



For Immediate Release

Janna Clark Named to Board of Directors of National Sports Organization

Elizabethtown, Ky. May 15, 2015—A local sports tourism professional with the Elizabethtown Tourism and Convention Bureau (ETCB) has been elected to the National Association of Sports Commissions' board of directors.

Janna Clark, sports and sales director for ETCB, will serve a three-year term on the NASC board. Clark has been an association member since 2009.

The national association represents more than 2,000 sports events professionals, including destinations, facilities, event owners, and vendors. The NASC board consists of 21 industry professionals from all over the country.

In addition to the board seat election, Clark earned a professional certification as a Certified Sports Event Executive (CSEE). The coursework for the certification requires over 5 years of educational modules, classes, and industry experience.

“We are excited to have Janna join the leadership of the NASC,” said Greg Ayers, CSEE, President & CEO for Discover Kalamazoo (Mi.) and Chairman of the NASC Board of Directors. “We had a number of outstanding, qualified candidates who wished to serve the association. Janna’s commitment to previous volunteer service with the NASC, combined with obtaining her CSEE certification, will serve us well as we continue to grow and have an impact for our members.”

Clark is honored to serve. “I’m looking forward to joining a dynamic group of colleagues in guiding our industry’s association,” noted Clark. “The work of the NASC is vital to serious-minded sports professionals through education, sales, and networking.”

Clark joined ETCB in 2009 and has served as the lead marketer and sales person for the Elizabethtown Sports Park since its inception. Construction on the 150-acre outdoor park began in 2010 and opened in July 2012 as a national venue for competitive youth sports. The park hosts approximately 50 large events each year, bringing over 60,000 youth athletes to the area.

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