three seasons.

Shauna Smith**Washington Redskins****Tiffany Sy****Metropolitan Richmond Sports Backers**

Tiffany Sy is the Sponsorship and Development Manager for the Metropolitan Richmond Sports Backers. In this role, she oversees sponsor sales, activation and renewal efforts for all Sports Backers' owned and operated events. The Sports Backers was recognized by the National Association of Sports Commissions as the Top Sports Commission in 2006 and 2009

She earned a Masters in Tourism Administration with a concentration in Sports Management from The George Washington University and a B.S. in Sport Management from the University of Massachusetts-Amherst. Tiffany has

had previous experience with the Greater Washington Sports Alliance, the United States Olympic Committee, EagleBank and the UMass Athletic Department.

Donna Wilkinson
D.C. Divas Football

Donna Wilkinson is an elite athlete, mentor, coach and wellness consultant who is developing an international business with Nikken. She speaks on various topics including women's equality, wellness technology, weight loss, nutrition and motivation. Donna's expertise in healing and recovery has set her apart in the wellness industry and has given her the opportunity to help others succeed in creating a healthier and more balanced life. Her website www.yourwellnessfoundation.com shares a progressive and revolutionary approach to living healthy. Donna is also a ten year veteran of the DC Divas women's professional football team. Known as "The Animal," Donna has been a dominant force in the league, an All-Star, team MVP and has played every position since the team's inception in 2001. Learn more at www.donnawilkinson.com.



Ellen M. Zavian
Associate General Counsel, Association of Corporate Counsel (ACC)

Ellen serves as Associate General Counsel for the Association of Corporate Counsel (ACC), an organization representing the needs of in-house counsel, focusing on new media and legal technology areas.

She is a Certified Arbitrator with the American Arbitration Association, reviewing contractual disputes in sports/entertainment matters. In addition, she serves on the DC Bar's Attorney-Client Arbitration Board as well as on the Arts, Entertainment, Media and Sports Section Committee, putting together yearly programs (CLE).

Prior to joining the ACC, she represented over 40 NFL players, as the first female/attorney to represent them, the members of the 1996 US Women's soccer and softball teams in contract negotiations with their governing bodies, professional skateboarders in negotiations with ESPN for the X-Games, and held the title of Commissioner for the Central Atlantic Collegiate Conference (NCAA Div. II).

Ellen served as national coordinator for the NFL Players Association/John Hopkins Native Vision project, which helped deal with life issues facing the Native American population across the country. She has been a columnist for Street & Smith's Business Journal, Brand Marketing and Operation Bass magazines, while regularly writing, as a freelancer, for Street & Smith's PRO, Football Annual and College Basketball and Sports Illustrated for Women, Pro Football Weekly, USA Today.com, MSNBC.com, to name just a few. She also teaches sports law and management at George Washington University and other prominent schools in the area.

Barred: Dc, NJ and PA

University of Maryland, undergraduate, B.S. in Business Management
American University, School of Law, J.D.