

Jon Schmieder, Founder + CEO
Huddle Up Group

Jon has 25 years of direct experience in the sports tourism industry having held the top position with three different sports commissions: Phoenix, Tulsa, and Denver. Schmieder brings a wealth of experience in sports tourism and economic development having also served in lead staff positions for the Senior Olympic Games and Pop Warner Football and Cheerleading. Schmieder twice served as Chairman of SportsETA, formerly the National Association of Sports Commissions (NASC) and was on the organization's Executive Committee for six years. While Schmieder served as the President of the Phoenix Regional Sports Commission, the NASC chose the organization as the 2012 Large Market Sports Commission of the Year. Schmieder was named the 2012 CEO of the Year by the Phoenix Chapter of the Organization of Non-Profit Executives. In 2016, Connect Sports honored Schmieder as an industry "Game Changer". Jon currently serves on the Board of Directors for USA Badminton and on the Executive Advisory Board for Connect Sports. He is the author of two books: *Sports Smart: Volume 1* and *Sports Service* as well as his weekly *Monday Morning Huddle Up* newsletter. Jon holds a bachelor's degree in marketing from the University of Arizona and has a master's degree in higher education leadership from Northern Arizona University.

Unique Fact: Schmieder is one of only three, 2-time Chairmen of the NASC.

Data session outline:

Title: Data Driven Decision Making in Sports Tourism.

Description: As a sports tourism destination, do you know where your community ranks against your competitive set? In your region? In your state? How do you stack up against destinations with the same market size? Or those with similar budgets? What is your facility development game plan and how does data factor in? Join the Huddle Up Group Founder + CEO, Jon Schmieder, for this interactive session discussing the Sports Tourism Index. The Sports Tourism Index evaluates sports destinations in four areas: Facilities, destination strength, organizational structure, and events. The benchmarks used by the Sports Tourism Index are the result of surveys and interviews with the top event rights holders and National Governing Bodies across the United States. Attend this session to measure how your destination stacks up and learn where you can enhance your current efforts in the growing sports tourism market.