

Accountant to Entrepreneur

Bringing Professional Sports to the Last Frontier

Presented to Institute of Management Accountants Alaska Chapter

November 15, 2007

By

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Passion for Football

- ☐ Earliest memories U of M and Detroit Lions Football
 - Love: Watch, Play and Read About
 - Played for 8 years
 - Only missed two Super Bowls
 - ☐ 1969 Jets vs. Colts, Quin Hon, Viet Nam
 - ☐ 2003 Raiders vs. Buccaneers, Magadan, Russia



Getting Involved

- ☐ In 1989 Began Officiating Football
 - Worked with Boys & Girls Club games
 - Pop Warner
 - High School (from Soldotna to Fairbanks)
 - ☐ 3 State Championships
 - ☐ Several Quarter and Semi Final Playoffs



Going For It....

- ☐ Read an article about going for it at the age of 50.
 - Goal to become NFL Official
 - Need 5 Years of NCAA D-1 Experience
 - Worked with a NCAA D-2 Crew in Seattle
 - UCLA Clinic in 2001 and 2002
 - ☐ Ed Hochuli, Toney Corrente, Bill Leavy



Turn Down

- ❑ Applied to NFL Officials Association
 - Indoor Football Official
 - Geographically challenged, thanks but no thanks.
 - ANCHORAGE NEEDS ITS OWN TEAM!



Indoor Football in Anchorage

☐ New Strategy

- July 2004 UAA Intern researched Sullivan Arena
- August 2005 Contacted AFL in New York
 - ☐ Transferred to af2 in Chicago
 - ☐ Team Operations Manual
 - ☐ Developed Financial Model
- January 2006 Completed 5 Financial Plan



Market Research

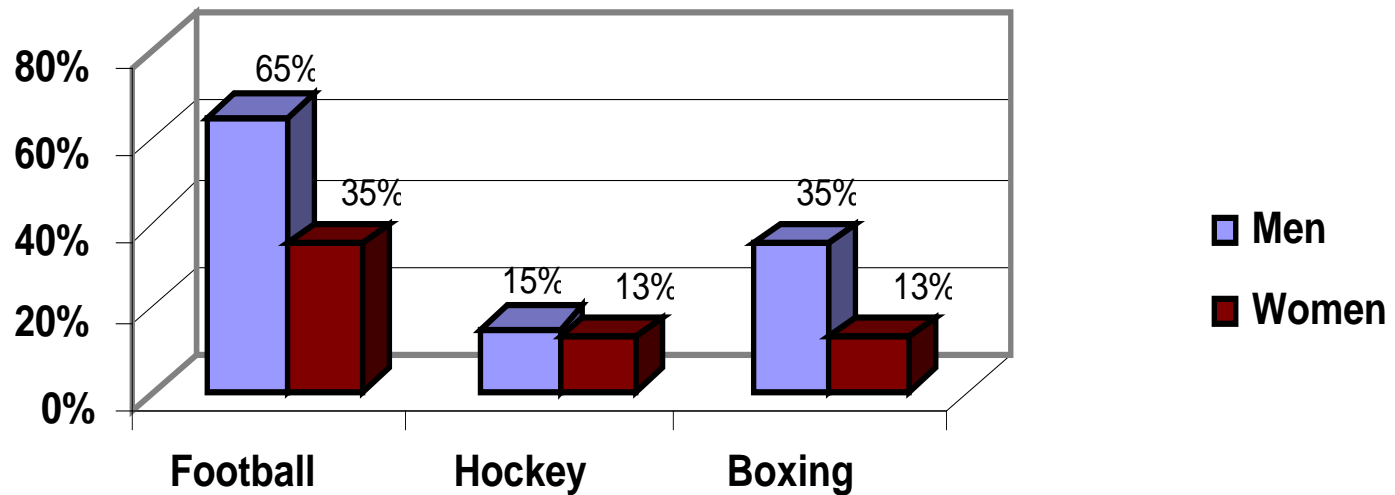
□ Anchorage Mat-Su Demographics

- 347,646 Total Population
- 177,300 or 51% Male
- 170,346 or 49% Female
- 132,105 or 38% in 10 -34 age group

Demographics: Alaska Demographics 2000 U.S. Census and 2004 State of Alaska Demographer estimates.



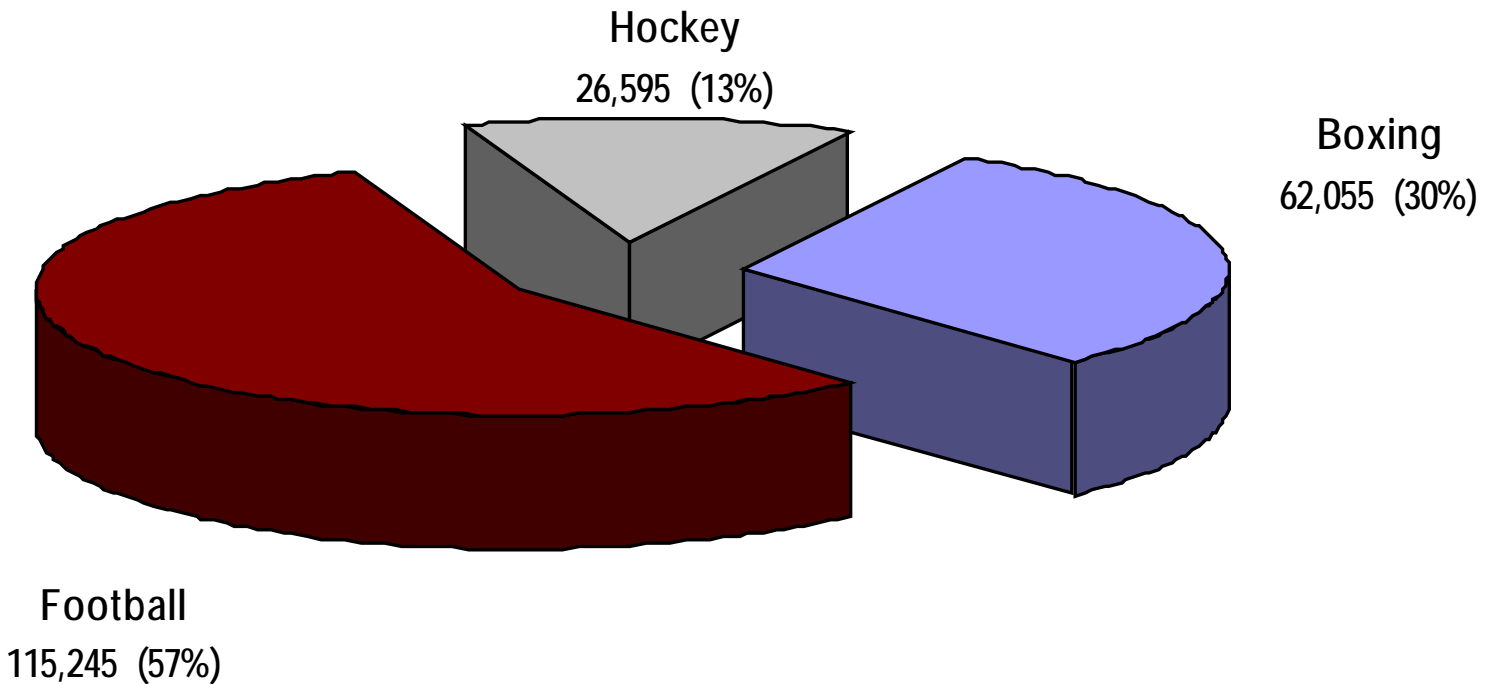
Football vs. Other Sports



Source: Scripps Howard News Service, December, 2003.



Sports Fans in Anchorage



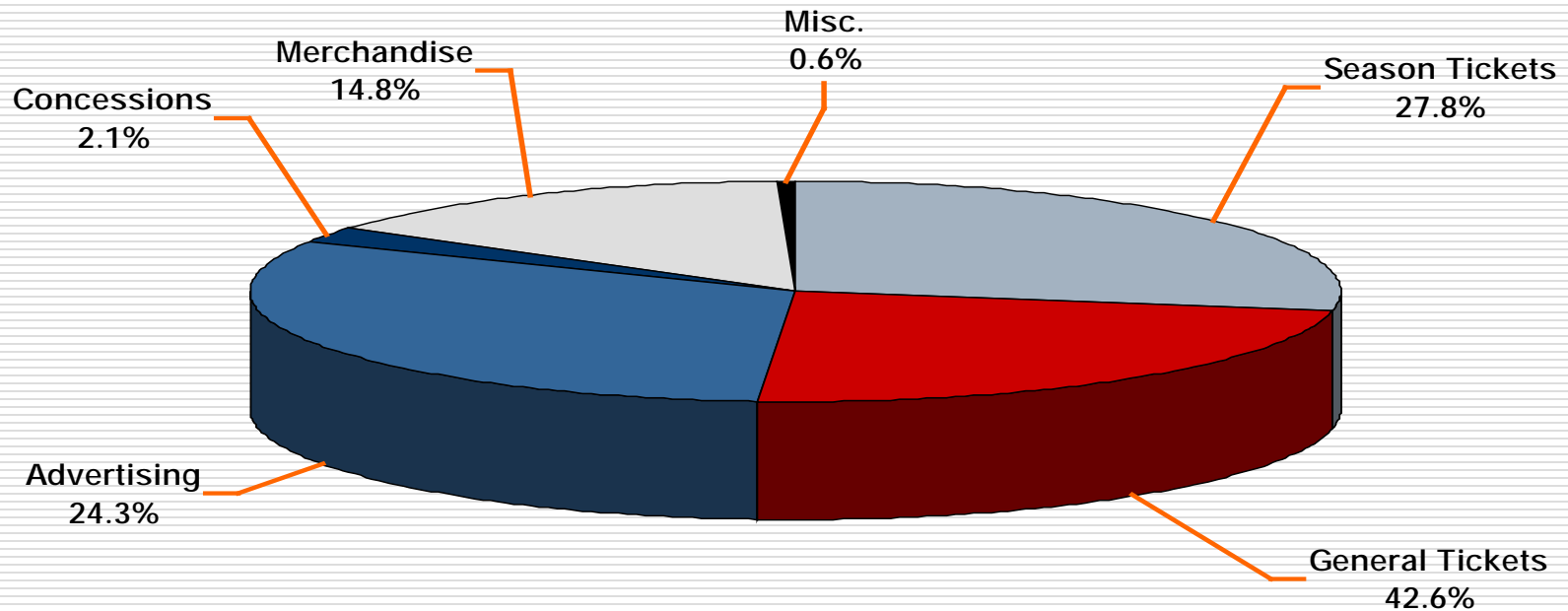
Alaskans Hungry for Football

☐ No Football in Alaska

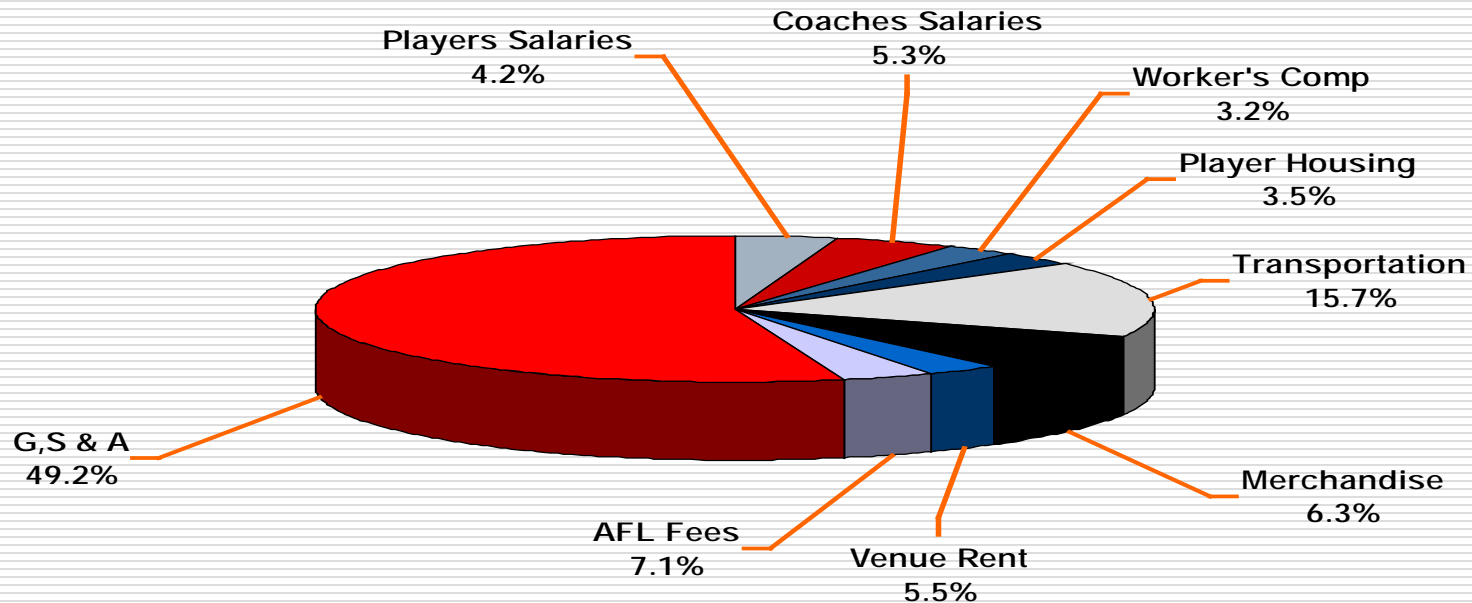
- Nothing Above High School
- Highest attendance of all High School Sports in Alaska
- 3,000 Average, High School Football Attendance



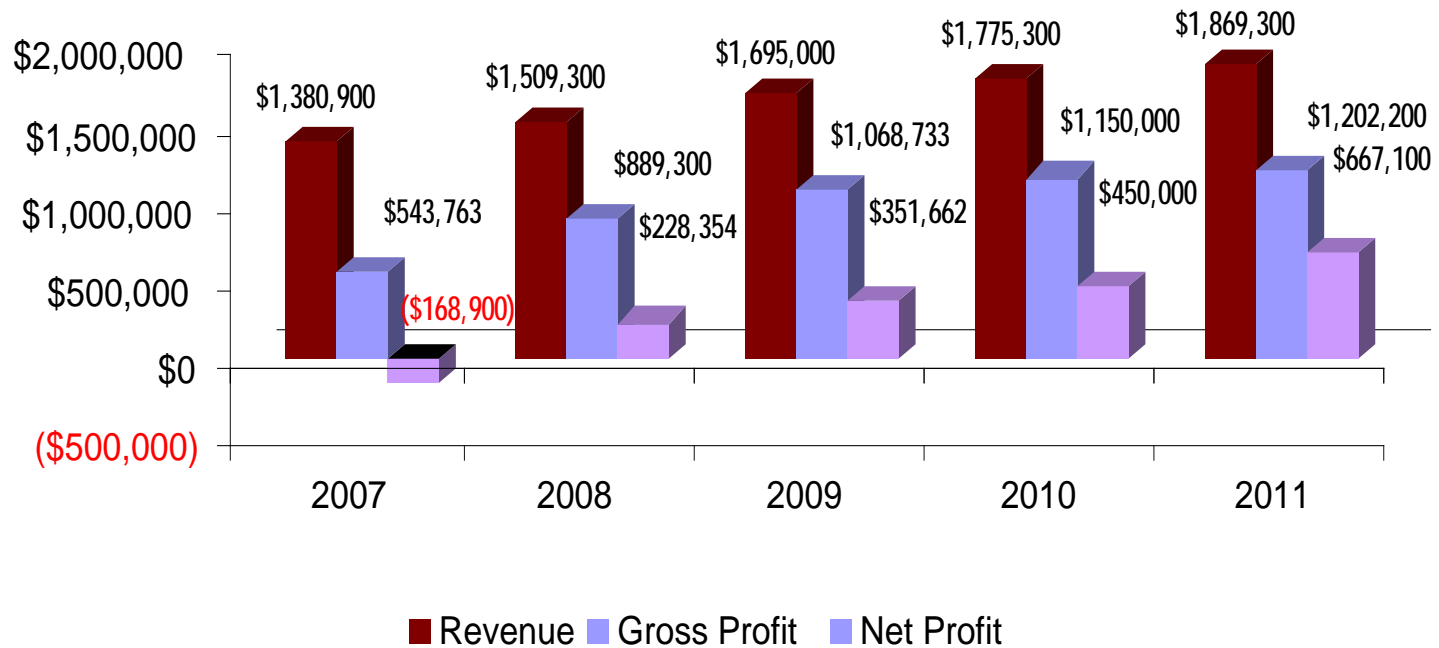
Projected Annual Revenue



Projected Annual Expenses



Financial Plan 5 Years



Dream Goes Public

TV SHOW TO VISIT ALASKA

Want your home rebuilt for free?

LIFE



MAT-SU CINEMA

12-plex movie theater may expand your options

ALASKA



KENTUCKY DERBY

Here's what to expect at post time today

SPORTS



WEATHER



A spring shower
High 50; low 38

50 cents
Final Edition

Anchorage Daily News

Saturday, May 6, 2006
ALASKA'S NEWSPAPER
www.adn.com

Hey, Anchorage: Are you ready for arena football?

■ PRO TEAM: Local business pays \$1 million fee to form Arena Football2 squad for spring debut.

By KEVIN KLOTT
Anchorage Daily News

In less than a year, Alaska will no longer be known as a state with one professional sports team.

Move over, Alaska Aces; arena football is coming to Anchorage.

A locally owned business, Alaska Professional Sports, announced plans Friday to organize a franchise in the Arena Football2 League (AF2) and bring it to Anchorage next spring. The team wants to play at Sullivan Arena, team officials said.

Dave Weatherholt, the president and founder of Alaska Professional Sports, said Anchorage should be a good market for an AF2 team because the city has just one pro team — hockey — and no college football.

Weatherholt started Alaska Professional Sports about a year ago to bring more pro sports teams to Anchorage.

"I think Anchorage is going to be impressed with this level of football," Weatherholt said by phone Friday. "Lots of hard hitting and scoring."

The AF2, which is one level below the Arena Football League and worlds away from the National Football League, is in its seventh season, with 23 teams.

Teams range from Albany, N.Y., to Esterso, Fla., to Spokane, Wash. The AF2 season runs from mid-April to July.

Alaska's team will play in the West Coast Conference, Weatherholt said, against teams in Spokane, Bakersfield, Calif., Fresno, Calif., Stockton Calif., and Everett, Wash.

The Last Frontier is difficult for pro sport franchises, Weatherholt said, because of the travel expenses and a small fan base.

But AF2 president Jerry Kurz said he's confident that professional football will draw Alaskans. "It's not like the NHL or AHL (American Hockey League)," Kurz said by phone, "but it's a great

See Back Page, **ARENA**



Implementation

☐ Staff

- Sales
- Marketing
- Public Relations
- Administrative Support



Implementation Continued

☐ Facilities/Equipment

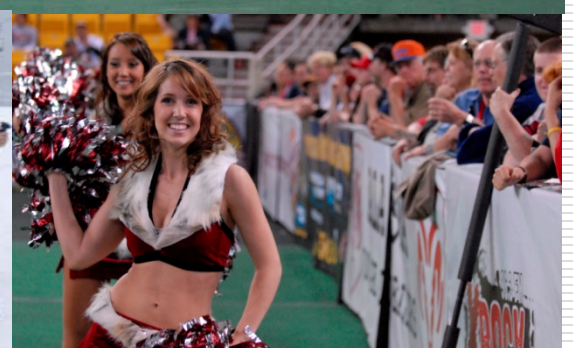
- Arena Lease
- Office Lease
- Field, Boards, Pads, and Painting
- Uniforms, design and purchase
- Pads, helmets, chains, down box, football, computers, office furniture.....



Coaches



Cheerleaders



Players



Officials



Striker (Our Mascot)



Tail Gate Parties



Pre-Game Pageantry



Half Time Entertainment



Fan Friendly



Game Day



Real.Wild.Fun

