

For Immediate Release

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Kendal King Group Exec Given Soccer Honor

Jakob Nilsson named Arkansas Amateur Soccer Coach of the Year

KANSAS CITY, Mo. (March 12, 2009) – Exhibiting the same leadership skills out of the office as he does at his job, Jakob Nilsson, vice president of Kendal King Group, has been named The Arkansas State Soccer Association’s Coach of the Year. Nilsson coaches the Northwest Arkansas Lightning Soccer Club.

Nilsson coaches several different age groups for the Lightning and his teams have won five state cups and advanced to two regional tournaments.

“It was a surprise,” he says. “I had been nominated before, but I never thought much about it.”

Nilsson said his philosophy is to coach life skills as much as soccer.

“I’m always trying to give our kids better preparation for life,” he said. “Taking what they learn here to the next step and prepare them for more than just soccer.

“I always tell the kids there’s a chance you’ll be given talent. It’s your choice what you do with it.”

Nilsson played college soccer at Benedictine in Atchison, Kan. He started coaching when his daughter, Hannah, now 17, began playing at age 7.

“We’re obviously very proud of this honor for Jakob,” says Scott King, Kendal King Group CEO. “It just reinforces what we know about him and see in his work every day. He lifts up his team on the field the way the same way he does our Bentonville team.”

Nilsson is proud not only of his team's victories on the field, but also that many of them receive scholarships to play at the collegiate level. "It's very gratifying to see them move forward," he said.

Nilsson received the award at a ceremony early in February.

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Kendal King Group, an established leader in retail marketing solutions for premier retailers and brands, offers over 20 years of experience in strategy, design and execution of retail displays and programs. Kendal King operates offices in Kansas City, MO; Bentonville, AR; Mooresville, N.C.; and Guangzhou, China. For more information, please visit www.kendalking.com or call (800) 542-9882.