

**Activities and Projects Updates Summary**

Submitted by:

Name: Judy Amoo Organization/Community: Scottsbluff Business Masterminds/SCORE

**NET*Force* Meeting Date: 4/13/18**

**Please provide a bulleted synopsis of major activities and projects in which you or your organization are engaged that you would like to share with the group.**

On 2/22/18, Korey Donahoo, Founder of the American Outlaws, was invited to Scottsbluff by the Scottsbluff Business Masterminds, to tell his story about how the American Outlaws was founded in Lincoln, Nebraska in 2007 and has grown to more than 30,000 unified and dedicated soccer fans nationwide, providing support to the U.S. National Soccer Teams. Korey’s story is a fascinating journey about how his interest in soccer led to the establishment of this growing international organization. Press release from the Scottsbluff Star Herald newspaper:

SCOTTSBLUFF — Entrepreneurs help drive new ideas. One Nebraska entrepreneur is visiting Scottsbluff to discuss his initiative and how it could spur others to take the next step with their ideas.

Korey Donahoo will be visiting the Scottsbluff Business Masterminds on Thursday, Feb. 22 as part of National Entrepreneurship Week. Donahoo founded the American Outlaws in 2007, a group with more than 30,000 members who support our national soccer teams.

Donahoo will be discussing the history of his business and how it got started, including some of the obstacles faced as the business has progressed.

“I will talk about the strategy for making it what it is today,” he said. “And explain how we will survive over the next four years.”

Because the U.S. Men’s team did not qualify for this year’s World Cup in Russia, American Outlaws will have to rethink some of their plans.

“Part of what I will talk about is how to cope with that because it’s a huge blow to the fans of the men’s teams,” he said. “We’re always preparing for the next big one, which is in France with the women’s team.”

Since the beginning of American Outlaws, Donahoo learned there are groups around the country who needed one voice to get tickets, arrange hotel blocks, tailgate parties and organizing. They decided to try doing so in 2007 and have grown ever since. There are now 195 chapters in the United States, with a few chapters abroad.

“The closest chapter to Scottsbluff is Denver or Kearney,” he said. “So let’s do this. Let’s have one in Scottsbluff.”

When American Outlaws began, they were a group of dedicated fans of the U.S. team and were considered to be outliers in the fan community, overshadowed by other sports fans. As they continue to grow, their work is now seen as the model of what it means to be an American sports fan.

“We went to a lot of games around the world and watching it on TV,” Donahoo said. “But we were having a hard time (locally) finding a bar or other place that showed the games.”

Donahoo said he has since discovered that if you show an establishment loyalty and consistency, they are happy to turn a match on and turn up the volume.

While American Outlaws has seen success, Donahoo said he and his colleagues weren’t expecting the company to grow as fast and as strong as it did. The logistics and amount of work that goes into organizing trip packages was greater than they had expected.

“There’s a legal side that goes with that as well,” he said. “There’s plenty of obstacles.”

Though finding room rates, airport transfers, busing to games and keeping it affordable for customers is a lot of hard work, Donahoo is enjoying every moment of it. He will be discussing the ups and downs of business. Donahoo welcomes everyone who would like to learn more.

“I’ll answer questions about soccer or business,” he said. “Everyone is welcome and it should be interesting to both.”

National Entrepreneurship Week is a congressionally-chartered initiative founded by the National Consortium for Entrepreneurship Education in 2006. The Scottsbluff Masterminds are a local grassroots club of entrepreneurs established in 2013 to act as the “ultimate peer group,” as members problem-solve and learn from each other. The mission of the Scottsbluff Masterminds is to inspire, innovate, and impact the community through entrepreneurs.

Donahoo is a colleague of Doug Hoevet, a member of the Masterminds, and was invited to share how this national soccer revolution began and evolved. Donahoo’s presentation is free and open to the public. It will be held on Thursday, Feb.22 from 5:30–6:30 p.m. at the Platte Valley Professional Center, 1110 Circle Drive (across the parking lot from Platte Valley Bank) and is free, family-friendly, and open to the public.

For more information on the Scottsbluff Business Masterminds or Donahoo’s presentation contact Judy Amoo at 308-672-1928. For more information about the American Outlaws, visit [www.theamericanoutlaws.com](http://www.theamericanoutlaws.com/).