

Biography for Nathan Goody, President & CEO, ABC Sports

An industry expert with more than 34 years of successful experience in running a sporting goods business, Nathan Goody has a proven ability to foster relationships with manufacturers, competitors, team members as well as the local community. Under Nate's leadership, ABC Sports has grown from one store to 130 locations all over the north eastern United States.

Nate believes that everyone deserves the ability to purchase quality athletic equipment in a welcoming and customer driven environment. In 1991, Nate recognized that baseball and basketball were increasing in popularity among a sector of his client base. Taking this into consideration, Nate began expanding the products that he offered to include baseball and basketball equipment. As a result, Nate saw an increase in overall sales by 20% across his 130 locations.

In 1999, upon working closely with the local community and high schools, Nate saw an opportunity to expand his business to include team dealers. In select markets, ABC Sports retailers work directly with schools and travel teams to offer team-branded equipment. This has proven to be beneficial in many ways, but perhaps most importantly, working with team dealers has allowed Nate to become a fixture in his community and has created an opportunity for him to get up close and personal with his target market and better understand their wants and needs.

Nate has also been the driving force behind ABC Sports' community outreach, by providing quality sports equipment to under privileged children through an organization he founded called *Level the Playing Field*, based out of New York. Nate works with wholesalers, organizations that ABC Sports sells team goods to and the local community to provide enough equipment for at least one team from each line of ABC Sports' product offerings. Over the past three years, ABC Sports has been able to provide enough equipment for several teams from each product line.

Nate is always working to improve ABC Sports, as he participates in several industry trade shows and conferences each year. Last year, Nate was a keynote speaker at a conference held at his alma mater, NYU, dedicated to small business management and community outreach.