

Press Box

Sports Organizations

Laurel Richie has been appointed president of the WNBA. Richie has a background in consumer marketing, corporate branding, public relations and corporate management, most recently as senior vice-president and chief marketing officer for Girl Scouts of the USA. She is the league's third president and succeeds **Donna Orendi** who resigned in December to start marketing and media strategy compa



LAUREL RICHIE

The U.S. Olympic Committee has named **Teresa Edwards**, a four-time Olympic gold medalist in women's basketball, as chef de mission for Team USA at the 2012 Olympic Summer Games in London. The USOC has selected **Peter Vidmar** as chef de mission for the London Olympic Games but Vidmar resigned just one week after his appointment following a series of reports in the Chicago Tribune describing his opposition to same-sex marriage. The USOC has also named **Aime Mullins**, a Paralympian in track and field, as chef de mission of Team US for the 2012 Paralympic Games.

The USOC has named **Malia Arrington** director of ethics and safe sport. Arrington was previously an associate at the Denver law offices of Reil Pozner LLP and Dorsey & Whitney LLP.

USA Boxing has named **Jerry Mayes** senior director of business development. Mayes spent more than 30 years with Coca-Cola, where he worked with the USOC to align the company's products with the Olympic movement. He was most recently sales center manager for Coca-Cola, based in Colorado Springs.

Dan Ellmore has joined the Greenware U.S. Grand Prix of Cycloere series as a partner. Ellmore is a founding partner of the Schlamm line cycle-cross clothing.



Maryland Wins 2014 Canoe Event

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Now, as CEO of USA Canoe/Kayak, Jacobi has helped land another breakthrough: the return of the international event, on its 25th anniversary, to Maryland. But when the event comes back in 2014, it will be staged at the Adventure Sports Center International, a project that opened in 2006 on the momentum of that 1989 championship. The center, one of the few artificial whitewater courses in the United States, was built in McHenry, Maryland, near the Savage River and atop a ski mountain. It also offers rock climbing and other activities.

"It's really a way to show off some of the best natural resources of Maryland to the entire world," Jacobi said of the ICF event, which will run September 16-21, 2014, and attract 350 athletes from 50 countries. Jacobi said he believes the event will also expose the sport to even more recreational paddlers.

"The international community knows the U.S. has more recreational paddlers than any other country in the world," Jacobi said. "The ICF has done a great job of increasing the scope of global broadcasting of the sport, but they want their broadcasts to reach the recreational paddling community. I'm ready for this event to be the breakout race for the next generation. There's a real legacy opportunity here." ■

—Jason Gewirtz