



2012 Indianapolis Super Bowl Host Committee Adds Six Staff Members

8 July 2010

Indianapolis – The 2012 Indianapolis Super Bowl Host Committee announced the addition of six staff members. “With just 577 days until kick-off, it is important for us to continue to make daily progress in meeting our goals as a Host Committee,” said Allison Melangton, president and CEO of the Host Committee. “The individuals joining our team all have tried-and-true experience that will move our planning forward as they soundly complement the talents of our current staff members.”

Staff additions announced today include:

Andy Arnold, Director of Event Operations

Andy will work directly as the liaison between the Host Committee, Lucas Oil Stadium representatives and the NFL on the Super Bowl’s operations plan. He will also direct the functional areas adjacent to and surrounding the stadium, working closely with the NFL on the integration of transportation, security and traffic planning. Andy’s most recent position as event manager at the Indiana Convention Center (ICC) and Lucas Oil Stadium (LOS) provides a natural fit to this new position. While at ICC/LOS (and formerly the RCA Dome), he also worked with stadium events and security. Andy received his bachelor’s degree in sports management from the University of Dayton.

Susan Baughman, Senior Vice President of Hospitality Services and Events

On assignment from Indiana Sports Corporation (ISC) where she is senior vice president of event management, Susan joins the Host Committee to direct and manage hospitality services and events. Her primary focus will be the design, production and implementation of the Super Bowl Village. At ISC, Susan manages the partnership with the NCAA where she most recently served as executive director of the 2010 Men’s Final Four. With over 15 years of sports management experience at ISC, she has also directed six international and world championship events including 2004 World Swimming Championships and the 2002 World Basketball Championships. Susan received her bachelor’s degree in journalism and sociology from Indiana University - Bloomington.

Sheila Bradley, Director of Volunteer Services

On assignment from the Indiana Sports Corporation where she has worked for eight years, most recently as director of volunteer services, Sheila will serve the Host Committee in a similar capacity. She will coordinate all logistics of the volunteer registration system, assignments and volunteer communication. She has also worked as the marketing project manager for the 2001 World Police & Fire Games and the office



manager for the 2002 FIBA World Basketball Championship. She earned her bachelor of arts from IUPUI.

April Keaton, Manager of Office Administration

April is responsible for various aspects of administration including volunteer committee management, technology, vendor procurement, office operations and assistance. April brings to this position 13 years of administrative and managerial experience in the legal, consumer retail products, and financial services industries. April is an alumna of Kalamazoo College where she majored in economics and international studies. She also earned an MBA from the Indiana University - Indianapolis Kelley School of Business.

Susie Townsend, Vice President of Guest Welcome and Super Service

Susie joins the Host Committee on assignment from the Indianapolis Convention & Visitors Association (ICVA) where she serves as the vice president of convention services. She brings 30 years of hospitality experience to the Host Committee and will manage all guest services including coordination with the hotel and restaurant industries. Susie also has extensive community involvement including serving on the management committee for the Big Ten Men's and Women's Basketball Tournaments and the NCAA Men's and Women's Final Four Local Organizing Committees. She graduated from the Indiana University - Bloomington Kelley School of Business with a degree in marketing.

Marshawn Wolley, Director of Emerging Business/Community Outreach

Marshawn, who officially joins the team on August 1, will work with the NFL and the Host Committee to implement and manage the NFL's Emerging Business program. The program is designed to provide opportunities for minority- and women-owned businesses to participate in the Super Bowl procurement process. He will also manage outreach efforts for educational, community and youth initiatives. He most recently served as the minority and women business enterprise project coordinator for Nubian Construction Group and worked on the Indiana Convention Center expansion. He also previously worked as the Mayor's neighborhood liaison for crime prevention. He earned his master's degree from IUPUI in public financial management and policy analysis and is currently pursuing his MBA at the Indiana University - Indianapolis Kelley School of Business. He earned his undergraduate degree from Indiana University – Bloomington.

About the 2012 Indianapolis Super Bowl Host Committee

The purpose of the 2012 Indianapolis Super Bowl Host Committee, as defined by the NFL, is to centralize the planning and execution of the 2012 Super Bowl through one entity to ensure coordination of all efforts and community resources. The Host Committee serves as an extension to the National Football League in the local community, as the city's ambassador to incoming Super Bowl fans, guests, and corporations, and as a manager of local resources such as city services, event venues, accommodations, and thousands of volunteers. For more information, visit: <http://www.our2012sb.com/>.