



**FOR IMMEDIATE RELEASE**

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**FOR MORE INFORMATION**

Don Staley, President/CEO

[dstaley@snapsportstourism.com](mailto:dstaley@snapsportstourism.com) 205-394-0700

**Sports Tourism Veteran Forms Consulting Firm-Unique organization to provide multiple services**

**Tuscaloosa, AL** –It is now a “SNAP” to get trusted sports tourism advice from an expert with 40 years of experience. Don Staley, former University of Alabama, Radford University coach and Sports Tourism professional, has launched Southeastern Network of Athletic Professionals; SNAP. The Lake County Florida based firm will provide consulting expertise in a variety of sports and hospitality areas including sports facility analysis; feasibility studies; executive searches; organizational assessments; sales and marketing; major event management; music entertainment event planning and execution; student-athlete services in Title 9, NIL and transfer portal support; small college conference championship venue and sponsorship negotiations.

Staley says, “It’s my goal to give back to the industry to which I have dedicated 40 years of my life by providing innovative solutions to destination marketing organizations, sports commissions, sporting venues & facilities, municipalities, businesses and student-athletes to help achieve economic impact and personal financial goals.”

Staley’s career has been marked by success in the athletic arena as well as sports tourism industry. His 23-year career record of 324-257-38 as a soccer coach was good enough to garner four “Coach of the Year” awards in two different leagues at the Division 1 collegiate level. In 2004, he became only the fifth coach in NCAA soccer history to reach the 300-win mark.

As a tourism professional, Staley’s dedicated efforts to the industry were recognized by his peers as the National Association of Sports Commissions (NASC) named him “Sports Tourism Executive of the Year” at their 2015 annual symposium. Said former NASC chairman and Florida Sports Hall of Fame member, Rick Hatcher, “Don Staley is one of the best in the industry.”

Staley’s career highlights after becoming President/CEO of Tuscaloosa Tourism & Sports in 2017 included curating the 56 band 2-day Druid City Music Festival in 2019, being named to the Alabama & Tuscaloosa bicentennial leadership committees, Tuscaloosa Art Council & West Alabama Chamber of Commerce board of directors and being recognized by the Alabama State Senate twice for his leadership and promotional skills supporting the City of Foley, Tuscaloosa and positive promotion of the State of Alabama.

Staley believes his experience as a successful coach and nationally recognized tourism professional provides him with a unique set of skills to guide clients through the ever-changing sports and tourism sectors. He adds that his network of professional contacts throughout the country will be a valuable resource to formulate solid, workable solutions for his clientele.

SNAP will officially begin operations July 1, 2022. Headquarters will be in Leesburg, Florida. The link to the website is [www.snapsportstourism.com](http://www.snapsportstourism.com)

## **What they're saying about Staley**

“Throughout my 47-year career in high school athletics, I have been privileged to work with some of the finest men and women in the field of high school athletics. This group includes coaches, officials, administrators, and AHSAA contributors who all have had one common trait – a desire to excel and to have influence in the lives of those they serve.

The epitome of one of those individuals is Don Staley. Under Staley’s leadership, the Alabama High School Athletic Association took the Super 7 Football Championships to The University of Alabama’s Bryant Denny Stadium in 2009 where we continue to play our championships today along with Auburn University and the City of Birmingham. Through his tireless work-ethic, facilitation, persistence, and collaborative spirit, he helped the AHSAA provide one of the finest stadiums in the country for our student athletes to showcase their talents for which we are indebted”. Don Staley is a difference maker. **Steve Savarese, Former Executive Director Alabama High School Athletic Association**

" Don Staley was instrumental in our city venturing into the Sports Tourism business. Foley invested close to 30 million dollars into our world class facilities. His vision of the project and bringing the many affiliates to partner with us has led to our level of great success...both financially and professionally." **Mayor Ralph G. Hellmich-City of Foley, Alabama**

Don Staley is truly one of the most visionary individuals I have ever known. After a 25 year career of coaching and life in college athletics he took his talents, gifts and vision into public service. Our community was blessed when he returned to lead Tuscaloosa Tourism & Sports and helped continue the development of visitors, events and revenue for our town. Don is a "Champion of Life" and his impact on Tuscaloosa will be remembered and appreciated forever. **Sarah Patterson Former University of Alabama Gymnastics Coach & Six-Time National Champion**

“I worked closely with Don when I was an administrator at Shelton State Community College in Tuscaloosa, Alabama. He and I have maintained a friendship in the years since I moved to Mississippi to serve as President. He is a strong leader, has a nurturing spirit, is as persistent as anyone I've ever met (in a good way), and just "gets things done." **Thomas M. Huebner, Jr., Ph.D. | President-Meridian Community College**

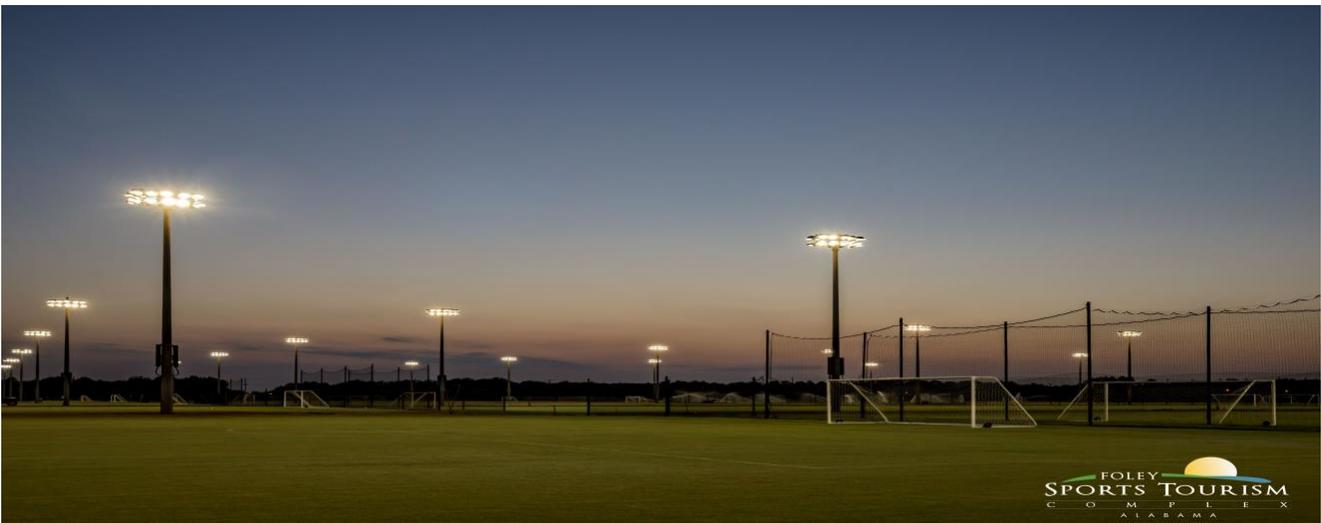
Don Staley is an incredible asset to any organization based on his unwavering leadership and commitment to see projects through from start to finish. His steadfast dedication and “do what it takes to succeed” attitude is something that all organizations can benefit from, all the way from the smallest community project up to a full-scale music festival. Leveraging Don’s relationships and years of credibility in city, regional, and state positions will only strengthen the foundation of your organization internally and more importantly, externally! **Cameron Moss-Colonel Consulting**

“Don is a true professional both in his knowledge of sports tourism and his ability to bring out the best in the community." **John Guidroz, CEO Snap Soccer**

“Don Staley was my college coach at Radford University and always knew it was more than just wins/losses. One thing we all knew about him; was no matter what time of day/night he was there for his players! Additionally, he knew how to market our program, get the crowds out to our games and since we were close in age, was like a brother to me” **Sean Peay- Former Radford University Soccer Standout-President/CEO Dynanet Corporation**

“I have enjoyed working with Don over the years. Don brings his “A” game to make sure your events go well in his town.” **Valerie McCutchan-Director of National Sport Programs-NIRSA: Leaders in Collegiate Recreation**

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16 State of the Art multipurpose fields with prescription turf and Musco Lighting



Foley Event Center-91,000 sq ft