ROWDIES NEWS

Tampa Bay Rowdies
401 N. Westshore Blvd. / Suite 1201 / Tampa, Florida 33607 (813) 870-1122
Telex 52-6777 TBR WSHR TPA

TAMPA, January 30, 1978
VOLUME 4, Number 5
FOR IMMEDIATE RELEASE
FROM: Francisco Marcos
Vice President of Public Relations
and Development

Phone: (813) 870-1122 (Tampa)
(813) 585-1119 (Pinellas)
(813) 733-3311 (Marcos-home)
Marcia Schallert
Assistant Director of Public Relations
(813) 855-5847

SEREDNESKY CONFIRMED AS GENERAL MANAGER

George Strawbridge, Owner and President of the Tampa Bay Rowdies today confirmed the appointment of Chas Serednesky as the club's General Manager.

The 31 year old Youngstown, Ohio native had been serving that position in an acting capacity since mid-November when the Rowdies and former GM Beau Rogers parted company.

Serednesky was the Rowdies first administrative employee, joining the organization September 19, 1974 as Business Manager. He has previously been promoted to Vice-President of Business Administration.

Strawbridge indicated that Serednesky will have overall responsibility for the daily administrative duties of the club, including the vital area of negotiating player contracts.

"Chas knows our entire operation from the inside out, and his vast business background makes him a logical and excellent choice to run our ever expanding organization. I have full confidence in him," Strawbridge remarked.

Serednesky will head a somewhat restructured front office, now 18 strong. He'll be assisted by new Business Manager Rick Reinke, who'll take over many of Serednesky's previous duties, particulary in the area of merchandising, travelling arrangements, etc.

Francisco Marcos, previously promoted to the Vice-President of Public Relations and Development, remains in over all responsibility of the vital media relations area, where he's assisted by Marcia Schallert. He's also in charge of co-ordinating the club's recruiting efforts, and the scheduling of exhibition matches, here and abroad.

The area of Community Relations and Youth Development is the responsibility of Gordon Hill, who is also in charge of camp operations.

Marketing and Sales is headed by Vice-President Marty Rotberg, who heads a staff that includes Ross Bartow, Director of Sales and Dale Wellhofer, Assistant Director. Marketing Representatives are Vickie Peterson and Don Schulte.