

For Immediate Release
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“Finchem and Killeen Share Career Experiences”

OSU students are influenced to “kick start” their career in Sports Management

Stillwater, OK- PGA Commissioner Tim Finchem and a dynamic line-up of speakers inspired students at the 1st Annual Sports Management Conference, held Tuesday, April 24th at Oklahoma State University. He was joined by Sara Killeen, President of Longitudes Group, LLC, as well as Bill Sutton, former VP, Team Marketing and Business Operations, NBA, and Tom Stultz, President/CEO and Director of Trip Crown Media, Inc.

The Conference focused on influencing students to “kick start” their career. It was an opportunity for OSU students to learn more about the fast growing career opportunities in the sports management industry. Killeen and Finchem shared their experiences with work and their careers in the Golf industry. Sutton enlightened the audience on marketing the NBA and Stultz explained the business of College Athletics.

Killeen, who was a four-time NCAA Academic All-American golfer for OSU, has 20 years of golf marketing expertise and experience from working for Foot-Joy and Nike Golf. Her commendable experiences offered essential information for all attendees interested in the sports management industry.

Bill Sutton also graduated from OSU, with three degrees (B.A. 1972, M.S., 1980, and Ed.D. 1983) and is now a professor at the University of Central Florida, where he teaches sports marketing and sales and promotional management in sport.

OSU is one of the few business schools in the nation to offer a sports management program.

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Longitudes Group, LLC, headquartered in Omaha, Nebraska, is a research and marketing company providing unique analysis on the travel and spending behaviors of avid golfers. Armed with a database containing information on the behavior of 6.0 million avid golfers mapped by county and zip code, Longitudes Group uses a geo-demographic approach to probe both the location and travel behavior of the avid golfer population. On the supply side, Longitudes Group has built the most up-to-date database of golf retailers including 16,000 golf facilities, 1,574 off-course retail stores and 2,000 chain sporting goods store. For more information, visit the company online at www.longitudesgroup.com.