JLab Birmingham Bowl Creates 20th Anniversary Planning Committee

October 27, 2026

BIRMINGHAM, Ala. — The JLab Birmingham Bowl celebrates its 20th year in 2026. To commemorate this momentous occasion the JLab Birmingham Bowl will create many opportunities to celebrate the past two decades in Birmingham. This initiative will be led by the 20th JLab Birmingham Bowl Planning Committee. Members of the planning committee are all knowledgeable of college football and are known for their support of Birmingham in their respective careers.

"Our staff is very honored to work alongside this distinguished group of people as we develop plans to celebrate our twenty years in Birmingham as a post-season bowl game.," said JLab Birmingham Bowl Executive Director Mark Meadows.

Committee Members include:

Bill Clark
Bill Clark is one of Alabama's most respected football coaches, known for building winning programs and leading with resilience. A Jacksonville State graduate, he compiled a 60-30 record as a Division I head coach, including 48-26 at UAB.

His honors include national and conference coach of the year awards, and his impact extended beyond wins through the growth of UAB Football and momentum for Protective Stadium. Before UAB, he won two state titles at Prattville High School. Clark retired in 2022 and now serves as President of the CoachSafely Foundation.

Cole Cubelic
Cole Cubelic is a prominent ESPN and SEC Network football analyst who played center for the Auburn Tigers from 1996 to 2001, serving as a three-time team captain. A Homewood, Alabama native, he overcame a

severe high school knee injury to play at Auburn before spending his early post-college years balancing medical sales with local sports radio.

Cole Cubelic is a premier college football analyst and sports media personality for ESPN and the SEC Network. For the 2026 college football season. Cubelic transitioned to the broadcast booth, partnering with veteran play-by-play announcer Dave Neal and sideline reporter **Tori Petry**. On the radio, he co-hosts the top-rated morning drive show *McElroy and Cubelic in the Morning* on Birmingham's WJOX-FM alongside former Alabama rival quarterback Greg McElroy.

Pete Derzis
Over a 31-year career at ESPN, Pete Derzis served as Senior Vice President of College Sports Programming and ESPN Events, helping lead the development and operation of 17 bowl games, 11 basketball events, a premier softball event, and two major college awards shows. He founded the Birmingham Bowl in 2006.

After retiring from ESPN, Derzis launched Teamwork Sports and Entertainment in 2021. Since then, he has served as an advisor to ESPN Events for the Hawaii Bowl, the Myrtle Beach Bowl, and the IS4S Salute to Veterans Bowl in Montgomery. His contributions to sports have been recognized with induction into the Alabama Sports Hall of Fame as the Distinguished American Sportsman in 2017, as well as induction into the Las Vegas Bowl Hall of Fame, the Celebration Bowl Hall of Fame, and the Bowl Season Leadership Hall of Fame. Derzis also serves on the executive committee boards of the Mike Slive Foundation**.**

Eli Gold
Beginning in March 2024, Eli became the television “voice” of the Jacksonville State University Gamecocks and the television “voice” of the Arena Football League’s Nashville Kats.

For 36-years, Eli Gold served as the radio play-by-play “voice” of the University Of Alabama Crimson Tide, becoming the longest tenured play-by-play “voice” in the Southeastern Conference. In addition, Eli added coverage of Alabama Baseball, softball, soccer, volleyball and women’s basketball on the SEC television Network to his resume.

In the fall and winter months, Eli is part of Sports USA’s coverage of the National Football League. Sports USA, is one of the national radio networks to offer live, syndicated coverage of the NFL. Eli handles the play-

by-play of NFL games in addition to play-by-play of post-season college football bowl and all-star games for Sports USA.

Steve Irvine
Steve Irvine has been part of the Birmingham media since 2001. The Huntsville native began his newspaper career at the Long Beach Press-Telegram in Southern California in 1987. He returned to his home state in 2001 to take a job covering University of Alabama athletics for the Birmingham News. He moved over to the UAB athletics beat for the News from 2005-2012. Since then, he has worked at a variety of media outlets covering UAB and other athletic programs and events in Birmingham. Currently, he is working for The Banner in Birmingham. His favorite Birmingham Bowl game was South Florida's 38-34 win over Texas Tech in 2017, even though he had to rewrite the first several paragraphs of his deadline story four times in the final five minutes of the contest.

Bo Kerr
Bo Kerr is Associate Vice President for Advancement and Principal Gifts at Samford University, where he serves on the President's Cabinet. Previously, he spent six years with ESPN Events in sales and marketing as part of the original Birmingham Bowl staff. A Birmingham native and Auburn graduate, Kerr serves on the board of the Jimmie Hale Mission and is a member of the Monday Morning Quarterback Club.

Bill Miller
Bill Miller has supported Birmingham sports and civic organizations through leadership in media, event operations, and volunteer service. His volunteer work has included the PGA Championship, Regions Tradition, the Birmingham Bowl, state championship events, and community organizations such as Junior Achievement, United Way, and the Birmingham Sports Council. He has been recognized as Birmingham Bowl Volunteer of the Year and Regions Tradition Volunteer Chairperson of the Year. Bill retired from the Alabama Sports Hall of Fame in 2017 after serving there for 20 years.

Scott Myers
Scott Myers is CEO and Executive Director of the Alabama Sports Hall of Fame, where he oversees museum operations and key events. He also serves as managing director of the Bryant-Jordan Student-Athlete Scholarship Foundation and the Birmingham Athletic Partnership. Scott is also a member of the Monday Morning Quarterback Club.

Jay Roberson
A Birmingham native, Jay Roberson has held leadership roles in athletics, business, and public service, including president of the Birmingham Iron, senior executive positions in Division I athletics, and service on the Birmingham City Council, where he was President Pro-Tempore from 2009 to 2018. He also helped advance Protective Stadium and the expansion of Legacy Arena through his work with the BJCC Board.

A former all-conference quarterback at Alabama A&M, Roberson earned degrees from Alabama A&M and the University of Alabama.

Janice Rogers
Janice Rogers has spent 40 years in television news, building her career from local internships to anchor. A UAB graduate in broadcast journalism, she returned to WBRC in 1996 to help launch Good Day Alabama, which is now celebrating 30 years as the market's top morning show.

Fred Sington III
Fred W. Sington III is Associate Athletic Director for Strategic Communications at Alabama State University Athletics. With more than 25 years of experience in collegiate athletics communications, media relations, and sports marketing, he has held leadership roles at Alabama State and Delta State and specializes in branding, media operations, and student-athlete storytelling.

The Birmingham Bowl Fred Sington Most Valuable Player award is presented to the games outstanding player. The award is named after his Grandfather, Fred Sington Sr. who founded the Hall of Fame Classic that was played at Legion Field from 1977-1985.

Calvin "Speedy" Wilburn
Calvin "Speedy" Wilburn spent more than 30 years as executive producer of The Rick and Bubba Show and now serves as executive producer of the nationally syndicated Rick Burgess Show. He has also coordinated three New York Times bestselling books and worked as in-game host for the Tennessee Titans, UAB Football, the Birmingham Stallions, and the JLab Birmingham Bowl.

The 2026 JLab Birmingham Bowl logo is attached and can be found here.

For more JLab Birmingham Bowl information, please visit birminghambowl.com. For up-to-the-minute information, please follow our social handles on Facebook, X/Twitter, Instagram and LinkedIn.

About JLab
JLab inspires people to create unique experiences through innovative personal technology. Our gear — headphones, earbuds, speakers, work peripherals and gaming — empowers consumers to imagine and design the experiences they want. Based in San Diego, we've been innovating and delivering the right products at the right value for more than 20 years — and we're just getting started. Learn more at JLab.com

About ESPN Events
ESPN Events, a division of ESPN, owns and operates a portfolio of collegiate sporting events nationwide. In the 2025-26 academic year, the 35-event schedule includes three early-season college football kickoff games, 17 college bowl games, 10 college basketball events, two college volleyball events, the premiere regular season college softball and gymnastics events, as well as the Band of the Year National Championship. Collectively, these events account for over 400 hours of live programming on ESPN platforms, reaching 60 million viewers and attracting more than 650,000 annual attendees. Each year, the portfolio of events features more than 20 Division I conferences and hosts over 4,000 participating student-athletes. With satellite offices in more than 10 cities across the country, ESPN Events builds relationships with conferences, schools and local communities, as well as providing unique experiences for teams and fans.

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