



For Immediate Release

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The National Association of Tournament Directors Officially Launches
The National Association of Tournament Directors (NATD) to Provide First and
Only Professional Association for Tournament Directors Across All Sports

FLEMINGTON, N.J., August 22, 2011...The **National Association of Tournament Directors (NATD)**, the first and only professional association that nationally unites Tournament Directors of all sports for the purpose of leveraging buying power and knowledge, officially launched today in conjunction with www.NATDweb.org. The NATD capitalizes on the similarities that exist within the sports industry to create processes and programs to drive Tournament Directors, sports professionals and companies that provide services and products to greater success.

The NATD will become the premier professional association within the United States by bringing together all elements within the Tournament Planning Industry for the purpose of networking, commerce and sharing information and experiences. The Association will set the standard for providing tangible resources to Tournament Directors designed to raise their events to new heights of success and profitability.

The NATD officially launches on the heels of naming sports industry veterans Louise Waxler, President/CEO and Mike Chandler, Vice President of Sports Industry Relations. With over 35 years of combined sports industry event planning experience, Waxler and Chandler are responsible for leading the strategic direction of the NATD to ensure value to members and the sports industry as a whole. Prior to coming to the NATD, Waxler served as General Manager of WPS Philadelphia Independence, and Chandler comes to the NATD from USA Volleyball in Colorado Springs, Colo.

“With the launch of the NATD, I am eager to share the opportunities and advantages of being a part of the first association for Tournament Directors of all sports,” said Louise Waxler, President/CEO, NATD. “Based on my experience with sports industry event planning and coordinating, I am confident the NATD will provide each member with benefits that are unparalleled to any other association.”

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The National Association of Tournament Directors Officially Launches...Add One

The NATD brings Tournament Directors and sports professionals including Athletic Trainers, Event Administrators, Sports Officials and industry leaders together in order to provide a set of valuable services and cost-saving opportunities that have never before been available from an association.

Waxler added, "The NATD was created by assessing all components and needs that go into planning a successful sporting event. With that in mind, we wanted to create an association where members can come together with a networking mentality and take advantage of industry resources, experiences and new opportunities within this industry."

The NATD consists of multiple forms of membership, highlighted by *Primary Membership*, which incorporates individuals ranging from highly experienced Tournament Directors to those who are just beginning to fulfill their tournament leadership role. Tournament Directors are individuals who create the most revenue for their organization; bring together the best competition for their sport; and who best promote athletes in order for them to achieve visibility and success.

The NATD *Associate Membership* incorporates companies and sports professionals that will provide a Primary Member with services and/or products. Associate Members will gain access to thousands of Tournament Directors, Event Planners and Rights Holders across the country to receive national sales opportunities, partnerships, sponsorships, brand exposure and much more, which prior to the creation of the NATD would not have been possible.

NATD members will not only gain information, developmental and professional opportunities, but they will engage in joint activities that are more efficiently conducted on behalf of the Association, rather than alone or in a separate entity.

For more information about the National Association of Tournament Directors, please visit www.NATDweb.org.

About The National Association of Tournament Directors

The National Association of Tournament Directors (NATD) is the first and only professional association that unites Tournament Directors of all sports for the purpose of leveraging buying power and knowledge. By capitalizing on the similarities that exist within the industry, the NATD has created processes and programs to drive Tournament Directors to greater success. The NATD is the association for individuals who create the most revenue for their organization; who bring together the best competition for their sport; and who best promote athletes in order for them to achieve visibility and success. Additionally, companies that are members of the NATD gain access to thousands of Tournament Directors, Event Planners and Rights Holders across the country and receive exclusive sales opportunities, partnerships, sponsorships, brand exposure and more.

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