

Nov. 19, 2014

FOR IMMEDIATE RELEASE

Contact: Barb Kowal, CoSIDA Director of External Affairs; barbkowal@cosida.com/cell: 512-739-1234

CoSIDA Names Laurie Bollig as Director of Membership Engagement

A former assistant sports information director, Bollig comes to this new CoSIDA staff position after serving as Director of Communications and Events at Premier Sports Management since 2009.

AUSTIN, Texas – Laurie Bollig, an experienced communications and marketing specialist who began her career in college athletic communications, has been named Director of Membership Engagement for the College Sports Information Directors of America (CoSIDA) national organization.

In this newly-created CoSIDA staff position, Bollig will serve as the primary staff liaison on membership issues, working with the CoSIDA staff and Board of Directors to develop annual and long-term strategic membership recruitment and retention plans. Bollig will coordinate fulfillment activities related to CoSIDA's signature program, the Capital One Academic All-America® program, and will oversee the Capital One Academic All-America® Hall of Fame induction ceremonies at the CoSIDA summer conventions. Bollig officially begins her CoSIDA duties on November 24, 2014.

Bollig comes to CoSIDA after serving the last five years as Director of Communications and Events for Premier Sports Management in Overland Park, Kansas. She coordinated all aspects of the Senior CLASS Award program and its media strategies, working extensively with sports information directors across the nation in the nomination and marketing efforts on behalf of the awards and student-athletes. The Senior CLASS Award program is presented each year to the outstanding senior NCAA Division I student-athlete of the year across nine different sports. She also provided services for the National Collegiate Basketball Hall of Fame induction, the former Bowl Championship Series, the NFL's 101 Awards, the Fellowship of Christian Athletes and various other events and projects.

"Laurie brings a wealth of experience and membership service to CoSIDA," noted Eric McDowell, Union College (N.Y.) Assistant Athletics Director and 2014-15 CoSIDA president who chaired the search committee for the new position. "She began her career in our profession, and thus joins our other three full-time staff members with extensive experience in collegiate sports communications. Laurie's efforts during her time with the NCAA, the Senior CLASS Award and college institutions will serve our membership extremely well in the new position of Director of Membership Engagement."

Prior to her time at Premier Sports, Bollig managed communications and marketing for the Structure Group, a multi-million-dollar energy consulting and software company (2001-07). She led the marketing effort that saw the company founder recognized as one of Ernst & Young's Entrepreneurs of the Year. She also served at the NCAA for nine years, focusing on special events and publishing. Bollig helped establish the Association's first fan festival – NCAA Hoop City. A senior publications editor, she also served as a staff liaison to several rules and marketing committees.

Bollig began her career in sports information, serving as an assistant sports information director (1987-1990) at the University of Kansas. As an undergraduate at Western Kentucky University, she worked as a three-year student assistant in the sports information department.

"We are excited to have someone of Laurie's diverse skills and extensive background in college athletics join the CoSIDA staff," said Doug Vance, Executive Director of CoSIDA. "Her roots in sports information and communication strategies run deep and she impressed the search committee with her admiration for the impactful values our profession brings to the table in athletic departments across the country. Laurie brings a large degree of passion, understanding and energy in her role of managing our various membership services. She will help us fulfill the continuing goal of being a membership-driven organization."

Bollig is a graduate of Western Kentucky, receiving her bachelor's degree in journalism with high honors.

She resides in Overland Park, Kansas with her husband Jeff and children, Courtney, a student at Missouri State University and Kyle, a high school senior.

###