



For Immediate Release

## The NSF Announces its 2008 Steering Committee

**San Diego, CA (6/4/2007)** – *The National Sports Forum*, the largest cross-team sports sales & marketing conference in North America, is pleased to announce its 2008 Steering Committee in preparation for the upcoming *2008 National Sports Forum* in Memphis, TN (January 28-30, 2008).

The *NSF* Steering Committee is made up of a diverse mix of senior-level sales & marketing executives from all across the sports industry and for 2007-08 will include:

**Kevin Rochlitz**, Director of National Sales & Partnerships, *Baltimore Ravens*; **David Abrutyn**, Senior Vice President, *IMG*; **David Brown**, Associate Athletic Director, *Ohio State University*; **Steve LaCroix**, VP Sales and Marketing, *Minnesota Vikings*; **Jason Bitsoff**, VP Corporate Development, *Nashville Predators*; **Steve Dupee**, Senior Account Director - Miller Brewing Company, *GMR Marketing*; **Jim Kahler**, Executive Director Center for Sports Administration, *Ohio University*; **David Martin**, Account Director, *GMR Marketing*; **Amy Latimer**, Senior VP of Sales & Marketing, *Boston Bruins/TD Banknorth Garden*; **Mike Redlick**, Senior VP of Corporate Partnerships, *Memphis Grizzlies*; **Todd Parnell**, General Manager, *Altoona Curve*; **Jim Bloom**, VP Business Development & Sales, *Txtstation*; **Vic Gregovits**, Sr. VP Sales & Marketing, *Cleveland Indians*; **J.J. Gottsch**, President, *Corpus Christi Hooks*; **Mark Lemmon**, VP Corporate Partnerships & Business Development, *Toronto Blue Jays*; **Bob Derda**, Associate Athletic Director, *Duquesne University*; **Matt Strelo**, *St. Louis, MO*; **Michael Stanfield**, VP Ticket Sales & Suites, *New Orleans Saints*; **Dan Migala**, Publisher, *The Migala Report*; **Shawn Hunter**, President, *AEG Sports & CMO, Anschutz Entertainment Group*;

The primary responsibilities of the *NSF* Steering Committee range from assisting in the creation of the upcoming *NSF* agenda to the selection of speakers and Breakout Session leaders and panelists. To this, the Committee is also involved in the selection process of future host city locations, generating new ideas, and spreading the word about the *Forum*. Essentially, they serve as the "eyes and ears" of the conference and trade show. The '08 Steering Committee's term in office will run from June 1, 2007 – May 31, 2008.

**About the *Forum*:** The *National Sports Forum*, now heading into its 13<sup>th</sup> year, is an annual three-day sales and marketing gathering that brings together several hundred of the top team, event, agency, and sponsorship executives to network, share best practices, and explore issues and opportunities that affect the team/event sports industry.

**For more information:** Please contact **Audrey Vespe** at *The National Sports Forum*: **(619) 469-4101 ext. 205**. Or via e-mail at: [Audrey@sports-forum.com](mailto:Audrey@sports-forum.com).

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