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Sports Promoter Mike Veeck to Deliver Julia Post Lecture Sept. 26

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Sports Promoter Mike Veeck to Deliver Julia Post Lecture Sept. 26

Quick Facts

- Veeck will speak on sports marketing, promotions and baseball ownership.
- He grew up around baseball.



Mike Veeck

ROCK HILL, S.C. – On Sept. 26, **Mike Veeck**, part owner of five baseball teams, advertising professional, author and internationally known sports promoter, will give the Department of Health and Physical Education's **Julia H. Post Lecture**. The event will take place at 2 p.m. at the **Irvin and Jean Kirby Plowden Auditorium**.

Veeck will speak about sports marketing, promotions and baseball ownership. According to **Albert Bolognese**, assistant professor of health and physical education, "**Mike Veeck** is one of the bigger names to ever visit the Winthrop community. He is an absolute must see for anyone interested in baseball or sports marketing. He will educate and entertain."

A sought-after public speaker with years of successful sports marketing and promotions experience, **Veeck** has been documented in such diverse publications as the Sports Business Journal and Sports Illustrated.

Veeck comes from a family of baseball team owners, and his father, Hall of Famer Bill Veeck, utilized outrageous promotional stunts to enhance the baseball experience for fans. Mike Veeck and partner Marv Goldklang operate the Goldklang Group, which oversees minor league baseball franchises in Brockton, Mass., Charleston, S.C., Fort Myers, Fla., St. Paul, Minn., and Sioux Falls, S.D.

The **Julia H. Post Lecture** was established in 1984 to honor Post, who served as the chair of the **Department of Physical Education** at Winthrop for 30 years. She consistently made an effort to bring nationally known leaders in the field of physical education to campus so that students had possibilities for interaction with them.

For more information on the free lecture, contact Bolognese at 803/323-3799.

[\[Back to Previous Page\]](#)

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