

## **NEWS ANNOUNCEMENT**

**November 26, 2024**

Performance Sport Events (PSE), led by Ainslee Lamb, launches to expand and support field hockey for players, coaches, high schools, and colleges. Owned and operated by current and former collegiate and grassroots coaches, PSE is a stand-alone organization focused on running events, leagues, camps, and recruiting showcases to elevate the sport.

Previously part of 3STEP Sports, PSE will now operate independently (effective February 1), continuing to collaborate with national organizations to deliver premier events.

“With PSE’s exclusive focus on field hockey, we can better serve the sport’s vibrant community by utilizing cutting-edge technology, management philosophies, and wellness approaches,” says CEO Ainslee Lamb.

PSE will continue the staple signature events such as Shooting Star, College Connection, and Elite Field Hockey, while Lamb remains an advisor to 3STEP club programs.

“It’s the sport-specific expertise that will deliver the most value with the development of this new organization.” according to Pam Hixon, PSE’s Chief Business Development Officer, “PSE will be run by the best leaders with decades of first-hand experience and knowledge in field hockey - Ainslee has assembled a ‘next level’ team of experts whose collective passion and love for the sport will continue to build on the high level standards that we have become accustomed to.”

PSE will collaborate with all stakeholders committed to the advancement of the sport, and will partner with the NFHCA to support, expand and enhance their event portfolio.

"Ainslee Lamb's leadership and unmatched expertise in delivering first-class experiences have set the gold standard in field hockey events. Her deep knowledge of the sport, service-focused approach, and unwavering commitment to advancing field hockey make the launch of Performance Sport Events an exciting milestone for key stakeholders committed to excellence in field hockey." Cate Clark, Executive Director, NFHCA

The PSE leadership team includes:

Ainslee Lamb - CEO

Pam Hixon - CBDO/Director of Umpire Relations

Sam Carlino - COO/Director of National Events & Showcases

Meg Bozek Cuthbertson - CSO/VP of Finance

Cheryl Murtagh – Controller

Contact: [info@performancesportevents.com](mailto:info@performancesportevents.com)