



## **For Immediate Release**

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### **Ross Brown Joins IMG Associations Leadership Team**

LEXINGTON, Ky., (April 13, 2009) — IMG Associations has announced the promotion of Ross Brown to the position of assistant executive director for the American Volleyball Coaches Association (AVCA), an IMG client since 2006.

As assistant executive director for the AVCA, Brown will help support the largest organization of volleyball coaches in the world. The goal of the AVCA is to advance the development of the sport of volleyball. Through its partnership with IMG, the AVCA has reached its highest membership (more than 4,500) and convention numbers in the 28-year history of the organization.

“We’re thrilled to have Ross join our team,” Kathy DeBoer, an IMG Associations vice president and executive director of the American Volleyball Coaches Association said. “His skill set combines sales, association management and sports marketing, which is a natural blend for a sports association with high growth expectations like the AVCA and a real benefit of the AVCA’s partnership with IMG.”

IMG Associations helps professional and trade associations expand membership, promote their mission, and seize opportunities for growth. The company is a division of IMG, a globally recognized leader in sports, entertainment, events and management. In addition to the AVCA, IMG Associations serves a variety of national and international organizations, including the International Coach Federation, International SPA Association, National Tour Association, Quest International Users Group, Receptive Services Association of America, and the World Religious Travel Association.

“Working with the AVCA will allow me to expand my professional experience in new areas,” Brown said. “I’m really pleased that IMG has the confidence in me to give me this great opportunity. Having been a part of the IMG family for more than 6 years, I know of the many great things going on within the AVCA, and I am excited to become a part of it.”

Brown’s previous roles within IMG Associations included 5 years managing partner and sales programs. He directed a sales team and managed regional and national conferences and tradeshows. Brown received his bachelor’s degree in history and master’s degree in sport administration from Morehead State University and volunteers with the Steve Hamilton Foundation.

#### **About IMG Associations**

IMG Associations is a full-service professional association management company and a proven leader in helping professional and trade associations expand membership, promote their mission, and seize opportunities for growth. IMG’s association clients represent a variety of industries and reach a combined audience of 75,000 members in more than 90 countries. An active member of the Association Management Company Institute and the American Society of Association Executives, IMG Associations is committed to maintain a high level of ethics, service and professional conduct. IMG Associations is a division of IMG (<http://www.imgworld.com>), the world’s premier sports, entertainment and media company. For more information on IMG Associations, visit <http://www.imgassociations.com>.

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