

2016 USA Masters Games May 2015 Newsletter

The USA Masters Games movement continued to pick up momentum during the month of May. Masters national champions were crowned in wrestling in Las Vegas, May 5-7, during the Las Vegas/ASICS Open Wrestling Championships, and in Detroit, May 22-27, at the 2015 USA Volleyball Open National Championships.

Volleyball Takes Over Motor City

We were there at the USA Volleyball Open National Championships. Masters age groups represented ranged from 40 and over up to 79 and above. Teams and competitors converged on the Cobo Convention Center from across the country and a number of foreign countries. There was even a special check-in desk for teams from Brazil and Venezuela!

The USA Volleyball Open Nationals is an amazing event, with simultaneous volleyball action on up to 45 courts all in one massive convention hall. Just the sound of the countless referee whistles is somewhat deafening. The competition was intense and sometime the rivalries heated, but sportsmanship was in abundance throughout.

We visited with many teams and players who said they cannot wait to come to North Carolina next year for the USA Masters Games. In addition to the high level competition, they are excited about Games "extras" such as Opening Ceremonies, torch lighting, and Games Village.



Tennis Competition Gets High-Level Planning Assist

The Executive Director of the North Carolina Tennis Association, Kelly Gaines, was joined by U.S. Tennis Association (USTA) executive, Jeff Waters, for a detailed planning session on Tennis competition in next year's USA Masters Games. Also participating were Kim Strable, President of the Greensboro Sports Commission, a long-time tennis player and coach himself, and Hill Carrow, CEO of the USA



Masters Games. Jeff, who serves as Managing Director of Adult Tennis for the USTA, travelled from New York City to Greensboro for the session. He later participated in other NC Tennis Association meetings and reviewed some of the local tennis facilities where 2016 USA Masters Games competition is slated to be held.

Fortunately the Greater Greensboro area of North Carolina is blessed with numerous quality tennis facilities, both outdoor, which will be the focus of the Masters Games competition, and indoor, in case of inclement weather. The North Carolina Tennis Association is headquartered in Greensboro and the North Carolina Tennis Hall of Fame is centered there as well.



“We are thrilled to have this level of involvement in our planning by leaders from the tennis world such as Kelly Gaines, Kim Strable, and Jeff Waters,” said Hill Carrow, CEO of the USA Masters Games. Among the Olympic Family of sport governing bodies, the US Tennis Association is at the top of the heap when it comes to resources, and to have them send one of their key executives to Greensboro to assist in the development of the 2016 Masters Games makes quite a strong statement on the promise of these Games.”

Vela Joins Games Growing Sponsor Team

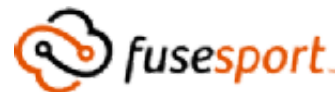


Vela Strategic Marketing and Public Relations, based in Winston-Salem, NC, becomes the latest sponsor of the 2016 USA Masters Games. Vela is a full-service marketing, advertising, and public relations agency that has a wide array of impressive clients, including a number from the sports industry including Robertson Motorsports, BB&T Ballpark, and the U.S. Figure Skating Championships. Vela’s work is focused in the areas of strategic marketing and advertising, digital and social media, event and meeting planning, and public and media engagement.

Vela is creating and developing the branding and look for the inaugural edition of the USA Masters Games, to be held July 22-31, 2016, at venues throughout Greensboro and the Piedmont Triad region of North Carolina. Currently Vela is working on marketing and promotional material for the Games.

“Vela is excited to play a major role in the 2016 USA Masters Games,” said Ginger Gallagher, Vice President, Account Management and Business Operations for Vela. “From a personal standpoint, as an adult athlete myself in Martial Arts, I love the connection, and from our business perspective, it gives us the chance to further grow our sports portfolio and make a significant contribution to a new major chapter in U.S. Masters sports history.”

The Backbone of the Games: FuseSport



If you have ever noticed the years of planning and all that goes on behind the scenes to make a single Masters sports national championships a success, you might be wondering to yourself: “How in the world is anyone going to be able to pull off an event that is the equivalent of a ‘mash-up’ of over 20 different sport nationals conducted simultaneously?!” The answer is as simple as a company called FuseSport.

Founded in 1997 in Australia by company CEO Chris Clark and his brother Andrew, FuseSport’s history includes the software developed for the website and registration process for the granddaddy of continental and national

Masters games, the Australian Masters Games. The Australian Masters Games have been conducted every year for the last 15 years in a variety of cities around Australia, and FuseSport continues to house and manage the Games website—so FuseSport knows Masters.

In 2013 FuseSport moved its world headquarters to Colorado Springs, home of the U.S. Olympic Committee and numerous Olympic sport governing bodies. Ian Fitzpatrick, Vice President of Global Operations, who serves as the point person at FuseSport for the USA Masters Games, reports that FuseSport now handles the website and registration for the 2015 National Senior Games, the 2015 World Police and Fire Games, and soon the World Masters Games. “FuseSport is literally the backbone of the 2016 USA Masters Games,” said Faryn Roy, Managing Director of Operations. “To have a company with their history, knowledge, and experience in the development and management of multi-sport games is essential to the success of the 2016 USA Masters Games, and we are grateful to have them as a core part of our Games operations team.”

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