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MAX SIEGEL, CONNECTING BRANDS TO OPPORTUNITIES IN **ENTERTAINMENT,**
SPORTS, MULTICULTURAL COMMUNITIES AND MEDIA.

**max
siegel**
INCORPORATED

Max.



Working in various executive capacities in the sports and entertainment fields over the last 20 years, Max Siegel's track record has consistently been that of financial growth and competitive success. A cum laude graduate of the University of Notre Dame Law School, Siegel made history as the highest-ranking African American executive in NASCAR when he became President of Global Operations at Dale Earnhardt Inc. (DEI), one of the sport's leading franchises.

While at DEI, Siegel sold tens of millions of dollars in sponsorship; and as Senior Vice President at Sony/BMG and as President of Zomba Gospel, Tommy Boy Gospel and Verity Records, he led one of the most profitable divisions in the Sony BMG system. As a music executive, he increased top-line revenue and reduced expenses to yield unprecedented profit in the gospel industry. He also was part of the executive team overseeing the careers of stars such as Britney Spears, Justin Timberlake, and Usher.

As the owner of Rev Racing, Siegel took NASCAR's Drive for Diversity program and advanced it from a fledging effort to add diversity to the sport into a competitive juggernaut on the racetrack. In 2011, his team's drivers won 50 percent of all races on the K&N Pro Series East circuit, NASCAR's top developmental circuit.

Siegel is a former director on the boards of USA Track & Field and the USA Swimming Foundation. Additional Olympic-family experience includes work with USA Gymnastics, USA Skiing, USA Swimming and the Goodwill Games while he was an attorney with Indianapolis-based Baker & Daniels in the 1990s. In addition to representing sports figures such as Hall of Famers Reggie White and Tony Gwynn during their careers, he has created literary, television and film properties, including the 2010 BET Networks series, "Changing Lanes," and the 2011 ESPN documentary, "Wendell Scott: A Race Story." Scott was among the recently announced list of nominees eligible for the NASCAR Hall of Fame. Siegel also is the author of "Know What Makes Them Tick: How to Successfully Negotiate Almost Any Situation."

Siegel has appeared on Oprah, NPR's Tavis Smiley, ABC's Good Morning America, ESPN, and CNBC; in print, he has been featured in the Wall Street Journal, USA Today, the New York Times, Crain's New York Business, Black Enterprise, Billboard Magazine, among many others.

Siegel is currently CEO of two companies. The nationally renowned sports and entertainment executive is the owner of Max Siegel Inc. (MSI), a sports, marketing, entertainment, and media holding company. Through MSI he works with brands to meet lifestyle, entertainment and diversity needs in different industries. In addition, Siegel is currently serving as the fourth CEO of USA Track & Field. In 2013, Siegel launched the Max Siegel Inc. Youth Foundation and The Rev Racing Motorsports Academy headquartered in Indianapolis, Indiana.

Siegel has served adjunct professorships in Sports & Entertainment Law (Indiana University School of Law-Indianapolis) and Law of the Music Business (Seton Hall University, Newark, N.J.).

The first African-American to graduate with honors from Notre Dame law school, Siegel is a native of Indianapolis and resides in the city.

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New track-and-field chief aims to end sport's strife

Anthony Schoettle



Max Siegel (IBJ photo/Perry Reichanadter)

Max Siegel knows something about maneuvering through traffic on a fast track.

Max Siegel (IBJ photo/Perry Reichanadter)

So the former NASCAR team executive didn't hesitate in May to take a two-year contract to be CEO of USA Track and Field, a locally based sports governing body known for its political environment and divergent viewpoints.

Undaunted by that reputation, Siegel is promising to pull athletes, their agents, sponsors, event promoters and the sport's television part-

ners together to lift track and field's image and revenue—especially domestically.

And he wants to bring big-time track and field meets back to the IUPUI track stadium on a regular basis.

Siegel has met with representatives of the Indiana Sports Corp. and the Mayor's Office, and he's had discussions with Indiana Pacers President Jim Morris and Browning Investments Inc. CEO Michael Browning—leaders in the city's amateur sports community—about increasing exposure for track and field and bringing some of the sport's spotlight events here.

He also has met with leaders from USATF's primary TV partners—NBC and ESPN—and its primary sponsor, Nike. He plans to launch an ambitious marketing campaign on the heels of this summer's London Olympics, which begin July 27.

People within the sport describe Siegel, 47, as a more politically savvy and congenial version of his predecessor at USATF, former Major League Soccer executive Doug Logan, who was fired in 2010.

Steve Miller, the USATF board member who led the CEO search, said Siegel's interview for the position "was killer. He was armed with a tremendous amount of information. His vision was very clear."

Greg Harger, who coaches an Indianapolis-based track and field team made up of Olympic hopefuls, is optimistic Siegel will balance the needs of the sport's sponsors and TV partners with that of the athletes.

"I haven't heard a bad word about Max Siegel in this town or otherwise," Harger said. "I am hopeful that someone with this kind of marketing background can tackle some of the big and obvious issues facing the sport."

Siegel must start by listening to USATF's member athletes, Harger said, something that hasn't happened in recent years.

"The national office has been running roughshod and it's ridiculous," he said.

The recent U.S. Olympic trials, one of USATF's most high-profile events, provided a rough start for Siegel.

The entire Olympic trials in Oregon were overshadowed by the controversy in the women's 100-meter dash, in which Jeneba Tarmoh and Allyson Felix appeared to tie for third place.

Siegel and his staff were left hurrying for a solution since they had no procedures in place to deal with the situation. USATF officials even considered a coin flip to determine the outcome.

Further complicating the situation: Tarmoh initially was declared the third-place finisher, earning her the last spot on the U.S. 100-meter-dash Olympic team.

After the two runners agreed to a prime-time run-off on NBC, Tarmoh pulled out the day of the scheduled race, saying she thought she had won the original race.

The prime-time run-off would have been a boon for U.S. track and field. Instead, it turned into a black eye, sports marketers said.

Familiar territory

If Siegel is looking for allies in his effort to polish USATF's image, he'll likely find them on familiar ground.

Allison Melangton, who is wrapping up her work as 2012 Super Bowl Host Committee CEO and will take over as president of the Indiana Sports Corp. in September, said she is pleased that someone with Indiana roots is taking USATF's top job.

"Max knows Indiana and the Sports Corp. well and is passionate about Indianapolis," Melangton said. "Having Max in that position is a win-win."

Siegel spent his early career working for Jack Swarbrick as a sports and entertainment attorney at Baker & Daniels law firm before becoming president

of Sony's Zomba Gospel, the world's largest gospel record company. In 2007, he became president of global operations for Charlotte, N.C.-based NASCAR team Dale Earnhardt Inc. After he left DEI in 2009, he worked as a consultant for NASCAR, launching diversity programs and starting several youth initiatives within the stock car series.

Melangton said Siegel won't be afraid to make bold changes at USATF.

"Max is a visionary leader and a person that analyzes all the angles," said Melangton, who first collaborated with Siegel in her days with USA Gymnastics in 1991. "He's a very skilled and talented leader."

Melangton is set to meet with Siegel, a native Hoosier and University of Notre Dame graduate, soon to discuss future possibilities and partnerships.

While Melangton said there's no agenda for their meeting, she made no secret about her interest in bringing national and international track and field events back to Indianapolis.

Built in 1982, the Michael A. Carroll Track & Soccer Stadium at IUPUI once held some of the world's biggest meets, including the 1988 Olympic Trials. But over the last decade, big-time events there have been infrequent. The last one was the 2007 USATF national championships.

IUPUI recently installed a \$1.2 million artificial all-season surface on the track's infield, but sources close to the sport said the facility needs another \$1 million to \$2 million in improvements.

"Certainly, getting events into the IUPUI track is on [ISC's] agenda," said Melangton, who will replace retiring ISC President Susan Williams. "We want to keep the track in play for national and international events."

Leveraging pop culture

Siegel thinks the sport can grow revenue by raising the profile of its athletes, which will in turn bring more attention to its events.

"USATF does no advertising," Siegel said. "None. How can that be? We have compelling stories to tell."

Siegel is promising to use his media contacts to find some less traditional means of exposure for track and field athletes.

"I not only want to work with our TV partners at NBC and ESPN, but I want to diversify, seeking a bigger audience in the African-American and Hispanic markets," Siegel said. "I want more exposure on ESPN's SportsCenter, but I also want to forge partnerships with outlets such as [Black Entertainment Network] and gain exposure on programs like 'Access Hollywood.'"

"I'm big on integrating this sport into mainstream pop culture. I want to appeal not only to sports fans, but to become culturally relevant to your mom or a teenager."

Getting that additional exposure is just one item on a long to-do list that includes improving the event schedule, increasing sponsorship revenue, developing a long-term growth plan, and growing USATF membership.

One of Siegel's most pressing jobs will be extending USATF's deal with Visa, which expires after this year. Visa—along with BMW, Nike and Gatorade—is the lifeblood of USATF and its programs. Sponsorship revenue accounts for almost 60 percent of overall revenue.

"Revenue growth is my most pressing concern, but it's important to remember the most important sponsor is the one you already have," Siegel said.

USATF's biggest expenses are elite athlete development and support, but the group also pays to host 20 to 25 cross-country and track events annually, youth and master's programming, and other member services.

If Siegel can keep his own staff and board of directors happy, he'll be doing more than his predecessor.



Max Siegel (IBJ photo/Perry Reichanadter)

Logan was hired in 2008 and promised to double the organization's budget from \$15 million to \$30 million within four years and clean up the Olympic selection process and training programs along the way.

While Logan made some progress, including increasing the organization's budget by about \$5 million, he was fired by the board he helped restructure—cutting its size from 27 to 15 members. Logan lasted just two years.

Ironically, Siegel took a seat on the organization's board during Logan's overhaul. After Logan was fired, Siegel's firm was hired as a consulting agency.

Siegel said he's happy with the composition of USATF's board and staff and "won't grow for growth's sake."

"I think if you grow revenue—and that's my intention—the staff will grow as a result of that."•

How he got here

Max Siegel's eclectic path to USA Track & Field

- **1992-1994**—attorney for Indianapolis-based Baker & Daniels, focusing on sports, entertainment and intellectual property rights
- **1994-1998**—president of Indianapolis-based SCA Sports & Entertainment Group LLC
- **1998-2001**—president of New York-based Tommy Boy Gospel; senior vice president of Tommy Boy Music
- **2001-2007**— president of Zomba Gospel, world's largest gospel-record company; senior vice president of New York-based Sony BMG unit Zomba Label
- **2007-2009**— president of global operations for Charlotte, N.C.-based NASCAR team Dale Earnhardt Inc.
- **2009-2012**— owner of Rev Racing/Max Siegel Inc. Headed up NASCAR's Drive for Diversity program, helped launch youth programs for the stock car series, and operated teams in various series.

Source: IBJ research

Media.

THE INDIANAPOLIS STAR
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USA Track and Field CEO Max Siegel: 'I have had to learn to trust'

*Indianapolis native has overcome an
abusive childhood to score big in
sports and entertainment*



Max Siegel has represented and befriended the biggest names in sports and entertainment.

The soft-spoken 48-year-old Indianapolis native is the chief executive officer for USA Track and Field, was president of worldwide operations at Dale Earnhardt Inc. and headed three record labels as senior vice president of Sony/BMG.

He has written a book, produced a TV series and owns a management company. He has helped manage the careers of music stars Justin Timberlake, Usher and Britney Spears and his close friends include former Indianapolis Colts coach Tony Dungy.

But the glittering resume and comfortable lifestyle didn't come free.

Siegel earned them.

He grew up in homes that weren't just broken, but shattered.

Violence, fear, abuse, isolation, depression and stress defined Siegel's formative years in a sequence of dysfunctional homes stretching across the country.

"They were all bad. It is hard to measure degrees," Siegel said. "There was a lot of violence, a lot of alcohol. I grew up feeling uneasy, craving stability."

Siegel will tell his story at the Julian Center's Starlight Ball on Saturday. The center provides shelter

and other services for abused women and children and has launched a campaign that features people from professional sports sounding the bell about domestic violence.

Siegel's sister, Traci Siegel, 45, who endured it all with her brother described it as "a high-energy, fast-paced, glamorously abusive living environment."

In several households, with three sets of parents, Siegel and his sister watched and listened as the adults threw punches and invectives in alcohol-fueled brawls.

They retreated, emotionally and physically, hunkering in closets and basements, waiting for the domestic tornadoes to pass.

"I didn't enjoy my childhood at all," Siegel said. "It's affected me to this day. I have had to learn to trust people."

For Max, escape meant keeping his eyes on his destination, not on the obstacles of the day. It meant keeping his emotions at bay and concentrating on what his little sister needed rather than what he "From an early age, I made a conscious decision not to let what anyone else thought of me affect me emotionally," Max said. "And my sister was a tremendous source of motivation for that."

Max said his parents' physical violence was mostly toward each other, but sometimes Traci was the target. He was her protector and reminder that they were the sane ones.

"It was unpredictable, very random," Siegel said. "There was a lot of verbal abuse with me and her."

By the time Max was 5, he and Traci, 21/2, had been exposed to more turmoil than most children see in a lifetime. And it was just beginning.

Taken from their mother William "Bill" Siegel was a white,

Jewish music salesman. His wife, Delores, was a black nightclub singer.

The couple had a combustible relationship that regularly featured shouts, slaps, screams and punches. Max remembers the violence only generally but said it was like being a pawn in a rowdy chess match.

Then his parents divorced. But rather than leave his children with Delores, as he was supposed to, Bill snatched Max and Traci from their Indianapolis home, told them their mother had died and hustled them across country for seven years.

Bill took his children to Detroit, Los Angeles and finally Las Vegas, where they settled in with dad and his new wife, Sylvia, a drug and alcohol user who worked late nights in a casino.

"We were unsupervised most of the time, alone, left to ourselves," Max said. "It was me and my sister. I took care of her, more like a father than a brother."

When both parents were home, rage ensued.

"There was pushing, shoving, her hitting him, him hitting her, yelling and screaming at any time of day," Max said. "She was typically drunk."

"I just wanted to get away," Traci said.

Max said Sylvia's unpredictability kept him awake. He said he often felt sick.

"My stepmother would come home and roust me out of bed at 2 a.m. because she was upset the dishes were dirty," he said. "I recall being on edge a lot."

Traci said she, too, was a target of Sylvia's random abuse. "Once, she cut off my hair," Traci said. "I was about 6 years old with ponytails all the way down to back, and she cut off every shred of it. It was too short and messed up to do anything with, so my mom wouldn't comb it for me in the morning. So Max did. He combed it for me for days afterward."

Both Sylvia and Bill are dead. After their father's death Max and Traci discovered their biological mother wasn't dead.

Six years after absconding with his children, Bill was diagnosed with Hodgkin's disease. He was sent to the Mayo Clinic but died nine months later at the age of 38.

It was a devastating blow for Max, said his wife, Jennifer Satterfield-Siegel, an Indianapolis pediatric dentist.

"Max was the apple of his father's eye," she said. "Not a day goes by when Max doesn't think of him."

After Bill's death, Delores called Sylvia and said she wanted the children back. She came to Las Vegas shortly afterward, shocking Max and Traci.

"My father was dead and I believed my mother was dead, and now this person was here telling me she was alive," Traci said. "I could not believe it. . . . I didn't even recognize her."

Back to Indy

The children were brought back to Indianapolis and lived near Washington Park on the Eastside with their mother and Morris Frazier, whom she had married. That relationship was much like their father's had been with Delores and Sylvia.

"It was at the point where this was normal to us," Max said.

Both delved into studies and extracurricular activities to escape. Max played sports at Crispus Attucks and Northwest high schools, while Traci jumped into theater and music.

When Max was 14, his stepfather was lighting a cigarette on the stove while he argued with Delores. Suddenly, he smashed her over the head with a green cast-iron tea kettle. Bleeding, Delores called police. When officers arrived, Frazier was sitting casually on the couch.

It was an era before domestic abuse was considered a serious crime. The police regarded it as almost a marital agreement.

They said they couldn't do anything about it because it was between them," Max said.

Max and Traci said they were lucky to have well-adjusted friends, available outlets and mentors.

"I had friends who treated me just like everyone else, so no matter what was said about me at home, the way my friends treated me proved there was nothing wrong with me," Traci said.

After graduating from Northwest, Max and Traci didn't look back.

Max attended the University of Notre Dame and graduated in 1986. He entered the university's law school and started advising student athletes.

Traci graduated from Butler in 1989 and took a job as a general manager of a gospel radio station in Charlotte, N.C., at the age of 22. She helped introduce her brother to the industry, and Max eventually presided over record labels of some of the nation's biggest gospel artists.

Former Colts coach Dungy said Max's cautiousness around strangers has served him well professionally.

"He doesn't walk into a restaurant and do a lot of backslapping," Dungy said. "But I think that is what a lot of the famous people around him appreciate."

Doing for others

Dungy said Max's determination to look after his sister was a great motivator to escape their troubled childhood.

"It helps when you are not in just for yourself," he said.

Satterfield-Siegel said Max b relishes every moment with their children: Max, 13; Matthew, 11; and Madeline, 9.

"What happened to his father taught him about our own mortality. When you don't get to hear someone say, 'Good job,' you realize how important it is," Satterfield-Siegel said.

Delores, the Siegels' mother, died in 2003. Their stepfather, Morris Frazier, died in 1994.

Traci, married with children, works for her brother's firm, Max Siegel Inc., a marketing and media company.

"He has been the only one who has been there since I was born," she said. "He was my protector, my leader, my hero."

MSI.

overview

Max Siegel Inc. is a sports, entertainment, marketing and media business that is redefining the agency landscape with our unique ability to connect brands with consumers. Through access to sports, multicultural, media and entertainment properties, Max Siegel Inc. seamlessly integrates clients and properties with their target markets – and beyond. As a boutique agency, we are able to quickly assess the marketplace and deliver high-impact, culturally relevant services and results. No other agency our size has the breadth of our reach, and no large firm is so nimble and responsive.

Max Siegel Inc.'s core capabilities include grassroots outreach, multicultural marketing, brand management, advertising, mainstream marketing, social media, licensing, content creation, talent representation and media rights. By focusing on audience-driven messaging unique to each client, every message is designed and delivered successfully to reach a specific target audience.

Our full-service creative and marketing staff consists of 14 professionals to help our partners achieve their goals, providing expertise from print and digital marketing, PR and communications to the latest trends and technologies in web development, video, design, and social media.



core competencies of max siegel inc.

BRAND MANAGEMENT

- > Marketing Strategies
- > Public Relations
- > Sponsorship Management

TALENT REPRESENTATION/DEVELOPMENT

- > Crisis Management
- > Team Management
- > Image Management
- > Motorsports
- > Athlete Management

INTELLECTUAL PROPERTY RIGHTS MANAGEMENT

- > Endorsements
- > Licensing
- > Public Appearances

CONTENT PRODUCTION DISTRIBUTION

- > Television Production
- > Film Production
- > Music Production
- > Programming Packaging/Placement

PHILANTHROPIC INITIATIVES

- > Non-Profit Organization Formation
- > Programming Strategies and Management
- > Fundraising Initiatives
- > Event Planning

MULTICULTURAL MARKETING

- > Marketing Strategies
- > Community Outreach
- > Audience Analysis

CREATIVE SERVICES

- > Advertising
- > Web Design and Development
- > Direct Marketing
- > Online/e-Marketing
- > Print
- > Social Media Strategy/Integration
- > Eco-Minded Advertising Alternatives
- > App Development
- > Outdoor/Ambient Advertising
- > Media Placement

What others are saying.

"Max Siegel's presentation for the IndySHRM Diversity Conference was passionate, inspiring and a great true story of a Hoosier who never quits! Max has clearly set his mind to achieve the highest goals and has truly attained those. What a great example of diversity, perseverance and a man dedicated to making a difference in our community, in every sphere he touches. Thanks Max!"

-Erin Brothers, Director of Diversity, IndySHRM

"Having Max speak at Eli Lilly was like a breath of fresh air. He was engaging, informative, real, and down to earth. He did a wonderful job! Max really knows how to pack the house! WOW! Everyone is still talking about him and buzzing his name around. I already have Senior Management calling me to bring Max in again for Diversity Month this year!"

**- Anita Torres, President,
African American Affinity Group, Eli Lilly**

"Max's life story is both inspirational and instructional. His success speaks to the limitless possibilities available if you are open to new opportunities and continue to learn and grow. All of us in attendance left his presentation with a renewed sense of pride and a rejuvenated spirit."

**- Andre Goodlett, Sr. Director, Diversity &
Inclusion, The Hershey Company**

"September 12, 2007 Max Siegel, of DEI, delivered a luncheon speech for the Montgomery Area Chamber of Commerce Minority Business Development's Minorities & Women in Business Luncheon. Max's delivery was motivating and informative as he capsulated his growing up in Indianapolis, his educational pursuits, and how faith and preparation landed him the position of Vice President Zamba Label Group and Zamba Gospel and later President of Global Operations for Dale Earnhardt, Incorporated. Max's relaxed style of delivery resembled a one-on-one conversation with an old friend about life's trials and tribulations, overcoming, and maintaining equilibrium. His delivery was relevant and held the attention of the audience. Hardly a week passes that someone doesn't recall his thought provoking presentation."

**- Douglas Jones, Vice President, Montgomery Area
Chamber of Commerce/Executive Director,
The Small Business Resource Center**

"Max Siegel was one of the best corporate speakers we have had in my time with Hershey's. His story was both relevant and uplifting to employees across our organization. We would love to have him again in the future."

**- Gordon Washington, Senior Associate
Brand Manager -Sugar Confections**

What others are saying.

"Max motivates by understanding what moves people, from the financial to the spiritual and everything in between. Through that crucial understanding, he motivates his team to reach their goals. Max helped shape my career. You'd be lucky to have him guide yours."

**- Tony & Alicia Gwynn (MLB Hall of Fame/
Philanthropist Entrepreneur)**

"The Foundation nominates prominent figures from the entertainment industry, corporate and community leaders to receive the Joseph Papp Racial Harmony Award. He is a genuine pacesetter and his life speaks for itself. It was a privilege to honor him this year."

**- Russell Simmons, Chairman,
Foundation For Ethnic Understanding (FFEU)**

"Max Siegel is a leader in the business and entertainment communities. The Joseph Papp Racial Harmony Award is presented to prominent business leaders and corporations who are committed to the strengthening of race relations through their business and personal endeavors. Max Siegel embodies both and it is a privilege to have him as a part of the Foundation for Ethnic Understanding."

**- Rabbi Marc Schneier, President,
Foundation for Ethnic (FFEU) Understanding**

"Max Siegel does away with the conflict between doing well and doing good. He has the know-how to succeed and the understanding to bring all kinds of people together to succeed with him."

- Tavis Smiley, Author, Television and Radio Host

"In NASCAR (as African Americans) we are the odd guys out a lot of times. Max shows a lot of backbone, poise, and character with the way he handles himself. He has done tremendous things for Dale Earnhardt, Inc."

- Brad Daugherty (ESPN Analyst/Former NBA Star)

"Max Siegel inspired us at ESPN to embrace diversity in our vision and mission. Life to the Max is thoughtful, caring, and wide open for the eager and insightful."

**- John A. Walsh, Executive Editor and
Executive Vice President ESPN**

What others are saying.

"I have known Max Siegel for over 20 years and can profoundly state that he has been blessed by God with a unique blend of talent, vision, integrity, toughness, loyalty and moxie. His business and legal background combined with his dynamic work ethic has clearly placed him in a special class of corporate executives. For Max, the past has been interesting, the present is fascinating and the future will be magnificent."

- Kevin Warren, Vice President of Operations & Legal Counsel, Minnesota Vikings

"There are people in life who can talk Racing, people in life who can talk Sports, and people in life who can talk Entertainmentt - Max Siegel is the rare individual who can talk about them all and have a strong message to send. More impressive than his contacts and career path is the sincerity with which he has approached his place in the world. It is easy to see why folks like Reggie White and Tony Gwynn leaned on him to help counsel their careers - he is a man of integrity and principle above all else. It has been an honor to work with him to date; Dale Earnhardt Inc. is lucky to have him at the helm."

- Michael Hand, Senior Manager, Consumer Promotions & Sports Marketing

"Max Siegel's life really is the American dream. He overcame adversity in his early private life to become one of the most talented people in business today! Siegel has been a trailblazer from the time he hit the corporate pavement. From scholar to corporate lawyer to record company executive to, currently, the keeper of one of the most hallowed names in sports Siegel continues to prove he is a winner! It would be too easy to wrap Max's accomplishments in racial terms. Yes, he has broken down barriers over his career. But, it is not only Max's race that makes his story unique. It is also the fact that he embodies the drive, determination and gumption that creates a champ. Max Siegel in his career and life is a champion!"

- Ed Gordon, Host Our World/ Black Enterprises

"Max Siegel has an extraordinary knowledge and experience that affects the lives and livelihoods of many. A chance to equip tomorrow's leaders is sacred ground - a proud privilege. I am proud to share that ground with Max Siegel."

- Bishop TD Jakes, CEO, TD Jakes Enterprises

References.

SPORTS

Brian France, Chairman NASCAR
Steve Phelps, CMO NASCAR
Marcus Jadotte, VP Public Affairs/Diversity NASCAR
Jimmie Lee Solomon EVP Operations, MLB
Kevin Warren, General Counsel/CAO
Minnesota Vikings
Chuck Weilgus, Executive Director USA Swimming
Jack Swarbrick, Athletic Director University of
Notre Dame
Eve Wright, VP Miami Heat

MEDIA

Tavis Smiley
Tom Joyner
Steve Harvey
Scott Mills, President & COO BET Networks
Keith Clinkscales, SVP ESPN
Mickey Carter, VP Biz Dev Fox News Corp.
Roland Martin, CNN
Gus Johnson, CBS Sports

ENTERTAINMENT

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Barry Weiss, CEO Universal Music Group East
Cynthia Johnson, VP Promotions
Sony Music Corporation
Eddie O'Loughlin, Next Plateau Universal (The Voice)

CORPORATE & MUNICIPALITIES

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David Gadis, EVP Business Development Veolia Water
Steve Corbitt, CEO Distribution One
Tanya Bell, Indiana Black Expo
Richard Manson, CEO Service Mark
Stephanie Hightower, President & CEO,
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