

## michael allen

Michael started ForestSports, Inc in 1991 after a successful 20-year career coaching baseball, Football (EBAA, High School, Legion, OSU). He holds a degree in Exercise & Sports Science and a teaching degree in Physical Education and is a Oregon State University football , Baseball alum

Combining his love for sports and a desire to work with people, he began producing sporting events for corporate and television clients, including Johnson & Johnson, Indianapolis Life Insurance Company, Chicago First Bank, ESPN and FOX Television, STIHL Timbersports Series Athletes.

In early 1999, the opportunity to offer Marketing & Advertising to corporate event sponsors led Micheal to form a new company, Meadowview Productions, LLC , producing corporate and its own events. In 2003 the Northwest Challenge Outdoor Series was added to his repertoire as a Meadowview Productions original.

## niche experience

Meadowview Productions is a regional leader in marketing, event planning, business, festival promotion and events production. Our rich culmination of experiences with national corporations and world wide events, paired with love for our own dogs and a nationwide following of the sport in general, has led us to the extraordinary marketing vehicle known as the NW Challenge!

Our diverse collection of experience includes work with ESPN & FOX Television, U of O Warsaw Sports Marketing Center, USA Soccer, Major League Baseball, National Optometrist Convention, Indianapolis Life Insurance Company, Douglas County Speedway, Chicago First Bank, DG Productions, NASCAR, BI-MART, Budweiser, Cottage Grove Speedway and DockDogs , just to name a few.

Currently, Meadowview owns and produces the Northwest Challenge Outdoor Series. Listed below are just a few of the other entities that we are proud to work with.



We have worked with the best

### The Northwest Challenge Outdoor Series



This series is culmination of all events that we have participated in over the past twenty years. They are, by far, the most popular fan events that we have ever produced. X-Treme Air Dogs, Cycling, USAT Triathlon events always draw a fantastic crowd. The series continues to evolve as we move our venues into larger demographic areas throughout the northwest.

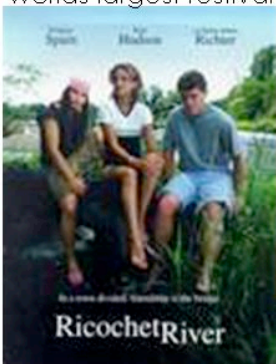


**BI-MART** has been our presenting sponsor for the past 13 years. Their power of advertising is second to none. By cooperatively advertising with them our clients get tagged in the best media spots available.



### Portland Rose Festival

The NW Challenge X-Treme Air Dogs championship series has brought back a family fun and a Nationally recognized sport. We provide world-class opportunities to the worlds largest festival with huge media coverage where everyone can participate.



### DG Productions, Ricochet River

ForestSports, Inc. was a movie consultant on Kate Hudson's very first movie. We trained the actors and setup scenes for DG Productions. This experience provided us with the opportunity to work for some of the very best actors and producers in the industry, amidst some very challenging locations. One of our first tasks was to acquire two 100-foot spar trees for the "Climax Scene" of the movie. We were charged with having them shipped, set in the ground and made safe by OCEA standards in the middle of a downtown Eugene, OR public park.



### Timber Sports

Between 1993 and 1997, Forest Sports, Inc produced LumberJack events. We were the agent and Trainer for World Champion Mel Lentz, as well as other Stihl Timbersports Series athletes. This experience lead to an ESPN special on the training of Mel Lentz and corporate entertainment events for clients such as Johnson & Johnson.

### 2003 Northwest Challenge "Big Air" TM Dock Dogs

In the summer of 2003 Meadowview Productions introduced its subsidiary, Northwest Challenge, and produced its first DockDog national event on the west coast. Meadowview Productions became the organizer and producer of all DockDog events on the west coast and qualifiers for the ESPN Great Outdoor Games. Over the next three years, Meadowview produced several NW Challenge series events each year in some of the most beautiful venues across the nation! In 2006 Meadowview productions created X-Treme Air dogs and included it as part of our Northwest Challenge Outdoor Series featured event!

### NASCAR

Our Motorsports division produced two successful NASCAR races in 1998 & 1999 and developed an exceptional business relationship with the organization. Through this experience, we learned that the **brand loyalty** of NASCAR and their marketing department is invaluable. It has given us some of the most powerful tools on this planet.

BRAND LOYALTY is more than just a buzz word. It is the hottest thing in marketing today, and provides our team with power to drive the market for each of our clients.



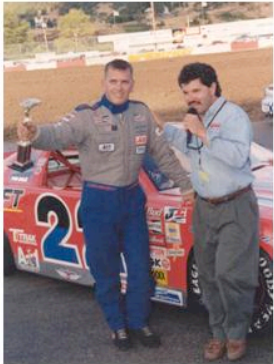


## Lane County Fair



Mike offers a quality program and covers every detail before, during and after his event. Because we incorporated his event within the Lane County Fair, logistics of set up and take down are critical to ensuring a smooth operational flow when competing with other events and attractions that are simultaneously setting up and taking down. Our staff resources are extremely thin, and Mike worked out much of the planning and logistics in advance of his event at the Fair to ensure minimal impact on fair staff during and after the Fair

Carrie Matsushita  
Marketing Manager  
Lane County Fair



You and your staff have certainly accomplished your goals in the first year of operation and have a bright future. From all reports I receive, the Raybestos brakes Northwest Series event was a success and handled professionally.

Tom Deery  
Vice President  
Winston Racing series

## travel PORTLAND



On behalf of the Portland Oregon Visitors Association, we sincerely thank you and your staff for your support of the recently concluded Executive Airlift. As always, you provided us with a spectacular show. We've had nothing but positive comments from the planners and local industry folks that attended. Again, thank you very much for your assistance and the time you spent on behalf of POVA and the promotion of our area. It was a pleasure working with you and we look forward to the next time.

Brent Dahl  
Convention Sales Manager  
Portland Visitors Association



This is probably the first time the Rose Festival had this kind of presence in southeast Portland. With the NW Challenge, which has the potential to expand into something really big, we now have two great events in east Portland that we can be proud of.

Rich Jarvis  
Public Relations Assistant  
Portland Rose Festival

