

Ryan Keith Zapalac, Ph.D.

Associate Professor

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GENERAL SECTION

Education:

- University of Houston, Houston, TX.
Doctor of Philosophy (Ph.D.) Kinesiology, August 2004.
Concentration: Sport Management / Sport Psychology
Major Advisor: Dale G. Pease, Ph.D., FAAHPERD
G.P.A.- 3.83/4.00
- University of Houston, Houston, TX.
Master of Education (M.Ed.) Physical Education, May 2001.
Concentration: Sport and Fitness Administration.
Major Advisor: James J. Zhang, D.P.E., FNASSM
G.P.A.-3.80/4.00
- University of Houston, Houston, TX.
Bachelor of Science, August 1998.
Concentration: Kinesiology.
Magna Cum Laude Honors
G.P.A.-3.50/4.00

Experience:

Administrative Appointments

Acting Chair of Kinesiology (September 2014 – September 2015). **Assistant Chair of Kinesiology** (August 2011 – September 2014).



- **Responsibilities / Duties:** As Acting Chair, overall administration of the Department of Kinesiology and its activities, program and facility enhancement, personnel and human resource management, and responsible for an annual budget of over \$200,000. Responsible for 11 tenure-track/tenured faculty, 19 adjunct faculty, 3 graduate Teaching Assistants, 1 graduate Research Assistant, 1 administrative staff member, and 5 student

workers. As Assistant Chair, supported Dr. Rosanne Keathley (Chair) with administrative duties for the department, including scheduling, program proposals, budgeting, program promotion, and other associated duties.

Academic Appointments

- **Associate Professor with tenure.** (September 2012 – present). **Assistant Professor.** (August 2006 – August 2012). ***Sam Houston State University***, Huntsville, TX. **Graduate courses taught:** Advanced Studies in the Psychology of Sport, Event and Facility Management, Research Seminar (later Applied Research Methods in Health, Kinesiology, and Sport Management), Significance of Motor Learning, Sport Consumer Behavior, Sport Marketing: Theory and Practice. **Undergraduate courses taught:** Administration of Kinesiology and Recreation, Psychology of Coaching (later Sport and Exercise Psychology), Sports in Contemporary Society, Safety Education. **Other responsibilities/activities:** As a faculty member, helping further the development of Sport Management and Sport Psychology at SHSU, internship supervision, advising students on their future career paths, curriculum development, departmental and university service committees, initiating collaborative student research projects, scheduling duties, and administrative issues and direction for the department.
- **Lecturer.** ***Rice University, Houston, TX*** (August 2004 – August 2006). **Undergraduate courses taught:** Introduction to Sport Management, Sport Law and Labor Relations, Sport Finance, Management and Leadership in Sport, and Event and Facility Management. **Other responsibilities/activities:** Helping further the development of the Sport Management Program at Rice, internship supervision, advising students, assisting the Sport Management Society (student organization) with their organizational goals and objectives, and initiating collaborative student research projects.
- **Graduate Teaching Fellow.** ***University of Houston, Houston, TX*** (August 2000-August 2004). **Undergraduate courses taught:** Psychological Aspects of Sport and Exercise, Sociocultural Aspects of Kinesiology and Sport, Foundations of Kinesiological Studies, Online Running and Jogging Activities, Fitness and Health, Exercise for Fitness and Health, Team Sports, Racquetball, Golf, Aerobics, Weight Training, and Introductory Swimming; **Other responsibilities/activities:** Developer of online activities course within the department; one of four senior teaching fellows within the department- assisted with orienting new teaching fellows and graduate students.



RESEARCH ACTIVITIES SECTION

Publications:

- *Grieve, F. G., Wann, D. L., Zapalac, R. K., Cyr, C. Y., & Lanter, J. R. (in press; 2018 publication). Factors associated with college students' identification with high school football teams. Submitted to the *Journal of Sport Behavior*, 41(2).
- *Lee, J. W., Hull, K., Zapalac, R. K., & Stilwell, M. A. (in press). Orchestrating the #HTownTakeover: Social media agenda setting and university branding at the University of Houston. Submitted to the *Journal of Issues in Intercollegiate Athletics*.
- *Wann, D. L., Grieve, F. G., Havard, C. T., Zapalac, R. K., Peetz, T. B., & Lanter, J. R. (2017). Sport fan evaluations of a Major League Baseball season: Key predictors and influence on future evaluations and consumption behaviors. Submitted to the *Journal of Global Sport Management*, 2(3), 143 - 161. **(Received the 2017 JGSM Premier Award as the best paper published in the journal in 2017).**
- *Wann, D. L., Havard, C. T., Grieve, F. G., Lanter, J. R., Partridge, J. A., & Zapalac, R. K. (2016). Investigating sport rivals: Number, evaluations, and relationship with team identification. *Journal of Fandom Studies*, 4(1), 71-88.
- *Wann, D. L., Zapalac, R. K., Grieve, F. G., Partridge, J. A., & Lanter, J. R. (2015). An examination of sport fans' perceptions of the impact of the legalization of sport wagering on their fan experience. *UNLV Gaming Research & Review Journal*, 19(2), 21-40.
- *Cottingham, M., Blais, D., Gearity, B., Bogle, K., & Zapalac, R. (2015). A qualitative examination of Latin American wheelchair sport practitioners' marketing practices. *Journal of Sport for Development*, 3(5), 8-19.
- *Norris, J. I., Wann, D. L., & Zapalac, R. K. (2015). Is maximizing tendency a buffer against fair-weather fandom? *Journal of Consumer Research*, 32(3), 157-166.
- *Wann, D. L., Grieve, F. G., Zapalac, R. K., Partridge, J. A., & Parker, P. M. (2013). An examination of predictors of watching televised sport programming. *North American Journal of Psychology*, 15(1), 179-194.
- *Wann, D. L., Grieve, F. G., End, C., Zapalac, R. K., Lanter, J. R., Pease, D. G., Fellows, B., Oliver, K., & Wallace, A. (2013). Examining the superstitions of sport fans: Types of superstitions, perceptions of impact, and relationship with team identification. *Athletic Insight*, 5(1), 21-44.
- *Smith, S. E., Grieve, F. G., Zapalac, R. K., Derryberry, W. P., Pope-Tarrence, J. (2012). How does sport team identification compare to identification with other social institutions? *Journal of Contemporary Athletics*, 6(2), 69-82.

- *Zhang, J. J., Lam, E. T. C., Cianfrone, B. A., Zapalac, R. K., Holland, S., & Williamson, D. P. (2011). An importance-performance analysis of media activities associated with WNBA game consumption. *Sport Management Review*, 14, 64-78.
- *Zapalac, R. K., Zhang, J. J., & Pease, D. G. (2010). Understanding volleyball spectators from the perspectives of sociodemographics, decision-making, and consumption. *International Journal of Sport Marketing and Sponsorship*, 11(4), 320-343.
- *Zapalac, R.K., Lee, J.T., & Pease, D.G. (2009). Burnout in high school basketball coaches from a Reversal Theory perspective. *Journal of Contemporary Athletics*, 4(2), 139-153.
- *Grieve, F.G., Zapalac, R.K., Visek, A., Wann, D.L., Parker, P., Partridge, J., & Lanter, J. (2009). Identification with multiple sport teams: How many sports do fans follow? *Journal of Contemporary Athletics*, 3(4), 283-294.
- *Grieve, F.G., Shoenfelt, B.L., Wann, D.L., & Zapalac, R.K. (2009). The puck stops here: An evaluation of National Hockey League Fans' reactions to the 2004-2005 lockout. *International Journal of Sport Management and Marketing*, 5(1-2), 101-114.
- *Grieve, F.G., Wann, D.L., & Zapalac, R.K. (2008). Sport fans' responses to the end of season. *International Journal of Sport Management and Marketing*, 4(4), 375-389.
- *Wann, D.L., Grieve, F.G., Zapalac, R.K., & Pease, D.G. (2008). Motivational profiles of sport fans of different sports. *Sport Marketing Quarterly*, 17(1), 6-19. (**Named one of Sport Marketing Quarterly's "20 for 20" articles celebrating the 20 articles that have made the largest impact on the discipline in the 1st 20 years of SMQ).**
- *Whisenant, W., Vincent, J., Pedersen, P., & Zapalac, R.K. (2007). Examining diversity in high school hiring practices: An analysis of homologous reproduction in interscholastic athletics. *Advancing Women in Leadership Online Journal*, 25(2). Retrieval from: <http://www.advancingwomen.com/awl/summer2007/index.htm>
- Zapalac, R.K. & Pease, D.G. (2004, March). Threat vs. challenge: How can it work for you? *Texas Coach*, 36-38.
- Pease, D.G., Zapalac, R.K., & Lee, J.T. (2003, March). Burnout in high school varsity basketball coaches. *Texas Coach*, 30-31.

* denotes refereed publications

Book Chapters

- *Zhang, J. J., Pearson, D. P., Zapalac, R. K., & Johnson, L. M. (in review). Consumer behavior of women's sports (tentative title). In N. L. Lough (Ed.), *Women's sport consumer behavior (tentative title)*.

- Paitson, D. A., Zapalac, R. K., & Zhang, J. J. (in review). Perspectives of critical leadership in intercollegiate athletics. *WASM Book of Research Papers*, Oxford: Taylor & Francis.
- *Wann, D. L., Zapalac, R. K., Grieve, F. G., Lanter, J. R., & Peetz, T. B. (2017). The influence of fan motives on perceptions of legalizing sport wagering. In A. M. Columbus (Ed.), *Advances in Psychology Research* (Vol. 130, pp. 89-121). New York, NY: Nova.
- *Wann, D. L., Grieve, F. G., Zapalac, R. K., Visek, A. J., Partridge, J. A., & Lanter, J. R. (2012). The importance of team identification in perceptions of trust in fellow and rival sport fans. In A. C. Earnheardt, P. M. Haridakis, & B. Hugenberg (Eds.), *Sports fans, identity, and socialization: Exploring the fandemonium* (pp. 68-78). Lanham, MD: Lexington.
- *Wann, D. L., Grieve, F. G., Zapalac, R. K., Lanter, J. R., Partridge, J. A., Short, S. E., Parker, P. M., & Short, M. (2010). What would you do for a championship: Willingness to consider acts of desperation among Major League Baseball fans (pp. 161-173). In B. D. Geranto (Ed.), *Sport psychology*, Hauppauge, NY: Nova Science Publishers.

*** denotes refereed publications**

Article Reprints

- *Wann, D.L., Grieve, F.G., Zapalac, R.K., & Pease, D.G. (2012). Motivational profiles of sport fans of different sports (pp. 231–252). In N. L. Lough & W. A. Sutton (Eds.), *Handbook of sport marketing research*, Morgantown, WV: Fitness Information Technology.

Book Reviews

- Zapalac, R. K. (2010). A review of “Sports Mania: Essays on Fandom and the Media in the 21st Century” by L.W. Hugenberg, P.M. Haridakis, & A.C. Earnheardt (Eds.) (2008). *The Sport Psychologist*, 24(2), 263-265.

Manuscripts in Submission:

- *Grieve, F. G., Wann, D. L., Havard, C., Lanter, J. R., Zapalac, R. K., Wood, A., & Bell, C. (in review). Sport team identification and use of social media. Submitted to the *Journal of Fandom Studies*.
- *Lee, J. W., Zapalac, R. K., & Godfrey, C. (in review). Rising up to the challenge of our rival: Promoting rivalry through campus recreation. Submitted to *Case Studies in Sport Management*.
- *Partridge, J. A., Wann, D. L., Zapalac, R. K., Grieve, F. G., & Lanter, J. R. (in review). The experience of vicarious shame in sport fans. Submitted to the *Journal of Sport Behavior*.

*** denotes refereed publications**

Manuscripts in Preparation:

- Marketing Mexican League soccer teams and the impact of team and cultural identification upon an organization's marketing strategy.
- Sport bar/grille patrons and their consumption patterns.
- Sport fans' perceptions of acceptable behaviors while attending a contest.
- Sport fan shame and its impacts.
- Student perceptions of student athletic fees and their utility in a college athletic department budget.

Published Abstracts:

- *Paitson, D. A., Zapalac, R. K., & Zhang, J. J. (2017). The state and focus of U.S. intercollegiate athletics: Past, present, and future. *Global Issues and New Ideas in Sport Management (Book of Abstracts)*, 2nd World Association of Sport Management World Conference, 117.
- *Wann, D. L., Zapalac, R. K., Grieve, F. G., Lanter, J. R., & Peetz, T. B. (2016). The influences of fan motives on fans' perceptions of the impact of the legalization of sport wagering. *Sport Marketing Association 2016 Conference Proceedings*.
- *Estes, B. C., & Zapalac, R. K. (2015). For the greater good? An examination of the financial implications of public subsidies for professional sports facilities. *Academy of Business Research - 2015 Conference Proceedings*, 198.
- *Wann, D. L., Grieve, F. G., Zapalac, R. K., Havard, C. T., Peetz, T. R., & Lanter, J. R. (2015). Sport fan evaluations of a Major League Baseball season: Key predictors and influence on further evaluations and consumption behaviors. *Sport Marketing Association 2015 Conference Proceedings*.
- *Norris, J. I., Wann, D. L., & Zapalac, R. K. (2014). Following the best team or being the best fan? Implications of maximizing tendency for fan identification and sport marketing strategy. *Association for Consumer Research – 2014 Conference Proceedings*, 93.
- *Zapalac, R. K., Estes, B. C., Joubert, D., & Haptonstall, C. D. (2014). Sport spectator and fan identification and perceptions of student athletic fees in higher education, *Academy of Business Research - 2014 Conference Proceedings*, 22.
- *Grieve, F. G., Wann, D. L., Cyr, C. Y., Lanter, J. R., Parker, P. M., & Zapalac, R. K. (2013). Factors associated with college students' identification with high school teams. *Sport Marketing Association 2013 Conference Proceedings*.

- *Zapalac, R. K., & Estes, B. C. (2013, May). Get them in the trenches: A field-based project focused on event production and sales. North American Society for Sport Management (NASSM) – 2013 Conference Proceedings, 32.*
- **Estes, B. C., & Zapalac, R. K. (2012). Pay for performance-effective reward system or flawed business model? An examination of Major League Baseball. Business Studies Academy 2012 International Business Conference Proceedings.*
- **Wann, D. L., Havard, C. T., Grieve, F. G., Lanter, J. R., Partridge, J. A., Parker, P. M., & Zapalac, R. K. (2012). Investigating sports rivals: Number, evaluations, and relationship with team identification. Sport Marketing Association 2012 Conference Proceedings.*
- **Zapalac, R. K., Wann, D. L., Estes, B. C., & Roper, E. A. (2011). Ideal product / Ideal time: The “Luv Ya Blue” Houston Oilers. Sport Marketing Association 2011 Conference Proceedings.*
- **Zapalac, R. K., Wann, D. L., Grieve, F. G., Partridge, J. A., & Parker, P. M. (2011). An examination of predictors of watching television sport programming. Sport Marketing Association 2011 Conference Proceedings.*
- **Estes, B. C., Polnick, B., & Zapalac, R. K. (2011, October). Examining motivation theory in higher education: Productivity of tenured faculty. Allied Academies Fall 2011 International Business Conference Proceedings, 20.*
- **Lanter, J. R., Zapalac, R. K., Parker, P. M., Grieve, F. G., & Wann, D. L. (2011). The great American sports fan. Association for Applied Sport Psychology (AASP) - 2011 Conference Proceedings, 86.*
- **Lanter, J. R., Grieve, F. G., Parker, P. M., Wann, D. L., Zapalac, R. K., Cyr, C. Y., Heimberger, K. T., & Wilkins, R. E. (2011). “We’re good, they’re okay, you’re not!”: Perceptions of fellow, rival, and non-rival fans. Association for Applied Sport Psychology (AASP) - 2011 Conference Proceedings, 87.*
- **Wann, D. L., Grieve, F. G., Zapalac, R. K., Lanter, J. R., Partridge, J. A., Short, S. E., Parker, P. M., & Short, M. (2011). What would you do for a championship: Willingness to consider acts of desperation among Major League Baseball fans. Association for Applied Sport Psychology (AASP) - 2011 Conference Proceedings, 87.*
- **Zapalac, R. K., Estes, B. C., Zhang, J. J., Fitzwater, P. L., & Krebs, D. E. (2011). Motives and points of attachment of PGA Champions Tour spectators and fans. Association for Applied Sport Psychology (AASP) - 2011 Conference Proceedings, 87.*
- **Zapalac, R. K. & Estes, B. C. (2011). Logistical issues associated with program movement to a satellite campus. North American Society for Sport Management (NASSM) - 2011 Conference Proceedings, 29.*

- *Estes, B. C., Zapalac, R. K., & Joubert, D. (2011). Misplaced priorities?: Assessing student perceptions of funding for athletic programs in higher education. *North American Society for Sport Management (NASSM) - 2011 Conference Proceedings*, 67-68.
- *Wann, D. L., Grieve, F. G., End, C., Zapalac, R. K., Lanter, J. R., & Pease, D. G. (2009). Examining the superstitious behaviors of sport fans: Types of superstitions, perceptions of impact, and relationship with team identification. *Association for Applied Sport Psychology (AASP) - 2009 Conference Proceedings*, 18.
- *Grieve, F. G., Wann, D. L., Lanter, J. R., & Zapalac, R. K. (2009). Research involving sport fans: Identification and cognition. *Association for Applied Sport Psychology (AASP) - 2009 Conference Proceedings*, 16.
- *Wann, D. L., Grieve, F. G., Zapalac, R. K., Visek, A. J., Partridge, J. A., & Lanter, J. R. (2008). The importance of team identification in perceptions of trust in fellow and rival sport fans. *Association for Applied Sport Psychology (AASP) - 2008 Conference Proceedings*, 82.
- *Grieve, F. G. & Zapalac, R. K. (2007). Cause and affect: Correlates and emotional states involved in sport fandom. *Association for Applied Sport Psychology (AASP) - 2007 Conference Proceedings*, 40.
- *Zapalac, R. K., Pease, D. G., & Klonsky, B. G. (2007). Helping students apply theoretical concepts in sport psychology: The interview project. *Association for Applied Sport Psychology (AASP) - 2007 Conference Proceedings*, 6.
- *Pearson, D. W., Pittman, A. T., & Zapalac, R. K. (2006). Applied sport management: What we do and why. *Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) – 2006 Conference Proceedings*.
- *Haptonstall, C. D., & Zapalac, R. K. (2006). Media relations professionals in sport management: Experiences and future directions. *Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) – 2006 Conference Proceedings*.
- *Shoenfelt, E. L., Grieve, F. G., Wann, D. L., & Zapalac, R. K. (2006). The puck stops here: Fan responses to the 2005 NHL work stoppage. *Association for Applied Sport Psychology (AASP) - 2006 Conference Proceedings*, 13.
- *Wann, D. L., Grieve, F. G., Zapalac, R. K., Pease, D. G. (2006). Motivational profiles of sport fans of different sports. *Association for Applied Sport Psychology (AASP) - 2006 Conference Proceedings*, 60.
- *Zapalac, R. K., Wann, D. L., Pease, D. G., & Haptonstall, C. D. (2006). Spectator and fan identification in Mexican soccer spectators and fans: An examination of the many forms of identification. *Association for the Advancement of Applied Sport Psychology (AAASP) - 2006 Conference Proceedings*, 12.

- *Zapalac, R. K., Haptonstall, C. D., & Pease, D. G. (2005). Marketing characteristics of Mexican Soccer League spectators and fans. *Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) – 2005 Conference Proceedings*.
- *Zapalac, R. K. & Haptonstall, C. D., Dannheim, C., & Thomas, Z. (2005). The role of internship experiences in sport management curricula. *Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) – 2005 Conference Proceedings*.
- *Zapalac, R. K., Pease, D. G., Wann, D. L., & Lee, J. T. (2005). Applying the Metamotivational Sport Identification Scale (MSIS) to collegiate baseball spectators. *Association for the Advancement of Applied Sport Psychology (AAASP) - 2005 Conference Proceedings*, 20.
- *Zapalac, R. K., Zhang, J. J., & Pease, D. G. (2004). Market demand factors associated with the consumption levels of women's intercollegiate volleyball game spectators. *Sport Marketing Quarterly*, 13 (Supplement), 55.
- *Zapalac, R. K., Pease, D. G., & Lee, J. T. (2004). Construction of a sport spectator identification scale based on Reversal Theory constructs. *Association for the Advancement of Applied Sport Psychology (AAASP)-2004 Conference Proceedings*, 33.
- *Pease, D. G., Zapalac, R. K., & Lee, J. T. (2003). Investigating burnout in high school basketball coaches from a reversal theory perspective. *Association for the Advancement of Applied Sport Psychology (AAASP)-2003 Conference Proceedings*, 52-53.
- *Pease, D. G., Zapalac, R. K., & Lee, J. T. (2003). Role of selected variables in the burnout of high school basketball coaches. *Research Quarterly for Exercise and Sport (Supplement)*, 66.
- *Zapalac, R. K., Lee, J., & Pease, D. G. (2002). Congruence of metamotivational dominance and leadership preferences and its relation to satisfaction. *Association for the Advancement of Applied Sport Psychology (AAASP)-2002 Conference Proceedings*, 92.
- *Zapalac, R. K., Lee, J., & Pease, D. G. (2002). Relationship of motivational style to leadership preferences. *Journal of Sport & Exercise Psychology*, 24(Supplement), 136-137.

*** denotes refereed publications**

Invited Keynote Presentations

- Zapalac, R. K. (2014, November). "So many choices...so many choices...": Building marketing strategies for youth sport programs that differentiate your product and get results in the right way. *National Alliance of Youth Sports (NAYS) – 2014 Youth Sports Congress*, Orlando, FL.

- Zapalac, R. K. (2014, April). Target acquired...strategy launched!: Why sport consumer psychology is critical for the successful sport marketer. *Dr. and Mrs. Gary Brummer Colloquium Series in Psychology, Murray State University, Murray, KY.*

Presentations:

- Wann, D. L., Grieve, F. G., Peetz, T. B., & Zapalac, R. K. (2018, May) (in review). Comparing the identity centrality of sport team identification and sport fandom. *North American Society for Sport Management (NASSM)*, Halifax, Nova Scotia, Canada.
- Lee, J. T., & Zapalac, R. K. (2017, July). A poor man's confirmatory factor analysis using the Metamotivational Sport Identification Scale (MSIS). *18th International Reversal Theory Conference*, Swansea University, Wales, UK.
- Paitson, D. A., Zapalac, R. K., & Zhang, J. J. (2017, June). The state and focus of U.S. intercollegiate athletics: Past, present, and future. *World Association for Sport Management*, Kaunas, Lithuania.
- Hull, K., Lee, J. W., Zapalac, R. K., & Stillwell, M. A. (2017, April). Orchestrating the #HTownTakeover: Social media agenda setting and university branding at the University of Houston. *Tenth Annual College Research Institute (CSRI) Conference on College Sport*, Columbia, SC.
- Wann, D. L., Zapalac, R. K., Grieve, F. G., Lanter, J. R., & Peetz, T. B. (2016, November). The influences of fan motives on fans' perceptions of the impact of the legalization of sport wagering. *Sport Marketing Association*, Indianapolis, IN.
- Estes, B. C., & Zapalac, R. K. (2015, November) For the greater good? An examination of the financial implications of public subsidies for professional sports facilities. *Academy of Business Research (ABR)*, Boca Raton, FL.
- Wann, D. L., Grieve, F. G., Zapalac, R. K., Havard, C. T., Peetz, T. R., & Lanter, J. R. (2015, October). Sport fan evaluations of a Major League Baseball season: Key predictors and influence on further evaluations and consumption behaviors, *Sport Marketing Association*, Atlanta, GA.
- Zapalac, R. K. (2015, September). Preparing future leaders for the sport industry: Where we have been and where we are going, *First Annual International Health Sciences Conference – UNIBE / Sam Houston State University*, San José, Costa Rica.
- Norris, J. I., Wann, D. L., & Zapalac, R. K. (2014, October). Following the best team or being the best fan? Implications of maximizing tendency for fan identification and sport marketing strategy, *Association for Consumer Research*, Baltimore, MD.

- Zapalac, R. K., Estes, B. C., Joubert, D., & Haptonstall, C. D. (2014, October). Sport spectator and fan identification and perceptions of student athletic fees in higher education, *Academy of Business Research (ABR)*, Las Vegas, NV.
- Zapalac, R. K., Grieve, F. G., Wann, D. L., Lanter, J. R., Estes, B. C., Zhang, J. J., & Pease, D. G. (2014, February). "I can do what I want!": The initial version of the Fan Rights Perception Scale (FRPS). *Tenth Annual Sport Psychology Forum*, Bowling Green, KY.
- Grieve, F. G., Wann, D. L., Cyr, C. Y., Lanter, J. R., Parker, P. M., & Zapalac, R. K. (2013, October). Factors associated with college students' identification with high school teams. *Sport Marketing Association Annual Conference*, Albuquerque, NM.
- Zapalac, R. K., & Estes, B. C. (2013, May). Get them in the trenches: A field-based project focused on event production and sales. *North American Society for Sport Management (NASSM)*, Austin, TX.
- Wann, D. L., Havard, C. T., Grieve, F. G., Lanter, J. R., Partridge, J. A., Parker, P. M., & Zapalac, R. K. (2012, October). Investigating sports rivals: Number, evaluations, and relationship with team identification. *Sport Marketing Association (SMA)*, Orlando, FL.
- Estes, B. C., & Zapalac, R. K. (2012, October). Pay for performance-effective reward system or flawed business model? An examination of Major League Baseball. *Business Studies Academy 2012 International Business Conference*, Las Vegas, NV.
- Estes, B. C. & Zapalac, R. K. (2012, April). Manipulating the numbers: Earnings management techniques in professional sports. *4th Annual Sam Houston State University General Business Conference*, Huntsville, TX.
- Zapalac, R. K., Wann, D. L., Estes, B. C., & Roper, E. A. (2011, October). Ideal product / Ideal time: The "Luv Ya Blue" Houston Oilers. *Sport Marketing Association (SMA)*, Houston, TX.
- Zapalac, R. K., Wann, D. L., Grieve, F. G., Partridge, J. A., & Parker, P. M. (2011, October). An examination of predictors of watching television sport programming. *Sport Marketing Association (SMA)*, Houston, TX.
- Estes, B. C., Polnick, B., & Zapalac, R. K. (2011, October). Examining motivation theory in higher education: Productivity of tenured faculty. *Allied Academies Fall 2011 International Business Conference*, Las Vegas, Nevada.
- Lanter, J. R., Grieve, F. G., Parker, P. M., Wann, D. L., Zapalac, R. K., Cyr, C. Y., Heimberger, K. T., & Wilkins, R. E. (2011, September). "We're good, they're okay, you're not!": Perceptions of fellow, rival, and non-rival fans. *Association for Applied Sport Psychology (AASP)*, Honolulu, HI.
- Wann, D. L., Grieve, F. G., Zapalac, R. K., Lanter, J. R., Partridge, J. A., Short, S. E., Parker, P. M., & Short, M. (2011, September). What would you do for a championship:

Willingness to consider acts of desperation among Major League Baseball fans. *Association for Applied Sport Psychology (AASP)*, Honolulu, HI.

- Zapalac, R. K., Estes, B. C., Zhang, J. J., Fitzwater, P. L., & Krebs, D. E. (2011, September). Motives and points of attachment of PGA Champions Tour spectators and fans. *Association for Applied Sport Psychology (AASP)*, Honolulu, HI.
- Zapalac, R. K. & Estes, B. C. (2011, May). Logistical issues associated with program movement to a satellite campus. *North American Society for Sport Management (NASSM)*, London, Ontario (Canada).
- Estes, B. C., Zapalac, R. K., & Joubert, D. (2011, May). Misplaced priorities?: Assessing student perceptions of funding for athletic programs in higher education. *North American Society for Sport Management (NASSM)*, London, Ontario (Canada).
- Zapalac, R. K., Zhang, J. J., Pearson, D. W., Holland, S. M., & Fitzwater, P. L. (2011, February). An exploratory analysis of decision-making in sports bar consumers. *Seventh Annual Sport Psychology Forum*, Bowling Green, KY.
- Zapalac, R. K. (2010, February). Measuring the potential for celebratory riots: Where do we go from here? *Sixth Annual Sport Psychology Forum*, Bowling Green, KY.
- Zapalac, R. K. (2010, January). What is Kinesiology? *Houston Hispanic Forum*, Houston, TX.
- Wann, D. L., Grieve, F. G., End, C., Zapalac, R. K., Lanter, J. R., & Pease, D. G. (2009, September). Examining the superstitious behaviors of sport fans: Types of superstitions, perceptions of impact, and relationship with team identification. *Association for Applied Sport Psychology (AASP)*, Salt Lake City, UT.
- Grieve, F. G., Wann, D. L., Lanter, J. R., & Zapalac, R. K. (2009, September). Research involving sport fans: Identification and cognition. *Association for Applied Sport Psychology (AASP)*, Salt Lake City, UT.
- Zapalac, R. K. (2009, February). Design considerations for measuring sport spectators and fans' perceptions of their rights. *Fifth Annual Sport Psychology Forum*, Bowling Green, KY.
- Wann, D. L., Grieve, F. G., Zapalac, R. K., Visek, A. J., Partridge, J. A., & Lanter, J. R. (2008, September). The importance of team identification in perceptions of trust in fellow and rival sport fans. *Association for Applied Sport Psychology (AASP)*, St. Louis, MO.
- Zapalac, R. K. (2008, February). Linking parapatric emotions to sport spectators and consumers: Initial directions. *Fourth Annual Sport Psychology Forum*, Bowling Green, KY.

- Grieve, F. G. & Zapalac, R. K. (2007, October). Cause and affect: Correlates and emotional states involved in sport fandom. *Association for the Advancement of Applied Sport Psychology (AAASP)*, Louisville, KY.
- Zapalac, R. K., Pease, D. G., & Klonsky, B. G. (2007, October). Helping students apply theoretical concepts in sport psychology: The interview project. *Association for the Advancement of Applied Sport Psychology (AAASP)*, Louisville, KY.
- Zapalac, R. K. (2007, February). Logistical difficulties associated with sport fans and state-based measures. *Third Annual Sport Psychology Forum*, Bowling Green, KY.
- Pearson, D. W., Pittman, A. T., & Zapalac, R. K. (2006, December). Applied sport management: What we do and why. *Annual Conference of the Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD)*, Fort Worth, TX.
- Haptonstall, C. D., & Zapalac, R. K. (2006, December). Media relations professionals in sport management: Experiences and future directions. *Annual Conference of the Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD)*, Fort Worth, TX.
- Shoenfelt, E. L., Grieve, F. G., Wann, D. L., & Zapalac, R. K. (2006, September). The puck stops here: Fan responses to the 2005 NHL work stoppage. *Annual Conference of the Association for the Advancement of Applied Sport Psychology (AAASP)*, Miami, FL.
- Wann, D. L., Grieve, F. G., Zapalac, R. K., Pease, D. G. (2006, September). Motivational profiles of sport fans of different sports. *Annual Conference of the Association for the Advancement of Applied Sport Psychology (AAASP)*, Miami, FL.
- Zapalac, R. K., Wann, D. L., Pease, D. G., & Haptonstall, C. D. (2006, September). Spectator and fan identification in Mexican soccer spectators and fans: An examination of the many forms of identification. *Annual Conference of the Association for the Advancement of Applied Sport Psychology (AAASP)*, Miami, FL.
- Zapalac, R. K., Haptonstall, C. D., & Pease, D. G. (2005, December). Marketing characteristics of Mexican Soccer League spectators and fans. *Annual Conference of the Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD)*, Corpus Christi, TX.
- Zapalac, R. K. & Haptonstall, C. D., Dannheim, C., & Thomas, Z. (2005, December). The role of internship experiences in sport management curricula. *Annual Conference of the Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD)*, Corpus Christi, TX.
- Zapalac, R. K., Pease, D. G., Wann, D. L., & Lee, J. T. (2005, October). Applying the Metamotivational Sport Identification Scale (MSIS) to collegiate baseball spectators. *Annual Conference of the Association for the Advancement of Applied Sport Psychology (AAASP)*, Vancouver, BC, Canada.

- Lee, J. T., Zapalac, R. K., & Pease, D. G. (2004, December). A Reversal Theory model of burnout in coaches. *Instrumentation in Reversal Theory*, Baton Rouge, LA.
- Zapalac, R. K., Zhang, J. J., & Pease, D. G. (2004, November). Market demand factors associated with the consumption levels of women's intercollegiate volleyball game spectators. *Annual Conference of the Sport Marketing Association (SMA)*, Memphis, TN.
- Zapalac, R. K., Pease, D. G., & Lee, J. T. (2004, October). Construction of a sport spectator identification scale based on Reversal Theory constructs. *Annual Conference of the Association for the Advancement of Applied Sport Psychology (AAASP)*, Minneapolis, MN.
- Pease, D. G., Zapalac, R. K., & Lee, J. T. (2003, October). Investigating burnout in high school basketball coaches from a reversal theory perspective. *Annual Conference of the Association for the Advancement of Applied Sport Psychology (AAASP)*, Philadelphia, PA.
- Pease, D. G., Zapalac, R. K., & Lee, J. T. (2003, April). Role of selected variables in the burnout of high school basketball coaches. *Annual Conference of the American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD)*, Philadelphia, PA.
- Lee, J. T., Pease, D. G., & Zapalac, R. K. (2002, November). An examination of leadership behaviors and burnout in coaches. *Fourth International Reversal Theory Workshop*, Guam.
- Zapalac, R. K., Lee, J., & Pease, D. G. (2002, November). Congruence of metamotivational dominance and leadership preferences and its relation to satisfaction. *Annual Conference of the Association for the Advancement of Applied Sport Psychology (AAASP)*, Tucson, AZ.
- Zapalac, R. K., Lee, J. T., & Pease, D. G. (2002, June). Relation of motivational style to leadership preferences. *Annual Conference of the North American Society for the Psychology of Sport and Physical Activity (NASPSPA)*, Baltimore, MD.

Editorial Responsibilities:

- Editorial Board Member, *Global Sports Business Journal*, December 2013 – present.
- Editorial Board (Associate Editor), *Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) Journal*, October 2014 – December 2017.
- Associate Editor, *International Journal of Multidisciplinary Graduate Research* (formerly *Graduate Research Journal*), October 2011 – November 2013.
- Editor, Association for the Advancement of Applied Sport Psychology (AAASP) Sport Fandom and Spectatorship Special Interest Group Newsletter, 2003 – 2007.

Reviewing Responsibilities:

- External blind reviewer for the *Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) Journal*, 2013-present.
- Marketing/Consumer Behavior Section Head for the Annual Conference of the *North American Society for Sport Management (NASSM)*, 2011 – 2012.
- Reviewer for the Annual Conference of the *Sport Marketing Association (SMA)*, 2011-2014.
- External blind reviewer for the *Journal of Applied Sport Psychology*, 2010-2015.
- External blind reviewer for *Journal of Sport Sciences*, 2009-present.
- External blind reviewer for the *International Journal of Sports Marketing and Sponsorship*, 2016 – present.
- External blind reviewer for *Athletic Insight*, 2007-present.
- External blind reviewer for *The International Journal of Sport Psychology*, 2005-2012.
- Reviewer for 'Sport Law' text (April 2006) (Jones & Bartlett Publishers: Sudbury, MA.).
- Sport Management program reviewer for the Annual Conference of the *Texas Association of Health, Physical Education, Recreation, and Dance* (2005 – present).
- External blind reviewer for *The Sport Psychologist*, 2005-2011.
- Reviewer for the Annual Conference of the *American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD)*, 2009-2012.
- Reviewer for the Annual Conference of the *Association for the Advancement of Applied Sport Psychology*, 2005-2007.

Dissertation Topic:

- ***Construction and validation of the Metamotivational Sport Identification Scale (MSIS).***
Details the construction and validation of a sport spectator identification instrument designed from Reversal Theory constructs and the subsequent relationship of this instrument to sociodemographic, attendance, and consumption variables. Committee Chair: Dale G. Pease, Ph.D. Committee Members: Daniel L. Wann, Ph.D., Dennis W. Smith, Ph.D., Patrick Leung, Ph.D., and Warren A. Whisenant, Ph.D.

Doctoral Candidacy Paper:

- Understanding women's collegiate volleyball game spectators:

Sociodemographics, decision-making, and consumption-level. Committee Chair: Dale G. Pease, Ph.D. Committee members: Andrew S. Jackson, Ph.D. and Dennis W. Smith, Ph.D.

Professional Reports:

- “Houston Astros Customer Service Study – 2005”. Submitted to Houston Astros upper management (Drayton McLane, Pam Gardner, Andrew Huang, Rob Matwick, Jackie Traywick, and Jay Lucas) (May 2005).
- “Marketing Report for the 2004 Minute Maid College Classic”. Submitted to Andrew Huang, Vice-President of Marketing for the Houston Astros (December 2004).

Funding:

- Workshops Intelligence Industry Networking Symposium, Australian Enterprise Connect Initiative, Australian Government, Geelong, Victoria, Australia. “The ‘Green Team’: Best Practices in ‘Greening’ and ‘Cleaning’ in Technology Used in Sport Facilities and Venues”. Award Amount: \$50,000.00. Funding Period: January 2012 – September 2012. Principal Investigator: Dr. Sheila N. Nguyen. Co-Investigators: Dr. Clark D. Haptonstall and *Dr. Ryan K. Zapalac*. (Not funded).
- Dept. of Kinesiology Faculty Research Opportunity Grant, Rice University. “Measuring Characteristics of Interliga Soccer Spectators and Fans”. Award Amount: \$1800.00. Funding Period: December 1, 2004 – December 1, 2005. Principal Investigator: *Dr. Ryan K. Zapalac*. Co-Investigators: Dr. Clark D. Haptonstall, Dr. Dale G. Pease, Dr. Daniel L. Wann. (Funded).
- Center for Mexican American Studies Research Grant, Faculty Research Grant Program, the University of Houston. "Promotion of Sporting Events to the Hispanic Population Through Segmentation of Entertainment Options." Award Amount: \$2000.00. Funding Period: February 1, 2001- August 1, 2001. Principal Investigator: Dr. James J. Zhang. Co-Investigators: Augusto X. Rodriguez, *Ryan K. Zapalac*, Liette B. Ocker, Dr. Demetrius Pearson, & Dr. Warren Whisenant. (Funded).

Primary Research Interests:

- Examining characteristics of sport spectator identification and motivation to attend events and the relationship of these domains to marketing variables
- Examining leadership characteristics in sport from a Reversal Theory perspective
- Organizational structure within athletic departments
- Psychological burnout in various types of sports for both coaches and participants
- Marketing characteristics of different types of sport from the perspectives of decision-making, sociodemographics, and consumption

SERVICE ACTIVITIES SECTION

University Service:

University-level service (SHSU):

- **University-level committees and university service** (Sam Houston State University):
 - SHSU Faculty Senate, Faculty Affairs Committee Chair (September 2017 – present)
 - SHSU Faculty Senate, COHS Senator (August 2016 – present)
 - Athletics Advisory Council (September 2014 – present)
 - SHSU Committee on Student Attributes (October 2015 – March 2016)
 - SHSU Distance Education Committee (September 2014 – September 2017)
 - SHSU Council of Chairs (September 2014 – August 2015)
 - External committee member, Department Chair Search Committee, Department of Educational Leadership (August 2014 – April 2015)
 - External committee member, Special Education Faculty Search Committee, Department of Language, Literacy, and Special Populations (August 2015 – December 2015)
 - Faculty Research Council (September 2014 – August 2016)
 - Responsible for reviewing all Faculty Research Grant (FRG) and Enhancement Research Grant (ERG) applications and determining awards
 - SHSU Core Curriculum Assessment Committee (ad hoc) (September 2013 – November 2013)
 - SHSU Core Curriculum Committee (March 2012 – August 2013)
 - Represented the Department and College for inclusion of KINE 2115 (Lifetime Health and Wellness) in the SHSU Core Curriculum
 - SHSU Institutional Review Board (IRB), Office of Research and Sponsored Programs (August 2010 – August 2014)
 - SHSU President's FBS Work Group (June 2013 – present)
 - SHSU Faculty/Staff Annual Fund Campaign Committee (September 2008 – August 2011)
 - SHSU Career Services Advisory Board (March 2007 – August 2011)
 - SHSU High Potential Employee Leadership Academy (July 2013 – July 2014)
 - Faculty Achievement Awards Committee (August 2009 – August 2011)

College-level service (SHSU):

- **College-level committees and college service** (Sam Houston State University):
 - College of Health Sciences Professional Concerns Committee (September 2015 – February 2016); (September 2017 – present)
 - College of Health Sciences Professionalism Faculty Champion (November 2013 – February 2016)

- College of Health Sciences Graduate Council (September 2015 – present)
- College of Health Sciences Curriculum Committee (September 2013 – September 2017)
- College of Health Sciences Leadership Team (August 2014 – August 2015)
- College of Health Sciences Academic Review (Appeals Panel) (September 2013 – August 2014)
- College of Education Academic Review (Appeals) Panel (August 2012 – August 2013)
- College of Education Leadership Team (August 2011 – August 2013)
- College of Education Professional Development Committee (August 2010 – August 2012)
- College of Education Graduate Faculty Qualifications and Performance Committee (August 2009 – August 2010)
- College of Education Graduate Recruitment Committee (August 2009 – August 2010)
- College of Education Office Hours/Schedules Committee (November 2007 – August 2009)
- College of Education Enrichment Committee (September 2008 – August 2010)
- College of Education Diversity Committee (November 2007 – August 2008)
- Department Promotion and Tenure Advisory Committee (DPTAC) (external member), School of Nursing, College of Health Sciences, Sam Houston State University (4 faculty members) (January 2014 – present)
- External member of four successful faculty position searches in the Department of Language, Literacy, and Special Populations (August 2010 – May 2012), College of Education, Sam Houston State University
- NCATE Standard 4 (Diversity) Review Committee (September 2008 – August 2009)
- Panel member/judge for SHSU College of Education Graduate Research Exchange (April 2010)

Department-level service (SHSU):

- **Department-level committees and department service** (Sam Houston State University) (August 2006 – present):
 - Acting Chair, Department of Kinesiology (September 2014 – August 2015)
 - Assistant Chair (August 2011 – August 2014)
 - Department of Health and Kinesiology Position Coordinator (September 2008 – September 2011), Sam Houston State University
 - Department Promotion and Tenure Advisory Committee (DPTAC), Department of Kinesiology (and Department of Health and Kinesiology), Sam Houston State University (September 2012 – present)
 - Faculty representative and organizer for SHSU graduate programs booth at the following academic conferences:
 - TAHPERD 2017 (Fort Worth, TX)
 - NASSM 2013 (Austin, TX)
 - TAHPERD 2011 (Dallas, TX)
 - TAHPERD 2010 (Galveston, TX)

- TAHPERD 2009 (Arlington, TX)
- AAHPERD 2009 (Tampa, FL)
- TAHPERD 2008 (Corpus Christi, TX)
- AAHPERD 2008 (Ft. Worth, TX)
- TAHPERD 2007 (Galveston, TX)
- Grade Appeals Committee (Chair, August 2007-August 2014)
- Graduate Internship Supervisor for Sport Management students (August 2008 – present), Sam Houston State University
- Health & Kinesiology Development
- Kinesiology Awards Committee
- Kinesiology Graduate Studies Committee
 - With Dr. Page Glave, worked to revise M.A. in Kinesiology degree to M.S. in Kinesiology degree; necessitated degree type change and CIP code change. Approved in January 2016 for implementation.
- Kinesiology, Health, and Recreation Association at Sam Houston (K.H.R.A.S.H.) (formerly S.H.A.W.)
- Kinesiology (Exercise Science) Search Committee Member (January 2008 – May 2008)
 - Resulted in the successful hire of Dr. Matt Wagner
- Kinesiology Undergraduate Curriculum Committee
- Recruitment & Retention Committee
- Social Committee
- Sport Management Alliance at Sam Houston (S.M.A.S.H.) (Chair, August 2009 – present)
- Physical Education Pedagogy Search Committee (September 2017 – present)
- Physical Education Pedagogy Search Committee (Chair, January 2013 – June 2013)
 - Resulted in the successful hire of Dr. Jihyun Lee
- Sport Management Program Revision (August 2006 – present), Sam Houston State University
 - With Dr. Brent Estes, submitted M.S. in Sport Management new program proposal to provide a more appropriate degree offering for students in the Sport Management program. The degree was approved for August 2015 implementation and the first cohort of students graduated in December 2015.
 - Revised and updated curriculum
 - Proposed addition of five new courses (with Dr. Brent Estes) to the existing curriculum (Formally approved by State Coordinating Board – Began formally offering the courses under their new designations in Fall 2008). Two new courses (Revenue Generation in Sports and Sport Consumer Behavior) were also submitted for 2015-2016 review and were approved.
 - Authored a comprehensive document (with Dr. Brent Estes) to help move the program's offerings to The University Center in The Woodlands – Sport Management began formal operation at TUC in Fall 2007.
 - Foster relationships with local sport organizations

- Supervise graduate Sport Management students during their field experiences
- Market the program and help recruit students
- Sport Management Search Committee (Chair, October 2006 – December 2006)
 - Resulted in the successful hire of Dr. Brent Estes
- Technology / Web-Enhanced Committee (Chair, August 2008 – August 2011)
 - As Chair of the Technology / Web Enhanced Committee, I presided as faculty supervisor for revision of the Department of Health & Kinesiology website. As a part of the upgrade, the site was upgraded significantly and faculty members will be provided editing privileges for the site's content

University or Internal Reports:

- *Zapalac, R. K., Estes, B. C., & Roper, E. A. (2015, February). M.S. in Sport Management degree proposal for Sam Houston State University. Submitted to University Curriculum Committee and Academic Affairs. (Joint authorship). (Approved and implemented August 2015).*
- *Zapalac, R. K. & Estes, B. C. (2007, October). Sport management marketing and strategic plan. Submitted to the Associate Vice President of Academic Affairs (Dick Eglsaer), the Dean of Graduate Studies (Mitchell Muehsam), the Dean of the College of Education (Genevieve Brown), and the Health and Kinesiology Department Chair (Alice Fisher).*
- *Zapalac, R. K. & Estes, B. C. (2007, January). A proposal for offering the Master of Arts degree – Sport Management track at The University Center in The Woodlands. Submitted to the Associate Vice President of Academic Affairs (Dick Eglsaer), the Dean of the College of Education (Genevieve Brown), and the Health and Kinesiology Department Chair (Alice Fisher).*

Thesis and Dissertation Service:

- David Paitson, Ed.D. in Educational Leadership (SHSU), *Assessment of leadership behaviors required for the intercollegiate Athletic Director position*, May 2015 – December 2016 (Committee Member).
- Jason Chandler, Ed.D. in Educational Leadership (SHSU), *The impact of NCAA reclassification on academic success rates*, August 2013 – May 2014 (Committee Member).

Honors and External Service:

- Selected for the inaugural SHSU High Potential Employee Leadership Academy (July 2013). The Academy is a year-long experience that includes six members each from SHSU, the Texas Department of Criminal Justice, and Huntsville Memorial Hospital. The mission of the Academy is to identify, select, and develop high performing employees in order to strengthen the fabric of the community by enhancing the leadership ability of SHSU's emerging leaders.

- Nominated for Member-At-Large position with the North American Society for Sport Management (NASSM) (March 2011).
- Nominated for SHSU Mentor Award by Jeremy Thomas, former student and Corporate Development Events Coordinator for the Houston Texans (April 2010).
- Co-faculty sponsor of the Sport Management Alliance at Sam Houston (S.M.A.S.H.) (2009-present)
- Spring Independent School District, Sport Marketing Academy Focus Group Member (2008)
- Past Chair, Sport Management Section, Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) (2006-2007)
- SHSU College of Education Enrichment Fund Recipient (2006; 2007; 2008; 2010; 2011)
- Chair, Sport Management Section, Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) (2005-2006)
- Chair-Elect, Sport Management Section, Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) (2004-2005)
- Rice University Baker College Faculty Associate (2004-2006)
- Co-faculty sponsor of the Rice Sport Management Society (SMS) (2004-2006)
- External instrument reviewer for the doctoral dissertation of Bob Heere, Florida State University (2004)
- University of Houston Health and Human Performance Outstanding Graduate Student Award (2004)
- TAHPERD Sport Management Student Representative (2001)
- Abell-Hanger Foundation Scholarship recipient
- Dick Smith Scholarship recipient
- Dean's List
- Magna Cum Laude graduate (Bachelor of Science in Kinesiology)

Certifications:

- American Red Cross CPR certified

Current Professional Memberships:

- North American Society of Sport Management (NASSM)
- Society of Health and Physical Educators (SHAPE) [formerly American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD)]
- Sport Marketing Association (SMA)
- Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD)

Media Interviews and Press Releases:

- Binetti, E. "Sport executive swings into action." Today @ Sam press release on Sport Management Speaker Series 2017. Retrieval at: <http://www.shsu.edu/today@sam/T@S/article/2017/sports-exec-series>
- Dansby, A. "Lucky hats and hot dogs: The real reasons why the Astros are in the World Series." *Houston Chronicle*, October 23, 2017. Retrieval at: <http://www.houstonchronicle.com/life/article/Fans-superstitions-guide-Astros-to-World-Series-12300438.php>
- Sims, T. "'Night with the Rockets' scheduled for April 7." Today @ Sam press release on SHSU Night with the Rockets 2017. Retrieval at: <http://www.shsu.edu/today@sam/T@S/article/2017/shsu-rocket-night>
- Young, C. "SHSU departments team up for night at Minute Maid." Today @ Sam press release on SHSU Night with the Astros 2016. Retrieval at: <http://www.shsu.edu/today@sam/T@S/article/2016/minute-maid-night>
- Rider, N. "Series to delve into pro, club soccer management." Today @ Sam press release on Sport Management Speaker Series 2015-2016. Retrieval at: <http://www.shsu.edu/today@sam/T@S/article/2015/mindofcox>
- Montgomery, R. "For some Royals fans, panic creeps in." *Kansas City Star*, September 18, 2015. Retrieval at: <http://www.kansascity.com/news/local/article35793279.html>
- Gauntt, J. "SHSU, Rockets match up for second annual event." Today @ Sam press release on SHSU Night with the Rockets 2015. Retrieval at: <http://www.shsu.edu/today@sam/T@S/article/2015/rocketsnight>
- Gauntt, J. "Fourth Forum to underscore challenges of sporting industry." Today @ Sam press release on The Fourth Annual Mind of a Sport Executive Forum. Retrieval at: http://www.shsu.edu/pin_www/T@S/2014/sportmindforum.html

- Gauntt, J. "SHSU to hit the court for Rockets Night." Today @ Sam press release on SHSU Night with the Rockets 2015. Retrievable at:
http://www.shsu.edu/~pin_www/T@S/2014/rocketsnight.html
- Barron, D. "Branding Houston fans 'wishy-washy' deserves a good boo." *Houston Chronicle*, November 24, 2013. Retrievable at:
<http://www.houstonchronicle.com/sports/texans/article/Branding-Houston-fans-wishy-washy-deserves-a-5006858.php?t=f0a0f43b6d0e8e6f9a>
- Gauntt, J. "Third forum to delve into minds of regional sports executives." Today @ Sam press release detailing the Third Annual "Mind of the Sport Executive Forum" sponsored by the SHSU Sport Management program. Retrievable at:
http://www.shsu.edu/~pin_www/T@S/2013/executivemind.html
- Peres, J. "SHSU Houston Aeros Night Shoots for Hat Trick." SHSU Slider Bar Story on the Third Annual *SHSU Night with the Houston Aeros* to take place on April 13, 2013. Retrievable at:
http://www.shsu.edu/~pin_www/T%40S/sliders/2013/shsuaerosnight.html
- Gauntt, J. "Houston pro sport execs to share their 'minds' with SHSU." Today @ Sam press release detailing the Second Annual "Mind of the Sport Executive Forum" sponsored by the SHSU Sport Management program. Retrievable at:
http://www.shsu.edu/~pin_www/T@S/2012/execforum.html
- Peres, J. "Annual Aeros Night on Target for April 13." Today @ Sam press release detailing *SHSU Night with the Houston Aeros* that is designed and organized by the Sport Management program. Retrievable at:
http://www.shsu.edu/~pin_www/T%40S/2013/aerosnight.html
- Gauntt, J. "Forum to delve into the minds of sports fans." Today @ Sam press release detailing *The Mind of a Sport Fan Forum* sponsored by the Sport Management program. Retrievable at: http://www.shsu.edu/~pin_www/T%40S/2011/sportsforum.html
- Thompson, S. "Barkats to hit the ice." Provided comments on student project (SHSU Night with Aeros) to take place on March 25, 2011. *The Houstonian*, March 23, 2011. Retrievable at: <http://www.houstonianonline.com/sports/barkats-to-hit-the-ice-1.2521158>
- Gauntt, J. "Sport management students visit Minute Maid fair." Today @ Sam press release detailing visit to the Sports and Entertainment Career Fair held at Minute Maid Park on October 1, 2010. Retrievable at:
http://www.shsu.edu/~pin_www/T%40S/2010/oct2410up.html#sports
- Barron, D. "NFL goal: Make gameday more fan-friendly." Provided comments on revised Houston Texans tailgating policies and the impact created by these changes. *Houston Chronicle*, October 9, 2010.

- Wang, S. "Sports complex: The science behind fanatic behavior." Provided comments related to marketing teams to sport fans and how establishing connections with teams and players can be a useful tool in achieving that goal. *Association for Psychological Science Observer*, (19)5, May 2006. Retrieval at: <https://www.psychologicalscience.org/observer/sports-complex-the-science-behind-fanatic-behavior>
- Rice University Media Relations Department. "Houston ready for fútbol." Press release detailing selected findings from a study examining Mexican League soccer spectators and fans. The release coincided with the official announcement that Houston had received a Major League Soccer (MLS) team. December 16, 2005.
- LaGrone, S. "Jock stars." Discussed sport spectator and fan identification and its role in pushing people to spend money on memorabilia. *North Raleigh News & Observer, NC*, May 27, 2005.
- Meisberger, K. "It's only a game – or is it?" Provided comments on sport spectator and fan behaviors. *The College of New Jersey Signal*, November 16, 2004.

Other Professional Activities:

Invited speaker:

- Sam Houston State University (October 2017): Sport Law course – Gary L. Oden, Ph.D. Topic: "A Brief Introduction to Risk Management".
- Sam Houston State University (March 2016): Sport and Exercise Psychology course – Emily A. Roper, Ph.D. Topic: "Sport Spectator and Fan Psychology".
- Sam Houston State University (July 2015): Advanced Studies in the Psychology of Sport course – Emily A. Roper, Ph.D. Topic: "Sport Spectator and Fan Psychology".
- Sam Houston State University (September 2014): Sport and Exercise Psychology course – Emily A. Roper, Ph.D. Topic: "Sport Spectator and Fan Psychology".
- Sam Houston State University (September 2014): Teaching Secondary Physical Education course – Jihyun Lee, Ph.D. Topic: "Contemporary Approaches to Leadership".
- Sam Houston State University (September 2014): Administration in Kinesiology and Recreation course – Rachael Wilcox, M.A. Topic: "An Overview of Sport Marketing Concepts".
- Sam Houston State University (October 2013): Sport and Exercise Psychology course – Emily A. Roper, Ph.D. Topic: "Sport Spectator and Fan Psychology".

- Sam Houston State University (November 2012): Department of Health & Kinesiology faculty representative (along with Dr. Page Glave) at “Saturdays @ Sam”, which is an informational session for new students and parents.
- Rice University (July 2012): Sport and Exercise Psychology course – Heidi Y. Perkins, Ph.D. Topic: “A Brief Introduction to Sport Spectator and Fan Psychological Concepts”.
- Sam Houston State University (April 2011): Foundations of Kinesiology course – Jane Pickett, M.Ed. Topic: “An Introduction to the Field of Sport Psychology”.
- Sam Houston State University (October 2010): Foundations of Kinesiology course – Jane Pickett, M.Ed. Topic: “An Introduction to the Field of Sport Psychology”.
- Sam Houston State University (September 2010): Rising Stars Faculty Luncheon – Genevieve Brown, Ed.D. (Dean) and Beverly Irby, Ed.D. (Associate Dean for Research) presiding. Topic: “Tools for Success for Tenure-Track COE Faculty Members”.
- Sam Houston State University (March 2010): Foundations of Kinesiology course – Jane Pickett, M.Ed. Topic: “An Introduction to the Field of Sport Psychology”.
- Sam Houston State University (October 2008): Fitness for Living (Honors) course – Gary L. Oden, Ph.D. Topic: “A Brief Overview of the Field of Sport Psychology”.
- Sam Houston State University (March 2008): Department of Health & Kinesiology faculty representative (along with Dr. Martha Bass) at “Saturdays @ Sam”, which is an informational session for new students and parents.
- Sam Houston State University (October 2006): Sport in Contemporary Society course – Emily A. Roper, Ph.D. Topic: “The Controversy and Ethical Considerations Surrounding Mascot Use”.
- Sam Houston State University (October 2006): Fitness for Living (Honors) course – Gary L. Oden, Ph.D. Topic: “A Brief Overview of the Field of Sport Psychology”.
- Rice University (April 2005): Research Methods course – James G. Disch, P.E.D. Topic: “Sport Marketing Research Methods”.
- Rice University (June 2005): Foundations of Kinesiology course – Bruce Etnyre, Ph.D. Topic: “An Overview of the Field of Sport Management”.
- Rice University (March 2005): Research Methods course - James G. Disch, P.E.D. Topic: “Research in Sport Management and its Application”.
- Rice University (November 2004): Foundations of Kinesiology course - James G. Disch, P.E.D. Topic: “An Overview of the Field of Sport Management”.

- University of Houston (October 2004): Sport Ethics course - Dale G. Pease, Ph.D. Topic: "The Ethical Dilemmas Surrounding the Use of Inappropriate Mascots".

Meetings:

- University of Houston (Spring 2005): Asked to join a forum of current and former graduate students to discuss the graduate program at UH. This session was a component of a periodic review of the Ph.D. program.

TEACHING AND STUDENT LEARNING SECTION

TEACHING ASSIGNMENTS

Year	Spring	Summer	Fall
2018	KINE 3378 KINE 5334 KINE 5334 KINE 5373		
2017	KINE 3378 KINE 5334 KINE 5334 KINE 5373	KINE 3378 KINE 3378 KINE 5334 KINE 5334 KINE 5399*	KINE 3378 KINE 5334 KINE 5334 KINE 5370
2016	KINE 3378 KINE 5334 KINE 5334 KINE 5373	KINE 3378 KINE 5334 KINE 5334 KINE 5399*	<i>Paternity Leave</i>
2015	KINE 5334 KINE 5334 KINE 5373	<i>Administrative Appointment</i>	KINE 3378 KINE 5334 KINE 5334 KINE 5370
2014	KINE 3378 KINE 5334 KINE 5334 KINE 5373	KINE 3378 KINE 3378 KINE 5334 KINE 5334 KINE 5393 HLTH 4394	KINE 5334 KINE 5334 KINE 5370

<i>2013</i>	KINE 3378 KINE 5334 KINE 5334 KINE 5373	KINE 5334 KINE 5334 KINE 3378 KINE 3378 KINE 5393	KINE 3378 KINE 5334 KINE 5334 KINE 5370
<i>2012</i>	KINE 3378 KINE 3378 KINE 5334 KINE 5373	KINE 5334 KINE 5334 KINE 3378 KINE 5393	KINE 3378 KINE 5334 KINE 5334 KINE 5370
<i>2011</i>	KIN 378 KIN 378 KIN 534 KIN 573	KINE 5334 KINE 5334 KINE 3378 KINE 5393	KINE 3378 KINE 5334 KINE 5370 KINE 5374
<i>2010</i>	KIN 378 KIN 378 KIN 534 KIN 573	KIN 378 KIN 593	KIN 378 KIN 534 KIN 570 KIN 574
<i>2009</i>	KIN 378 KIN 378 KIN 534 KIN 573	KIN 378 KIN 388 KIN 435 KIN 593	KIN 378 KIN 534 KIN 570 KIN/HED 574
<i>2008</i>	KIN 378 KIN 378 KIN 573	KIN 378 KIN 388 KIN 593	KIN 378 KIN 534 KIN 570 KIN/HED 574
<i>2007</i>	KIN 378 KIN 378 KIN 388	HED 385 KIN 378 KIN 435 KIN 593	KIN 378 KIN 435 KIN 570
<i>2006</i>	KINE 260 KINE 360 KINE 460	KINE 260 KINE 366 KINE 366	KIN 378 KIN 435 KIN 598
<i>2005</i>	KINE 260 KINE 360	KINE 260	KINE 260 KINE 366

	KINE 460		KINE 377
2004	PEB 4197 PEB 1136 PEB 1136	PEB 1101 PEB 1136 PEB 1151	KINE 260 KINE 364 KINE 377
2003	KIN 3350 PEB 4197	PEB 4197 PEB 4197	KIN 3305 PEB 4197 PEB 1136
2002	PEB 1101 PEB 1136 PEB 1136	KIN 1252 PEB 1136	PEB 1136 PEB 1136 PEB 1136
2001	PEB 1130 PEB 1136 PEB 1136 PEB 1144	KIN 2105 PEB 1136 PEB 1251 PEB 1252	PEB 1101 PEB 1136 PEB 1136
2000			PEB 1120 PEB 1136 PEB 1144 PEB 1154

Note - course listings represent the following courses:

Sam Houston State University Courses (note: courses changed to KINE designator and four-digit numeric course listing in Summer 2011):

- KIN 378 (KINE 3378) – Administration of Kinesiology & Recreation
- KIN 534 (KINE 5334) – Practicum (Internship) (Graduate)
- KIN 570 (KINE 5370) – Sport Marketing: Theory and Practice (Graduate) – Offered as a Special Topics (KIN 599) course in Fall 2007 prior to approval by the State Coordinating Board
- KIN 573 (KINE 5373) – Event and Facility Management (Graduate) - Offered as a Special Topics (KIN 599) course in Spring 2008 prior to approval by the State Coordinating Board
- KIN/HED 574 (KINE 5374) – Research Seminar (later Applied Research Methods in Health, Kinesiology, and Sport Management) (Graduate)
- KIN 593 (KINE 5393) – Advanced Studies in the Psychology of Sport (Graduate)
- KINE 5399 (Summer 2016 & Summer 2017) – Sport Consumer Behavior (Graduate)
- KINE 5399 (KINE 5383) – Sport Consumer Behavior (Special Topics); KINE 5383 approved in 2017 curriculum cycle
- HLTH 4393 – Internship Program
- HED 385 – Safety Education
- KIN 435 – Psychology of Coaching
- KIN 388 – Sports in Contemporary Society

- KIN 598 – Significance of Motor Learning (Graduate)

Rice University Courses:

- KINE 460 – Management and Leadership in Sport
- KINE 377 – Internship
- KINE 366 – Event and Facility Management
- KINE 364 – Sport Law and Labor Relations
- KINE 360 – Sport Finance
- KINE 260 – Introduction to Sport Management

University of Houston Courses:

- KIN 3350 – Psychological Aspects of Sport and Exercise
- KIN 3305 – Social and Cultural Aspects of Kinesiology and Sport
- KIN 2105 – Team Sports (Kinesiology majors course)
- KIN 1252 – Foundations of Kinesiological Studies (University of Houston)
- PEB 4197 – Online Running and Jogging Activities (Note: Spring 2003 semester used to develop course content)
- PEB 1251; 1252 – Exercise for Health and Fitness
- PEB 1154 – Rhythmic Aerobics
- PEB 1151 – Weight Training
- PEB 1144 – Basketball
- PEB 1136 – Racquetball
- PEB 1130 – Beginning Golf
- PEB 1120 – Introductory Swimming
- PEB 1101 – Fitness and Health

Teaching Effectiveness at SHSU

YEAR	Progress on Relevant Objectives	Excellent Teacher	Excellent Course	Average of Above	Summary Evaluation
Fall 2017					
KINE 3378 Raw (N = 27) 84%	4.3	4.4	4.0	4.4	4.4
Adjusted	4.1	4.5	4.2	4.2	4.2
KINE 5370 Raw (N = 10) 53%	4.6	5.0	4.8	4.9	4.8
Adjusted	4.6	5.0	4.8	4.9	4.8
Summer 2017					
KINE 3378 (Summer I) Raw	5.0	5.0	5.0	5.0	5.0

(N = 4) 57%					
Adjusted	5.0	5.0	5.0	5.0	5.0
KINE 5399 (Sport Consumer Behavior) Raw (N = 3) 30%	5.0	5.0	5.0	5.0	5.0
Adjusted	5.0	5.0	5.0	5.0	5.0
KINE 3378 (Summer II) Raw (N=1) 33%	COURSE DID NOT MEET THE MINIMUM REQUIREMENTS FOR RESPONSES				
Adjusted					
Spring 2017 KINE 3378 Raw (N = 32) 91%	4.3	4.5	4.3	4.4	4.4
Adjusted	4.3	4.5	4.3	4.4	4.4
KINE 5373 Raw (N = 10) 90%	4.5	4.7	4.2	4.5	4.5
Adjusted	4.5	4.7	4.2	4.5	4.5
Fall 2016	ON	PATERNITY	LEAVE		
Summer 2016 (Note: Beta test of new online only evaluation system) KINE 3378 Raw (N = 16) 37.5%	4.1	4.3	4.2	4.3	4.2
Adjusted	4.1	4.3	4.2	4.3	4.2
KINE 5399 (Sport Consumer Behavior) Raw (N = 7) 57.1%	4.7	5.0	4.8	4.9	4.8
Adjusted	4.7	5.0	4.8	4.9	4.8

Spring 2016 KINE 3378 Raw (N = 25) 69%	4.5	4.5	4.4	4.5	4.5
Adjusted	4.3	4.3	4.2	4.3	4.3
KINE 5373 Raw (N = 12) 86%	4.8	4.8	4.6	4.7	4.8
Adjusted	4.3	4.5	4.1	4.3	4.3
Fall 2015 KINE 3378 Raw (N = 32) 88%	4.7	4.8	4.6	4.7	4.7
Adjusted	4.5	4.6	4.3	4.4	4.5
KINE 5370 Raw (N = 12) 100%	4.7	4.9	4.8	4.9	4.8
Adjusted	4.3	4.5	4.2	4.4	4.4
Spring 2015 (Administrative Release) KINE 5373 Raw (N = 11) 85%	4.9	4.9	4.6	4.8	4.9
Adjusted	NA	NA	NA	NA	NA
Fall 2014 (Administrative Release) KINE 5370 Raw (N = 13) 100%	4.8	4.8	4.8	4.8	4.8
Adjusted	4.1	4.4	3.9	4.2	4.2
Spring 2014 KINE 3378 Raw (N = 25) 68%	4.4	4.6	4.6	4.6	4.5
Adjusted	4.3	4.5	4.6	4.6	4.4
KINE 5373 Raw	3.9	3.8	3.9	3.8	3.8

(N = 12) 92%					
Adjusted	3.6	3.4	3.5	3.5	3.6
Fall 2013 KINE 3378 Raw (N = 33) 87%	4.3	4.4	4.3	4.4	4.4
Adjusted	4.1	4.3	4.2	4.3	4.2
KINE 5370 Raw (N = 15) 100%	4.3	4.3	3.9	4.1	4.2
Adjusted	4.1	4.1	3.5	3.8	3.9
Spring 2013 KINE 3378 Raw (N = 31) 79%	4.5	4.7	4.5	4.6	4.6
Adjusted	4.3	4.6	4.3	4.4	4.4
KINE 5373 Raw (N = 17) 94%	4.2	4.6	4.6	4.6	4.4
Adjusted	3.5	4.1	3.8	3.9	3.7
Fall 2012 KINE 3378 Raw (N = 29) 78%	4.3	4.4	4.2	4.3	4.3
Adjusted	4.2	4.4	4.1	4.3	4.3
KINE 5370 Raw (N = 17) 100%	4.7	4.6	4.6	4.6	4.7
Adjusted	4.1	4.2	4.0	4.1	4.1
Spring 2012 KINE 3378 Raw (N = 30) 88%	4.6	4.7	4.7	4.7	4.7
Adjusted	4.6	4.7	4.9	4.8	4.7
KINE 3378 Raw (N = 26) 72%	4.3	4.5	4.4	4.5	4.4
Adjusted	4.0	4.3	4.1	4.2	4.1

KINE 5373 Raw (N = 15) 94%	4.1	4.5	4.3	4.4	4.3
Adjusted	3.4	4.1	3.6	3.8	3.6
Fall 2011 KINE 3378 Raw (N = 30) 79%	4.4	4.6	4.5	4.6	4.5
Adjusted	4.2	4.4	4.4	4.4	4.3
KINE 5370 Raw (N = 19) 100%	4.7	4.8	4.9	4.9	4.8
Adjusted	3.9	4.3	4.0	4.2	4.1
KINE 5374 Raw (N = 14) 78%	4.7	4.9	4.4	4.7	4.7
Adjusted	4.1	4.5	3.7	4.1	4.1
Spring 2011 KINE 3378 Raw (N = 27) 77%	4.3	4.5	4.3	4.4	4.4
Adjusted	4.3	4.5	4.4	4.5	4.4
KINE 3378 Raw (N = 27) 87%	3.9	4.0	3.7	3.9	3.9
Adjusted	3.7	3.9	3.7	3.8	3.8
KINE 5373 Raw (N = 17) 94%	4.7	4.9	4.6	4.8	4.8
Adjusted	4.3	4.5	4.1	4.3	4.3
Fall 2010 KIN 378 Raw (N = 34) 89%	4.2	4.4	4.1	4.3	4.3
Adjusted	4.1	4.3	4.1	4.2	4.2
KIN 570 Raw (N = 15) 94%	4.4	4.4	4.1	4.3	4.4
Adjusted	4.5	4.3	4.2	4.3	4.4
KIN 574					

Raw (N = 15) 94%	4.2	4.5	3.6	4.1	4.2
Adjusted	4.1	4.4	3.6	4.0	4.1
Spring 2010 KIN 378 Raw (N = 25) 78%	4.2	4.6	4.2	4.4	4.3
Adjusted	4.0	4.5	4.1	4.3	4.2
KIN 378 Raw (N = 27) 87%	4.3	4.6	4.3	4.4	4.4
Adjusted	4.2	4.6	4.2	4.4	4.3
KIN 573 Raw (N = 16) 94%	3.8	4.1	4.1	4.1	3.9
Adjusted	3.3	3.8	3.8	3.8	3.6
Fall 2009 KIN 378 Raw (N = 29) 81%	4.1	4.2	3.8	4.0	4.1
Adjusted	4.3	4.3	4.1	4.2	4.3
KIN 570 Raw (N = 14) 100%	4.5	4.9	4.6	4.8	4.7
Adjusted	4.1	4.5	4.0	4.3	4.2
KIN/HED 574 Raw (N = 13) 93%	4.0	3.9	3.7	3.8	3.9
Adjusted	3.8	3.8	3.5	3.7	3.8
Spring 2009 KIN 378 Raw (N = 28) 88%	4.6	4.6	4.6	4.6	4.6
Adjusted	4.4	4.4	4.5	4.5	4.5
KIN 378 Raw (N = 26) 79%	4.2	4.6	4.3	4.4	4.3
Adjusted	4.2	4.6	4.4	4.5	4.4
KIN 573					

Raw (N = 14) 93%	4.3	4.5	4.5	4.5	4.4
Adjusted	4.1	4.3	4.3	4.3	4.2
Fall 2008 KIN 378 Raw (N = 29) 76%	4.3	4.5	4.4	4.5	4.4
Adjusted	4.2	4.3	4.3	4.3	4.3
KIN 570 Raw (N = 10) 91%	4.6	4.3	4.6	4.4	4.5
Adjusted	4.0	3.9	3.8	3.8	3.9
KIN/HED 574 Raw (N = 7) 88%	4.2	4.0	3.2	3.6	3.9
Adjusted	4.0	4.0	3.3	3.7	3.9
Spring 2008 KIN 378 Raw (N = 23) 66%	3.9	3.7	3.6	3.7	3.8
Adjusted	3.9	3.7	3.6	3.7	3.8
KIN 378 Raw (N = 23) 79%	3.6	3.7	3.5	3.6	3.6
Adjusted	3.6	3.7	3.5	3.6	3.6
KIN 599 Raw (N = 10) 100%	4.1	4.6	4.4	4.5	4.3
Adjusted	3.6	4.2	3.8	4.0	3.8
Fall 2007 KIN 378 Raw (N = 18) 60%	4.4	4.7	4.7	4.7	4.6
Adjusted	4.6	4.7	5.0	4.9	4.9
KIN 435 Raw (N = 26) 63%	4.5	4.8	4.7	4.8	4.7
Adjusted	4.4	4.7	4.7	4.7	4.6
KIN 599 - 01					

(TUC Section) Raw (N = 6) 100%	4.1	4.7	4.2	4.5	4.3
Adjusted	3.8	4.5	3.9	4.2	4.0
KIN 599 - 02 (ITV Section) Raw (N = 2) 67%	4.7	5.0	5.0	5.0	4.9
Adjusted	4.3	4.6	4.5	4.6	4.4
Spring 2007 KIN 378 Raw (N = 14) 60%	3.7	4.1	4.0	4.1	3.9
Adjusted	3.4	3.9	3.4	3.7	3.6
KIN 378 Raw (N = 24) 80%	3.5	3.7	3.4	3.6	3.6
Adjusted	3.5	3.6	3.5	3.6	3.6
KIN 388 Raw (N = 21) 60%	4.5	4.7	4.5	4.6	4.6
Adjusted	4.2	4.4	4.0	4.2	4.2
Fall 2006 KIN 378 Raw (N = 19) 66%	3.9	3.8	3.7	3.8	3.8
Adjusted	3.7	3.6	3.4	3.5	3.6
KIN 435 Raw (N = 31) 76%	4.5	4.5	4.2	4.4	4.5
Adjusted	4.4	4.4	3.8	4.1	4.3
KIN 598 Raw (N = 7) 100%	3.3	4.0	3.3	3.7	3.5
Adjusted	3.6	4.3	3.9	4.1	3.8

Other Student Activities and Learning Experiences:

- *SHSU Night with professional sports teams:* As a part of the graduate Event and Facility Management, Revenue Generation in Sports (Mr. Derek Beeman), and Sport Finance and Sales (Dr. Brent Estes) courses, our classes executed signature events for the program that featured SHSU President Dr. Dana Hoyt (2011-2013; 2015; 2017), SHSU Provost Jaimie Hebert (2014; 2016), Head Football Coach Willie Fritz (2012-2013), Head Football Coach K.C. Keeler (2014; 2016), Head Basketball Coaches Jason Hooten and Brenda Nichols (2015; 2017) , and the awarding of the annual *SHSU Sport Management Industry Impact Award* (first awarded in 2012). The events were targeted toward SHSU faculty, staff, students, and alumni. After the Houston Aeros ceased operations in 2013, the event was moved to a partnership with the Houston Rockets for 2014-2015 and 2017. In 2016, the event was co-produced with the Office of Alumni Relations and moved to the Houston Astros.
 - April 2017: Charlie Amato received the Industry Impact Award. A total of 650 spectators attended the game for *SHSU Night with the Rockets*.
 - April 2016: Reid Ryan received the Industry Impact Award. A total of 944 spectators attended the game for *SHSU Night with the Astros*.
 - April 2015: Janis Burke received the Industry Impact Award. A total of 650 spectators attended the game for *SHSU Night with the Rockets*.
 - April 2014: Jamey Rootes received the Industry Impact Award. A total of 706 spectators attended the game for *SHSU Night with the Rockets*.
 - April 2013: Don Sanders received the Industry Impact Award. A total of 1049 spectators attended the game for *SHSU Night with the Aeros*.
 - April 2012: David Brady received the Industry Impact Award. A total of 813 spectators attended the game for *SHSU Night with the Aeros*.
 - March 2011: The inaugural year for the event. A total of 506 spectators attended the game for *SHSU Night with the Aeros*.
- *Marketing projects with SHSU Athletics:* As a part of the graduate Sport Marketing course, students helped design and implement marketing initiatives and analysis for several SHSU Athletics projects.
 - 2017: SHSU Women's Volleyball and the *Battle of the Piney Woods*.
 - 2016: SHSU Men's Basketball Marketing Initiative and the *Battle of the Piney Woods*.
 - 2015: SHSU Men's and Women's Basketball Marketing Initiative and the *Battle of the Piney Woods*.
 - 2014: SHSU Women's Soccer Game, *Battle of the Piney Woods*, SHSU Branding Analysis.
 - 2013: *Dig Pink* Volleyball game benefiting the Susan G. Komen Foundation, *Battle of the Piney Woods*, SHSU Merchandising and Licensee Analysis.
 - 2012: *Battle of the Piney Woods*, *Legends Classic* basketball tournament.
 - 2011: *Battle of the Piney Woods*, marketing an SHSU men's basketball game.
 - 2010: *Battle of the Piney Woods*, marketing two women's basketball games.
- *The Mind of a Sport Executive Forum:* Designed an open forum (with Dr. Brent Estes) that focused on bringing industry professionals to campus for a moderated panel discussion. The event was promoted by the Sport Management program.
 - November 2017: Steve Timms (Executive Director, Shell Houston Open and Houston Golf Association). Moderated by David Brady.

- November 2015: Amber Cox (VP and Chief Marketing Office, Houston Dynamo). Moderated by David Brady.
- November 2014: Reid Ryan (Houston Astros), Eric Hyman (Texas A&M Athletic Department), Chris Canetti (Houston Dynamo), and Gretchen Scheirr (Houston Rockets). Moderated by David Brady.
- November 2013: Callye Dannheim (Lone Star Sport and Entertainment), Jason Howard (Houston Astros), Penny King (Texas A&M Athletic Department), and Allen Rowin (Houston Astros). Moderated by David Brady.
- November 2012: Derek Beeman (Houston Texans), Jennifer Davenport (Houston Texans), John Sorrentino (Pro Links Sports), and Rob Zuer (Houston Rockets). Moderated by David Brady
- *The Mind of a Sport Fan Forum*: Designed an open forum (with Dr. Brent Estes) that focused on bringing leading researchers in sport fan psychology for a panel presentation and discussion. The event was promoted by the Sport Management program.
 - October 2011: Dr. Rick Grieve (Western Kentucky University), Dr. Jeff James (Florida State University), and Dr. Dan Wann (Murray State University).

Student Interns

- A total of 8 Sport Management students interned at locations such as Alief ISD Athletics (Raymond Ayala), the San Antonio Spurs (Amanda Barnes), the SHSU Athletic Department (Ragan Henderson, Sheridan McGrew, Abdul Olusesi, Shelby Petross, and Jaquita Woods), SHSU Recreational Sports (Stephen Monette). Amanda Barnes and Sheridan McGrew were immediately hired by their organizations following their internships (Fall 2017).
- A total of 2 Sport Management students interned at locations such as the Harris County-Houston Sports Authority (America Mendez) and the Greater Houston YMCA (Melanie Stephens). (Summer 2017).
- A total of 3 Sport Management students interned at locations such as the SHSU Athletic Department (Katie Moore and D.J. Schwoegl) and the Greater Houston YMCA (Melanie Stephens). (Spring 2017).
- Dr. Brent Estes coordinated interns for the Fall 2016 semester while I was on paternity leave.
- A total of 5 Sport Management students interned at locations such as the Frisco Roughriders (Sean Mathews), iyouthfootball.com Corporate Office (Vincent Dotson), the Harris County-Houston Sports Authority (Kayla Joyce), the Tulane University Athletic Department (Salli Clavelle), and the U.S. Track and Field National Office (Devin Hill). Kayla Joyce was hired by HCHSA following the conclusion of her internship. (Summer 2016).
- A total of 7 Sport Management students interned at locations such as the Houston Rockets (Tracy Chappell), Pasadena ISD Athletic Administration (Carmen Solis), the SHSU Athletic Department (Jayna Evans & Kevin Guthrie), SHSU Recreational Sports (Kyle Ginley & Kyle Reece), and the University of Houston Athletic Department (Jonathon Wilson). (Spring 2016).
- A total of 10 Sport Management students interned at locations such as FC Dallas (Tessa Di Gennaro), the Harris County – Houston Sports Authority (Kaelum Messer), the Houston Rockets (Derek Billingsley & Tracy Chappell), Pasadena ISD (Carmen Solis), the

SHSU Athletic Department (Kevin Guthrie & Dennis Reiner), SHSU Recreational Sports (Jayna Evans), Southwestern University (Jametria Green), and the YMCA (Van Jordan) (Fall 2015). Van Jordan, Dennis Reiner, and Kaelum Messer were hired by their respective organizations following their internships.

- Alyssa Dooley interned at the Texas Motor Speedway in Marketing and Event Promotions. (Summer 2015).
- A total of 5 Sport Management students interned at locations such as the Houston Rockets (Ashli Henk and Jarred Gibson), the SHSU Athletic Department, the SHSU Coliseum (Billy Ukrazhenko), and SHSU Recreational Sports (Brad Montgomery). Billy Ukrazhenko and Ashli Henk were hired prior to the conclusion of their internships (Spring 2015).
- A total of 6 Sport Management students interned at locations such as BBVA Compass Stadium (Catie Laughlin), the SHSU Athletic Department (Brent Eilts & Debbie Nichols), SMG at NRG Park (Tyler Stephenson), the Texas A&M Athletic Department (Trey Lambert), and the Texas State University Athletic Department (Walter McIntosh). Walter McIntosh was hired by the Texas State University Athletic Department prior to the conclusion of his internship (Fall 2014).
- A total of 2 Sport Management students interned at locations such as Houston Community College and The Lab - Katy (Tiffany Lane) and the SHSU Athletic Department (Tori Benavidez) (Summer 2014).
- A total of 7 Sport Management students interned at locations such as Blinn College (Michael Brewster), Cy-Fair ISD Aquatics (Laura Berry), the Houston Dynamo (Michael Morales), Hull-Daisetta ISD (Mark Piatkowski), SHSU Recreational Sports (Rusty Caldwell), the University of Houston – Clear Lake Recreational Sports (Tabitha Radwanski), and the Texas A&M Athletic Department (Erica Cahill) (Spring 2014).
- A total of 7 Sport Management students interned at locations such as Blinn College (Michael Brewster), Cy-Fair ISD Aquatics (Laura Berry), the Houston Astros (Sean Rainbird and Ian Ryniak), and the Houston Rockets (Camille Alfaro, Jake Brown, and Deandre Shaw). Sean Rainbird and Ian Ryniak were offered and accepted positions following their internship (Fall 2013).
- A total of 3 Sport Management students interned at locations such as the SHSU Athletic Department (Shelly Williams and Calli Wood) and Freedom Fellowship (Kali Reich). Karli Reich was hired following her internship as Sports Program Director (Summer 2013).
- A total of 7 Sport Management students interned at locations such as BBVA Compass Stadium (Tra Thomas), the Houston Aeros (Jordan Olbrich), the Houston Rockets (Ryan Bradford), the Houston Texans (Manas Dasaraju), the Sam Houston State University Athletic Department (Lacey Ivie), the University of Incarnate Word (Kyle Daniel), the University of Texas-San Antonio (Jim Blair) (Spring 2013).
- A total of 9 Sport Management students interned at locations such as FC Dallas (Khaliq Bryant), the Frisco Roughriders (Eric Book), the Houston Aeros (Austin Atwood and Jared Hall), the Houston Astros (Raymond Ross), the Houston Rockets (Ryan Bradford), the Sam Houston State University Athletic Department (Jason Curnalia and Davis Schroeder), and the Texas A&M-Commerce Athletic Department (Jacob Walker). Austin Atwood, Ryan Bradford, and Jared Hall were offered and accepted positions following their internship (Fall 2012).
- A total of 2 Sport Management students interned at the Fort Worth Cats (Henry Jordan) and the Houston Dynamo (Chris Walton) (Summer 2012).

- A total of 6 Sport Management students interned at locations such as the Houston Aeros (Billy Konczak), the Houston Rockets (J.W. Starkey), Klein ISD (Chris Alumbaugh), the Sam Houston State University Athletic Department (Carlton White), the Sam Houston State University Recreational Sports Department, and the University of Texas-El Paso Athletic Department (Eddie Delgado). Billy Konczak and J.W. Starkey were offered positions following the internship (Spring 2012).
- A total of 8 Sport Management students interned at locations such as ARAMARK-Reliant Stadium (Corey Ray), the Houston Astros (Jarvis Pippins & Garrett Sprott), the Houston Dynamo (Sammy Longoria), the Sam Houston State University Athletic Department (Ellen Andrews & Robby Discher), SMG (Lindsey Gaughan), and the University of Mary Hardin-Baylor Athletic Department (Philip Middleton). Corey Ray, Jarvis Pippins, Garrett Sprott, Sammy Longoria, Ellen Andrews, and Philip Middleton were all offered positions following the internship (Fall 2011).
- A total of 2 Sport Management students interned at the Greater Houston YMCA (Jason Halpert) and the Sam Houston State University Athletic Department (Jason Redeaux). Jason Halpert was hired by the YMCA following his internship (Summer 2011).
- A total of 6 SHSU Sport Management students interned at locations such as Alodia Sports Academy (Ernest Davis), the Houston Aeros (Justin Humphrey), the Houston Texans (Drew Eakins), SHSU Athletics (Peta Taylor and Jonny Tipton), and SHSU Recreational Sports (Justin Hagendorf). Justin Humphrey (Houston Aeros) and Drew Eakins (Greenstar Recycling Sport Sponsorship Activations) were hired before the semester concluded (Spring 2011).
- A total of 7 SHSU Sport Management students interned at locations such as Alodia Sports Academy (Ernest Davis), the Houston Aeros (Brian Duval), the Houston Astros (Mickal Terry), and the Houston Texans (Allen Clegg). Mickal Terry was hired by the Birmingham Barons while Brian Duval was hired by Fox Sports (Fall 2010).
- A total of 10 SHSU Sport Management graduate students interned at locations such as the Houston Texans (Bo Junaid), the Brazos Valley Bombers (Patricia Fitzwater and Alex Usackis), and Rave Nest Golf Club (Paul Kopecky) (Spring 2010).
- Jeremy Thomas, a Sam Houston State University graduate sport management major, interned with the Houston Rockets in their Marketing and Promotions department. In addition, I supervised a total of four graduate students this semester. (Fall 2009). Note: Following his internship, Jeremy obtained a position with the Houston Texas as their Corporate Development Events Coordinator.
- Tim Gray, a Sam Houston State University graduate sport management major, interned with the Sam Houston State University baseball program. In addition, I supervised a total of two graduate students this semester (Spring 2009).
- Nick Wilson, a Sam Houston State University graduate sport management major, interned with Lone Star Sports and Entertainment as an Events Marketing Intern. Nick was one of the first students to complete the newly updated curriculum. In addition, I supervised a total of five graduate students this semester (Fall 2008).
- Stacy Hazenberg, a Sam Houston State University graduate sport management major, conducted an independent study under my guidance that dealt with marketing tactics for recreational sport programs. The study involved data collection, analysis, and manuscript preparation (Spring 2008).

Selected Student Accomplishments

- Sport Management Graduate Teaching Assistant Tori Benavidez won the Sammy Award for Excellence in Service for the College of Health Sciences (Spring 2014).
- Sport Management Research Assistant and graduate student Chris Walton won the TUC Scholarship for The University Center in The Woodlands. The scholarship is meant to recognize exceptional academic performance for students enrolled in a program at TUC.
- Sport Management Research Assistant and graduate student Jason Halpert won the Follett Scholarship for The University Center in The Woodlands. The scholarship is meant to recognize exceptional academic performance for students enrolled in a program at TUC.
- Holly Mae Odom, a Sam Houston State University undergraduate Kinesiology major, was hired by Kicks Indoor Soccer as a marketing associate. Holly established relations with KIS as a part of a class project and this assisted her with obtaining the position (Summer 2007).
- Zach Thomas, a Rice sport management major, co-won the 2006 Gilbert L. Hermance Award, an annual award given to recognize the Rice University Kinesiology student “who has exhibited exemplary qualities of scholarship, leadership, character and service during his or her undergraduate experience.”
- Two undergraduate students (Callye Dannheim & Zach Thomas) in the Sport Management Program at Rice University helped me present a symposium entitled “The Role of Internship Experiences in Sport Management Curricula” at the Texas Association of Health, Physical Education, Recreation, & Dance in Corpus Christi, TX (December 2005).
- Callye Dannheim, a Rice sport management student, was elected Sport Management Student Representative for TAHPERD (December 2005).
- Five Rice students (Charles Cochrum, Loren Darrington, George DeMontrond IV, George Foreman III, and Joe Wood) helped myself and Dr. Clark Haptonstall collect data, analyze the data, and present results of a customer service study to the senior management of the Houston Astros front office (May 2005).
- Marcos Ramos, a Rice sport management major, co-won the 2005 Gilbert L. Hermance Award, an annual award given to recognize the Rice University Kinesiology student “who has exhibited exemplary qualities of scholarship, leadership, character and service during his or her undergraduate experience.” Ramos was the first sport management major to win the award since its inception in 1972.

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