



PRESS RELEASE

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The NSF Announces its 2010 Steering Committee

San Diego, CA (6/1/2009) – *The National Sports Forum*, the largest cross-team sports sales and marketing conference in North America, is pleased to announce its 2010 Steering Committee in preparation for the upcoming *2010 National Sports Forum* in Baltimore, MD (February 1-3, 2010).

The *NSF* Steering Committee is a diverse mix of senior-level executives from all across the sports industry and for the 2009-2010 year it will include:

Kevin Rochlitz, VP National Sales & Partnerships, *Baltimore Ravens*; **David Brown**, Regional Vice President - Midwest, *IMG College*; **Steve LaCroix**, VP Sales and Marketing, *Minnesota Vikings*; **Jason Bitsoff**, VP & GM, Sponsorship & Strategic Alliances, *Feld Entertainment*; **Steve Dupee**, VP - Group Account Director, *GMR Marketing*; **Jim Kahler**, Executive Director, Center for Sports Administration, *Ohio University*; **David Martin**, Account Director, *GMR Marketing*; **Todd Parnell**, President, *Greenberg Sports Group*; **Mike Redlick**, Vice President of Business Development, *San Francisco 49ers*; **Jim Bloom**, Business Development, *Fifth Finger*; **J.J. Gottsch**, Executive Vice President, *Ryan Sanders Baseball*; **Michael Stanfield**, Vice President, Ticket and Suite Sales, *New Orleans Saints*; **Jeff Eiseman**, Vice President, *Ripken Baseball*; **Wendy Grover**, Director of Corporate Partnerships, *Honda Center/Anaheim Ducks Hockey Club*; **Michael Williams**, VP of Marketing, *San Francisco 49ers*; **Kathy Schwab**, Senior Director of Marketing, *Milwaukee Brewers*; **Mike Tatoian**, Executive Vice President, *Dover Motorsports*; **Jennifer Carlson**, Director, Corporate Sponsorships & Service, *Seattle Storm*; **Mike Bucek**, EVP/CMO, *Phoenix Coyotes*; **Mary Pink**, Associate AD Marketing, *Iowa State University*; and **Tom Sheridan**, Director of Ticket Sales, *Chicago White Sox*.

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 2010 Steering Committee's term in office will run from June 1, 2009 – May 31, 2010.

About the *Forum*: The *National Sports Forum*, now heading into its 15th year, is an annual three-day sales and marketing gathering that brings together over six 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. The conference includes three days of keynote speakers, breakout sessions, panel discussions and behind-the-scenes tours. Hosted by the Baltimore Ravens, the 2010 National Sports Forum will be held February 1-3, 2010 at the Renaissance Harborplace Hotel in Baltimore, MD.

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FOR MORE INFORMATION, contact:

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