



MADISON AREA  
**SPORTS**  
COMMISSION™

# NEWS RELEASE

22 E. Mifflin Street, Suite 200  
Madison, WI 53703.  
[www.MadisonSports.org](http://www.MadisonSports.org)

D 608-255-2537  
T 800-373-6376  
F 608-258-4950

FOR IMMEDIATE RELEASE

FOR IMMEDIATE RELEASE

April 19, 2017

Contact: Judy Frankel Director of PR & Communications  
608.441.3958 or [frankel@visitmadison.com](mailto:frankel@visitmadison.com)

## **Madison Area Sports Commission Welcomes New Board Members**

(Madison, WI) The Madison Area Sports Commission (MASC) is pleased to announce the appointment of its new board members include Justin Oeth, Elise Clancy Ruoho and Marc Sherry to the Board for three-year terms beginning on April, 2017. MASC was created in September 2010 as an offshoot of the Greater Madison Convention & Visitors Bureau.

“Interest in Madison as a sports event destination continues to grow,” remarked Deb Archer, President and CEO of the Greater Madison Convention & Visitors Bureau and Madison Area Sports Commission. “The Madison Area Sports Commission’s mission is to grow the area’s economy through sports tourism and events. Our professional team is led by passionate and dedicated volunteer board members. We enthusiastically welcome our newest board members to help guide us as our organization and work evolves,” she said.

Outgoing board members include Gregg Shimanski, and Mike Gree. Archer was full of praise for their work.

“I want to express our collective thanks to Gregg Shimanski, for his tireless support and work since the inception of MASC and Mike Green for his past service. You are both tremendous individuals and we are grateful to you both. We hope you will stay engaged with our work in the future, said Archer.

About the Madison Area Sports Commission:

The Madison Area Sports Commission (MASC) is the greater Madison area's official sports marketing organization. Launched by the Greater Madison Convention & Visitors Bureau in 2010, MASC is charged with elevating the recognition and awareness of the impact of sports tourism on the regional economy while serving the unique needs of the sports tourism business. For more information about the organization, visit [madisonsports.org](http://madisonsports.org).