

Speaking Appointments

An accomplished public speaker, Don Schumacher has focused on opportunities to emphasize the continued growth of sport tourism and its recession resistant qualities. Primary audiences have been conference sessions, governor's conferences on tourism, and international audiences.

Schumacher has been privileged to speak at domestic conferences such as the TEAMS Conference, the annual meeting of Destination Management Association International, the Southeast Tourism Society and many others.

Hardly a year goes by without the opportunity to speak at a state governor's conference on tourism. At last count, Don has spoken at 24 different conferences, plus two opportunities each with Illinois and Minnesota.

Sport tourism is as important internationally as it is in the United States. Beginning with the SportAccord Conference in Madrid in 2003, he has spoken at a total of seven of these annual conferences. He has also spoken at City Events and the Smart Cities Sports Summit.

Additional international engagements include Ottawa, Tokyo, Osaka and Cape Town.

Don is one of eight founders of the new International Association of Sports Cities (IAEH). This association seeks to broaden the experiences of international bid cities through information sharing and discussion. This makes the third organization he has helped found: the Greater Cincinnati Sports & Events Commission, the National Association of Sports Commissions and now the IAEH. This progression has followed the pattern of local, national and then international interest in sport tourism.

Schumacher has also been called upon to offer expert testimony in several cases involving arena operations, a dispute between a hockey team and arena management, two different trials involving an NBA franchise, and a case involving Disney's Wide World of Sports where he was cross-examined by Johnny Cochran and Will Gary. His experiences with seat license sales, arena management, and sports facility management were brought to bear in each case.

Don is also continually asked to comment on industry issues. These media interviews have involved the New York Times, Wall Street Journal, USA Today, Sports Business Journal and Sports Travel, Sports Events, Athletic Business and Sports Destination Management magazines. These are in addition to local media appearances during many consulting projects and following issuance of final reports, most of which are presented in a public forum.

He is also invited to speak to annual meetings of members of the NASC or at special occasions (when they are awarded significant recognition). Some of the cities visited include St. Louis, Nashville, Erie PA, Kansas City, Myrtle Beach, Virginia Beach, Sports NC, Alabama Parks and Recreation Association, Upper Midwest Association of Convention Bureaus, Fox Valley Convention and Visitors Bureau and Kentucky Travel Industry Association.