

## Meet the Team

It's always best to work with a professional, right? Our team comprises a great blend of local facilities knowledge, sports planning experience and media savvy.

### Mike Price, STS, CTA

Mike Price is the Executive Director of the Greater Lansing Sports Authority (GLSA), an organization he helped found in 2006. The GLSA has also been recognized as a best practice sports commission, having received numerous recognitions from the Sports Events & Tourism Association, including being recognized as “Sports Commission of the Year”.

Mike is also the co-founder of the statewide sport co-op, Pure Michigan Sports. The initiative was launched in 2006 and has been coordinated out of the GLSA offices since its inception. Pure Michigan Sports consists of 16 member cities across Michigan, who leverage the award winning “Pure Michigan” campaign to raise the profile of Michigan as a sport tourism destination.

Mike is dedicated to growing sport in the community and has taken an active role in volunteering for organizations that positively impact youth and their ability to participate in sport. Mike is the Chair of the CASE Cares Foundation and an active board member of the Miracle League of Mid-Michigan. These two organizations were instrumental in the creation of the CASE Cares Miracle Field and the programming that allows children of ALL abilities the opportunity to play Miracle League baseball. He has the pleasure of serving as Chair of the Sports Events & Tourism Association board of directors, and numerous other boards and commissions.

Mike’s passion for sports can also be seen in his personal life. If he isn’t working to bring an event to the region, you can probably find him volunteering at an event, coaching, watching his kids play sports, playing in a league or two of his own...or if all else fails, he is likely yelling at his TV while watching sports.



## **Meghan Ziehmer, STS, CTA**

Meghan is a graduate of Michigan State University and brings to the GLSA a wealth of experience managing athletic events. While achieving her CSEE designation Meghan has dutifully served on two committees: one with the Sports Events & Tourism Association and the other as the Marketing Chair for the Pure Michigan Sports Initiative. Locally, Meghan serves as Secretary on the Executive Board for the Conquest Health & Fitness Foundation. Meghan has a proven understanding of what it takes to make an event in Greater Lansing successful backed with a passion for complete customer service.

As a dedicated liaison with the area's numerous LOC's (Local Organizing Committee) Meghan is committed to critical event logistics to the very last detail she will work as your partner in creating a successful sports event. Additionally, Meghan spearheads all event sponsorships, partnerships and donation opportunities so that all GLSA events are both tied to the community and thoroughly supported.



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## **Tom Kinder, STS, CTA**

Tom's role with the GLSA is developing and maintaining relationships with sports rights holders, National Governing Bodies, local facility representatives and our lodging community to solicit and secure sporting events in the Greater Lansing area. Tom's understanding of our area's vast resources from venues to hotels including where to eat and what to see creates added value to visiting sporting groups.

Tom is a proud lifetime resident of the Greater Lansing area. Before joining the Sports Authority team, he serviced our area's local travel needs with his Father and Family at Kinder Travel & Tours. Locally, Kinder has been an active member in our community as a member of the Lansing Jaycees, Sunrise Rotary of Lansing and the Haslett Athletic Boosters.

Kinder's passion for sports continues as a registered official in Women's Lacrosse, Volleyball and Field Hockey. When time allows, he can be spotted on our community's miles of paved trails hiking and biking trails.



## **Miranda Coleman, STS, CTA**

As Sports Services Manager Miranda works tirelessly to provide quality customer service to visiting sports groups to ensure a successful event and positive experience in Michigan's Capital region. Miranda is often found on-site at events both helping to market and promote as well as trouble-shoot any potential snags. Greater Lansing events run smoothly due to the time she spends developing relationships with event planners and local sports facilities. Miranda has her finger on the pulse of today's growing trends in social media marketing and not only handles the GLSA social media presence, but helps get the word out about all the great events we host.

Coleman has a Bachelor's degree in Criminal Justice from Olivet College and a Master's degree from Central Michigan University in Sports Administration. While earning her degree at CMU, Miranda worked as the graduate assistant for Event Management, Facilities, and Club Sports in the recreation department.

Coleman graduated from Lansing Everett High School and played on their back-to-back State Championship girls basketball teams. Her sports career continued as a student athlete at the College of Central Florida and Florida Gulf Coast University, eventually becoming the assistant women's basketball coach at the College of Central Florida.

