

BUSINESS LEADERS FORUM

Tod Leiweke

Date: January 27, 2010



We are very excited to have the Puget Sound Business Journal's executive of the year, Tod Leiweke, as our speaker this month.

In 2007 Leiweke became CEO of Vulcan Sports & Entertainment, putting him in charge of the Sounders, Seahawks, and NBA Portland Trail Blazers. Leiweke also manages Seattle's Qwest Field and Portland's Rose Garden arena.

In his 27-year career, Leiweke ran the Kansas City Comets of the Major Indoor Soccer League with his two brothers. He also worked for the National Hockey League team in Vancouver, British Columbia, and the NBA's Golden State Warriors in the San Francisco Bay Area. He was president of the Minnesota Wild when the NHL expansion team launched.

When Leiweke moved to Seattle, he rewrote the playbook on revitalizing established teams and launching expansion teams. Under his leadership, the Seahawks landed a \$75 million stadium naming deal with Qwest Communications, made the franchise's first Super Bowl appearance, and have logged 54 consecutive sellouts.

Leiweke faced a challenge during the creation of the Seattle Sounders FC. Everything from the team name, to the cost of tickets, to seat availability was debated between Leiweke and Sounders staff.

Ultimately the group made the right decisions for the team. When fans voted to keep the name of the former minor-league soccer team, the team's identity was strengthened in the community. A sense of scarcity was created when soccer seating was limited to about half the stadium's capacity, making the games a hot commodity.

The successful birth of the Sounders and green-tinged fan frenzy shattered American records for merchandise sales, ratings, and soccer attendance. The Sounders led the MLS this year in attendance and about doubled the league average, at about 31,000 fans per game.

I look forward to seeing you on January 27th. Please RSVP to Kaila Trout at 206-343-2323 or via email at kt trout@mcmnw.com.

Sincerely,
John W. Meisenbach

Time: 7:15 am

Contact person:

Kaila Trout

206-343-2323

Contact person e-mail:

kt trout@mcmnw.com

[RSVP Now](#)



Location Details

Fairmont Olympic Hotel Congress Room

- [MCM Website](#)
- [Directions to The Fairmont](#)

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