

San Jose Sports Authority names Bjornsrud, Meacham to staff

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SAN JOSE (July 28, 2004) – Two former professional sports executives have been named to positions with the San Jose Sports Authority, executive director Dean Munro announced today.

Marlene Bjornsrud, general manager of the San Jose CyberRays women's professional soccer team during its three-year existence, will be the Sports Authority's new associate executive director, and Jody Meacham, the CyberRays' public relations director, will be communications director.

Bjornsrud, 51, is a native of Colorado Springs, Colo., and has a deep background in sports administration. Following a successful tenure as tennis coach at Grand Canyon University in Phoenix, Ariz., during which she was named NAIA coach of the year, she served as assistant athletic director at Grand Canyon and Santa Clara University. She was named CyberRays general manager in 2000 upon the formation of the Women's United Soccer Association / WUSA and put together an organization that won the inaugural WUSA championship in 2001. With her appointment, she has resigned her seat on the Sports Authority board of directors.

Bjornsrud also serves as executive commissioner with Baseball San Jose, an organization of San Jose business and political leaders working to bring a Major League baseball team to the South Bay. During her time in Phoenix, she worked with that city's "Yes on Baseball" campaign, which led to the construction of Bank One Ballpark, home to the National League Arizona Diamondbacks.

Meacham, 53, of Hamlet, N.C., was a newspaper reporter and sports writer at papers in North Carolina and San Jose before moving to the CyberRays when the WUSA was founded. He covered six Olympic Games and co-authored a book on figure skating with gold medalist Kristi Yamaguchi.

The San Jose Sports Authority is the sports marketing arm of the City of San José, which has attracted more than 120 sports events to the city. In addition it supports youth and amateur sports throughout the community through the REACH Youth Scholarship Awards, After-School All-Stars for inner-city youth and Eagles at Rancho del Pueblo youth golf program.