

Samuel J. Lazzaro
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NOTABLE CLIENTS:

- *Virginia Amateur Sports (VAS) – Virginia Commonwealth Games and other events
- *Play-By-Play Sports Magazine – Monthly local sports publication
- *Dave Clark – Former professional baseball player, manager, coach and owner of Indianapolis Clowns professional barnstorming baseball team.
- *Forrestt Allday – Boston Red Sox
- *Chantz Mack – Seattle Mariners
- *Jerad McCrummen – Colorado Rockies
- *Jamodrick McGruder – Cincinnati Reds
- *Kyle Petty – Seattle Mariners

WORK HISTORY:

- 1/14/08 – Present Attorney Law Office of Samuel J. Lazzaro, P.C. (Salem, VA)*
Areas of practice: Family & Domestic Relations, Criminal Law, Employment, Personal Injury, Civil Matters, Wills & Trusts, Contract issues, Entertainment & Sports law.
- 10/05 – 1/13/08 Associate Attorney Law Office of L. Richard Padgett, Jr., P.C. (Salem, VA)*
Areas of practice: Family & Domestic Relations, Wills & Trusts, Personal Injury & Tort Law, Criminal Law, Sports & Entertainment Law, Labor & Employment Law, Contract law, Property Law.
- 6/02-10/05 Legal Assistant Law Office of L. Richard Padgett, Jr., P.C. (Salem, VA)*
Assisted in preparation of cases for trial, including preparation of motions, briefs, interrogatories and depositions, as well as investigation and legal research in the areas of personal injury/tort law, criminal law, property, wills, domestic relations & family law, corporate law, and evidence during and after completion of law school requirements.
- 9/04 – 8/31/07 Account Executive Play by Play Sports Magazine (Roanoke, VA)*
Redeveloping and selling local sports magazine. Developing and selling effective advertising concepts and packages.
- 9/97- 8/2004 Account Executive Blue Ridge Business Journal (Roanoke, VA)*
Developing and selling effective advertising packages, servicing advertising accounts and building long-term relationships with advertisers. Responsibilities included generating and maintaining new and existing advertising accounts. I was the top overall billing salesperson every year with the company, and also increased my personal sales totals every year.

- 2/97- 8/2004 *VP, Sales & Marketing* *Roanoke Valley Sports Journal (Roanoke, VA)*
Co-founder of local monthly sports magazine. Helped implement and design format, and supervised all advertising sales. Initial responsibilities included marketing, distribution, proof reading, editing, and writing.
- 3/00- 8/01 *Restaurant Owner* *Old Georgetown Deli & Pub (Roanoke, VA)*
Owned and operated a restaurant/pub in conjunction with my wife and son. Responsibilities included marketing, advertising, bookkeeping, accounting.
- 11/95-11/96 *Executive VP/Business Operations* *Salem Professional Baseball Club, Inc. dba Salem Avalanche (Salem, VA)*
Supervising business operation in excess of one million dollars annually, including budgeting, check writing, accounting, training and directing entire sales staff while maintaining personal account list billing over \$225,000 annually. Club increased gross revenues and profits in each of my eleven years in charge.
- 1/86-11/95 *Vice President & General Manager* *Salem Professional Baseball Club, Inc. dba Salem Avalanche/Salem Buccaneers/Salem Redbirds (Salem, VA)*
Supervising entire operation of ball club, stadium, front office, and concessions, including total budgeting responsibility. Also responsible for advertising sales, developing and selling promotional concepts, training and directing entire sales staff, program writing, design and lay out, group and season ticket sales, news releases, public speaking, media and community relations, setting up and selling entire 140 game season radio packages from 1987 to 1996.
- 10/83-1/86 *General Manager* *Baseball Properties/Elmira Pioneers (Elmira, NY)*
Program and billboard advertising sales, program writing and lay out, developing and selling promotional concepts, group and season ticket sales, news releases, public speaking, media and community relations, setting up and directing entire office and stadium operations.
- 2/83-10/83 *Assistant General Mgr./Sales Mgr.* *Baseball Enterprises/Elmira Suns*
Program and billboard advertising sales, program writing and lay out, developing and selling promotional concepts, group and season ticket sales.
- 9/81-2/83 *Account Executive* *Buckley Broadcasting/WSEN Radio (Syracuse, NY)*
Developing effective media concepts for advertising agencies and business clients, copy writing, promotions.
- 6/81-9/81 *Account Executive* *WOLF Radio (Syracuse, NY)*
Developing effective media concepts for ad agencies and business clients.
- 8/80-3/81 *Dir. of Marketing & Public Relations* *Salem Raiders Hockey (Salem, VA)*
Program advertising sales, developing effective promotional and media concepts, group and season ticket sales, program design, writing and lay out, public speaking, news releases, media and community relations.

- 5/79-8/80 *Track Announcer* *Oswego Speedway (Oswego, NY)*
Infield reporter, driver interviews and accident reports, hosted radio racing program.
- 1/78-8/80 *Sales Manager/Sports Director* *WSGO Radio (Oswego, NY)*
Advertising sales, promotions, developing effective media concepts, commercial writing and production, sports reports, play-by-play, hosted sports talk show, set up and sold play-by-play radio packages.
- 9/77-1/78 *Newscaster/Announcer* *WKFM/WOSC Radio (Fulton, NY)*
News reporting, commercial production, disc jockey, engineer.

EDUCATION:

- 7/2002- 6/2005 *Virginia Board of Bar Examiners Law Reader Program.* Study of law under the supervision of a licensed Virginia attorney while completing law school requirements and gaining hands-on experience. Sat for and successful completed the Virginia Bar Exam in July of 2005.
- 9/73-5/77 *BA in Communication Studies from State University of New York at Oswego.* Cumulative Index of 3.25 in Communication Studies. Concentration in broadcasting, journalism.
- 9/69-6/73 *Regents Diploma/Regents Scholarship - Oswego High School (Oswego, NY).*

TRAINING:

- Guardian Ad Litem for Incapacitated Persons Certification (Nov. 2005)*
- Indigent Defense Certification Training (Oct. 2005)*
- Graduate of Account Development Strategies Course (Dec. 2003)*
- Graduate of Professional Selling Skills Course (July 2001)*
- Dale Carnegie Course Graduate Assistant (July 2000 - June 2001) -* Responsible for assisting instructors in training class members.
- Graduate of Dale Carnegie Course (Feb. 2000).* Recipient of Dale Carnegie “Crashing Through Award”, “Human Relations Award”, and “Vision Award” as determined by a vote of fellow class members and instructors.

ACCOMPLISHMENTS:

- 1983 – 1996 Under my leadership baseball clubs broke franchise attendance records in 1983, 1985, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1996.
- 1984 New York-Pennsylvania League Executive of the Year
- 1985 NY-Penn League recipient of Larry MacPhail Award for Promotional Excellence, NY-Penn League recipient of Campbell's Soup Promotional Award, nominee for National Association of Professional Baseball Leagues Larry MacPhail Award, featured speaker on topic of promotions at Baseball Winter Meetings in San Diego, CA.
- 1986 Carolina League nominee for N.A.P.B.L. MacPhail Award.
- 1988 Featured speaker on topic of Community Relations at Eastern Baseball Marketing Seminar in Charleston, SC.
- 1989 Carolina League Executive of the Year, featured speaker on Community Relations at Eastern Baseball Marketing Seminar, Greensboro, NC.
- 1991 Co-founder and a current Director of Salem-Roanoke Baseball Hall-of-Fame.
- 1997 Author, *MORE THAN A BALL GAME - AN INSIDE LOOK AT MINOR LEAGUE BASEBALL* (Pocahontas Press).
- 2000 - 2002 Member of Board of Directors, Roanoke Valley Sports Club.
- 2005 Completed law school requirements, passed Virginia Bar Exam (July 2005). Member of the Virginia State Bar, Virginia Bar Association, Virginia Trial Lawyers Association, American Bar Association, Young Lawyers Division of the ABA, and Forum on Entertainment & Sports Industries of the ABA.
- 2006 Member of the Bar of the United States Federal District Court for the Western District of Virginia.
- 2007 Member of the Bar of the United States Fourth Circuit Court of Appeals.
- 2008 Received award in recognition of outstanding pro bono contributions to the poor from Blue Ridge Legal Services, the legal aid society serving the Shenandoah and Roanoke Valleys of Virginia, thereby helping to make real the American ideal of Equal Justice for All.
- 2011 Inducted into the Salem-Roanoke Baseball Hall-of-Fame.

MEMBERSHIPS:

- 2005 – Present: Virginia State Bar
- 2005 – Present: American Bar Association, ABA Forum on Entertainment & Sports
- 2005 – Present: Virginia Trial Lawyer's Association
- 2008 – Present: Salem-Roanoke County Bar Association