



**Diane McGraw, Executive Director
Office of Travel, Tourism and Film
Department of Economic Development
Commonwealth of Pennsylvania**

Since 1978, Diane has been involved as an executive in the tourism, sports and entertainment industry and has worked with cities, states and municipalities by leading their efforts to promote each city/state as a major tourism destination.

In addition to her current position, as Director of Tourism for the Commonwealth of PA, she has represented 4 major U.S. Cities (Los Angeles, Orlando, Philadelphia and Louisville, Ky. in their sports/entertainment tourism efforts, working together with Convention and Visitors Bureaus, tourism partners, and city/state agencies. She is a seasoned executive in the non-profit sector and in her role as President/CEO of the Los Angeles Sports & Entertainment Commission she was primarily responsible for bidding, securing and producing major international and national events, administration, strategic planning, event management/marketing, fundraising, media/government relations, board and volunteer management, corporate and community outreach.

The primary mission of each commission she has represented focused on economic development, improving the quality of life for its local citizens and enhancing the image of each city as world class event destinations by Education and Workforce Development programs have also been part of her focus, as the creator and producer of a career exploration and educational mentoring program reaching high school and college students. Since 2003, The Dare To Dream Experience has impacted over 3,000 students from the Archdiocese of Philadelphia, Philadelphia School District, and School District of Louisville, Ky.

Ms. McGraw is one of the founding directors and Past Chair of the National Association of Sports Commissions, an industry association which now is represented by over 600 members across the U.S and currently serves on the NASC Leadership Council. Her special appointments have included the Women's Sports Foundation Community Advisory Board, Southern California U.S. Olympic Committee, Sr. PGA LA Host Committee, International Sports Marketing Association, U.S. Olympic Field Hockey Federation and Sports Advisory Boards for Temple University and Virginia Commonwealth University.

Diane McGraw Career Highlights

New York Diane began her career in 1978, as Assistant to the President of the Screen Actors Guild and the Astoria Motion Picture & TV Center Foundation in New York. At the age of 22, she launched her career by creating and producing the I Love NY Pro-Celebrity Tennis Tournament, which was held over the next five years at Forest Hill Stadium the National Tennis Center in NY. She became a self-taught event producer, securing national corporate sponsorships and negotiating her first television deal with USA Network. She moved to Holland where she produced and established a tennis tournament, which is now a stop on the Sr. ATP European Tour.

Philadelphia Returning to the U.S. in 1987, Diane joined the Philadelphia Sports Congress as Executive Director from 1988 - 1994. She produced the first U.S. Men's National Team Game in 1988 at Franklin Field, University of Penn and in 1990 at Veterans Stadium, which led her to oversee Philadelphia's bid to host the 1994 World Cup Soccer Championships. She was part of the executive team that spearheaded the initiative to keep the Army Navy Game in Philadelphia for 10 years and served as the liaison between the City of Philadelphia, the Naval Academy and West Point; she worked with the Philadelphia Flyers and Philadelphia Phillies organization in their successful bid to host the 1992 NHL All Star Game and 1996 MLB All Star Game, in Philadelphia and was instrumental in working with Comcast-Spectacor in their efforts to build a new arena for Philadelphia (now the Wachovia Center).

Orlando In 1994, key business leaders in Florida, recruited Diane to represent the City of Orlando and surrounding five county area. She became President of the Orlando Sports Commission, working with local attractions, i.e. Disney, Universal, city/county government officials, business and hospitality community and forged a unified effort to promote the Central Florida region as a leading sports destination. She served on the 1994 World Cup Soccer Committee, Chaired the 1996 Olympic Soccer Games Events Committee and organized the Governor's Baseball Dinner during spring training. She was recently honored in Orlando at Full Sail University for her leadership role in launching Central Florida as a major player in the sports travel industry.

Los Angeles Following two successful years in Orlando, Diane was recruited by Mayor Richard Riordan to become its first President of the LA Sports and Entertainment Commission. In this position, she hosted the PGA Championships, World Volleyball Championships and negotiated the return of the Grammy's Awards to secure the show as the first signature event in the newly built Staples Center; she chaired the 1996 U.S. Olympic Torch Relay on behalf of the United Way, Coca-Cola and the Atlanta Organizing Committee; enlisted top executives in the LA sports and entertainment community to serve on the LASEC Board and worked with the LA Film Office in relocating the AFI Film Festival to the City of Hollywood.

McGraw and Company, Inc. In 1997, Diane took a 10 year hiatus from the sports commission industry and launched her own company with her late husband, Tug McGraw, World Champion relief pitcher for the Philadelphia Phillies and NY Mets. Diane served in the capacity of agent/manger for Tug and negotiated several corporate endorsement deals on his behalf and other notable Philadelphia sports celebrities. In 2000, Diane and Tug produced the “Series of the Century” , the 20th reunion weekend and gala concert for the 1980 World Series Champion Philadelphia Phillies at the Academy of Music. After Tug passed away in 2003, she launched a career mentoring program for high school students....the Dare to Dream Experience.

Louisville In 2007, Diane was recruited by the City of Louisville, Ky to serve as President of the Louisville Sports Commission. She was appointed to the Mayor’s Task Force as Volunteer Chair for the 2008 Ryder Cup; assisted the Louisville Arena Authority in their efforts to build a new arena for the University of Louisville Basketball Team; secured the 2012 NCAA Women’s Final Four Volleyball Championship as one of the first major sporting events in the YUM Center. She hosted and oversaw the production of the AVP Volleyball Tour, Ford Ironman, U.S. National Cycling Championships and the Ryder Cup Experience, a city wide event. She was instrumental in helping to launch the Kentucky Sports Authority working in conjunction with the Governor’s office of Tourism.

Diane was married to the late Tug McGraw, relief pitcher for the Philadlephia Phillies and NY Mets. She has three sons, Christopher, Ian and Matthew and three step-children, Mark, Cari and Tim. Additional information on the projects and events she has hosted and produced and corporate clients she has worked with can be found on the McGraw Productions website **www.mcgrawproductions.com**

Diane McGraw Event and Bid History

The events and bids listed below have helped realize significant economic impact for each respective city I have represented. The events highlighted were developed entirely from creation through production.

Entertainment Events

- 1996 Grammy Awards, Los Angeles
- American Music Awards, Los Angeles
- MTV Awards
- Nickelodeon Kids Choice Awards
- AFI Film Festival
- Musicourt '82 (rock n racquet concert/tennis tournament at Forest Hills)
- 1980 Philllies 20th Anniversary Gala and Parade at the Academy of Music
- Celebration of Heroes (Memorial Weekend Festival and Concert, Wildwood, NJ)
www.wildwoodsny.com/heroes

Sports Events

PHILADELPHIA

- Army-Navy Game City-Wide Festival
- Atlantic 10 Men's Basketball Championships
- 1992 NHL All Star Game
- 1996 Major League Baseball All Star Game
- 1994 World Cup Soccer Bid
- 75th Anniversary U.S. Soccer Federation Dinner
- U.S. Men's Soccer vs. Russia
- U.S. Men's Soccer vs. Sheffield, England
- U.S. Team Handball National Championships
- Amateur Roller Skating Championships
- Intercontinental Field Hockey Cup
- 1993 Navy Notre Dame Game
- World Cup Karate Championships
- Macabi Tel Aviv vs. Philadelphia 76ers Exhibition Game
- Philadelphia Sports Legends Tribute (Bernie Parent)

LOS ANGELES

- 2000-2001 NFL Super Bowl Bid
- 1995 PGA Championships
- U.S. Olympic Torch Relay and Opening Ceremonies
- World Volleyball Championships
- LA Indoor Track and Field Championship
- Concacaf International Soccer
- 1998 Sr. Golf Open
- USA Baseball vs. Japan USA Boxing vs. Korea
- US Track and Field Convention
- Women's Sports Foundation Awards & Grants Program
- National Assoc. of Sports Commissions Annual Meeting
- National Sports Trainers Convention

ORLANDO

- 1994 World Cup Soccer
- 1996 U.S. Olympic Soccer
- U.S. Jr. Volleyball Championships
- Sr. Softball World Series
- U.S. Field Hockey Festival
- U.S. Olympic Pan American Game Team Processing & Training
- U.S. Swimming Jr. Nationals
- USA Gymnastics American Classic Florida Governor's Baseball Dinner
- Major League Baseball Alumni vs. NY 69 Mets
- U.S. Olympic Congress Convention
- NFL Leaders Seminar World Cup of Golf
- TACC Men's Basketball Championsh

LOUISVILLE, KY

- AVP Pro-Beach Volleyball
- Ryder Cup Experience (international)
- US Cycling Masters Road National Championships
- US Figure Skating Regional Championships
- NCAA Regional Track and Field Championships
- 2012 NCAA Division I Women's Volleyball Championships
- 2010 NCAA American Volleyball Coaches Annual Convention
- 2010 SCAC Swimming and Diving Championships
- Hoop It Up National Championships
- US Grand Prix of Cyclocross
- Jr. Volleyball Directors Association Tournament
- USOC Association of Chief Executives of Sports (Annual Meeting)
- National Sports Forum (Annual Meeting)
- ASES (American Sports Executives Association Annual Meeting)

- US Youth Soccer Association Coaches Convention
- BMX Grand National Championships
- US Australian Rules Football National Championships

NEW YORK

- I Love NY Pro-Celebrity Tennis Tournament

ATLANTIC CITY

- Connors vs. McEnroe “Dual of the Aces”, Trump Taj Mahal Hotel & Casino
- 1969 Miracle Mets Weekend at the Surf Stadium and Tropicana Hotel & Casino
- J29 North American Sailing Championships at the Trump Marina

WILDWOOD, NJ

- Celebration of Heroes Memorial Weekend Festival

HOLLAND/GERMANY

- British Caledonian Airways Tennis Legends Championships