



Honor the Heroes of the Game, Preserve its History, Promote its Values & Celebrate Excellence EVERYWHERE

HALL OF FAME TO HOST MASTERPIECE FILM PREMIERE AND "MISSION EXCELLENCE" CORPORATE LEADERSHIP FORUM

GOLD JACKET ANTHONY MUÑOZ TO SERVE AS MASTER OF CEREMONIES

CANTON, OHIO – "Masterpiece," a film produced by Authenica, will premiere at the Pro Football Hall of Fame on the evening of Thursday, August 17, 2017. The following morning, "Mission Excellence," a corporate leadership forum featuring a distinguished array of nationally-known presenters, will also take place at the Hall. An anticipated audience of 250 business owners, company executives and thought leaders will attend the events.

The Masterpiece Film Premiere will feature Hall of Famer **ANTHONY MUÑOZ** as Master of Ceremonies. Musical performances from Goldford, Tiffany Baumann, Humble G and the Ritenauer Brothers and former NBA star Swen Nater will accent the film's visual content.

"Through the 'hard to replicate' events Authenica has hosted to date, great content has been captured on film that represents the very best our Mission Excellence presenters have to offer – their glory, their story and everything else in between. Be prepared for a 'five course feast for the senses' as the Masterpiece event will seek to engage individuals in a manner unlike any other experience of its kind," states **Craig Lucas**, Founder of Authenica.

"This film debut and the ongoing 'Mission Excellence' series is rooted in the values learned from the Game that can transfer to all areas of life. Values like commitment, integrity, courage, respect and excellence not only make someone a Hall of Famer, they

COMMITMENT • INTEGRITY • COURAGE • RESPECT • EXCELLENCE

can also make someone a great business leader,” commented **David Baker**, President & CEO of the Pro Football Hall of Fame.

Presenters at the ‘Mission Excellence’ forum will be participating in a press conference-like setting where prepared content, combined with questions posed by the Excellence Moderator Panel and event attendees, will result in an engaging, interactive experience.

Leading the cadre of speakers will be **Chris Fussell**, retired Navy SEAL & Partner at the McChrystal Group Leadership Institute. Fussell recently released his book, “One Mission: How Leaders Build a Team of Teams” that provides the framework for the half-day conference.

Other participants include the following:

- **Sara Harvey**, Chief Operating Officer, Chopra Center for Wellbeing
- **Ruth Lund**, President, Legacy Center
- **Phil Olsen**, President, Know Your Strengths
- **Blake Cavignac**, Founder, Young Pro Elite
- **Swen Nater**, Former NBA Basketball Player
- **Tom Dammeyer**, President, CAC LLC
- **Dr. Robert Hisrich**, Bridgestone Chair/International Studies, Kent State University

The Moderator Panel will be led by **Anne Graffice**, Vice President of Development & Strategic Adventures for the Pro Football Hall of Fame; **Brent Larkin**, Cleveland Press Club Hall of Famer; and **Robert Perry**, Vice President, Business Development for the Welty Building Company.

“We continue the quest of introducing thought-provoking content intended to educate & inspire those attending,” Lucas added. “Hosting an event of this magnitude at the Pro Football Hall of Fame, a venue known for excellence, will make for a very special occasion. Our cast of presenters will cover a wide array of timely themes, sharing their best stories and most important lessons.”

In addition, Authenica will continue with its tradition of honoring Non-Profits of Excellence. For ‘Mission Excellence,’ Muñoz’s organization, Anthony Muñoz Foundation; Dare to C.A.R.E., founded by **Dr. John Martin**; and **Katie Blomquist**, Founder, Going Places will be honored.

Corporate Sponsors supporting the event include: First Federal of Lakewood; Morgan Stanley, Cohen & Company; SummitQwest; Jani-King Cleveland; Andrews Moving & Storage; Key Bank; Ganley Auto Group; Rosenberg Advertising; OSV Studios; Jennasis & Associates; Legacy Center; McChrystal Group; The Broadmoor; Ohio Travel Bag; JMI Reports; Ultimate Shuttle; TJK Catering & Concessions; Trazer, Communications 4 Life, and Welty Building Company.

To view "Masterpiece" trailer and for additional information about "Mission Excellence," visit AuthenicaEvents.com.

ABOUT AUTHENICA

Founded in 2015, Authenica creates and hosts "one of a kind" event experiences built around the theme of excellence as a means of differentiation with the intent to educate and inspire attendees.

ABOUT THE PRO FOOTBALL HALL OF FAME

Located in Canton, Ohio, the birthplace of the National Football League, the Pro Football Hall of Fame is a 501(c)(3) not-for-profit institution with the Mission to **Honor the Heroes of the Game, Preserve its History, Promote its Values, & Celebrate Excellence EVERYWHERE.**

Hundreds of thousands of fans from across the globe travel to Canton annually to experience "*The Most Inspiring Place on Earth!*" that chronicles America's most popular sport.

Construction on **Johnson Controls Hall of Fame Village**, a \$700 million development project that includes nine main components, is under way in Canton to transform the Hall of Fame's campus.

For more information about the Pro Football Hall of Fame, please visit ProFootballHOF.com; @ProFootballHOF on Twitter, Facebook, Instagram, Snapchat, and YouTube.

ABOUT HALL OF FAME HOSPITALITY

The Pro Football Hall of Fame offers excellent facilities including a media ready conference room, an expansive Event Center, the Gold Jacket Lounge, Super Bowl film theater, and provides catering, hospitality, and access to private tours of the Hall of Fame. A new feature that no other facility can offer is the ability for clients to book Gold Jackets (living Hall of Famers) to participate in or host conferences or meetings.