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News Release

RALEIGH: The North Carolina Sports Association (NCSA), a statewide association dedicated to fostering and promoting the sports industry in North Carolina recently incorporated and elected its first officers and Board of Directors.

Officers elected were **Chairman, Hill Carrow** - CEO of the Triangle Sports Commission; **Vice Chairman, Mike Anderson** - National Sports Manager for the Charlotte Regional Visitors Authority; **Secretary, Jamie Vaughn** - Executive Director of the Jacksonville/Onslow Sports Commission; and **Treasurer, Marva Wells** - Sales Manager for the High Point Convention and Visitors Bureau.

Elected to the Board of Directors were:

Scott Aldrich, Sports Marketing Manager, Cabarrus County Convention & Visitors Bureau

Sally Ashworth, Executive Director, Lake Norman Convention & Visitors Bureau

Marc Bush, President, Greensboro Sports Commission

Tori Collins, Assistant Director of Sports Marketing, Greater Raleigh Convention & Visitors Bureau

Robert Cox, Vice President, Burlington & Alamance Convention & Visitors Bureau

Tim Johnson, Sports Marketing Manager, Winston-Salem Convention & Visitors Bureau

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Bill McMillan, Director of Marketing and Business Development, Charlotte Sports Commission

Lynn Minges, Director of the North Carolina Office of Tourism, Film & Sports Development, also serves in an Ex Officio capacity with the Board.

The NCSA was founded in 2002, to help fill the void left when the former Sports Development office in the North Carolina Department of Commerce effectively closed during the state budget crisis in 2001. Active participants in the NCSA encompass a variety of communities and counties across the state, as well as the North Carolina Motorsports Association based in Cornelius. The organization has met regularly and has facilitated coordinated efforts among the state's sports commissions and sports development organizations over the last several years.

Now that the NCSA is formally chartered, the organization is developing a membership structure designed to attract widespread participation by the North Carolina sports industry. The NCSA already promotes the state as a sports destination at industry trade shows. It is now pursuing other vehicles to get the word out nationally about the State's sports teams, facilities, and event-hosting capabilities. A first-ever North Carolina Special Section in the Sports Business Journal, a weekly national and international sports business publication headquartered in Charlotte, will be the NCSA's major initiative this fall.

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