

EMERGING LOCAL GOVERNMENT LEADERS (ELGL)

ROSE ROOM AT THE ROSE GARDEN

JANUARY 25, 2012



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| 12:05 Member Introductions | All |
| 12:10 Speaker Introduction | Catherine Schneider, Lake Oswego City Recorder |
| 12:15 Speaker | Sarah Mensah, Portland Trail Blazers COO |
| 1:00 Tour of the Rose Garden | All |

Sarah Mensah Biography

As one of the most successful and respected executives in the NBA, Sarah Mensah plays a huge role in shaping the Portland Trail Blazers' brand while also driving its business. Portland has sold out the Rose Garden since December 2007, and since that year, the team has seen its ticket revenue more than double. Sponsorship revenue is up double digits in the past year, as well. Mensah also is willing to push new business frontiers: Consider that the Blazers were the first team to stream games live on their website. But it's the team's community influence that has notably grown under Mensah, who joined the Blazers in 1993. The Blazers are a founding partner of the Green Sports Alliance. Since that group's broad North American launch earlier this year, 80 teams and venues have joined the alliance. Mensah also was an integral part of the Blazers achieving gold LEED certification status for the Rose Garden in 2010.

- **First job:** Production coordinator for local NBC affiliate KGW-TV.
- **Person who had the biggest influence on your career in sports:** My current boss, Larry Miller, who has been a mentor and the most significant contributor to my career in sports.
- **Woman in sports business you'd most like to meet:** Billie Jean King, because she is this amazing icon of what it means to achieve as a female in a predominately male environment.
- **If I had to do it all over again, I would ...:** Do everything the same, except maybe to start my family earlier. My son is turning 12, and I feel old at 46.
- **Ten years from now, I hope to be ...:** At a professional sports presidents meeting (either NFL, NBA or MLB) with a lot of other women there who are running teams. I'd also like to be able to have achieved the ultimate: winning a championship and turning a profit all at the same time.

Upcoming ELGL Events

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| • February 9 | Neil McFarlane, TriMet General Manager |
| • March 7 | Metro's Innovative Approach to Communications |
| • April 11 | Mike Golub, Portland Timber Chief Operation Officer |
| • April 26 | First 90 Days with Marty Wine, Bryan Cosgrove, Michael Brown |
| • May 2 | Patrick Quinton, PDC Executive Director |
| • May 17 | Barbara Baker, Umpqua Bank VP Cultural Enhancement |
| • June 13 | Dr. Tom Potiowsky, former State Economist |
| • July 12 | Barbara Roberts, former governor of Oregon |
| • September 19 | Clackamas County Administrators, Steve Wheeler, Nancy Newton, Laurel Butman |

Special kudos to Catherine Schneider, Megan Messmer, Amy Phillips for coordinating today's meeting.