

Press Box

Sports Organizations

Katrina Adams has been reappointed to a second term as chairman, president and CEO of the U.S. Tennis Association, making her the first president in the organization's history to be reappointed to a second consecutive term. Adams has led the organization since 2014, after serving on the USTA board of directors since 2005. She is the first African-American, first former professional tennis player and youngest person to serve as president in the organization's 135-year history.



KATRINA ADAMS



Pete Vlastelica has been named president and CEO of Major League Gaming, an e-sports division launched by entertainment company Activision Blizzard in Santa Monica, California. Vlastelica most recently served as executive vice-president of digital at Fox Sports. He founded the online sports network Yardbarker and sold it to Fox in 2010.

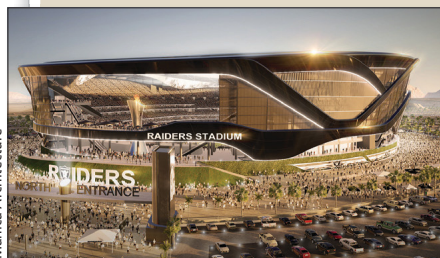
Rick Brenner has been appointed president of Michigan International Speedway in Brooklyn, Michigan. Brenner most recently served as president of DSF Sports and Entertainment, the company that owns the New Hampshire Fisher Cats. Prior to that, Brenner was COO and general manager of the Trenton Thunder minor league baseball team in New Jersey.



RICK BRENNER

Steve Czarnecki has been named executive director of Colorado Springs Youth Sports, which operates the 18-field El Pomar Youth Sports Park. Czarnecki served for nearly

Las Vegas Sets Stage For Football



Manica Architecture

Plans are underway for a \$1.9 billion, 65,000-seat venue in Las Vegas.

The measure, signed by Nevada Governor Brian Sandoval, will raise room taxes in Clark County to pay for both projects, including the new stadium that would be built near the Las Vegas Strip. The \$1.9 billion, 65,000-seat venue has the potential to house the NFL's Oakland Raiders as well as the UNLV football team. Raiders' owner Mark Davis had expressed an interest in moving the team to Las Vegas if the bill was approved, but NFL team owners would need to approve any relocation.

The legislation also includes plans for the expansion of the city's convention center, a \$1.4 billion project that would add 600,000 square feet of new exhibit space to the venue, which hosts several major sporting events and can accommodate a variety of other events. The convention center currently offers 2 million square feet of exhibit space and nearly 250,000 square feet of meeting space.

Both the stadium project and convention center expansion are expected to pump \$1.4 billion into Las Vegas' economy, create more than 14,000 jobs and attract 1 million additional visitors to the city each year. ■

—Jennifer Lee

four years as executive director of USA Racquetball, also headquartered in Colorado Springs.

A \$70 million multiyear licensing agreement between the **United States Cricket Association** and Global Sports Venues LLC will bring a franchised Twenty20 professional cricket league to the United States. The deal is expected to provide annual contracts to male and female American athletes who are seeking a career in the sport.

USA Track & Field has announced a new partnership with the National Black Marathoners Association. The one-year initiative will help the NBMA develop and fund a training program that targets African-American faith-based communities, and also

Legislation was approved for development of a new stadium and expansion of the convention center

Nevada lawmakers have enacted legislation paving the way for an expansion and renovation of the Las Vegas Convention Center and development of a new domed stadium in the city that could serve as the home of an NFL team.

includes contributions to the NBMA's college scholarship program.

Hosts & Suppliers

Al Hutchinson has been appointed president and CEO of Visit Baltimore. With more than 24 years of experience in the hospitality and destination marketing industry, Hutchinson most recently served as president and CEO of Visit Mobile (Alabama). Hutchinson also was vice-president of sales and services at the Virginia Beach Convention & Visitors Bureau for more than 11 years.



AL HUTCHINSON

THE LEADERSHIP COACH

Reading Body Language

Marc Anderson has been promoted to executive vice-president of Choose Chicago, where he most recently served as chief sales officer. He previously worked as assistant vice-president of sales for Choose Chicago from 2002 to 2007 (when the organization was known as the Chicago Convention & Tourism Bureau). He then went on to serve as regional director of marketing for the Peninsula Hotels before returning to Choose Chicago.



MARC ANDERSON

Tom Kiely has been appointed CEO of Visit West Hollywood (California). Kiely most recently was executive vice-president of tourism at the San Francisco Travel Association. He has served in leadership positions with the California Academy of Sciences in San Francisco, Atlantis, The Palm in Dubai and Universal Studios Hollywood in California.



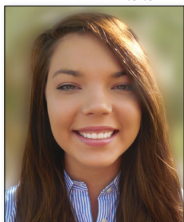
TOM KIELY

Palm Beach Coast and the Flagler Beaches (Florida), Flagler County's destination marketing organization, has hired two new staff members.



CRAIG LENNIGER

Craig Lenniger has been appointed tourism sales and grants manager, and **Darbi Ellis** will serve as marketing coordinator, a new position. Lenniger previously was the national tour director and director of operations for the Extreme Volleyball Professional Tour. Ellis is a recent graduate of Flagler College and had been working as an intern for the tourism office before she was hired full-time.

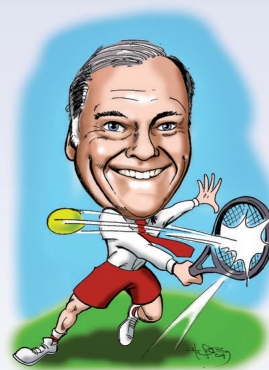


DARBI ELLIS

Jeff Rank has been named member services manager at the National Association of Sports Commissions in Cincinnati. Rank previously worked at Total Quality Logistics and also has

One thing that most people did not discuss in this year's lead-up to the presidential election was the body language of Hillary Clinton and Donald Trump during their public appearances. Since the majority of Americans did not trust one or both of the candidates, I felt it was worth studying them, with the television sound both off and on.

Clinton was often looking up in the air or down at the ground. When detectives are questioning people, they study the body language of the individuals, specifically the eyes. When someone looks all over the



place, they are often considered to be uncomfortable or not telling the truth.

Trump's insecurity was much more obvious. Often, he repeated sentences. Constant repetition shows either insecurity regarding the message being given or lack of belief in what you're saying.

Coaches, teachers, leaders and parents should have their communications videotaped or the audio recorded. Then watch with the sound off, or listen without looking at the person speaking. You will see things from a different perspective, and your delivery as a leader will have greater impact both visually and verbally. ■

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.

experience in intercollegiate athletics at the Division I level.

Sites & Venues

The 2017 NFL Draft will be staged in **Philadelphia**, April 27–29. The draft, which has been held in Chicago the last two years, will be scheduled for prime-time for Rounds 1–3. The draft will conclude on April 29 with Rounds 4–7.

College Connection's Shooting Star Field Hockey Tournament Showcase will be held at **DE Turf Sports Complex**, which is under construction in Kent County, Delaware, and is scheduled to be completed in the spring. The field hockey event—held over the 2017 Easter weekend—is DE Turf Sports Complex's first major tournament.

PPG and the National Hockey League's Pittsburgh Penguins have reached a 20-year naming rights agreement to

rename the former Consol Energy Center as **PPG Paints Arena**. PPG has also become the official paint supplier of the Penguins.

In response to controversial legislation that requires transgender people to use bathrooms of their birth gender and removes other discrimination protections for the lesbian, gay, bisexual and transgender community, the Atlantic Coast Conference has relocated several of its championship events from Charlotte, North Carolina. The 2016 ACC Football Championship will be played at **Camping World Stadium** in Orlando, Florida, December 3. The 2017 Baseball Championship will be held at **Louisville Slugger Field** in Louisville, Kentucky, May 23–28. Additionally, the baseball championship will increase from 10 to 12 teams and feature a new pool play format.

The Palm Beach County (Florida) Sports Commission has announced the creation of the Holiday Basketball Classic

GOVERNING BODY DOSSIER

World Sailing Sets New Course for the Sport

World Sailing has completed a major rebranding effort that goes beyond its decision last year to change its name from the International Sailing Federation, or ISAF. In October, the international federation unveiled a new logo, vision and mission statement designed to highlight the sport's connection to the forces of nature and carry that excitement over to everything the federation does, including events.

"We did a bit of soul-searching to get to the bottom of what is different about sailing," said Hugh Chambers, chief commercial officer. "It has attributes that overlap to other sports in terms of excitement and athleticism. But the one thing that makes it different from other sports is this notion of harnessing the power of nature."

New look. The rebrand for the organization, based in England, began last year with the name change to World Sailing. "There's a general trend for international sports federations to move from acronyms to something that is perhaps a little more user-friendly," Chambers said. "We haven't historically been consumer-facing, but as we move more and more toward that, moving away from acronyms is a good thing."

The latest announced efforts also featured a new mission that includes making "sailing more exciting and accessible for everyone to participate or watch" and to "create and regulate exciting competition events to showcase the natural power of wind-driven water sport." The federation's new vision statement also touts sailing's "unique relationship between sport, technology and the forces of nature."

The governing body has produced a new video highlighting that connection, with sailors talking about the role that wind and water play in their sport,

with dramatic images of boats carving through the waters that serve as the sport's venues. A new logo also takes a previous sail image used by the ISAF and updates it with new colors and shapes. "The multicolored logo is a fresh interpretation of our historic sails logo," Chambers said. "It's an evolution as opposed to a complete departure. It's much more up-to-date, vibrant and dynamic."

Event excitement. World Sailing is also hoping that the new messaging will spill over into host cities as they plan events. While the governing body does not play a role in organizing high-profile events such as the America's Cup, the Volvo Ocean Race or the Extreme Sailing Series, Chambers said there is a lot to be learned from the way those events have been engaging audiences in recent years.

Specifically, he noted that the 2017 Sailing World Cup—a World Sailing event—will take place in January in Miami, timed to align with the Miami Marathon. Chambers said it will be a good test as the federation unveils its new messaging and he's counting on an exciting atmosphere. "We've got really high hopes we can turn this into a festival of sport and a festival of sailing, and get a much bigger buzz around that," he said.

He noted that the 2014 World Championships in Spain attracted 400,000 people over the course of the event: "Is there a reason why we can't do that in Miami next January?"

Chambers said reaction so far to the rebrand has been "universally positive" but that sticking to the message among all the federation's constituencies will be key in years to come. "Then it's a question of how we build those partnerships and build world-class events that showcase the sport." ■

—Jason Gewirtz



of the Palm Beaches, scheduled for December 28–30. The national high school invitational tournament will take place at **Oxbridge Academy** in West Palm Beach, **Olympic Heights Community High School** in Boca Raton, **William T. Dwyer High School** in Palm Beach Gardens and **Palm Beach Gardens Community High School**.

Rising Star Sports Ranch Resort has opened in Mesquite, Nevada. The property features 210 rooms, many



RISING STAR SPORTS RANCH RESORT

featuring bunk beds and adjoining rooms for parents and chaperones. In addition to meeting space, a restaurant and arcade, sports amenities include a full-size grass field for soccer, football, lacrosse and other field sports. A 30,000-square-foot field house called "The Barn" is currently under construction and will open in May 2017. The University of Utah Men's Lacrosse Division I & Pro Exposure Camp will be held at the property in December.

Ironman has announced that it is adding a new Ironman 70.3 event in **Madison, Wisconsin**, which will replace the Wisconsin Milkman Triathlon. The event will take place June 11, 2017.

Vancouver, British Columbia, will host the 2017 North American Golf Innovation Symposium, which will take place March 6–7. The symposium will be the fourth hosted by the United States Golf Association and the first conducted outside of the United States.

The BMX course at **E.P. "Tom" Sawyer State Park** in Louisville, Kentucky, has completed a \$925,000 update. In addition to the renovation, USA BMX has signed a 10-year agreement to ensure that the Derby City Nationals will remain at Sawyer State Park through at least 2025.

Press Box

Ford Center at The Star, the new world headquarters and practice facility of the Dallas Cowboys, has officially



FORD CENTER AT THE STAR

opened in Frisco, Texas. The 12,000-seat multipurpose indoor stadium can be booked for events.

Sponsors & Licensing

The **Pac-12** and **76** have announced a multiyear agreement that makes the retail gas brand the presenting sponsor of the Pac-12 Football Championship Game. Through the partnership, 76 will be the game's first presenting sponsor in its six-year history.

The **International Paralympic Committee** and **Ottobock**, a manufacturer of wheelchairs, rehabilitation and medical products, have extended their worldwide partnership until the end of 2020. Ottobock has been an international partner since 2005 and has provided technical services for equipment used by Paralympians since 1988.

AEG and e-sports company **ESL** have announced a long-term global partnership intended to broaden the reach of e-sports. The partnership will enable ESL to stage events at AEG's global network of venues. Additionally, the two companies are looking to develop new e-sports events and expand the ESL's presence in the Asia Pacific region.

NASCAR and **Mars Chocolate North America** have renewed their partnership through 2019. Mars Chocolate will continue to serve as the official chocolate of NASCAR, a title it has held since 2000.

Greenlayer, a performance apparel company, has been named the official merchandising and sustainability part-

ners of **Running USA**. Greenlayer will help convert finisher shirts and merchandise to more sustainable options and will offer preferred and discounted pricing to Running USA members.

And Finally...

Fédération Aéronautique Internationale (FAI), also known as the

World Air Sports Federation, has announced that it will hold its first international conference and expo on drones in 2017. A date has yet to be announced, but the event will focus on sports, innovation and safety. Founded in 1905 and recognized by the International Olympic Committee, the FAI is the world governing body for air sports and for certifying world aviation and space records. ■

—Edited by Jennifer Lee

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In Cabarrus County, NC, we really get into our sports. It doesn't matter what type. That's because in addition to being the home of motorsports' biggest races, we also have experience hosting events of all sizes. We have the venues you want. See how we can help you with your event.

For more information, contact John Poole at (704) 456-7968 or email at John.Poole@VisitCabarrus.com

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