RICHARD B. BENNER
CONSULTANT

SENIOR MANAGEMENT EXECUTIVE

Over 20 Years of Executive Leadership Experience, including Position as President of the Sacramento Kings and Roles as Chief Operating Officer, Executive Vice President, and Vice President of Finance

Year-Over-Year Record of Success in Leading Multimillion-Dollar Revenue and Profit Growth

History of Positive Results in Leading Turnarounds for Under-Performing Operations, Maintaining Momentum for High-Growth Corporations, and Motivating Cross-Functional Teams to Exceed Expectations

---

Relevant Experience with Professional Sports and Entertainment Facilities

From 1992 to 1999 served as President of Capital Sports and Entertainment which owned and operated the Sacramento Kings, Monarchs, Knights and Arco Arena. Mr. Benner was responsible for all business operations for the professional sports teams and Arco Arena (~200 events annually), including ticket sales, arena revenues, broadcast contracts, public relations and advertising, building maintenance, and parking operations among other areas. Conceptualized, implemented, and monitored performance for marketing strategies, with emphasis on balancing total customer experience and revenue growth with profitable returns.

Key Contributions & Accomplishments:

- Served as key catalyst in growing Sacramento Kings and Arco Arena to status as one of the most respected professional sports operations in the United States, with franchise earning reputation for above-and-beyond fan experience. Served as member of prestigious NBA's Board of Governors.
- Drove 58% year-over-year revenue increase from team and arena operations during the 1992 to 1999 time frame.
- Assisted ownership in obtaining the issuance of approximately $70,000,000 in bonds and other subordinated financing by the City of Sacramento in 1997 to refinance, under less restrictive loan covenants, the existing Fuji Bank loan on Arco Arena and the existing Citibank loan to the Sacramento Kings, secured by revenues from Arco Arena and collateralized by Arco Arena and the pledge of a partial interest in the Sacramento Kings.

From 1983 to 1992 Mr. Benner gained increasing levels of responsibilities in the King's organization as he was promoted from Vice President to Executive Vice President to President. Mr. Benner was promoted in 1989 to hold full profit and loss responsibility for team and arena operations (distinguished at the time as the youngest president of a major professional sports franchise). He was in charge of all player personnel transactions and functioned as the team's expert on salary cap matters. During this time he assumed managerial control over the arena's concession operations and all financial affairs of the arena. As VP of Finance, oversaw all financial activities and assisted in transition as franchise relocated from Kansas City to Sacramento.

Key Contributions & Accomplishments:

- Captured $1.8 million-plus revenue increase in 1st year of full responsibility for arena operations while reducing expenses by over $800,000 and generating 63% increase in arena operating contribution.
- Assisted ownership in securing $54 million Fuji Bank loan collateralized by Arco Arena as well as CitiBank loan collateralized by the Sacramento Kings.
- Participated in the design of both the temporary and permanent arenas built in Sacramento with an emphasis on making the buildings functional and efficient for day-to-day operations. Was on-site during the construction phases of both arenas.
- Developed and implemented process used to assign seating for 9,600 season ticket requests as part of relocation from the temporary arena to the permanent arena. To address logistical challenges, purchased and implemented 1st computerized ticketing and accounting systems used by the franchise.

PROFESSIONAL DEVELOPMENT

Bachelor of Science in Business Administration
University of Missouri, Columbia, MO

Certified Public Accountant
Passed CPA exam on 1st sitting