



**RE: VoMaSmart Letter of Endorsement**

**November 30, 2015**

For over 20 years, I have been involved in and directed large scale sporting events. As the Executive Director of Maryland Sports and the Vice President of Marketing and Communications for the Maryland Stadium Authority, I work closely with partners from all across Maryland through our TEAM Maryland initiative to recruit and deliver world-class sporting events from the ICF Canoe Slalom World Championships to the NCAA Men's Lacrosse Championships to the USSSA World Series to the World Football Challenge and many more. Prior to Maryland, I served as deputy executive director of the Kentucky Sports Authority (KSA), where we developed a 24-member community marketing collaborative – TEAM Kentucky, to promote the Commonwealth as a sports travel and sports event destination. I was part of the leadership team that brought the 2008 Ryder Cup and 2010 AllTech FEI World Equestrian Games to the Commonwealth of Kentucky. Prior to joining the KSA, I worked for the Greater Louisville Sports Commission, the National Association of Intercollegiate Athletics (NAIA), Eastern Kentucky University (EKU), SUNY Cortland and the National Collegiate Athletic Association (NCAA).

Within all of these efforts, I learned there was nothing as challenging and difficult as recruiting and managing volunteers for sports events. Imagine talking with and responding to thousands of volunteers who want to choose their own volunteer roles, ask for directions, change their roles, volunteer with their friends or teams and more. Without an intuitive, dependable online volunteer registration and management system, it is almost impossible to run events successfully. We have learned it is also impossible to get volunteers to return if they don't have a quality and memorable experience.

VoMaSmart, Volunteer Management Social and Smart, emerged on the scene three years ago and has developed an outstanding program that has been upgraded several times while asking questions of their users, rendering a program that provides everything an event director would dream of.

The VoMaSmart team just returned from Richmond2015, the UCI World Cycling Championships where they registered 7,200 volunteer profiles and over a period of (14) fourteen days presented all the required elements to manage volunteers for over 6,000 roles. They provided reporting on every level, communications, online contests and awards, smart phone compatibility, texting and more.

VoMaSmart is a graduate of the Maryland Center for Entrepreneurship program, recipient of the SCORE business of the year in 2014 and is providing online volunteer management for multiple organizations. Unique social features provide forums and contests that pull from volunteer social networks – creating tremendous visibility for organizers.



I have known Jeani Burns, CEO and Co-founder of VoMaSmart for many years. I know from testimonials and my own experience that she provides the best customer service (24/7) that can be acquired anywhere.

I challenge you to give Jeani and her VoMaSmart team the opportunity to manage your volunteer needs. At minimum, I ask you to speak with the VoMaSmart team to learn more about their services and capabilities. I know you will be impressed! Please contact Jeani Burns, 443.255.7507, [jburns@vomasmart.com](mailto:jburns@vomasmart.com) [www.VoMaSmart.com](http://www.VoMaSmart.com).

All the best,

**Terry Hasseltine, CSEE**  
Executive Director, Maryland Sports