



## **Panelist Biographical Briefs**

### **Panel 1: Municipalities and Sport Tourism**

#### **Tom O'Rourke**

O'Rourke is a parks and recreation consultant, an educator, an executive director of a non-profit organization for parks and recreation, a high school track and field coach and a national speaker. O'Rourke's previous experience includes eighteen years as a Park District Executive Director, nine-year experience as a Municipal Recreation Director, and a City Council member and Finance Committee Chair of a City with a population of 100,000. O'Rourke is in his eighth year as a Professor of Practice in the PRTM Department at Clemson University. His responsibilities include teaching at the graduate and undergraduate levels and working with other faculty to assist communities, agencies, and practitioners in a variety of capacities. O'Rourke's focus at Clemson is the creation of innovative and entrepreneurial models and solutions to issues facing the parks and recreation field. O'Rourke previously served as the Executive Director of the Charleston County Park and Recreation Commission from 2001 – 2019 leading the agency through the largest capital project, budget, and attendance growth in the agency's history. During O'Rourke's tenure at CCPRC the agency grew from 5,000 acres of parkland to over 12,000 acres of protected parkland. CCPRC has been nationally recognized for operating an ever-expanding park system with little reliance on tax subsidies for growth. Educating professionals in the Parks and Recreation field has always been a significant part of O'Rourke's work. O'Rourke is a frequent presenter at numerous State, National and International Conferences. He also has served as a member of the Board of Regents for the Revenue Development and Management School, the Supervisors Management School, and also the NRPA Directors School. O'Rourke was also the founding director of the National Park Foundation School in Oglebay, WV., and the Northern Parks and Recreation Leadership Symposium in Minnesota. O'Rourke has recently been selected as a member of the Recreation and Sport Management Advisory Board at Coastal Carolina University. O'Rourke has been married to Jackie O'Rourke for 46 years and together have three grown and married children and four grandchildren. Recreation is O'Rourke's profession but his passion has always been coaching. He serves as a Track and Field coach, (Pole Vault) and has had the opportunity to coached State Championship teams, numerous State Champions and State Qualifying Pole Vaulters.

#### **Dustin Jordan**

Jordan graduated from Clemson University in 2007 with a B.S. in Business Management and a minor in Parks, Recreation, and Tourism Management. Jordan obtained experience at the Central-Clemson Recreation Center at the City of Clemson Recreation Department from 2006 to 2007 as he pursued his undergraduate degree. Jordan managed Cleveland Park for Spartanburg County Parks from 2007 to 2012 after completing his undergraduate studies. Jordan has two NRPA certifications: CPSI, or Certified Playground Safety Inspector, and CPRP, or Certified Parks and Recreation Professional. Since 2018, Jordan has served as the City of Myrtle Beach's Director of Parks, Recreation, and Sport Tourism. Prior to that, he worked there as the Recreation Supervisor from 2012 to 2018.

#### **Joshua Singleton**

Singleton is the Athletic Director for St. Andrew's Parks and Playground in Charleston, South Carolina. Singleton graduated from Coastal Carolina University in 2008 and has over twelve years of experience working in the Parks and Recreation field. Singleton holds certifications as a Youth Sports Administrator and a Park and Recreation Professional. Additionally, Singleton serves on the board of directors for the Athletic Program Division of SCRPA.

## **Nathan Dawsey**

Dawsey is a South Carolina native who attended Coastal Carolina University from 2003 to 2007 and graduated with a B.S. in Recreation and Sport Management. Among Dawsey's previous jobs are those of Assistant Park Ranger for the Myrtle Beach State Park in 2006, Sales Representative for the Minor League Baseball Team Hickory Crawdads in 2007, Assistant Manager for the Kiawah Island Club from 2008 to 2016, Area Maintenance Supervisor at Florence County Parks and Recreation from 2016 to 2017, Aquatics Maintenance Assistant at McLeod Health in 2017, and Recreation Superintendent of Florence County Parks and Recreation from 2017 to 2021. Dawsey currently serves as the Director of Florence County Parks and Recreation, since 2021.

## **Panel 2: Professional Athletics**

### **Kristin Call**

Call moved to South Carolina to join the Pelicans organization in October of 2013 as the Senior Director of Marketing. She was promoted to Assistant General Manager in 2019, then to Associate General Manager in 2020, before being elevated to General Manager in December of 2021. For her efforts on the Grand Strand, she earned the Carolina League's Female Executive of the Year award in 2015 and 2019. A leader in the Pelicans marketing efforts, Call helped Myrtle Beach set several attendance records and create some of the most creative promotions in all of Minor League Baseball. Call is also proud to serve her community through involvement with the Myrtle Beach Area Chamber of Commerce, and as the Assistant Coach for the Myrtle Beach High School Varsity Volleyball team.

### **Scott MacDonald**

Currently serving as the Sr. Director of Youth Sports Partnerships, MacDonald is entering his nineteenth season with the Cleveland Cavaliers. Previously serving as the Sr. Director of Group Sales and Hospitality. During his years in charge, MacDonald led the Cleveland Cavaliers Group Sales team to seasons of record-breaking sales while grooming a large number of potential future industry leaders. MacDonald's first job in sports was with the Pittsburgh Steelers from the 2001 to 2002 season, followed by the Single-A affiliate Mahoning Valley Scrappers from 2003 to 2005 and the Cleveland Indians. Prior to transitioning into leadership, MacDonald began his career as one of the top 10 sellers in the NBA. The Cleveland Cavaliers' youth sports platform, which is regarded as one of the best in the industry, was constructed by MacDonald from the ground up.

### **Louis Francois**

Francois Project Manager | Technology leader – Experienced Project Manager with a successful track record in leading multimillion-dollar projects across diverse industries. From managing high visibility projects within the National Football League (NFL) to directing technology strategy for university sports programs. Francois brings a blend of project management expertise and technical leadership. Francois's educational journey encompasses an M.S. in Information Systems Technology and a B.S. in Sports Management, both from Coastal Carolina University. Complementing these achievements, Francois holds certifications as a Professional Scrum master (PSM), Product Owner (PSPO), and Certified SAFe Scrum Master (SSM). Beyond Francois's professional endeavors he is an animal lover, sports enthusiast, Tesla fanatic, and wristwatch aficionado.

## **Panel 3: Collegiate Athletics**

### **Seth Nagle**

Nagle's educational background includes an associate's degree from Louisburg College earned through 2010 to 2012 and a bachelor's degree in Recreation and Sport Management with a minor in Business Administration earned through 2012 to 2015 from Coastal Carolina University. Nagle obtained experience while an undergraduate by working in a variety of jobs, including Golf Shop Assistant at the County Club at Woodmore, Assistant Marketing and Corporate Sales at the University of Maryland Baltimore County, and Lead Sales Associate at Under Armour. After earning his bachelor's degree, Nagle worked as the University of Maryland Baltimore County's Coordinator of Ticketing and Corporate Partnerships from 2015 to 2017, Assistant Director of Marketing and Promotions from 2017 to 2018, and Assistant Director of Annual Giving from 2018 to 2022. Nagle now serves in the capacities of Assistant Athletic Director for External Operations and Development, Field Technician for ANC, and Advisory Board Member for Recreation and Sport Management at Coastal Carolina University.

## **Matt Hogue**

Hogue was named Vice President for Intercollegiate Athletics and University Recreation at Coastal Carolina University in 2021, after serving as Director of Athletics since 2015. Hogue joined Coastal in 1997 and has served in several different roles in the athletics and in the Office of University Communications, where he led CCU's marketing and trademark-licensing efforts as Associate Vice President of Marketing. Hogue was well known for his 17-year stint as the "Voice of the Chanticleers" on the Chanticleer Sports Network. His colorful, exciting calls were synonymous with Chanticleer athletics. A 25-year broadcast veteran, Hogue built a diverse play-by-play resume that includes stints with USC's Gamecock Radio Network, Minor League Baseball and appearances on regional TV including Fox Sports Net, SportSouth and ESPN properties. He also served as the broadcast voice of the Big South Conference's basketball TV package. In 2013, Hogue was named a finalist for the National Sportscasters and Sportswriters Association (NSSA) Sportscaster of the Year for the state of South Carolina. He has edited a book entitled *Chanticleer Athletics: Fifty Years of Excellence* with other CCU contributors and dedicated the book to Edward M. "Dick" Singleton, former chancellor of the University. Partial proceeds from the book benefited the Edward M. Singleton Scholar Athlete Award scholarship at CCU. Hogue earned his baccalaureate degree from the University of South Carolina and completed his MBA from Winthrop University. He and his wife, Laura, live in Conway with their daughters Rachel and Caroline.

## **Chris Carter**

Chris Carter serves as the Director of Athletic Apparel and Business Services, a position he started in September 2017. His previous eight years were spent as the Director of Baseball Operations at Coastal Carolina. In his current role, Carter will be the department's direct liaison with Under Armour and facilitate the ordering and implementation of CCU's branding. While serving as director of baseball operations, Carter's duties include the handling of all team travel, serving as the liaison to the athletics department administration and organizing the day-to-day operations of the baseball program. In route to the 2016 NCAA College World Series National Championship, Carter had the daunting task of organizing all the details during the team's magical run, including team travel, securing practice sites and times, team meals and team functions. Over the 2013 and 2014 seasons, Carter took on additional roles. First, he played an integral part in coordinating home practices and games in Myrtle Beach, including travel and securing practice and game times. Second, with the building of Springs Brooks Stadium, Carter was active throughout the process, working with the University and contractors to ensure a first-class facility. He was highly involved during the design, development and construction phases as well as overseeing the furniture, fixtures and equipment purchases. Carter is no stranger to Coastal, as he played for the Chanticleers from 1998-2001. Carter hit .339 with 23 home runs, 124 RBI and 29 stolen bases in his Coastal Carolina career. He was a first team All-Big South selection in 2001 as well as being named to the Big South's All-Tournament Team. His .417 batting average in 2001 is the fourth highest in school history and he is tied for third in the single-season doubles record with 22 that same season. Carter is tied for ninth in Coastal Carolina's career games played (207) and is 19th in hits (211). Carter started his professional career in 2002 with the Kalamazoo Kings of the Frontier League. He made both the Frontier League All-Star Team and the end of the year All-League Team in the 2003 season. Carter then was signed by the Baltimore Orioles and played for both the Delmarva Shorebirds and the Frederick Keys in 2003-04. Carter then played for the Washington Wildthings of the Frontier League in 2005-06, where he was named to the All-Frontier League team his second season with the club. He went into coaching in 2008 as he was the hitting coach for the Wildthings. Carter graduated from Coastal Carolina with a bachelor's degree in marketing in 2001. He is married to the former Courtney Trich. They have a son, Owen, and a daughter, Hannah.

## **Kevin Pederson**

A coaching veteran in the state of South Carolina, Kevin Pederson was named the seventh women's basketball head coach in Coastal Carolina University history on April 12, 2022. Pederson came to Coastal Carolina with more than 20-plus years of head coaching experience, 400-plus career wins, 15 trips to the NCAA postseason tournament, and administrative experience at the collegiate level. "We are thrilled to welcome Kevin and his family to Teal Nation! Throughout this process, his qualifications, success, and references continued to impress, and his seasoned head coaching experience of nearly 450 wins and 21 seasons certainly stood out. We look forward to getting to work and writing the next chapter of Chanticleer women's basketball," stated Vice President of Intercollegiate Athletics and University Recreation **Matt Hogue**. Pederson led Lander University to unprecedented success during his 17 years (2005-22) in Greenwood, S.C., as he guided the Bearcats to a 356-160 overall record fueled by 13 NCAA Division II Championship Tournament appearances, including the last eight straight seasons. Most recently, Pederson directed the Bearcats to a 24-5 overall record, a 15-3 Peach Belt Conference record, and advanced to the 2022 NCAA Division II Championship Regional final. Pederson owns an impressive .699 winning percentage (444-191) through 21 seasons as an intercollegiate head women's basketball coach with all of those 444 career wins coming at South Carolina institutions in Lander (356-160) and Anderson University (88-31). The all-time wins leader for Lander women's basketball and conference wins leader in women's basketball for the Peach Belt Conference, Pederson led the Bearcats to two NCAA DII Region Championships

(2011-12 and 2020-21), four Peach Belt regular-season championships (2007-08, 2009-10, 2019-20, and 2020-21), two Peach Belt Conference division championships (2015-16 and 2016-17), and four Peach Belt Conference Tournament championships (2007-08, 2008-09, 2015-16, and 2019-20). In his four years as the head coach at Anderson (2002-05), he led the Trojans to a Carolinas-Virginia Athletic Conference (CVAC) regular-season championship in 2004-05 and back-to-back tournament championships in 2003-04 and 2004-05. Pederson, a three-time Women's Basketball Coaches Association (WBC) Region Coach of the Year (2009-10, 2019-20, and 2020-21) and three-time conference coach of the year (2004-05, 2009-10, and 2020-21), has recorded 15 20-win seasons, including eight 25-plus win seasons, and was the first coach in the state of South Carolina to lead a team to three straight NCAA Tournament Sweet 16 appearances. He has recorded a 20-14 career record in the NCAA DII Championship Tournament, making 15 appearances in 21 seasons. He has taken his teams to seven Sweet 16 appearances (2004-05, 2009-10, 2010-11, 2011-12, 2018-19, 2020-21, and 2021-22), made two Elite 8 appearances (2011-12 and 2020-21), and reached one Final 4 (2020-21). His teams have finished in the NCAA DII Top 25 national rankings eight times, including his most recent 2021-22 Lander squad completing the season ranked No. 10 in the NCAA DII Top 25 Coaches Poll and No. 11 in the D2SIDA Final WBB Poll. During his career, he recruited and coached the 2011 WBCA Division II Player of the Year Shannon McKeever, the NCAA Division II All-Time Leading Scorer in Lashonda Chiles, and mentored at least one Division II All-American in 10 different seasons. Pederson has also coached 44 all-conference players, eight conference players of the year, three conference defensive players of the year, four conference freshman of the year, and one conference female athlete of the year. While at Lander, he also coached two Peach Belt Conference Elite 16 Award winners in Cierra Revell (2021) and Sarah Crews (2022), as well as eight Lander Female Athlete of the Year Award winners. In the classroom, Pederson's teams on average have posted a 3.3 team grade-point average or better during the past three seasons. Makaila Cange was named a 2022 CoSIDA Academic All-American this past season. In addition to serving as Lander's women's head basketball coach, Pederson has served as the associate athletic director since 2016, where he oversaw the entire athletic department budget and individual sports team accounts. Pederson started his coaching career as an assistant coach for the men's basketball team at Anderson College (S.C.) from 1999 to 2005. He also served as the head junior varsity coach for the men's team from 2000 to 2002 before taking over the reins of the women's basketball program in January 2002, first on an interim basis and then full-time. Pederson, a native of Fairfax, Va., worked five seasons for the Clemson University men's basketball program as a student manager from 1994 to 1999 under Rick Barnes and Larry Shyatt before joining Anderson College in 2001. He earned a bachelor's degree from Clemson and a master's degree from the United States Sports Academy. Pederson is married to the former Adair Clary of Gaffney, S.C., who earned a bachelor's and master's degree from Clemson. They have two children, Conner and Clary.

## **Panel 4: Sales, Marketing and Communications**

### **Mark Dyer**

Dyer graduated from the University of Tennessee with a B.S. in communications, which served as the foundation for his professional career. In his long career in the sports industry, Dyer acquired a wealth of knowledge through his ownership of NASCAR Café from 1999 to 2004, his work as Vice President for NASCAR from 2002 to 2006, his roles as President and CEO of Motorsports Authentics from 2007 to 2009, serving as Senior Vice President of IMG College from 2009 to 2017, and founding the company Taymar four years ago. The ticket sales branch of the Taymar firm works with numerous clients, including LSU, Kentucky, and Michigan State. Since relocating to Myrtle Beach, Dyer has expanded his business into fundraising and sponsorship sales and management.

### **Patrick Girard**

Girard joined Coastal Carolina University Athletics as the Ticket Operations Specialist in 2016 until he was promoted to Director of Ticket Operations in 2018. Girard is responsible for overseeing in-house, regular, and post-season sales and ticket operations, managing the proper allocation and reconciliation of the ticket office's 1.1 million dollars in revenue, maintaining the backend of the ticketing system by creating each season and transferring season ticket holders over, and supervising a graduate assistant, four student interns, twenty student workers, and forty volunteers. Girard was involved in the transition from an FCS institution to an FBS and got the opportunity to help create 12,000 new seats in the football stadium at Coastal Carolina University. Girard previously worked as a ticket sales associate for the Myrtle Beach Pelicans, the Chicago Cubs' minor league affiliate, from 2015 to 2016. Girard previously worked as the Connecticut Tigers' Box Office Manager in 2014 and the Lakewood BlueClaws' Ticket Operations Assistant in 2013. Girard graduated from Newton, Massachusetts' Lasell University with a degree in Sport Management.

## **Cliff Bonner**

Bonner has a diverse range of work experience in the field of athletics and marketing. Bonner holds an MBA from The University of Toledo and a B.S. in Sport Management from Bowling Green State University. Bonner currently serves as the Director of Marketing and Gameday Experience at Coastal Carolina University. Prior to this role, Bonner was the Coordinator of Marketing, Sales, and Fan Experience at the University of Toledo Athletic Department for two years (2021 – 2023). In the years leading up, Bonner gained experience as a promotions Assistant at the University of Georgia, a graduate student at the University of Toledo, and through participating in a number of other internship opportunities. During these various opportunities, Bonner has designed marketing plans, printed materials, and conducted gameday productions for a variety of sports teams. He has also had the opportunity to assist with gameday planning for the 2021 NCAA Men's and Women's Tennis Regionals, basketball, and gymnastics events.

## **Kelly Moore**

Moore has held the position of Executive Director of the Chanticleer Athletic Foundation at Coastal Carolina University since 2021. Prior to that, she held the positions of Assistant Director of the Chanticleer Athletic Foundation from 2016 to 2017 and Director of Development of the Chanticleer Athletic Foundation from 2017 to 2021. Although she has had a variety of positions in the past, including one as James Madison University's Coordinator of Spirit and Promotions, her strengths rest in her interpersonal skills, multitasking abilities, passion for people and working with others. Moore is committed to lifelong learning and is constantly looking for opportunities for growth and experience. In addition to her professional experience, Moore is educated with a M.S. in Sports Leadership from James Madison University in 2016 and a B.S. in Recreation and Sport Management from Coastal Carolina University in 2005. Helping connect people with their passion is a driving force in Moore's life and she is committed to assisting young men and women reach their goals.

## **Jacqueline Hague**

Hague has a B.S. in Marketing and Communications from Seton Hall University, a Master's in Media from New York University, and she is now enrolled at the University of South Carolina to pursue a Ph.D. in Entertainment Marketing. Hague's previous professional experience includes working as a Licensing Marketing Manager at Mars from 1998 to 2000, M&M's Brand Marketing Manager at Mars Incorporated (M&M/Mars) from 2000-2003, Sr. Marketing Manager M&M's® Brand at Mars Snackfood from 2003 to 2005, Marketing Director at Mars Masterfoods Inc. from 2005 to 2006, Vice President of Marketing at Ringling Brothers Barnum and Bailey from 2007 to 2008, Vice President of Marketing at New England Confectionery Company from 2008 to 2011, Chief Marketing Officer of FeraDyne Outdoors of Snow Phipps from 2014 to 2016, Chief Marketing Officer of Chester's International from 2017 to 2018, Chief Growth Officer/Chief Marketing Officer at Wynn's Grain and Spice from 2017 to 2018, and Head of Marketing and Innovation at Aunt Millie's Bakeries from 2020 to 2022. Hague is presently Expressive Productions' Chief Marketing Officer and a Teaching Associate in the Department of Recreation and Sport Management at Coastal Carolina University. Her areas of expertise include brand marketing for new growth, enhanced brand acceptance, and elevated consumer engagement. Hague won the 2009 HALO Award, the NCSA Award, the Professional Candy Buyer Award, the Best Print Ad (beating Frito Lay), the 2009 Professional Candy Buyer Award for Twilight® Limited Edition Sweethearts® and SKYbar®, and the 2009 Reggie® Award for five programs that delivered \$200MM in growth. Hague successfully managed two distinctive, well-liked businesses worth \$1 billion, revitalized the 140+-year-old Sweethearts® brand to use throughout the year and extend beyond Valentine's Day, managed a 138-year-old American Icon to expand brand presence, and managed a database of 2MM consumers in website content and relationship marketing.

## **Panel 5: State Parks and Outdoor Recreation**

### **Brian Nicosia**

Nicosia, an Orange County, New York native, began attending Coastal Carolina University in 2016 and completed his studies there in three years, earning a B.S. in economics. While pursuing his bachelor's degree, Nicosia worked as the treasurer of the Coastal Climbing Club, a business consultant for the Community and Business Engagement Institute, a volunteer firefighter for the Surfside Beach Fire Department, a supervisor at the HTC Recreation Center, and an outdoor trip leader and rock-climbing instructor for the outdoor recreation center at Coastal Carolina University. While pursuing his M.S. in Sport Management from 2020–2022, Nicosia was invited back to Coastal Carolina University to work as the Graduate Assistant for Outdoor Recreation. Since June 2022, Nicosia has held the professional position of Outdoor Recreation Coordinator at Coastal Carolina University.

## **Ben Abercrombie**

Abercrombie graduated with honors from Clemson University with a Bachelor of Science in Fisheries and Wildlife Biology. While there, he became active with the Lions Club and conservation groups that provide innovative educational materials and activities for visually impaired students. Abercrombie ultimately returned to Concordia University-Portland in 2018 to 2019 to complete his Masters of Curriculum and Instruction in Environmental Education. His research focused on the connection of children with nature via digital naturalism, conservation, and experiential lesson designs. Abercrombie has served as the Playcard Environmental Education Center's director for 24 years. Additionally, Abercrombie holds the positions of DOD Environmental Scientist, SCDNR Fisheries and Wildlife Technician, USGS National Association of Water Quality Assessment Biological Technician, and adjunct teaching associate professor for Coastal Carolina University's Recreation and Sport Management Outdoor Leadership classes. Abercrombie is an expert in outdoor science and environmental education, a program director, a host of a video series, a community volunteer for visually impaired students and upward athletes, a videographer, a wildlife photographer, a challenge course facilitator, and a volunteer in his community.

## **Sean Johansen**

Johansen is a dedicated natural resource professional with a profound interest in the conservation and management of the majestic Black River. Johansen has a deep-rooted love for rivers and aquatic systems, which led him to pursue a degree in Forestry and Wildlife Management. Johansen, has dedicated his career to preserving the natural beauty and ecological integrity of the Black River. From an early age, Johansen found himself drawn to the lush forests and winding waterways along South Carolina's coastal plain where he grew up. He developed a strong connection with nature and spent as much time among the trees and on the water as possible. As Waterways Supervisor and Group Kayak Lead, Johansen is able to pursue his passions as well as enrich countless individuals, while leaving a lasting impact on the environment and future generations.

## **Jenna Strubhar**

Strubhar is a recent Coastal Carolina University graduate with a B.S. in Marine Science. For three years, from 2019 to 2022, Strubhar worked as an intern and volunteer at Ocean Connections, a facility for marine mammals that offers permanent homes to seals and sea lions that are deemed unfit to thrive in the wild. Strubhar spent the summer of 2022 serving as the Summer Educator at Myrtle Beach State Park. Since graduating in December 2022, Strubhar volunteered her time at Myrtle Beach State Park until she was offered their Assistant Interpretive Ranger position in April, 2023.