

TONY LACHOWETZ

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EDUCATION

Doctor of Philosophy, Sport Management, University of Massachusetts, Amherst, MA (2001).
Dissertation: *Corporate Selling Activities and the Determinants of Corporate Customer Renewal in the National Basketball Association*.

Master of Science, Health Fitness, Springfield College, Springfield, Massachusetts (1996).

Bachelor of Science, Physical Education, Springfield College, Springfield, Massachusetts, (1980).

University of Massachusetts – Sport Management (2008 to present):

TEACHING EXPERIENCE

Undergraduate Courses Taught:

- SPORTMGT 210 Introduction to Sport Management (11 sections)
- SPORTMGT 480 Sport Policy (6 sections)
- SPORTMGT 321 Sport Marketing (4 sections)
- SPORTMGT 280 History of Baseball in America (1 section)
- SPORTMGT 392D Sport Entrepreneurship (7 sections)
- SPORTMGT 495 Sport Sales Strategy (3 sections)

Graduate Courses Taught:

- SPORTMGT 636 Sport Organizational Behavior and Development (2 sections)
- SPORTMGT 680 Sport Policy (3 sections)

ONLINE TEACHING EXPERIENCE (last updated Summer 2022)

Undergraduate Courses Taught:

- SPORTMGT 321 Sport Marketing (1 section)
- SPORTMGT 280 History of Baseball in America (26 sections)
- SPORTMGT 392B Sport Entrepreneurs and Celebrities: Lessons in Business (3 sections)
- MKTG 425 Sales & Distribution Strategy (10 sections)
- MGMT 492 Entrepreneurship & Society (1 section)

- MGMT 341 New Ventures (10 sections)
- SCH-MGMT 197P Personal Finance and Investing (3 sections)

Graduate Courses Taught: (Online Masters of Business Administration):

- SCH-MGMT 660 Marketing Management (1 section)
- SCH-MGMT 719 Entrepreneurship (12 sections)

Online Course Development:

- Developed SCH-MGMT 197P Personal Finance and Investing to be taught as a BBA online course
- Developed MGMT 341 New Ventures to be taught as a BBA online course
- Developed MKTG 425 Sales & Distribution Strategy to be taught as a BBA online course.
- Developed SPORTMGT 392B Sport Entrepreneurs & Celebrities: Lessons in Business to be taught as an online course.
- Developed SPORTMGT 280 History of Baseball in America to be taught as an online course.
- Developed SPORTMGT 321 Sport Marketing for use in the Bachelor of Business Administration (BBA) program to be taught as an online course.
- Developed SCH-MGMT 719 Entrepreneurship to be taught as a MBA online course.
- **Online teaching revenue generated = \$4,728,149 (2009-present) last updated Summer 2022**

SERVICE:**Departmental:**

- Serve as the faculty sponsor for Cody Lanza, a student enrolled in the UMass Bachelor's Degree with Individual Concentration (BDIC) Program. Cody's concentration is entrepreneurship (2017).
- Serve as the faculty sponsor for Zhe (George) Liu, a student enrolled in the UMass Bachelor's Degree with Individual Concentration (BDIC) Program. George's concentration is health and fitness marketing and entrepreneurship (2017).
- Serve as the faculty sponsor for Elias Os, a student enrolled in the UMass Bachelor's Degree with Individual Concentration (BDIC) Program. Elias's concentration is entrepreneurship (2016-17).
- Serve as the committee chair for Geoffrey Guerin's Honors Research Project (SPORTMGT 499Y) through the Commonwealth Honors College. Geoffrey's thesis topic is Event Management (2016-17).
- Average approximately 400 student office appointments per academic year generally discussing our internship program, professional development activities and employment strategies (2009-present).
- Served as the faculty sponsor for Connor Boushell, a student enrolled in the UMass

Bachelor's Degree with Individual Concentration (BDIC) Program. Connor's concentration is social entrepreneurship.

- Served as the faculty sponsor for Colton Agar, a student enrolled in the UMass Bachelor's Degree with Individual Concentration (BDIC) Program. Colton's concentration is internet marketing and digital media with a focus in entrepreneurship.
- Faculty advisor, McCormack Student Leaders club (formerly UMASSM) (2010-present)
- Appointed Director of Internships for the Department of Sport Management (2009-present)
- Member, Sport Management Department Strategic Planning Committee (2010)
- Appointed to the Department's Graduate Faculty "M" category to serve as a member of Master's Thesis and Doctoral Dissertation committees (2010)
- Faculty advisor for a group of Sport Management majors who created and developed their own sport organization, Beuno Ball, which is a student-run baseball league (2008 – 2013).
- Member of the Sport Management Personnel Committee (2008 – 2009).
- Served as advisor for Travis Pollio's SPORTMGT 396 Independent Study exploring the impact steroids has had on the history of baseball.
- Served as advisor for Mike Silver's SPORTMGT 396 Independent Study exploring the strategic and financial factors leading to revenue generation for Major League Baseball team's stadiums.
- Served as advisor for Matt Wilson's SPORTMGT 396 Independent Study exploring alternatives to the current Bowl Championship Series (BCS).
- Invited to address Sport Management doctoral luncheon. Topics included research interests and online teaching.
- Served as faculty advisor for Tim Tracey, freshman Sport Management student, with his sponsorship proposal to Harrow Sports, a lacrosse equipment and apparel manufacturer. The sponsorship proposal was developed on behalf of the UMass Athletic Department and presented numerous sponsorship, branding, targeting, and revenue generation opportunities for Harrow at the 2009 UMass-Syracuse Men's Lacrosse contest.
- Serve as the faculty advisor for Alpha Marketing, a student-run sport marketing group working with companies external to the UMass campus as well as student groups and clubs on the campus. Mission of the group is to assist companies and student groups/clubs with developing business and marketing opportunities on campus.
- Serve as the faculty sponsor for Ryan Wilson, a student enrolled in the UMass Bachelor's Degree with Individual Concentration (BDIC) Program. Ryan's concentration is sport communication and journalism.

College:

- Recipient of the 2016-17 Isenberg School of Management Outstanding Teacher Award (also received award in 2009-10)
- Selected as featured professor in a new Isenberg School of Management initiative titled "The Driven: Faculty" that will be featured through Isenberg's Instagram account (2016).
- Serve as the academic advisor for Sydney Robinson, a freshman sport management

major, who is competing in the 2016 Berthiaume Center for Entrepreneurship Innovation Challenge. Sydney will prepare a truncated business plan and present that to a panel of professors acting as angel investors and the winner of this competition will continue to compete toward a \$50,000 first-place prize as seed money to start his company (2016).

- Served as the mentor for Stephanie Menezes, an Isenberg sophomore majoring in management, who was one of five 2013 national recipients of a \$10,000 scholarship from the Liberty Mutual Responsible Scholars program. The scholarships recognize students from four-year colleges who "initiate a service or volunteer program that directly impacts or actively engages their campus community." Menezes earned the scholarship for her successful creation and implementation of Run4Fun, a program that promotes running among children, ages 8-13. (2013)
- Recipient of the Isenberg School of Management Outstanding Teacher Award (2009-10)
- Collaborated with Alex Neifer, Isenberg School of Management Alumni Relations and Development Office, on the development of a Sport Management Conference to be held in the Mullins Center.

University:

- Nominated for the 2016-17 University of Massachusetts Distinguished Teaching Award
- Nominated for the 2010-11 University of Massachusetts Distinguished Teaching Award
- Five-time Recipient of the Residential First Year Experience (RFYE) Student Choice Award (2009-13).
- One of two Sport Management faculty participating in the inaugural 2010 Davis Integrative Experience (IE) Fellowship Program

Community:

- Assisted and advised Matthew Boone, Babson College head baseball coach and Mount St. Ida's sport management instructor, with the development of a history of baseball course (2016).
- Donated \$1000 in cash and \$300 in food to the South Hadley, Massachusetts Food Pantry January (2016, 2017).
- During the winter and spring of 2016, I'll be working with Sydney Robinson, a McCormack undergraduate student, to develop a sponsorship sales strategy and sponsorship sales brochure for the New England Collegiate Baseball League (NECBL).
- As the academic advisor of the McCormack Leaders Club, I facilitated the introduction of our club executive board to Sport Business Prof. Jim Kadlecek of Mount Union College in Ohio to have our students help the sport business club at Mount Union College to create their own student run event management company mimicking the one run through the Mark H. McCormack Sport Management Department (November 2015).
- Serving as a consultant to Charles McCullagh, chief financial officer for Williston Academy, Easthampton, Massachusetts, to assist his prep school with the development of an entrepreneurship curriculum for senior-level students. I'll also serve as a guest lecturer during their spring 2016 semester. (10/15/15 to present).
- Current and past editors of Sport Marketing Quarterly selected the following article

"Marketing to Lifestyles: Action Sports and Generation Y" to be recognized in the Top 20 of 20 (best journal articles) for the Sport Marketing Quarterly's 20th Anniversary!

- Invited speaker at the Hopkins Academy Career Fair
- Advisor to the WillPower Foundation, a non-profit organization that provides grants to families with disabled children
- Member, Business Advisory Council, Holyoke Blue Sox, a New England College Baseball League (NECBL) team
- Served as faculty advisor for Zach Migliozi, a junior at Plainedge High School in Massapequa, NY. Zach has been selected to participate in the Intel Advanced Research Program and has chosen to study the impact of academic and athletic training activities (e.g., summer camps, SAT Prep, etc.) on a student's success rate of being admitted as a student-athlete to a college or university of their choice.
- Served as faculty advisor for Katie Stanton, a UMass Marketing student, with the development of a non-profit organization, SportTeach, Inc., that links the Massachusetts Department of Education and local professional teams such as the Celtics, Red Sox, Bruins and Patriots. The program is premised on cause-related sport marketing (CRSM) and will use sport-related software to prepare 4-6 grade students for the Massachusetts Comprehensive Assessment System (MCAS) exams.

Invited Lectures:

- Spoke to Professor Mckelvey's SPORTMGT 493 Sport Sales class regarding the personality traits most prevalent in successful sales people. (3 sections)
- Addressed students in the spring semester SPORTMGT 210 Intro to Sport Management class regarding professional development. Based on my Good or Great presentation (4 sections).
- Invited to address the effect World War II had on our national pastime in Dr. Brian Bunk's HIST 386 Survey of World War II (1 section).
- Spoke to 400 students in MKTG 301 Principles of Marketing based on the Jim Collins book *Good to Great*. Lecture focused on the necessary and optional steps students should follow in moving from good students to great students (1 section).
- Lectured in SPORTMGT 202 History of Sport with regards to the ethnicity timeline in Major League Baseball including Jackie Robinson (1 section).
- Taught a Cause-Related Sport Marketing (CRSM) lecture in SPORTMGT 397H – Community Relations in the Sport Industry. Lecture focused on effectiveness of CRSM strategies for sport organizations and for-profit corporations (2 sections).
- Taught a Cause-Related Sport Marketing (CRSM) lecture in MKTG 421 Brand Strategy. Lecture focused on effectiveness of CRSM strategies for sport organizations and individual athletes (2 sections).
- Taught a Marketing/Sales lecture to students visiting from the Renaissance High School of Springfield, MA. Lecture focused on tactics required to help the students sell UMass Men's Basketball tickets for the January 10, 2009 game at the Mass Mutual Center.

Georgia Southern University – Sport Management (2001 to 2008):

TEACHING EXPERIENCE

Undergraduate Courses Taught:

- SMGT 4338 Sport Policy Development (Strategic Mgn't class 12 sections)
- SMGT 4337 Legal Aspects of Sport (4 sections)
- SMGT 4336 Sport Business Operations (Sales class 7 sections)
- SMGT 3330 Sport Promotion and Marketing (12 sections)
- SMGT 3236 Financial Management of Sport (1 section)
- SMGT 4630 Baseball and American Culture (7 sections)
- SMGT 4091 Directed Individual Study (1 section)

Graduate Courses Taught:

- SMGT 7339 Sport Finance & Management Strategy (6 sections)
- SMGT 7337 Sport Marketing (6 sections)
- SMGT 7335 Sport Law and Risk Management (1 section)
- SMGT 7830 Directed Individual Study (3 sections)

Course Development/Improvement:

- As Undergraduate Coordinator for the Sport Management program I've implemented curriculum changes that have led, in part, to increasing the average GPA from 2.45 (summer 2004) to 2.90 (summer 2007)
- SMGT 4090 Baseball and American Culture – historical, legal, cultural and sociological view of our nation's history through the eyes of our National Pastime (2002 to present)
- Revised SMGT 7339 *Strategies in Sport Finance* to include a management strategy component that will be taught in the 2nd half of the semester. SMGT 7339 will now be entitled *Sport Finance & Management Strategy*. There was an obvious need for our graduate curriculum to include the study of management strategies and how successful organizations compete in the sport industry (2005).

Professional Development:

Center for Excellence in Teaching (CET) Workshops:

- Building Effective PowerPoint (3/23/06)
- Introduction to Excel (9/7/01)
- PowerPoint Courseware (9/14/01)
- Creating a Faculty Portfolio (9/24/01)

- WebCT – Introduction (9/24/01)
- WebCT – Managing Your Files (9/26/01)
- WebCT 101 – Online Course (10/1/01 – 10/5/01)

College of Health and Professional Studies Workshops:

- Evidence Based Decision Making (1/5/07)
- The Grant Development Process at Georgia Southern (2/06/02)
- Grant Networking and Resources (2/27/02)
- Fundamentals of Grant Development and Proposal Writing I (3/20/02)
- Fundamentals of Grant Development and Proposal Writing II (3/27/02)

Invited Lectures:

- Taught a Cause-Related Sport Marketing (CRSM) lecture in SPORTMGT 397H Community Relations in the Sport Industry. Lecture focused on effectiveness of CRSM strategies for sport organizations and for-profit corporations (2008).
- Taught a Cause-Related Sport Marketing (CRSM) lecture in 2 sections of MKTG 421 Brand Strategy. Lecture focused on effectiveness of CRSM strategies for sport organizations and individual athletes (2008).
- Taught one (1) lecture for SMGT 2130 Introduction to Sport Management (spring semester). The lecture focused on Sport Sponsorship (2006).
- Taught two (2) lectures for RECR 4530 Marketing Recreation Services. Lectures focused on clarifying my sport marketing project Dr. Bigley adopted for this class. The emphasis was placed on target market (and segments) identification and how to find demographic and psychographic information for these markets and segments (2006).
- Taught four (4) lectures for SMGT 2130 Introduction to Sport Management (spring semester). The lectures focused on Sport Sponsorship and Consumer Incentives (2005).
- Taught two (2) lectures for SMGT 2130 Introduction to Sport Management (summer session B). The lectures focused on Sport Sponsorship and Consumer Incentives (2005).
- Taught four (4) lectures for SMGT 2130 Introduction to Sport Management (fall semester). The lectures focused on Finance, Economics, Sport Sponsorship and Consumer Incentives (2005).
- Taught ten (10) lectures for SMGT 2130 Introduction to Sport Management. The lectures focused on Sport Sponsorship, Finance, Economics, Consumer Incentives and the Sport Product (2004).
- Taught two (2) lectures for SMGT 2130 Introduction to Sport Management. The lectures focused on Sport Sponsorship and Consumer Incentives (2003).
- Invited to give three (3) lectures in RECR 4536, Evaluation and Research in Recreation. Lectures focused on the areas of qualitative evaluation and quantitative

evaluation and a laboratory experience where students learned to use SPSS, a statistical analysis software product (2002, 2003).

SERVICE:

College/Department:

- Involved Sport Management graduate assistants with the development of case studies to be published in peer-reviewed journals. The case studies focused on sport organizations facing marketing/management challenges in the sport industry (2008).
- Added out-of-class assignment for SMGT 7337 Sport Marketing. Graduate students were able to work with representatives from area companies (e.g., Pride Pools & Spas, Pizza Hut, Sir Shop, etc.) and developed sponsorship proposals to assist these companies with increasing sales by becoming a sponsor of the GSU baseball program (2008).
- Created employment opportunities for Sport Management students with Mass Mutual Insurance Company's Atlanta office. Partnership was formed with the assistance of Victor Borowsky, company Sales Manager (2007).
- Member of the College of Health and Human Sciences Awards Committee (2007).
- Served as faculty advisor to Laura Ashley Harris as part of her University Honors Program classroom project in SMGT 3330 Sport Promotion & Marketing. Laura is working directly with employees of Sea Island Bank and assisting them with increasing their return on investment (ROI) through a sport sponsorship arrangement with GSU Athletics (2007).
- Served as faculty advisor to Holly Larsen as part of her University Honors Program classroom project in SMGT 4336 Sales class. Holly created a complex database using Excel and Access to assist the Athletic Department Ticket Office calculate total sales and track ticket purchasers and prospects for 2007's class (2006).
- Thesis Committee Chair for Kris Newsome. His research study is titled A Mixed Methodological Examination of the Moneyball Approach to Drafting High School and College Baseball Players (2006).
- Member of the Hospitality, Tourism, Family and Consumer Sciences Department Promotion and Tenure Committee (2006).
- Chair, Sport Management Search Committee for Assistant Professor (2006-07).
- Thesis committee member for Elizabeth Athanas, a Kinesiology graduate student. Her research study is titled: Fear of Failure, Experience, and Competitive Division as Predictors of State Anxiety in USFA Epee Fencers (2006).
- Facilitated the market research project conducted by Katherine Elaine Jeschke in the Spring of 2006 as part of her College Honors Program requirements. Katherine worked with the Savannah Sand Gnats (2006).

- Set-up the reading and writing schedules for Directed Independent Studies (SMGT 7830) for Craig Kennedy (GSU Women’s basketball coach) and Lise Kennedy (GA Public School Teacher). Their area of focus is sport marketing. Craig is creating a detailed marketing plan to increase attendance at GSU Women’s basketball games. Lise is conducting a market research study using samples from Auburn, AL and Bulloch County, GA. Her research study aims to identify factors that would lead to increasing the recruitment and retention of pre-high school athletes for the Bulloch County Park and Recreation Department athletic programs (2005-06).
- Thesis committee member for Delvecchio Anthony, a sport psychology graduate student. His research study is titled: Experiences of Hip-Hop Culture Before, During, and After Competition: An Existential Phenomenological Study (2005-06).
- Thesis committee member for Crissy Rapp, a sport psychology graduate student. Her research study is titled: Understanding the Lived Experience of Career-Ending Injuries: A Qualitative Analysis (2006).
- Advisor to Kris Newsome, sport psychology graduate student, who is conducting a research project as part of his Independent Study with Dr. Dan Czech. Kris is comparing different baseball scouting methodologies based on the *MoneyBall* book (2005-06).
- Assisted Jen Knight, sport psychology graduate student and coordinator of the sport psychology performance lab. Assistance focused on the development of a marketing plan to recruit GSU students and Bulloch County high school athletes to utilize the lab (2005-06).
- Represented the Hospitality, Tourism, Family and Consumer Science Department at the GSU high school student Open House (2005).
- Worked at the 2005 GSU Graduate School Fair on behalf of the Sport Management Program (2005)
- Advised Holly Larsen, Robert E. McNair Post-Baccalaureate Scholarship Program recipient, with the design and implementation of her economic impact research project for Statesboro-Bulloch County Parks and Recreation Department. As a student in the McNair program, Holly had to conduct her own research project. This project measured the economic impact *Splash in the Boro* has on Bulloch County. The results of the study indicated an economic impact of \$635,000 in 2005. Holly presented her findings at the McNair National Conference at the University of Tennessee (Summer 2005).
- Arranged for representatives of the Atlanta Spirit, LLC, owners of the Atlanta Hawks, Atlanta Thrashers and the Philips Arena, to give a 3-hour presentation to 120 GSU undergraduate and graduate sport management students. The presentation consisted of job/internship opportunities with the Spirit followed by interview sessions (2004-05)
- Completed Sport Management program review for Provost (Spring 2004)
- Served as departmental recruiter for *2004 A Day for Southern* fundraising campaign
- Appointed Sport Management Undergraduate Program Director (2003 – present)
- Assisted in the revision of current Sport Management undergraduate curriculum. Changes were approved May 21, 2003 by the GSU Undergraduate Curriculum

Committee

- Organized the committee for reviewing student applications pertaining to the GSU Sport Management Professional Development Travel Award (2002 - present)
- Initiated the re-organization of the sport management curriculum; labeling SMGT 3000-level and 4000-level courses as junior/senior only.
- Facilitated a student's participation in the Bell Honors Program through SMGT 3236 Financial Management of Sports (2003).
- Facilitated a student's participation in the Bell Honors Program through SMGT 4338 Sport Policy and Development (2007).

University:**Non-Revenue Generating Activities**

- Invited by the GSU Athletic Department to throw out the first pitch prior to the May 3, 2008 baseball game vs. The Citadel. Onfield ceremony included photo op with Athletic Director Sam Baker while presenting a check to Sam for \$126,000 from my sales class. There was also a detailed PA announcement honoring Grand Slam Marketing (student group I advise) for their efforts promoting and marketing the baseball team and stadium (2008).
- Appeared in feature article for Georgia Southern University Alumni Magazine. Article focused on my sales class that had raised \$126,000 in 7 years for the GSU Athletic Department (2008).
- Agreed to cross-list SMGT 4630 Baseball and American Culture to appear as a course in the American Studies program (2007).
- Served as a marketing consultant for the Georgia Southern University Campus Recreation and Intramurals (CRI) department. Objective was to design a marketing plan to create awareness and increase participation rates for the new addition to the Recreation and Activities Center (RAC) (June-July 2006).
- Videotaped by Carin Morris, news reporter for Eagle News Network (local cable channel 97), for their evening news. Story focused on steroids and pitchers in Major League Baseball (May 2005).
- Participated, at the request of GSU Provost, Dr. Linda Bleicken, in the NCAA Re-certification Peer Review Visit (11/16/04).

Revenue Generating Activities

- Established the Grand Slam Marketing Annual Tuition Award. Through a partnership with Farmers and Merchants Bank, a GSU student is provided with funds to cover the costs of fall 2007 tuition. The award is one of many fans can win while attending GSU baseball games (2006 to present).
- Secured \$8742.00 in private funding for Grand Slam Marketing – 20-member student organization responsible for marketing and promoting the baseball program. Funds were be used for operational purposes, purchase of uniforms (shirts and jackets), student recruitment activities and sponsorship activities (2005).

- Coordinated the creation of Grand Slam Marketing, a 20-student organization whose primary function is to handle all marketing and promotions for GSU Baseball. This will be a 10-month commitment and responsibilities will include selling corporate sponsorships and luxury suite rentals, providing on-field entertainment and stadium concourse activities, increasing student attendance and many others. The group will work under the direction of myself and the GSU Director of Athletics Marketing (June 2005 – present).
- Created a Sport Management sales class that is responsible for the sale of season tickets, sponsorship packages and other sport products for GSU baseball, basketball, and the Athletics Department. Generated total sales of \$126,000 (2001 to present).

Professional:

- Special Issue Reviewer: *International Journal of Sports Management and Marketing* (2007).
- Ad Hoc Reviewer: *International Journal of Sports Management and Marketing* (2007 to present).
- Recruited to serve as an outside reviewer for the Tenure and Promotion Process for John Clark, Assistant Professor in the Robert Morris University School of Business (2006).
- Appointed to the editorial board for the *Journal of Sport Management* (2003 to present).
- Section Editor: *Sport Marketing Quarterly* (2001-2003).
- Appointed Committee Chair for Sport Marketing Association (SMA) student case study competition to be held during national conference (2003).
- Appointed to the student case study competition committee for Sport Marketing Association annual conference (2003 to present).
- Appointed to Membership Committee for Sport Marketing Association (SMA) (2002 to present).
- Reviewer: *International Journal of Sports Marketing and Sponsorship* (2001 to present).

Committees:

- Department of Hospitality, Tourism, Family and Consumer Sciences Program and Curriculum Committee (2003 – present)
- College of Health and Human Sciences (CHHS) Student Services Center (SSC) Advisory Committee (2002 – present)
- Chair, Departmental Search Committee (Assistant Professor 2002)
- Member, Departmental Search Committee (Open Rank 2002)
- Departmental Library Committee (2001- 2003)
- College of Health and Professional Studies (CHPS) - Faculty Advisory Committee (2001-2002)
- GSU Sport Management Conference – Organizing Committee (2001- present)

Community:

- Assisted Lise Kennedy and Nate Kellogg, former sport management graduate students, with their research study. Lise and Nate are area coaches and their study investigated the mean differences in high school standardized test scores between athletes and non-athletes. My assistance focused on the data entry and analysis and the interpretation of results using the Statistical Package for the Social Sciences (SPSS) software package (2008).
- Contacted by ICFAI Books, an affiliate of ICFAI School of Business, ICFAI University, Hyderabad, India, for permission to reprint five of my authored or co-authored papers to be included in a book entitled *Sport Marketing*. I am also serving as co-editor of this book. The book is due for publication in 2007.
- Contacted by ICFAI Books, an affiliate of ICFAI School of Business, ICFAI University, Hyderabad, India, for permission to reprint two of my cause-related marketing articles as part of a book on this topic: *A Framework for Understanding Cause-Related Sport Marketing Programs* and *FedEx and the St. Jude Classic: An Application of a Cause-Related Marketing Program (CRMP)*. The book is due for publication in 2006.
- Initiated the planning of an after school education program for Grace Community Church in Statesboro. The program will be centered on the *Everyday Life Skills* curriculum published by American Guidance Service, Inc. (2006).
- Interviewed by Josh Aubrey, reporter for CNN Local News, for a piece about Grand Slam Marketing that appeared on Channel 38, Statesboro Cable (February 2006).
- Interviewed by Fran Morley, writer for *Sports Events Magazine*, for an article discussing cause-related marketing and the effectiveness of this marketing strategy for athletic events (May 2005).
- Interviewed by sports reporter for Gwinnett (GA) Daily Post. Responded to questions related to PGA golfers marketing themselves outside of competing in the 2004 Bell South Classic (PGA).
- Under my direction, graduate students conducted three (3) market analysis/research projects for the Savannah Sand Gnats (minor league baseball team) organization (Spring 2003).
- Interviewed by sports reporter for Gwinnett (GA) Daily Post. Responded to questions related to arena “naming rights” for new minor league hockey facility under construction in Gwinnett County, GA (September 2002).

University of Massachusetts – Sport Management (1997 to 2001):**September 1998 – May 2001 Teaching Associate - Sport Management**

- SPORST 321 Sport Marketing (3 sections).
- SPORST 424 Sport Finance and Business (3 sections).
- SPORST 210 Introduction to Sport Management (1 section).

- SPORST 493A International Sport Management (1 section).
- SPORST 394B History of Baseball in America (3 sections).
- SPORST 693A Applied Sport Marketing Research - co-taught graduate level research course (1 section).

September 1997 – May 1998 Teacher Education Program - Graduate Assistant

- Awarded a graduate assistantship through the General Physical Education (GPE) Program to supervise 75 undergraduate students teaching PE courses (2 semesters).
- PE 100/G15-16: Personal Fitness - fitness course (1 section/summer session).

Springfield (MA) College (1994 to 1996):

September 1995 – May 1996 Teaching Fellowship

- HFIT 160: Physical Fitness - taught lab portion of undergraduate prep course for American College of Sports Medicine (ACSM) health fitness instructor exam (4 sections).
- PEAC 100: Fitness for Life - all-college requirement designed to educate student about the mechanisms available to initiate and continue a fitness program and/or lifetime sports through adulthood (4 sections).
- RSCH 301: Statistics - tutor graduate students in basic statistics (1 section).
- RSCH 302: Advanced Statistics - tutor doctoral students in advanced statistics (1 section).
- Member of Springfield College search committee whose function was to select a coordinator/educator for the Health Fitness program.
- Member of Springfield College committee whose function was to improve curriculum within the Health Fitness graduate program.

Springfield (MA) Public Schools (1994 to 1998):

- Summer school instructor at Massachusetts Career Development Institute (MCDI); alternative school for high-risk students (1998).
- Coordinator of Springfield, MA Public Schools Summer Feeding Service Program (SFSP). Program is sponsored by the U. S. Department of Agriculture and Massachusetts Department of Education. Responsibilities include supervising staff of 50 employees, feeding 2500 children daily, and speaking with elementary and middle school children about issues such as nutrition, fitness education, and drug/alcohol awareness (1994-97).

PEER-REVIEWED PUBLICATIONS

Todd, S., Magnusen, M., **Lachowetz, T.**, & Jones, A. (2017). A Ticketing Informatics Case Study in Collegiate Athletics. Case Studies in Sport Management, 5(Case #4), 95-97.

- Todd, S., Jones, C.W., **Lachowetz, T.**, & Means, J. R. (2016). Employee Motivation on the PBA Tour: A Case Study. Case Studies in Sport Management. (Under 2nd review)
- Todd, S., Magnusen, M. J., Andrew, D. P. S., & **Lachowetz, T.** (2014). From Great Expectations to Realistic Career Outlooks: Exploring Changes in Job Seeker Perspectives Following Realistic Job Previews in Sport. Sport Management Education Journal, 8(1), 58-70.
- Todd, S., Crook, T., & **Lachowetz, T.** (2013). Agency theory explanations of self-serving sales forecast inaccuracies. Business and Management Research, 2(2), 13-21.
- Lachowetz, T.**, Clark, J., & Irwin, R. (2010). Cause-Related Sport Marketing: Can This Marketing Strategy Affect Company Decision-Makers' Intent to Purchase? Journal of Management and Organization 16(4), 550-556.
- Lachowetz, T.**, Todd, S., & Dees, W. (2009). Successfully marketing a collegiate baseball program within resource constraints: A special case of volunteerism. Journal of Sport Administration and Supervision, 1(1), 65-74.
- Lachowetz, T.**, Ryan, E., Dees, W., & Todd, S. (2009). Savannah Sand Gnats: Macro Strategies for Using Identity to Increase Attendance in Minor League Baseball. Sport Marketing Quarterly, 18(4), 222-227.
- Sorenson, L., Czech, D.R., Gonzalez, S., **Lachowetz, T.** and Klein, J. (2008). Listen Up! The Experience of Music in Sport. - A Phenomenological Investigation. Athletic Insight: The Journal of Sport Psychology, 10(2) online.
- Nelson, J, Czech, D., Joyner, B., Munkasy, B., & **Lachowetz, T.** (2008). The Effects of Video and Cognitive Imagery on Throwing Performance of Baseball Pitchers: A Single Subjects Design. The Sport Journal, 11(2), 1-25.
- Todd, S., Andrew, D., **Lachowetz, T.**, & Pursel, B. (2007). Exploring the ways trait competitiveness differentiates Major League Soccer salespeople. International Journal of Sport Management, 8(4), 372-387.
- Schimmel, K., Clark, J., Irwin, R.L., & **Lachowetz, T.** (2007). What Communication Methods Work for Sports Events? An Analysis of the FedEx St. Jude Classic. International Journal of Sports Management and Marketing, 2(3), 301-315.
- Schimmel, K., Clark, J., Irwin, R.L., & **Lachowetz, T.** (2006). A Perceptual Mapping Approach to Assessing Media Effectiveness. (2006 Southeast Institute for Operations Research and the Management Sciences SE INFORMS Proceedings, Myrtle Beach, SC.)
- Larsen, H. M., Zwald, D., & **Lachowetz, T.** (2006). The Economic Impact of "Splash in the

Boro" Water Park on Bulloch County, Georgia. (2006 National Conference on Undergraduate Research Conference Proceedings, Asheville, NC).

Lachowetz, T., & Bennett, G. (2004). Marketing to Lifestyles: The Gravity Games and Generation Y. Sport Marketing Quarterly, 13(4), 239-243

Irwin, R., **Lachowetz, T., & Clark, J.** (2003). Cause-Related Sport Marketing: How Should it Work? International Journal of Sport Management, 4(3), 173-178.

Clark, J. S., Schimmel, K., **Lachowetz, T., & Irwin, R.** (2003). Business-to-Business Relationships and Sport: Using Sponsorship as a Critical Sales Event. International Journal of Sports Marketing and Sponsorship, 5(2), 129-144.

Irwin, R., **Lachowetz, T., T. B. Cornwell, & Clark, J.** (2003). Cause-Related Sport Sponsorship: An Assessment of Spectator Beliefs, Attitudes, and Behavioral Intentions. Sport Marketing Quarterly, 12(3), 131-139.

Lachowetz, T., McDonald, M., Sutton, W., & Hedrick, D. H. (2003). Corporate Sales Activities and the Retention of Sponsors in the National Basketball Association (NBA). Sport Marketing Quarterly, 12(1), 18-26.

Lachowetz, T., & Gladden, J. (2003). A Framework for Understanding Cause-Related Sport Marketing Programs. International Journal of Sports Marketing and Sponsorship, 4(4), 205-225.

Lachowetz, T., Clark, J., Irwin, R., & Cornwell, T.B. (2002). Cause-Related Sponsorship: A Survey of Consumer/Spectator Beliefs, Attitudes, Behavioral Intentions and Corporate Image Impressions. (2002 American Marketing Association Summer Marketing Educators' Conference Proceedings, San Diego, CA).

Lachowetz, T., & Irwin, R. (2002). FedEx and the St. Jude Classic: An Application of a Cause-Related Marketing Program (CRMP). Sport Marketing Quarterly, 11(2), 114-116.

Lachowetz, T., Sutton, W., McDonald, M., Warnick, R., & Clark, J. (2002). Corporate Selling Activities and the Determinants of Corporate Partner Retention in the National Basketball Association. International Journal of Sports Marketing and Sponsorship, 403-427.

Lachowetz, T., McDonald, M., Sutton, W. A., & Clark, J. (2001). The National Basketball Association: Application of Customer Lifetime Value. Sport Marketing Quarterly, 10(3), 181-184.

Lachowetz, T. (2001). Regional Sports Alliance: A Conceptual Approach. Sport Marketing Quarterly, 10(1), 25-34.

- Moncada, J., & **Lachowetz, T.** (2001). Allometric scales: A fair criteria for evaluating performance in movement sciences. Revista Educación (U. of Costa Rica, Education Review), 25(1), 95-102.
- Niles, E. S., **Lachowetz, T.**, Garfi, J., Sullivan, W., Smith, J. C., and Headley, S. (2001). Carbohydrate-Protein Drink Improves Performance After Recovery from Endurance Exercise. Journal of Exercise Physiology, 4(1), 45-52.
- Sutton, W. A., **Lachowetz, T.**, and Clark, J. (2000). EDUSELLING: The Role of Customer Education in Selling to Corporate Clients in the Sport Industry. International Journal of Sports Marketing and Sponsorship, 2(2), 145-158.
- Drury, D. G., **Lachowetz, T.**, and Tremino, F. (1999). A Practical Guide for Bridging the Gap Between Exercise Science and the Front Lines of Physical Education. In R.S. Feingold, C.R. Rees, G.T. Barrette, L. Fiorentino, S. Virgilio & E. Kowalski (Eds.), Proceedings of the World Sport Science Congress, Adelphi University, 388-392.
- Vanderburgh, P., G. Daniels, T. Crowder, **T. Lachowetz**, and R. Elliot. (1998). The 10 Minute Cycle Ergometer Test: A Body-Mass Adjusted Test of Maximal Aerobic Power. Journal of Strength and Conditioning Research, 12(1), 12-17.
- Lachowetz, T.**, Drury, D., Elliot, R., Evon, J., and Pastiglione, J. (1998). The Effect of an Intercollegiate Baseball Strength Program on the Reduction of Shoulder and Elbow Pain. Journal of Strength and Conditioning Research, 12(1), 46-51.
- Lachowetz, T.**, Evon, J., and Pastiglione, J. (1998). The Effect of an Upper Body Strength Program on Intercollegiate Baseball Throwing Velocity. Journal of Strength and Conditioning Research, 12(2), 116-119.
- Headley, S., Keenan, T., Manos, T., Phillips, K., **Lachowetz, T.**, Keenan, H., and Mahar, M. T. (1998). Renin and Hemodynamic Responses to Exercise in Borderline Hypertensives. Ethnicity and Disease, 8, 312-318.

PUBLISHED PEER-REVIEWED ABSTRACTS

- Irwin, R., **Lachowetz, T.**, T. B. Cornwell, & Clark, J. (November 2004). Cause-Related Sport Sponsorship: Assessing Beliefs, Attitudes, and Behavioral Intentions Of Targeted Corporate Decision Makers, 2nd annual Sport Marketing Association, Memphis, TN.
- Todd, S., Andrew, D., & **Lachowetz, T.** (May 2004). Task Level Predictors of Employee Job Attitudes in Sporting Goods Retail. 19th annual meeting for the North American Society for Sport Management, Atlanta, GA.

- Lachowetz, T., & Bennett, G.** (November 2003). Marketing to Lifestyles: The Gravity Games and Generation Y. 1st annual meeting for the Sport Marketing Association, Gainesville, FL.
- Lachowetz, T., & Gladden, J.** (May, 2003). Exploring the Effectiveness of Professional Sport Team's Cause-Related Sport Marketing Programs. 18th annual meeting for the North American Society for Sport Management, Ithaca, NY.
- Lachowetz, T., Hedrick, D. H., McDonald, M., Sutton, W. A., & Clark, J.** (October, 2002). The National Basketball Association: Application of Customer Lifetime Value. 7th Annual International Conference on Sport and Entertainment Business, Columbia, SC.
- Lachowetz, T., Hedrick, D. H., McDonald, M., & Sutton, W., &** (October, 2002). Corporate Sales Activities and the Retention of Sponsors in the National Basketball Association (NBA). 7th Annual International Conference on Sport and Entertainment Business, Columbia, SC.
- Clark, J. S., Schimmel, K., **Lachowetz, T., & Irwin, R.** (October, 2002). Business-to-Business Relationships and Sport: Using Sponsorship as a Critical Sales Event. 7th Annual International Conference on Sport and Entertainment Business, Columbia, SC.
- Irwin, R., **Lachowetz, T., T. B. Cornwell, & Clark, J.** (October, 2002). Cause-Related Sport Sponsorship: An Assessment of Spectator Beliefs, Attitudes, and Behavioral Intentions. 7th Annual International Conference on Sport and Entertainment Business, Columbia, SC.
- Lachowetz, T.** (October 2001). Corporate Sales Activities and the Determinants of Corporate Partner Retention in the National Basketball Association (NBA). 6th annual International Conference on Sport and Entertainment Business, Columbia, SC.
- Campos, C., McDonald, M., & **Lachowetz, T.** (September 2001). The Turnaround of Major League Soccer in the USA. 9th annual meeting for the European Association for Sport Management Congress, Vitoria-Gasteiz, Spain.
- Lachowetz, T.** (May 2001). Regional Sports Alliances: A Conceptual Approach. 16th annual conference for the North American Society for Sport Management, Virginia Beach, VA.
- Lachowetz, T.** (May 2000). EDUSELLING: The Role of Customer Education in Selling to Corporate Clients in the Sport Industry. 15th annual conference for the North American Society for Sport Management, Colorado Springs, CO.
- Headley, S., Keenan, T., Manos, T., Phillips, K., **Lachowetz, T., Keenan, H., & Mahar, M. T.** (1998). Hemodynamics and Post-Exercise Hypotension in Caucasian and African-

American Borderline Hypertensive Females. Medicine and Science in Sports and Exercise, 30(5), S112.

Headley, S., Keenan, T., Manos, T., Phillips, K., **Lachowetz, T.**, Keenan, H., & Mahar, M. T. (1997). Plasma Renin and Hemodynamic Responses in Caucasian and African American Borderline Hypertensive Adult Females. Medicine and Science in Sports and Exercise, 29(5), S81.

Niles, E. S., **Lachowetz, T.**, Garfi, J. Smith, J., Sullivan, W., & Headley, S. (1997). The Effect of a Carbohydrate-Protein Drink on Muscle Glycogen Resynthesis After Endurance Exercise. Medicine and Science in Sports and Exercise, 29(5) S126.

BOOK CHAPTERS

Bennett, G., **Lachowetz, T.** (2011). Marketing to Lifestyles: Action Sports and Generation Y. In N. Lough & W. Sutton (Eds.), *Handbook for Sport Marketing Research* (pp. 177-183). Fitness Information Technology: Morgantown, WV.

Lachowetz, T., & Gladden, J. (2006). A Framework for Understanding Cause-Related Sport Marketing Programs. In S. Ghosh & V. N. Posa (Eds.), *Cause Related Marketing: An Introduction* (pp. 115-140). The ICFAI University Press: Hyderabad, India.

Lachowetz, T., & Irwin, R. (2006). FedEx and the St.Jude Classic-An Application of a Cause-Related Marketing Program (CRMP). In S. Ghosh & V. N. Posa (Eds.), *Cause Related Marketing: An Introduction* (pp. 161-170). The ICFAI University Press: Hyderabad, India.

NON-PEER-REVIEWED PUBLICATIONS

Lachowetz, T., & Todd, S. (February 13, 2017). Students working with stakeholders provides differentiation. Street & Smith's SportsBusiness Journal, 11.

Lachowetz, T. (July 20, 2015). Control type 2 diabetes the old-fashioned way: proper nutrition, exercise. Masslive.com, retrieved from http://www.masslive.com/opinion/index.ssf/2015/07/control_type_2_diabetes_the_ol.html

Lachowetz, T., & Todd, S. (May 18-24 2015). Realistic Previews Can Help Teams Identify Ideal will Job Candidates. Street & Smith's SportsBusiness Journal, 17.

Lachowetz, T., & Todd, S. (2008 April). Personality is a Factor in the Success of Salespeople in the Sport Industry. Giganti del Basket BT&M: The basketball training & management magazine, 54-55. (Magazine published in Italy)

- Lachowetz, T.** (2007 August). Want To Increase Attendance and Improve Fan Loyalty? Consider Aligning With Your Competitors. Giganti del Basket BT&M: The basketball training & management magazine, 44-48. (Magazine published in Italy)
- Lachowetz, T.** (2007 August). Strategic Alliances with Your Competitors. FIBA Assist Magazine, 35-38.
- Lachowetz, T.** (2006 Nov.-Dec.). Sport marketing e campagne sociali. Giganti del Basket BT&M: The basketball training & management magazine, 50-51. (Magazine published in Italy)
- Lachowetz, T.,** Gladden, J., Irwin, R., Clark, J., & Cornwell, T. B. (December 9, 2002). Study finds sports sponsorship benefits from cause overlay. IEG Sponsorship Report, 21(23), 1, 4-5.
- Lachowetz, T.,** & McDonald, M. (April 29, 2002). Consultative selling pays off in retaining NBA team sponsors. IEG Sponsorship Report, 21(8), 1, 4-5.
- Lachowetz, T.,** & McDonald, M. (October/November, 2001). Looking For a Win-Win Situation For Your Athletic Department? Consider Aligning With Your Competitors. Athletic Management, 13(6), 18-21.
- Lachowetz, T.,** Sutton, W. A., & McDonald, M. (October/November, 2000). Having Trouble Retaining Your Sponsors? "Eduselling" Might Be the Answer. Athletic Management, 12(6), 22-25.
- Lachowetz, T.** (June 26-July 2, 2000). Turn Your Competitor into a Sales Partner. Street & Smith's Sports Business Journal. P. 57.
- Lachowetz, T.** (1998). Improper Body Fat Levels a Hindrance to Athletes. Coaching Digest, 25(1), 23-25.
- Lachowetz, T.** (1998). Body Composition: Players' Body Fat Must Be Monitored to Keep Cat-Like Quickness. Collegiate Baseball, 41(2), 9.
- Lachowetz, T.** (1997). Alternative Proposals Were Not a Consideration for UNH. Collegiate Baseball, 40(12), 14.
- Lachowetz, T.** (1997). Profound Statements. Collegiate Baseball, 40(9), 4.
- Lachowetz, T.** (1997). Specificity of Training Can Reduce Rotator Cuff and Elbow Pain in Baseball. Collegiate Baseball, 40(7), 6-7.

Lachowetz, T. (1997). New Hampshire Not Dead Yet. Collegiate Baseball, 40(6), 15.

Lachowetz, T. (1997). Why Did New Hampshire Decide to Dump Grand Old Game of Baseball? Collegiate Baseball, 40(4), 2.

CONFERENCE PRESENTATIONS

Snyder, K., & **Lachowetz, T.** (2010). Managing the Brand in Online Communities: Social Media and Technology in Sport Marketing. Paper presented at the Sport Marketing Association (SMA) 8th Annual Conference in New Orleans, LA, October 26-29, 2010.

Snyder, K., & **Lachowetz, T.** (2009). Cause Related Sports Marketing: An Integration of Theoretical and Industry Practices. Paper presented at the Sport Marketing Association (SMA) 7th Annual Conference in Cleveland, OH, October 28-30, 2009.

Lachowetz, T., & Todd, S. (2008). Sales Class Training Leads to Employment Opportunities for Sport Management Students. Paper presented at the Sport Entertainment & Venues Tomorrow (SEVT) Conference in Columbia, SC, November 5-8, 2008.

Lachowetz, T. (2007). Grand Slam Marketing: A Student-Run Sport Marketing Agency. Paper presented at the Sport Marketing Association (SMA) 5th Annual Conference in Pittsburgh, PA, November 1-4, 2007.

Lachowetz, T. (November 2006). The anatomy of a sport management sales class. Paper presented at the 4th annual Sport Marketing Association Conference, Denver, CO.

Larsen, H. M., Zwald, D., & **Lachowetz, T.** (2006). The Economic Impact of “Splash in the Boro” Water Park on Bulloch County, Georgia. (Paper presented at the annual meeting of the National Conference on Undergraduate Research, Asheville, NC.

Schimmel, K., Clark, J., Irwin, R.L., & **Lachowetz, T.** (October 2006). A Perceptual Mapping Approach to Assessing Media Effectiveness. (Annual Meeting of the Southeast Institute for Operations Research and the Management Sciences SE INFORMS Proceedings), Myrtle Beach, SC.

Todd, S., Andrews, D., & **Lachowetz, T.** (May-June 2006). Exploring the ways trait competitiveness differentiates Major League Soccer salespeople. Paper presented at the 21st annual meeting for the North American Society for Sport Management, Kansas City, MO.

Irwin, R., **Lachowetz, T.**, T. B. Cornwell, & Clark, J. (November 2004). Cause-Related Sport Sponsorship: Assessing Beliefs, Attitudes, and Behavioral Intentions Of Targeted Corporate Decision Makers. Paper presented at the 2nd annual meeting for the Sport Marketing Association, Memphis, TN.

- Todd, S., Andrew, D., & **Lachowetz, T.** (May 2004). Task Level Predictors of Employee Job Attitudes in Sporting Goods Retail. Paper presented at the 19th annual meeting for the North American Society for Sport Management, Atlanta, GA.
- Lachowetz, T.**, & Bennett, G. (November, 2003). Marketing to Lifestyles: The Gravity Games and Generation Y. Paper presented at the 1st annual meeting for the Sport Marketing Association, Gainesville, FL.
- Lachowetz, T.**, & Gladden, J. (May, 2003). Exploring the Effectiveness of Professional Sport Team's Cause-Related Sport Marketing Programs. Paper presented at the 18th annual meeting for the North American Society for Sport Management, Ithaca, NY.
- Irwin, R. L., Clark, J., **Lachowetz, T.**, & Schimmel, K. (May, 2003). Implementation of Sponsorships for the B2B Sales Force: Using Sport Sponsorship as a Critical Sales Event. Paper presented at the 18th annual meeting for the North American Society for Sport Management, Ithaca, NY.
- Lachowetz, T.**, Hedrick, D. H., McDonald, M., Sutton, W. A., & Clark, J. (October, 2002). The National Basketball Association: Application of Customer Lifetime Value. Paper Presented at the 7th Annual International Conference on Sport and Entertainment Business, Columbia, SC.
- Lachowetz, T.**, Hedrick, D. H., McDonald, M., & Sutton, W., & (October, 2002). Corporate Sales Activities and the Retention of Sponsors in the National Basketball Association (NBA). Paper presented at the 7th Annual International Conference on Sport and Entertainment Business, Columbia, SC.
- Clark, J. S., Schimmel, K., **Lachowetz, T.**, & Irwin, R. (October, 2002). Business-to-Business Relationships and Sport: Using Sponsorship as a Critical Sales Event. Paper presented at the 7th Annual International Conference on Sport and Entertainment Business, Columbia, SC.
- Irwin, R., Lachowetz, T., T. B. Cornwell, & Clark, J. (October, 2002). Cause-Related Sport Sponsorship: An Assessment of Spectator Beliefs, Attitudes, and Behavioral Intentions. Paper presented at the 7th Annual International Conference on Sport and Entertainment Business, Columbia, SC.
- Lachowetz, T.**, Clark, J., Irwin, R., & Cornwell, T.B. (August, 2002). Cause-Related Sponsorship: A Survey of Consumer/Spectator Beliefs, Attitudes, Behavioral Intentions and Corporate Image Impressions. (2002 American Marketing Association Summer

Marketing Educators' Conference, San Diego, CA).

Lachowetz, T. (October, 2001). Corporate Selling Activities and the Determinants of Corporate Partner Retention in the National Basketball Association. Paper presented at the 6th Annual International Conference on Sport and Entertainment Business, Columbia, SC.

Campos, C., McDonald, M., & **Lachowetz, T.** (September, 2001). The Turnaround of Major League Soccer in the USA. Paper presented at the 9th annual meeting for the European Association for Sport Management Congress, Vitoria-Gasteiz, Spain

Lachowetz, T. (June, 2001). Regional Sports Alliances: A Conceptual Approach. Paper presented at the 16th annual meeting for the North American Society for Sport Management, Virginia Beach, VA.

Lachowetz, T., Sutton, W., & Clark, J. (June, 2000). EDUSELLING: The Role of Customer Education in Selling to Corporate Clients in the Sports Industry. Paper presented at the 15th annual meeting for the North American Society for Sport Management, Colorado Springs, CO.

Drury, D., & **Lachowetz, T.** (July, 1998). A Practical Guide for Bridging the Gap Between Exercise Science Research and the Front Lines of Physical Education. Paper presented at the annual meeting for the World Sports Science Congress, Adelphi University, Garden City, NY.

Griffin, L., Collie, S., Pack, T., **Lachowetz, T.,** Tremino, F., & Harling, F. (April, 1998). Team Approach to Staff Development in a Basic Instruction Program: A Service Learning Model. Paper presented at the annual meeting for the American Alliance for Health, Physical Education, Recreation and Dance, Reno, NV.

Lachowetz, T., & Drury, D. (April, 1998). The Effect of an Upper Body Strength Training Program on the Reduction of Shoulder and Elbow Pain in Intercollegiate Baseball Players. Paper presented at the annual meeting for the Northeast Physical Education Symposium, Springfield College, Springfield, MA.

INVITED PRESENTATIONS

Lachowetz, T. (February, 2004). Targeting Your Best Customers: Individual and Corporate. 31st annual NRPA Edith Upchurch Forum, Eatonton, GA.

Lachowetz, T. (March, 2003). Eduselling: Dealmaking for the Long Term. IEG's 20th Annual Sponsorship Conference. Chicago, IL

Lachowetz, T. (April, 2001). Corporate Selling Activities and Sponsorship Retention in Professional Sports. Presented at Major League Soccer Corporate Headquarters, New York, NY.

Lachowetz, T. (May, 1996). Health-Related and Performance-Related Fitness and the Promotion of Wellness. Presented at the Corporate Headquarters for the Friendly's Ice Cream Corporation, Wilbraham, MA.

GRANTS

Lachowetz, T., & Masteralexis, L. (2009). Awarded a \$5,000.00 grant for the development of two online courses in the UMass Sport management Department.

Lachowetz, T. & Czech, D. (2007). Applied for and awarded \$9700.00 for The Effects of a Life Skills Intervention Program on Self-Concept and Life Skills Development of Impoverished Rural Youth in Bulloch County, GA. Georgia Southern University Faculty Research Grant.

Czech, D. & Lachowetz, T. (2006). Applied for and awarded \$1,200.00 for The Development of a Bulloch County Life Skills Program for Middle School Adolescents. Georgia Southern University Faculty Service Grant.

Lachowetz, T., & Czech, D. (2006). Applied for and awarded \$2,470.50 for The Effects of Life Skills Training on Psychological and Skills Development of Impoverished Rural Youth in Bulloch County, GA. College of Health and Human Sciences SRII Grant.

Czech, D., & Lachowetz, T. (2006). Applied for and awarded \$2,481.00 for The Effects of Martial Arts and Life Skills Training on the Psychological Well-Being of Obese Individuals in Washington, County, GA. College of Health and Human Sciences SRII Grant.

Lachowetz, T. (November 2004). Awarded \$489.00 to attend the 2nd Annual Sport Marketing Association Conference in Memphis, TN. Application was submitted to the Georgia Southern University Faculty Development and Welfare Committee Professional Travel Fund.

Lachowetz, T. (December 2003). Applied for \$2440.50 (received \$2000.00) for a Faculty Research Grant. The research study is titled Corporate Sponsorship in the Sport Industry. Application was submitted to the Office of Research Services and Sponsored Programs.

Lachowetz, T. (May 2003). Applied for \$737.00 to attend the North American Society for Sport Management (NASSM) Conference, Ithaca, NY. Application was submitted to the Georgia Southern University Faculty Development and Welfare Committee Professional Travel Fund. Received \$500.00 in funding.

- Lachowetz, T.** (March 2003). Applied for and received \$300 to attend the IEG 20th Annual Sponsorship Conference, Chicago, IL. Application was submitted to College of Graduate Studies Graduate Faculty Development Fund.
- Lachowetz, T.** (2001). \$125.00. Corporate Selling Activities and Sponsorship Retention in Professional Sports. Grant provided by Major League Soccer.
- Lachowetz, T.** (2001). \$750.00. Corporate Sales Activities and the Determinants of Sponsorship Renewal in the National Basketball Association. Grant provided by the National Basketball Association.
- Lachowetz, T. & Griffin, L.** (1998). \$1000.00. Cultural, Educational, and Fitness-Related Experience for Urban Minority Children. Grant provided by the Massachusetts Governor's Committee on Physical Fitness and Sport.

AWARDS

- Nominated for the 2016-17 & 2010-11 University of Massachusetts Distinguished Teaching Award
- Current and past editors of Sport Marketing Quarterly selected the following article "Marketing to Lifestyles: Action Sports and Generation" to be recognized in the Top 20 of 20 (best journal articles) for the Sport Marketing Quarterly's 20th Anniversary!
- Five-time Recipient of the Residential First Year Experience (RFYE) Student Choice Award (2009-13).
- Two-time recipient of the Isenberg School of Management Outstanding Teacher Award (2009-10; 2016-17)
- Inductee, 2nd Class, Chicopee, MA Public Schools Sports Hall of Fame (2010)
- Nominated for the 2007 Georgia Southern University Faculty Research Committee Excellence in Research Award
- Recipient of the 2006 Georgia Southern University College of Health and Human Sciences Scholarship Award
- Nominated for the 2005 Georgia Southern University College of Health and Human Sciences Scholarship Award
- Excellence in Teaching Certificate – UMASS Division of Continuing Education (1999, 2000, 2001).

BUSINESS EXPERIENCE

- President and co-owner of Tri-State Cleaning Services, Inc., a commercial and industrial maintenance company (1983-94).
- Primary responsibilities included:
 - Oversee day-to-day operations
 - Trouble-shoot major accounts (e.g., cost-reduction procedure)

- Manage 90-100 employees
- Assist sales staff with bidding process for major contracts
- Maintain communications with clients' upper management

PROFESSIONAL MEMBERSHIP

- Sport Marketing Association (SMA)

CERTIFICATION

- American College of Sports Medicine (ACSM) - Health Fitness Instructor.
- National Strength and Conditioning Association (NSCA) - Certified Strength and Conditioning Specialist (CSCS).
- Massachusetts Department of Education - physical education K-12.
- NCAA Division I student/athlete recruiter.

COACHING/ATHLETIC EXPERIENCE

- New Hampshire High School Baseball Coach's Clinic (1997).
- University of New Hampshire Baseball Clinic (1997).
- Associate Head Baseball Coach, University of New Hampshire (1996-97).
- Granite State Hitting Clinic (1996).
- Assistant Baseball Coach, Springfield College, MA (1994-96).
- Head Coach, men's nationally ranked USSSA softball team (1983-96).
- Awarded AAA contract for the Albuquerque Dukes of the Pacific Coast League and achieved the #2 ranking for outfielders in the Los Angeles Dodgers organization (1980-83).
- Established Dodgers' Florida State League home run record that stood for 13 years (1982).
- Led the Pioneer League (Professional Rookie League) in stolen bases, 40 out of 44 (1980).
- 1st Team NCAA All-New England college baseball selection (1979, 1980).

FITNESS/CONDITIONING

- Developed strength and conditioning program for the University of New Hampshire baseball and hockey teams (1996-97).
- Developed strength and conditioning program for Springfield College baseball team (1994-96).
- Volunteer adult fitness consultant for Springfield, MA Metropolitan YMCA (1985-1996).