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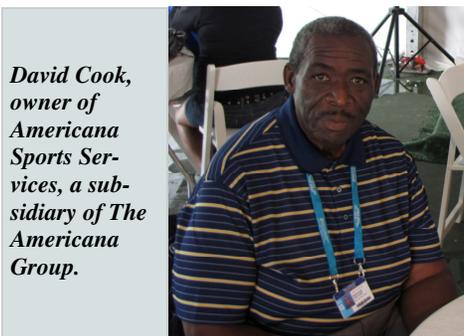
THE AMERICANA GROUP—“WE SERVE PEOPLE, PRESIDENTS, AND PROS”

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PHOTOS BY DAVID A. MCCASKILL

Recently, tennis greats came to Greater Cincinnati for the 2009 Western & Southern Financial Group (W&SFG) Masters & Women’s Open in Mason. They weren’t the only ones who came to town for what is becoming “a mini U. S. Open” in the Midwest. When walking the grounds of the Lindner Family Tennis Center, it wasn’t unusual to see Roger Federer, James Blake, Serena Williams, Venus Williams, or other tennis favorites. It also wasn’t unusual to see David Cook walking the grounds, listening and talking to fans about their tennis experience. David Cook? Who is David Cook?

David Cook – a trailblazing, humble, down-to-earth, people person – is an African American entrepreneur from Charlotte, N.C., who was one of the food concessions vendors at the 2009 W&SFG Masters & Women’s Open. Cook is the owner of Americana Sports Services, a minority owned concessions, catering, and merchandising business. He and his staff have worked some of the greatest sporting events in the world including the PGA Championships, the Kentucky Derby, The Ryder Cup, NBA All Star Game, The Rose Bowl, events at the Charlotte Arena, and the U. S. Open. An official partner of the



David Cook, owner of Americana Sports Services, a subsidiary of The Americana Group.

PGA Tour and one of the official licensees of merchandise for The Tournament of Roses, he now adds the W&SFG Masters & Women’s Open to his impressive list.



Front Court Café operated by Americana Sports Services was a fan favorite at the 2009 W&SFG Masters & Women’s Open.

At the 2009 W&SFG Masters & Women’s Open, Americana Sports Services ran a concessions stand, the Front Court Café, which offered an array of food selections including grilled entrees and seafood selections. This was Americana Sports Services first year at the tournament, and Cook had the third highest food sales in the entire food court. Bruce Flory, Tournament Director, tells *AboutGreaterCincinnati.com*, “I thought his food and presentation was outstanding.”

Service friendly, the company’s logo is “We Serve People, Presidents, and Pros”. Not only has he done food concessions for some of the biggest sporting events, Cook has also done work at The White House (three Presidential Inaugurations) and personal catering for Michael Jordan, and Bob Johnson.

Americana Sports Services has been in the food concessions business since 1992. Being one of very few minority companies in the sports food industry,

Cook is a trailblazer. Said David Cook, “The food business is a \$400 billion a year business in sports and not many minority companies are involved in it....This is a competitive business....You’ve got to know what you are doing.”

Given the list of sporting events he has worked, Cook obviously knows what he’s doing. And seeing the lines at Cook’s concession stand, it’s no surprise that he was in the top three in sales at the 2009 W&SFG Masters & Women’s Open. “The food and the service is just great.” said one fan of Cook’s concessions at the W&SFG Masters & Women’s Open.

A fan’s experience with concessions plays a big part in their overall sporting event enjoyment. By that measure, Americana Sports Services made an exceptional event even better.