
DALLAS D. BRANCH, JR.

Associate Professor/Graduate Coordinator Sport Management Program

West Virginia University
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**INITIAL APPOINTMENT AT WEST VIRGINIA UNIVERSITY
AUGUST 1987
TENURE GRANTED 1993
PROMOTION TO ASSOCIATE PROFESSOR 1996**

EDUCATION:

PhD in Higher Education Administration - Ohio University, 1985

MSA in Sports Administration - Ohio University, 1982

BS in Business Administration - University of North Carolina at Chapel Hill, 1973

EXPERIENCE:

Program Coordinator, Sport Management Program, West Virginia University. Responsible for the future development of undergraduate and graduate Sport Management Program including enrollment management, internship placement, development and supervision, curricular redesign and enhancement, and external funding acquisition. 1991-1996, 2001-2002, 2004-2007.

Resident Faculty Leader, Operation Jump-Start, West Virginia University. One (1) of seven (7) appointed faculty members by President Hardesty and charged to re-engineer the freshman living and learning experience. Duties include planning and programming educational and academic activities designed to enhance the first-year experiences of students at WVU. May 1996-June 2000

Associate Professor, Sport Management Program, West Virginia University. Design and instruct undergraduate and graduate level courses in Sport Management, Sport Marketing, Sport Marketing Research Methods, Statistics, Paciolan Systems and ESPN Sports Poll classes. Develop and coordinate Internship and Practicum field experiences. July 1996-Present

Development Officer, School of Physical Education, West Virginia University. Fundraising liaison between West Virginia University Foundation, Inc. and School of Physical Education. Development of fundraising materials and planning for Annual Giving, Planned Giving and Capital Campaigns. July 1987-July 1994

Adjunct Faculty Member, School of Applied Behavioral Sciences and Educational Leadership, Ohio University. Professor of record in designing, structuring, coordinating and teaching graduate level course in Public Relations in Higher Education. Summer 1986

Vice President of Marketing, Indianapolis Checkers Hockey Club. Responsibilities included designing and implementing marketing plan, managing marketing staff, designing and implementing telemarketing campaign, managing ticket sales, game promotions and developing and monitoring annual operating budget. January-June 1986

Assistant to the Coordinator, Sports Administration and Facility Management Program, Ohio University. Duties included assisting Coordinator with administrative responsibilities related to graduate student recruitment, internship and job placement opportunities, evaluating computer applications within the Program and creating promotional material for application to the M.S.A. Program. June 1982-July 1987

Grant-Writing and Research Consultant, Sports Administration Program and College of Education, Ohio University. Consultant to faculty and doctoral candidates on research design and methodology, computer program development and interpretation of statistical analyses. Consulted on two successful Graduate and Professional Opportunity Program (GPOP) grants. January 1984-July 1987

Interim Student Coordinator, Wesley Student Center. Responsibilities included directing university and community-related service for an interdenominational student organization. Extensive planning and organizing are required for the annual community fund raising effort which benefits the Cystic Fibrosis Foundation. October 1986-July 1987

Graduate Assistant in Higher Education Administration, College of Education, Ohio University. Duties included assisting in research, fundraising, and administrative projects within the College. August 1984-June 1982

Coordinator of Advertising Sales and Marketing, Sports Administration Program, Ohio University. Coordinated the *1982 Sports Administration Alumni Directory* and 'Friday Night at the Fights' fundraising programs. Responsibilities included planning and implementing strategies to maximize program revenues, budget oversight and publication of promotional materials. August 1981-June 1982

Intercollegiate Athletic Committee, Ohio University. Responsibilities included advising Ohio University's Athletic Director on all matters related to intercollegiate athletics. Chairman of ad-hoc committee charged to recommend policy regarding athletic grievances. Assisted Athletic Director in constructing Goal Statement for the Athletic Department which was incorporated into the *Ten-Year Educational Plan* of the University. August 1981-June 1985

Graduate Resident Director, Ohio University. Duties included administration, supervision and professional development of a graduate residence hall staff. Primary importance was to maintain a safe living and learning environment for 239 graduate residents. August 1981-August 1984

High Volume Marketing Executive, Xerox Corporation. Responsible for managing seven Account Representatives and structuring marketing strategies in major accounts. Duties included presenting costing proposals to top-level executives, conducting computerized needs-assessment and analysis of client's information network and coordinating marketing efforts in major accounts. January 1977-June 1981

SCHOLARSHIP:

EDITOR, *Sport Marketing Quarterly*. (September, 1992-December, 1995). Morgantown, WV: Fitness Information Technology, Inc. Created, developed, produced and responsible for the peer-reviewed content in a unique, adjudicated, and internationally recognized publication to serve the publishing and information resource needs of academicians and practitioners in the field of sport marketing.

Presentations: (* Indicates Refereed Presentation)

International Presentations:

- * Sport Marketing Association (SMA) V Conference. Research abstract submitted and accepted for presentation. Power Point entitled "The Memphis Grizzlies: Marketing Challenges for a Challenged Franchise" to be presented at the SMA V Conference to be held in Pittsburgh, PA November 1-4, 2007.
- * North American Society of Sport Management (NASSM) Conference. Research abstract submitted, accepted and presented. Power Point presentation entitled "Reform in Intercollegiate Athletics: NCAA FBS Presidents' Perspectives" at the NASSM Conference held in Ft. Lauderdale, FL May 27-June 2, 2007.
- * Sport Marketing Association (SMA) IV Conference. Research abstract submitted, accepted and presented. Power Point presentation entitled "Pittsburgh Pirates: Striving for 2 million" at SMA IV Conference held in Denver, CO, November 2-4, 2006
- * Sport Marketing Association (SMA) IV Conference. Research abstract submitted, accepted and presented. Panel Workshop and Power Point presentation entitled "Publish and Flourish: Strategies for Writing and Publishing Scholarly Works" at SMA IV Conference held in Denver, CO, November 2-4, 2006
- * Sport Marketing Association (SMA) III Conference. Research abstract submitted, accepted and presented. Power Point presentation entitled "The Atlanta Hawks and Thrashers: Climbing the Mountain" at SMA III Conference held in Phoenix, AZ , November 10-12, 2005
- * Drake Group Conference. Data-based paper presentation entitled "Division I-A Presidents' Intercollegiate Athletics Attitudes on Reform". Research abstract submitted, accepted, and presented at the University of Missouri-St. Louis, March 31-April 1, 2005.
- * Sport Marketing Association (SMA) II Conference. PowerPoint presentation entitled "(Re) Launching and (Old) New NBA Franchise: The Charlotte Bobcats" submitted, accepted, and presented at the SMA Conference held at University of Memphis, November 18-20, 2004.
- * Inaugural Sport Marketing Association (SMA) Conference. PowerPoint presentation entitled "An Analysis of Consumption Patterns of MLB, NBA, and NFL Female Fans". AMA Conference held at the University of Florida, November 13-16, 2003.
- * International Conference on Sport and Entertainment Business (ICSEB). PowerPoint presentation abstract entitled "The Knight Commission Revisited: Attitudes and Perspectives on Intercollegiate Athletics". Presented at the 2002 ICSEB held at the University of South Carolina, October 2-6, 2002.
- * 17th Annual North American Society for Sport Management (NASSM) Conference. "NCAA Division I-A Presidents' Perceptions of the 2nd Knight Foundation Commission on Intercollegiate Athletics". PowerPoint presentation at the 2002 NASSM Conference held in Canmore, Alberta, Canada, May 29-June 1, 2002.
- * International Conference on Sport & Entertainment Business. "The Knight Foundation Commission on Intercollegiate Athletics 2000-2001". PowerPoint presentation at the Sport Business Conference held at the University of South Carolina in Columbia, SC October 3-7, 2001
- * 16th Annual North American Society of Sport Management Conference. "*Sport Marketing Quarterly: Past, Present, and Future*". Panelist for the Past President's Workshop on "Planning, Researching, Writing, Submitting, and Revising: A Workshop for Aspiring Authors" at the NASSM Conference held in Virginia Beach, VA May 29-June 3, 2001.
- * 10th Annual North American Society for Sport Management (NASSM) Conference. Invited speaker to present "Teaching Sport Marketing" as part of refereed panel presentation at the 1995 NASSM Conference held at the University of Georgia in Athens, GA June 1-5, 1995. Could not attend due to lack of funding.

- * 9th Annual North American Society of Sport Management Conference. Moderator for "Student Paper Session" at the NASSM conference held in Pittsburgh, PA June 1-4, 1994.
- * 7th Annual North American Society for Sport Management Conference. "Mentorship and Collaboration of Scholarship in Sport Administration: Sport Media/Marketing." Round Table Discussion Leader at NASSM Conference held in Knoxville, TN June 3-6, 1992.
- * 3rd International Conference on Sports Business. "Sport's Product Position and Program Concept." Paper presented at the Sports Business Conference held at the University of South Carolina in Columbia, SC April 1-4, 1992.
- * 2nd International Conference on Sports Business. "Physiology and Management: A Curricular Need?" Database research paper presentation at the Sports Business Conference held at the University of South Carolina in Columbia, SC March 4-7, 1991.
- * 5th Annual North American Society for Sport Management Conference. "Intercollegiate Athletics: Back to the Future?" Research paper presented at the NASSM Conference held in Louisville, KY May 30-June 2, 1990.
- * 1st International Conference on Sports Business. "Sports in the 90's: Implications for Sport Management." Research paper presented at Sports Business Conference held at the University of South Carolina, Columbia, SC November, 1989.
- * 4th Annual North American Society for Sport Management Conference. "Ethics in Sport." Paper presented at NASSM Conference, Calgary, CANADA. June, 1989.
- * 3rd Annual North American Society for Sport Management Conference. "Athletic Director Leadership Behavior as Predictor of Intercollegiate Organizational Effectiveness." Paper presented at NASSM Conference, University of Illinois, Champaign, IL June, 1988.

National Presentations:

- * American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD). Abstract entitled "Online Master's Degree Comes to the Sport Management Discipline, Ready or Not" submitted and accepted for presentation at the 2006 AAHPERD National Convention in Salt Lake City, UT April 27, 2006.
- * Association Marketing Theory and Practice: Expanding Marketing Horizons Into the 21st Century Conference. Marketing paper entitled "Beyond Awareness: Consumer Response to Sport Sponsorship" presented at the AMTP 2003 Conference held at Hilton Head, SC March 27-29, 2003.
- * American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD). Program entitled "Sport Market Targeting" accepted for presentation at the 1997 National AAHPERD Convention to be held in St. Louis MO March 20-24, 1997.
- * American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD). Panelist for accepted program entitled "How to Secure a Professional Position in the 21st Century" to be presented at the 1997 National AAHPERD Convention to be held in St. Louis, MO March 20-24, 1997.
- * American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD). Program entitled "Sport Management Internships: Issues and Answers" presented at National 1996 AAHPERD Convention in Atlanta, GA April 16-20, 1996.
- * American Alliance for Health, Physical Education, Recreation, and Dance. Program Coordinator and Presider for One-half Day, In-Depth Workshop entitled "Facility and Operations Planning for the 1996 Olympic Games" to be hosted by the Georgia Dome during the 1996 National AAHPERD Convention in Atlanta, GA April 16-20, 1996.

- * Women's Institute on Sport and Education Conference. Invited speaker for program entitled "Tapping New Markets: Women as Sport Consumers" at the 1995 NAGWS National Teachers Conference held in Baltimore, MD September 26-30, 1995.
- * American Marketing Association (AMA). Invited panelist for "Sport Marketing" session at the 1995 AMA Summer Marketing Educators' Conference held in Washington, DC August 12-15, 1995.
- * American Alliance for Health, Physical Education, Recreation and Dance. Invited Sport Marketing Session Leader for program entitled "Exploring Resources in Sport Management" at the 1995 AAHPERD Convention held in Portland, OR March 28-April 5, 1995.
- * American Alliance for Health, Physical Education Recreation, and Dance (AAHPERD) National Convention. "Rethinking Student Internships: Are they Mutually Beneficial?" Presider of 75-minute panel presentation at AAHPERD convention held in Washington, DC March 24, 1993.
- * American Alliance for Health, Physical Education, Recreation, and Dance. "Athletic Leadership As A Predictor of Intercollegiate Organizational Effectiveness." Research paper presented at National AAHPERD Conference, Boston, MA. April, 1989.
- * "Can Women Bat Clean-Up or Must They Simply do the Cleaning?" A Study of Women as Organizational Team Players. Co-authored paper presented at the National Association of Language, Gender and Communications, Miami University, Oxford, OH October, 1984.
- * 1991 Sports Careers Conference. "Career Opportunities in the Sport Management Discipline." Hosted a Round Table Discussion on Possible Career options with a Sport Management degree at the Sports Careers Conference held in Atlanta, GA October 25-27, 1991.

Regional Presentations:

- Fifth Annual Georgia Southern University Sport Management Conference. Invited presenter of a program entitled "Sport Management Internships: Issues and Answers". Conference was held in Statesboro, GA February 21-23, 1997.
- * Eastern College Athletic Conference (ECAC) Spring Convention. Presenter of a program entitled "How to Staff-Up During Downsizing" at the ECAC Convention held in Warwick, RI on April 15-16, 1996.
- Fourth Annual Georgia Southern University Sport Management Conference. Invited speaker on the *Sport Marketing Quarterly* journal at the Georgia Southern Sport Management Conference held in Statesboro, GA February 23-24, 1996.
- Third Annual Georgia Southern University Sport Management Conference. Invited to speak on the *Sport Marketing Quarterly* journal at the Georgia Southern Sport Management Conference held in Statesboro, GA February 24-25, 1995.
- * Midwest District of the American Alliance for Health, Physical Education, Recreation and Dance (Midwest AAHPERD) Convention. Served as Moderator for Pre-Conference Workshop entitled "Management Issues in Collegiate Athletic Administration" at Midwest AAHPERD convention held in Morgantown, WV February 24-26, 1994.
- Second Annual Georgia Southern University Sport Management Conference. Invited speaker to discuss the "Sport Marketing Quarterly" at the conference held in Statesboro, GA February 11-12, 1994.
- * Midwest District of the American Alliance for Health, Physical Education, Recreation and Dance Convention. "An Analysis of the Knight Commission Report on Intercollegiate Athletics". Program co-presented with Dr. William Alsop at the Midwest District AAHPERD Convention held in Toledo, OH February 12, 1993.
- Pittsburgh Steelers Football Club. "Traffic and Parking Attitude Survey." Fan research project findings

presented to senior management of the Pittsburgh Steelers. December 4, 1991.

- * Midwest District of the American Alliance for Health, Physical Education, Recreation, and Dance. "Fitness Management: A Curricular Need?" Research paper presented at Midwest AAHPERD Conference, Merrillville, IN February, 1990.
- * Midwest District of the American Alliance for Health, Physical Education, Recreation, and Dance. "Ethics in Interscholastic/Intercollegiate Athletics: A Curricular Need." Panel presentation at Midwest AAHPERD Conference, Charleston, WV February, 1989.
- * Midwest District of the American Alliance for Health, Physical Education, Recreation, and Dance. "Athletic Director and Selected Subordinate Perceptions of Leadership Behavior as Predictors of Athletic Organizational Effectiveness." Paper presented at Midwest AAHPERD Conference, Dearborn, MI February, 1988.
- * "Selection of Secondary School Assistant Principals: Selected Case Studies." Paper presented at the Annual Meeting of Midwestern Educational Research Association, Chicago, IL October, 1984.

State of West Virginia Presentations:

West Virginia *Future Business Leaders of America*. Invited speaker for program entitled "Careers in Sport Management". Fall Leadership Conference of the West Virginia *FBLA-PBL* held at Lakeview Resort, November 10-11, 1998.

- * West Virginia Association for Health, Physical Education, Recreation, and Dance (AHPERD). Invited speaker for program entitled "Alternative Careers for Physical Education Teachers and Students". The WVAHPERD Conference was held at the Glade Springs Resort in Beckley, WV October 12-14, 1995.
- * West Virginia AHPERD. Presenter of session entitled "Internships: The Key Step on the Career Path" which focused on internship and practicum field experiences. The WVAHPERD Conference was held at Canaan Valley, WV November 1-5, 1994.
- * West Virginia Park and Recreation Association Conference. "From Community Park to Community Partner." Paper presented at "Renaissance 1988", Wheeling, WV November, 1988.

WVU and Community Presentations:

WVU Hockey Club Annual Banquet. "Future Trends in Sport". Keynote speaker for end-of-the-year dinner and banquet of the WVU Hockey Club held at the Holiday Inn, May, 1998.

Morgantown Rotary Club. "Ethics in Sport Management." Presentation to the membership of the Morgantown Rotary Club at the Hotel Morgan. January 4, 1996.

Cheat Lake Rotary Club. "The Business Side of Sport." Presentation to the membership of the Cheat Lake Rotary Club at the Lakeview Resort & Conference Center. September 8, 1992.

West Virginia University Faculty Showcase Lecture Series. "Sport Management in the 21st Century." Presentation to students and parents during the 1992 New Student Orientation Program at West Virginia University. July 8, 1992.

School of Physical Education Homecoming Symposium. "Sport Management: Challenges for the 90's." West Virginia University. October, 1989.

*Women's Centenary, Dickinson Symposium. "Women and Sport." Panel presenter at West Virginia University's School of Law. April, 1989.

Peer-Reviewed Publications:

Branch, D. (2007/2008). (Re) Launching and (Old) New NBA Franchise: The Charlotte Bobcats. Case Study

and Teaching Notes manuscript accepted for publication in the *Sport Marketing Quarterly*.

- Branch, D., Watson, J. & Lubker, J. (2007). Reform in college athletics: Views of Division I-A presidents. Lead author data-based manuscript accepted for publication in the *International Journal of Sport Management*.
- Branch, D. (2006). Pittsburgh Pirates: Striving for 2 million. Refereed abstract submitted, accepted, and published in the *Sport Marketing Quarterly* Conference Proceedings for the SMA IV Conference held in Denver, CO November 2-4, 2006
- Drane, D., Branch, D., Kanters, M., & Kahler, J. (2006). Publish and flourish: Strategies for writing and publishing scholarly works. Refereed abstract submitted, accepted, and published in the *Sport Marketing Quarterly* Conference Proceedings for the SMA IV Conference held in Denver, CO November 2-4, 2006
- Pace, D. & Branch, D. (2005). Peer-reviewed book chapter entitled "Your Future in the Sport Industry" co-authored in the *Foundations of Sport Management* text published by Fitness Information Technology (ISBN: 1885693613).
- Branch, D. (2005, November). The Atlanta Hawks and Thrashers: Climbing the Mountain. Research abstract submitted, accepted, and published in the *Sport Marketing Quarterly* Conference Proceedings for the SMA III Conference held at Arizona State University, Phoenix, AZ November 10-12, 2005.
- Branch, D. (2004, November). (Re) Launching and (Old) New NBA Franchise: The Charlotte Bobcats. Research abstract submitted, accepted, and published in the *Sport Marketing Quarterly* Conference Proceedings for the SMA II Conference held at University of Memphis, November 18-20, 2004.
- Cuneen, J. and Branch, D. (2003, December). TV and sport's mutually beneficial partnership: 20th century trends and 21st century potential. *International Journal of Sport Management*, 4(4), 243-260.
- Branch, D. & Rork, G. (2003, November). An analysis of the consumption patterns of MLB, NHL, and NFL female fans. Research abstract submitted, accepted, and published in the Sport Marketing Association (SMA) Inaugural Conference Proceedings.
- Branch, D., Deitz, G., & Hill, W. (2003, March). Beyond consumer awareness: Contingent responses to sport sponsorship. Manuscript submitted to *the Sport Marketing Quarterly* for acceptance in the Special Issue on "Sport Consumer Behavior". Manuscript was reviewed and was not accepted for publication.
- Deitz, G., Hill, W. & Branch, D. (2003, March). Beyond awareness: Consumer response to sport sponsorship. Twelve (12) page presentation abstract submitted, accepted and published in the Association Marketing Theory and Practice: Expanding Marketing Horizons Into the 21st Century Conference Proceedings.
- Branch, D. (2002, June). *Sport Marketing Quarterly*: A journal designed for the business of marketing sport. *Sport Marketing Quarterly*, 11(2), 80-83.
- Branch, D. (2002, April). The National Basketball Developmental League: Highway to the stars or a dead-end street? *The International Journal of Sport Management*, 3(2), 87-89.
- Crow, B. Titlebaum, P. & Branch, D. (1999). New title sponsor recognition at a college football bowl game. *1999 Applied Research in Coaching and Athletics Annual*, 20-23.
- Branch, D. (1997, March). **PRO**file. *Sport Marketing Quarterly*, 6 (1), 9.
- Branch, D. (1996, November). SPORTS Report. *National Association of Collegiate Marketing Administrators (NACMA) Newsletter*, 3 (4), 4.
- Branch, D. (1995, December). Tapping new markets: Women as sport consumers. *Sport Marketing Quarterly*, 4 (4), 9-12.
- Branch, D. & Crow, B. (1994, September). Intercollegiate athletics: Back to the future? *Sport Marketing*

Quarterly, 3 (3), 13-21.

Branch, D. (1993, December). SMQ subscriber survey. *Sport Marketing Quarterly*, 2 (4), 37-46.

Branch, D. (1992, December). Rethinking sport's product position and program concept. *Sport Marketing Quarterly*, 1 (2), 21-27.

Branch, D. (1990, July). Athletic director and selected subordinate perceptions of leadership behavior as predictors of athletic organizational effectiveness. *Journal of Sport Management*, 4 (2), 161-173.

Branch, D. & Alsop, W. (1990, May). Intercollegiate athletics: Back to the future? Research study abstract, *5th Annual Conference, North American Society for Sport Management*, 22.

Branch, D. (1988). Athletic director and selected subordinate perceptions of leadership behavior as predictors of athletic organizational effectiveness. Research study abstract, *Midwest District of American Alliance for Health, Physical Education, Recreation, and Dance*.

Branch, D. (1986, June). How effective is your leadership? *Athletic Administration*, 21, 10, 12.

Gips, C. & Branch, D. (1984, October). Can women bat clean-up or must they simply do the cleaning? A study of women as organizational team players. Co-author of paper presented and published in the proceedings at the *National Association of Language, Gender, and Communications*, Miami Library, Oxford, OH.

Invited Publications/Book Reviews:

Branch, D. (1995, December). 1995 Sport Summit *Sports Business Directory* invited book review published in the *Sport Marketing Quarterly*, 4 (4), 40.

Branch, D. (1995, June). A tribute to Mary Nowell. Invited by the Ladies Professional Golf Association (LPGA) to write a memorial tribute to author in the *Sport Marketing Quarterly*, 4 (2), 39.

Branch, D. (1995, May). *Sport Business: Operational and Theoretical Aspects* invited book review published in the *Journal of Sport Management*, 9 (2), 223-224.

Branch, D. (1994, December). *Sport Market Place 1994* invited book review published in the *Sport Marketing Quarterly*, 3, (4), 36.

Branch, D. (1994, January). *Sport Marketing* invited book review published in the *Journal of Sport Management*, 8 (1), 75-76.

Service-Related Publications:

Branch, D. (1997, December). A closer look at The Big East football conference. Marketing planning analysis and report presented to The Big East conference officials as part of Sport Marketing class project.

Branch, D. (1994, Fall). NASPE sport management council gets a great start. *NASPE News*, 40, 8.

Branch, D. (1994, August 18). *Pines membership opinion survey*. Final survey results presented to Pines Country Club management.

Branch, D. (1992, Winter). Paciolan systems and sport management program join forces. *Physical Education Today*, p.4.

Branch, D. (1992, July). *The West Virginia University Sport Management Alumni Directory*. Database listing

of Sport Management Program graduate students with their current professions and employment locations. Morgantown, WV: Morgantown Printing and Binding Company.

Non-Published Manuscripts:

Branch, D. & Berryman, J. (1992, December). From community park to community partner. Manuscript submitted to *Journal of Physical Education, Recreation, and Dance (JOPERD)*. Was not reviewed due to the number of submissions in this subject area.

Branch, D. (1992, November). Surveying the field: Publishing and organizational management. Database research study and results reviewed for publication in the *Journal of Sport Management*.

Branch, D. (1992, August). From community park to community partner. Manuscript submitted for publication in *Parks & Recreation*. Was not reviewed due to the number of submissions in this subject area.

Branch, D. (1991, Summer). Sport management program hosts first annual sport summit. *Physical Education Today*, 2.

Other Publications:

Branch, D. (1985, June). Athletic Director and selected subordinate perceptions of leadership behavior as predictors of athletic organizational effectiveness. *Dissertation* published, Ohio University.

Grants/External Funding:

2005 Faculty Travel Grant (\$500)

2003 WVU Faculty Travel Grant proposal funded (\$450).

2002 ESPN Sports Poll Service Contract

"First-of-its-kind" partnership with ESPN to serve as the exclusive Sport Management Program data-mining service provider to analyze data and submit reports to this industry leader in sport consumer data collection.

2001 Paciolan, Inc. Grant Proposal

Submitted grant proposal to the PSI for "gift-in-kind" consideration as part of the University's \$250 million Building Greatness Capital Campaign.

1997 West Virginia University Sport Industry Institute Grant

Received \$10,000 from WVU President to form a working committee of Sport Management, Journalism, and Business & Economics faculty to explore the feasibility of establishing a Sport Industry Institute at West Virginia University.

1995 Monongalia County Health Department Child Immunization Grant Proposal

Co-author of \$80,203 federal and state funded grant proposal which was submitted to and currently is under review by the West Virginia Department of Health and Human Services. Effective date of grant: January 1, 1995.

1993-94 Strategic Planning Initiative

Grant proposal submitted to WVU Provost to enhance the School of Physical Education computer laboratory. The proposal requested \$55,000 to support the purchase of the LANKIT System from IBM Corporation. Date of proposal submission: October 30, 1992.

Paciolan Systems, Inc. (PSI) Software and Service Support Grant

Awarded \$48,000 in software support from PSI to establish a "first-ever" computer training laboratory for Sport Management students. In addition, PSI provides service support for the computer laboratory

facility and software totaling \$775/month. Effective date of software and service support grant: July 1, 1992.

The Ultimate Corporation

Awarded \$69/month service contract grant for the ULT/ix Operating System to be used in the Paciolan Systems, Inc. (PSI) Computer Training Laboratory. Effective date of grant: August 1, 1992.

West Virginia University Grant*

- Awarded \$5,000 in software support and \$550/month service support from Provost William Vehse.
- Awarded \$5,000 in hardware and software support from Mr. Johnnie Byrd, Vice President of Computing and Information Resources.
- Awarded \$7,000 in hardware support and \$69/month from Dr. Dana Brooks, Interim Dean, School of Physical Education.
- Awarded \$2,500 in hardware support from Dr. William Alsop, Chair, Division of P.E.S.S., School of Physical Education.

***These grants support the PSI Computer Training Laboratory. Effective date of grant: April 21, 1992.**

1992-93 Strategic Planning Initiative

Grant proposal submitted to WVU Provost to enhance the School of Physical Education computer laboratory. The proposal requested \$55,000 to support the purchase of the LANKIT System from IBM corporation. Date of proposal submission: November 26, 1991.

IBM Corporation Grant Proposal

Requested \$50,000 from the IBM Corporation for the Phase II upgrading of the School of Physical Education computer laboratory. The proposal was not granted on August 23, 1991.

Faculty Senate Travel Grant

Awarded \$250 from the Faculty Senate for travel to the Second Annual International Conference on Sports Business held at the University of South Carolina in Columbia, SC. Presented research paper entitled "**Physiology and Management: A Curricular Need?**" March 2, 1991.

Strategic Planning Award (Planning Council Grant)

Awarded \$1,300 for the Proposal entitled "**Sport Management Summit: Problems and Opportunities for the 1990s.**" The First Annual Sport Management Summit was held on May 5, 1991.

Faculty Senate Travel Grant

Awarded \$400 from the Faculty Senate Research Committee to support travel and presentation at the AAHPERD National Conference held in Boston, MA on April 19-23, 1989.

Continuing Research Projects:

- Sport Management Program Directory Research Project -1995
- Sport Management Internship Research Project -1995
- Pittsburgh Pirates Marketing Research Project -1995
- NCAA Division I-AA National Championship Marketing Research -1995
- Knight Foundation Commission on Intercollegiate Athletics –1994;2001-Present

Other Scholarship Activities:

Invited Thesis Examiner for Australian Ph.D. candidate -March, 1995
 Invited Grant Proposal Referee for the American Psychological Association -June, 1995
 Invited NASPE Manuscript Reviewer -December, 1994

TEACHING: Regular Graduate Faculty Status Granted 1989**Doctoral Committees:**

<u>Name</u>	<u>Stage</u>
Amanda Metcalf	Program of Study (2007)
Craig Crow	Dissertation (2007)
Mark Davis	Prospectus
Jan Forsty	Prospectus
Lisa Komara	Prospectus
Randall Nichols	Dissertation Defense (2006)
Tracy Schoenadel	Dissertation (ABD)

Master's Thesis:

Paul Fazio	Prospectus
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West Virginia University (1987-Present)**New Curriculum Initiatives:**

ESPN Sports Poll-2003
 Issues in Sport Administration-1999
 Athletics Compliance-1995
 History and Philosophy of Sport-1994
 Management Theory and Organizational Development-1994
 Paciolan Systems Ticketing-1992
 Paciolan Systems General Ledger (Budgeting)-1992
 Paciolan Systems Support Group (Fund Raising)-1992
 Sport Marketing Research Methods-1991
 Sport Broadcasting-1991
 Sport Finance-1991

Teaching Responsibilities:**Graduate**

SM 446 Statistics
 SM 616 Sport Marketing Research Methods
 SM 635 Sport Management Processes
 SM 650 Paciolan Systems Computer
 SM 685 Internship
 SM 686 Sport Marketing
 SM 691C Advanced Special Topics: ESPN Sports Poll
 SM 695 Independent Study

Undergraduate

OR 1 Orientation (Section 705)
 OR 1 Orientation (Section 707)
 OR 1 Orientation (Section 710)
 SM 167 Introduction to Sport Studies (2006)
 SM 485 Sport Management
 SM 486 Sport Marketing
 SM 491 Internship
 SM 495 Independent Study

Other Teaching Activities:

NASPE/NAASM Program Review (Approved 6/01)

Pre-Sport Management Application Guidelines
Graduate Student Assessment

Ohio University (1985-1986)
Public Relations in Higher Education

Student Advisees:

Year	00	01	02	03	04	05	06	07
Undergraduate	*56	*99	*100	*117	*128	*151	*155	46
Graduate	23	14	14	18	22	20	17	24
Total	*79	*113	*114	*135	*150	*170	*172	70

***Includes Pre-Sport Management Students**

Faculty Development Workshops:

Issues in Public Leadership with Governor Gaston Caperton (1996)
Students Rights and Responsibilities Workshop (1996)
Graduate Student Workshop (1995)
Alumni Development (1992)
Promotion and Tenure (1992)
Effective Teaching (1991)

PROFESSIONAL SERVICE:

National/International Service:

The *Journal of Issues in Intercollegiate Athletics*, Editorial Review Board Member (2007)
Sport Marketing Association V Conference Co-Host (2007)
NASSM (Abstract) Program Reviewer (2006-2007)
NASSM (Abstract Reviewer) Section Head—Marketing & Promotions (2006-2007)
Sport Marketing Association Executive Board (2003-2005)
Sport Marketing Association, Vice President for Student Affairs (2003-2005)
Sport Marketing Association Poster Presentation Program Chair (2003-2005)
Sport Marketing Association (SMA) Founding Board (2002-Present)
The *International Journal of Sport Management*, Editorial Review Board Member (2002-Present)
Sport Marketing Quarterly, Editorial Review Board Member (1995-Present)
External Program Review, Sports Administration Program, Laurentian University (2000)
1996 AAHPERD Program Planner-Sport Management NASPE Structure (1995-96)
National AAHPERD Assembly Delegate (1995)
International Ph.D. Thesis Examiner (1995)
NASPE Manuscript Reviewer (1994-95)
Sport Management Program Review Committee (1994-1998)
Charter Member-NASPE/NASSM Sport Management Executive Council (1993-1998)
Advisory Board-Sport Management Program, SUNY-Brockport (1993-Present))
Editor, *Sport Marketing Quarterly* (September, 1992-December, 1995))

West Virginia University Service:

- WVU Faculty Senate (2001-2007)
Executive Committee (2006-2007)
Student Rights and Responsibilities Sub-Committee (2005-2006)

- Program Coordinator (1992-1998, 1999-2007)
- Operation Jump-Start--Resident Faculty Leader (1996-2000)
- Fraternity Council Advisory Committee (1997-Present)
- Sports Agent Advisory Panel (1998-Present)
- Housing & Residence Life Budget Advisory Board (1996)
- WVU Recreation Center Task Force (1996)
 - Student Support Sub-Committee
 - Community Support Sub-Committee
- Senate Bill 547 Task Force (1995, 1996)
- Faculty Senate
 - Chair Elect-Tuition Waiver Committee (1996-97)
 - Executive Committee (1996)
 - Faculty Senator (1993-Present)
 - Chair, Committee on Committees (1995)
- WVU Teacher-of-the-Year Selection Committee (1995)
- Eisenhower Leadership Program (1994)
- School of Physical Education Promotion and Tenure Committee (1993-94)
- Development Officer, WVU Foundation Inc. and School of Physical Education (1987-94)
- University Faculty Grievance Committee (1989-90)

School of Physical Education Service/Committee Assignments:

- Transition Team (St. Francis) (2006-2007)
- Department Chair Search Committee (2006-2007)
- Promotion & Tenure Committee (2005-2007)
- Assistant Professor Search Committee Co-Chair (2001-2003)
- Assistant Professor Search Committee Chair (2001)
- TQM Advising Task Force (1995;2001)
- 5-Year Planning Instruction Subcommittee (1995-96)
- TQM Retention and Recruitment Task Force (1995-96)
- Program Coordinator, Sport Management (1991-June 30, 1996)
- Advisor, Sport Management Graduate Club (1987-Present)
- Chair, Outstanding Teacher Committee (1994-95)
- Chair, Student Awards Committee (1993-94)
- Chair, Alumni Relations (1989-94)
- Commencement Committee (1990-Present)
- Student Awards Committee (1990-Present)
- Graduate Council (1990-Present)
- Alumni Relations Committee (1987-95)
- School Restructuring Committee (1992)
- Promotion and Tenure External Reviewer (1992, 1994, 1995)
- School of Physical Education Planning Council (1988, 1991)
- School Marshall, WVU Commencement (1991-1992)
- Sport Summit (1991, 1992, 1993, 1994)
- Chairman, The United Way, School of Physical Education (1990)

Community Service and Service to the State of West Virginia:

Dominion Post Community Advisory Board (2005-2006)
 Board of Directors-Miracle Field (2002-2004)
 Habitat-For-Humanity Planning Committee (1997)
 Rails-to-Trails Planning Committee (Morgantown Chamber of Commerce) 1996
 Monongalia County Schools Levy Committee (1996)
 Wesley United Methodist Church Long-Range Planning Committee (1995-Present)
 Greater Morgantown *Vision 2000* Common Interest Group (CIG) for Childhood Immunizations (1994-1997)
 Greater Morgantown *Vision 2000* CIG for Higher Education (1992, 1996)

Betty Puskar/Cancer Center Futures Golf Tournament Committee (1992-1996)
 Community Living Initiatives Corporation (CLIC) (1992)
 Morgantown Rotary Club Board of Directors (1992-June, 1996)
 Wesley United Methodist Church Board of Directors (1992-94)
 Adopt-A-Prof (1992)
 Project Teach (1992)
 Beautify Morgantown Committee (1990)
 Board of Parks and Recreation (BOPARC) Committee (1989)
 Adopt-A-Highway - Sport Management Program (1989-Present)
 Wheeling 2000 LIFESPAN Committee (1988-1989)
 BOPARC - Library Tax Levy Subcommittee (1988)

Consulting Service:

Laurentian University NASPE/NASSM Program Review Consultant (2000)
 Pittsburgh Pirates Baseball Club (1994-1999)
 Winston-Salem State University NASPE/NASSM Program Review Consultant (1997)
 Charlotte Sports Authority (1994)
 Pittsburgh Steelers Football Club (1991-94)
 Pines Country Club (1989, 1994)
 West Virginia University Department of Athletics (1988-Present)
 WVU School of Physical Education (KinderSkills and Skill School, Inc.) (1988-90)
 Fairmont State College Department of Athletics (1988)

HONORS AND ACTIVITIES:

Outstanding Service Award, School of Physical Education (2006)
 Outstanding Service Award, Sport Marketing Association (2005)
 Resident Faculty Leader (RFL) Presidential Appointee (1996-2000)
 Outstanding Teacher of the Year (1996)
 Outstanding Teacher of the Year (1995)
 Distinguished Community Service Award (1995)
 Outstanding Grantsman of the Year Award (1992)
 Nominee, Outstanding Teacher of the Year (1992)
 Nominee, Outstanding Teacher of the Year (1991)
 Outstanding Teacher of the Year (1990)
 Outstanding Teacher of the Year (1989)
 Nominee, Outstanding Teacher of the Year Award (1988)
 Recognition Award, International Conference of Sports Business (1990, 1991, 1992)
 Morgantown Rotary Club (1987-2002)
 Board of Directors (1992-1996)
 Area Director--Member Activities, Youth Activities, Club Services (1992-1995)
 Chairman, Sports Committee (1989-1992)
 Member, Sgt.-at-Arms Committee (1987-1988)
 Wesley United Methodist Church
 Long-Range Planning Committee (1995)
 Development Task Force (1995)
 Board of Directors (1992-94)
 Member, Higher Education Committee (1990-Present)
 Chancel Choir (1990-1993)
 Associate Member, Indianapolis Downtown Promotion Council (1986)
 Charter Member, Athens Civitan Club, Athens, OH (1985)
 Phi Kappa Phi Honor Society Nominee (1985)
 National Football League Scholarship Award, Sports Administration Program, Ohio University (1982)
 Par Club, Xerox Corporation (1978, 1979)
 Varsity Baseball, University of North Carolina at Chapel Hill (1969-1973)
 Freshman Basketball, University of North Carolina at Chapel Hill (1969)

Professional Associations:

Charter Member-Sport Marketing Association (SMA)
Sports Careers
American Alliance of Health, Physical Education, Recreation, and Dance (AAHPERD)
Midwest District AAHPERD
West Virginia AHPERD (WVAHPERD)
National Association of Sport and Physical Education (NASPE)
North American Society of Sport Management (NASSM)