

Dr. Eric C. Schwarz

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EDUCATION

- August 1998 Doctor of Education (Ed.D.) in Sport Management
United States Sports Academy, Daphne, Alabama
- December 1992 Master of Education (M.Ed.) in Administration and Supervision
Salisbury University, Salisbury, Maryland
- May 1991 Bachelor of Science (B.S.) in Physical Education
Plymouth State University, Plymouth, New Hampshire

TEACHING POSITIONS

- August 2008 – present Associate Professor of Sport Business - Saint Leo University, Saint Leo, Florida
- January 2000 - August 2008 Assistant Professor of Sport Management (2000-2005)
Promotion in May 2005 to Associate Professor of Sport Management (2005-2008)
Coordinator of the Sport Management Program (2000-2007)
Program Director – MBA in Applied Sport Management (2007-2008)
Daniel Webster College, Nashua, New Hampshire
- List of courses taught on last page of this vita
 - Other responsibilities included:
 - o Advisor to 35 Sport Management majors
 - o Advisor to The Society of Sport Management student club (2000-04, 2007-2008)
 - o Assistant Women's Soccer Coach (2001-02)
 - o Chair, Business Division Curriculum Committee (2003-06)
 - o Chair, Sport Management Advisory Council (2007-present)
 - o Co-Chair, Business Division Search Committee (2005)
 - o Development of MBA in Applied Sport Management (2006-07)
 - o Facilitator, Business Division Articulation Agreements (2003-06)
 - o Member, Daniel Webster College Athletics Advisory Board (2000-05)
 - o Member, Daniel Webster College Curriculum Committee (2001-05)
 - o Member, Daniel Webster College Diversity Committee (2005)
 - o Member, General Education Ad-Hoc Committee (2003)
 - o Member, MBA Development Committee (2003)
 - o Member, Program Review Committee (2007-2008)
 - o Member, Search Committee - VPAA/Dean of the College (2003-04)
 - o NCAA Faculty Representative for Daniel Webster College (2000-03)
 - o Secured NASSM-NASPE Approval for Undergraduate Program (2005-06)
- July 2006 – June 2007 Visiting Senior Lecturer and Researcher in Sport Management
School of Human Movement and Sport Sciences
University of Ballarat – Mount Helen Campus, Ballarat, Victoria, Australia
(One –Year Sabbatical Leave from Daniel Webster College)
- List of units taught on last page of this vita
 - Development of Postgraduate Course in Applied Sport Management

PREVIOUS FULL-TIME EXPERIENCE

June 1998 - December 2001 Owner, President and Director of Camps, Clinics and Training
East Coast Sport Academy, various locations in New Hampshire and New Jersey

July 1997 - August 1999 Director of Campus Recreation Services
Drew University, Madison, New Jersey

July 1996 - July 1997 Assistant Director of Campus Life for Intramurals and Recreation
State University of New York, Oswego, New York

August 1995 - July 1996 Assistant Director for Facility Scheduling and Special Event Management
State University of New York, Stony Brook, New York

August 1994 – July 1995 Intern as Assistant to the Dean of Physical Education and Athletics
State University of New York, Stony Brook, New York

September 1993 - August 1994 Athletic Director
Suffolk Lutheran School, Port Jefferson Station, New York

March 1993 - August 1993 Interim Coordinator of Intramurals and Club Sports
Colby-Sawyer College, New London, New Hampshire

OTHER PART TIME TEACHING EXPERIENCE

March 2001 - May 2006 Adjunct Faculty in Sport Administration – Graduate School of Business
Southern New Hampshire University, Manchester, New Hampshire

September 1997 - May 1999 Adjunct Instructor - Physical Education
Drew University, Madison, New Jersey

August 1995 - May 1996 Adjunct Instructor - Physical Education
Suffolk Community College, Brentwood, New York

August 1995 - December 1995 Adjunct Instructor - Physical Education
Suffolk Community College, Selden, New York

CONSULTING AND EXPERIENTIAL LEARNING PROJECTS

- January 2006 –
May 2006 Independent Consultant in Facility Management and Marketing for the Monadnock Economic Development Corporation, Peterborough, New Hampshire.
- Project involved conducting a feasibility study for a proposed indoor soccer complex in Keene, New Hampshire.
- November 2005 –
May 2006 Economic Impact Analysis for the Bank of America Championship Champions Tour (Senior PGA) event in Concord, Massachusetts
- January 2005 –
May 2006 Independent Consultant in Facility Management and Marketing for the Rockingham Athletic Club in Plaistow, New Hampshire.
- Project involved
 - o Conducting a feasibility study for a proposed basketball/volleyball facility to open in December 2006.
 - o Consulting on all aspects of the planning, design, construction and management process.
 - o Designing an Operations Manual and a Human Resources Manual.
- September 2004 Expert Witness in Sport Management for the Law Offices of Mona T. Movafaghi, 419 Daniel Webster Highway, Merrimack, New Hampshire.
- Case involved serving as an expert witness for an immigration case for a German citizen who had petitioned for non-immigrant worker status through the United States Citizenship and Immigration Service. Work involved research and reporting to determine whether a baccalaureate degree is normally the minimum requirement for entry into a firm or nonprofit organization as an Adaptive Sports Program Manager (Physical Education for the Disabled).
- January 2003 NHL All-Star Game, Home Depot Center, Sunrise, Florida
- Worked with the NHL to manage the NHL All-Star Game FanFest
- April 2002 –
April 2005 Boston Marathon, Boston Athletic Association, Boston, Massachusetts
- With students from Daniel Webster College, manage the Emergency Lane for the Boston Marathon for approximately 1 mile extending from the finish line.
- February 2002 NBA All-Star Game, Philadelphia Convention Center, Philadelphia, Pennsylvania
- Worked with the NBA to manage the NBA Jam Session Fan Fest.
- January 2002 NHL All-Star Game, Los Angeles Convention Center, Los Angeles, California
- Worked with the NHL to manage the NHL All-Star Game FanFest
- September 2001 –
December 2001 Consultant in Facility Management and Marketing for the Southern New Hampshire Aquatics Alliance, Nashua, New Hampshire
- Project involved conducting a feasibility study for a proposed aquatics center in the City of Nashua, New Hampshire.
- September 2001 –
September 2002 NASCAR, New Hampshire International Speedway, Loudon, New Hampshire
- With students from Daniel Webster College, provided on-track and hospitality security for the NASCAR events.

Other minor assorted projects have been completed with the Bay State Games – Massachusetts Amateur Sports Foundation, Boston Cannons, CBS Sports, Manchester Monarchs, Manchester Wolves, Nashua Pride, and the National Hockey League

VOLUNTEER EXPERIENCE

- September 2003 – present Sit on the Sport Management Advisory Board for the New Hampshire Technical Institute
- January 2003 – December 2005 Elected to the Board of Trustees of the Edmund A. Bednarowski Charitable Foundation in Manchester, New Hampshire
- May 1999 – June 2006 Elected to two terms as a member of the Alumni Board of Directors for Plymouth State University. Served as President from July 2003 – June 2006.

PROFESSIONAL ASSOCIATIONS

- 2003 – present Sport Marketing Association
- 2001 – present North American Society of Sport Management

GRANTS/RESEARCH TEAM CONTRIBUTIONS

- 2007 - 2008 *AFL Victoria Artificial Turf Testing Study*
- Member of the research team chosen by AFL Victoria to complete a \$60,000 (AUD), 12-month study to identify the critical factors that can be used to guide decision making on the use of artificial turf for Australian Rules Football - including testing and comparing products, determining the differences between playing performance on natural versus artificial turf, establishing the suitability of multi-sport use of the artificial surfaces, and providing recommendation about the appropriateness and consequences of playing Australian Rules Football and Cricket on artificial turf surfaces. Additional stakeholders for this study include Cricket Australia, AFL Insurers, and Sport and Recreation Victoria.

PUBLICATIONS/CONTRIBUTIONS

- Current *Advanced Theory and Practice in Sport Marketing*
- Textbook published by Butterworth-Heinemann/Elsevier Publishing, Boston, Massachusetts/Oxford, UK in February 2008.
- "Building a Sense of Community through Sport Programming and Special Events. The Role of Sport Marketing in Contributing to Social Capital"*
- Article recently accepted for publication in 2008 in the *International Journal of Entrepreneurship and Small Business (Volume 7, Issue 2)*.
- "The Reciprocal and Influential Connection between Sport Marketing and Management, and the Sport Sciences"*
- Article recently accepted for publication in 2008 in the *International Journal of Sport Management and Marketing*
- The Future for a Major in Sport Marketing: Is it Time for Accreditation?*
- Article recently accepted for publication in the book *Selected Papers from the Fifth Annual Conference of the Sport Marketing Association* by Fitness Information Technology.

- 2007 *Recreation, Arts, Events and Festivals: Their Contribution to a Sense of Community in the Colac-Otway Shire of Country Victoria*
 - Published in the October 2007 issue of *Rural Society*
- High Stakes: The Development of the Australian Poker League*
 - Published in the January/February 2007 Issue of *Australasian Leisure Management*
- 2006 *Enterprise Sport Marketing Management*
 - Published in *Sport Marketing in the New Millennium: Selected Papers from the Third Annual Conference of the Sport Marketing Association* by Fitness Information Technology.
- All Together Now: A Look at the Significance of Local Festivals*
 - Published in the September/October 2006 Issue of *Australasian Leisure Management*
- The Horsham Awakenings Disability Arts Festival*
 - Published in the Spring (September) 2006 Issue of *Parks and Leisure Australia*
- 2005 *The Sports Event Playbook: Managing and Marketing Winning Sports Events.*
 - Contributing author to book published by John Wiley and Sons.
- Case Study: How to Get a Minor League Promotion Major League Publicity*
 - Published in *Sharing Best Practices in Sport: The Sport Marketing Association's 2nd Annual Book of Papers* by Fitness Information Technology.
- 2003 *The Administration of Experiential Learning Programming to Enhance the Sport Management Educational Experience*
 - Abstract and article published in the European Association of Sport Management (EASM) Book of Abstracts from the 11th Annual Conference.

PRESENTATIONS

- Upcoming *The Future for a Major in Sport Marketing: Is it Time for Accreditation?*
 - To be presented at the 5th Annual Sport Marketing Association conference in Surfers Paradise, Australia from July 15-20, 2008
- The Reciprocal and Influential Connection between Sport Marketing and the Sport Sciences*
 - To be presented at the 5th Annual Sport Marketing Association conference in Surfers Paradise, Australia from July 15-20, 2008
- 2008 *The Interaction of Sociological Theory and Management Science in Sport Marketing: Trends and Issues Affecting College Sports*
 - Facilitator of a roundtable at the Scholarly Conference of College Sport being hosted by the Collegiate Sport Research Institute at the University of Memphis in Tennessee.
- 2007 *Building a Sense of Community through Sport Programming and Special Events*
 - Presented at the Sport Marketing Association's 5th Annual conference, held in Pittsburgh, Pennsylvania.
- 2006 *A Comparative Analysis of Sport in North America and Australia – Implications for Australian Sport During the Next 20 Years.*
 - Keynote Speaker at the 2006 Australian Society of Sport Administrators (South Australia chapter) Conference in Adelaide, South Australia.

- 2005 *Enterprise Sport Marketing Management*
- Presentation at the 3rd Annual Sport Marketing Association Conference in Tempe, Arizona.
- Case Study: Old Facilities, New Uses The Evolution of Use and Marketing for Older Sport Facilities*
- Presentation at the 3rd Annual Sport Marketing Association Conference in Tempe, Arizona.
- Traditional and Experiential Education from the Practitioners Perspective: An International Study*
- Brown Bag presentation at Daniel Webster College in Nashua, New Hampshire
- 2004 *Symposia – Experiential Learning from a Global Perspective*
- Symposium at the 10th Annual SMAANZ (Sport Management Association of Australia and New Zealand) Conference in Melbourne, Australia.
- Case Study: How to Get a Minor League Promotion Major League Publicity*
- Presentation at the 2nd Annual Sport Marketing Association Conference in Memphis, Tennessee.
- Case Study for Students: Interning in the Major Leagues – The National Hockey League Office*
- Symposium at the 2nd Annual Sport Marketing Association Conference in Memphis, Tennessee.
- Lifestyle Marketing in Alternative Sports: The Case of Rye Airfield*
- Presentation at the 2nd Annual Sport Marketing Association Conference in Memphis, Tennessee.
- Marketing and the Globalization of Alternative Sports*
- Presentation at the 2nd Annual Sport Marketing Association Conference in Memphis, Tennessee.
- The Boomlets are Blooming: The New and Emerging Face of Sports Marketing*
- Presentation at the 31st Annual National Business and Economics Association Conference in New York City, New York.
- 2003 *The New Face of Sports Marketing: Hello Tony Hawk, Good-Bye Michael Jordan.*
- Symposium at the First Sport Marketing Association Conference in Gainesville, Florida.
- The Administration of Experiential Learning Programming to Enhance the Educational Experience*
- Brown Bag presentation at Daniel Webster College in Nashua, New Hampshire
- Sport Marketing: A Course, A Curriculum, and A Career.*
- Pre-Conference Presentation at the 106th Annual Eastern Business Education Association Convention in Philadelphia, Pennsylvania.
- The Administration of Experiential Learning Programming to Enhance the Sport Management Educational Experience*
- Presentation at the 11th EASM (European Association of Sport Management) Congress in Stockholm, Sweden.
- 2002 *Sport Management and Sports Management: Two Different Careers Steering Sports Through the 21st Century.*
- Presentation at the 105th Annual Eastern Business Education Association Convention in Portland, Maine.
- 2002 *The Administration of a Sport Management Club to Enhance the Educational Experience: The DWC Society of Sport Management*
- Presentation at the 17th North American Society of Sport Management Conference in Canmore, Alberta, Canada

- 1999 *American Red Cross CPR, First Aid and Sport Safety Training Certification Program*
 - Pre-Conference Workshop at the National Intramural-Recreational Sports Association Region I Conference in Baltimore, Maryland.
- 1998 *Intramural Sports Curriculum-A Major/Minor All Schools Should Have!*
 - Presentation at the National Intramural-Recreational Sports Association Region I Conference in Binghamton, New York.
- The Impact of Upward Reclassification of Intercollegiate Athletics Programs on Campus Recreation Programs.*
 - Presentation at the National Intramural-Recreational Sports Association Region I Conference in Binghamton, New York.

BOOK AND ARTICLE REVIEWER

- 2008 Article Review for Team Performance and Management – *Relationships Between Pay Satisfaction, Work-Family Conflict, and Turnover.*
- 2005 Book Review for Elsevier – *Sport Law*

UNITS TAUGHT AND DEVELOPED

Sport Management Units Taught – Undergraduate Level (USA)

- Athletic Administration and Coaching
- Economics and Finance in Sport
- Information and Communication Technology in Sport
- Internship in Sport Management
- Introduction to Sport Management
- Legal Aspects of Sport
- Marketing and Communications in Sport
- Sport and the Media
- Sport Event Management
- Sport Facility/Venue Management
- Sport Management Practicum
- Sport Retail Management and Entrepreneurship

Sport Management Units Taught – Undergraduate Level (Australia)

- Introduction to Sport Management
- Management of Sport Organisations

Sport Management Units Developed – Undergraduate Level (USA)

- Ethics and Sociocultural Issues in Sport
- Facility and Event Management
- Governance and Globalization in Sport
- Recreational Sports Management
- Seminar in Management and Leadership of Sport
- Sport Leadership and Organizational Dynamics
- Sport Promotions and Ticket Sales Management

Sport Management Units Taught – Graduate Level (USA)

- Management of Sport Organizations
- Seminar in Sport Management
- Sport in Society

MBA in Applied Sport Management Units Developed – Graduate Level (USA)

- Governance and Administration of Sport Facilities and Events
- Sport Business in the International and Global Economy
- Sport Law and Risk Management

Postgraduate Course in Applied Sport Management Units Developed – Graduate Level (Australia)

- Communication Management in Sport
- Financial Aspects of Sport Management
- Human Resource Management in Sport
- Management and Leadership of Sport Organisations
- Organisational Behaviour in Sport Management
- Research Methods in Sport Management
- Sport Business in the International and Global Economy
- Sport Event and Project Management
- Sport Facility and Operations Management
- Sport Law and Risk Management
- Sport Marketing Management
- Strategic Sport Management (Capstone Unit with Practical Component)

Business Management Units Taught (USA)

- Business Policy
- Consumer Behavior
- Financial Accounting
- Internship in Management
- Introduction to Leadership
- Business Policy

Masters of Business Administration Units Taught (USA)

- Leadership in Times of Change

Excel (Adult Program) Units Taught (USA)

- Accounting for Managers
- Capstone Research Project
- Consumer and Business Buyer Behavior
- Marketing for the New Economy
- Managerial Economics
- Research Methods and Analysis

Physical Education Units Taught (USA)

- Activity Class – Basketball
- Activity Class – Soccer
- Activity Class - Softball
- Introduction to Wellness
- Sport Safety Training