

# The Mercury News

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## San Jose Chamber of Commerce kicking off new year with sports-themed event

Sharks, Bay FC, Earthquakes and 49ers execs will talk sports business at Jan. 30 dinner



The San Jose Chamber of Commerce has launched a building preservation foundation with the aim of refurbishing its historic downtown headquarters. (Sal Pizarro/Bay Area News Group)



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Listen up, sports fans. The Bay Area's football and baseball seasons are in their winter slumbers now — and our NHL and NBA teams only seem to be sleeping at times — but sports are still big business around here. And will be for a while, with the Super Bowl and World Cup games coming to Levi's Stadium next year.

It's no surprise then that the San Jose Chamber of Commerce will be getting out its foam fingers and jerseys for "Leaders and Legacy" — its annual member gathering on Jan. 30.

"Professional sports teams are vital economic engines for the South Bay," said Robert Lindo, the new chair of the Chamber's board of directors and vice president at Casino M8trix in San Jose. "Of course, games bring direct revenue, but these teams create a ripple effect throughout our business community — attracting businesses, boosting visitation, and benefiting every sector of our local economy."

The evening's big show will be a panel discussion among the valley's top sports execs — San Jose Sharks President Jonathan Becher, Earthquakes President Jared Shawlee, Bay FC CEO Brady Stewart and Stephanie Dittmer Rogers, the executive vice president of marketing for the 49ers. (Only one of those teams made the playoffs in their most recent seasons, by the way, and I tip my hat to all of you who knew it was Bay FC).

The conversation will be moderated by San Jose State President Cynthia Teniente-Matson, who is also the leader of a pretty big Bay Area sports operation in the Spartans. Tickets are available at [www.sjchamber.com](http://www.sjchamber.com).

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