

## **RICK HARTZELL**

### **SUMMARY**

A strong and focused leader and director of quality athletic programs with a demonstrated record of successes in academic accomplishments, winning championships, fundraising, recruitment, supporting coaches, facility management, budget administration, personnel development and sales and marketing. I have the ability to set the agenda for my institution, create a quality atmosphere, and provide the support, resources, and motivation to enable student-athletes and departmental personnel to achieve success and fulfill goals. I value and build quality relationships between and among people and work well with diverse groups. Have been recognized for establishing and communicating a clear vision, and aligning people toward the fulfillment of that vision in order to meet the institution's goals and objectives. Demonstrated ability to manage complex situations through positive leadership.

Make sound business decisions under pressure and effectively handle multiple projects under tight deadlines. Build consensus and enhance my institution's reputation, record and profitability. Personally, I am a person who believes in positive reinforcement and who believes in rewarding quality work. My respect for everyone around me has enabled me to build great teams whose members support and energize each other to grow, develop and enhance the team and to successfully meet the goals of the organization. I possess excellent oral and written communication skills and a strong work ethic with high energy and personal integrity and accountability.

### **PROFESSIONAL EXPERIENCE**

**RICK HARTZELL.COM  
OWNER**

**CEDAR FALLS, IA  
SEPT. 2011-**

This is a motivational speaking business that I have developed and built over the past two years. The business is a service-oriented effort that allows me to take a message of leadership, motivation, team building and management techniques to businesses in the Midwest. In addition, I speak to school groups, athletic banquets, graduation and scholarly events and business groups of all sorts.

<b>ADSYSTEMS, INC.</b>	<b>FT. MYERS, FL</b>
<b><u>PART OWNER AND VICE-PRESIDENT</u></b>	<b>SEPT. 2008-</b>
1/3 owner of a company that supplies scoreboards and video equipment to college and professional organizations. Partner is former college teammate and friend, Jim Thomas who is majority owner of the business.	
<b>THREE WIDE MEDIA AND ECREATIVE GROUP</b>	<b>INDEPENDENCE, IA</b>
<b><u>CHIEF EXECUTIVE OFFICER AND PRESIDENT</u></b>	<b>APRIL 2008-</b>
Manage and direct a business that is focused on marketing and promotions as well as print magazines in the racing industry. 12 staff members, 3.5 million dollar business. Oversee all operations, sales, printing, staff and planning.	
<b>UNIVERSITY OF NORTHERN IOWA</b>	<b>CEDAR FALLS, IA</b>
<b><u>DIRECTOR OF ATHLETICS</u></b>	<b>1999-FEB. 2008</b>
<p>Directed an athletic program consisting of 18 intercollegiate sports, over 475 student-athletes. Oversaw a staff of 65 coaches, seven administrators and 22 support staff. Managed a budget of \$11.5 million. Oversaw all athletic facilities including the state-of-the art UNI-Dome. Initiated the construction plan for a new basketball/volleyball arena and a new Human Performance Center, facilities valued at over \$35 million. Along with Office of Development has undertaken a plan to raise all of the costs of those facilities from private sources; planned completion of the fundraising effort and facility ground breaking took place in the fall of 2006, facility opened in November 2007.</p> <p>Hired 17 new head coaches and over 60 staff members in eight years at UNI. Guided department through NCAA certification process, gender equity review, minority enhancement plan and accreditation review. Balanced the departmental budget and enhanced annual fundraising for athletic scholarships from \$670,000 to over \$1.25 million since 1999. Dealt with state and university mandated budget cuts of over \$950,000 and tuition and fee increases of over 1.4 million. Football reached the I-AA playoffs for the first time since 1997 during the 2001 season, reaching the national semi-finals; and reached national semi-finals in 2002 and national quarterfinals in 2003, each year losing to the eventual national champion. Reached the national championship game in I-AA football in 2005, and were ranked #1 nationally for 8 weeks in 2007. Football conference champions in 2001 and 2003, 2005, 2007 (with a number one national ranking for eight weeks and number one national playoff seed) and runner-up in 2002.. Baseball (NCAA qualifier and Missouri Valley Champion, 2001), wrestling (West Regional Champion six times and placed as high as 11<sup>th</sup> in nation), women's volleyball (six time MVC champion, five time NCAA regional qualifier and 164-14 in five years) have flourished under this administration. Championships have also been won in men's cross country, men's indoor track, men's outdoor track, softball, women's cross country, women's indoor track and men's golf. Women's basketball was runner-up in the MVC twice and appeared twice in the post-season WNIT. <u>Men's basketball program was completely overhauled and has been seen as one of the rising programs nationally in that sport, winning the MVC championship in 2004, losing to Georgia Tech (eventual</u></p>	

national runner-up) by five points in regional tournament of the NCAA, and was selected as an at large member of the 2005 and 2006 NCAA tournament field..

UNI's athletic program is the highest ranked I-AA program in the country in the NACDA Director's Cup standings and the lowest budgeted program in the top 100. Further, led both the MVC and Gateway Football conference in graduation rates for the past five years.

- **FUND RAISING:** Grew annual scholarship fund drive from a total of \$670,000 to over \$1.25 million dollars since 1999. Initiated the Varsity Panther Club, allowing individual sports programs to fund raise for specific needs. Worked hand-in-hand with Development Office to raise all of the required funds to build new basketball/volleyball arena (\$25 million in 20 months).
- **ACADEMIC PERFORMANCE:** Student-athlete grade point average rose to an average of 3.10 for all student-athletes since 1999 when the average was 2.89. Grade point average of football and men's basketball players at an all time high with football at 2.76 and men's basketball at 2.88. Graduation rate of student-athletes was the highest in the Missouri Valley Conference at 72% and is higher than the graduation rate of the UNI student body in general.
- **IMPROVEMENT OF ATHLETIC PROGRAM:** Overall program was rated #25 in nation by USA Today at end of winter 2001. Was ranked 69<sup>th</sup> out of 320 Division I programs by US News and World Report and was the top ranked I-AA program in the country. In 2003-04 finished 80<sup>th</sup> in the country in the NACDA Director's Cup standings, by far the best finish by any MVC school, 2<sup>nd</sup> place finish in Missouri Valley Conference all-sports championship race in 2001, 2002, and 2003, 2005 and 2007 was highest ever for the school.
- **EDUCATIONAL AND DIVERSITY PROGRAMMING:** The Faculty Sideline Program, Team Huddle program, SAVE Actors Forum and CHAMPS LifeSkills programs have all been introduced since 1999. Mentors Against Violence program is now mandatory for all male student-athletes.
- **STUDENT BODY INTERACTION:** Student fee for athletics rose over 70% since 1999 after not growing for the previous ten years. In addition, have initiated the Panther Pass, a mandatory \$35 fee for all students which allows them free admission to all regular season athletic events (as well as campus theatre and music events). Student body attendance at athletic events is up over 55% since 1999.

- **ENTREPRENUERIAL EFFORTS:** Returned the UNI-Dome to a premier Midwest concert venue by promoting and hosting numerous concerts and other events since 1999. Took over own departmental concession operation to service the UNI-Dome and other athletic facilities with an expected gross revenue of over \$1.7 million in 2007-08. Enhanced sale of signage and purchased giant message and video board for the UNI-Dome which has enhanced revenues. Athletic event attendance rose dramatically since 1999 with football, men's and women's basketball, wrestling and women's volleyball setting individual records for attendance. Volleyball (12<sup>th</sup> in nation in attendance) had 60+ consecutive sellout crowds in West Gym).
- **NCAA/MVC CHAMPIONSHIP EVENTS:** Hosted three straight years of NCAA women's volleyball regional tournaments (all of which have been sold out) in the West Gym. Hosted NCAA cross country championships in fall of 2003 and have hosted numerous MVC championships since 1999. Hosted national wrestling competitions of several varieties in past five years, including the NWCA National Duals.
- **RADIO/TV ENHANCEMENTS:** Negotiated new radio package for football and men's basketball with flagship station 1540 KXEL. Added twelve affiliates for football and men's basketball. Negotiated radio package for women's basketball with flagship station 1330 KWLO. Negotiated radio package for women's volleyball coverage with 1330 KWLO beginning in fall 2005. Negotiated new television coverage package with Fox 28/40 for coverage of football, men's basketball, women's basketball and volleyball. Annual appearances have increased over 400% since 1999. Football (5 national appearances, men's basketball (8 national appearances) and women's volleyball (2 national appearances) have had highest level of exposure ever past three years.
- **OUTREACH AND DEVELOPMENT:** Made over 700 personal appearances and made over 250 speeches to a variety of public service, school or individual groups since 1999. Played in over 175 departmental golf fund raising events and in over 80 charity golf events during same period.

**BUCKNELL UNIVERSITY  
DIRECTOR OF ATHLETICS AND RECREATION**

**LEWISBURG, PA  
1988-1999**

Directed a sports program consisting of 28 intercollegiate programs and more than 650 student-athletes. As director of the Department of Athletics and Recreation, oversaw a staff of 90 coaches, nine administrators, and 25 support staff. Managed a budget of \$8.2 million. Initiated and completed several building projects worth over \$10 million.

Guided the department through the NCAA certification and gender equity review. Wrote and implemented the gender-equity action plan. Balanced the departmental budget for the first time in a decade.

Transformed the football program into a competitive program and a Patriot League champion (I-AA) after 32 consecutive losing seasons. Led the men's basketball program in attaining the NCAA Division I tournament twice in nine years. Achieved and maintained an outstanding record of success to include NCAA tournament bids or top 20 rankings in other programs including wrestling, men's and women's track, softball, baseball, men's cross country, men's and women's swimming, women's volleyball, men's and women's water polo, women's soccer, men's lacrosse and men's and women's crew. Achieved a 450% increase in the amount of annual athletic fundraising. Won 9 consecutive Patriot League all-sports championships, five men's all-sports titles and four women's all-sports titles.

- **FUND RAISING:** Developed a plan for the fundraising and construction of new facilities for the department and for a \$25 million dollar fundraising effort. Planned and raised funds for an artificial outdoor surface valued at \$1.2 million. More than quadrupled annual fundraising efforts from \$144,000 to \$800,000 over an eight-year period.
- **IMPROVEMENT OF ATHLETIC PROGRAM:** Revitalized dormant football program into Patriot League champions in 1996 and a nationally ranked program in 1996 and 1997. During tenure the men's cross country, wrestling, men's lacrosse and water polo reached the top 20 in the country and men's basketball reached the NCAA tournament twice.
- **EXPANSION OF FACILITIES:** Regenerated women's field hockey, lacrosse, volleyball and basketball. Began new varsity programs in men's and women's crew, women's soccer, women's water polo and women's golf. Developed and completed a plan for the refurbishment of the stadium and arena, a new outdoor track, new outdoor playing fields, and new softball and baseball complex and field lighting for women's fields. Planned and developed new facilities for weight training, wellness, swimming, basketball, volleyball and field sports.

- **GRADUATION RATE AND ACADEMIC SUCCESS:** Significantly improved the graduation rate of football players and men's basketball players, achieving second place national ranking for graduation rates in these two sports. Ranked first in the nation for the graduation rate of all student-athletes for the 1995 and 1997 reporting periods and never lower than fourth in annual NCAA statistics.
- **DESIGN OF EDUCATIONAL PROGRAMS:** Developed and implemented various educational and enrichment programs, including a new drug and alcohol program, a program on cultural diversity, a faculty sideline program, coaches bench side program and an academic enhancement program.
- **PROGRAM AND POLICY ADMINISTRATION:** Authored the university plan for gender-equity, including the introduction of major changes in the program and growth to include additional sports and opportunities for women. Initiated the external evaluation process for departmental review and developed materials for the Middle States evaluation and accreditation review. Led the department through the NCAA compliance certification process. Oversaw over 650 student-athletes.

**UNIVERSITY OF MARYLAND BALTIMORE COUNTY      BALTIMORE, MD**  
**DIRECTOR OF ATHLETICS/CHAIRMAN OF PHYSICAL EDUCATION AND**  
**RECREATION**      **1985-1988**

Directed a sports program comprising 19 intercollegiate programs. Managed 25 coaches, 12 instructors, 4 administrators and 12 support staff. Managed a budget of \$1.3 million. Planned, organized and directed the successful move of the athletic program from NCAA Division II to Division I. Oversaw over 300 student-athletes in the program and raised the cumulative GPA from 2.37 to 2.58. Began the Retriever Club booster group, gaining a membership of over 600 people within 18 months. Managed numerous building and renovation projects, raising in excess of \$250,000 annually. Devised and broadcast an innovative drug education program for the community.

**ADDITIONAL EXPERIENCE**

**Northwestern University, Evanston, Illinois:** Assistant Athletic Director for Football and Men's and Women's Basketball, 1982-1985

**University of Iowa, Iowa City, Iowa:** Administrative Assistant to the Director of Athletics and Assistant Baseball Coach, 1980-1982

**Coe College, Cedar Rapids, Iowa:** Instructor, Assistant Football Coach, Head Baseball Coach, 1977-1980

**University of Northern Iowa, Cedar Falls, Iowa:** Graduate assistant varsity football coach and Head Junior Varsity Football Coach, 1976-1977

### **EDUCATION**

All but dissertation for Ph.D., Higher Education Administration  
University of Iowa, Iowa City, Iowa

Master of Arts, Educational Administration, 1977  
Bachelor of Arts, Physical Education and English, 1974  
University of Northern Iowa, Cedar Falls, Iowa

### **PERSONAL**

Athletic Participation: Five sport letterman at Klemme, Iowa, High School. Football and baseball at the University of Northern Iowa. Won several honors in fast pitch softball with Cedar Rapids, Iowa, Aurora, Illinois, and Baltimore, Maryland. Basketball official: ACC, Big East, Big 10, Big 12, Conference USA, Horizon League, WAC, Mountain West Conferences.

Professional Memberships: National Association of Collegiate Directors of Athletics; College Football Foundation; American Association of HPER; College Baseball Coaches Association, College Football Coaches Association, National Association of Sports Officials, NASCAR