

# Dr. G. Lynn Lashbrook

[lynn@smwwinc.com](mailto:lynn@smwwinc.com)

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## EDUCATIONAL BACKGROUND

- 1978 - Doctorate in Education  
University of Northern Colorado, Greeley, Colorado
- 1971 - Masters in Education  
Springfield College, Springfield, Massachusetts
- 1970 - Bachelor of Science in Health and Physical Education  
Fort Hays State University, Hays, Kansas

## MAJOR ACCOMPLISHMENTS

1993 - Present: **SPORTS AGENT and SPORTS CONSULTANT**

- President and Founder of Sports Management Worldwide
- Successfully recruited and serviced 16 NFL players from First Round to Free Agents.
- Serves as National Faculty Member of United States Sports Academy.
- Served as Guest Lecturer in Sports Management in Mexico, Hong Kong, Singapore, Beijing and Russia.
- Spearheaded **MLB Campaign** in Portland, Oregon.
- Involved in the creation of Portland Baseball Group.
- Presented at NCAA Regional Compliance Seminar on Sports Agents.

1988 - 1993: **DIRECTOR OF ATHLETICS  
UNIVERSITY OF ALASKA FAIRBANKS**

EXTERNAL RELATIONS: Generated significant increase in all components of external funding

- Corporate sponsorship from \$100,000 to over \$300,000
- Season ticket sales from 200 to 2,000
- Nanook Club membership tripled
- Women's volleyball largest crowd in state history (1,600)
- Alumni pre/post game activities organized statewide

INTERNAL RELATIONS: Reorganized department, resulting in more efficient day-to-day operations

- Conducted four national searches for coaching staff
- Designed new criteria for staff performance
- Created academic counseling unit
- Developed executive council to assist with daily policies and procedures
- Self-reported NCAA secondary violation

COMMUNITY RELATIONS: Represented the university and athletics in

a variety of local organizations

- Board of Directors, United Way
  - Chair, only 9 months after arrival, achieving largest fundraising increase, from \$770,000 to \$950,000
- Board of Directors, Chamber of Commerce
- Board of Directors, Rotary
- Board of Directors, Golf and Country Club
- Chair, Golden Days Celebration
- Founder/President, FOCAL (Facilities and Other Concerns of Athletic Leagues)
- Facilitator, weekly community Roundtable
- Mayor's transition team, Fairbanks North Star Borough
- City/Borough consolidation committee
- Coach, youth football

INTERNATIONAL RELATIONS: Established first NCAA athletic exchange with Russia

- Signed five year agreement with Khabarovsk Institute of Sport and Physical Culture
- Granted honorary faculty status at the institute, after lecturing there for one week
- Secured first Russian corporate sponsorship (Aeroflot Airlines)

FACILITY DEVELOPMENT: Initiated and developed plans for first student recreation center

- Conceptualized and proposed successful referendum of \$75 per semester student fee increase
- Assisted architects in facility planning/design/decor/equipment
- Coordinated all phases of project, including lobbying efforts with state legislature for approval of sale of revenue bonds

CONFERENCE AFFILIATION: Devised plan with Central Collegiate Hockey Association (Michigan, Michigan State, Notre Dame, Ohio State, etc.) to participate in conference post-season tournament for automatic bid to NCAA Championship

- Successfully appealed to NCAA Council for one year extension on independent automatic bid
- Developed concept of affiliate membership, recognizing that full membership to any conference was not feasible, due to geographic location and previous conference expansion (see enclosure)
- Strategized and personally implemented lobbying efforts to gain unanimous support for conference affiliation, 1992-93 season

1985 - 1988 DIRECTOR OF ATHLETICS,  
SOUTHERN ILLINOIS UNIVERSITY AT EDWARDSVILLE

- Rewrote coaching job descriptions, emphasizing commitment to

- student-athlete concept
- Constructed new evaluation system of coaches, stressing accountability to student-athlete academic progress
- Established first department academic counseling unit
- Designed policy and procedures manual
- Developed five-year long-range plan
- Self-reported NCAA secondary violation
- Created and implemented promotion program, increasing basketball single-game attendance from 300 to 1,500 (first year)
- Packaged promotional plan attracting near-capacity crowd of 3,800 for basketball home-opener, setting single-game attendance record (second year)
- Increased basketball season ticket sales from 20 to 100 first year, to nearly 400 second year

#### 1980 - 1985 ASSISTANT DIRECTOR OF ATHLETICS, UNIVERSITY OF MISSOURI

- Directed academic counseling unit
  - Led Big 8 Conference for graduation rates in football (1985)
  - Revamped unit's structure, creating a program sought as model by other universities
  - Conceptualized and created Academic Highlight Film used in recruitment (first in country)
  - Supervised academic progress of 400 student-athletes
  - Developed original policy manual, requested for reference by other athletic departments
  - Designed Student Athlete Handbook
- Proposed and served on Drug Screening Committee, developing first comprehensive Alcohol and Drug Awareness/Screening Program
- Represented university athletics as featured speaker at numerous alumni, fund-raising and high school functions
- Served on Executive Council, the budgeting, personnel and policy making board of the department
- Served as a liaison between athletic department and university faculty/administration
  - Chair, ten-member Faculty Advisory Committee
  - Initiated and hosted weekly Faculty Football/Basketball Luncheon Club

#### 1973 - 1979 FORT HAYS STATE UNIVERSITY

- Assistant Football and Track Coach
- Tenured Assistant Professor of Health, Physical Education and Recreation
- Director, Human Performance Laboratory
- Academic Advisor

#### 1971 - 1973 UNIVERSITY OF NORTHERN COLORADO

- Head Freshman Football Coach
- Doctoral Student

**AWARDS/  
RECOGNITIONS**

Finalist, Emil Usibelli Service Award, University of Alaska Fairbanks, 1992  
 Recipient, Meritorious Service Award for Outstanding Performance and Leadership, University of Alaska Fairbanks, 1989

**PUBLICATIONS**

Lashbrook, G. L., "Creative Techniques to Strengthen the Student-Athlete Concept," *Athletic Administration*, August, 1988  
 Lashbrook and McMahon, "Made for Television: Athletic Recruitment," *The National Advisor*, Fall, 1984  
 Lashbrook, G. E., "Academic Monitoring-The Missouri Approach," *The Athletic Advisor*, Vol.1, No. 2, October, 1983  
 Lashbrook, G. L., "The Monitoring of Student-Athletes," *The National Advisor*, Spring, 1981  
 Lashbrook, G. L., "The Athletic Academic Counseling Unit," *The National Advisor*, Fall, 1980  
 Lashbrook, G. L., "The Facts About Fake Grass," *Journal of Health, Physical Education, and Recreation*, December, 1971

**PRESENTATIONS**

*Keeping A Head In Athletics*, National Association of Academic Advisors for Athletics National Convention, 1989  
*Academics and Athletics*, National Academic Advising Association Convention, 1988  
*Educating Student Athletes With A Co-Curricular Perspective*, American College Testing Program Spring Conference, 1987  
*Educating Your AD*, National Association of Academic Advisors for Athletics National Conference, 1987  
*Crisis in Athletics*, St. Louis Public Relations Association Conference, 1986  
*Future Concerns of College Athletics*, NCAA Academic and Testing Requirements Committee Meeting, 1986

**PROFESSIONAL  
ORGANIZATIONS**

NCAA Men's Committee on Committees, 1993  
 National Association of College Directors of Athletics  
 National Association of Academic Advisors for Athletics  
 - President, 1986  
 - Executive Board, 1980-87

National Association of Student Personnel Administrators  
 National Academic Advising Association  
 American Alliance of Health, Physical Education, Recreation and Dance

**PHILOSOPHY**

An outstanding intercollegiate athletic program has potential to enhance every facet of the University and its community. To develop and maintain such a program, a continual effort must be made by the Director at Athletics to attract the best student-athletes, to market the program to all constituents and to provide the leadership necessary to generate strong, positive feelings and pride toward the University and its athletic program.

The Director of Athletics must have an understanding of the complexities of a successful college athletic program and the ability to administer a multi-million dollar budget. In addition, the Director must possess the

multi-million dollar budget. In addition, the Director must possess the enthusiasm and communication skills to facilitate trust and loyalty with staff, administration, faculty, students, alumni and community. There must exist a willingness to be dedicated to these goals, without ever compromising the honor and integrity of the institution.