

# Conference Program



**Green Valley Ranch Resort**

Henderson, NV

May 2-5, 2016

[USINDOOR.COM](http://USINDOOR.COM)



May 2, 2016

Dear Guest:

Welcome—or should I say, “Welcome Back”—to Las Vegas for USIndoor’s 16th Anniversary Facility Operators Conference and Tradeshow! The reception has, again, been tremendous, far surpassing 250 attendees. Our Bus Tour, Executive Symposium, Tradeshow and Sponsorships have sold out, as has our room block at Green Valley Ranch. This year is also one for firsts and big announcements, as we’ve doubled-down on the network events you’ve historically enjoyed, included admission to our Opening Reception at “The Pond” in all registrations, and are *~ drumroll please ~* introducing a conference app and .. our biggest surprise ... a new USIndoor website.

Now that the “big cat’s out of the bag,” this year’s conference theme is change and reinvention, both on a personal and business level. You’ll hear about it from our Keynote Speaker, Chef Jeff (*what does culinary arts have to do with indoor sports?*), and it will resonate through most of our meeting tracks—Executive Symposium, Idea Incubator and Startup Track. You’re here to meet and reconnect with colleagues, gain some take-home wisdom that will improve your business plan, share valuable experience, and “get out of Dodge,” to repeat a phrase from one of our YouTube videos. Be assured, you’re in the right place.

You are here because you realize that success comes not just through your hard work and wit, but also through engagement in your industry. Thus, you are here not just to receive, but to give and work with others, and that’s what makes the USIndoor Conference and our industry great. In, now, our 16th USIndoor Conference, you see this remarkable spirit in our session presenters and moderators, you see it in our Board of Advisors, you see it at our Tradeshow, and you see it in our sponsors.

You *could* say there is a selfish motivation (how else can you continue to get what you want without giving a little, or in some cases, a lot?), but, then, that’s the point. So “thank you” to those who have dedicated their time, energy and finances to propel this year’s conference, and “thank you” to everyone else, who puts himself or herself “out there” to engage not just in formal meetings, but also in informal settings, like at social activities, in hallways and in social media (*like our new conference app!*)

So set your personal goals and get into the conversation. Own it, and make it a fun challenge, starting now, by appreciating this invaluable opportunity to reconnect with peers, make new contacts, open your minds, take charge of your personal experience, engage and share in the incredibly diverse discussions. Take it in and bring it home. 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 2017 in Baltimore!

Very truly yours,

A handwritten signature in blue ink, appearing to read "Don Shapero", is written over a white background.

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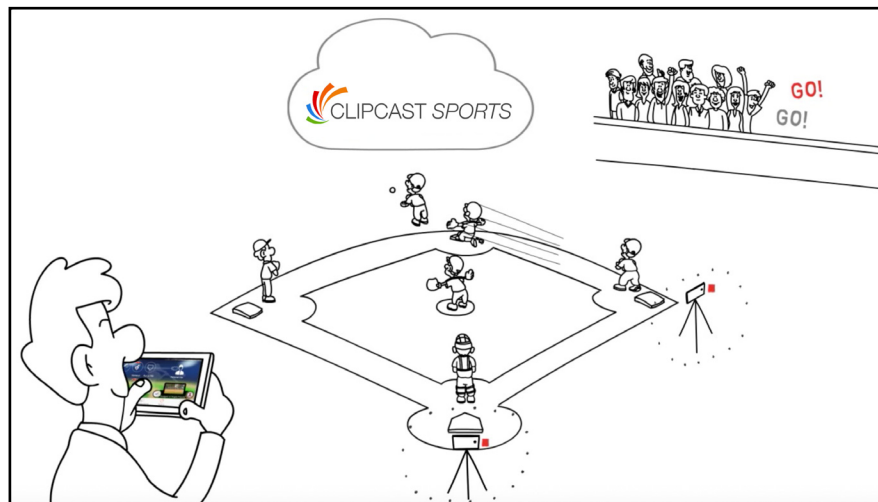


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# Conference Schedule and Notes

Welcome to USIndoor's 2016 Facility Operators Conference and Tradeshow. All sessions and activities take place at the Green Valley Ranch Resort, 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 will find all schedule information and session descriptions within the USIndoor Conference app, in this Program and on the Schedule flyer received at Check-In. Local and other information may be available from the hotel concierge and at the "Think USIndoor First" Hospitality Lounge. Other notes:

- **Bus Pick-Up and Drop-Off** (for the Facility Bus Tour and Blue Man Group): Lobby Entrance
- **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:** GVR Conference Center; see signage.
- **State of Industry Breakfast:** GVR Conference Center, La Sirena
- **Tradeshow:** Estancia Ballroom

I'm so glad you're joining us for this exciting event!

*Lou Mengsol, Meeting Director*

**\* USIndoor Conference Hashtag: [#USIndoor](#) \***

## App and Photo Contest

*sponsored by AthleteTrax*

USIndoor is proud to introduce its new Conference App! The app, called "USIndoor" on the [Google Play Store](#) and [Apple's App Store](#), features the Conference Program in a digital and mobile form, schedule and session details, sponsor and exhibitor information, speaker biographies, periodic notices, and a social platform.

The Photo Contest returns to the 2016 Conference with a chance to win luxurious digs at the Renaissance Harborplace Hotel in Baltimore, site of the 2017 Facility Operators Conference! Simply post your photos to Instagram, Twitter, or Facebook 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.

## "Think USIndoor First" Hospitality Lounge

*sponsored by Video Observer*

Located amidst our meeting rooms near Check-In, 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. Get an idea of the competition and who's in the running for this year's photo contest.



## 2016 USIndoor Facility Operators Conference Schedule Matrix

Monday, 5/2			
8:00am-6:00pm	Certified Arena Operator Class		
Tuesday, 5/3			
8:00am-6:00pm	Certified Arena Operator Class		
9:00am-4:30pm	Facility Bus Tour <i>sponsored by GARED</i>		
6:00-8:00pm	Opening Social Event at "The Pond" <i>sponsored by Clipcast Sports</i>		
Wednesday, 5/4			
8:30-10:30am	General Session & Keynote <i>sponsored by SportsLife X</i>		
10:45-12:00pm	Existing Facility Operators Plenary Session	Startup Track Intro for Startups	
12:00-1:15pm	Executive Symposium (incl. working lunch)	Lunch Break (on your own)	
1:30-2:45pm	Don Crowe, moderator Arena Sports	Idea Incubator *	
		Current Legal Topics John Wolohan, Esq. Syracuse, University	Management Devon Yoakam, Ed Gracanic, Let's Play Sports
3:00-4:00pm	Feasibility & Business Planning (1:30) Construction Process (3:00)		
4:00-7:00pm	Tradeshow President's Reception <i>sponsored by The Monument Sports Group</i>		
Thursday, 5/5			
9:00-9:30am	Executive Symposium (incl. breakfast)	Breakfast (on your own)	
9:30-10:30am *	J. Nordmo, G. Elliot M. Grossman, panel	Product Mix Elaine Mathews, High Velocity Sports	Business Development John Burns, Sportsplex Management Group
10:45-11:45am *		Financing Methods (9:30) Critical Management Solutions (10:45)	
11:45am-1:40pm	Tradeshow Luncheon <i>sponsored by The Hanover Insurance Group</i>		
1:45pm-3:00pm	Executive Symposium (cont.)	Big Data Larry Mana'o, Arena Sports	Youth Programming Sheila Whitlow, Lil' Sluggers (with panel)
3:15-4:15pm	Risk Management (1:45) Wrap-Up (3:15)		
5:00-10:00pm	Blue Man Group at the Luxor <i>sponsored by SportsLife X</i>		

\* Referee Programs added to Idea Incubator on Thursday at 10:15am

as of April 20, 2016

# 2016 Facility Operators Conference

## State of the Industry Breakfast

*sponsored by SportsLife X*

*The General Session features Keynote Speaker, Jeff Henderson, and includes presentations by Don Shapero, president of USIndoor, and Eric Sullivan, partner at The Sports Facilities Advisory. Eric Sullivan will present the Annual State of the Industry Report.*



Jeff Henderson is an award-winning chef, best-selling author, and popular TV and radio personality. In the midst of serving nearly a decade for drug and gang-related offenses, he found his talent and inspiration in cooking, which helped turn his life around. Indeed, he has risen through the ranks to run kitchens as Executive Chef at the renowned Café Bellagio and Caesar's Palace in Las Vegas. As one of the most inspirational African-American Chefs in the country, he has gained a reputation as a passionate and powerful speaker, whose appearances are in high demand.

Jeff's Keynote Address focuses on "Rethinking Your Business Vision," followed by a Plenary Panel for existing facility operators that will ensure engagement and inspirational lessons for re-inventing one's own business or career.

For more on Jeff's work, including videos from his TV shows and appearances on other programs, visit [ChefJeffLive.com](http://ChefJeffLive.com).

## 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:  
El Viento IV*

*Idea Incubator:  
La Sirena III and IV*

*Startup:  
Hank's Private Dining Room*

*The Tradeshow takes place in the Estancia Ballroom.*

## Executive Symposium

*lunch sponsored by SportsLife X*

*breakfast sponsored by Seaman Corporation*

(pre-registration required)

*Moderated by Day 1—Don Crowe (Arena Sports, WA) and Day 2—Jan Eric Nordmo (Off the Wall Soccer, CA), Mark Grossman (Sports Center of Richmond, VA) and Greg Elliott (Sportsplex Management Group)*

Exclusive meetings for facility owners and senior executives run throughout the afternoon on Wednesday, beginning with lunch, and all day Thursday, including breakfast. Discussion moderators will guide a free-flowing dialogue covering financial, demographic, core and ancillary topics, based on surveys and other input provided by attendees in advance and during the Symposium. Attendees are free to attend all other session tracks.



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# Idea Incubator

(for existing operators)

Formerly known as “Existing Operator Track,” the Idea Incubator consists of panel discussions and presentations based on central business themes of the indoor recreational sport industry: **Current Legal Topics, Management (What would you do if ...?), Expanding Your Product Mix, Business Development (You’ve built it; now what?), Big Data, and Youth Programming.** Amidst the backdrop of our keynote address on “Re-Thinking Your Business Vision,” attendees are encouraged to find common threads to enhance understanding and powerfully impact how we look at, adopt change and conduct business in the future.

Panel discussions reveal a variety of perspectives and “best practices,” with descriptions of our presenters’ sessions defined more below. All sessions, averaging about 2 ½ hours, encourage attendee participation, including a sharing of ideas and experience with sufficient detail.

## Wednesday, May 4<sup>th</sup>

1:30 pm – 4:00 pm

### **Current Legal Topics**

*John Wolohan, Esq.*

Attorney and professor John Wolohan raises several current legal topics, helping attendees assess and respond to risk. An open forum allows attendees to probe recent concerns surrounding infill rubber, concussions, background checks, waivers, inflatables, 3<sup>rd</sup>-party providers, bullying and premises liability.

### **Management (What would you do if ...?)**

*Ed Gracanin and Devon Yoakam (Let’s Play Sports)*

If you’ve been around long enough, you’ve seen almost everything ... or so you thought. Here, attendees will discuss in open-forum and small groups what could or is bound to happen—from the mundane to the shocking—along with a protocol for each circumstance.

## Thursday, May 5<sup>th</sup>

9:30 am – 11:45 am

### **Expanding Your Product Mix**

*Elaine Matthews (High Velocity Sports, MI)*

While many indoor facilities focus on soccer, evermore facilities are offering an expanded product mix. This session will concentrate on successful ways to generate new program ideas, bring them into reality and market them.

### **Business Development (What next?)**

*John Burns (Sportsplex Management Group)*

You’ve built it, they’ve come, now what? Tighten operations, expand, add programs, refine marketing, hire more, take on a partner, reevaluate rentals, take a cooking class ... All are plausible options for the next move in improving your business model or advancing your personal growth and goals.

10:15 am – 11:45 am

### **Referee Programs for Multi-Sport Facilities**

*Said Sanhoury and Mario Dagostino (USIndoor Soccer)*

Covering the importance of a well-trained, reliable referee staff, including recruiting, professionalism, coordination, and communication.

# Idea Incubator

(continued)

1:45 pm – 4:15 pm

## Big Data

*Larry Mana'o (Arena Sports, WA)*

In a digital world, “big data” is important to indoor facility operations. Attendees will learn about the sources of data and set up tools to collect the data with web, registration software, and marketing analytics. Then, it’s a matter of taking the data and organizing it to be able to apply it to real world solutions.

## Youth Programming

*Panel: Sheila Whitlow, moderator (Lil Sluggers), Ty Redinger (Lil' Kickers), Dave Brennan (North County Soccer Park, CA), Scott Schauer (Santa Clarita Soccer Center, CA)*

What are the keys to maximizing revenue with youth sports programming? What are the most common challenges? Need ideas on how to make these programs a bigger chunk of the revenue pie? Join industry professionals in an educational think-tank session, including presentations and discussions on marketing, coach recruitment and retention, and financial impact.

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# “Startup” Track

(for those in the planning stages or not yet open)

## Wednesday, May 4<sup>th</sup>

**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**

### **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?

**1:30 pm – 2:45 pm**

### **Feasibility and Business Planning**

*Eric Sullivan, CAO (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.

## Thursday, May 5<sup>th</sup>

**9:30 am – 10:30 am**

### **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.

**1:45 pm – 3:00 pm**

### **Risk Management & Insurance**

*Mark Grossman (The 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.

**10:45 am – 11:45 am**

### **Critical Management Solutions**

*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 will explore what can propel or destroy a commercial sports facility: staff and management power-sharing. Learn how to reconcile overlapping staff duties, shun cumbersome management roles and styles and avoid unrealistic expectations.

**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 final thoughts, answer your questions and provide additional insight not covered during the structured sessions.

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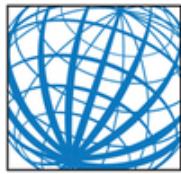
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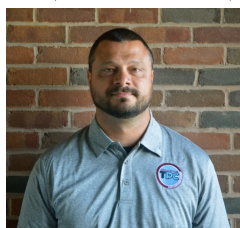
# Speakers and Moderators

## **MAXINE APPENBRINK, Owner/Operator, Players Indoor Sports Center, Naperville, IL**



Maxine is the owner and operator of Players Indoor Sports Center, which opened in 2008. She has overcome several obstacles, including building to big and operating in a market with 20 competitors within 20 miles. Her facility also opened just before the recession, and the interest rate on her loan was locked into a pre-recession rate. A large percentage of her income comes from special events between March and October. She is not a sports person, but through it all she has managed to stay in business.

## **DAVID BARTULOVIC, Owner, Lost Nation Sports park, Willoughby, OH**



David Bartulovic is business owner from the Cleveland, Ohio area. In his 16-year career he has held various positions in coaching, sales, management and finance. He began his career at the inception of Lost Nation Sports Park in Willoughby, Ohio in 1998. David held positions with increasing responsibility working his way from the soccer desk to becoming a Manager of The Players Club bar and restaurant in 2005, and became owner of The Players and Lost Nation Sports Park in 2008 with business partner Mike Srsen. In 2015, David opened his newest restaurant called Sol in Willoughby, Ohio. David graduated from John Carroll University in

1999 with a business management degree and currently resides in Mentor, Ohio.

## **DAVID BRENNAN, President, North County Soccer Park, Poway, CA**



Dave Brennan thinks he has the best job in the world: owning an iconic, successful, soccer facility in beautiful Poway, California! This will be the last job he ever has. He has owned and operated the North County Soccer Park for 16 years. Founded in 1986, it is located 20 miles NE of San Diego. Dave attended The Citadel for a BS in Business Administration and San Diego State University for his Masters in History and a high school teaching credential. He saw an opportunity and bought the North County Soccer Park in 2000 after being a customer with his own family for six years. In 2004, he adopted Lil' Kickers soccer classes and then the Lil Sluggers baseball classes in 2007. Currently, his staff operates classes for approximately 750 children at two locations and runs youth and adult leagues for approximately 160 teams each

week. Recently, his great friend and silent business partner, Rod Bleakley, came on board full-time to operate the facility with Dave. With Rod's new energy and ideas, Dave anticipates the park's programs and revenues to grow in the years to come.

## **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.

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



A former general manager with several indoor soccer companies, Jim consults full-time for facilities all across America. 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 is on the boards of several youth soccer associations in two states and 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 a number of 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.

**DON CROWE, CEO, Arena Sports, DASH Platform, Lil' Kickers, Seattle, WA**



Don worked for Arthur Anderson & Co until 1990. While CFO and Treasurer of the Board with ICON Communications, he negotiated the acquisition of 6 telecommunication companies and the all-cash sale of ICON to a public company in 1998. He has been CEO of Arena Sports' 3 Seattle-area facilities since 1999 and owns and operates DASH Platform and Lil' Kickers.

**MARIO D'AGOSTINO, National Referee Instructor, USIndoor Soccer Association, Canton, MI**



A Maltese native, Mario started his soccer officiating career in 2000 with the United States Soccer Federation. He became a United States Indoor Soccer Association referee in 2005 and was hired by High Velocity Sports in Canton, MI in 2007 as its Head Referee. In 2008, he became a USIndoor National Referee Instructor.

**EVAN ELEFF, Vice President, The Sports Facility Advisory, Clearwater FL**



Evan is responsible for the planning, management and operational oversight of more than \$750 million in sports facilities, recreational assets, and sports tourism destinations, in addition to serving as SFA's resident expert in programming and facility operations. Evan served as the operations director for the largest YMCA branch in the Tampa Bay Region where he managed all programs for the flagship facility, exceeding financial and qualitative goals. Combining his experience with the SFA team, Evan provides clients with the lead, direction, and ingenuity to create hallmark programs in state-of-the-art facilities, as well as optimize operations and enhances existing services.

**GREG ELLIOTT, Partner, Sportsplex Management Group, Rockville, MD**



Greg Elliott is a former biology teacher and baseball player, having played with the University of Maryland, Baltimore County team and professionally with the Amarillo Dillas, an affiliate with the Cleveland Indians organization. Greg was inducted into the UMBC Athletic Hall of Fame in 1998. He received a Bachelor of Science degree from UMBC and a Master's degree in education from Western Maryland College (now William McDaniel University). SMG owns or operates five indoor sports facilities in Virginia, Maryland, New Jersey and Pennsylvania. For the past fifteen years, Greg has watched over SMG's finances, managing company budgets, dealing with banking institutions and private equity firms, and the

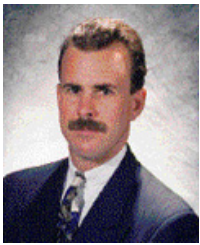
budgeting for long-term and short-term development projects. He also liaises with local government agencies to insure protocol and legal requirements for operations are met. Greg and his business partner John Burns, supervise over thirty full time employees, and over two hundred part-time employees.

**MIKE GALLUPS, Partner, American Sports Centers, Anaheim, CA**



Mike is a partner in American Sports Centers, with locations in Anaheim, CA, and Avondale AZ. As Vice President of Operations, Mike is responsible for managing the facilities' day to day operations and executing their business plans. His role also includes hiring and training key personnel for each new American Sports Centers location. Mike's exceptional organizational skills have been responsible for the success of filling up virtually all of the available prime time hours at American Sports Centers throughout most of the year. In addition, he negotiates all customer contracts, manages relations with tenants and vendors, and establishes new procedures to increase efficiency and profitability. Mike previously served as a member of USIndoor's Members-Only Committee.

**NORM GILL, Partner, Pinnacle Indoor Sports, Eau Claire, WI**



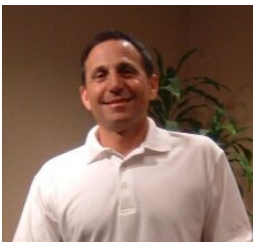
Norm Gill has hands on experience in every aspect of an indoor facility's development, construction and operation. He has personally operated two Soccer/Sports Blast facilities and has overseen the development, construction and operation of many others. Before founding Soccer Blast, Norm was principal 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 of Directors.

**ED GRACANIN, Let's Play Sports, West Jordan, UT**



Ed started out as Let's Play facility manager in Boise in 2008 with the dream of founding a new semi-professional indoor soccer dynasty. He abandoned the dream of a semi-pro club in 2010 to focus on building a sustainable business model, changing from a premier club emphasis to building a recreational atmosphere with a family environment. He and his family moved to Utah in 2014 and became regional manager. The opportunity allowed him to share his experience and knowledge with other indoor facility operators. He still enjoys coaching his regional team to success, and he fully believes in the Let's Play model: "A fun, safe indoor soccer experience for everyone."

**MARK GROSSMAN, President, Sports Center of Richmond and The Monument Sports Group, Richmond, VA**



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 the next two years in the front office of the Washington Diplomats, a team in 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 of Directors.

**JAMIE HAMMOND, General Manager, Total Sports Experience, Rochester, NY**



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.

**GARY LINDSEY, President, Lindsey Management Solutions**



Gary Lindsey brings years of experience and knowledge to Lindsey Management Solutions as its President and founder. Gary conducts educational workshops focusing on Social Security optimization and financial strategies for individuals at or near retirement. Previously, Gary operated several sports facilities and was Sports and Recreation Management Advisor at The Sports Facilities Advisory. In 1990, Gary became the Director of Soccer Development for the Cocoa (FL) Expo Sports Center, where, among other things, he oversaw the facility's construction and started several international youth tournaments that are still in existence, including the well-known Cocoa Expo Cup Holiday Tournament. Later, Gary became the Team Administrator for the United States Soccer Federation, organizing and preparing trips and events for U.S. National Teams. In 1996 he became the Director of Uihlein Soccer Park, a 72,000 sq. ft. complex in Milwaukee, WI. Before joining SFA, Gary served as the General Manager of the Chicago Sports Zone and In the Zone Health and Fitness Center in Melrose Park, IL. Gary currently live in Belleair Bluffs, FL. and enjoys spending time with his family, golfing, grilling and deep sea fishing. Gary played soccer in college and previously worked with the United States Soccer Federation. Gary graduated from the University of South Florida with a degree in marketing and management.

**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. He's also a former manager in the early 90's of a small company known as Microsoft working on Word, Office and MSN. He has a background in advertising and marketing and has worked for firms Elgin Syferd and Sandiland Wurz Hafeli and Loges amongst other firms in Seattle. Larry graduated from the University of Puget Sound with a BA in Business and Public Administration.

**ELAINE MATTHEWS, Director of Marketing and New Business Development, High Velocity Sports, Canton, MI**



Elaine Matthews is the Director of Marketing and New Business Development at High Velocity Sports in Canton, MI where she's worked for over 14 years. Currently, Elaine is primarily responsible for non-sports related revenue including Summer Camps, Field Trips, Lock-ins, Corporate Outings, and Bar/Bat Mitzvahs along with the Marketing of sports leagues, clinics, camps, special events both in and on behalf of the High Velocity Sports and its off-site programs at other locations. Before HVS, Elaine was the Director of Marketing for Cellular and More for 2 years and the Marketing and Summer Camp Director for the Detroit Rockers indoor professional soccer team for 5 years. Elaine graduated from Wayne State University in Detroit with a BA in Business Administration and a Specialization in Marketing and Public Relations.

**GEORGE MCAULIFFE, President, Pinnacle Entertainment Advisors, Lenexa, KS**



George McAuliffe is a 30-year family entertainment center operator and president of Pinnacle Entertainment Advisors by Redemption Plus. Pinnacle is an industry consulting firm founded in 1996. George has operated public space entertainment centers from 2,000 to 150,000 square feet including a wide variety of entertainment related businesses such as bowling centers, restaurants, tourist attractions, ice skating, rides, and laser tag, to name a few. He has operated redemption and merchandise games since 1983. Pinnacle serves as the Strategic Partner for Games and Family entertainment for Brunswick Bowling & Billiards. Pinnacle's consulting practice has served new and established family and location based entertainment operators, with clients as diverse as Wal-Mart, Disney, ESPN Zone, Brunswick, and many independent owners and investor groups.

**JAN NORDMO, President, Off the Wall Soccer, Santa Clara CA**



Jan opened California's Arena Soccer Centers, dba Off the Wall Soccer, in Santa Clara in 1993 and is a partner of Chico Sports Arena, dba Off the Wall Soccer in Chico. A graduate of the University of Washington ('87) in Seattle, he has a Master of Science in Recreational and Sports Science from Ohio University. He has played soccer since youth and has participated with several high-level championship teams, playing and coaching in national and international tournaments and events. Jan holds several coaching credentials, including the USSF "A" coaching license and the NSCAA Premier Diploma, and is a USSF licensed referee. He previously coached Ohlone College Men's Soccer, Los Gatos High School Varsity Girls' Soccer, and has coached in the Olympic Development Program for Cal North since 2001. Jan Eric has served as consultant to many professional sports organizations and worked with start-up sports arenas. He is the Managing Director for The Sports Arena Alliance in Northern California and sits on several local non-profit boards. Off the Wall Soccer has been a proud member of USIndoor since 2002, and Jan was elected to its Board in 2010.

**TY REDINGER, President, Lil' Kickers, Redmond, WA**



Having started with Arena Sports in 2000 as a customer service representative and instructor for the Lil' Kickers Child Development Program, Ty has risen through the ranks, being promoted to President of Franchise Operations for Lil' Kickers in 2012. Ty's collegiate & semi-pro experience with soccer, coaching, and psychology background as well as his team's background in education & child development has led Lil' Kickers to become the largest child development franchise of its kind in the indoor sports facility industry. He has also become an industry leader and mentor, working closely with owners and operators of over 100 indoor sports facilities across North America. In 2015, Ty was selected for Puget Sound Business Journal's Top 40 under 40 Award for his accomplishments as an entrepreneur in the field of Child Development Franchising.

**SAID SANHOURY, USIndoor Soccer Association Director of Officials, San Diego, CA**



Said (Say-eed) joined the United States Indoor Soccer Association as its Director of Officials in 1999. An Egyptian native, Said started his soccer officiating career in 1982 with the United States Soccer Federation and the National Intercollegiate Soccer Officials Association. His professional indoor soccer experience includes the World Indoor Soccer League, Toys 'R' Us Victory Tour (US Women's National Team vs. the World Team, 1999), the World Indoor Championship (Mexico City, Mexico; 1997), Continental Indoor Soccer League, and Major Indoor Soccer League (1982-1992). Said has extensive experience both refereeing and training for youth and amateur recreational and competitive leagues and tournaments, including for private indoor facilities, regional soccer associations, and the Boys & Girls Club of America. Said received his Bachelors Degree in Physical Education from Hellwan University, Cairo, Egypt (1974), and his Masters of Business Administration from National University in San Diego, California (1998). He has a wife, Lili, and daughter, Paulene.

**SCOTT SCHAUER, President, Santa Clarita Soccer Center, Santa Clarita, CA**

**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.

**JOHN SHIELDS, General Manager, American Sports Centers, Avondale, AZ**

**ERIC SULLIVAN, Partner, The Sports Facility Advisory, Clearwater, FL**



Eric is widely regarded as one of the most respected sports facility professionals in the industry. As the Chief Revenue Officer (CRO), he has been responsible for opening more youth and amateur-based sports-recreation-entertainment-event venues than anyone in the entire industry, including two in the past 12 months. In 2012, he was honored as a member of the Tampa Bay Business Journal's "30 Under 30" Up and Comers class. Eric has been a catalyst for SFA's growth, leading the entire planning, funding, and grand opening of more than \$150 million in facilities and more than \$30 million in the past year.

**SHEILA WHITLOW, Vice President, Lil Sluggers, Brentwood, TN**

Sheila Whitlow is the co-owner and Vice President of Lil Sluggers, Inc. and LPG Sports Academy, providing youth sports programs to sports centers and entrepreneurs nationally since 2007. In addition, along with her husband K.C., Sheila owns and operates Lil Sluggers Nashville and LPG Sports Academy in Nashville TN, at an indoor facility which exclusively provides youth sports programs to children ages 20 months-7 years old. Prior to living and working in Nashville, Sheila co-owned and operated Winner's Edge Sports Training (WEST), an indoor baseball and soccer facility located in Huntington, NY from 2003- 2010. Sheila has a 20-year career in sales, marketing and customer service including roles as Media Director and buyer for local, regional and national advertising agencies as well as Senior Account Executive for marketing research firms and media companies. She holds a B.S. in Communications with a minor in Marketing from the University of Florida.

**DARRYL WICKENS, President, Tyngsboro Sports Center, Tyngsboro, MA**



Darryl Wickens has over 20 years in customer service management and 10 years in the sports facility business. He began his career in high technology companies, providing technical customer support to clients in various data and wireless industries. He ascended to management roles in several start-up companies. During this time, Darryl developed several other companies that were as far away from high tech as imaginable. Darryl founded the Tyngsboro Sports Center in 2004 and has grown the 45,000 sf. facility to capacity. He is now in the process of creating an additional 73,000 sf. facility. He cites his customer service

background as the key to creating a terrific product and enabling brand loyalty. Darryl says of his success in the sports facility business, "We spend zero on marketing— our thousands of customer soldiers do the work of spreading the word and engaging new customers!" Darryl lives in Massachusetts with his wife of 30+ years and six grown children, all of whom work in the family business.

**JOHN WOLOHAN, Sports Management Professor, Syracuse, NY**



Attorney John Wolohan is a professor of Sports Law in the David B. Falk College of Sport and Human Dynamics at Syracuse University. Professor Wolohan is one of the lead editors of the book "Law for Recreation and Sport Managers" by Cotten and Wolohan, as well as the author of the "Sports Law Report" a monthly article that appears in Athletic Business. Professor Wolohan has published numerous articles and book chapters in the areas of tort law, doping, intellectual property and antitrust issues. In addition, Professor Wolohan is an accomplished and sought after speaker having made numerous presentations in the area of sports law to such organizations as the American Bar Association, Asser Sports Law Institute, Athletic Business, European Association for Sport Management, International Sports Lawyers Association, North American Society of Sport Management, Sport and Recreation Law Association, USIndoor Sports Association and the United States Sport Congress.

**DEVON YOAKAM, Let's Play Sports, CO**



Devon joined Let's Play in 1998, moving to Denver on a whim. He knew only one person in the entire state, but found friendship and fun through the sport he has always loved: soccer. Playing at a Let's Play facility, he met many people and really enjoyed himself. He inquired about a job at the facility and was hired as an assistant referee. Since then, he has moved up through Let's Play, spending seven years as the Rocky Mountain facility manager, three years as the San Diego facility manager, and seven years as regional manager. Let's Play has been a huge part of his life professionally, and more importantly, as family.

**ARNOLD ZIRKES, Principal, Net Results, LLC, Bowling Green, OH**



Through Net Results LLC, Arnold represents numerous indoor and outdoor sports complexes, sports clubs, leagues and state associations, principally with marketing. He has also helped open a number of indoor soccer and sports facilities. He formerly served as Director of Marketing for The Soccer Spot complexes, located in Grand Rapids and Holland, Michigan, where he generated marketing revenue over \$300,000. As Executive Director to Heartland Soccer Association in Kansas (USYSA member), he generated over \$150,000 in sponsorships and advertising. In addition to managing an 18-field outdoor soccer complex and a league of

11,000 kids per season during the fall and spring. Arnold created and ran the Ohio South Youth Soccer Association's Coaches Lecture Series, with 24 dates in Cincinnati, Dayton, and Columbus, Ohio, for over 20 years. He owned or managed a soccer-specific retail store for more than ten years. His special event management expertise includes organizing and running youth and adult tournaments of 40-438 teams, including 3v3 events, advertising and grass marketing. Arnold was recognized in 2000 by Major League Soccer as one of the top 100 soccer leaders in Ohio.

# Regular Attendees

(partial listing)

## Arizona

Arizona Sports Complex, Glendale, Ryan Knight, Justin Sayban

## British Columbia

Thompson Rivers Univ., Kamloops, Glenn Read, Matt Milovick

## California

American Sports Centers, Anaheim, Mike Gallups  
Bladium Sports and Fitness Club, Alameda, Jen Giorno  
Burlingamer, Burlingame, Jen Short, Roxy Kamal  
North County Soccer Park, Poway, David Brennan, Rod Bleakly  
SportsHouse, Redwood City, Joe Fernando, Brian Wood  
Off the Wall Soccer, Santa Clara, Jan Eric Nordmo  
Rocklin Sports & Fitness Center, Joe Klont  
Santa Clarita Soccer Center, Scott Schauer, Joe Whiting  
Tracy Indoor Sports, Jim La Velle  
Vacaville Indoor Sports Complex, Rosalie Sandria, Tim Carson

## Colorado

Bladium Sports and Fitness Club, Denver, Jen Henry, April Albertson, Tyler Percivich

## Connecticut

CFC Arena, Hamden, Christine Huber

## El Salvador

GAMBETA, La Libertad, Paola Cristiani de Yopez, Francisco Yopez

## Georgia

Score Indoor Sports, Fairburn, Nick Favella, Sarah Black

## Idaho

The Dome, Hayden, Beau Vucinich, Tricia Vucinich

## Illinois

The Sports Academy, Glen Carbon, Justin McMillian  
Players Indoor Sports Center, Naperville, Doug Kluener, Maxine Appenbrink  
Westmont Yard, Natasha Buh, Kayli Miller, Karen Gust

## Indiana

Off the Wall Sports, Carmel, Dale Moulton, Sean Cowie  
Sparta Sports Dome, Crown Point, Jacqueline Chang-Stroman, Jill Wichert, Tae'Ni Chang-Stroman, Sam Longoria

## Kansas

All American Indoor Sports, Lenexa, Dave Quinn

## Louisiana

Pelican Park, Carencro, Jim Thibodeaux  
Premier Soccer Center, Baton Rouge, Jason Kelly

## Maryland

Athletic Performance, Gambrills, Keith Matney  
Crown Sports Center, Eden, Cole Lacey  
Maryland Sports Arena, Edgewood, Ron Szczybor  
Frederick Indoor Sports Center, Joel Alligood  
Athletic Performance, Gambrills, Keith Matney  
Sportsplex Management Group, Rockville, John Burns, Greg Elliot  
Adam Manning, Salisbury, MD

## Massachusetts

Danvers Indoor Sports, Topsfield, Kelly Cragg, Josh Lewis, Dan Sardilli, Elliot Bresnahan  
Tyngsboro Sports Center, Brian Wickens, Darryl Wickens

## Michigan

High Velocity Sports, Canton, Drew Crawford, Chelsea McGovern, Elaine Matthews, Kyle Karns, Marge Budlong  
Legacy Center Sports Complex, Brighton, Amy Callahan, Jessica Kilpatrick, Droo Callahan, Rodney Goble

## Missouri

KC Sports Lodge, Independence, Mike Mathis, Cynthia Shirley  
The Soccer Lot, Kansas City, Ian Mohrmann  
Vetta Sports, St. Louis, John Spanos, Marc Roeder

## Montana

Missoula Indoor Soccer, Matt Fowler

## Nevada

Reno Sportsdome, Owen Blake

## Newfoundland and Labrador

City of Mount Pearl, Jason Collins

## New Hampshire

Nashua Sports Academy, Wil Horne Jr., Jason Novak, Nate Christopher, Austin Denton  
Tilton Sports Center, Eric Pyra

## New Jersey

The Field House, Moorestown, Kevin Loftus, Kevin McCabe

## New York

Afrim's Sports, Albany, Afrim Nezaj  
Aviator Sports & Even Center, Brooklyn, Harvey Greenidge,  
Roman Chajkowsky, Dean Rivera, Harrison Farabaugh  
Chelsea Piers Field House, New York, Neal Kitson, Katie  
Cooper, Jessica Betts, Steve Diblasi  
Global Sports Centers, Plainview, Meghan Frey, Peter  
Zaratin  
Total Sports Experience, Rochester, Jamie Hammond

## North Carolina

The Factory, Wake Forest, Richard Robbins, Barry  
Feinsmith

## Ohio

Lost Nation Sports Park, Willoughby and Lorain, Chris  
Dore, Ed Strauss, Dan Bartulovic, David Bartulovic  
Soccer Centre, Maumee, Brant Smith  
Sports Ohio, Dublin, Ryan Hicks, Chris Crosby, Jordan  
Koblens

## Oregon

Corvallis Sports Park, Corvallis and Springfield, Quinn  
Strickler, Will Zaworski, Kim Leamy, Erin Marshal

## Pennsylvania

Pittsburgh Indoor Sports Arena, Cheswick, Karyn Brooks,  
Frank Masi

## Saskatchewan

Saskatoon Soccer Centre, Scott Parker, Jodi Blackwell

## Texas

Plano Sports Authority, Sandi Williams, Greg Clapp  
SoccerZone (4 locations) Sarah Berry, Edgar Martinez, Ivan  
Salazar, Oscar Garcia, Norberto Rodriguez  
The Gym, Humble, Anissa Veal, Jerry Lavey

## Virginia

Sports Center of Richmond, Austin Brooks, Joe Graham, Ray  
Pardue, Tyler Pardue  
Sportplex 251, Broadway, Steve Eriksen, Mario Bianchi

## Washington

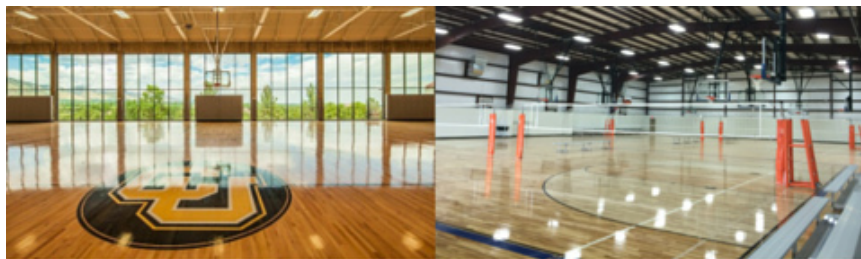
Arena Sports, Redmond and Issaquah, Kelly Knapp, Janna  
Chow, Elliott Roberts, Nickie Bartleson, Larry Mana'o,  
Bryan Graff, Don Crowe, Marty Dawood, Leo Pedraza,  
Takeshi Ushikubo  
Bellingham Sportsplex, Marc Roney  
Starfire Sports, Seattle and Tukwila, Micah Pigott, Steven  
Dahl  
Woodinville Indoor Sports, Jeff Halstrom  
Yakima Valley Sports Commission, Rich Austin

## Wisconsin

KEVA Sports Center, Middleton, Eric Fritz

## Multiple States

Let's Play Sports, Ed Gracanin, Leigh Taylor, Devon  
Yoakam, Mike Garrett  
XL Sports World, David Dyke, Ciarán McArdle, Kris Lamb,  
Steph D'Amico  
TEAMWORKS, Brian Davis



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