



Company Background

Fieldhouse was founded in 2003 with the goal of saving time and money for schools, while helping them fundraise. The product offered was a custom online store in which the school could offer their own designs online on a variety of products without stocking inventory or meeting minimum purchase criteria. Plus, the schools all received a portion of each sale.

Today, Fieldhouse is a leading provider of custom online stores. With thousands of online stores across the country, ranging from school districts and large not-for-profit organizations to corporations and smaller youth teams, it is our purpose to work with clients to ensure that they are meeting their goals. We are a member of the Better Business Bureau Online Reliability Program and a Verified Authorize.net Merchant, which safeguards customer information and ensures credit card security.

Over the past five years, we have added countless new products and features to our stores, but our goals are the same – to work with clients to save time and money while helping them fundraise. Our proprietary technology gives us flexibility in the features that we offer our clients, and complete control over how our stores are presented. In addition, we have multiple fulfillment centers, which gives us the benefit of production redundancy. This not only reduces shipping timeframes, it offers a backup in the case of a natural disaster or other event that could temporarily stop production at one of our facilities.

From our first order in 2002 through today, our goal has been 100% customer satisfaction. We achieve this by:

- Employing an in-house customer service department.
- Allowing customers to return or exchange items for any reason without a restocking fee.
- Employing stringent production procedures and quality control at our production facilities.
- Using state-of-the art printing and embroidery technology.
- Sourcing items that are produced in facilities that do not employ “sweatshop labor and practices”.

Fieldhouse has experienced exponential growth during the past five years and expects that growth to continue. We are continually researching new markets and adding new products. Fieldhouse now offers online payments for everything from registration to prom tickets, as well as a full online fundraising center that allow organizations to connect to their local community to manage their fundraising activities.

Executive Biographies

Carl Lombardi, Jr

Founder/President

Carl's sales and marketing background, coupled with an entrepreneurial drive has been key to the success of Fieldhouse. Prior to co-founding Fieldhouse Inc., Carl was Managing Director and co-founder of a successful collegiate and professional sports marketing and graphic design firm. In June 2005 the business was sold to Scout Media, Inc., an integrated sports publishing company located in Seattle, Washington, which has since become part of Fox Interactive Media.

Carl's professional experience also includes 10 years at Spacelabs Medical, a \$300 million per year, multinational medical products corporation. At Spacelabs he held the positions of U.S. Business Unit Director and Director of Marketing. Carl also served as Vice President of Sales and Marketing for Photozone.com.

Carl is a graduate of the University of Washington, with a degree and certificate in political science and economics and sits on the Board of Directors for the American Heart Association in King County. In 2006 Carl was named a Puget Sound Business Journal 40 Under 40 Honoree.

Laura Kramer

Director, eCommerce Services

Laura oversees the eCommerce Services Business Unit of Fieldhouse. She joined Fieldhouse in early 2003, and has been instrumental in managing the company's rapid growth and success.

Prior to joining Fieldhouse, Laura served as the Corporate Public Relations Manager, and Editorial Manager for the email marketing division of Network Commerce, an online technology company. Her 17 years of professional experience also includes managing the Marketing and Public Relations Department for Parametrix, Inc., a nationally-known environmental engineering and architectural company. Laura is a graduate of Marquette University with a degree in journalism.

Quick Facts

- Founded in 2003.
- Provides custom online stores and fundraising centers for schools, teams, non-profits, camps, churches, corporations and more.
- Thousands of online stores across the U.S.
- Online services allow organizations to connect with local community for sponsorships and other online fundraising activities.
- All organizations listed on the Fieldhouse web site receive a portion of every item sold on their retail store.
- Multiple fulfillment centers across the country.
- In-house customer service department.
- Uses state-of-the-art security encryption technology to ensure the safety of customer information.
- Patent-pending technology.



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