



THE NATIONAL SPORTS FORUM 2015 BUSINESS OF DIVERSITY IN SPORTS & ENTERTAINMENT COHORT - CINCINNATI, OHIO

CINCINNATI, OH (Feb. 8, 2015) - The National Sports Forum --- the largest annual cross gathering of the top sports marketing, sales, promotions and event entertainment executives from across North America --- held the third annual Business of Diversity in Sports and Entertainment (BDSE) professional development program. Recognizing that there aren't enough programs supporting the importance of diversity in the front office, the NSF aims to increase the opportunities for up-and-coming diverse sports professionals to have access to the senior-level best practices of revenue generating responsibilities within the industry and networking opportunities that have set NSF apart.

The 2015 BDSE Cohort was made up of 29 up-and-coming diverse sports professionals, who were selected by the NSF BDSE Committee through an application process. Each selected individual received a complimentary badge to attend the 2015 National Sports Forum in Cincinnati. On Sunday, February 8th, the Business of Diversity in Sports and Entertainment Cohort held a private professional day-long seminar at the Duke Energy Convention Center.

This program focused on key industry issues and trends and sharing best practices of networking, career navigation and professional development within the industry. The seminar was led under the direction of Christina Wright, Assistant Director of Human Resources at the NCAA and Andy Dolich, Partner in Odgers Berndtson's North American Sports Practice. A highlight of the BDSE Workshop was Keynote Speaker, Oliver Luck with NCAA. Oliver shared valuable insight on the diversity of thought with the Cohort - "Embrace diversity of thought. Spend more time with people you disagree with than with people you agree with"

Congratulations to all 29 members of the 2015 Business of Diversity in Sports and Entertainment program, including:

- **Alexa Linger**, Arizona Sports Radio
- **Brian Jemison**
- **Cesar Sanchez**, Leyendas/Legends
- **Charles Nieves**, Boys & Girls Clubs of America
- **Cheray Haynes**, Georgia State University
- **Chris Grant**, Conference USA
- **Deandra Duggans**, Events DC
- **Heather Lawrence-Benedict**, Ohio University
- **Hosei Maruyama**, St. Louis Cardinals
- **Illiana Acosta**, Yume
- **Jerry Vaughn**, NCAA
- **Jessica Harbison Weaver**, Mercer University
- **Jose Arnau**, Grupo Chespirito
- **Karim Fathi**, Ohio University
- **Keira Durette**, New Orleans Saints
- **Keisha Wyatt**, Dallas Mavericks
- **Kristen Jacob Smith**, NCAA
- **LeeAnne Looney**, Indianapolis Motor Speedway
- **Lindsey Arnold**, Monumental Sports
- **Mary Eiland**, NCAA
- **Melissa DeJesus**, Indianapolis Motor Speedway
- **Michael Carrasquillo**, Johnny Marines Enterprises
- **Morris White**, Northern Illinois University
- **Nikki Bowey**, Jacksonville Jaguars
- **Randall Harris**, Fenway Sports Management
- **Rishi Lal**, S&E Sponsorship Group
- **Stephanie Holland**, University of San Francisco
- **Theophilus Mitchell**, Stanford Recreation - Stanford University
- **Tiffany White**, St. Louis Rams

For more information on the National Sports Forum 2015 BDSE Cohort contact Mackenzie Hodge at mackenzie@sports-forum.com or 619.469.4101 ext 204