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# Daniel DePerno

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danieldeperno.com

## CAREER SUMMARY

- Entrepreneur, business executive, educator and researcher in technology, media and marketing
- Over 20 years of experience in academia, information technology (web design & development, programming, digital video analysis & production, CRM, social media, virtual reality, graphic & publication design, digital learning), marketing, sales, public / media / community relations, athlete performance, journalism, sponsorship development, advertising, event management, strategic administration, project management, product enablement, instructional design, corporate / educational partnerships and creative / entrepreneurial business development
- Owner of Better Tomorrow Sports, a small information technology, communications and marketing company that specializes in design, consulting and training
- Former tenured professor in the sport management department at the State University of New York (SUNY) at Cortland and director of the college's Sport Media and Technology Learning Center (SMTLC)
- Taught sport media, marketing and information technology courses in Cortland's innovative sport management department, which proactively prepares students for careers in sport business through an experiential learning model
- As director of the SMTLC, oversaw the implementation of corporate information technology partnerships with Pinnacle Systems Team Sports (XOS), Dartfish USA and Panasonic worth nearly \$11 million
- Director and lead trainer for the Dartfish USA Northeast Training Center on the SUNY Cortland campus
- Developed and taught the only sport-specific sequence of information technology courses in the nation and forged partnerships with several collegiate athletic programs, professional sports teams, sport facilities, sport IT companies and sport agencies to provide students with internships and jobs
- Secured over \$20 million in sponsorships, grants and gifts for academic institutions and corporations in career
- Formerly held positions in print, radio and television journalism, marketing, sales, public relations and information technology for such organizations as PWolfe Motorsports (NASCAR driver Paul Wolfe), ESPN's Wide World of Sports Complex, Verizon Wireless, Rising Crane Sports Consultants and the United States Sports Academy

## EDUCATION

1999

### ***M.S. Sport Administration***

Canisius College, Wehle School of Business  
MBA/MS Program  
Concentrations: Information Technology, Public Relations, Marketing  
Buffalo, New York  
G.P.A. 3.7

1995

### ***B.A. Journalism***

State University of New York at Buffalo  
Concentrations: Sports Journalism, Exercise Science, Aerospace Engineering  
Amherst, New York

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## **EXPERIENCE**

1997-pres.

***Owner/President***

Better Tomorrow Sports

Dallas, Georgia (2016-pres.)

Cortland, New York (2001-2016)

Amherst, New York (1997-2001)

- Founder of small company (formally DePerno Development) that focuses on consulting, design and training for sport information technology, communications and marketing
- Specialized in website design, video analysis/production, athlete performance, internet marketing, public/media relations, social media, virtual reality and e-commerce development
- Clients included the NCAA Men's Basketball Tournament, the NCAA Men's Frozen Four Ice Hockey Tournament, IBM, NASCAR, the Buffalo Sabres (NHL), the Greater Buffalo Sports Hall of Fame, Dartfish USA, Panasonic USA, the SUNY Youth Sports Institute and the Athletic Departments at University at Buffalo, Syracuse University and Cornell University
- Developed the original websites for several large and small businesses in Western New York, including Culligan Auto Place, Seneca Hawk and Southgate Plaza
- Co-creator and founder of Benchmark Sports, a project which provided customized, comparative financial data for NCAA Division I athletic departments using an interactive online database
- Directed, shot, edited and produced DVD college recruiting video projects for high school athletes
- Partnered with internet marketing companies to establish a web portal and sales network focusing on high-end sport nutrition and performance products
- Pioneered the advanced utilization of digital video cameras and analysis software for individual and group strength training and fitness programs

2001-2010

***Assistant Professor, Sport Management Department***

***Director, Sport Media and Technology Learning Center (SMTLC)***

State University of New York (SUNY)

Cortland, New York

- Tenured professor in SUNY's flagship department in Sport Management (over 400 students and 12 full-time faculty)
- With 64 campuses, SUNY is the largest system of state universities in the country
- Founding director of the SMTLC, a multi-million dollar collection of computer labs and classrooms specializing in training and research related to sport-specific information technology, media and marketing
- Led efforts to secure over \$10 million in grants and gifts to the college through corporate partnerships (see below)
- Director and lead trainer for Dartfish USA Northeast Training Center in the SMTLC; Dartfish is an international company headquartered in Switzerland that focuses on software and cloud-based applications for video analysis for sports training, performance analysis, education and medicine
- Created and taught undergraduate and graduate courses in information technology, internet and computer applications, video analysis, marketing, media management, public relations, journalism, motorsports, fantasy sports, video gaming, social media and strategic sport management
- Advised and mentored hundreds of students to prepare and place them in careers in sport-related businesses
- Arranged and monitored student internships and practicum at the undergraduate and graduate levels
- Utilized corporate contacts to develop industry/education partnerships and working relationships with sport organizations in the NFL (football), MLB (baseball), NBA (basketball), NHL (hockey), MLS (soccer), NCAA (college athletics), NASCAR (racing), Team USA (Olympics), PGA Tour (golf), ATP (tennis), and AVP Tour (beach volleyball); as well as several sport facilities (i.e. Madison Square

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Garden), media companies (i.e. ESPN), marketing agencies (i.e. IMG) and information technology businesses (i.e. Dartfish)

- Spoke and presented research at several national and international conferences and symposiums (see below)
- Consulted for and partnered with Fortune 500 Companies (see below)
- Published research in and edited/reviewed articles for national and international academic journals (i.e. International Journal of Sports Marketing and Management, Society For American Baseball Research [SABR])
- Helped lead negotiations to relocate the New York Jets (NFL) training camp to Cortland, NY, generating millions of dollars and providing a positive economic impact on the local economy
- Established exclusive video analysis internship partnership programs with Syracuse University Athletics, the New York Jets, the Buffalo Bills, the Buffalo Sabres, the New York Mets, the Los Angeles Angels, the University at Buffalo and USA Volleyball
- Collaborated with universities in England and Germany on information technology projects, instruction and student exchange programs
- Secured funding and established a Sport Career Center on campus featuring online job and internship data bases and preparation materials
- Secured funding and established a sports video gaming laboratory in the SMTLC that featured a NASCAR driving simulator
- Pioneered the creation and delivery of online undergraduate and graduate instruction using course management systems, video conferencing and social media
- Worked with the administration and architects to help design a \$20 million addition/renovation to the Studio West Wing Building on campus featuring classrooms, computer laboratories and research facilities
- Organized and publicized six sport business specific conferences and symposiums on campus (IT, Law, Disability, Video Analysis, Extreme Sports and Athlete Performance)

1999-2006

***Director of Public Relations and Information Technology***

PWolfe Motorsports

Mooresville, North Carolina

- Managed public, media and community relations and information technology for a successful NASCAR K&N Pro Series East Team (No. 9 Tops Markets Dodge) and Xfinity Series Team (No. 6 Ragu/Hellmann's Dodge)
- Helped negotiate and activate multi-million dollar sponsorship agreements to build the team from the ground up and advance through the top competition levels of NASCAR
- Among sponsors secured were Unilever (largest consumer products company in the world), Kimberly Clark, Tops Markets, Wegmans, Kroger, Sahlens and Colton RV
- Served as team spokesperson and handled all race weekend communication and IT duties including press correspondence, photography, sponsor hospitality and live website updates
- Managed community, media and sponsorship appearances for driver, Paul Wolfe, who is currently the crew chief for Brad Keselowski (number 2 Miller Lite Dodge) in the NASCAR Sprint Cup Series
- Created and implemented innovative motorsports-themed cause related marketing programs that raised over \$100,000 for charities including Roswell Park Cancer Institute and Kids Escaping Drugs Program

1999-2001

***Vice President***

Rising Crane Sports Consultants

New York, New York and Tokyo, Japan

- Headed North American operations for start-up international sports marketing company
- Managed media and marketing initiatives for clients in the United States and southeast Asia
- Designed, developed and maintained the corporate website

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- 1999-2001      **Director of Public Relations and Webmaster**  
Sweet Home Central School District  
Amherst, New York
- Served as district spokesperson and produced all school publications
  - Founded and developed award-winning school website
  - Spearheaded successful community initiatives including a \$50 million construction bond, the district's 50<sup>th</sup> anniversary celebration and several charity fund raisers
- 1998-1999      **Director of Communications**  
United States Sports Academy  
Daphne, Alabama
- Managed communications, publications and website for the largest sport graduate school in the world
  - Editor of the Sport Journal, a pioneering online academic sport management publication
  - Coordinated public relations and marketing for extensive annual amateur and professional athlete awards program (USSA Awards) and the largest sport-specific art museum in the country (American Sport Art Museum and Archives)
- 1997-1998      **Television Programming Coordinator**  
ESPN Wide World of Sports Complex  
Orlando, Florida
- Helped manage made-for-television events at the ESPN Wide World of Sports Complex owned by Disney
  - Worked with ESPN, ABC and Sunshine Sports Network to script and plan amateur and professional sports tournaments
  - Monitored and reported on television sponsorship value for Disney corporate sponsors at Atlanta Braves Spring Training (Champion Stadium)
- 1996-1997      **Marketing Coordinator**  
Frontier Cellular (now Verizon Wireless)  
Cheektowaga, New York
- Managed Buffalo area marketing programs for emerging Fortune 500 telecommunications company
  - Supported both customer and corporate sales staff at eight different Western New York locations
  - Created corporate giving programs in the local community
- 1995-1996      **Editor-in-Chief**  
Orchard Park Bee  
Orchard Park, NY
- Served as editor for the second largest newspaper group in Western New York
  - Researched, wrote, edited and produced news, features and sports articles as well as a weekly opinion column
  - Managed a team of reporters and photographers

## **CONSULTANCIES**

### **Buffalo Bills**

Orchard Park, New York

- Digital video analysis for National Football League team

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### **Buffalo Sabres**

Buffalo, New York

- Digital analysis, player performance and ticket holder sales and marketing for National Hockey League team

### **Cornell University**

Ithaca, New York

- Digital video analysis for women's volleyball for NCAA Division I athletic department
- Conducted video training sessions during team practice

### **Dartfish USA**

Atlanta, Georgia

- Established and directed the Dartfish Northeast Training Center for digital video analysis training and certification for sports, athlete training, education and medicine
- Tested and evaluated new products and product upgrades
- Spoke at national conferences and trade shows on behalf of the company

### **Fritz-Bradshaw Racing**

Mooreville, North Carolina

- Digital video analysis of pit-stops for NASCAR team

### **IBM**

Raleigh, North Carolina

- One of the largest IT companies in the world
- Invited to be on their think tank to discuss and plan the future of Internet user experiences

### **Los Angeles Angels**

Anaheim, CA

- Major League Baseball Club with operations/minor league teams in Salt Lake City, Utah (AAA), Little Rock, Arkansas (AA), San Bernadino, California (A)
- Trained and provided interns for organization-wide digital video operations and player performance initiatives

### **NASCAR**

Daytona Beach, Florida

- Conducted annual marketing research and fan behavior research at Watkins Glen International
- Studied the NASCAR, IndyCar and Grand-Am Series event weekends
- Established internship program with direct classroom components involving staff at Watkins Glen

### **New York Jets**

Florham Park, New Jersey

- Technology and video operations and player performance for National Football League Team
- Trained and supervised student interns at training camp

### **New York Mets**

Flushing, New York

- Major League Baseball club with operations/minor league teams in Las Vegas, Nevada (AAA) Binghamton, New York (AA), Brooklyn, New York (A), Port St. Lucie, Florida (spring training)
- Trained and provided interns for organization-wide digital video operations and player performance initiatives

### **Ottawa Senators**

Ottawa, Ontario, Canada

- Trained staff/coaches for organization-wide digital video operations and player performance for National Hockey League team with minor league operations in Binghamton, New York

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### **Panasonic USA**

Secaucus, New Jersey

- Largest electronics company in the world
- Worked on training programs and improvements for digital video software and hardware used by Major League Baseball teams

### **Pinnacle Systems Team Sports (now XOS)**

Lowell, Massachusetts

- Digital video analysis software company for professional and collegiate sports
- Developed and designed software/hardware training and certification programs

### **Syracuse University**

Syracuse, New York

- Digital video analysis for football, basketball, lacrosse, softball and track and field for NCAA Division I athletic department
- Established internship program with direct classroom components involving staff/coaches

### **USA Volleyball**

Colorado Springs, Colorado/Ithaca, New York

- Assisted with development of digital video analysis training archive for 2012 Olympics
- Trained student intern to work directly with organization
- Designed and developed Junior Olympic VBC website (Ithaca, New York)

### **University at Buffalo**

Amherst, New York

- Digital video analysis for all sports in NCAA Division I athletics department and summer camp program
- Created website for naming rights deals for the football stadium and athletics arena

## **GRADUATE EMPLOYMENT/INTERNSHIPS**

### ***Youth Baseball Camp Instructor/Communications Manager***

Buffalo Bisons Baseball Club (Cleveland Indians AAA affiliate), Buffalo, New York

### ***Sports Information Assistant/Publications and Game Day Media***

Canisius College Athletics Department, Buffalo, New York

### ***Artificial Intelligence Laboratory Assistant***

Computer Science Department/CEDAR Research, Amherst, New York

### ***Sports Reporter***

Tonawanda News, Tonawanda, New York

### ***Sales Representative***

West Herr Automotive Group, Hamburg, New York

## **UNDERGRADUATE EMPLOYMENT/INTERNSHIPS**

### ***Marketing Assistant/Event Operations***

Office of the President, University at Buffalo, Amherst, New York

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**Computer Applications Specialist/Sports Concessions**

Delaware North Company/Sportservice, Buffalo, New York

**Radio Producer, Morning Sports Show**

WYRK-FM, Buffalo, New York

**Television Producer, Sports 6 and 11 p.m.**

WIVB-TV, CBS Channel 4, Buffalo, New York

**Database/Teaching Assistant**

DINE Systems, Nutritional Analysis Software Company, Amherst, New York

**Managing Editor, Sports Editor, Sports Reporter**

The Spectrum Newspaper, University at Buffalo, Amherst, New York

## **COMPUTER APPLICATION EXPERIENCE**

**Graphic/Publication Design**

Photoshop, Illustrator, InDesign, Quark

**Microsoft Office**

Word, Excel, PowerPoint, Access, Publisher, Outlook, Project, Visio

**Operating Systems**

Microsoft Windows, Apple macOS / iOS, Google Android, Linux

**Sales/Marketing/CRM**

Salesforce, Microsoft Dynamics, Google Analytics, Pipedrive, all social/mobile media platforms

**Statistics/Data Analysis**

SPSS, MiniTab, MATLAB

**Venue/Events**

Daktronics, Tickets.com, Bizzabo, streaming audio/video

**Video Editing/Analysis**

Premiere, Final Cut, Avid, Pinnacle, AVS, Dartfish, Hudl, XOS, Panasonic

**Web Design/Development/Programming**

HTML, CSS, Dreamweaver, WordPress, Joomla, JavaScript, PHP, Java, SQL, ASP, C++

## **PRESENTATIONS**

DePerno, D. (2009), "The Effects of Video Analysis on Athlete Performance," Athlete High Performance Symposium, Cortland, New York

DePerno, D. (2008), "Video Analysis in Baseball: From Little Leagues to the Major Leagues," World Science Festival, New York University, New York, New York

DePerno, D. (2008), "Perceived Industry Value of Sport-Specific Information Technology Curricular Infusion in Collegiate Sport Management Programs," International Conference on Society, Cybernetics and Informatics, Orlando, Florida

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DePerno, D. (2008), "Incorporating Digital Video Analysis Into Instructional Design Strategies," Digital Video Utilization Symposium for Teachers and Coaches, Cortland, New York

DePerno, D., Bauer, J. (2007), "Advanced Training Applications of Dartfish Video Analysis Software," Expert Digital Video Analysis Symposium, U.S. Olympic Training Center, Lake Placid, New York

DePerno, D., Han, P., Bahng, C. (2007) "A Demographic and Behavioral Comparison of Customers Attending Grand-Am, IRL and NASCAR Weekends at Watkins Glen International," Sport Marketing Association (SMA) Conference, Pittsburgh, Pennsylvania

Snyder, D, Velez, L, DePerno, D. (2007), "The Portrayal of Women on the Cover of *Sports Illustrated* Magazine from 1954-2004: A 50-Year Retrospective," Sport Marketing Association Conference, Pittsburgh, Pennsylvania

DePerno, D. (2006), "Strategies and Solutions For Dartfish Advanced Users," Expert Digital Video Analysis Symposium, U.S. Olympic Training Center, Lake Placid, New York

DePerno, D. (2006), "Using Dartfish Digital Video Analysis Software to Enhance Teaching, Learning, Coaching and Research," SUNY Conference on Instructional Technology (CIT), Fredonia, New York

DePerno, D. (2005), "The Effects of Using Dartfish Software For Performance Analysis in Major League Baseball," Sport Marketing Association (SMA) Conference, Phoenix, Arizona

DePerno, D., Snyder, D., Scherer, L. (2005), "Driving Your Brand at 200 MPH: A Case Study of the Successful Marketing and Sponsorship Strategies Powering a NASCAR Busch Series Team," Sport Marketing Association (SMA) Conference, Phoenix, Arizona

DePerno, D. (2005), "Digital Video Analysis Applications to Pole Vaulting," Track and Field Coaches Pole Vaulting Summit, Cortland, New York

Fay, T., DePerno, D. (2004), "The Power and Effect of Infusing a Problem-Based Learning Model With Information Technology Strategies For Sport Management Curriculums," North American Society for Sport Management (NASSM) Conference, Atlanta, Georgia

DePerno, D. (2004), "The Sport Media and Technology Learning Center," IBM Lead User Workshop, Raleigh, North Carolina

DePerno, D. (2003), "Pinnacle Systems Team Sports and Digital Video in Football," National High School Coaches Association Conference, Chicago, Illinois

DePerno, D. (2003), "Digital Video Implementation For High School Football," New York State High School Coaches Association Conference, Verona, New York

DePerno, D. (2002), "Infusing Information Technology Into Sport Management Curriculums: Preparing For the Redefinition of the Sport Workplace," Information Technology in Sport Conference, Cortland, New York

DePerno, D. (2002), "Stadium and Arena Technology," Information Technology in Sport Conference, Cortland, New York

## **ACADEMIC PUBLICATIONS**

DePerno, D, Heisey, K, Han, P, Bahng, C. [A Demographic and Behavioral Profile and Comparison of Customers Attending Grand-Am, IndyCar and NASCAR Weekends at Watkins Glen International.](#) International Journal of Sport Management and Marketing, Jan. 2010, Vol. 8, Issue 1-2, pp. 30-48.



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Snyder, D., Velez, L., DePerno, D. Portrayal of Women on the Cover of Sports Illustrated Magazine from 1954-2004: A Fifty-Year Retrospective. Sport Marketing Association, Nov. 2007.

Snyder, D , Fay, T , DePerno, D. Interview with Richard Pound, Chair World Anti-Doping Agency, Former Vice-President International Olympic Committee. International Journal of Sports Marketing and Sponsorship. April 2005. Vol. 6 Issue: 4, pp. 4 – 10.

In addition to academic writing, I have a vast amount of experience writing, editing and producing for the media (print, radio, television, internet), business (public/media relations, marketing, advertising, sales), technical (hardware, software, science, engineering) and legal (civil and criminal briefs/motions, contracts). I have also edited and peer reviewed for three academic journals.

## **RESEARCH/SCHOLARSHIP INTERESTS**

### **Primary Research**

- The Impact of Digital Video Analysis and Virtual Reality on Athlete, Team and Management Performance
- Academic/Corporate Partnerships in Sport Management
- Customer Relationship Management Evaluation and Strategy
- Utilizing Social Media Platforms to Promote Positive Core Values and Social Responsibility

### **Secondary Research**

- The Economic Impact of Esports and Fantasy Sports
- Effective Practices in Media Writing to Maximize Return on Investment
- Agile Development Paradigms in Business Management and Education
- Justice System Reform and Restorative Justice

## **TEACHING PHILOSOPHY**

My personal and professional philosophy of teaching and learning involves experiential and agile development methodologies that incorporate a theory to practice model. Elements of my philosophy include:

- Proactively developing fluency in digital media; social, cultural and emotional intelligence; motivation; self-knowledge and sense of purpose
- Encouraging platforms for sharing learning in a digital portfolio with a collaborative community
- Providing students with a distinct competitive career advantage by establishing corporate partnerships to arm them with unique skill sets that are indicative of the current business climate, especially in information technology
- Engaging students in group projects in and out of the classroom that encourage team building, collaboration and strategic organizational mindsets to solve real world problems
- Incorporating behind-the-scenes industry knowledge and connections that increase passion for the subject matter and create a sincere motivation to absorb and apply content
- Following a cumulative knowledge and wisdom approach beginning with introductory concepts and theories, continuing with advanced techniques and case studies and culminating with applied projects and practicum
- Mentoring, preparing and placing students in meaningful internship opportunities that will result in full-time employment as they become indispensable members of organizations
- Instilling the core values of integrity, love, kindness, respect, justice, excellence and responsibility into all teaching, counseling and daily interaction

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## **ACADEMIC SERVICE**

### **International Journal of Sport Marketing and Sponsorship (IJSMS)**

- Review board for peer-reviewed submissions for publication

### **Society For American Baseball Research (SABR)**

- Editor and designer of Asian Baseball Newsletter

### **North American Society for Sport Management (NASSM)**

- Website designer, registration coordinator and manager for annual conference

### **World Multi-Conference on Systemics, Cybernetics and Informatics (WMSCI)**

- Chair of the “Education and Information Systems, Technologies and Applications” session

### **Sport Journal (USSA)**

- Editor of the Sport Journal, the first online academic journal in sport management

### **State University of New York (SUNY) at Cortland**

#### **College Level**

- Webmaster and board member for the SUNY Cortland Athletics Alumni Association (C-Club)
- Scoreboard manager for the Daktronics Video Display System at the SUNY Cortland Stadium Complex
- Technology and media consultant for USA Women’s Team Handball
- SUNY Cortland Information Resources Advisory Committee
- SUNY Cortland Center for the Advancement of Technology in Education (CATE) Committee
- Tour leader/presenter for SUNY Cortland Athletic recruits
- SUNY Cortland Digital Video Focus Group
- SUNY Cortland Student Computing Access Program (SCAP) Committee (college level)

#### **School of Professional Studies**

- Chair of sport management department search committees for assistant professor and associate professor positions
- System administrator (technical support) for over 100 computers
- Coordinator of scheduling for open computer lab sessions
- Faculty and staff technology trainer

#### **Sport Management Department**

- Chair of the Technology Committee
- Chair of Curriculum Committee
- Founding Webmaster and manager for the Departments of Sport Management and Exercise Science & Sport Studies websites
- Internship and practicum supervisor
- Founder and director of the Cortland Sport Management Sport Career Center
- Created advisement website to aid students in course scheduling and career choices
- Personally advised 30-120 students per year
- Director of public relations and publications
- Publicity coordinator for sport management department special events including the Wingate Golf Tournament, the Cortaca Jug t-shirt sale, the annual conference, the annual awards ceremony, the Madden Tournament and guest speakers
- Open house presenter
- COSMA accreditation assistant organizer

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- Faculty advisor for the Cortland Sport Management Club
  - Faculty advisor for Honors Program student research projects and papers
  - Advisor for the SportBusiness International Writing Award
  - Director and organizer of the Cortland Sport Management IT Conference

## **COURSES TAUGHT**

CAP 100 Introduction to Computer Applications  
COR 100 Freshman Seminar / Introduction to College  
SPM 175 Introduction to Sport Management  
SPM 236 Digital Video Analysis  
SPM 237 Internet Marketing & E-Commerce  
SPM 277 The Business of Motorsports  
SPM 287 Fantasy Sports & Video Gaming  
SPM 330 Sport Media Management  
SPM 336 Advanced Digital Video Analysis  
SPM 360 Sport Marketing  
SPM 335 Information Technology in Sport  
SPM 430 Applied Sport Media Management  
SPM 435 Applied Information Technology in Sport  
SPM 436 Applied Digital Video Analysis (NY Jets Training Camp)  
SPM 440 Sport Entrepreneurship  
SPM 460 Applied Sport Marketing  
SPM 440 Sport Management Practicum  
SPM 470 Sport Management Internship  
SPM 536 Digital Video Analysis (graduate, Coaching Pedagogy)  
SPM 537 Advanced Digital Video Analysis (graduate, Coaching Pedagogy)  
SPM 538 Applied Digital Video Analysis (graduate, Coaching Pedagogy)

## **COURSES IN DEVELOPMENT**

Digital Photography in Sport  
Sports Journalism  
The Business of Baseball/Sabermetrics  
Elite Athlete Performance  
Legal Aspects of Information Technology  
Information Technology Philosophy and Ethics  
Mobile Technology Strategies in Sport  
Restorative Justice and Sport

## **GRANTS AND CORPORATE GIFTS**

### **Buffalo Bills (NFL)**

SUNY Cortland - \$320,000

### **Dartfish USA**

SUNY Cortland - \$4 million

### **New York State Department of Education Distance Learning Grant**

SUNY Cortland - \$1,500

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**New York State Department of Education Graphic Design and New Media Grant**  
SUNY Cortland - \$1,500

**New York State Department of Education Instructional Technology Grant**  
SUNY Cortland - \$1,500

**Panasonic USA**  
SUNY Cortland - \$50,000

**Pinnacle Systems Team Sports (XOS)**  
SUNY Cortland - \$6.1 million

**Samaritan Technologies**  
SUNY Cortland - \$125,000

## **INDUSTRY BOARD AND COMMITTEE SERVICE**

**Greater Buffalo Sports Hall of Fame – Technology Committee**  
Buffalo, NY

**National Women & Girls in Sports Day Organizing Committee**  
University at Buffalo, Buffalo, NY

**NCAA Men’s Basketball Eastern Regionals - Local Organizing Technology Committee**  
Buffalo, NY

**NCAA Men’s Hockey Frozen Four - Local Organizing Technology Committee**  
Buffalo, NY

**System Resource, Inc. – Board of Directors**  
Buffalo, NY

**USA Volleyball Junior Olympic Volleyball Club**  
Ithaca, NY

## **MEDIA COVERAGE**

**The Cortland Standard**  
“SUNY Cortland Foresees Jets Training Camp Creating Opportunities For Students”  
Scott Conroe, April 24, 2009

**Madison Square Garden Network**  
World Science Festival Live Coverage of “Science of Sports” Event  
June 2008

**Discover Magazine**  
“World Science Festival: The High-Tech Side of the Sporting Life”  
Andrew Moseman, June 2, 2008

**Time Warner – News10 Now**  
“SUNY Cortland Becomes Dartfish Training Center”  
March 25, 2008

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**NASCAR, Watkins Glen International**

“Class is Now in Session”

www.theglen.com, July 21, 2006

**Time Warner – News10 Now**

“A High Tech World Could Come to Cortland High”

October 8, 2006

**Time Warner – News10 Now**

“New Video Software For SUNY Cortland”

October 28, 2005

**SUNY Cortland Annual Report 2001-02**

“Sport Management Program Now at the Pinnacle of High-Tech”

Ken Goldfarb, December 2002

**Central New York Business Journal**

“New Cortland Center Teaches the Business of Sports”

Annemarie Kropf, October 11, 2002

**United University Professions Newsletter**

“Batting 1.000 – Will SUNY Strike Out?”

Lisa Feldman Reich, September 2002

**SportsBusiness Journal**

“College Site Draws Interest”

Noah Liberman, April 16-22, 2001 Issue

**PROFESSIONAL MEMBERSHIPS**

American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD)

College Sports Video Association (CSVA)

International Webmasters Association

New York State Defender’s Association

North American Society For Sport Management (NASSM)

Society For American Baseball Research (SABR)

Sport Marketing Association (SMA)

Western New York School Public Relations Association

**CHARITY AND COMMUNITY SERVICE**

**American Diabetes Association Tour De Cure**

Amherst, New York

- Promoted and rode in bike race to raise money for diabetes research

**Cortland and Homer School Districts**

Cortland and Homer, New York

- Volunteered to train and work with classroom teachers, coaches, students and athletes on using digital video analysis software and hardware

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### **Cortland Youth Bureau**

Cortland, New York

- Coordinated annual donation through Madden video gaming tournament held on campus

### **CORE Program**

Cortland and Syracuse, New York

- Spoke to inner city middle and high school students about careers in the sports industry

### **Dollars for Scholars Program**

Amherst, New York

- Coordinated annual phone-a-thon and golf tournament to raise money for scholarships for high school seniors

### **Empire State Games**

Rochester, Binghamton and Westchester County, New York

- Volunteered to assist the Central Region Girls Scholastic Volleyball Team with skill training using digital video analysis

### **Empire State Senior Games**

Cortland, New York

- Director of cycling competition and venue for athletes over 55

### **Kids Escaping Drugs Program**

Buffalo, New York

- Coordinated online auction of NASCAR team merchandise to donate to charity

### **Kids Voting Program**

Western New York

- District coordinator for voting education program K-12 students

### **New York Jets Training Camp**

Cortland, New York

- Used personal team contacts to assist with the negotiations with the National Football League team to hold its annual training camp in Cortland, New York
- Served on the community's organizing committee and as a liaison to the team for IT and video operations; millions of dollars in economic impact for Cortland County has been generated

### **Roswell Park Cancer Institute**

Buffalo, New York

- Raised over \$60,000 through NASCAR cause-related marketing program; visited the children's cancer wing

### **Society of Saint Vincent de Paul**

Dallas, Georgia

- Retail operations volunteer for community thrift store and help center in Dallas

### **Special Olympics**

Buffalo, New York

- Organized donation of cell phone and free airtime for the Special Olympics Summer Games management team

### **Students Against Drunk Driving (SADD) Program**

Homer High School, Homer, New York

- Assisted high school students with the filming and production of an anti-drunk driving video

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### **SUNY Cortland Athletics**

Cortland, New York

- Developed and managed courses which provided over 1000 hours of practicum work for students each semester at SUNY Cortland athletic events (NCAA Division III) and community businesses

### **SUNY Cortland Stadium Complex**

Cortland, New York

- Managed and trained students to program and operate the video board to provide graphics, live video and advertisements from local businesses during sports and community events

### **USA Junior Olympic Volleyball Club**

Ithaca, New York

- Volunteered time to work with the coaches and train the teams using digital video analysis
- Developed and maintained club website and recruiting materials

### **United Way Annual Day of Caring**

Western New York

- Promoted and participated in annual event to improve and benefit nonprofit organizations in the community

### **University at Buffalo Anti-Rape Task Force**

Amherst, New York

- Worked to promote female college student's safety through informational programs, transportation services and self-defense instruction

### **Web Design and Development**

Western and Central New York

- Donated over \$200,000 worth of web design services for campus departments and community fundraising initiatives

### **Wetstone Technologies**

Cortland, New York

- Organized college students to assist IT security company with the testing of biometric and cyber-security software used in projects for the FBI, CIA, NSA and U.S. Military

### **Wingate Memorial Golf Tournament**

Cortland, New York

- Helped organize, promote and run an annual golf tournament and sports memorabilia auction to raise money for the Wingate Scholarship