

Mike May

12769 Meadowbreeze Drive
Wellington, FL 33414

561.317.6111 (cell)
mmaymarketing@gmail.com

Executive Summary

More than 25 years of experience in the sporting goods industry – coordinated special events; publicized industry announcements; generated revenue to support organizational activities; represented the association as a public speaker; successfully lobbied U.S. Congress for passage of pro-physical activity legislation; spearheaded media outreach to generate trade and consumer exposure for association research and annual trade shows; and hosted/coordinated 11 TV/radio satellite media tours as the ‘on air’ talent/presenter.

Professional Skills

- Crisis Management
- Media Relations and Industry Spokesman
- Marketing Campaigns and Agency Oversight
- National Coalition and Grassroots Development
- Staff Management
- Budget Preparation
- Event Production and Promotion
- Revenue Generation

Professional Experience

Sports & Fitness Industry Association (formerly Sporting Goods Manuf. Assn.) 1988 -- Present
Formerly: Director of Communications & Public Relations.....Currently: Consultant

- Generated millions of primary print, electronic, and broadcast media impressions and nearly \$100 million worth of editorial coverage for association research, activities, conferences, and special events
- Since 2001, successfully served as an association lobbyist in support of the PEP Bill which has generated more than \$900 million in support of physical education classes in U.S. schools
- Worked with well known athletes such as Gary Player, Herschel Walker, Michelle Smith, Gary Carter, Annika Sorenstam, and Johnny Miller to generate publicity for sports industry’s annual lobby day in Washington, D.C. -- National Health Through Fitness Day
- Coached past SGMA Presidents/CEOs on message delivery and media training
- Co-produced a daily TV program shown during The Super Show, the association-owned annual trade show
- Managed PR for closing of major international trade show (The Super Show) and the launch of new trade show (SGMA Spring Market)
- Sold sponsorships to companies (inside and outside the sports industry) seeking affiliation with SGMA’s National Health Through Fitness Day, SGMA’s Annual Industry Meetings, and the Congressional (Flag) Football Game
- Served as the main ‘on-air’ talent for 10 TV/radio Satellite Media Tours (2003-2009) where I showcased “New Trends in Health & Fitness” to TV viewers across the country (‘live’ via satellite)...and sold all product positioning opportunities to companies that wanted their products featured in the SMTs
- Made more than 600 ‘live’ in-studio appearances on local and national TV (and radio) news programs describing new fitness and exercise products in the sports and fitness industry. In each case, I contacted the TV news producer, submitted the ‘pitch,’ booked the interview, and made the appearance
- Secured opportunity to announce the winner of the Sports Product of the Year ‘live’ on Fox News Channel’s “Fox and Friends” morning show on three separate occasions
- Wrote/edited the association’s weekly electronic newsletter and monthly magazine; wrote all association news releases; and created association media kits
- Researched and wrote a 24-page publication detailing the SGMA’s first 90 years (1906-1996)

- Helped support association's centennial anniversary campaign which included industry leadership awards, national media recognition, email campaigns and providing content for blogs and website
- Communicated regularly with international, national, regional, trade, and local media contacts
- Generated and maintained numerous media contact lists

Golf Central Magazine, Ohio Golf Journal, Tri-State Golfer, Midwest Golfing Magazine, GolfTrips.com, GoGolfandTravel.com, Back 9 Blog, & Golf Georgia

August 2014-Present

Correspondent

- Writing destination/travel stories about golf courses in Alabama, Florida, Georgia, Indiana, Iowa, Louisiana, Minnesota, North Carolina, South Carolina, Wisconsin, California, and England
- In June of 2017, I worked with Visit Britain to coordinate editorial trip to England to play and write about the six golf courses that comprise the Atlantic Links (located in the counties of Somerset, Devon, and Cornwall)
- Have written stories/Q & A's about PGA and LPGA touring professionals such as Brooks Koepka, Lexi Thompson, and Mo Martin
- Covered the 2014, 2015, and 2016 LPGA CME Race to the Globe Group Tour Championships
- Self-published first-person account of 1983 British Open: *A Pint & a Pork Pie: The '83 Open Championship*
- Member of the Golf Writers Association of America (GWAA)

Don't Take My Bat Away Coalition & SFIA's Baseball/Softball Council

2008 - Present

Director/Administrator

- Serve as a mediator on business issues between baseball and softball equipment manufacturers and governing bodies such as the National Federation of State High School Associations, USA Baseball, ASA, Little League Baseball, PONY Baseball & Softball, Babe Ruth, NCAA, USSSA, American Amateur Baseball Congress, Dixie Youth Baseball, National Softball Association, and American Legion
- Worked with USA Baseball to coordinate industry-wide meetings to discuss the eventual approval and adoption of a new youth bat performance standard – to take effect in January of 2016 or 2017
- Spearhead the industry effort to stop states and municipalities from passing laws which impact the use of sports equipment, such as bans on non-wood baseball bats
- Educate and inform the consumer media – mainly sports editors, newspaper columnists, sports talk radio hosts, and TV news anchors – about the performance similarities between wood and non-wood baseball bats
- Have appeared on ESPN's *Outside the Lines* and many sports talk radio stations to defend the integrity of the non-wood baseball bat
- Generate between \$75,000-100,000/year from the baseball/softball industry to subsidize the work of Baseball/Softball Council
- Publicized a nationwide study on batted ball injuries (wood vs. non-wood bats) designed to show that baseball is as safe with non-wood bats as it is with wood bats
- Coordinate an annual meeting each April in Indianapolis with the National Federation of State High School Associations and the NCAA to discuss rules changes that impact baseball & softball uniforms & equipment
- Provide the baseball & softball industry with accurate demographics on baseball and softball participation through the *SFIA Sports & Fitness Participation Report, Sports Participation in America* and *U. S. Trends in Team Sports*
- Act as the third-party agency which oversees the youth bat licensing program with USA Baseball and the five major national baseball associations
- Analyze/report on the annual wholesale sales study (SFIA's *Manufacturers Sales by Category Report*) on the U.S. sporting goods industry which includes specific line items such as baseball and softball bats, fielding gloves, protective gear, uniforms, cleated footwear, batting gloves, baseballs, and softballs
- Built partnerships and advocacy coalitions with baseball and softball equipment makers and national sports organizations, including Major League Baseball, NCAA, National Federation of State High School Associations, USA Baseball, Little League Baseball, PONY Baseball & Softball, Dixie Youth Baseball, American Amateur Baseball Congress, Babe Ruth Baseball, National Council of Youth Sports, Amateur Softball Association, AAU, and Pop Warner Football

PHIT America (www.PHITAmerica.org)

January 2013 - Present

Communications/Marketing Coordinator

- Work with sports industry associations to promote the importance of physical activity in order to collectively fight inactivity pandemic and obesity crisis
- Generate exposure and awareness for campaign to publicize America's inactivity pandemic through media outreach
- Write all PHIT America news releases
- Recruit coaches, PE teachers, amateur athletes, athletic directors, parents of athletes, and well-known athletes to be Ambassadors of PHIT America
- Contact organizations in the private and public sector to financially support the work of PHIT America

Team Insight & Sports Destination Management Magazine

January 2013 - Present

Correspondent

- For *Team Insight*, business stories have been written about (1) Female Sports Opportunities: Now and Into the Future; (2) Sports Products: Made in the USA; (3) How School Safety Rules Impact the Team Dealer; (4) An Immerging Product Category: School Spirit Packs; (5) The State of the U.S. Soccer Business; (6) Hard Court: Basketball Numbers Continue To Be Strong; (7) Concussions: How Does This Issue Affect 'Selling' Football?; (8) Baseball & Softball: Dissecting the Diamond Sports; (9) Lacrosse: Now and Into the Future; (10) Baseball Biz: Now and Down the Road; and (11) Special Trip: Specialty Sports in America.
- For *Sports Destination Management*, stories have been written about (1) Track & Field; (2) Wrestling, Boxing, and Martial Arts; and (3) Eight Western Cities Using Sports to Support Tourism.
- For *Sports Fan Retailer*, stories have been written about (1) Licensed Sports Products Business: It's Not Kid's Play and (2) Sports Licensed Products Sales: A Retail 'Snapshot'

Fort Lauderdale Sun-Sentinel

2005-Present

Sports Correspondent

- Currently cover local sports, mainly high school football, basketball, golf, wrestling, and baseball. I have also written about water skiing, running, and college volleyball.
- Main sports correspondent for *The Villager*, the weekly insert within the *Sun-Sentinel*, for those regular subscribers living in Wellington, Royal Palm Beach, Loxahatchee, and the Acreage.

WBGF-FM (93.5 in Belle Glade, Florida)

2005

Broadcasting/Sports Commentator

- Served as the play-by-play voice on radio of the Glades Day School varsity football team during the 2005 football season

Florida Public Television

1986

News Reporter

- Planned, wrote, produced, and voiced a minimum of two lengthy stories for PBS' daily one-hour statewide program, *Today in the Legislature*; covered all aspects of the 1986 Florida Legislative Session.

Education

Bachelor of Science, Telecommunications/Public Affairs; minor in Business Administration (1985)
University of Florida (Gainesville, Florida)

Personal

Past President of the Treasure Coast (Florida) chapter of the National Football Foundation and College Hall of Fame (2004-2010)....Event coordinator of the Annual Outback Steakhouse Treasure Coast High School All-Star Football Game (2004-2009) in Palm Beach County.....Playing member & past captain of the Palm Beach Rugby Club (1989-2004).....Tournament Director of the 1992 Florida Rugby State Championship in West Palm Beach....Played for the Florida Rugby Select Side (state all-star team) from 1983-1992....Graduated high school from Truro School in England (earned eight 'O' Levels and three 'A' Levels).....FHSAA-approved soccer official/member of Soccer Referees of Palm Beach County....Current varsity girls high school basketball coach at Berean Christian School in West Palm Beach, Florida....Former golf coach at Berean Christian School (2005-2006)....Experienced public address announcer.

References

Tom Cove
SFIA
tcove@sfia.org
201.495.6321

Mark Feinberg
Fine Productions
mark@fineproductionstv.com
770.399.0800

Jim Baugh
PHIT America
jim@jimbaughconsulting.com
312.213.6444