



Burke's Sport Haven Recognized as Verified Independent All-Star Dealer by National Sporting Goods Association

FOR IMMEDIATE RELEASE

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DOWNERS GROVE, ILLINOIS (December 11, 2019) – The National Sporting Goods Association (NSGA) is pleased to announce that Burke's Sport Haven in Eastpointe, Michigan is recognized as one of the most experienced independently owned dealers in the sports industry.

Burke's Sport Haven, which is owned by brothers Dan, John and Patrick Burke, has met the required criteria to become an NSGA Verified Independent All-Star Dealer. The NSGA Verified Independent Dealer Program was designed to share the benefits of working with an industry expert who delivers unmatched customer service.

Becoming an NSGA Verified Independent Dealer is a symbol of excellence in the sporting goods industry that is similar to other programs in other industries.

"Burke's Sport Haven has done an excellent job of serving the sports community in the greater Detroit area and Michigan for 46 years," said Matt Carlson, NSGA President & CEO. "The success of Burke's Sport Haven is a testament to truly being a family business led by the Burke brothers. They also have a staff that is driven to go the extra mile to deliver what their customers need to succeed.

"NSGA constantly searches for ways to help independently owned retailers and dealers face the challenges of today's business climate," Carlson said. "The NSGA Verified Independent Dealer Program helps an All-Star Dealer such as Burke's Sport Haven differentiate itself from its competition."

Participants in the NSGA Verified Independent Dealer Program were vetted through an application and reference process. They are required to meet a variety of criteria, including overall employee experience, years the business has been in operation, sales volume, industry knowledge and expertise. Reference checks were performed with customers and sporting goods manufacturers who do business with Burke's Sport Haven.

Burke's Sport Haven has been family owned and operated since it was started by John Burke in 1973. Dan and Patrick Burke, who have run the company since John moved onto different successful business ventures, lead a staff with more than 150-plus years of sales experience. Burke's Sport Haven provides

uniforms and equipment for all the major team sports and also works with corporations on their apparel needs.

“We’re very excited to be recognized for our expertise and customer service,” Dan Burke said. “Burke’s Sport Haven has had a tremendous commitment to customer service for more than four decades so athletes, coaches, schools, teams and companies can be successful. The NSGA Verified Dealer program will help us continue that commitment for years to come.”

Burke’s Sport Haven will maintain its verification status in the NSGA Verified Independent Dealer Program for a three-year period. The company will receive a variety of marketing materials and have access to additional education opportunities provided by NSGA.

“Sharing the value of doing business with an NSGA Verified Independent Dealer is important,” Carlson said. “Athletic directors, coaches, school superintendents, league directors and other customers will benefit from understanding the value of working with a Verified All-Star Dealer such as Burke’s Sport Haven.”

The NSGA Verified Independent Dealer Program was launched in January 2019 and 14 companies have achieved Verified Dealer status since June 2019. The program originated from NSGA’s Team Dealer Advisory Committee. Burke is part of this group of NSGA members who are actively involved in addressing issues and concerns affecting sports and the sporting goods industry.

For more information on the NSGA Verified Independent Dealer Program, contact Marty Maciaszek, NSGA Team Dealer Division Director, at mmaciaszek@nsga.org or (847) 296-NSGA (6742), ext. 1260.

About the National Sporting Goods Association

Since 1929, the National Sporting Goods Association (NSGA) has been the leading voice and go-to resource for sporting goods retailers and dealers. NSGA helps the industry grow the business through research, advocacy and networking. For more information about membership or NSGA’s products and services, please visit nsga.org