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And here's the pitch

By: Bill Fallon

It's tough to find a good Reggie bar these days.

And there could be a reason. Reggies were pre-rotational.

In the olden days, a song was enough to sell you some peanuts and Cracker Jack. Haberdashers coast to coast traded on the same gimmick: Hit this sign and win a suit.

Today's advertising nudge comes from signs that rotate behind home plate and along basketball sidelines and, far splashier, LED signs that ring entire arenas. The nudge even translates to the game itself, alerting rules-challenged attendees via scoreboard graphics when it might be a good time to berate the ump.

It's all part of the world of Purchase-based ANC Sports.

ANC works with the likes of the National Football League, National Hockey League, Major League Baseball, the National Basketball Association and Women's NBA.

The athletes' jobs are not threatened by Senior Vice President Siobhan Mason's athletic skills, though she pitches a mean ad and identifies herself as a solid first baseman in her day: good glove and good bat with the Riverdale Little League Cardinals in the Bronx, where she grew up.

From 2006 to 2007, ANC doubled its revenue to more than \$50 million. ANC - the initials stand for company founder Alan Norman Cohen - is responsible for getting the ad message out in those unusual spaces endemic to arenas and stadiums. Those are ANC "rotational signs" behind home plate - the ones you see over the pitcher's shoulder on TV - and courtside during basketball games. The latest ANC ad spot is behind basketball backboards. And when A-Rod lofts an A-bomb into the bleachers, it's an ANC graphic that shouts the news on the Yankee Stadium big screen.

ANC also has created its own software to run the LED ribbon banners that have sprung up at sporting events. Mason notes there has been a push toward LED ads in stadiums, but the rotating signs are not likely to disappear entirely, partly for practical reasons: that sign behind home plate takes a beating from foul tips that might make a pixelated disaster of an LED screen. "Now we've applied for a patent for software allowing display on virtually every screen in a facility," she said. "It will deliver to the signage in an uncompressed format resulting in better quality and can make the most of the hardware it's displaying on."

Seated in ANC's sports-splashed office recently, Mason said: "We are a company providing our clients with the best service, experience, technology and results. We take that pretty seriously."

ANC dates to 1997 and so does Mason's tenure there when she began as "director of administrative services" before ANC had its first official office. She is now the senior vice president for administration, handling, as she said, "all the letters: HR, IT, PR and occasionally I contribute to accounting to prod them to pay the bills."

Mason had worked with ANC President Jerome Cifarelli for five years before the two signed on with ANC on day one.

ANC employs 20 in Purchase and another 25 across the country working at different venues. The company also will subcontract for specific construction tasks.

Mason knows hers would be a dream job for many. "I'm fully aware a lot of people love to work with sports," she said. "I find it interesting and stimulating, but I didn't set out to work in sports."