



## Press Release

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### **Universal Athletic Announces Greg Miller Panelist at National Sporting Goods Association (NSGA) 46<sup>th</sup> Annual Management Conference and 12<sup>th</sup> Annual Team Dealer Summit**

Bozeman, Montana, April 14<sup>th</sup>, 2010- Universal Athletic is proud to announce that Greg Miller, Vice President of Operations, will be a guest panelist at the upcoming National Sporting Goods Association (NSGA) 46<sup>th</sup> Annual Management Conference and 12<sup>th</sup> Annual Team Dealer Summit in Tampa, Florida, May 2-5<sup>th</sup>, 2010.

The agenda for the conference includes state-of-the-industry presentations, education and networking. Topics will include: *Overpromise and Overdeliver, Visions of Leading Retailers, Lessons Learned from the Demise of a Successful Retail Chain, Improving Your Financial Team and Making the Most of Promotions and Public Relations*. Miller will serve as a panelist for *Making the Most of Promotions and Public Relations* with Elizabeth Vocke, Senior Account Supervisor at Hill & Knowlton Public Relations and Moderator James Hartford, President and CEO of SportsOneSource and SGD Team Business.

Miller's panel will describe successful yet inexpensive promotional activities and public relations programs that can help team dealers improve their visibility in the face of growing competition in their local communities.

*"It is an honor to be selected as a panelist for the conference. The work we do at Universal Athletes is unique and our growth with participation locally has made all the difference"* explains Miller.

Miller is a seasoned athlete, coach, retailer and executive with 29 years of experience. He has held the following positions in sports retail: Vice President of Operations (his current role), Operations Manager, Marketing Manager, Central Warehouse Administrative Manager, Retail Buyer, and IT Administrative Manager. Universal Athletics services thirteen locations in five states: MT, UT, WY, ND, SD and AZ. Miller oversees these distribution and retail centers with innovative team programs that go hand in hand with Universal Athletic customer service. He will use examples from his own experience to illustrate cost-effective programs for community building. Miller's session is scheduled for Monday, May 3<sup>rd</sup> from 11:00 am - 12:00 am. Save the date!

**About the Conference:** The Conference title sponsor is *Wells Fargo Insurance Services*. Team Dealer Summit co-sponsors are *Mueller Sports Medicine, Russell Athletic, Spalding, Bike, Dudley, American Athletic, Inc., Brooks Sports, The SportsOneSource Group, SGB Team Business, and the NSGA Team Dealer Division*.

NSGA also acknowledges the support of these sponsors: *Accusplit, Asset Protection Resource, Authentic Little League Baseball, Dodger Industries, Edifice Information Management, Formula 4 Media LLC (Footwear Insight,*

*Sports Insight, Team Insight, Textile Insight), Gatorade, GE Money, ISPO (Messe München GmbH), Mizuno USA Inc., MJ Soffe Co., Mueller Sports Medicine, Inc., New Balance Athletic Shoe, Inc., NSGA Team Dealer Division, Russell Athletic, Spalding, American Athletic, Inc., Bike, Brooks Sports, Dudley, SGB Team Business, The SportsOneSource Group, Under Armour, Vapor Apparel Source, Wells Fargo Insurance Services, Wilson Sporting Goods Co., and W.L. Gore & Associates, Inc.*

**About Universal Athletic:** Universal Athletic was founded in Montana in 1971. By focusing on its passion of fueling the dreams of athletes, the company has grown to 13 locations in five states. In servicing and selling athletic gear to local athletes, high schools, and colleges, Universal Athletic has dedicated its heart and soul to the support of sports, fitness, and health programs in schools and communities in Montana, Arizona, North Dakota, South Dakota, Utah, and Wyoming.

Universal Athletic has sponsored hundreds of community teams and events. Their employees volunteer time as coaches for local teams. Over the course of 38 years, Universal Athletic has helped fuel the dreams of 45 million athletes — one at a time. <http://www.universalathletic.com>.

**About NSGA:** NSGA, which has served the sporting goods industry since 1929, organizes and hosts the annual NSGA Management Conference & Team Dealer Summit, the sporting goods industry's premier educational and networking event (Next: May 2-5, 2010, at Saddlebrook Resort/Tampa, Wesley Chapel, Fla.).

For more information on NSGA member services, visit the Association home page ([www.nsga.org](http://www.nsga.org)); call Darlene Plunkett at NSGA, (847) 296-6742, Ext. 131; e-mail: [dplunkett@nsga.org](mailto:dplunkett@nsga.org); or fax (847) 391-9827.