



Lisa Kasten

## A Passion *For Sports*

by Debbie Nyman

Loosing her luggage at the airport turned into a lucrative business for Hawks Landing resident Lisa Kasten. Combining her love for sports with her sales and marketing background, Lisa created Accessory Sports, specializing in trendy "Athletic Bag Tags" that replicate a variety of sports balls.

Made of authentic ball material, the tags are available in various sports designs. There is also an entertainment division featuring casino-related tags such as poker cards, poker chips, slot machines and dice. "These tags are wonderful for both identifying luggage and showcasing an individual's love for games," she explained.

Since the company's formation, the innovative products have received attention nationally from organizations such as the IMG Sony Ericsson Open, Field of Dreams Stores and the World Poker Tour Boot Camp and the 2008 US Open Tennis Tournament.

Major athletes have become fans of these tags, you may see them on the bags of celebrities such as; Leon Lett, Jr., Valeri Bure and Chris Evert. "Everyone who sees them wants one," says Lisa,

who started the business after living in Hong Kong and learning manufacturing and sourcing.

The company also has a great charity component. Lisa and her staff work with non-profit organizations such as Michael Irvin's PlayMaker Charities and Foundation, First Serve Organization, The Twan Russell Life Skills and Reading Foundation and the Jason Taylor Foundation. Through the company's web site, [www.accessorysports.com](http://www.accessorysports.com), consumers can make direct contributions to various sport-related charities upon purchasing athletic bag tags.

Lisa handled convention sales for Marriott International and became a specialist in marketing to the sports community. She was named the Sports Person of the Year by Marriott International for her ability to market various sports organizations including her work with the Orange Bowl Committee.

Living all over the world with her husband David and three children, Lisa was happy to make her permanent home in Hawks Landing six years ago. "Hawks Landing is a wonderful community a great place to build your family and professional life." **EL**