

## **Book Signing – Meet Jim Hopson**

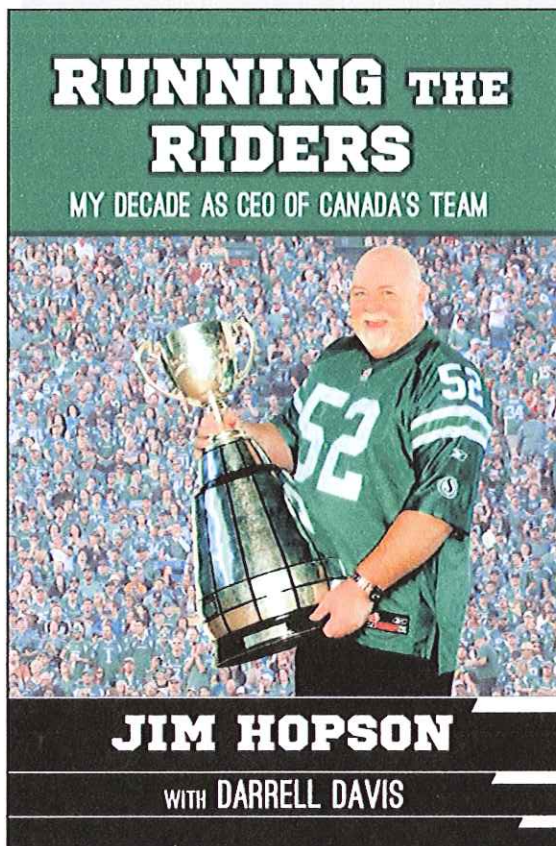
**Saturday, November 21, 1 – 3 pm**

**Poplar Tree Inn, Stoughton**

# **RUNNING THE RIDERS**

**MY DECADE AS CEO OF CANADA'S TEAM**

**by JIM HOPSON with Darrell Davis**



In 2005, offensive lineman-turned-educator Jim Hopson was hired as the first full-time president and CEO of the Saskatchewan Roughriders. Under Hopson's leadership, the Roughriders became the Canadian Football League's strongest franchise, appearing in four Grey Cup games (winning twice) and selling more team merchandise than the other eight CFL franchises combined. They obliterated their debt and posted a record-setting profit after winning a hometown Grey Cup in 2013.

Hopson's book, with the assistance of Darrell Davis (a long-time *Regina Leader-Post* sports writer), describes Hopson's business plans, the interplay with fans of Rider Nation, the highs and

lows that went along with the job, and the path he took to the biggest office with the franchise known as "Canada's Team."

**\$19.95**

DriverWorks Ink gratefully acknowledges production support from the Government of Saskatchewan through Creative Saskatchewan.



Published by  
DriverWorks Ink, Regina