

Press Box

Sports Organizations



TIM HINCHEY

Tim Hinchey has been named president and CEO of USA Swimming. Hinchey, who has been president of Major League Soccer's Colorado Rapids since 2011, will succeed longtime

CEO **Chuck Wielgus**, who passed away in April. Hinchey has more than 25 years of experience in sports, including leadership positions with Major League Soccer, the English Premier League, the National Basketball Association and the National Hockey League.



JIM SCHERR

Jim Scherr has been named the first CEO of the Federation of International Lacrosse (FIL), the international governing body that was formed in 2008 as the result of a merger between the

International Federation of Women's Lacrosse Associations and the International Lacrosse Federation. Scherr, the former CEO of the U.S. Olympic Committee, most recently served as executive director for the National Wheelchair Basketball Association. He also served as executive director of USA Wrestling.

Casey Taker has been named partner at Open Water Planet, a new event series with a focus on open-water swimming. She previously served as the organization's director of hospitality and COO. Prior to that, she founded Anytakers Sports & Entertainment.

Lydia Murphy-Stephans, president of Pac-12 Networks, has stepped down to launch a media advisory company, where she will act as a consultant to Pac-12 Networks. Murphy-Stephans is a retired Olympic speedskater who became the first woman to head a national sports network.

Ironman Expands Event Portfolio

Ironman acquires Competitor Group and its Rock 'n' Roll Marathon Series, and launches a North American 5K series



Ironman has may now have an iron grip on running events nationally, thanks to its acquisition of Competitor Group Holdings, organizers of the Rock 'n' Roll Marathon Series. In addition, the company announced it would start a new 5K

series to be held alongside several of its Ironman races across North America.

"This is an important step in the growth Ironman has seen over the last decade," Ironman CEO Andrew Messick said in a statement announcing the Competitor deal. "The acquisition of the world's largest running platform puts us in an exciting position for the future growth of running worldwide. The ability to help globalize the successful Rock 'n' Roll Marathon Series brings about many opportunities to demonstrate our leadership in this industry."

Ironman, part of Chinese-owned Wanda Sports Holding, owns or operates more than 20 running races worldwide. Competitor organizes more than 30 events including the flagship Rock 'n' Roll Marathon Series, which debuted in 1998. The races attract more than 600,000 athletes each year.

Meanwhile, Ironman also announced it will launch a new Friends & Family 5K Event Series, which will be run in the days before select Ironman and Ironman 70.3 triathlons in 2017. The series comes after a successful pilot program in 2016 that involved staging 5Ks at the Ironman Louisville and Ironman Arizona races. The 2017 series will allow Ironman athletes, supporters and spectators to run 5Ks during race week in nine locations across the United States and Canada. ■

—Jason Gewirtz

The **North American Soccer League** has announced a new expansion team in Orange County, California. The new West Coast club will begin play in the 2018 spring season at Titan Stadium, a soccer-specific stadium located on the campus of California State University–Fullerton.

Hosts & Suppliers

Mike Testa has been named president and CEO of Visit Sacramento, where he previously served as its chief operating officer. Testa started at Visit Sacramento in 2001, first as director



MIKE TESTA

of public relations. Prior to that, he worked for the Downtown Sacramento Partnership directing its public relations and marketing activities.

Ron Sertz, executive director of the Erie Sports Commission, has been inducted into the Metro Erie Chapter of the Pennsylvania Sports Hall of Fame. He has been involved in the Erie sports scene for more than five decades, having also served as director of operations for the Erie Otters of the Ontario Hockey League and as founding president of the Erie BayHawks.



RON SERTZ

Jason Sands has been appointed sports marketing director at the Fort Worth

(Texas) Convention & Visitors Bureau. Sands most recently served as executive director of the Evansville Sports Corp. He also served as director of sponsorship and marketing for the EVP Pro Beach Volleyball Tour and director of sports development at the South Shore Convention & Visitors Authority.



MARISSA WERNER

Visit Milwaukee has promoted **Marissa Werner** to senior sports and entertainment sales manager. Werner has been with the convention and visitors bureau since

2011 and has worked to bring events including the NCAA Men's Basketball Championships, PGA Championships and Big East Volleyball Championships to the city.

BCD Meetings & Events, a global meetings and events agency, has announced the formation of **BCD Sports**, an independent unit that will focus on designing athletic experiences for corporate hospitality and coordinating team travel for professional, collegiate and youth teams.

Sites & Venues

National Football League owners have awarded **Tampa** the 2021 Super Bowl, an event that previously had been given to Los Angeles. Instead, Los Angeles will host the 2022 Super Bowl after weather delays postponed the anticipated opening of the new stadium that will house the Los Angeles Rams and Chargers. The 2021 Super Bowl will mark Tampa's fifth time hosting the NFL's premier event, and its first time hosting since 2009.

The 2019 NBA All-Star Game will be staged at **Spectrum Center** in Charlotte, North Carolina. The game will be held February 17 and comes nearly two years after the league took the 2017 game away from the city over North Carolina's controversial HB2 legislation.

The NFL Pro Bowl will return to Orlando's **Camping World Stadium** in 2018, the second consecutive

year the venue will host the event. The NFL will stage Pro Bowl Week festivities across the Orlando area. Orlando also will host the NFL Flag Championships Powered by USA Football, the announcement of the Don Shula NFL High School Coach of the Year Award and the annual USA Football National Conference, the largest gathering of youth and high school football administrators and coaches in the country.

USA Volleyball has selected Detroit, Dallas and Phoenix as host of its three signature national championship events in 2018. The USA Volleyball Girls' Junior National Championships will be staged in Detroit for the first time and will be played June 25–July 4 at the **Cobo Center**. The USA Volleyball Boys' Junior National Championships will return to Phoenix for the third time, July 2–9, at the **Phoenix Convention Center**. And the USA Volleyball Open National Championships will return May 25–30 at the **Kay Bailey Hutcheon Convention Center**.

SMG has been selected to manage a new exhibition and convention space under construction in **Shenzhen, China**. With 4.3 million square feet of



SHENZHEN, CHINA

exhibition space and another 500,000 square feet of meeting space, the venue is set to become one of the largest convention centers in the world when it is scheduled to open in 2019.

Des Moines, Iowa, has been awarded the 2018 and 2019 National Association of Intercollegiate Athletics Men's Volleyball National Invitational, the first

THE LEADERSHIP COACH

Tips for Productivity

The world has become more complicated and pressure-filled than ever before and we must work harder at developing techniques that will allow us to handle everything that comes our way. Here are three important bits of advice I've received over the years that have helped me handle the crush.

The first comes from a book by Alan Lakein called "How to Get Control of Your Time and Your Life." The book contains much wisdom, but the tip that has helped me the most is to never touch a piece of paper twice—deal with it right away. Translated into modern life, never open an



email twice. Respond to it immediately.

The second valuable lesson I received was from a business associate who advised me to do everything in blocks of time. In other words, make all phone calls together, devote another slot to replying to emails, etc.

The third—and perhaps most important—bit of advice I received was to schedule 15 to 20 minutes of meditation time every day. Before dealing with any communication after waking up in the morning, I have some quiet time before the frenetic pace of the day begins.

I hope these tips help you become more productive every day. ■

The Leadership Coach is Peter Burwash, founder of Peter Burwash International, which manages tennis instruction programs worldwide. His books are available through the Media Zone at SportsTravelMagazine.com. He can be reached at leadershipcoach@schneiderpublishing.com.

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time the city will host the event. Eight teams will compete at the **Charles S. Johnson Wellness Center** at Grand View University, April 18–21, 2018, and April 17–20, 2019.

The 2019 KitchenAid Senior PGA Championship will be held at **Oak Hill Country Club** in Pittsford, New York. This will be the second time the championship in senior golf will take place on Oak Hill's historic East Course.



Sponsors & Licensing

Specialty sporting goods manufacturer **Mizuno** has partnered with **LakePoint Sporting Community**, a tournament destination in Emerson, Georgia, with athletic facilities, retail, entertainment and hotels. Mizuno will serve as the offi-

cial performance sports gear partner of LakePoint.

The **NFL** and **Bose Corp.** have announced a multiyear extension of their sponsorship agreement, which designates Bose as the official head-phone and headset of the NFL. Bose has served as an official sponsor of the NFL since 2011.

Aflac has signed a partnership making it the official supplemental insurance provider of **Tough Mudder**, the active lifestyle brand and media company. The partnership includes the introduction of the Aflac Small Business Challenge, designed for teams participating in Tough Mudder events on behalf of small businesses.

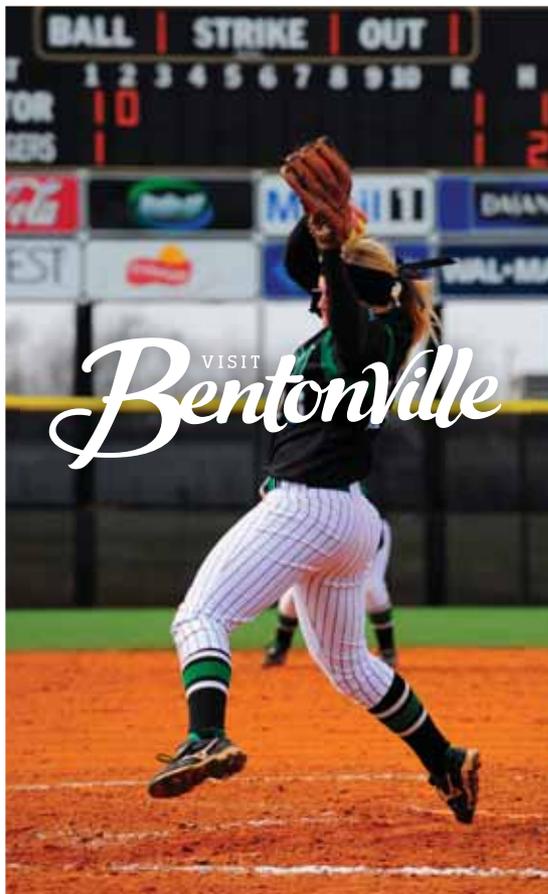
National Car Rental has become the national official car rental partner of the Boston Red Sox through 2021. National will have in-stadium signage above the Green Monster outfield wall and home plate and a

presence in the Royal Rooters Club. The company will also sponsor the new Emerald Club Express Gate, a dedicated entry line to Fenway Park available exclusively for Emerald Club Members and their guests.

And Finally...

In advance of the 2018 College Football Playoff National Championship at Mercedes-Benz Stadium in Atlanta, the **Atlanta Football Host Committee** and the **College Football Playoff** have partnered to fund Atlanta's first Creative Learning Systems SmartLab. The \$75,000 donation was made in honor of the Scott Elementary School faculty. The facility will allow students to explore a wide range of applied technologies, including robotics, software engineering, mechanics and structures, computer graphics, digital media and more. ■

—Edited by Jennifer Lee



A town of high fives, home runs, and grand slams in Northwest Arkansas

Contact Luke Charpentier today for more information.
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