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Sports Tourism Industry Trade Show Opens Today in Greensboro

GREENSBORO, N.C. (APRIL 13, 2011) – The Sports Tourism Industry’s official trade show and national convention is in Greensboro this week, and we have a familiar North Carolina sports figure to thank.

The National Association of Sports Commissions is in Greensboro Monday, April 11 through Thursday, April 14. More than 400 sports tourism organizations from across the United States and neighboring countries are in town participating in educational sessions, organizational business meetings, benchmarking groups, a sports marketplace, and social activities. The National Association of Sports Commissions Symposium will showcase North Carolina as one of the United States’ top sport tourism destinations.

Hill Carrow, CEO of Cary-based Sports & Properties, Inc. and Chairman of the recent 2011 AT&T U.S. Figure Skating Championships held in Greensboro, founded the National Association of Sports Commissions (NASC) beginning in 1989.

“After our great success in hosting the US Olympic Festival in North Carolina in 1987 [Carrow served as President & Executive Director of the Festival],” Carrow recounts, “I had calls and contacts from a number of communities across the country asking how we did it, and how they could get in on hosting significant sports events. I came up with the idea for a national organization that would define and grow this new sports industry sector, and would help professionalize the sector by promoting learning and sharing of information.”

“We got off to something of a rough start,” Carrow continues. “For our first meeting, I invited people ‘In the business’ to get together to discuss the formation of a national association, and we had only 3 people show up, including me!” Contrast that first “meeting” in Orlando in 1989 with the more than 650 delegates in Greensboro this week, and it is evident Hill’s idea has taken off over the last two decades.

“We were fortunate in the early days to be able to start up the organization on a shoestring,” Carrow says. “As an attorney I was able to develop our association’s goals and purposes, draw up the corporate papers, and create the bylaws. I incorporated the NASC in North Carolina and to this day it remains a North Carolina non-profit corporation. The Greensboro Sports Commission serves as Registered Agent

for the NASC; so in many ways the 2011 NASC Symposium in Greensboro is a tremendous homecoming for the national association.”

Carrow was elected early-on to the Chairmanship of the NASC, and for many years served on the Executive Committee and Board of Directors, as well as several operations committees. Recognizing Hill’s contributions as founder of the NASC and as a father of America’s sports tourism industry, the Symposium will include Hill’s welcoming remarks as part of the Symposium Opening Ceremonies on Tuesday, April 12.

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