Mark Lyberger

Associate Professor
FLA
mlyberge@kent.edu

Education

Ph.D., Sport Administration **1996**
The Ohio State University

M.S., Physical Education **1989**
University of Akron

B.S., Health Care Administration **1985**
Ohio University

Higher Education Work Experience

Adjunct Professor **8/2004 - present**
Mount Union College

Assoicate Professor **4/2002 - present**
Kent State University
Sport Administration

Assistant Professor **8/1996 - 3/2002**
Kent State University
Sport Administration

Director - Center for Sport, Recreation & Tourism Development **0/1996 - present**
Kent State University

Publications

Harris, J., Lee, S. & Lyberger, M. (2012) 'A Case Study of Recreational Golfers' Interest in the 2008 Ryder Cup'*Event Management***,** Vol 16. 2012

Publication: *Journal Articles, Refereed*

Lyberger, M. (2012). Twitter wins gold at the first social media Olympics, Blog written for PRMoment.com. August 12. 2012

Publication: *Online Publications*

Chema, T, Lyberger, M., Mann, J., URS, & Lee, S. Technical Capability Proposal for Statewide Sustainability Study, Ohio Department of Natural Resource, 2011-2012. Funded $150,000 2012

Publication: *Other*

Springfield Township/Village of Lakemore Community Dispatch Study. 2010-2012. Funded $7,500. 2012

Publication: *Other*

Kadlecek, J. Wang, P. & Lyberger, M. Ohio High School State Championship Economic Impact Study. 2011-2012. Funded through Mount Union University. 2012

Publication: *Other*

Lee, S., Harris, J., & Lyberger, M. (2011). Recreational Golfers' Attitudes and Awareness of Sponsorship: A Case Study of the 2008 Ryder Cup. Managing Leisure. 16 (July), 192-206 – 2011 2011

Publication: *Journal Articles, Refereed*

Lee, S., Harris, J., & Lyberger, M. (2010). The Economic Impact of College Sporting Events: A Case Study of Division I-A Football Games. Event Management, 14(2), 157-165. 2011

Publication: *Journal Articles, Refereed*

Hiram Coleman Center Feasibility Study, students engaged: Maddy Davis (KSU), Keith Bixler (KSU), Cory Hindel (KSU) & Nicole Spencer (Hiram). 2010-2011. 2011

Publication: *Other*

Lee, S., Harris, J., & Lyberger, M. (Under review: revision). Recreational Golfers' Attitudes and Awareness of Sponsorship: A Case Study of the 2008 Ryder Cup. Managing Leisure. 2010

Publication: *Journal Articles, Refereed*

Lee, S., Harris, J., & Lyberger, M. (2010). The Economic Impact of College Sporting Events: A Case Study of Division I-A Football Games. Event Management, 14(2), 157-165. 2010

Publication: *Journal Articles, Refereed*

Mega-special-event promotions and intent to purchase: A longitudinal analysis of the Super Bowl. Journal of Sport Management. 22(4), 392-409. 2008. 2008

Publication: *Journal Articles, Refereed*

Harris, J., Lyberger, M.R., & McCarthy, L Characteristics of the Olympic Games: A perceptual Analysis.. European Association for Sport Management 14th Annual Conference. Cyprus, Greece. September 2006. (International). (R). 2006

Publication: *Conference Proceedings, Refereed*

McCarthy, L. Lyberger, M., Seguin, B. O'Reilly, N. (2006). Consumer opinion and mega events a longitudinal analysis of Olympic Games sponsorship. European Association for Sport Management 14th Annual Conference. Cyprus, Greece. September 2006. (Interrnational). (R). 2006

Publication: *Conference Proceedings, Refereed*

McCarthy, L. Lyberger, M., Seguin, B. O'Reilly, N. (2006). Consumer opinion and mega events a longitudinal analysis of Olympic Games sponsorship. European Association for Sport Management 14th Annual Conference. Cyprus, Greece. September 2006. (Interrnational). (R). 2006

Publication: *Conference Proceedings, Refereed*

Lyberger, M.R. Study to assess market characteristics to determine feasibility of proposed development of a lodge at Mosquito Lake. Technical report gateway consulting Group 2005-2006. 2006

Publication: *Other*

O'Reilly, N. McCarthy, L. Seguin, B. & Lyberger, M. (June 2005). Sponsorship and the Super Bowl: a longitudinal study. Administrative Sciences Association of Canada. Ryerson University, Toronto, Canada. 52-60. (R). 2005

Publication: *Conference Proceedings, Refereed*

McCarthy, L. Seguin, B., Lyberger, M., O'Reilly, N., & Preuss, H. (2005). Consumer interest, awareness, and intent to purchase: A three country study of Olympic sponsorship. European Association of Sport Management 13th Annual Conference. Newcastle-Gateshead, England. (R). 2005

Publication: *Conference Proceedings, Refereed*

O'Reilly, N. McCarthy, L. Seguin, B. & Lyberger, M. (June 2005). Sponsorship and the Super Bowl: a longitudinal study. Administrative Sciences Association of Canada. Ryerson University, Toronto, Canada. 52-60. (R). 2005

Publication: *Conference Proceedings, Refereed*

McCarthy, L. Seguin, B., Lyberger, M., O'Reilly, N., & Preuss, H. (2005). Consumer interest, awareness, and intent to purchase: A three country study of Olympic sponsorship. European Association of Sport Management 13th Annual Conference. Newcastle-Gateshead, England. (R). 2005

Publication: *Conference Proceedings, Refereed*

Seguin, B., Lyberger, M., O'Reilly, N. & McCarthy, L. (July 2005). Internationalizing ambush marketing: the Olympic brand and country of origin. International Journal of Sport Marketing and Sponsorship. 7(3), 216-229. (R). 2005

Publication: *Journal Articles, Refereed*

2004

Seguin, B., O'Reilly, N., Lyberger, M. and McCarthy, L. (2004). Marketing d'embuscade – menance serieuse a l'exclusivite des sponsors olympiques. Proceedings of the 32nd Annual Administrative Sciences Association of Canada (ASAC) Conference, University Laval, Quebec. (R).

Publication: *Conference Proceedings, Refereed*

McCarthy, L., Lyberger, M., & Seguin, B. (2004). International perspective of Olympic sponsorship. European Association of Sport Management 12th Annual Conference. September (2004). (International). (R). 2004

Publication: *Conference Proceedings, Refereed*

Seguin, B., O'Reilly, N., Lyberger, M. and McCarthy, L. (2004). Marketing d'embuscade – menance serieuse a l'exclusivite des sponsors olympiques. Proceedings of the 32nd Annual Administrative Sciences Association of Canada (ASAC) Conference, University Laval, Quebec. (R). 2004

Publication: *Conference Proceedings, Refereed*

Lyberger, M. A study to determine market feasibility of proposed development of a minor league franchise in the City of Mansfield. Gateway Consulting Group. Technical report 2003-2004. 2004

Publication: *Other*

Lyberger, M.R. Mulrooney, A., & Mariola, B. A study conducted for the Gary Southshore Railcats to identify and determine consumer and corporate market characteristics. Technical report completed January 2003. 2003

Publication: *Other*

Lyberger, M. Qualitative and quantitative specific to Roy Hobbs World Series. Completed March 2003. Technical report presented to Roy Hobbs baseball. 2003

Publication: *Other*

McCarthy, L., Lyberger, M.R. & Seguin, B. (2002). A qualitative and quantitative comparative assessment of sponsorship evaluation practices. European Association of Sport Management 10th Annual Conference. September (2002), pp.107-110. Finland. (International). (R). 2002

Publication: *Conference Proceedings, Refereed*

McCarthy, L., Lyberger, M.R. & Seguin, B. (2002). A qualitative and quantitative comparative assessment of sponsorship evaluation practices. European Association of Sport Management 10th Annual Conference. September (2002), pp.107-110. Finland. (International). (R). 2002

Publication: *Conference Proceedings, Refereed*

Lyberger, M. R. & McCarthy, L. (2002). A comparative assessment of consumer perceptions, interest and knowledge of sponsorship: The 1998 and 2000 Super Bowls. International Journal of Sport Marketing and Sponsorship. December/January 2002. (R). 2002

Publication: *Journal Articles, Refereed*

Lyberger, M.R., McCarthy, L. A study to determine preliminary market feasibility of proposed development concerning renovation/expansion of facilities located at Geneva State Park, Ashtabula County, Ohio. Technical report phase II printed and presented December 2002. 2002

Publication: *Other*

Lyberger M.R. & Lawler, D. Market feasibility analysis and business plan development for RAH Sports, Hudson, Ohio. Technical report completed December 2002. 2002

Publication: *Other*

Lyberger, M.R., Seguin, B. & McCarthy, L. (2001). An analysis of perceptions of ambush marketing strategies: the consumer, sponsor and sponsee. European Association of Sport Management 9th Annual Conference. September (pp.193-195). Victoria-Gasteiz, Spain. (International). (R). 2001

Publication: *Conference Proceedings, Refereed*

McCarthy, L., Lyberger, M.R. & Seguin, B., Teed, K. (2001). An assessment of perceptions of sponsorship: the 2000 Olympic Games. . European Association of Sport Management 9th Annual Conference. September pp. 208-209. Victoria-Gasteiz, Spain. (International). (R). 2001

Publication: *Conference Proceedings, Refereed*

Lyberger, M.R., Seguin, B. & McCarthy, L. (2001). An analysis of perceptions of ambush marketing strategies: the consumer, sponsor and sponsee. European Association of Sport Management 9th Annual Conference. September (pp.193-195). Victoria-Gasteiz, Spain. (International). (R). 2001

Publication: *Conference Proceedings, Refereed*

McCarthy, L., Lyberger, M.R. & Seguin, B., Teed, K. (2001). An assessment of perceptions of sponsorship: the 2000 Olympic Games. . European Association of Sport Management 9th Annual Conference. September pp. 208-209. Victoria-Gasteiz, Spain. (International). (R). 2001

Publication: *Conference Proceedings, Refereed*

Lyberger, M.R. & Irwin, R. (2001). Consumer classification of sponsorship status: A preliminary investigation of the SIP model. Journal of Advertising & Consumer Psychology Special Edition. (R) 2001

Publication: *Journal Articles, Refereed*

Lyberger, M.R. & McCarthy, L. (2001). An assessment of consumer knowledge of, interest in, and perceptions of ambush marketing strategies. Sport Marketing Quarterly,10 (4), 13-137. (R). 2001

Publication: *Journal Articles, Refereed*

Seguin, B., Lyberger, M.R., McCarthy, L., Teed, K. Sponsorship and consumer behavior: an Olympic perspective. Perception of ambush marketing a four-country survey of 3,035 consumers. Technical report printed and presented to the International Olympic Committee April 2001. 2001

Publication: *Other*

Lyberger, M.R., McCarthy, L. A study to determine preliminary market feasibility of proposed development concerning renovation/expansion of facilities located at Geneva State Park, Ashtabula County, Ohio. Phase I printed and presented July 2001. 2001

Publication: *Other*

Lyberger, M.R. An assessment of market dynamics to determine feasibility related to the development of recreation facilities. Geographical proximity specific to Stow, Ohio. Technical report July 2001. 2001

Publication: *Other*

Seguin, B. Lyberger, M., McCarthy, L., et Teed, K. (March 2001). Sponsorship and consumer behavior – an Olympic perspective. Perception of ambush marketing – a four country survey of 3,035 consumers. Technical report prepared and presented to the International Olympic Committee, Lausanne, Switzerland. 72 pages. 2001

Publication: *Other*

Lyberger, M.R. & McCarthy, L. (2000). Perceptual assessment of consumer attitudes & knowledge towards sponsorship practices. The Third International Sport Management Alliance Conference" Sydney, Australia, January 2000. (International). (R). 2000

Publication: *Conference Proceedings, Refereed*

Lyberger, M.R. & McCarthy, L. (2000). Perceptual assessment of consumer attitudes & knowledge towards sponsorship practices. The Third International Sport ManagementAlliance Conference" Sydney, Australia, January 2000. (International). (R). 2000

Publication: *Conference Proceedings, Refereed*

Lyberger, M.R. Study to assess market characteristics to determine feasibility of proposed development of arena within the City of Youngstown. Technical report printed & presented January 1999. 1999

Publication: *Other*

Lyberger, M.R. Styles, A. & McCarthy, L. A study to determine market feasibility of proposed civic center development within the City of Massillon. Technical report printed and presented September, 1999. 1999

Publication: *Other*

Lyberger, M.R. & McCarthy, L. A proposal to conduct an assessment of market dynamic to determine feasibility of applications related to the City of Wadsworth Park & recreation department. Printed November 1999, technical report presented November and December 1999. 1999

Publication: *Other*

1999

Lyberger, M.R., Wang, P., Adams, C. & McCarthy, L. Study to determine the market feasibility of proposed development of 42.61 acre site located at Shenango River Lake. Technical report printed and presented to Army Corps of Engineers, Pittsburgh District. December 1999.

Publication: *Other*

Lyberger, M.R. & Pastore, D. (1997). The development of the ADA; An analysis of case law. Journal of Legal Aspects of Sport, 2 (7), 105-116. (R) 1997

Publication: *Journal Articles, Refereed*

Lyberger, M.R. & Pastore, D. (1997), Health club facility operators perceived level of compliance to the American with Disabilities Act. Journal of Sport Management., 12 (3), (R). 1997

Publication: *Journal Articles, Refereed*

Shank, M. & Lyberger, M.(2011). Chapter 18 of Marketing in Sport, Sport Marketing in America. Editors: Nufer, G. & Buhler, A. Erich Schmidt Verlag GmbH & Co. KG, Berlin 2011.

Publication: *Book Chapters*

Lyberger, M. & McCarthy, L. (2012). Sport and Social Media Platforms: An assessment of metrics. 5th Annual International Sport Business Symposium. Birkbeck College, London.

Publication: *Conference Proceedings, Refereed*

Presentations

Lyberger, M.R. (2012). Lake Middle School, Stark County – Sport Careers 2012

Type: *Local Invited*

Lyberger, M. & McCarthy, L. (2012). Sport and Social Media Platforms: An assessment of metrics. 5th Annual International Sport Business Symposium. Birkbeck College, London. 2012

Type: *International Refereed*

TPG Sports Group Sports Career Conference, April 2012. Collaborated with TPG Sports Group in the planning and implementation of the event. Served as Advisor and Event Planning Panel Session Chair. Sponsored By: Charlotte Sports Commission 2012

Type: *National Invited*

Lyberger, M., Lee, S., McCarthy, I., Harris, J. (2011). Database Management Systems: An Analysis of Integration. 26th Annual Conference of the North American Society for Sport Management. Ontario, Canada. 2011

Type: *National Refereed*

Lyberger, M., Schmidt, T., Mulrooney, A., Goldring, K., & Styles, A. (2011). Offseason Sport Facility Usage: Snow Days, A Case Study. 2011

Type: *National Refereed*

Lyberger, M.R. (2010). North Canton Hoover High School – Overview of Sport Management 2010

Type: *Local Invited*

Lyberger, M., Goldring, K. Zakjal, A. Lee, S., McCarthy, L. & Harris, J. (2010). Incentivsizing: Rewards Based Programs and Their Impact on Athletics, Retention, and Engagement. 25th Annual Conference of the North American Society for Sport Management. Tampa, FL. 2010

Type: *National Refereed*

Lee, S., Harris, J., & Lyberger, M. (2010). Determinants of Professional Sports Demand: A Vector Autoregressive Analysis. 25th Annual Conference of the North American Society for Sport Management. Tampa, FL. 2010

Type: *National Refereed*

Lyberger, M., Goldring, K. Zakjal, A. Lee, S., McCarthy, L. & Harris, J. (2010). Incentivsizing: Rewards Based Programs and Their Impact on Athletics, Retention, and Engagement. 25th Annual Conference of the North American Society for Sport Management. Tampa, FL. 2010

Type: *National Refereed*

Lee, S., Harris, J., & Lyberger, M. (2010). Determinants of Professional Sports Demand: A Vector Autoregressive Analysis. 25th Annual Conference of the North American Society for Sport Management. Tampa, FL. 2010

Type: *National Refereed*

Lyberger, M., Delong D., Lee, S., & Harris, J. (2009). Purchase Behavior: An Analysis of Influences on Consumers. *24th Annual Conference of the North American Society for Sport Management*. Columbia, SC. 2009

Type: *National Refereed*

Lyberger, M., Lee, S., & Harris, J. (2009). A Study of Recreational Golfers Perceptions of the 2008 Ryder Cup. 24th Annual Conference of the North American Society for Sport Management. Columbia, SC. 2009

Type: *National Refereed*

Harris, J., Lyberger, M., Lee, S. (2009). Selling Soccer in A Football World: Pele, Beckham, and Postmodern Sports Marketing. 2009 Sport Marketing Association Conference. Cleveland, OH. 2009

Type: *National Refereed*

Harris, J, Lee, S., & Lyberger, M. (2008). American Idol? David Beckham and the Development of Soccer in the USA. *23rd Annual Conference of the North American Society for Sport Management*. Toronto, Canada. 2008

Type: *National Refereed*

Lee, S., Lyberger, M., & Harris, J. (2008). Are Economic Impacts the Relative Equation to Success? *23rd Annual Conference of the North American Society for Sport Management*. Toronto, Canada. 2008

Type: *National Refereed*

Harris, J., Lyberger, M., & McCarthy, L. Submitted Fall 06 for presentation at North American Soicety of Sport Management Annual Conference June 2007. Miami, Forida. 2007

Type: *National Refereed*

Lyberger, M., McCarthy, L. & Seguin, B. (2005). Extreme sports: an analysis of consumer behavior. North American Society of Sport Management Annual Conference. Regina, Saskatchewan. June. (R). 2005

Type: *National Refereed*

McCarthy, L. O'reilly, N., Seguin, B. & Lyberger, M. (2005). A call for sponsorship research on the mega-sponsee? Sport Marketing Association Conference,Tempe. Arizona. (R). 2005

Type: *National Refereed*

Seguin, B., Richelieu, A., Lyberger, M. & McCarthy, L. (2005). Leveraging the Olympic brand by reconciling corporate and consumers views. Sport Marketing Association Conference,Tempe, Arizona. 2005

Type: *National Refereed*

Lyberger, M.R., McCarthy, L. & Seguin, B. (2003). Comparative analysis of sponsorship alternatives: Olympics and Super Bowl. North American Society of Sport Management Annual Conference.Ithica, NY. May. (R). 2003

Type: *National Refereed*

Teed, K., Seguin, B., Lyberger, M., McCarthy, L. & Bosetti, H. (2002). International perceptions of Olympic sponsorship: a four country survey of 3,3035 consumers. Presented at 2002 American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) National Convention & Exposition, San Francisco, California. April. (R). 2002

Type: *National Refereed*

Seguin, B., Lyberger, M. & McCarthy, L. (2002). A qualitative study investigating the conventional practices and preferences of Olympic Games sponsorship. North American Society of Sport Management Annual Conference. Canmore, Canada. May. (R). 2002

Type: *National Refereed*

Teed, K., Seguin, B., Lyberger, M., McCarthy, L. & Bosetti, H. (2002). International perceptions of Olympic sponsorship: a four country survey of 3,3035 consumers. Presented at 2002 American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) National Convention & Exposition, San Francisco, California. April. (R). 2002

Type: *National Refereed*

Lyberger, M.R. & McCarthy, L. (2001). An analysis of consumer interest, knowledge and perceptions toward sponsorship of the 2000 Super Bowl. North American Society of Sport Management Annual Conference. Virginia Beach. VA, June 2001. (R). 2001

Type: *National Refereed*

Seguin, B., Lyberger, M.R., McCarthy, L., Teed, K., Short, G., Moorman, A. (2001). Symposium, Ambush Marketing – A Consumer Perspective. North American Society of Sport Management Annual Conference. Virginia Beach. VA, June 2001. 2001

- An Assessment of Consumer Attitudes and Knowledge of Ambushing Surrounding the 2000 Olympic Games – A Canadian Perspective

- An Analysis of Consumer Perceptions Toward Ambush Marketing Practices: The Ethical Dimension.

- An assessment of consumer attitudes and knowledge of ambushing surrounding the 2000 Olympic Games.

Type: *National Refereed*

Lyberger, M., Seguin, B., & McCarthy, L. (2001). A qualitative assessment of consumer attitudes and knowledge of ambushing surrounding the 2000 Olympic Games – an American perspective. Published abstracts presented at the 2001 north American Society for Sport Management Annual Conference. Virginia Beach, VA. (R). 2001

Type: *National Refereed*

Seguin, B., Lyberger, M., McCarthy, L., & Teed, K. (2001). A qualitative assessment of consumer attitudes and knowledge of ambushing surrounding the 2000 Olympic Games – a Canadian perspective. Published abstracts presented at the 2001 north American Society for Sport Management Annual Conference. Virginia Beach, VA. (R). 2001

Type: *National Refereed*

Lyberger, M.R. & McCarthy, L. (2000). "An assessment of consumer attitudes and behavior associated with sport sponsorship." North American Society of Sport Management Annual Conference. Colorado Springs, CO June 2000. (R). 2000

Type: *National Refereed*

Lyberger, M.R. & McCarthy, L. (2000). Comparative analysis of factors associated with consumer recognition and sponsorship. North American Society of Sport Management Annual Conference.Colorado Springs, CO June 2000. (R). 2000

Type: *National Refereed*

Lyberger, M.R., Styles, A. & Mulrooney, A. (2001). Court decisions and legislative impact on tobacco companies and sport sponsorship. Fourteenth Annual Conference for the Society of Legal Aspects of Sport & Physical Activity.Branson, MO., March 2001. (R). 2000

Type: *National Refereed*

Paper presented at State of Ohio Travel and Partnership Forum. Markets, media & mapping. With Colleen May & Denise Kraft. Open Forum. August 2000. 2000

Type: *State Invited*

Paper to be presented at the *NE Ohio Sport Management Meeting. Development of Industry databases. October 5, 2000. 2000

Type: *State Non-Refereed*

Paper presented for NFL teams -regional. "Sponsorship concerns of the next millennium." New York. March 1999. 1999

Type: *Regional Non-Refereed*

Paper presented at the Ohio Association for Health, Physical Education, Recreation and Dance Annual Convention. "Collaborative Partnerships in Sport & Recreation"Columbus, Ohio, December 1999. 1999

Type: *State Refereed*

Lyberger, M.R. & Mulrooney, A. (1998). Legal concerns of sponsorship ambushing in sport. Eleventh Annual Conference for the Society of Legal Aspects of Sport & Physical Activity. Tucson TucsonAZ. (R). 1998

Type: *National Refereed*

Lyberger, M.R. & Irwin, R. (1998). Consumer recognition of official sponsorship status. Seventeenth Annual Advertising & Consumer Psychology Conference.Portland, Oregon. (R). 1998

Type: *National Refereed*

Lyberger, M.R. & Irwin, R. (1998). Quality, visibility, and consumer recognition of sponsorship effectiveness. Pre-Scientific Super Bowl Congress. San Diego, CA. (R). 1998

Type: *National Refereed*

Lyberger, M.R. (1998). Fund raising practices of high school athletic program. North American Society of Sport Management Annual Conference. Buffalo, NY. (R). 1998

Type: *National Refereed*

Paper presented at the Ohio Golf Course Owners Association Annual Conference. "Sport Marketing Benefits and Implications." Columbus, Ohio, March 1998. With D. Lawler. 1998

Type: *State Invited*

Paper presented at the Ohio Association for Health, Physical Education, Recreation and Dance Annual Convention. "Assistantship Opportunities in Sport & Recreation" Akron, Ohio, December 1998. With Mulrooney, A. 1998

Type: *State Refereed*

Poster Session Presentation at the American Alliance of Health, Physical Education, Recreation & Dance Annual Convention. "Health club facility operators perceived level of compliance to the Americans with Disabilities Act (ADA)." St. Louis, Missouri, March 1997. (R). 1997

Type: *National Refereed*

Lyberger, M.R. (1997). Case law and the ADA: Past, present and future. Tenth Annual Conference for the Society of Legal Aspects of Sport and Physical Activity. Orlando, Fla. (R). 1997

Type: *National Refereed*

Paper presented at the Ohio Association for Health, Physical Education, Recreation and Dance Annual Convention. "Fund Raising and Community Partnerships with Ohio High School Athletic Programs." Dayton, Ohio, December 1997. With Lawler, D. 1997

Type: *State Refereed*

Paper presented at the Ohio Association for Health, Physical Education, Recreation and Dance, Annual Convention. "Revenue, Revenue or Bust." Cleveland, Ohio, December, 1996. With Lough, N. 1996

Type: *State Refereed*

Paper presented at the Ohio Association for Health, Physical Education, Recreation and Dance, Annual Convention. "Health Clubs and ADA Compliance." Cleveland, Ohio, December 1996. 1996

Type: *State Refereed*

Lyberger, M.R., Gandee, R. & Hollering, B. (1989). The inlfuence of a winter conditioning program upon selected physical and motor fitness parameters of collegiate footbal athletes. The Ohio Journal of Science. 89(2),31. 1989

Type: *State Refereed*

Grants

Co-Investigator, OHSAA Championship Economic Impact Study **2011 - 2012**

Collaboration with: Kadeleck, J., Wang, P., Lyberger, M. & Hindel, C.

Ohio High School Athletic Association - Service

Co PI, Capability Proposal for Statewide Sustainability Study **2010 - 2012**

Chema, T, Lyberger, M., Mann, J., URS, & Lee, S. Technical Capability Proposal for Statewide Sustainability Study, Ohio Department of Natural Resource, 2011-2012. Funded $150,000

Collaboration with: Chema, T. Lyberger, M. in cooperation with URS and First Metrix via Gateway Consultants Group

Submitted: $150,000.00 Status: Awarded

Awarded: $150,000.00 (11 0)
ODNR through Gateway Consultants Group - Basic Research

PI, Springfield Township/Village of Lakemore Community Dispatch Study **2010 - 2012**
Springfield Township/Village of Lakemore Community Dispatch Study. 2010-2012. Funded $7,500.
Collaboration with: Lyberger, M.
Submitted: $7,500.00 Status: Awarded
Awarded: $7,500.00 (11 2010)
Springfield Township/Village of Lakemore