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**NONPROFIT HOMEGROWN LACROSSE EXPANDS BOARD OF DIRECTORS**  
*Addition of Jon Austin and Mike Shogren adds strategic depth as nonprofit enters eighth year of programming*

ST. PAUL, MINN. (February 01, 2011) — [Homegrown Lacrosse](http://homegrownlacrosse.org), a Twin Cities-based nonprofit organization has expanded its board of directors with the addition of Minneapolis residents Jon Austin and Mike Shogren. With strong backgrounds in strategic planning and communication, Austin and Shogren will spearhead the organization's long-term planning.

Founded in 2003, Homegrown Lacrosse is a nonprofit organization that uses the sport of lacrosse to provide opportunities for individuals to get involved and cultivate the skills and relationships necessary to succeed on and off the field.

Led by Keith Burke, senior vice president, UBS Financial Services, the board of directors represents a cross-section of Minnesota's business and lacrosse communities.

"Homegrown Lacrosse is a collection of remarkable individuals – from board members to volunteers and staff," said Burke. "But even more remarkable is the impact the organization is having on youth in the Twin Cities and across the state. Through the efforts of Jon (Austin) and Mike (Shogren), we'll create a strategic base that will enable us to have a positive impact on youth for years to come."

Supporting the mission of building a community that inspires and empowers players to excel in life and lacrosse, members of Homegrown Lacrosse's 2011 board of directors are:

- Andy Arlotta, Arlo Sports LLC/Minnesota Swarm;
- Jon Austin, J. Austin & Associates;
- Keith Burke, UBS Financial Services;
- Julie Carpenter, Jewish Family and Children's Services of Minneapolis;
- Adam Crane, Thomson Reuters;
- Peter Gleekel, Winthrop & Weinstine;
- Scott Hugdahl, Northwestern Mutual;
- Eva Keiser, Risdall McKinney Public Relations;
- Jenni Lorsung, CCS Communications LLC;
- Sean Pearce, Lockheed Martin Corporation;
- Brad Scibak, Kaplan Test Prep and Admissions; and

- more -

– Mike Shogren, Private Consultant.

During 2010, Homegrown Lacrosse's service and fee-based programming provided reached nearly 5,500 Minnesota youth, middle school and high school aged participants with the opportunity to learn about the sport of lacrosse and further develop their skills.

One of the year's highlights was a partnership with the [Minnesota Boys Scholastic Lacrosse](#) Association (MBSLA) and the Grand Rapids Area Lacrosse Association which introduced 500 middle school students in the Northern Minnesota communities of Grand Rapids and Deer River to the sport, its history and basic skill sets necessary to play the game to the sport through the In-School P.E. and community development programs.

"Being able to bring the sport to youth outside of the Twin Cities has been a goal we've been working towards for several years," said Aron Lipkin, executive director and co-founder, Homegrown Lacrosse. "The success of the Grand Rapids program illustrates the interest and potential for the sport outside the Twin Cities and will serve as a prototype for expansion of our programming to other communities in greater Minnesota during 2011."

For more information on Homegrown Lacrosse its programming, please visit [www.homegrownlacrosse.org](http://www.homegrownlacrosse.org).

### **About Homegrown Lacrosse**

Founded in 2003, Homegrown Lacrosse is dedicated to encouraging positive change in the lives of youth lacrosse players and supporting the growth of the sport in Minnesota. Through community-based programming, Homegrown Lacrosse uses lacrosse to provide opportunities for individuals to get involved and cultivate the skills and relationships necessary to succeed on and off the field. Led and staffed by experienced collegiate lacrosse players, Homegrown Lacrosse holds clinics, leagues and K-12 educational programming throughout the year.

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