



NEWS RELEASE

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Greater Lansing Sports Authority Names Meghan Ziehmer as New Executive Director

LANSING, Mich.— The Greater Lansing Sports Authority (GLSA) is pleased to announce it has named Meghan Ziehmer, STS, CTA, former associate director, as its new executive director.

“Meghan has been an integral part of the GLSA since she started in 2009,” said Julie Pingston, President & CEO of the Greater Lansing Convention and Visitors Bureau (GLCVB). “I’m excited to see her take on this role and continue the GLSA’s mission to be the leading voice of sports tourism in Greater Lansing.”

In her 14-year career at the GLSA that began as a sports intern, Meghan has served as tournament director or event chair for several national-level events with organizations like the National College Athletic Association (NCAA), National Junior College Athletic Association (NJCAA), USA Figure Skating, USA Hockey, USA Archery, USA Gymnastics, and the Professional Disc Golf Association (PDGA).

In addition to continuing to provide event services to locally organized, committee-driven events, Meghan will be responsible for overseeing the sports team by developing strategies and budgets to help initiate and expand sport development in the community.

Meghan’s leadership extends beyond the GLSA. In addition to being a Certified Tourism Ambassador and a Sports Tourism Strategist, she also serves on the Sports Events & Tourism Association Sports Legacy Committee, and she is the marketing chair for the Pure Michigan Sports Initiative, secretary for the Conquest Health & Fitness Foundation Board and the volunteer chair for the EmpowHER Leadership Retreat.

“I am excited for the opportunity to build on the solid foundation created for the GLSA,” said Ziehmer. “In 2022 the GLSA hosted 80 sports events and welcomed over 50,000 athletes to the region. I look forward to continuing to work with our team to boost the community’s economy through sport.”

For more information about the GLSA, visit www.lansingsports.org.

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The Greater Lansing Sports Authority (GLSA) is a division of the Greater Lansing Convention and Visitors Bureau. The GLSA’s mission is to be the leading voice of sports tourism in the Greater Lansing area and to promote economic growth by attracting a diverse range of sporting events to the region. The GLSA will strive to enhance the quality of life for area residents through the development of local sports and fitness programs for all ages, and to support the continued development and maintenance of safe, high-quality athletic facilities.