



**INDOOR PROFESSIONAL
FOOTBALL LEAGUE**

Commissioner

Mike Storen has had a successful and illustrious career in professional sports management. In 1963, Storen embarked on a career with the National Basketball Association (NBA). After serving as the Promotions Director for the Baltimore Bullets, he became the Business Manager of the Cincinnati Royals. During his tenure with the Royals, Storen signed Oscar Robertson to the first professional sports contract worth \$100,000.

In 1967, Storen founded the Indiana Pacers. As the Pacers' Vice President and General Manager, he built a franchise that won two American Basketball Association (ABA) Championships and led the league in attendance for three years. Storen then left Indiana to become the President and General Manager of the Kentucky Colonels.

In Kentucky he reorganized the team and management structure of the franchise, guiding the Colonels from last place to first. In addition to signing such stars as Artis Gilmore and Dan Issel, Storen's Colonels won two ABA titles and led the league in attendance for two years. Storen became Commissioner of the ABA in 1974. Under Storen, became Commissioner of the ABA became both a

fiscally sound and publicly accepted league. In addition to establishing all policy matters for the league, Storen settled a league-wide player strike and positioned the league for its merger with the NBA. Subsequent to the merger of the ABA and the NBA, Storen was the President and General Manager of the Atlanta Hawks.

He later formed Celebrity Services Inc. (CSI), a sports marketing and business consulting firm, in 1986. Through CSI, Storen was the architect of the sales and marketing organization for Major League Baseball's (MLB) Houston Astros. CSI has handled the marketing efforts for the Houston Astrodome, the Men's United States Indoor National Tennis Championship, the Suncoast Seniors Golf Championship and the Coca-Cola/Reebok United States Youth Games.

Storen has served as Vice President of Invesco, President of Intermark Realty and Senior Vice President, Franchise Sales for ERA Real Estate. A native of Michigan City, Indiana and a graduate of the University of Notre Dame, Storen also played an instrumental role in creating the Marine Corps Toys For Tots programs.



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