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SPARTANS RECEIVE MINOR LEAGUE SPORTS BUSINESS CONFERENCE “EXCELLENCE AWARD”

This Afternoon, the New Jersey Spartans’ Owners Kevin & Charmaine Moss, attended the Minor League Sports Business Conference for their 2nd consecutive year. The MLSBC is a one-day conference where various owners of minor league sports, in the Tri-State area, come together to share their success stories and invite both new and existing teams to take these strategies and apply them to their organization.

The Conference consists of topics such as “The Power of Networking,” “Taking your business on the road,” “How to get your games on television,” and much more. The MLSBC provided the opportunity for owners and general managers to hear from representatives such as League Commissioners, Junior College Coaches, and well-established team owners with more than 15 years of experience. The information shared at these conferences is very beneficial for any sports business owner and can only aid in the added success of an establishment.

Towards the end of the Conference, J.P. Shishkowsky, MLSBC founder presented the New Jersey Spartans with the MLSBC’s 1st “Excellence Award” for *Growth and Business Development*. J.P. reflected on how he was there when the NJ Spartans were founded, back in 2007, and attended a meeting, only one month ago, where the Kevin & Charmaine presented their organization and its efforts for 2010. “The organization has had Huge Growth,” says J.P. In spite of the turmoil the organization has faced with the last season, the perseverance and dedication of the organization was recognized and accepted by the proud owners.

“One of the main keys I remember from the previous conference is that we have to treat our game day as a venue, not just a football game,” says C. Moss as she reflected on the words of Bernie Armstrong, speaker from the 2009 Conference.

When asked, after the conference, how he felt about the award, K. Moss answered with “I’m very grateful for the support we have received from the various owners throughout our years of existence. Without their experiences as our Game Plan, we would have not been able to survive the pitfalls that others have also faced.” Today’s event truly shows that the MLSBC is definitely worth attending. They are looking forward to 2011’s meeting and sharing their success stories with others.



Photo by: Clarkshots.com

