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Jackovic named Director of Development

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FOR IMMEDIATE RELEASE

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Jackovic joins USATF as Director of Development

INDIANAPOLIS – USA Track & Field (USATF), the national governing body for track and field, long-distance running and race walking, announces the hiring of Tom Jackovic as Director of Development.

Jackovic will create and implement a strategic plan for fundraising at USA Track & Field, including a major capital campaign to develop and retain donors who support USATF and the USA Track & Field Foundation. He will oversee the annual giving program that ended its inaugural campaign with nearly \$200,000 in gifts and pledges.

Most recently the Regional Director of Development for Washington University in St. Louis, Jackovic has directed fund-raising and developmental strategies in the athletic arena since 1992. Prior to his position at Washington University, Jackovic was Regional Director of Development for the U.S. Olympic Committee from 2000-2002. His work history also includes athletic fundraising positions at Penn State University and the University of Buffalo. A 1988 graduate of Penn State with a management degree, Jackovic earned his MBA from the Katz/ University of Pittsburgh Graduate School of Business in 1990.

Jackovic's hiring marks a targeted effort by USA Track & Field to strengthen the financial position of the sport in the United States by tapping into broad-based, grassroots and corporate support for track and field.

"Tom's extensive experience in fundraising and gift management makes him an ideal person to fit this newly defined job at USA Track & Field," said USATF CEO Craig A. Masback. "It is USATF's duty to do much more than field Olympic teams. Strengthening the financial base from which track and field, long-distance running and race walking can grow is critical to ensuring that the positive effects of our sport can reach throughout the United States. Track and field has so much to give, including fighting childhood obesity and maintaining a healthy lifestyle for adults. Tom's work will help the sport to achieve a more far-reaching, positive affect nationwide."

Jackovic's hiring comes after five years of rapid sponsorship growth by USA Track & Field. Since Masback joined USATF in 1997, the organization's sponsor revenues have quadrupled, and its budget has doubled, growing from \$7 million in 1997 to \$14 million in 2003. Jackovic will be charged with expanding the organization's growth to gifts and other donations. USA Track & Field serves the World's #1 Track & Field Team, with nearly 300 Olympic gold medals won to date; the country's #1 participatory junior high and high school sports; thousands of coaches and officials; and 30 million Americans who call themselves runners.

USA Track & Field announced the formation of the USA Track & Field Foundation in December, 2002, as a vehicle to solicit donations and award grants to programs that enhance lives and better communities through track & field, long distance running and race walking programs. Further information about the Foundation is available at www.usatf.org/foundation.

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