

TIMOTHY (TIM) KNOECK

GRADUATED FROM EDGAR HIGH SCHOOL IN 1985

After graduating from Edgar High School, Tim attended the University of Wisconsin-Madison, on an athletic scholarship, earning a Bachelor of Science degree in Agricultural Communication/Journalism. During this time he earned 4 letters and was elected captain of the 1989 Wisconsin Badgers football team. From 1993-1997 he was the Owner/Sole Proprietor of TK Enterprises, working as an independent contractor providing small remodeling/building projects, landscape design and maintenance.

In 1997, Tim became a Sales Representative for US Tobacco. He built and developed relationships with convenience store owners and large chain distributors for smokeless tobacco. His position was to help maximize profits for each store by analyzing in store sales, assist with product selection, provide in store marketing materials, and customize point of purchase advertising materials to grow product category.

Tim remained with US Tobacco until 2002, when he became Vice President of When We Were Young Productions (WWwY), a five person operation whose goal was to produce high school sports game film libraries throughout Wisconsin. The primary focus of the company was to involve students and bring an educational value to their products by working with schools' technology and video departments. In 2004 WWwY began to produce tape delayed broadcast events for Fox Sports Wisconsin and various other entities.

By 2005, WWwY had begun the live video streaming of their sports productions. As word about the company spread, they began increasing the number of states they were covering out of their Madison based office. During this time, WWwY also became involved in live linear productions of these championships. In 2013 WWwY merged with PlayOn! Sports, where Tim now serves as Vice President. He manages the central states areas.

Tim and his wife Kim currently live in Cottage Grove, WI with their three children, Josie (12), Ben (10) and Will (7).