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WHAT

In recognition of Dallas being named the No. 1 Sports Business City, *Sports Business Journal* celebrates the esteemed honor with an exclusive reception and event presented by the Dallas Sports Commission on Tuesday, January 23, at the George W. Bush Presidential Center. The evening features distinguished leaders and celebrities from DFW's sports industry.

Pro Football Hall of Famer Troy Aikman opens the celebration with his insights and first-hand experiences on Dallas developing into the nation's premier sports business market. An engaging fireside chat follows, involving trailblazers from DFW sports businesses. Panelists include Dallas Sports Commission Executive Director Monica Paul, Dallas Mavericks CEO Cynt Marshall, Texas Rangers President of Business Operations and COO Neil Leibman, Dallas Stars President and CEO Brad Alberts, Dallas Cowboys Executive Vice President of Business Operations Chad Estis, FC Dallas Chief Operating Officer and Chief Financial Officer Jimmy Smith and Dallas Wings President and CEO Greg Bibb. Abe Madkour, Publisher and Executive Editor of *Sports Business Journal*, will moderate the conversation, celebrating Dallas as the reigning No. 1 Sports Business City and showcasing the region's remarkable sports business landscape.

WHO

Troy Aikman, Pro Football Hall of Famer, Three-Time Super Bowl Champion, ESPN Analyst, and Former Dallas Cowboys Quarterback

Brad Alberts, President and CEO, Dallas Stars

Greg Bibb, President and CEO, Dallas Wings

Rolando Blackman, four-time NBA All-Star, Vice President of Corporate Relations, Dallas Mavericks, and Former Dallas Mavericks Guard

Chad Estis, Executive Vice President of Business Operations, Dallas Cowboys

John Isner, Former No. 1 Ranked American Professional Tennis Player, retired with 16 career ATP Tour titles

Neil Leibman, President, Business Operations and Chief Operating Officer, Texas Rangers

Nancy Lieberman, Two-Time Naismith Basketball Hall of Famer and Founder/President of Nancy Lieberman Charities

Abe Madkour, Executive Editor, *Sports Business Journal*

Cynt Marshall, CEO, Dallas Mavericks

Monica Paul, Executive Director, Dallas Sports Commission

Jimmy Smith, Chief Operating Officer and Chief Financial Officer, FC Dallas

Ivan "Pudge" Rodriguez, National Baseball Hall of Famer, and Former Texas Rangers Catcher

Marty Turco, President, Dallas Stars Foundation, and Former Dallas Stars Goaltender

WHERE

George W. Bush Presidential Center

Address: 2943 SMU Boulevard, Dallas, TX 75205

Valet Parking at Bush Institute entrance: 6100 Bush Avenue, Dallas, TX 75205

WHEN

Tuesday, January 23, 2024, 5:30 - 8:30 PM

Red Carpet Interviews from 5:45 to 6 PM

Program Begins at 7:15 PM

WHY

Sports Business Journal (SBJ) named Dallas the No. 1 Sports Business City in 2023. Dallas is the first city to receive the award from SBJ, which used research and extensive feedback from 100 high-ranking sports industry executives to determine the honor.

CONTACT

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