

FRANK R. VELTRI, EdD, MBA

frank.r.veltri@gmail.com / (C) 706-254-8200

LinkedIn: <https://www.linkedin.com/in/frank-veltri-52188015/>

EDUCATIONAL PREPARATION

- Ed.D. University of Northern Colorado, Greeley, CO
Sport Administration
Dissertation: *“Sport Celebrity Recognition and the Implication for Product Endorsement”*
Committee Chair: Dr. David K. Stotlar
- MBA Colorado State University, Fort Collins, CO
Concentration in Marketing
Assisted Dr. Todd Donavan
- MA Minnesota State University, Mankato, MN
Developmental/Adaptive Physical Education
Thesis: *“A Survey of Methods and Techniques in Teaching the Physically Disabled in the Mainstreamed Physical Education Class”*
Committee Chair: Dr. Marty Buck
- BS Mayville State University, Mayville, ND
Physical Education and Social Science

PROFESSIONAL TEACHING EXPERIENCE

- Boise State University** 2020 - Present
Adjunct Instructor of Marketing
College of Business and Economics
Department of Marketing
- Teach undergraduate professional selling and marketing courses.
- Angelo State University** 2022 - present
Adjunct Instructor of Marketing
College of Business
- Teach undergraduate marketing course
- University of Oregon** 2013 - 2019
Instructor of Marketing
Lundquist College of Business
Department of Marketing/Warsaw Sport Marketing Center
- Director of Professional Sales Club and AMA Marketing Club
 - Principles of Marketing Curriculum Coordinator
 - Study Abroad Program.

Metropolitan State University-Denver

2005 - 2013

Instructor of Marketing

College of Business

Department of Marketing

- Taught undergraduate marketing and sport business courses.
- Conducted university economic impact study
- Serve on various committees in the department, college, and university.

University of Colorado-Denver

2010 - 2013

Adjunct Instructor of Marketing

Business School

Department of Marketing

- Taught undergraduate principles of marketing courses.

University of Colorado-Boulder

2005 - 2010

Adjunct Instructor of Marketing/Sport Business

Leeds College of Business

Department of Marketing

- Developed Sport Business Certification Program
- Taught undergraduate sport business and marketing courses
- Developed Sport Business Advisory Board.

Ball State University

2003 - 2005

Assistant Professor of Sport Administration

College of Applied Sciences and Technology

School of Kinesiology

- Taught undergraduate and graduate sport management course.
- Graduate Adviser

University of Georgia

2001 - 2003

Assistant Professor of Sport Management

College of Education

Department of Kinesiology

- Taught undergraduate and graduate sport management course.
- Graduate Adviser

Minnesota State University

1999 - 2001

Assistant Professor of Sport Management

College of Allied Health and Nursing

Human Performance Department

- Taught undergraduate and graduate sport management course.

University of Oklahoma

1997 - 1999

Visiting Assistant Professor of Sport Management

College of Arts and Sciences

Department of Health and Exercise Science

- Taught undergraduate and graduate sport management course.

CERTIFICATES

- 2019 Quality Matter's Student Orientation (OYOL) Certification Program
- 2019 Quality Matter's Applying the Rubric (APPQMR) Certification Program
- 2018 UO Summer Teaching Institute Program. Online Course Development
- 2017 AACSB International Online Teaching Effectiveness Seminar

RESEARCH ACTIVITIES

RESEARCH/DEVELOPMENT PROJECTS IN PROGRESS:

- Veltri, F.R. & Miller, J.J. (manuscript development). Fans perspective of COVID 19 protocol at the U.S. Olympic Trials. Target Journal: Unknown currently.
- Daughtrey, C., Farmer, J., Mick Jackowski, M., & Veltri, F.R. (manuscript development). What are the Educational Needs of Today's Students? Target Journal: Unknown currently.

RESEARCH/SCHOLARSHIP INTEREST

My research focuses on sport consumer marketing and sponsorship. I am interested in what impacts consumption of products and services, primarily sports related, but over the years I have expanded into other areas.

- Veltri, F.R., Daughtrey, C., & Miller, J. (2021). The Economic Impact of a Junior Club Sporting Event: Caravan Fans. *American Journal of Management*, 21(4), 111-123.
- Veltri, F.R., Miller, J., Iyer, V.R., & Moody, R. (2010). Cases in sport marketing: Instructor's perceptions of case location and instructional use. *Journal for Advancement of Marketing Education*, 16, 52-64.
- Veltri, F.R., Miller, J., & Harris, A. (2009). Club sport national tournament: Economic impact of a small event on a mid-size community. *Recreational Sports Journal*, 33(2), 119-128
- Miller, J., Veltri, F.R., & Gillentine, J.A. (2008). Spectator perception of security at the Super Bowl after 9/11: Implications for facility managers. *SMART Journal* 4(2), 16-25
- Miller, J., Gillentine, J.A., & Veltri, F.R. (2008). Risk management strategies at Division I Intercollegiate Football Stadiums: Do spectators perceive they are protected against terrorism? *The Journal of Contemporary Athletics* 3(1), 65-80
- Miller, J., Veltri, F.R., & Phillips, D. (2007). Preparing against a terrorist attack: The application of risk management plans at intercollegiate football stadiums. *The Journal of Contemporary Athletics*, 2(3), 253-271
- Miller, J., Veltri, F.R., Phillips, D., & Gillentine, A. (2007). Security practices at intercollegiate football games: How secure is secure enough? *SMART Journal* 3, 45-56
- Veltri, F.R., Miller, J., & Iyer, V.R. (2006). Sport retailing through cyberspace: Using a content analysis to examine sport retail sites. *International Journal of Sport Management* 7, 1-15
- Miller, J. & Veltri, F.R. (2006). Perceived marketing strengths and weaknesses of elite disabled sport organizations in the United States. *The SMART Journal* 3, 57-70
- Miller, J., Veltri, F.R., & Gillentine, J.A. (2005). A student perspective of university intramural sport risk management procedures. *Recreational Sports Journal* 29(1), 22-32
- Miller, J. & Veltri, F.R. (2005, March). Sports retail consumer behavior: Why they won't buy online. *Research Quarterly for Exercise and Sport*, 76(1), (supplement proceedings), A-127

- Miller, J., Seidler, T., Gillentine, A., Veltri, F.R., & Jordan, J. (2004, March). Effectiveness of university intramural risk management plans from the participant's perception. *Research Quarterly for Exercise and Sport*, 75(1) (supplement proceedings)
- Miller, J. & Veltri, F.R. (2003). Security issues in public recreation centers. *The Journal of Legal Aspects of Sport*, 13, 265-288
- Kuzma, J.R., Veltri, F.R., Kuzma, A.T., & Miller, J. (2003). Negative corporate sponsor information: The impact on consumer attitude and purchase intentions. *International Sport Journal* 7, 140-147
- Veltri, F.R., Kuzma, A.T., Stotlar, D.K., Iyer, V.R., & Miller, J. (2003). Athlete-Endorsers: Do they affect young consumer purchasing decisions? *International Journal of Sport Management*, 4, 145-160
- Veltri, F.R., Miller, J., Scott, D., & Gillentine, J.A. (2003). An analysis of international university sport management program websites: How are they being used? *International Journal of Sport Management*, 4, 44-58
- Miller, J., Veltri, F.R., & Combs, G. (2002). An analysis of disabled sport organizations resource-acquisition strategies. *International Sport Journal*, 6, 160-17
- Veltri, F.R., Miller, J., & Scott, D. (2001). An examination of security in campus recreational centers. *NIRSA Journal* 25, 48-56
- Miller, J. & Veltri, F.R. (2001). Campus recreation centers: An examination of security issues. *Journal of Legal Aspects of Sport* 11, 169-180
- Veltri, F.R., Luehmann-Jayna, H., & Kuzma, J.R. (2001). Consumer attitude: Two methods of sponsorship recognition. *International Journal of Sport Management* 2, 152-165
- Scott, D.K., Veltri, F.R., & Wallace, B. (1999). Corporate sponsorship in campus recreation. *NIRSA Journal* 23, 43-50
- Veltri, F.R. & Long, S.A. (1998). A new image: Female athlete-endorser. *Cyber-Journal of Sport Marketing*. <http://www.cad.gu.edu.au/cjasm>
- Stotlar, D.K., Veltri, F.R., & Iyer, R. (1998). Recognition of athlete-endorsed sports products. *Sport Marketing Quarterly* 7, 48-55
- Waggoner, R.G., Ammon, R., Jr., & Veltri, F.R. (1993) Perceptions regarding the use of student-athlete graduation rates as an element in head football coach evaluation. *Sport Marketing Quarterly* 2, 27-34

Chapter in Book

- Mercurio, Kathryn R. and Veltri, Frank, R. (2018). "Fostering Connections between Sports Teams and Consumers" in *Brand Touch Points*. Nova Science Publishers, Inc.

Invited Journal Article

- Veltri, F.R. & Miller, J. (2009, April). Case studies in sport marketing: Insight into case teaching methods. www.pelinks4u.org

Book Review

- Administration of Physical Education and Sport Programs* (Horine, L). Requested to review book prior to publication. WCB McGraw-Hill Publication. 2002

BUSINESS SCHOOL TEACHING EXPERIENCE

Teaching Philosophy: My goal is not just to achieve excellence in the classroom through rigorous, innovative, and relevant classes, but also to help students on other fronts, including helping them grow professionally by securing internships and networking and facilitating participation in extracurricular activities specifically aimed at enhancing marketing and sales-related skills.

Online and Hybrid Teaching: Business Communication, Principles of Marketing, Professional Selling, Sport Marketing, Introduction to Sport Business, and MBA Courses.

Study Abroad Program. Instructor of Consumer Behavior and International Marketing in Vienna, Austria.

MKTG 321 Professional Selling: Understand the sales process, ethical selling techniques, digital tools, and careers in sales. Learn to initiate and build long-term business-to-business (B2B) relationships.

MKTG 311: Marketing Management - Product, price, promotion, and distribution decisions in consumer and industrial markets. Market segmentation, product positioning for goods and services. Marketing strategy and management. Product life cycles. This course introduces a series of frameworks and tools that may be used to solve general business problems as well as to develop specific marketing strategies and programs.

MKTG 489/589 Personal Selling: This course will focus on communication, networking, and relationship building skills necessary for success in a wide variety of business careers. By the end of the course, students should understand how sales skills are used.

BA 453: Business Strategy and Planning - Capstone course focusing on strategy formulation and decisional processes. Includes writing a business plan that applies knowledge and develops course of action to accomplish organizational objectives.

BUS 1950 - Business Communication: This marketing course explores multiple forms of communication within a business environment. Emphasis is placed on writing, listening, speaking, nonverbal and interpersonal communication with internal and external business audiences. Students apply the principles learned to written exercises and oral presentations.

MKT 6020: Market Opportunity Assessment: Topics included in a strategic marketing plan as applied in sustainable business. Learners integrate regenerative economics and humanistic marketing theory to integrate applied marketing practices with concepts consistent with a new marketing purpose of delivering sustainable value to customers, business, and society.

MKT 6230: Customer Relationships - Development and Management: Development of a CRM database from a marketing perspective. Incorporates: Comparison of marketing databases, understanding of customer prospecting and acquisition tools, creating customer engagement, developing and tracking database metrics and web analytics. Build a customer loyalty and retention plan for an organization.

SBUS 450: Sports Marketing - Essentials of effective sports marketing. Includes research, segmentation, product and fan development, pricing, licensing, and communication channels such as advertising, sales promotion, and publicity.

BA 317: Marketing: Value for Customers - Market analysis, target customer identification, and development of marketing-mix strategies to deliver superior customer value and contribute to the performance of the organization. This course will reflect the full breadth of the practice of marketing.

MKTG 435: Consumer Behavior - Applications of social science concepts to the understanding of consumers and to the optimal delivery of products and services. Students deepen their knowledge about consumer psychology and how to apply that knowledge as a marketing manager.

MKTG 470: International Marketing - Analysis and development of marketing strategy and tactics for multinational and global markets

MKTG 445: Entrepreneurial Marketing - Techniques for analyzing and developing new markets. Pricing, communicating, and distributing new products or services with limited resources. Developing marketing plans for new ventures.

Other Teaching Assignments

Undergraduate Marketing Course

Introduction to Business
Advertising and Promotion Management
Reputation and Brand Management
Principles of Marketing
Business Communication
Professional Selling
International Marketing
Marketing Management-Adding Value
Business Strategy and Planning (Capstone)
Consumer Behavior
Entrepreneurial Marketing
Business of Sport

Undergraduate Sport Business Courses

Sport Finance and Fundraising
Sport Marketing
Introduction to Sport Administration
Sport Finance and the Consume
Sport and Event Marketing
Sport Ticket Sales
Sport Facility Management
Principles of Sport Management
Introduction to Sport Management
Foundations of Sport Management
Sports and the Mass Media
Organization/Administration of Sport

Graduate Courses

Customer Relations: Dev & Mgt
Market Opportunity Assessment
Sport Finance
Sport Marketing
Advanced Sport Marketing
Sport Administration
Facility and Event Management
Seminar Athletic Compliance
Sport Law
Sport Leadership

Courses Development

Sport Revenue Systems
Sport and Event Marketing
Sport Leadership, Sport Finance
Business of Sports
Event and Facility Operations

Undergraduate Management Courses

Special Topic: Management of Sports
Special Topic: Management of Sports
International Business and Management
Adding Value with Management
Human Resources Management

HONORS AND AWARDS

- Nominated and finalist for the “Adjunct Instructor of the Year” Boise State University
- Nominated for “SAAC Faculty Above and Beyond Award” University of Oregon Scholar Athlete Awards Banquet.
- Best Marketing Professor Award. Presented by the Student Marketing Association at Metropolitan State College of Denver
- Recipient of the Golden Participation Award: In recognition of engaging, thought-provoking class participation, enriching the MBA learning experience. Colorado State University
- University of Georgia Research Grant
- Minnesota State University Research Grant
- Wrestling Coach of the Year

SALES COMPETITION COACH

RNMKRS Virtual Sales Competition, with 2,200 student competitors from 59 different universities

State Farm Sales and Marketing Competition

Arizona Collegiate Sales Competition (ACSC)

Pacific Northwest Sales Competition (PNWSC)

University of Minnesota - Twin Cities Team Collegiate Sales Competition

Western States Colleges Sales Competition – Chico State University (WSCSC)

Assisted in the Development of Sport Sales Workshop and Job Fair with Portland Trailblazers and University of Mount Union, at the Moda Center, Portland, OR

CONFERENCE PRESENTATIONS AND PUBLISHED PROCEEDINGS

Over 70 national peer refereed presentations

1. Generation Alpha: Ready or Not Marketing Educators, Here We Come (April 2-4, 2020). Marketing Educators Association, Seattle, WA.
2. Daughtrey, C., Farmer, B., & Veltri, F. R. (2019). How are We Developing the Soft Skills of our Marketing Students? Marketing Educators Association, Phoenix, AZ.
3. Daughtrey, C., Jackowski, M., & Veltri, F.R., (2017, April). Marketing our Marketing Program. Marketing Educators Association, San Diego, CA.
4. Moody, R. & Veltri, F.R. (2017, April). Are online reviews of marketing classes unbiased: A look at the impact of social modelling and reactance on student online reviews? Marketing Educators Association, San Diego, CA.
5. Veltri, F.R., Miller, J., Presley, R. & Chartlon, A. (2016, November). College football fans' interest and perception of the College Football Playoff National Championship. Sport Marketing Association Conference, Indianapolis, IN.
6. Veltri, F.R., Scofield, A. & Black, C. (2016, April). Teaching Principles of Marketing: Student group projects from A to Z. Marketing Educators Association. Special Session, Denver, CO.
7. Veltri, F.R. & Moody, R. (2016, April). An exploration of where social media marketing is taught across the university campus. Marketing Educators Association, Denver, CO.
8. Veltri, F.R., Miller, J., Presley, R. & Chartlon, A. (February 25-27, 2016). The new playoff system in college football: Analysis of fan interest and perception of College Football National Championship Game. Applied Sport Management Conference, Baton Rouge, LA.
9. Veltri, F.R., Lewis, J., Shin, S.S., Nelson, M., & Atwong, C. (2014, April). Principles of Marketing Class: Designing a program that is effective and efficient from exams to final presentations. Special Session. MEA Conference, Silicon Valley, CA
10. Veltri, F.R. (2014, April). Female athlete endorsers: Affect consumer product recognition? Western Decision Sciences Institute (WDSI), Napa, CA.
11. Veltri, F. R. & Moody, R.T. (2013). The Use of Case Studies in Sports Marketing: Instructors' Perceptions of Traits Learned. The 2013 Institute of Strategic and International Studies–San Antonio International Multidisciplinary Academic Conference, October. Abstract appears in the refereed proceedings from the conference.
12. Veltri, F.R. & Miller, J. (2013, October). Club Sports: The next great economic impact to your community. Sport Marketing Association, Albuquerque, NM.

13. Veltri, F.R, Iyer, V., & Daughtrey, C. (2013, March). Product endorsement by professional athletes: Analysis of consumer recognition. Western Decision Sciences Institute (WDSI), Long Beach, CA
14. Veltri, F.R. & Miller, J. (2013, March). Crossroads volleyball tournament: Economic impact analysis. Western Decision Sciences Institute (WDSI), Long Beach, CA.
15. Veltri, F.R. (2012, October). Economic Impact of Crossroads Volleyball on the City of Denver Tournament. Marketing Department Research Symposium, Denver, CO.
16. Veltri, F.R., Iyer, V., & Miller, J. (2012, June). Consumer recognition of product endorsement by professional athletes: Revisited 15 years later. Research Conference in Sport Marketing: Focus on Sponsorship. Hosted by University of Oregon, held in city of Portland. OR
17. Veltri, F.R. & Miller, J. (2012, February). E-publishing: Where are we today? A legal update. SRLA Annual Conference, Greensboro, NC
18. Veltri, F.R., Miller, J., Iyer, V. & Daughtrey, C. (2011, October). Consumer recognition of product endorsement by professional athletes. The 9th Annual SMA Conference, Houston, TX
19. Veltri, F.R., Daughtrey, C., & Miller, J. (2011, April). Beyond the classroom: Service learning in business school marketing clubs. Marketing Educators' Association Conference, San Diego, CA
20. Veltri, F.R., Miller, J., & Daughtrey, C. (2011, April). What marketing professors should know about E-publishing: Where are we today? A legal update? Marketing Educators' Association Conference, San Diego, CA
21. Veltri, F.R., Daughtrey, C., & Iyer, V.R. (2010, October). Consumer perceptions of multiple product endorsement by professional athletes. The 8th Annual SMA Conference, New Orleans, LA
22. Veltri, F.R. & Miller, J. (2010, April). Teaching sports marketing the hybrid way: A new twist. Marketing Educators' Association Conference, Seattle, WA
23. Miller, J. & Veltri, F.R. (2010, April). Kolb's Experiential Education Model Effectiveness in teaching marketing through service learning. Marketing Educators' Association Conference, Seattle, WA
24. Miller, J. & Veltri, F.R. (2010, March). The challenges and the issues: Teaching sport management courses online. AAHPERD National Convention, Indianapolis, IN
25. Veltri, F.R. & Miller, J. (2010, March). Examination of security issue at university sport camps: coaches background check. AAHPERD National Convention, Indianapolis, IN
26. Miller, J. & Veltri, F.R. (2009, March). Examination of safety issues at university sport camps. SRLA Annual Conference, San Antonio, TX
27. Veltri, F.R. & Miller, J. (2009, April). Cases in sports marketing: Case selection and how they are used in the classroom. Marketing Educators' Association Conference, Newport Beach, CA
28. Veltri, F.R. & Miller, J. (2009, May). Economic impact of a small event on a mid-sized community. NASSM Conference, Columbia, SC
29. Miller, J. & Veltri, F.R. (2009, July). Selection and use of case studies in sport marketing classes. Business and Marketing Teacher Conference of Texas, Houston, TX
30. Veltri, F.R. (2009, October). Economic Impact of hosting regional & national tournaments. Big XII NIRSA Conference, Boulder, CO
31. Veltri, F.R., Miller, J., & Gillentine, J.A. (2008, April). Spectator perception of security at the Super Bowl after 9/11: Implications for facility managers. AAHPERD National Convention, Fort Worth, TX

32. Veltri, F.R. & Miller, J. (2008, April). Case studies in sport marketing: A study of instructor's case selection and the use in the classroom. AAHPERD National Convention, Fort Worth, TX
33. Veltri, F.R., Miller, J., & Harris. A. (2008, April). Hosting a national club sport tournament: The economic impact to the community. NIRSA Conference, Austin, TX
34. Veltri, F.R., Miller, J., & Gillentine, J.A. (2008, April). Spectator perception of security at the Super Bowl after 9/11: Implications for facility managers. AAHPERD National Convention, Fort Worth, TX
35. Veltri, F.R. & Miller, J. (2008, April). Case studies in sport marketing: A study of instructor's case selection and the use in the classroom. AAHPERD National Convention, Fort Worth, TX
36. Veltri, F.R., Miller, J., & Harris. A. (2008, April). Hosting a national club sport tournament: The economic impact to the community. NIRSA Conference, Austin, TX
37. Veltri, F.R., Miller, J., & Gillentine, J.A. (2007, March). Diversity issues confronting the black athlete: Examination of endorsement opportunities. AAHPERD National Convention, Baltimore, MD
38. Veltri, F.R. & Miller, J. (2007, March). Spectator perception of security at the Super Bowl: Risk management and the implications. SRLA Annual Conference, University of North Carolina-Chapel Hill, NC
39. Miller, J., Gillentine, J.A., & Veltri, F.R. (2006, April). The use of problem solving in teaching sport management. Sport Management Council (SMC), AAHPERD National Convention, Salt Lake City, UT
40. Veltri, F.R. & Miller, J. (2006, April). Purchasing sport-related products online: What motivates the consumer? AAHPERD National Convention, Salt Lake City, UT
41. Veltri, F.R., Miller, J., & Gillentine, J.A. (2006, April). Spectator perception of security at intercollegiate contests. AAHPERD National Convention, Salt Lake City, UT
42. Veltri, F.R. & Miller, J. (2005, November). Looking for sponsorship: Look no farther than eBay. The 3rd Annual Sport Marketing Association Conference, MBA Sports Business of the W. P. Carey, Tempe, AZ
43. Veltri, F.R. & Miller, J. (2005, November). Teaching with case method: Developing critical skills for sport marketing students. The 3rd Annual Sport Marketing Association Conference, MBA Sports Business of the W. P. Carey, Tempe, AZ
44. Veltri, F.R. & Miller, J. (2005, October). Attracting sponsorships through the internet: The wave of the future. Florida State University, Sport Management Conference, Tallahassee, FL
45. Veltri, F.R., Miller, J., & Gillentine, J.A. (2005, April). Teaching with case studies in sport management: significant analytical and conceptual thinking skills. AAHPERD National Convention, Chicago, IL
46. Veltri, F.R. & Miller, J. (2005, April). An analysis of web sites used: Consumer purchasing of sport apparel. AAHPERD National Convention, Chicago, IL
47. Miller, J. & Veltri, F.R. (2005, April). Do you want to watch some football? Anti-terrorism security policy and procedure changes at selected Division I Intercollegiate Football Stadiums. AAHPERD National Convention, Chicago, IL
48. Miller, J., Veltri, F.R., & Phillips, D. (2005, March). Identification of Anti-Terrorism security policy and procedure changes at selected Division I Intercollegiate Football Stadiums. SRLA Annual Conference, Virginia Beach, VA
49. Veltri, F.R., Miller, J., & Kaye, B. (2004, November). Consumer perception preferences of athletic merchandise selection and convenience: Internet vs. Traditional retail athletic outlets. Sport Marketing Association, Memphis, TN

50. Veltri, F.R. & Miller, J. (2004, November). Consumer perceptions of Value of athletic merchandise and apparel on the internet: Do traditional retailers have anything to fear? Sport Marketing Association, Memphis, TN
51. Veltri, F.R. & Miller, J. (2004, June). Consumer purchasing behavior of sport merchandise/apparel online: The who's, what's and why they do it. NASSM Conference, Atlanta
52. Miller, J., Seidler, T., Gillentine, J.A., Veltri, F.R., & Jordan, J. (2004, March). Effectiveness of university intramural risk management plans from the participant's perception. AAHPERD National Convention in New Orleans, LA
53. Miller, J. & Veltri, F.R. (2004, March). An examination of security concerns in public recreation centers. SRLA Annual Conference, Las Vegas, NV
54. Veltri, F.R., Miller, J., & Crow, B. (2003, November). The use of case analysis in teaching sport marketing. Sport Marketing Association, Gainesville, FL
55. Miller, J., Veltri, F.R., Jordan, J., Seidler, T., & Gillentine, J.A. (2003, March). University intramural program risk management plans: What do the participants perceive? SSLASPA Conference, Atlanta, GA
56. Veltri, F.R., Kuzma, J.R., & Miller, J. (2002, May). Negative corporate sponsor information: The impact on consumer attitude and purchasing intentions. NASSM Conference, Canmore, Alberta, Canada
57. Miller, J. & Veltri, F.R. (2002, March). Title II of the ADA: Its implications in dealing with HIV sport participants. SSLASPA Conference, Waco, TX
58. Veltri, F.R., Miller, J., Scott, D.K., & Gillentine, J.A. (2001, November). An analysis of international University sport management web sites: Are they marketing their programs effectively. Florida State University Sport Management Conference, Tallahassee, FL
59. Veltri, F.R. & Miller, J. (2001, November). Corporate apparel exclusivity in college athletics: The student factor. The International Conference on Sport & Entertainment Business, University of South Carolina, Columbia, SC
60. Miller, J., Veltri, F.R., Scott, D.K., & Gillentine, A. (2001, November). An analysis of international University sport management web sites: What do they tell us? The International Conference on Sport & Entertainment Business, University of South Carolina, Columbia, SC
61. Veltri, F.R., Miller, J., & Rushing, G. (2001, May). Athletic department caravans: Do they satisfy the super-fan? NASSM Conference, Virginia Beach, VA
62. Veltri F.R., Gillentine, A., Scott, D., & Miller, J. (2001, May). University sport management web sites: What do they tell us? NASSM Conference, Virginia Beach, VA
63. Brown, M. & Veltri, F.R. (2001, May). An analysis of sport retail sites on the World Wide Web. NASSM Conference, Virginia Beach, VA
64. Rushing, G. & Veltri F.R. (2001, March). Event management changes in the aftermath of the "University of Wisconsin Football Game" tragedy and lawsuit. SSLASPA Conference, Branson, MO
65. Veltri, F.R. & Miller, J. (2001, March). Athlete endorsement contract: What are the athletes' rights? SSLASPA Conference, Branson, MO
66. Veltri, F.R., Rushing, G., & Miller, J. (2001, March). Making a case for new athletic/recreational facilities. AAHPERD National Conference, Council of Facilities and Equipment, Cincinnati, OH
67. Veltri, F.R. (2000, February). An examination of security in campus recreation centers. Central District of AAHPERD, Omaha, NE

68. Veltri, F.R. & Miller, J. (2000, February). Athlete-endorsed products: Students purchasing behavior. Central District of AAHPERD, Omaha, NE
69. Veltri, F.R. & Miller, J. (2000, March). Legal issues in campus recreation facilities. SSLASPA Conference, Albuquerque, NM
70. Miller, J. & Veltri, F.R. (2000, March). Applications of risk management theories in university physical activities programs. SSLASPA Conference, Albuquerque, NM
71. Veltri, F.R. & Miller, J. (2000, June). Security management of campus recreation facilities. NASSM Conference, Colorado Springs, CO
72. Berkhouse, J., Gabert, T., & Veltri, F.R. (1999, May). Community relations within Major League Baseball, National Basketball Association, National Football League, and the National Hockey League. NASSM Conference, Vancouver, BC
73. Gabert, T.E., Vala, J.L., Veltri, F.R., & Hale, J.L. (1999, April). Difference in decision style choices between NCAA Division III Women's Volleyball and Softball Coaches. AAHPERD National Convention, Boston, MA
74. Veltri, F.R., Miller, J., & Scott, D. (1999, April). Analysis of university recreation centers' security systems. AAHPERD National Convention, Boston, MA
75. Veltri, F.R., Scott, D.K., & Wallace, B. (1999, April). Corporate sponsorship in campus recreation. NIRSA National Convention, Milwaukee, WI
76. Veltri, F.R., & Iyer, V.R., & Stotlar, D.K. (1998, April). Effectiveness of using athletes in advertising consumer products. The 27th Annual Meeting of the Western Decision Science Institute, Reno, NV
77. Veltri, F.R. (1997, May). A survey of young consumers and their purchasing behavior of athlete-endorsed products. NASSM Conference, San Antonio, TX
78. Veltri, F.R. & Stotlar, D.K. (1996, May). Selected sport celebrities and consumer recognition of endorsed products. NASSM Conference, New Brunswick, Canada
79. Veltri, F.R. (1995, May). Planning a new student funded recreation facility. AAHPERD National Convention, Portland, OR

REFEREED CONFERENCE PAPERS

- Moody, R. & Veltri, F.R. (2017, April). Are Online Reviews of Marketing Classes Unbiased: A Look at the Impact of Social Modelling and Reactance on Student Online Reviews? Marketing Educators' Association, San Diego, CA.
- Veltri, F.R., Iyer, V.R., & Miller, J. (2012, June 21). Consumer Recognition of Product endorsement by professional athletes: Revisited 15 years later. Research Conference in Sport Marketing: Focus on Sponsorship. Sponsored by the University of Oregon, Portland. OR
- Veltri, F.R., Daugherty, C., & Miller, J. (2011, April). Beyond the classroom: Service learning in business school marketing clubs. Marketing Educators' Association Conference, San Diego, CA
- Veltri, F.R., Miller, J., & Daughtrey, C. (2011, April). What marketing professors should know about e-publishing: Where are we today, legal update? Marketing Educators' Association Conference, San Diego, CA
- Veltri, F.R. & Miller, J. (2010, April). Teaching sports marketing the hybrid way: A new twist. Marketing Educators' Association Conference, Seattle, WA
- Miller, J. & Veltri, F.R. (2010, April). Kolb's Experiential Education Model Effectiveness in Teaching Marketing Through Service-Learning. Marketing Educators' Association Conference, Seattle, WA

Veltri, F.R. & Miller, J. (2009). Cases in sports marketing: Case selection and how they are used in the classroom. Marketing Educators' Association Conference, Newport Beach, CA

Iyer, V.R., Veltri, F.R., & Stotlar, D.K. (1998). Effectiveness of using athletes in advertising consumer products. Western Decision Sciences Institute (27), 145-150

WORKSHOP PRESENTATIONS

Veltri, F.R. (2017, October). Getting ahead of the Curve: Preparing students for Post-College. Innovation Summit. University of Oregon, OR

Veltri, F.R. (2005, November). SMA Case Bank Clearinghouse. Presentation Topic: Creation of a sport marketing case bank. SMA Conference, Arizona State University, AZ

Petersen, J., Pauline, G., & Veltri, F.R. (2005, March). Enhancing student and faculty productivity through service learning. The 7th Annual Teaching and Learning Conference. Academic Endeavors: Linking Faculty and Student Productivity. Muncie, IN

Veltri, F.R., Miller, J., Gillentine, A.J., & Bradish, C. (2004, November). SMA II Symposium: The Use of Case Methods in Teaching Sport Marketing. Sport Marketing Association, Memphis, TN

Paschke-Johannes, T., Royster, R., Tyberg, L., Veltri, F.R., Wiedmer, J., & Woodward, A. (2004, April). Learner-centered teaching: Six perspectives. The 6th Annual Teaching and Learning Conference. Title: Frameworks for Success and Success in Teaching. Ball State University, IN

Veltri, F.R. (2000, March). ACSM Health/Fitness Instructor Workshop and Certification. Topic: Sport Management, Mankato, MN

UNC TODAY. Local Television Program (1995, April). Interviewed by University President. Topic: "New student campus recreation center."

CONSULTING

Developed a consulting firm where I review companies' digital footprint, platform evaluation, and digital story. LLC Intersection2Success (I2S)

SoCal Side Car Winery Tours. Evaluated the Digital Marketing Presents. Developed recommendations to increase digital presents.

Sunrise Travel and Cruises. Developed Marketing Plan in consumer awareness and provided suggestions for social media outreach as well as commercials and videos.

RamJack - Foundation Repair Services. Conduct an analysis of current practices in digital marketing, especially in terms of cost effectiveness. Review competitions digital presents.

EverGreen Zero Waste. Developed Marketing Plan and Business Strategy Plan for expansion.

News Interview on Entrepreneurship. Local television Network

Conducted Economic Impact Study for Metropolitan State University of Denver. The impact the college has on the City of Denver and surrounding communities.

Sponsorship Proposal for HAAS CNC Racing Team. Develop sponsorship proposal for NASCAR's HAAS CNC Racing Team. Identify potential corporate sponsors.

Risk Management Assessment

Campus Recreation Risk Management Assessment. Colorado State University. Developed new risk management policy and procedures manual for campus recreation activities and facilities.

(Additional Consulting Activities upon request)

SELECTED STUDENT EXPERIENTIAL LEARNING ACTIVITIES

Sport Marketing: Student Sport Project Consultants.

| | |
|--|---|
| Tri-City Dust Devils Baseball Club | Everett AquaSox Baseball Club |
| Corvallis Knights Baseball Club | Portland Pickles Baseball Club |
| All Terrain Events | Eugene Emeralds Baseball Club |
| Eugene Emeralds Baseball Club | Bend Elks Eugene Emeralds Baseball Club |
| University of Oregon Athletic Department | Salem Volcanoes Baseball Club |

Ticket Sales

Colorado Avalanche and Denver Nuggets

Students ticket sales for the selected games. Scholarship fundraising for the Marketing Department.

Career Sport Symposium

“Get ahead of the Curve: Career in Sports”

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|--|----------------------------------|
| Featured distinguish speakers in the sport industry from Denver-Metro area | |
| Jon Schmieder, Executive Director | Metro Denver Sports Commission |
| Andy Gorchov, Director of Stadium Operations | Invesco Field at Mile High |
| Angie Tirella, Marketing Director | Ringling Brothers Barnum Bailey |
| Kris Ekeren, Vice President | National Center for the Disabled |
| Corey Gonzales, Marketing & Sales | International at Castle Pines |

Career in Sports Symposium

Featured distinguish speakers in the sport industry from the Indianapolis Metropolitan Area.

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|--|---------------------------------|
| Kara Kovert, Assistant Athletic Director | Butler University |
| Blake Ress, Assistant Director | Indiana High School Association |
| Dan Gaines, Assistant Marketing Director | Indiana Fever |
| Troy Vaughn, Director of Campus Recreation | Ball State University |

(Additional Student Service-Learning Activities upon request)

PROFESSIONAL SERVICE

Boise State University, College of Business and Economics

- *Adjunct Advisory Committee, (AAC)*

University of Oregon: Lindquist College of Business

- Online Taskforce and Course Development Committee
 - Develop policies and procedures for Business School online courses
- Industry Task Force Committee
- Ph.D. Students Teaching Seminar Instructor
- Instructor Guideline Task Force
- Pilot Courses for Reassessing Student Evaluations
- Adviser: American Marketing Association Club
- Adviser: UO Professional Sales Club
 - Professional Sales Club development.

- Coach students competing in sales competitions.
- Creating Corporate Partnerships
- Sales Workshops – i.e., Networking
- Role-Play Workshops
- Conduct Sales Internal Activities
- Career Fair Activities
- End of Year Corporate Sales Job Fair
- Worked to develop Sport Sales Workshop/Job Fair at the MODA Center in Portland

Marketing Department Service

- Core Curriculum Coordinator for Principles of Marketing
- Core Curriculum Coordinator for Business Administration
- Tenure Track Search Committee
- NTTF Search Committee
- NTTF Professional Responsibilities Committee
- NTTF Promotion Policy Committee
- LCB Internal Governance Task Force

University of Oregon Service

- Pilot New University Student Evaluation, 2016 - 2018
- Faculty Advisor: National Society of Collegiate Scholars (NSCS)
- Ombuds Advisory Group – Position Search

Metropolitan State University Denver

University Service Metropolitan State University-Denver

- Curriculum Committee
- Department Guidelines Committee Member
- Multicultural and Diversity Committee
- Sport Business Certificate Program Committee Member
- Sports Ticket Sales Coordinator

Colorado State University

MBA Graduate Assistant - Student Recreation Center Taskforce

- Sport Club Risk Management Committee
- Sport Camp Risk Management Assessment Team
- Conducted Study: Great Ram Club
- Club Sports National Hockey Tournament Committee

Assistant Professor College and University Service

- Graduate Faculty Committee
- Undergraduate Faculty Committee
- Sport Management Committee
- Faculty Search Committee
- Sport Studies Program Committee
- Curriculum Advisement Committee
- Faculty Committee
- Graduate Council Committee
- Graduate Curriculum Committee
- SRC Ethics Committee

- Honorary Degree Committee

JOURNAL REVIEWER

Guest Reviewer: The International Journal of Marketing and Sponsorship

Guest Reviewer: S.M.A.R.T. Journal (special issue)

Reviewer: Sport Management Program Committee (NASSM)

Reviewer: Sport Management Education Journal

Reviewer: Marketing Educators' Association, conference papers