

# Winthrop University Digital Commons @ Winthrop University

Winthrop News 2008

Winthrop News and Events Archive

Fall 9-23-2008

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

Winthrop University

Follow this and additional works at: https://digitalcommons.winthrop.edu/winthropnews2008

#### **Recommended Citation**

Winthrop University, "Sports Promoter Mike Veeck to Deliver Julia Post Lecture Sept. 26" (2008). *Winthrop News 2008*. 79.

https://digitalcommons.winthrop.edu/winthropnews2008/79

This Article is brought to you for free and open access by the Winthrop News and Events Archive at Digital Commons @ Winthrop University. It has been accepted for inclusion in Winthrop News 2008 by an authorized administrator of Digital Commons @ Winthrop University. For more information, please contact digitalcommons@mailbox.winthrop.edu.



**ADMISSIONS & AID ACADEMICS** STUDENT LIFE **ATHLETICS GIVING ABOUT** 

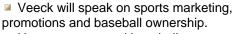
All News **Archives RSS News Feeds** 

Winthrop in the News

09/23/2008

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

## **Quick Facts**



SHARE

- 9G Ay ...

He grew up around baseball.



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 Mary 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]

### IN THE HEART OF THE CAROLINAS

A-Z Site Map Accessibility Alumni & Friends Arts

**Board of Trustees** Calendars **Directions** Directory

**Email** Emergency/Safety **Employment** Family Programs

Finance & Business Financial Aid Library Majors & More

Office of the President Online Learning (Graduate) Records & Registration Residence Life

**Tuition & Fees** Visit the Campus **Visitors Center** Wingspan