

Fred Whitacre



Whitacre has made countless contributions to the local sports community over the past 17 years. He moved to Colorado Springs in 1987 after becoming the driving force behind the relocation of the Hawaii Islanders Pacific Coast League baseball franchise to Colorado Springs, then led the preparations for the 1988 PCL season, overseeing the construction of the new Sky Sox Stadium, building a season ticket base, and signing sponsors and licensees. As President and General Manager of the Sky Sox during the team's critical first three seasons, Whitacre established the team and AAA baseball in the community.

Whitacre left the Sky Sox in 1991 to form his own sports marketing company, whitacreWORKS. He immediately impacted the Colorado College athletic department and its growing ice hockey program, building a corporate base and guiding an aggressive season ticket campaign which increased the season ticket base from 47 to over 5,000 buyers. Whitacre also filled in for one year as the Executive Director of the Colorado Springs Sports Corporation, where he introduced the inaugural State Games, which have become the economic linchpin of the Sports Corp.