2012 Entrepreneurs in Tourism, Recreation, and Sport Lecture Series
University of Florida’s Department of Tourism Recreation & Sport Management presents the 2012 Entrepreneurs in Tourism, Recreation and Sport Lecture Series.

The series will host several outstanding presentations during the spring of 2012 on the many facets of entrepreneurship associated with the tourism, recreation and sport services and products.

Lectures will feature a variety of presenters from proven business organizations along with beginning self starters.

Lecture topics will include: idea generation, creating a new venture, innovation, evaluating business ideas, small business financing, and exit strategy.
Joe Circuli
Owner, Gainesville Health and Fitness
Date: Wednesday, February 1st
Time: 10:40a-11:30a
Location: Florida Gym 230

Biography: Joseph Cirulli is originally from Elmira, New York. In 1978 he established the Gainesville Health & Fitness Centers in Gainesville, Florida. Today, Cirulli owns the Gainesville Health & Fitness Center, a 65,000 square foot club with over 28,000 members, along with Gainesville Health & Fitness Center for Women, a 24,000 square foot women-only center. 2004 marks the 28th year of business for GHFC. As of 1996, Cirulli also shares ownership of three rehabilitation centers: ReQuest Physical Therapy, ReQuest Physical Therapy at Tioga and a satellite rehab center in Alachua with North Florida Regional Medical Center. He employs over 300 people among his Gainesville Health and Fitness Centers and the ReQuest Physical Therapy locations. Cirulli is an accomplished writer contributing to various national and international publications including Peak Performance Magazine, CBI, and Club Industry Magazine. He is a featured presenter for many national and international organizations such as IHRSA (International Health, Racquet & Sports club Association), IDEA, Club Industry, Fitness Network (Australia), BodyLife (Germany), and European Fitness Convention (England). He has also presented seminars on business and the fitness industry in New Zealand, Italy, Russia, Canada, Brazil, and Hong Kong, to name a few. Most recently, Cirulli was asked to make a presentation to Governor Jeb Bush's Task Force about the City of Gainesville's actions to combat the obesity epidemic. If he is not working or traveling, Cirulli makes time for various charitable organizations and boards, including being the 2000 IHRSA President and the 1999 American Heart Association Heart Walk Chairman. He also gives numerous in-kind and monetary donations to groups such as Peaceful Paths, the Arthritis Foundation, Fight Children's Cancer, the Children's Miracle Network, Project Graduation, and food and toy drives for The Alachua County Volunteer Center, to name a few.
**Joey Sasvari**  
*Owner, New Charity Era*

**Date:** Monday, February 6th  
**Time:** 9:35a-10:25a  
**Location:** Florida Gym 210

**Biography:** Joey Sasvari graduated from the University of Florida with a Bachelor of Science in Marketing and a Master’s of Science in Entrepreneurship. At 25 years old, Joey founded his own company after coming up with the idea to develop Raise the Village, an iPhone app that could revolutionize both gaming and giving. Raise the Village has since achieved over 300,000 downloads, was once ranked in the top 10 of all free apps in the app store (ahead of Facebook) and was recently nominated for “Best App Ever” by 148apps.com. At New Charity Era, Joey acts as the Chief Operations Officer and is responsible for all day to day activities in both the American operations and African operations while keeping the company on track toward his vision of reinventing the giving experience. Joey has been passionate to reinvent giving since the day he learned about what Tom’s Shoes is doing. That observation sparked an interest to find new and creative ways to evolve the world of giving in a way that catches it up with the exponential rise of technology and social networking. Joey also has experience at developing business plans, marketing plans and financial statements for start-up companies from his participation in the GatorNest program at the University of Florida, and from his education in the Masters of Entrepreneurship Program at the University of Florida. New Charity Era is now taking Raise the Village to Facebook while working on a completely new design that takes into account all of the lessons that have been learned from the first launch.
Phil Gaimon
Owner/Founder, Share The Damn Road & Podium Cycling
Professional Cyclist
Date: Wednesday, February 8th
Time: 11:45a-12:35a
Location: Florida Gym 210

Biography: Phil Gaimon graduated from the University of Florida with an English degree in 2008. His day job is professional cyclist, along with writing a humor column for Velo News Magazine. In 2009, he started a business with some of his own savings, and began selling cycling jerseys on a small website, doing all of the work himself. The website immediately experienced quick success, so Phil took on partners, and continued to reinvest profits to grow the project. The business is still evolving, but it's currently up to five employees, well into six-figure revenue, and growing into new avenues within cycling, as well as other sports and product categories.
Jamie Lipman
Owner/Founder, absolute,
*The Full Wedding and Event Planning Service*

**Date:** Tuesday, February 28th  
**Time:** 9:35a-10:25a  
**Location:** Florida Gym 285

**Biography:** Jamie Lipman has been a special events planner for the past several years. Her passion was cultivated many years back when she was president of her high school and planned all activities from pep rallies to proms. While attending college, Jamie interned with The Greater Fort Lauderdale Convention and Visitors Bureau where she assisted in coordinating events for the city while developing her professional level skills. Upon graduation from the University of Florida with a Bachelors in Event Management, she was offered full-time employment with Turnberry Associates, a prominent real estate development company. There she was taken “under the wing” by the COO of Turnberry Associates, who would become Jamie’s mentor. As a result of this relationship and with her ultimate goal of owning her own event planning company in mind, she was given access and exposure to as much of the social event world within Turnberry Associates hotels and properties as was possible. In 2007, Jamie was offered a position as Catering Sales Coordinator at the Fairmont Turnberry Isle Resort & Country Club. Jamie was half of a team of two who supervised 64,000 sq. feet of conference space. She organized, planned, and managed all events within the hotel through her knowledge of banquet menus, function space, and audio and visual guidelines. She attended and oversaw all functions from set up to tear down and continually worked to improve the level of guest service within the resort. Her work ethic and her effective communication skills enabled her to successfully create a lasting and influential relationship with one of the premier participants that is Turnberry Associates, in the Hospitality field. Jamie has spent the last few years at The National Hotel South Beach where she was the sole manager and developer of the Social Catering Department. She was the on site event and wedding planner and was in charge of every facet from inception to completion. In the last year alone, she planned 166 weddings. Jamie’s vision is now your reality. “absolute” is THE full service wedding and event planning company.
Jeff Graves
Owner/Founder, Vision Event Management

Date: Monday, April 2nd
Time: 7:00p-8:00p
Location: Florida Gym 210

Biography: Jeff Graves is a highly accomplished visionary leader with over 22 years of experience in operations, including special events management, business development, promotions, advertising and marketing. He graduated in 1991 from Ball State University. Jeff has worked for the Rockford Lightning as the Director of Promotions and Game Operations; Crackers Comedy Club as the Marketing Manager; Adam’s Mark Hotel as the Director of Advertising and Marketing; Entertainment Marketing as the General Market Manager and 99.5 WZPL as the Promotions Director. From Aug. 1999 – Aug. 2006, Jeff had worked for the 500 Festival as the Vice President of Events and the Executive Director of the Mini-Marathon. Jeff oversaw a staff of 7 along with 7,000 volunteers that produced 18 world-class events and programs for over 400,000 people. While at the Festival, he grew the Mini-Marathon from 20,000 participants to over 36,000 participants making it the largest half marathon in the United States and the third largest in the world. The Mini-Marathon also grew in terms of net profit in his 7 years by 338%. Jeff left the 500 Festival in August of 2006 and started his own company, Vision Event Management. Vision Event Management plans and implements various high profile sport events across the country including: the Publix Georgia Marathon, the Chicago Half Marathon, the Madison Mini-Marathon and the Mudathlon Series.
For more information contact:
Richard Buning, rbuning@ufl.edu
or Mike Sagas, Ed.D, msagas@ufl.edu