



**FROM:** Sports Museum of America

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*FOR IMMEDIATE RELEASE*

**SPORTS MUSEUM OF AMERICA ANNOUNCES KEY  
EXECUTIVE STAFF ADDITIONS**

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***Basile, Arnemann, Davis and Purcell Join Lineup to Lead Team To  
Spring 2008 Opening***

(New York, NY) November 27, 2007 – Sports Museum of America (SmA) announced today several key additions to its executive staff: John Paul Basile will serve as Vice President of Marketing & Sales; Jim Arnemann will be Vice President of Venue Operations; Marcy Davis will serve as Vice President, Retail & Special Events; and Laura Purcell will be SmA’s Curator. Sports Museum of American is set to open in New York City in April 2008.

“We’re delighted to welcome this talented group to Sports Museum of America,” said Philip Schwalb, Founder and CEO. “Their combined experience, skill, and love of sports will help propel us toward launch in Spring 2008, and will ensure our visitors have a great time being immersed in the stories of sports and athletes that are so uniquely entertaining and enriching.”

**John Paul Basile, Vice President of Marketing & Sales**

As Vice President of Marketing & Sales, Basile will direct the long-term strategy and vision for the SmA brand, oversight of the website re-launch, and providing leadership, direction and coordination of SmA's ticket sales and marketing initiatives locally, regionally and nationally.

In addition, Basile will oversee the museum’s ongoing relationships with its more than 50 founding sports partners, such as the Heisman Trophy Trust, the Women's Sports

Foundation and the Naismith Memorial Basketball Hall of Fame, who have united to create this historic destination.

Basile brings more than 15 years of industry experience to Sports Museum of America. Prior to SmA, Basile served as Vice President, Northeast, for Feld Entertainment, the leading producer of live, touring family entertainment and the parent company of Ringling Bros. and Barnum & Bailey Circus and Disney On Ice. At Feld, he led and managed the regional marketing and sales operation throughout the Northeast United States and Eastern Canada in connection with more than 50 annual circus, ice and stage engagements in over 30 markets.

**Jim Arnemann, Vice President of Venue Operations**

As Vice President of Venue Operations, Arnemann will oversee the day-to-day operations of the museum, supervise the building's physical plant and maintenance programs, work with the curatorial staff on the updating of the exhibits, and direct the visitor services, ticket selling, security and operations staffs.

A seasoned New York City facility management professional, Arnemann brings two decades of experience to Sports Museum of America. Most recently, he served as the Executive Director for the Center for Automobile Education & Training in New York City -- a \$25 million state-of-the-art conference and training facility -- where he oversaw completion of construction, staffing and systems, and full operation of the Center.

During his 17-year tenure at Madison Square Garden, Arnemann served as VP of Building Operations for the Garden from 2000-2004. In that role, he worked with event clients ranging from the ESPY and Grammy Awards to the Rolling Stones and the Democratic National Convention. Arnemann also played a key role in project development for the major 1991 renovation of MSG and operations of the teams' Westchester practice facility.

**Marcy Davis, Vice President, Retail & Special Events**

As Vice President, Retail & Special Events, Davis will work with all major sports licensees, brands and manufacturers to develop a unique collection of exclusive merchandise, apparel and collectibles for the 4,000 sq. ft. on-site SmA Store, and will manage the booking and creation of all social, corporate and sports-related special events at the Museum in conjunction with Restaurant Associates, SmA's exclusive catering partner.

Davis brings more than 20 years of experience in retail buying and strategy, product design, branding, and merchandise development. Prior to joining SmA, Davis spent more than seven years as Vice President of Merchandising for Madison Square Garden, where she oversaw all activities of the retail division for teams including the Knicks (NBA), Rangers (NHL) and Liberty (WNBA), as well as the MSG and Radio City venue brands.

Previously, Davis also served as Director of Merchandising at the National Basketball Association, where she oversaw product development and played a key role in the design

and launch of the NBA Store on 5th Avenue in New York City. Throughout her career, Davis has done retail marketing and branding consulting work for individual athletes and entities including the NBA Players Association.

### **Laura Purcell, Curator**

Purcell brings more than a decade of experience in museum work and sports history to the Sports Museum of America. In her new role, she will direct the acquisition and presentation of SmA's artifact collection and maintain oversight of the Museum's many exhibit elements, ranging from text and photos to computer interactives and films.

Prior to joining SmA, Purcell served as project manager at the International Tennis Hall of Fame in Newport, Rhode Island. Prior to that, she was the assistant registrar at the Mesa Southwest Museum in Mesa, Arizona. Purcell wrote her Master's thesis on the history of Women's Softball, and has since published a number of articles on the history of baseball and softball, including the entry on softball in Sport in American Culture: from Ali to X-Games. She also co-authored the chapter on the Arizona Diamondbacks in the Encyclopedia of Major League Baseball Clubs.

### **About the Sports Museum of America**

The Sports Museum of America (SmA) is a celebration of America's enduring love affair with sports. It is the nation's first and only interactive, multi-media all sports museum experience, and in partnership with over 50 individual sports Halls of Fame and organizations, it richly showcases the history, grandeur and significance of sports in American culture. SmA is also the new permanent home of the legendary Heisman Trophy and annual presentation, and the Billie Jean King International Women's Sports Center, inclusive of the first ever women's sports hall of fame. Located at 26 Broadway just footsteps from the Statue of Liberty ferry, the Sports Museum of America will open in Spring 2008. Finally, greatness has a home. [www.thesportsmuseum.com](http://www.thesportsmuseum.com).

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