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Kathy Nelson Named President of the Greater Kansas City Sports Commission and Foundation

KANSAS CITY, Nov. 8, 2011 -- The Greater Kansas City Sports Commission and Foundation (GKCSCF) today announced that it has named Kathy Nelson its president and CEO, effective immediately. Nelson, currently executive director of the Women's Intersport Network (WIN for KC), succeeds Kevin M. Gray, who passed away earlier this year. Her appointment follows a lengthy search by the KCSC's executive committee.

"Kathy's resume is very impressive and her leadership skills are superior," said Peter Ciacco, chairman of the board of GKCSCF. "Over the past two years she has distinguished herself within our organization with her work at WIN for KC. Our Executive Committee is looking forward to Kathy's tenure with great anticipation. We conducted an exhaustive search to fill critical role, and we are gratified to have landed so well-qualified a leader to guide the Commission for years to come."

As GKCSCF president and CEO, Nelson will be responsible for managing the full span of its operations and activities, all of which support its mission of enhancing the quality of life and economic success of the Kansas City region through promoting sports at all levels and attracting and managing a broad array of events. She will work closely with the GKCSCF Executive Committee and Board of Directors in shaping and implementing the organization's strategy.

Nelson has been executive director of WIN for KC since July 2010. WIN for KC is a program under the umbrella of the GKCSCF that seeks to empower girls and women through advocating and promoting the lifetime value of sports and fitness, while providing opportunities for participation and leadership development. Upon assuming the presidency of GKCSCF, Nelson intends to remain available to WIN for KC for leadership and support for its key initiatives until a successor is named there.

For the prior 10 years, Nelson served in senior management roles in marketing, sales and promotions at Time Warner Cable and Time Warner Cable Metro Sports. Before that, she held a number of roles over 11 years at WDAF-TV, Fox 4, in Kansas City, including creative services manager, producer, reporter and editor.



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“Kathy brings broad and relevant experience to the role of president,” said Bill Hall, president of the Hall Family Foundation and a board member of the National Association of Basketball Coaches Foundation. “The Kansas City Sports Commission is a vital community asset, and Kathy’s experiences with WIN, the media and sports marketing equip her well to sustain its success.”

“The Kansas City Sports Commission is to be commended for selecting Kathy Nelson to lead the organization during this exciting time of transition. Kathy’s passion and diverse experience will enhance opportunities to attract and retain sporting events to the Kansas City region,” said Brenda Tinnen, senior vice president and general manager of Sprint Center/AEG Kansas City.

Nelson studied television and radio at Northeast Missouri State University after graduating from Winnetonka High School in Kansas City. She is the recipient of numerous Telly, Emmy and Cable TV awards. She and her family reside in Lenexa, Ks.

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About The Kansas City Sports Commission and Foundation

The Kansas City Sports Commission and Foundation aims to enhance the quality of life and economic success of Greater Kansas City by taking the lead in maintaining and selectively acquiring a diversity of amateur and professional sporting events; to collaborate with area economic development agencies to attract and retain amateur and professional sports organizations; and to promote the lifetime benefits of sports for the youth of Greater Kansas City. Since its beginning in 1966, the Kansas City Sports Commission and Foundation has worked to promote sports and recreation at every level. The organization has helped generate in excess of \$750 million in estimated economic impact on the surrounding Kansas City metropolitan area since 1990. Additionally, the Sports Commission sponsors more than 20 annual events including youth clinics, annual community and membership activities and community-sponsored athletic events. For more information, visit <http://www.sportkc.org>