

## ***SportsTravel* Road Trip to be Held at USA Cycling's Headquarters**

***USA Cycling President & CEO Derek Bouchard-Hall and  
Colorado Rapids President Tim Hinchey will Headline Invitation-Only Event***

The *SportsTravel* Road Trip, an educational event designed for sports organization CEOs and event directors, will be held at USA Cycling's headquarters in Colorado Springs, May 17. Presented by *SportsTravel* and sponsored by the Louisville Convention & Visitors Bureau and the Louisville Sports Commission, the *SportsTravel* Road Trip includes a fast-paced, custom-curated afternoon of programming and will conclude with an informal networking reception and tours of USA Cycling's headquarters building. Attendees will also have the opportunity to golf in the Colorado Springs Sports Corp's Golf Tournament on May 18.

Derek Bouchard-Hall, president and CEO of USA Cycling, and Tim Hinchey, president of Major League Soccer's Colorado Rapids, will serve as the expert presenters and facilitators. Bouchard-Hall will facilitate a discussion on how to drive organizational process improvements. Hinchey will share how Major League Soccer's success in marketing to millennials and Hispanics can be applied to other sports organizations.

Bouchard-Hall's background as an Olympian, professional athlete and businessman gives him a varied perspective on the role of the NGB executive. With degrees from Princeton and Stanford and an MBA from Harvard, he has worked for the management consultant firm McKinsey, where he specialized in designing and implementing change programs for executive leadership. Hinchey has more than 20 years of experience working in professional sports in the United States and England. He has worked with the NHL's Los Angeles Kings and has worked for Maloof Sports & Entertainment and the NBA's Charlotte Bobcats. He also worked as part of the start-up team for the relocation to Oklahoma City of the New Orleans Hornets. In his current role with Kroenke Sports & Entertainment, Hinchey also serves as a director of Arsenal Broadband Limited, the digital arm of the Rapids' partner club, Arsenal F.C.

"The *SportsTravel* Road Trip demonstrates our commitment to serving as the most vital resource for professionals who manage sports organizations and organize sporting events," said Timothy Schneider, publisher of *SportsTravel* magazine, which organizes the *SportsTravel* Road Trip. "This event offers educational programming and networking opportunities that are uniquely aligned with the needs of sports executives."

For further information or to request an invitation to attend, call (877) 577-3700 or please [click here](#).

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**For further press information, please contact Ann Shepphird: [Ann.Shepphird@SchneiderPublishing.com](mailto:Ann.Shepphird@SchneiderPublishing.com) or (310) 577-3700.**

### **About *SportsTravel***

*SportsTravel*, the sports world's event magazine, is published by Los Angeles-based [Schneider Publishing Company](#), which also publishes *Association News*. Founded in 1997, *SportsTravel* was the first magazine to identify and serve the sports-related travel and event industry. Schneider Publishing organizes the [TEAMS Conference & Expo](#), the world's largest gathering of sports-event organizers, which will be held September 26–29 in Atlantic City, New Jersey. In addition, Schneider Publishing organizes the [Meetings Quest](#) trade-show series for corporate and association meeting planners. The group travel markets served by Schneider Publishing generate 106 million hotel room nights annually.

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