Conference Program

Renaissance Harborplace Hotel
Baltimore, MD
May 11-13, 2017
May 11, 2017

Dear Guest:

Welcome to Baltimore for USIndoor’s 17th Anniversary Facility Operators Conference and Tradeshow! The turnout has, again, been tremendous, topping the last time we were in the DC area—way back in 2008. Our Bus Tour, Executive Symposium, and Tradeshow have sold out for the second year in a row, and we’ve only been too glad to make room for the overflow. This is great for all attendees, as the more attractive our event becomes, the more beneficial it is for all in terms of the mix of intelligence and comraderie we get to share and experience.

This year’s motto, “Take the Lead,” is inspired by nearby Camden Yards, home of the Baltimore Orioles. It also applies to what we do day in and day out back home and to the spirit with which we approach our time together. As long-time attendees will attest, the more we engage with one another here, the more we take charge of our networking, tradeshow and educational experience, the more we take away and better we feel. Yes, the Conference is not all about dollars and cents. It’s also about recharging our batteries, getting inspired, and sharing a laugh or two, plus a little commiseration, as we dream up our next big plan or begin to turn things around.

Part of our process is to embrace our interchangeable roles of teacher and learner—to expose our weaknesses and be open to asking for help. As an industry founded on hard-headed entrepreneurism, it may be against our nature but essential to the learning and growing process. So when someone casually says, “How are you doing?” I hope you’ll think twice, for this is the time and the place to keep it real. It’s what makes the USIndoor Conference and our industry great.

I look forward to meeting everyone here this week. Please join me in paying special thanks to our amazing line-up of speakers—many of whom are first-time presenters, almost all of whom are volunteers. Thanks, also, to our generous sponsors, exhibitors and the USIndoor Board. I hope you’ll “show them the love” they deserve and consider taking a turn next year.

If there’s one thing I’ve learned over the years, it’s that you never know when or where the next inspiration will arise. So get involved from the start by setting your personal goals and getting into the conversation. By week’s end, you will be full of new knowledge, perspectives and ideas, as well as have a network of resources to stay connected until we do it again in May 2018 in Indianapolis!

Very truly yours,

Don Shapero
President

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Conference Schedule and Notes

Welcome to USIndoor’s 2017 Facility Operators Conference and Tradeshow. All sessions and activities take place at the Renaissance Baltimore Harborplace Hotel, unless otherwise indicated. Conference name badges or tickets are required for admission to all events and sessions, including off-site. The Exhibit Hall will be closed during all sessions to allow exhibitors to participate in educational programming and for security. Please cooperate with staff and leave the exhibit hall at the end of exhibit hours.

You’ll find almost all pertinent schedule information on the Conference app. Details, including area visitor information, are otherwise provided in the body of this Program or will be available at Check-In, and at the “Think USIndoor First” Hospitality Lounge. Other notes:

- **Bus Pick-Up and Drop-Off** (for the Facility Bus Tour): Lobby entrance
- **Opening Social**: Leinenkugel’s Beer Garden at Power Plant Live: 4 Market Place
- **Badges**:
  - **Black**—Executive Symposium attendees (exclusive, separate registration required)
  - **Blue**—Existing Operators (not taking part in the Symposium)
  - **Green**—Startup registrants
  - **Red**—Exhibitors, USIndoor personnel, other speakers, and industry providers
- **Meeting Rooms and Hospitality Lounge**: 5th & 6th Floors; Renaissance Hotel; see signage
- **State of the Industry Breakfast**: 5th Floor; Renaissance Hotel, Maryland Ballroom
- **Tradeshow**: 5th floor, Renaissance Hotel, Maryland Ballroom
- **Evening at the Top of the World**: 401 E. Pratt Street, 27th Floor
- **Closing Social**: Pratt Street Ale House: 206 W. Pratt Street

I’m so glad you’re joining us for this exciting event! Lou Mengsol, Meeting Director

*USIndoor Conference Hashtag: #USIndoor*

App and Photo Contest

We are proud to relaunch the USIndoor App! The app, called “USIndoor” on the Google Play Store and Apple App Store, features a hub of Conference information in a digital and mobile form, including schedule of events, session descriptions, sponsor and exhibitor listings, and speaker biographies.

The Photo Contest returns to the 2017 Conference with a chance to win a room upgrade and dinner in Indianapolis, site of the 2018 Facility Operators Conference! Simply post your photos to Twitter with the hashtag #USIndoor throughout the event. We’ll stream your posts in the “Think USIndoor First” Hospitality Lounge and announce a winner following the Conference.
# 2017 USIndoor Facility Operators Conference

## Schedule Matrix

### Thursday, 5/11

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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</thead>
<tbody>
<tr>
<td>9:00am-4:30pm</td>
<td>Facility Bus Tour* sponsored by GARED</td>
</tr>
<tr>
<td>5:00-7:00pm</td>
<td>Opening Welcome*, Power Plant Live! sponsored by InBounds Athletic Performance</td>
</tr>
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### Friday, 5/12

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>8:30-10:30am</td>
<td>General Session &amp; Keynote sponsored by SportsLife X</td>
</tr>
<tr>
<td>10:45-12:00pm</td>
<td>Executive Symposium* (incl. working lunch)</td>
</tr>
<tr>
<td>12:00-1:15pm</td>
<td>Idea Incubator</td>
</tr>
<tr>
<td>1:30-4:00pm</td>
<td>Lunch Break (on your own)/CAO Banquet*</td>
</tr>
<tr>
<td>4:00-7:00pm</td>
<td>Tradeshow President's Reception sponsored by The Monument Sports Group</td>
</tr>
<tr>
<td>7:00-10:00pm</td>
<td>Evening at the &quot;Top of the World&quot; by Arena Marketing Systems, DASH Platform and Lil' Kickers</td>
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### Saturday, 5/13

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>9:00-9:30am</td>
<td>Executive Symposium* (incl. breakfast)</td>
</tr>
<tr>
<td>9:30-11:45am</td>
<td>Management</td>
</tr>
<tr>
<td>11:45am-1:40pm</td>
<td>Tradeshow Luncheon sponsored by The Hanover Insurance Group</td>
</tr>
<tr>
<td>1:45pm-4:15pm</td>
<td>Executive Symposium* (cont.)</td>
</tr>
<tr>
<td>5:00-6:30pm</td>
<td>Closing Event*, Pratt Street Ale House sponsored by SportsLife X</td>
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</tbody>
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* Limited seating, separate registration required. Additional fee may, or may not, apply.

Schedule is subject to change.
2017 Facility Operators Conference

State of the Industry Breakfast
sponsored by SportsLife X

The General Session includes presentations by Don Shapero, president of USIndoor, and Jim Cline, director of USIndoor’s Certified Arena Operator Program and principle at The Goals Group. Jim Cline presents the State of the Industry Report, followed by the Keynote Address by Marques Ogden.

After finishing a five-year NFL career, Marques Ogden, now a best-selling author and motivational speaker, founded and built a successful construction company at 27, only to see it implode over a 90-day period when he lost over $2 million on a single project. The motivating story of Marques Ogden begins with the values instilled by his father; later, the influence of his brother, Jonathan, whom he followed into the NFL; and, in his darkest days, the hand of the NFL Trust.

The tale will surely resonate to those in our industry – whether experienced or just starting out – who have not always found the way easy, tussling missteps and, perhaps, personal demons, while finding the necessary strength and will to succeed.

“Think USIndoor First” Hospitality Lounge
sponsored by Lil’ Kickers & DASH Platform

Located amidst our meeting rooms at the Renaissance Baltimore Harborplace Hotel, the “Think USIndoor First” Hospitality Lounge is where guests can gather and relax between sessions, while watching live pictures and tweets from all over our event.

Session Tracks

Opinions expressed by speakers are their own and do not necessarily represent the opinions of the United States Indoor Sports Association. USIndoor assumes no responsibility for the accuracy or completeness of the information presented by any speaker. A speaker’s appearance at USIndoor’s Facility Operators Conference, or the presence of an exhibit at the Tradeshow, does not constitute an endorsement by USIndoor.

Sessions will meet in the following rooms:

Executive Symposium:
Baltimore B (Friday)
Maryland A (Saturday)

Idea Incubator:
Maryland AB (Friday)
Maryland B (Saturday)

Startup:
Kent (6th Floor)

The Tradeshow takes place in the Maryland Ballroom.
Executive Symposium

sponsored by Seaman Corporation and SportsLife X

(executive registration and fee required)

Friday’s session moderated by Jamie Hammond (Total Sports Experience, NY)
Saturday’s session moderated by John Burns (Sportsplex Management Group, MD)

Exclusive meetings for facility owners and senior executives run throughout the afternoon on Friday, beginning with lunch, and all day Saturday, including breakfast. Friday’s theme is “The Master Plan,” covering why attendees are in the business and how successfully they are fulfilling those reasons through their programs, achievements and business plans. On Saturday, the meeting turns to “So What Went Wrong,” focusing on how operators can expect the unexpected and learn from and avoid mistakes. In each case, moderators will guide a free-flowing dialogue within their general topics. Attendees are free to attend all other session tracks.
The Idea Incubator consists of panel discussions and presentations based on central business themes of the indoor recreational sports industry: **Pricing Tactics, Professional Development, Management, Sponsorship, Technology: The Facility of the Future, and Sport & Social Programs.** Attendees are encouraged to find common threads to enhance understanding and impact how we look at and conduct future business.

Panel discussions reveal a variety of perspectives and “best practices,” while descriptions of our presenters’ sessions are defined more below. All sessions, averaging about 2½ hours, encourage attendee participation, including a sharing of ideas and experience with sufficient detail.

**Friday, May 12th**

1:30 pm – 4:00 pm

**Pricing Tactics and Value**  
*John Spanos (Vetta Sports Clubs, MO)*

How do you determine your pricing structure and what factors can affect pricing? We will first discuss the customer experience and how it relates to pricing and then move into a forum in which operators share pricing tactics with the intention that each participant walk away with an implementable pricing adjustment.

**Skills, Duties, and Relationships**  
*Gary Lindsey (SMART Sports Facility Solutions, FL), Larry Mana’o (Arena Marketing Systems, WA)*

We discuss here the various skills that today’s arena operator needs to possess and how these skills are used in performing the basic job duties of an arena operator. These skills include social media marketing, basic accounting, customer service, management principles and much more. We will also explore how to build relationships to fuel the success of your facility.

**Saturday, May 13th**

9:30 am – 11:45 am

**Critical Management Techniques**  
*Jim Cline, CAO (The Goals Group, OH)*

You’ve heard the concerns: The hours are too long, the bosses are too demanding, the staff is unhappy and turning over too quickly. This session takes on that which can propel or destroy a commercial sports facility: staff integration and management power-sharing. We explore the benefits of structuring job duties that encourage workers to interact and help define reasonable management roles, styles and expectations.

**Sponsorship**  
*Ryan Durishin (Fransmart, VA), Gary Lindsey (SMART Sports Facility Solutions, FL)*

The additional revenue from sponsorship can be critical to financial success. Explore sales tactics, along with how sponsorships are meant to work in the indoor sports industry, what your sponsors will expect through activation, and what you can do to improve their experience and results.
Idea Incubator
(continued)

1:45 pm – 4:15 pm

Cutting Edge Trends: Facility of the Future
Shannon Haworth (Sportslife X, MD), Miles Smith
(Heery International, VA), Larry Mana’o (Arena
Marketing Systems, WA)
The facility of today doesn’t look like the facility of
20 years ago, and it won’t look the same 20 years in
the future. Explore trends in technology, sports, and
entertainment that will shape how your facility and
business will operate in the coming years.

Working With Rightsholders
Ann Kitt Carpenetti (US Lacrosse, MD), Mike Cray
(Baltimore Sports & Social Club, MD), Matt Libber,
(Elite Tournaments, MD), Glenn Schorr (Towson
University, MD)
If you’re looking for business opportunities outside
of your facility, this panel discussion is for you.
You’ll hear from local and national rightsholders on
the benefits of working with them - from leagues to
social events and much, much more.
“Startup” Track
(for those in the planning stages or not yet open)

Friday, May 12th
10:45 am – 12:00 pm

Intro for Startups
*USIndoor Consultants, moderated by Jim Cline, CAO (The Goals Group, OH)*
Gain an approach for beginning and carrying out the process of starting an indoor sports facility or conversion project, as well as for meeting with vendors and getting the most out of your Conference experience.

3:00 pm – 4:00 pm

Financing Methods
*Jim Cline, CAO (The Goals Group, OH)*
This session will explore the steps needed to secure commercial, investment and SBA financing for your new sports facility. The topic will cover the critical processes and priorities in getting functional and sufficient financing. Many tips will be presented as well as potential traps. Save yourself a lot of frustration and time by learning to develop a financing plan that will make your business successful.

Saturday, May 13th
9:30 am – 10:30 am

Construction Process
*Norm Gill (Pinnacle Indoor Sports, WI)*
Balancing investment vs. profitability ... to renovate or to build ... What is the TOTAL facility cost? ... How long will it take, really!? ... WHO needs to be in on the project? ... Dealing with local authorities and codes! ... How does form relate to function–and to profitability?

10:45 am – 11:45 am

USIndoor Provider Intros
*Michael Horn (USIndoor, VA)*
Learn about USIndoor’s provider membership program and how it can help you find the right companies to provide products and services for your facility project. Meet providers of a variety of products and services, and hear how they can work with you to get your project ready for grand opening.

1:30 pm – 2:45 pm

Feasibility and Business Planning
*Evan Eleff and Andy Ballard (The Sports Facilities Advisory, FL)*
Planning to open an indoor sports facility? Your market/feasibility study will play an important role in the financing, design, and marketing strategy for your new center. This fast-paced session will help you understand the leading drivers to facility success and the top reasons why some facilities fail.
1:45 pm – 3:00 pm

Risk Management & Insurance
Mark Grossman (Monument Sports Group, VA)
Discussion will center on satisfying insurance needs without the headaches, so that you can concentrate on growing your business. Specific coverages and topics will include: General liability, participant legal liability, sexual abuse and molestation, claims management, loss of income, crime, referees and workers compensation, camps, tournaments, and special events.

3:15 pm – 4:15 pm

Wrap-Up: Marketing, Management Software, Questions
USIndoor Consultants, moderated by Evan Eleff, (The Sports Facilities Advisory, FL)
Join USIndoor’s team of consultants as they share concluding thoughts, answer your questions and provide additional insight not covered during the structured sessions.

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Doris Bianchini  
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Alphacity.com
Administrative Software

Jay Crider
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AstroTurf.com
Synthetic Turf

Bryan Greene
Pittsburgh, PA
Athlete-Trax.com
Websites, Mobile Apps & Administrative Software

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BrightcoreEnergy.com
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SnapSports.com

Hank Aldrich
Bartlett, IL
SoccerTennisSurfaces.com

Matt Riggs
Dalton, GA
Sporturf.com

Said Sanhoury
Virginia Beach, VA
USIndoor.com/Soccer

Ann Carpenetti
Sparks, MD
USLacrosse.org

Athletic Surfacing
Synthetic Turf & Dasherboards
Synthetic Turf
USIndoor Soccer Referee Program
National Governing Body of Lacrosse

USIndoor.com
ANDY BALLARD, Vice President, The Sports Facilities Management, Clearwater, FL
Before Andy joined SFM, he served as the Vice President and Chief Operating Officer of Eastern Sports Management (ESM) for 3 years. Andy has 15 years of expertise in facility operations, strategic planning, staff management, marketing, branding, expense controls, and business evaluation. Andy also specializes in growing and rehabilitation of businesses. Over three years, Andy took an ESM managed facility in Downingtown, Pennsylvania from an EBITDA low of $386,000 ($134,000 in the red) to $1,200,000 ($680,000 in the black). As part of his 10 years with the YMCA, he took YMCA Camp Silver Beach from 800 campers to over 2,000 campers. In one summer, he restructured the entertainment and activities for Gold Key PHR, taking them from losing over $100,000 a year to break-even. Andy opened the Virginia Beach Field House, the largest indoor facility under ESM, and reached $3 million in the first year.

JOHN BURNS, Managing Partner, Sportsplex Management Group, Rockville, MD
John is a former Assistant Professor at Ohio University and Rhode’s Scholar semi-finalist, as well as All-American baseball player at the University of Maryland, Baltimore County, inducted into their Hall of Fame in 1998. SMG owns or operates five indoor sports facilities in Virginia, Maryland, New Jersey and Pennsylvania. He holds 15 years of industry experience, including specialized expertise in operating sports camps and leagues. He has helped create and institute various child development sports programs, as well as centralize operations, making expansion and acquisitions more fluid. He also advises in the construction and development of new projects. He is an elected member of USIndoor’s Advisory Board.

ANN KITT CARPENETTI, Vice President of Operations, US Lacrosse, Sparks, MD
Ann is responsible for providing strategic leadership to the men’s and women’s lacrosse structures, including management of the organization’s national sport development initiatives, grassroots programming and granting initiatives, team/league assistance, inclusion programming, national standards and education and training programs, health and safety efforts, and the National Team for the sport’s nonprofit national governing body. Serving as a member of the organization’s five-member Leadership Team and reporting to the CEO, she is responsible for the strategic direction of assigned areas of operation. Ann first joined US Lacrosse as the Women’s Division Director in 2004 and played a key role in helping guide the future of women’s lacrosse as the primary staff liaison for all constituencies of the women’s game in the United States from 2004-2010. In 2010, Ann was promoted to Managing Director of Games Administration and most recently in 2014, Ann became VP of Lacrosse Operations. Prior to joining US Lacrosse,
Ann served as Director of Government Affairs for the Ovarian Cancer National Alliance in Washington D.C. Ann serves on several lacrosse and sport safety committees, and has frequently presented at national and regional events on topics related to the responsible growth of lacrosse. Originally from Oceanside, NY, Ann resides in Eldersburg, Maryland, with her husband Ed and their three children.

**JIM CLINE, Principal, The Goals Group, Westerville, OH**

A former general manager with several indoor soccer companies, Jim consults full-time. Founder and principal of The Goals Group, an indoor soccer and sports consulting firm based in Columbus, Ohio, Jim has been involved with soccer teams, soccer stores, and indoor facilities for more than twenty years. He has operated more than 75 youth soccer tournaments. His career has included over thirty years in real estate, commercial design and construction. Jim was recognized by Major League Soccer as one of the top 100 soccer leaders in Ohio. He is a member of the United States Indoor Soccer Association's team of professional consultants and has been a featured indoor soccer speaker at the USIndoor Conference and Athletic Business Conference. In addition to several current projects around the United States, he is an indoor soccer consultant to indoor equipment manufacturers and vendors as well as development groups, non-profit organizations, and municipal parks and recreation departments. Jim is also active on indoor sports projects in China.

**MIKE CRAY, President, Baltimore Sports & Social Club, Baltimore, MD**

Mike, a former construction contractor, founded Baltimore Sports & Social Club, Inc. in 1998; he opened the Annapolis Sports & Social Club in 2004. A large part of Mike’s contracting ethic was to give the customer an excellent product at a fair price, and he continues to apply that same quality and customer service-driven work ethic to the BSSC. His goal is to ensure that participants get the most out of the best league in town while meeting new friends and having fun—it’s that simple. The BSSC creates year-round opportunities for individuals to play a variety of team sports in a social atmosphere that continues into happy hours and lasts long after games are over. It draws nearly 15,000 participants from all over the city and the surrounding counties each year. The BSSC social calendar is filled every season with kickoff happy hours for each sport: Orioles games at Camden Yards, Preakness Infield parties, and more. Mike and the BSSC also believe in giving back to the community. The league hosts several fundraisers and sports tournaments. The BSSC not only makes use of various parks and recreation centers for games, but also donates much-needed equipment to Baltimore City’s Department of Recreation and Parks.

**RYAN DURISHIN, Vice President of Sales, Fransmart, Alexandria, VA**

Ryan helped secure hundreds of thousands of dollars in sponsorship for Sportsplex Management Group’s east coast facilities over the course of ten years as the VP of Starbridge Media Group.
Evan began his career with more than 8 years in facility operations and as a Program Manager within one of the largest YMCA systems in the U.S. He joined SFA in 2012 as a Business Analyst, Account Executive, and today Evan serves as the Executive Vice President. He oversees the company’s customer service and delivery systems as well as the team of strategic advisors, business analysts, project managers, and research specialists who produce SFA’s market research, feasibility, and financing services. Since joining, Evan has served a portfolio of over 400 projects totaling more than $4.5 billion in planned and operational sports tourism, community recreation, and large-scale, master-planned sport, recreation, wellness, and entertainment destinations.

Norm Gill has hands on experience in every aspect of an indoor facility's development, construction and operation. He has personally operated two Soccer/Sports Blast facilities and has overseen the development, construction and operation of many others. Before founding Soccer Blast, Norm was principal owner of a construction company specializing in design/build industrial construction projects. His expertise includes location selection, construction, financing and business operation. Norm is a former member of USIndoor's Advisory Board.

A native of Richmond, VA, Mark lettered in 5 sports and earned High School All-American status in soccer. He graduated from the University of North Carolina at Chapel Hill with an interdisciplinary major of Sports Public Relations/Marketing and Speech Communication. After UNC, Mark spent two years in the front office of the Washington Diplomats, of the North American Soccer League (NASL). Returning to Chapel Hill, he owned and operated "Heels OnWheels," an outdoor/indoor roller skating business. Mark entered the insurance business in 1981. He purchased the independent agency where he was employed in 1987 and in 2000 founded The Monument Sports Group to service the insurance, financial services, and marketing needs of both professional and amateur sports owners, operators, and players. Monument Sports is proud to be the exclusive insurance agency for the United States Indoor Soccer Association. Mark is a member of USIndoor’s Advisory Board.

Jamie has been with Total Sports Experience since its inception. He holds a Bachelor's Degree in Physical Education from SUNY Cortland and a Master’s Degree in Physical Education-Athletic Administration from SUNY Brockport. Prior to joining TSE, he served as the Sports and Fitness Director for Kodak Recreation. Jamie is an elected member of USIndoor’s Advisory Board.
SEAN HAMPSEY, Sales Manager, The Sports Facilities Advisory, Clearwater, FL

Sean is an accomplished Sport Management graduate from Barry University with a strong background in business development, project management, and entrepreneurship. With eight years of experience in the sports industry, Sean’s versatile background ranges from developing pro soccer franchises for the largest soccer league in North America, managing digital advertising and revenue streams for Major Beach Soccer tournaments and selling adult sport & social leagues and events. Sean has dedicated his life to improving communities and empowering youth through sport. He has two USSF licenses and coached club soccer and high school soccer for 6 years after playing in college and two seasons professionally. Sean also started a family owned and operated business in 2015 and regularly volunteers for the Florida Rainbow Company, which his family has been operating for the past 10 years.

SHANNON HAWORTH, Vice President of Engineering, SportsLife X, Gaithersburg, MD

MICHAEL HORN, Electronic Media Manager, USIndoor, Greencastle, PA

Michael joined USIndoor in December 2012 as its Electronic Media Manager. He graduated from Syracuse University in 2012 with a master’s degree in Broadcast and Digital Journalism with a Sports Communications emphasis. While at Syracuse, Michael interned with the Syracuse Silver Knights of the Major Indoor Soccer League, where he wrote press releases and game summaries, created video content, and managed the team’s social media accounts, including live-tweeting league matches. He also has a bachelor’s degree in meteorology from Penn State University.

MATT LIBBER, Vice President of Business Operations, Elite Tournaments, Columbia, MD

Matt has been with Elite Tournaments since its inception, serving as the Vice President of Business Operations. Having run successful projects for many companies, including the United States Postal Service and the Maryland State Board of Elections, Matt provides project planning, risk management and general organizational and operations expertise and heads the Business Development Department. Matt was a three-sport athlete at Archbishop Curley High School and played lacrosse at Western Maryland College (now McDaniel College). Matt later coached high school and club lacrosse. He has 13 years experience as a soccer referee and was a referee assignor. Matt served as the 1st Vice-President, Maryland State Cup Director, for the Maryland State Youth Soccer Association. Matt holds Bachelor’s Degrees in Political Science and History with a minor in Philosophy from McDaniel College and a Master’s of Professional Studies in Sports Industry Management from Georgetown University. Matt also has a Graduate Certificate of Sports Administration from The George Washington University School of Business and the Certified Sports Event Executive designation from the National Association of Sports Commissions.
GARY LINDSEY, President, SMART Sports Facility Solutions, Belleair Bluffs, FL
Gary is an industry-renowned facility management professional with more than 25 years of hands-on, day-to-day facility management and sports marketing experience. Gary began his career in the sports management business at Soccerama in Tampa, FL, at 17. A collegiate soccer and tennis player for Andrew College in Cuthbert, GA, Gary transferred to the University of South Florida, where he earned his B.S. in Business Administration with an emphasis in marketing and management. Gary has provided facility management and consulting services for numerous clients with an emphasis in management, operations and marketing. As President of SMART Sports Facility Solutions, a small boutique sports facility consulting company, Gary offers a variety of services to facility owners, helping them solve complex issues surrounding operating large and small indoor/outdoor multi-sport facilities. A Certified Arena Operator, he currently holds a USSF “C” coaching license and has coached various ODP, youth, high school, and adult teams. Gary presents annually at the US Indoor Conference and instructs in the Certified Arena Operators curriculum.

LARRY MANA’O, Sr. Vice President of Marketing, Arena Sports, Redmond, WA
Larry brings over 20 years of executive-level experience in the high-tech industry in operations, marketing, sales, business development, program management, technical support, fundraising, finance and acquisitions. Prior to joining Arena Sports, he was Executive VP of Sales and Marketing for Internet Safety, the product Safe Eyes, the leading provider of parental controls and Internet filtering software, and assisted in the acquisition of the company by McAfee. He worked in Silicon Valley, specializing in Sales and Marketing for companies in synchronized voice and data communications for The Voiceworks (startup), and founded two others. He was the CEO and co-founded Detto Technologies, a leader in Consumer PC Migration Sector, and Aliquin Technologies, a consulting and development firm. Among other ventures and responsibilities, Larry provided management and long-term strategy for DecisionOne Corporation as the VP of Desktop Services, an $800 million publicly owned company and leader in managed and outsourced IT services. In the ‘90s, he worked for a small company named Microsoft on Word, Office and MSN. He has a background in advertising and marketing. He has elsewhere worked at Elgin Syferd and Sandiland Wurz Hafeli and Loges, amongst others in Seattle. Larry graduated from the University of Puget Sound with a BA in Business and Public Administration.

GLEN SCHORR, Adjunct Professor, Towson University, Baltimore, MD
Glen was the Executive Director of Orienteering USA for the past eight years and was responsible for its overall strategic direction and growth. During his tenure, Orienteering USA grew to 70 clubs and supporting member organizations representing tens of thousands of orienteers across the country. Prior to joining Orienteering USA, Glen was the Managing Director/Marketing & Branding at US Lacrosse. A member of its executive team he managed all or in-part: chapter relations, communications, financial development, marketing, membership and
sponsorship departments. Before US Lacrosse, Glen spent 20 years in the for-profit marketing and marketing communications industry. Glen now serves as an Adjunct Professor at Towson University in Towson, MD. He teaches Sport Marketing, Communications and Mass Communications.

DON SHAPERO, Founder and President, USIndoor, Virginia Beach, VA

Prior to forming USIndoor in 1998, Don was Director of Operations of the Continental Indoor Soccer League, which he joined in 1995 after having practiced law for several years. He was instrumental in the organization of the professional World Indoor Soccer League in 1998 and managed the league as its Chief Operating Officer until 2000, when he began full-time work at USIndoor. Other soccer affiliations have included the following bodies of the United States Soccer Federation: the National Board of Directors of the Professional Council (1995-1997), National Credentials Committee (1995-1998), and Constitutional Commission (1997-1998). He was also Chairman of the USSF's Committee of Indoor Soccer (1997-1998). In 1992, Don was a volunteer attorney for World Cup USA 1994. Don received his Bachelor's Degree (1984) and Juris Doctor (1989) from the University of Virginia and his Masters of Business Administration (1986) from New York University. After 13 years in Los Angeles and 6 in the DC Area, he and his family moved to Virginia Beach, Virginia, in 2008.
Attendees
(partial listing)

**California**
California Family Fitness, Rocklin, Joe Klont
East Bay Sports, San Ramon, Chris Penna, Jeff Penna
Epicenter Sports and Entertainment, Santa Rosa, Jenny Ogston
The Zone Indoor Soccer, Bakersfield, Jordan Merino

**Colorado**
Boulder Indoor Soccer, Peter Ambrose
Longmont Indoor Soccer, Patrick Keane

**Connecticut**
CFC Arena, Hamden, Christine Huber

**Illinois**
Quad Indoor Sports, Evanston, Phil Fisher, Bill Kindra, Randy Mayne

**Indiana**
Off the Wall Sports, Carmel, Dale Moulton
Sparta Sports Dome, Crown Point, Steve Huizenga

**Louisiana**
Carencro Sports Complex, Jim Thibodeaux, Tom Myers
Players Indoor Sports Southshore, New Orleans, Jason Elmore

**Maryland**
Crown Sports Center, Eden, Cole Lacey
Frederick Indoor Sports Center, Joel Alligood, Tony Checchia, Roby Malandrucu, Sheldon Shealer
Goals Baltimore, Catonsville, Alleeasha Davidson
Queenstown Sports Center, Bob Jones, James Knowles

**Massachusetts**
Danvers Indoor Sports, Kelly Cragg, Dan Sardiilli
Teamworks Centers of New England, Brian Davis, Kevin O’Connell, Kris Wallis
The Mill Works, Westford, Sandra Habe, Chris Yule

**Michigan**
High Velocity Sports, Canton, Marge Budlong, Trish Crawford

**Missouri**
KC Sports Lodge, Independence, Mike Mathis, Cynthia Shirley
Vetta Sports Clubs, St. Louis, Stephen Davis, Tyler Roussin, John Spanos, Pete Spanos

**Montana**
Missoula Indoor Sports Arena, Kevin Flynn

**New Jersey**
Field House Sports Academy, Cinnaminson, Kevin Loftus
Marlton Field House, Joel Lord
SportsZone, Monroe Township, Eric Berman, Todd Berman, Mike Hammer
Stride Physical Therapy, Moorestown, Joe Basante, Jamie Martin
Total Turf Experience, Pitman, Bob Loftus, Jerry McGough

**New York**
Afrim’s Sports, Albany, Ross Cardinell, Skip Dawson, Afrim Nezaj, Erin Schoonmaker
Aviator Sports & Event Center, Brooklyn, Harvey Greenridge
Globall Sports Centers, Plainview, Victoria Durso, Peter Zaratkin
Long Island Sports Hub, Syosset, Alan Brodsky
Rochester Sports Garden, Josh Johnson, Mike Johnson
The Ultimate Goal, Marcellus, Dylan Donahue, Tricia Donahue, Bruce Pollock
Total Sports Experience, Rochester, Jamie Hammond

**North Carolina**
Hendersonville Racquet Club, Chris and Cindy Bull

**Ohio**
Lost Nation Sports Park, Willoughby, Paul Liotta, Marilyn and Mike Srsen, Eddie Strauss
Sports Ohio, Dublin, Allen Shepherd
Oklahoma
SoccerCity Oklahoma City, Matt Fansher
SoccerCity Tulsa, Kerry Shubert

Ontario
Markham Sports Dome, Chris McCartney,
Edward Skrobal

Pennsylvania
Pittsburgh Indoor Sports Arena, Cheswick,
Karyn Brooks, Chuck Wallander, Lance
Welliver
Yellow Breeches Sports Center, New
Cumberland, Chris Haring

Saskatchewan
Saskatoon Soccer Centre, Jodi Blackwell,
Scott Parker

Texas
Premier Athletic Complex, Leander, Nicole
Palmer, Benishe Roberts,
Stampede Sports Arena, Southlake, Dean
Lackey

Virginia
Dulles Sportsplex, Sterling, Barry Gudelsky
Sports Center of Richmond, Mark Grossman,
Sherri Kolanko

Washington
Arena Sports, Redmond, Reena Bochner,
Don Crowe, Janna Chow, Larry Mana’o
Woodinville Indoor Sports, Jeff Halstrom
Sozo Sports Complex, Yakima, Rich Austin

Wisconsin
Break Away Sports Center, Madison, Matt
Lombardino
KEVA Sports Center, Middleton, Ryan
Brotherton, Eric Fritz, Annie Kraemer,
Tracy Kruzicki, Greg Wilcox

Multi-State
Let’s Play Sports, Gary Archer, Mike Garrett
Sportsplex Management Group, Jamie
Amato, John Burns, Chris Elliott, Greg
Elliott, Chris Lerch, Pete Morillo
XL Sports World, Graeme Burluraux, Noah
Cole, David Dyke, Greg Fernandez,
Shane MacDonald, Lorna Maudsley,
Ciarán McArdle, Stephen McGinn, Mark
Richardson, Christopher Robinson
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