

HUDDLE UP P 2021

SCHEDULE & PROGRAM
MAY 4 – 5, 2021

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SPORTS TOURISM
INDEX



SCHEDULE

TUESDAY, MAY 4TH

ALL TIMES EST

11:00 AM

USROWING

James Rawson – Director of Events

11:30 AM

PROFESSIONAL DISC GOLF ASSOCIATION

Michael Downes – Director of Operations &
Danny Voss – Director of Marketing

12:00 PM

TRIPLE CROWN

Sean Hardy – Chief Operating Officer

12:30 PM

NATIONAL COLLEGIATE TABLE TENNIS ASSOCIATION

Willy Leparulo – President

1:00 PM

NATIONAL WHEELCHAIR BASKETBALL ASSOCIATION

Brandon McBeain – Director Membership Services and Programs

1:30 PM

CROSSFIT

Billy Rodgers – Partner, Framework Events

2:00 PM

AMERICAN JUNIOR GOLF ASSOCIATION

Patrick Cansfield – Director of Business Development

2:30 PM

NITRO CIRCUS

Brett Clarke – Chief Revenue Officer

SCHEDULE

WEDNESDAY, MAY 5TH

ALL TIMES EST

11:00 AM

MAJOR LEAGUE FISHING

Michael Mulone – Senior Director, Events & Partnerships

11:30 AM

T2 SPORTING

Travis Tew – President &
Andrew Vorce – VP Sales & Operations

12:00 PM

NATIONAL COLLEGIATE RUGBY

Matt Robinette – Events Director

12:30 PM

NATIONAL JUNIOR COLLEGE ATHLETIC ASSOCIATION

Darren Drake – Sports, Events and Championships Associate

1:00 PM

WORLD LACROSSE

Jim Scherr – Chief Executive Officer

1:30 PM

MOVE UNITED

Susan Rossi – Director of Competition &
Jennifer Cloy – Competition Manager, Programs

2:00 PM

USA TEAM HANDBALL

Ryan Johnson - Chief Executive Officer

2:30 PM

MOTOSURF WORLD CUP

Martin Jančálek – WorldCup Director



JAMES RAWSON
Events Coordinator

Tuesday – 11:00 AM

James Rawson has served in various roles with USRowing since November of 2005. In his current role, Rawson oversees all planning, logistics and execution for USRowing events, including developmental, masters and national team level competitions. He is also responsible for effectively managing all USRowing event stakeholders to ensure quality for the organization. Prior to his time at USRowing, Rawson worked as a coach in collegiate rowing at the NCAA Division I level with Gonzaga University, Kansas State University and Portland State University.



MICHAEL DOWNES & DANNY VOSS
Director of Operations & Director of Marketing

Tuesday – 11:30 AM

Since the moment Mike Downes threw his first frisbee as a kid, he was hooked. He has been an avid disc golfer since the mid-90's and became a Professional Disc Golf Association member in 1998. After graduating from Northern Arizona University with a degree in Parks and Recreation Management, he worked in various recreation settings until landing his "dream job" as Events Manager for the PDGA in 2012. Because the PDGA membership continues to grow at an astronomical level, the staff has grown too, and now Mike works as Director of Operations.



SEAN HARDY
Chief Operating Officer

Tuesday – 12:00 PM

Sean Hardy has spent the last 26 years working for Triple Crown Sports, including his current role as the Chief Operating Officer, a title he has held since January of 2018. Prior to this position, Hardy has served various titles, such as Executive Baseball Director, Executive Volleyball Director, National Girls Fastpitch Director and Baseball Event Coordinator. In addition, he also serves on the board of ClubOne Volleyball in Northern Colorado, a position he has held since January of 2007.

RIGHTS HOLDER BIOS



WILLY LEPARULO

President

Tuesday – 12:30 PM

Willy Leparulo has been involved with the National Collegiate Table Tennis Association (NCTTA) since the 1990's, when he was a student athlete at Florida State University. After graduating from FSU, Leparulo moved to the administration side of the NCTTA, specifically within events. He has served as the President of the Board of Directors since 2004. His responsibilities include managing a myriad of different events for NCTTA, as well as tournament fundraising, coaching certification and league organization.



BRANDON MCBEAIN

Director of Membership Services and Programs

Tuesday – 1:00 PM

Brandon McBeain joined the National Wheelchair Basketball Association as the Director, Membership Services and Programs, in 2016. McBeain has spent time working for minor league sports teams, various sporting events, and a few sports marketing firms. McBeain, originally from Minnesota, found his passion for Paralympic sport working for the Organizing Committee at the 2010 Vancouver Olympic & Paralympic Games. McBeain served as the Treasurer and Secretary of the NWBA Junior Division for four years starting in 2012.



BILLY RODGERS

Framework Events, Partner

Tuesday – 1:30 PM

Billy Rodgers is co-founder and owner of Framework Events. Framework Events is an event management and production company that has carved out a niche in large, spectator driven fitness events & festivals. Prior to founding Framework, Billy spent a decade with Bruno Event Team operating PGA Tour Events, NCAA & SEC Championships, Heavyweight Title Fights and more. In total, Billy and his team have been operating some portion of the CrossFit Games since 2011.



PATRICK CANSFIELD
Director of Business Development

Tuesday – 2:00 PM

Patrick Cansfield has worked with the AJGA for more than five years serving in various roles, including operations intern, tournament coordinator, regional director and director of business development. His favorite part about the game of golf is the challenge that it provides each and every time a golfer steps foot on the course. It is rare to have the exact same shot given the course and conditions each round.



BRETT CLARKE
Chief Revenue Officer

Tuesday – 2:30 PM

Since May 2012, Brett Clarke has served as the Chief Revenue Officer of Thrill One Sports & Entertainment, based in Orange County, Calif. In his position, Clarke is responsible for driving Thrill One's commercial efforts across brand partnerships, sponsorships, major event hosting rights, media rights, licensing/consumer products, manufacturer partnerships and new business verticals. Thrill One Sports & Entertainment brings together the biggest brands in thrill-based sports and entertainment, through Nitro Circus, Street League Skateboarding, Nitro Rallycross and Thrill One Media.



MICHAEL MULONE
Senior Director, Events & Partnerships

Wednesday – 11:00 AM

Michael Mulone oversees the event planning, site selection, expos, merchandise and the partnerships with destinations which host Major League Fishing tournaments. Michael joined MLF in October 2018 after nearly 14 years in a similar role at B.A.S.S. and ESPN. Prior, Michael worked for hotels and CVBs planning meetings, conventions and sports events in North Carolina and Florida. A native of New York's Adirondack Mountains, Michael lives on the gulf coast of Florida where he enjoys fishing, boating and cooking big meals for his family.



TRAVIS TEW & ANDREW VORCE
President – VP Sales & Operations

Wednesday – 11:30 AM

Travis Tew and Bryce Thornburg served as National Sales Directors for competing companies over the last 15 years. In that time, they went head-to-head to see who could set up the best soccer tournaments across the country. Now, they are both at WST to create the best small sided soccer tournament series in the country. Andrew Vorce handles the Business Operations side of things to ensure that the ship runs smoothly. Together, the leadership team has over 60 years of experience running small sided tournaments in every part of the country.



MATT ROBINETTE
Events Director

Wednesday – 12:00 PM

Matthew Robinette has been involved with rugby in the United States for over 20 years as a player, coach, referee, and administrator. Matt is an event designer with experience producing concerts, festivals, sporting events/tournaments, conventions, trade shows, and various types of races. Matt is the Director of Visitor Experience for a destination management company with previous DMO experience in sports marketing. Combining his professional experience and passion for rugby provides National Collegiate Rugby an Events Director with the skills and knowledge to source and produce exceptional events for our members.



DARREN DRAKE
Sports, Events and Championships Associate

Wednesday – 12:30 PM

At the NJCAA National Office, Darren Drake serves as the primary championships contact for Division I sports including men's and women's cross country, men's golf, men's and women's soccer, softball, men's and women's track and field, and volleyball. Drake serves as the secondary championships contact for football, Division I baseball, and Division I men's basketball. In addition to his sport-specific responsibilities, Drake plays an integral role in ordering awards and championships site selection.



JIM SCHERR
Chief Executive Officer

Wednesday – 1:00 PM

A highly respected leader in international sport, Jim Scherr brings the unmatched experience and success of having served as Chief Executive Officer of a National Governing Body (USA Wrestling), National Olympic Committee (the United States Olympic Committee), international multisport games (European Games) and competed in the Olympic Games (1988 Seoul) to his role as Chief Executive Officer of World Lacrosse. He was appointed as the first-ever Chief Executive Officer of World Lacrosse in 2017 and has led the organization through a period of unprecedented growth.



SUSAN ROSSI & JESSICA CLOY
Director of Competition & Competition Manager, Programs

Wednesday – 1:30 PM

Susan Rossi is a mission driven sport and rehabilitation professional with 22 years of knowledge/education, experience, and established relationships in the Paralympic and adaptive sports industry. Susan has been with Move United since 2020 as a result of the merge between Adaptive Sports USA and Disabled Sports USA. Susan develops the Move United Competition Series with over 25 multi-sport events in 19 markets across the country, leads the Move United Junior Nationals, and manages our international presence with the International Wheelchair and Amputee Sports Federation.



RYAN JOHNSON
Chief Executive Officer

Wednesday – 2:00 PM

Ryan Johnson was named the Chief Executive Officer of USA Team Handball in December 2020. Johnson started his professional career with USA Wrestling, working on the organization and presentation of major USA Wrestling regional, national and international events. During his time at USAW, he led the U.S. Olympic Trials and World Wrestling Championships, including their international hospitality program in Rio de Janeiro, Paris, Budapest, and Nur-Sultan, and in current development for Tokyo and Oslo.



MARTIN JANČÁLEK






MotoSurf WorldCup Director

Wednesday – 2:30 PM

Martin Jancalek started racing motocross bikes when he was 4. After a difficult injury in 2011, he turned into a behind the scenes role and accepted an offer from the MotoGP World Championship where he worked as a PR specialist and rider's manager. In 2018, the Czech turned over the MotoSurf WorldCup competition and started building the world's structure under the UIM Federation.

ACCESS RECORDED SESSIONS

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- 2 Click on .
- 3 In the  set the category to .
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