

## INSIDE:

A look at Former BRASF  
Interns . . . . . 2

An Intro to LA's Newest  
Special Forces  
Training Facility . . . 3

VOLUME 5, ISSUE 1 SUMMER 2005

## Baton Rouge Bowls A Strike With The 2005 ABC Tournament



The American Bowling Congress (ABC) proved to be a great success in Baton Rouge. ABC, in cooperation with TEAM Baton Rouge, hosted the event in the downtown River Center from February 12th to July 4th 2005.

This event was greatly beneficial to Baton Rouge. 13,222 teams or 66,110 bowlers and equal number of guests visited Baton Rouge over the 143 days of the event. The official number of games played reads 585,474 which in turn led to the fall of 99,470,121 pins. The tournament generated an unofficial estimated economic impact close to \$75 million.

Bowlers came from all 50 states and some even came from foreign countries. A great diversity of people were able to experience the sights, sounds, and tastes of Baton Rouge. It seems that everyone had a great time, but none more than Debra Orlando. This Florida woman definitely made her trip worthwhile on her second pull of a quarter slot machine at Argosy Casino where she won \$750,000!

Mrs. Orlando was not the only one to benefit from

the tournament. Local restaurants, Argosy Casino, Casino Rouge, BREC Golf Courses, Alligator Bayou Swamp Tours, and the USS KIDD reported considerable business increases traced directly to the ABC tournament. USS KIDD reports business is up 120%.

ABC bowlers and their families were welcomed to the city with a warm embrace. Many compliments on the tournament and the city were recorded. One bowler reported, "I just returned from the ABC tournament and I would like to compliment your city on the friendliness of all its citizens. I have bowled in the tournament for over twenty years and have never seen a community as friendly as Baton Rouge. Thank you for a wonderful effort on the tournament."-Rick Wasney.

The tournament ran nearly flawlessly and it is indicated that most everyone enjoyed their visit. Baton Rouge would like to thank all the bowlers for their participation and intends to host similar bowling tournaments in the future.



## Citywide Success through Partnerships

At the Baton Rouge Area Sports Foundation it is our mission to assist in the securing and staging of statewide, regional, national and international sporting competitions and special events for the Greater Baton Rouge Area, thereby having a positive economic impact on our community.

driven. The success of the Sports Foundation would not be possible if not for strong partnerships within the local community. The Sports Foundation is a non-profit, stand alone entity with a limited staff. Therefore, we rely on our partnerships to help us achieve our goals.

The Sports Foundation was designed to be compact, efficient, economically streamlined, and partnership

At the Sports Foundation we have wonderful work-

*Citywide Success continued on page 3*

# Interns ...then, now, and yet to come... A look at Our Former Interns

The Baton Rouge Sports Foundation has been successful through the help of it's partnerships, the local community, staff, and her interns. Former interns have gone on to pursue successful careers and have big plans ahead of them. To name a few, here is an update on Logan LeCompte, David Burton, Tim Messa, and Heath Aucoin.

After his internship at the Baton Rouge Sports Foundation, Logan LeCompte now finds himself as a Group Sales Representative for the Major League Soccer team the Los Angeles Galaxy. He generates ticket sales through a proactive sales regimen and a comprehensive sales training program. In addition, his responsibilities include but are not limited to: Game Day operations, grass-root initiatives, corporate sales, and forming youth soccer partnerships. Logan says that his experience at the Baton Rouge Sports Foundation allowed him to learn about the logistics of setting up an event and developing reliable relationships with your partners. He says that having a good mentor is key to the success of a young professional in the sports industry. Logan's future remains undetermined but he is thinking about getting his masters degree in Sports Administration. He would like to work at a University helping create marketing programs for the student body.

David Burton is another who has come a long way since his days as an intern at the Sports Foundation. David says "My two plus years at the Sports Foundation taught me not only important event skills, but also helped me to make a plethora of contacts around Baton Rouge and the entire country which I still use today. Vince and Jerry both served as mentors to me and I strived to learn as much as I could in each project that we undertook. I truly feel that anyone determined to enter the sports or event arena could benefit from the teachings of these fine men."

After finishing his MBA and completing his internship at the Sports Foundation David now serves as Development Officer for Special Events and Chapter Programs with the Tiger Athletic Foundation. He coordinates all special events hosted by TAF including the regional LSU Tiger Tour. He is the primary liaison with 13 local chapters spread out across the southeast. "On a day to day basis I still utilize the skills and knowledge passed down to me by Vince and Jerry to accomplish my job and personal goals. Overall, my internship at the Baton Rouge Area Sports Foundation was one of the most important building blocks to making me the professional that I am today."

While in his last year of his masters degree program Tim Messa was inspired to work at the Sports Foundation after hearing Vince speak at a symposium on the Athletics Industry and how to break into the field. Tim says "Vince and Jerry took me

*continued on page 4*



## Baton Rouge Area Sports Foundation

### FOUNDERS

Bank One  
Baton Rouge Coca-Cola Bottling Co.  
Entergy  
Gerry Lane Enterprises  
McDonald's of Baton Rouge  
Mockler Beverage Company

### 2005 BOARD MEMBERS

Verge Ausberry  
Skip Bertman  
Gregory Bowser  
Carroll Breeden, Sr.  
Greg Brown  
Dena Davis  
Bryan Dykes  
Brace Godfrey, Jr.  
Mark Kane  
Floyd Kerr  
Jim Martin  
Tom Ed McHugh  
Wally McMakin  
Patrick Mockler  
Walter Monsour  
Nick Simonette  
Jerry L. Stovall, Jr.

### STAFF:

Jerry Stovall  
*President and CEO*  
Vincent Trinidad  
*Director of Events Management*  
Natalie Savario  
*Special Events Intern*  
Alex Knight  
*Special Events Intern*

Baton Rouge Area Sports Foundation  
P.O. Box 4149  
730 North Boulevard  
Baton Rouge, LA 70821  
Phone: 225-382-3596  
Fax: 225-346-1253  
www.brasf.com

E-mail: [vtrinidad@brasf.com](mailto:vtrinidad@brasf.com)  
The Baton Rouge Area Sports Foundation is a 501 (c)(6) non-profit organization incorporated in the State of Louisiana.

For comments and questions please contact Vincent Trinidad the Baton Rouge Area Sports Foundation.

# Have Gun will travel... to Baton Rouge!

The Joint Emergency Services Training Center may be one of the best kept secrets in Baton Rouge. This state-of-the-art facility is located in Zachary and provides a spectrum of services.

This highly impressive facility is owned by the state of Louisiana, managed by the State Police and designed to serve state, regional, national and international clients. The facility provides law enforcement, first responder and anti-terrorism training, firearms training, driver training on a replicated highway of Baton Rouge, anti-terrorism, crisis management, leadership development, post certification, and multiple scenario command and control.

JESTC is under the direction of Norris Sills and serves to provide a centralized location where law enforcement, government and civilian agencies separately or jointly, train personnel in emergency/first response services.

The facility is equipped with state-of-the-art audio-visual video conference classrooms to back up the intense “hands-on” training. This allows the trainees to prepare for their upcoming training through simulated courses.

The state has big plans for JESTC. In 2001 the Legislature authorized a \$37.8 million revenue bond for construction and equipment. The facility is 1,472 acres with over 700 acres in use and under construction. This facility has great potential to host events such as NRA competitions, car club races, and more. The facility also has overnight accommodations with food service. This is a great resource to Baton Rouge as it provides opportunity for growth and economic development. The facility serves not only Baton Rouge but has the potential to host national events and bring prestige to our city. Over the course of the next few years JESTC is con-

sidering the possibility of hosting national rifle championships and other such events. This will allow for Baton Rouge to be recognized as the home of one of the greatest police training facilities in the country.

As an insight from this staff writer I have to say, I recently visited this facility and was blown away. I was given the tour and allowed to participate in rifle training, virtual driving training, and actual high speed chase driver training. The entire experience was amazing and I have only confidence in the Baton Rouge Special Forces after seeing this facility and the training requirements.

If you would like to know more about JESTC you can contact the administration office at (225) 658-2618 or email Norris Sills at [nsills@dps.state.la](mailto:nsills@dps.state.la).

## *Citywide Success continued from page 3*

ing relationships with BREC, LSU, SU, Sport Coordinators (volunteers- mom’s and dad’s), and local governing bodies. Our philosophy is simple, we partner with people who have common interest and work together to get things done. For example, if BREC were to put on an event we would help them staff up through volunteers and arrange for food and beverage through our partnership with local food vendors. This would help BREC save money, help local food vendors get business as well as add local flavor to the event. It is easy to see how everyone benefits.

The Sports Foundation serves as a tool for the community, we are the bridge, and partner for everyone. We try to partner with the community as a whole in order to serve our 53 amateur sports. We try to keep things simple by arranging for things to be done and our local governing bodies to coordinate them. It’s a simple strategy and it works.

*Interns continued from page 2*

under their wing and put their trust in me from the very beginning, giving me more responsibility than I could have reasonably expected. They trusted me to help coordinate, plan and manage several different events, including road races, softball tournaments and even the 2002 NCAA Outdoor Track and Field Championships Coaches' Banquet."

After completing his Master's program, Tim left the BRASF in 2002 to intern in the University of Oregon Athletic Ticket Office and has since been promoted to Assistant Director of Ticket Operations. He credits the organizational skills that he developed at the Sports Foundation to his present success. Tim said, "Vince and Jerry also helped to teach me how to successfully interact and communicate, on both a professional and personal level with a wide array of different types of people, a skill that is crucial to my professional success. I will always be grateful for the opportunity that Jerry and Vince gave me and the support and friendship they provided to ensure that I succeeded."

Last but not least, Heath Aucoin has taken on the position of Group Sales Representative for the New Orleans Zephyrs. During his experience at the Sports Foundation he was involved in planning events such as the Heroes Run, Nextel Mardi Gras Mambo, YMCA Third Street 3-on-3, and Oak Villa Softball Tournaments. He was also able to sit in on many of the ABC board meetings, which gave him the insight into an event of that size. He says that the Sports Foundation has provided him with a solid foundation to build on. One important thing he learned was how to build and foster relationships, which is his primary responsibility with the Zephyrs. He says "The great thing about working for a Triple-A baseball team is that you do anything and everything, so you learn a lot along the way. I do everything from answering the phones at the front desk, to pulling out the tarp to meeting with CVB representatives. This has been a great experience for me and I look forward to making waves here with the Zephyrs." He believes that the Sports Foundation is a great organization and under the management of Vince and Coach, things will only get better.

# COMMITMENT



Baton Rouge Area Sports Foundation  
730 North Boulevard  
Baton Rouge, LA 70821

## Baton Rouge Area Sports Foundation Mission Statement

The mission of the Foundation is to assist in securing and staging of interstate, regional, national, and international sporting competitions and special events for the Greater Baton Rouge Area, thereby having a positive economic impact on the community.