



PRESS RELEASE

For Immediate Release
February 29, 2016

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American Power Boat Association (APBA) Appoints New Executive Director

February 29, 2016 – Eastpointe, MI – The American Power Boat Association (APBA), the U.S. sanctioning authority for power boat racing, recently announced the appointment of its new Executive Director. Patrick Mell was selected by the APBA Hiring Committee and appointed by APBA President Mark Wheeler.

"As the national sanctioning authority for boat racing, the APBA required a combination of vision, compassion and management expertise in its leader," said Mark Wheeler, the Association's President. "Patrick has just this combination. His wealth of knowledge and sports marketing experience, track record of marketing and management success of racing events will be valued assets in our ongoing efforts to help grow the association and support our clubs and membership."

Patrick Mell joins the American Power Boat Association (APBA) with a 25-year background in sports marketing and event production. His highly diversified career includes working with international organizations and boat manufacturers, organizing more than 150 racing events, a vast knowledge of sponsorship and race site solicitation, coordination and management of events, advertising and public relations functions, magazine and television production, and managing volunteer and paid staff. Mell holds a BA in Marketing, and MBA in business with emphasis in Finance from Western Michigan University.

"I am very excited and gratified at having been selected as the Association's next Executive Director," said Patrick Mell. "I look forward to working with our Board of Directors, staff, committees and clubs across the nation to keep boat racing alive and well. I am confident that with my experience and expertise in organizing and managing racing events that I will be able to lead the organization and provide valuable support to the APBA members and clubs. I understand boat racing and the APBA and feel that I will be able to make an immediate impact to the Association."

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About the American Power Boat Association (APBA)

The American Power Boat Association, founded in 1903, celebrates a phenomenal 113 years of organized boat racing competitions and is the oldest governing body in motorsports. Whatever your need for speed, APBA is sure to have a place just for you. Competition, thrills, victory and honor can be found in all 13 of APBA's racing categories, comprising a broad selection of inboard and outboard engines and countless hull configurations. From Offshore powerboats and Unlimited Hydroplanes to smaller Junior class hydroplanes, APBA is the place to be. The APBA is the only recognized authority for boat racing in the United States representing the worldwide sanctioning body the Union of International Motonautique (U.I.M.). For more information, please visit www.apba.org .

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