GALEN T. TRAIL
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ACADEMIC EXPERIENCE:

Professor 2013 - Present
Associate Professor 2008 - 2013
MSAL Coordinator Seattle, WA
Seattle University
Center for the Study of Sport & Exercise

Associate Professor 2007 - 2008
The Ohio State University Columbus, OH
Program of Sport and Exercise Management

Associate Professor 2004 - 2007
Sport Management Program Coordinator 2004 - 2006
University of Florida Gainesville, FL
Department of Tourism, Recreation, & Sport Management

Associate Professor 2003 - 2004
Sport Management Program Coordinator 1999 - 2004
Iowa State University Ames, IA
Department of Health & Human Performance

Assistant Professor 1997 - 2003
Iowa State University Ames, IA
Department of Health & Human Performance

EDUCATION:

The Ohio State University Columbus, OH
Doctor of Philosophy August, 1997
Major: Sport Management
Cognate: Statistics and Research Design

Whitworth College Spokane, WA
M.A.: Education May, 1993
Major: Physical Education
Cognate: Sports Psychology

University of Puget Sound Tacoma, WA
B.A.: Psychology May, 1988
Minor: Physical Education
Emphases: Developmental Psychology, Sports Psychology

RESEARCH/SCHOLARSHIP INTEREST:

I have two main research strands. The first is how knowledge of consumer behaviors can determine the marketing of products. Specifically, I am interested in how motives, values, culture, personal needs and constraints interact with decision making strategies to influence attendance, and media and merchandise consumption. The second strand of my research is focused on strategic management of sport organizations from an organizational values and goals perspective. Organizational behavior, the processes by which the organization functions, is determined by various stakeholders, both internal and external to the organization. My research focuses on how personal values of stakeholders influence organizational goal preference and the approval of processes used to achieve strategic organizational objectives. I investigate the relationships among the constructs in both strands using structural equation modeling and hierarchical regression analysis, among other statistical techniques.

REFEREED PUBLICATIONS:
* Doctoral or Master's student at the time of the research

1. *Kim, Y. K., **Trail, G. T.,** & Magnusen, M. J. (in press). Transition from motivation to behavior: Examining the moderating role of identification on the relationship between motives and attendance. *International Journal of Sport Marketing and Sponsorship*.

2. Lee, D., & **Trail, G. T.** Lee, C. Schoenstedt, L. & Choi, H. (in press). Exploring structural relationships among the factors that affect purchase intention of athletic team merchandise. Submitted to the *ICHPER-SD Journal of Research.*

3. Shapiro, S., Ridinger, L., & **Trail, G. T.** (2013). An analysis of multiple spectator consumption behaviors, identification, and future behavioral intentions within the context of a new college football program. *Journal of Sport Management, 27,* 130-145.

4. *Uhlman, B. T. & **Trail, G. T.** (2012). An analysis of the motivating factors of Seattle Sounders FC season ticket holders: A case study. *Sport Marketing Quarterly, 21,* 243-252.

5. **Trail, G. T.,** *Kim, Y. K., Kwon, H. H., *Harrolle, M. G., *Braunstein-Minkove, J. R., & Dick, R. (2012). The effects of vicarious achievement and team identification on BIRGing and CORFing: Testing mediating and moderating effects. *Sport Management Review 15*(3), 345-354.

6. *Lee, D., & **Trail, G. T**. (2012). Confirmatory analysis of the athletic team merchandise model. *Measurement in Physical Education and Exercise Science, 16*(2), 101-118.

7. *Kim, Y. K., & **Trail, G. T.** (2011). Factors influencing spectator sport consumption: A case of NCAA women's college basketball. *International Journal of Marketing and Sponsorship, 13*(1), 60-82.

8. *Lee, D., & **Trail, G. T.** (2011). The influence of personal values and goals on cognitive and behavioral involvement in sport. *Journal of Sport Management, 25,* 593-605. *(Cited 1 time).*

9. *Kim, Y. K., **Trail, G. T.,** & Ko, Y. J. (2011). The influence of relationship quality on sport consumption behaviors: An empirical examination of the relationship quality framework. *Journal of Sport Management. 25,* 576-592. *(Cited 1 time*).

10. *Kim, Y. K., **Trail, G. T.**, Woo, B., & Zhang, J. J. (2011). Sport consumer-team relationship quality: Development and psychometric evaluation of a scale. *International Journal of Sports Marketing and Sponsorship, 12*(3), 254-271.

11. *Lee, D., & **Trail, G. T.** (2011). A theoretical model of team-licensed merchandise purchasing (TLMP). *ICHPER-SD Journal of Research, 6*(1), 62-67.

12. *Braunstein-Minkove, J. R., Zhang, J. J., & **Trail, G. T.** (2011). Athlete endorser effectiveness: Model development and analysis. *Sport, Business, and Management: An International Journal, 1,* 93-114.

13. *Kim, Y. K., **Trail, G. T.** (2011). A conceptual framework for understanding relationships between sport consumers and sport organizations: A relationship quality approach. *Journal of Sport Management, 25,* 57-69. (*Cited 4 times*).

14. *Lee, D., **Trail, G. T**., Kwon, H. H. & Anderson, D. F. (2011). Consumer values versus perceived value: Relationships among items from the MVS, PRS, and PERVAL scales. *Sport Management Review, 14,* 89-101. (*Cited 2 times*)

15. Kim, M., & **Trail, G. T.** (2010). The effects of service provider employment status and service quality exchange on perceived organizational image and intention to attend a game. *Sport Management Review, 13,* 225-234. (*Cited 2 times*)

16. *Harrolle, M. G., **Trail, G. T.**, Rodríguez, A., & Jordan, J. S. (2010). Conative loyalty of Latino and Non-Latino professional baseball fans. *Journal of Sport Management, 24,* 456-471. *(Cited 2 times)*

17. *Wallace, J. P., **Trail, G. T.**, & Franke, W. D. (2010). LBNP tolerance analyzed retrospectively using a structural equation model. *Aviation, Space and Environmental Medicine, 81,* 363-368.

18. Kwon, H. H., & **Trail, G. T.** (2010). Winning, spectator mood, and unplanned buying of sport-team licensed apparel: A dual information processing perspective. *International Journal of Human Movement Science, 4,* 49-64.

19. *Kim, Y. K. & **Trail, G. T.** (2010). Constraints and motivators: A new model to explain consumer behavior. *Journal of Sport Management, 24,* 190-210. (*Cited 14 times*)

20. Kim, M., & **Trail, G. T.** (2010). The effects of service provider gender and rater gender on perceptions of service quality. *International Journal of Sport Management, 11,* 55-70.

21. Kim, M., **Trail, G. T**., Lim, J., & Kim, Y. K. (2009). The role of the psychological contract in intention to continue volunteering. *Journal of Sport Management, 23,* 549-573 (*Cited 11 times*)

22. *Lee, D., **Trail, G. T**., & Anderson, D. F. (2009). Motives and team identification of hockey

spectators: Relevance to marketing ACHA hockey. *International Journal of Sport Management and Marketing, 5,* 132-150. *(Cited 1 time)*

23. **Trail, G. T.,** Kwon, H. H., & Anderson, D. F. (2009). Does advertising mitigate the negative effects of losing on affective and conative aspects of sport attendance? A case study in intercollegiate athletics. *International Journal of Sport Communication, 2,* 1-18.

24. *Woo, B., **Trail, G. T.,** Kwon, H. H., & Anderson, D. F. (2009). Testing models of motives and points of attachment. *Sport Marketing Quarterly, 18,* 38-53. (*Cited 14 times*)

25. *McGuire, A. M., Anderson, D. F., & **Trail, G. T.** (2009). Examination of consumer differences on the importance and satisfaction with fitness service attributes. *International Journal of Sport Management, 10,* 1-17.

26. **Trail, G. T,** Robinson, M., & *Kim, Y**.** (2008). Sport consumer behavior: A test for group differences on structural constraints. *Sport Marketing Quarterly, 17,* 190-200. *(Cited 6 times)*

27. Kwon, H. H., **Trail, G. T.,** & *Lee, D. (2008). The effects of vicarious achievement and team identification on BIRGing and CORFing in a winning vs. losing situation. *Sport Marketing Quarterly, 17,* 209-217. *(Cited 4 times)*

28. James, J. D. & **Trail, G.T.** (2008). The relevance of team identification to sport consumption behavior intentions. *International Journal of Sport Management, 9,* 427-440. *(Cited 3 times)*

29. *Cianfrone, B., Zhang, J. J., **Trail, G. T.,** & Lutz, R. (2008). Effectiveness of sport video game in-game advertisements: An experimental inquiry on current gamers. *International Journal of Sport Communication, 1,* 195-218. *(Cited 10 times)*

30. Kwon, H. H., **Trail, G. T.**, & James, J. D. (2007). The mediating role of perceived value between team identification and purchase intention of team licensed apparel. *Journal of Sport Management, 21,* 540-554. (*Cited 39 times*)

31. Kim, M. & **Trail, G. T.** (2007). Influence of role identity on volunteer intentions. *International Journal of Sport Management, 8*(3), 1-15. (*Cited 2 times*).

32. Kim, M., Chelladurai, P., & **Trail, G. T.** (2007). A model of volunteer retention in youth sport. *Journal of Sport Management, 21,* 151-171. (*Cited 28 times*)

33. *Harrolle, M. G., & **Trail, G. T.** (2007). Ethnic identification, acculturation, and sport identification of Latinos in the United States. *International Journal of Sport Marketing and Sponsorship, 8,* 234-253. (*Cited 6 times*).

34. Kwon, H. H., **Trail, G. T.**, & Anderson, D. (2006). Points of attachment (identification) and licensed merchandise consumption among American college students. *International Journal of Sport Management 7,* 347-360. *(Cited 9 times)*

35. Kwon, H., & **Trail, G. T**. & Anderson, D. F. (2005). Are multiple points of attachment necessary to predict cognitive, affective, conative, or behavioral loyalty? *Sport Management*

Review, 8, 255 - 270. *(Cited 27 times).*

36. *Braunstein, J. R., Zhang, J. J., **Trail, G. T.** & Gibson, H. (2005). Dimensions of market demand associated with Major League Baseball Spring Training: Development of a scale. *Sport Management Review, 8,* 271 - 295. *(Cited 6 times)*

37. Anderson, D. F., Kwon, H. H., & **Trail, G. T.** (2005). Gender differences in sport consumer behavior among college students. *Journal of Contemporary Athletics, 1,* 167-176. (*Cited 2 times*)

38. Kwon, H. H., & **Trail, G. T.** (2005). The feasibility of single-item measures in sport loyalty research. *Sport Management Review, 8,* 69-89. (*Cited 17 times*)

39. **Trail, G. T.,** Anderson, D. F., & Fink, J. S. (2005). Consumer satisfaction and identity theory: A model of sport spectator conative loyalty. *Sport Marketing Quarterly, 14*, 98-112. (*Cited 62 times*).

40. Robinson, M., **Trail, G. T**. Dick, R., & Gillentine, A. (2005). Fans vs. Spectators: An analysis of those who attend intercollegiate football games. *Sport Marketing Quarterly, 14*, 43-53. (*Cited 45 times*).

41. Robinson, M., & **Trail, G. T.** (2005). Relationships among spectator gender, motives, points of attachment, and sport preference. *Journal of Sport Management, 19,* 58-80. (*Cited 69 times*)

42. Robinson, M., **Trail, G. T.,** & Kwon, H. H. (2004). Motives and points of attachment of professional golf spectators. *Sport Management Review, 7*, 167-192. (*Cited 21 times*).

43. **Trail, G. T.** (2004). Leadership, cohesion, and group outcomes in scholastic sports. *International Journal of Sport Management, 5*(2), 111-132. (*Cited 9 times*).

44. **Trail, G. T.**, Robinson, M., Dick, R., & Gillentine, A. (2003). Motives and points of attachment: Fans versus spectators in intercollegiate athletics. *Sport Marketing Quarterly, 12*, 217-227. *(Cited 84 times).*

45. *Huset-McGuire, A. M., **Trail, G. T.** & Anderson, D. F. (2003). A revised scale of attributes of fitness services. *International Journal of Sport Management, 4*, 261-280. *(Cited 1 time).*

46. *Kwon, H. H., & **Trail, G. T.** (2003). A reexamination of the construct and concurrent validity of the psychological commitment to team scale. *Sport Marketing Quarterly, 12,* 88-93. (*Cited 29 times*).

47. **Trail, G. T.,** Fink, J. S., & Anderson, D. F. (2003). Sport spectator consumption behavior. *Sport Marketing Quarterly, 12,* 8-17. (*Cited 139 times*).

48. James, J. D., Kolbe, R. H., & **Trail, G. T.** (2002). Psychological attachment to a new sports team: Building or maintaining the consumer base. *Sport Marketing Quarterly, 11,* 215-225. (*Cited 29 times).*

49. **Trail, G. T.,** & Chelladurai, P. (2002). Perceptions of intercollegiate athletic goals and processes: The influence of personal values. *Journal of Sport Management, 16,* 289-310. (*Cited 16 times*).

50. Fink, J. S., **Trail, G. T.**, & Anderson, D. F. (2002). An examination of team identification: Which motives are most salient to its existence? *International Sports Journal, 6*(Summer), 195-207. (*Cited 105 times*).

51. Fink, J. S., **Trail, G. T.**, & Anderson, D. F. (2002). Environmental factors associated with spectator attendance and sport consumption behavior: Gender and team differences. *Sport Marketing Quarterly, 11,* 8-19. (*Cited 65 times*).

52. *McGuire, R. & **Trail, G. T.** (2002). Satisfaction and importance of athletic department goals: The views of university presidents. *International Journal of Sport Management, 3,* 53-73.

53. **Trail, G. T**., Anderson, D. F., & Fink, J. S. (2002). Examination of gender differences in importance and satisfaction with venue factors at intercollegiate basketball games: Effects on future spectator attendance. *International Sports Journal, 6*(Winter), 51-64. *(Cited 29 times).*

54. *Kwon, H. & **Trail, G. T.** (2001). A comparison of sport fan motivation between American students and international students in the United States. *Sport Marketing Quarterly 10*(3), 147-155. (*Cited 40 times*)

55. **Trail, G. T**., & James, J. D. (2001). The Motivation Scale for Sport Consumption: A comparison of psychometric properties with other sport motivation scales. *Journal of Sport Behavior, 24*(1), 108-127. (*Cited 210 times*).

56. **Trail, G. T.** & Chelladurai, P. (2000). Perceptions of goals and processes of intercollegiate athletics: A case study. *Journal of Sport Management, 14,* 154-178. (*Cited 29 times*)

57. **Trail, G. T**., Anderson, D. F., & Fink, J. S. (2000). A theoretical model of sport spectator consumption behavior. *International Journal of Sport Management, 1,* 154-180. (*Cited 124 times*).

* Doctoral or Master's student at the time of the research

BOOKS:

1. **Trail, G. T.,** & James, J. D. (2012). *Sport Consumer Behavior*. Seattle, WA: Sport Consumer Research Consultants LLC.

2. **Trail, G.T**., & Clayberg, K. (1998). *Volleyball: Basic Instruction Program* (2nd ed.). New York, NY: Simon & Shuster.

3. **Trail, G.T**. (1996). *Volleyball: Basic Instruction Program.* Edina, MN: Burgess International Group, Inc.

CHAPTERS IN BOOKS:

1. **Trail, G. T.,** & Anderson, D. F. (2005). Sport spectator consumption behavior. In *Berkshire Encyclopedia of World Sport* (Vol. 26, pp. 1469-1475). Great Barrington, MA: Berkshire Publishing Group LLC.

2. Chelladurai, P., & **Trail, G. T.** (2001). Styles of decision making in coaching. In J. M. Williams (Ed.), *Applied sport psychology: Personal growth to peak performance* (4th ed., pp. 107-119). Mountain View, CA: Mayfield Publishing Co.

REFEREED PUBLICATIONS IN REVIEW:

1. **Trail, G. T**., Anderson, D. F., James, J. D., & Kwon, H. (in review). An examination of Oliver's product loyalty framework. Submitted to the *International Journal of Sport Marketing of Sponsorship.*

2. *Harrolle, M. G. & **Trail, G. T.** (in review). Comparison of Latino subgroups and Non-Latino sport consumers. Submitted to *Sport Marketing Quarterly.*

3. *Harrolle, M. G., **Trail, G. T.,** Dick, R. J., & Mather, M. J. (in review). Replication of the Sport Spectator Consumption Behavior model. Submitted to *International Journal of Sport Management.*

4. Shreffler, M. B., & **Trail, G. T.** (in review). The socialization of Chicagoans into baseball fandom. To be submitted to *International Journal of Sport Science*.

BOOKS IN PROGRESS:

1. **Trail, G. T.,** Kim, Y. K., & Fink, J. (in progress). *Sport Management Research Methods*. Seattle, WA: Sport Consumer Research Consultants LLC.

2. Trail, G. T. & Lee, D. (in progress). *Measurement Scales in Sport Management.* Seattle, WA: Sport Consumer Research Consultants LLC.

RESEARCH/DEVELOPMENT PROJECTS IN PROGRESS:

1. **Trail, G. T.**, & Lee, D. (under revision). The development and validation of the value and goal typology scales. To be submitted to *Educational and Psychological Measurement Journal.*

2. Harrolle, M. G., **Trail, G. T.**, Kim, Y. K., Braunstein, J., & Dick, R. (in progress). Conative loyalty in sport behavior. To be submitted to *Journal of Business Research.*

3. Harrolle, M. G., & **Trail, G. T.** (in progress). Marketing implications after winning a national championship. To be submitted to *Sport Marketing Quarterly.*

4. **Trail, G. T.**, Kwon, H. H., & Anderson, D. F. (in progress). Components of fan commitment. To be submitted to *Journal of Sport Behavior.*

5. **Trail, G. T.,** Anderson, D. F., & Fink, J. S. (in progress). Sport consumption behavior: Psychometric properties of measurement scales. To be submitted to *Research Quarterly*.

6. James, J. D. & **Trail, G. T.** (in progress). Fan motives, team identification, and attendance: A mediation model. To be submitted to the *Journal of Sport Management*.

7. James, J. D. & **Trail, G. T.** (in progress). The relationships among motives, identification, and sport consumption behavior. To be submitted to the *Sport Marketing Quarterly*.

8. Braunstein, J. R., **Trail, G. T.,** & Zhang, J. J. (in progress). Dimensions of market demand associated with Major League Baseball Spring Training: Reexamination of the spectator decision making inventory - Spring Training." To be submitted to the *Journal of Sport Management.*

9. **Trail, G. T.** & Chelladurai, P. (in progress). Factorial validity of the Schwartz Values Inventory. To be submitted to the *Educational and Psychological Measurement Journal.*

10. **Trail, G. T.** (in progress). The impact of personal values on approval of athletic department goals by intercollegiate sport fans. To be submitted to the *International Journal of Sport Management.*

11. **Trail, G. T.** (in progress). An expansion of stakeholder theory through the inclusion of personal values. To be submitted to the *Journal of Management.*

12. Anderson, D. F., Kwon, H., **Trail, G. T**., & Lee, D. (in progress). The effect of team identification on conations, future team identification, and attendance behavior. To be submitted to the *Journal of Sport Management.*

13. **Trail, G. T**., Anderson, D. F., Kwon, H., & Lee, D. (in progress). Model comparison of motives: Are we headed in the right direction. To be submitted to the *Journal of Sport Behavior.*

14. Anderson, D. F., Lee, D., **Trail, G. T.**, & Kwon, H. (in progress). Stability of sport consumer motives among college students across a football season. To be submitted to *Sport Marketing Quarterly*.

15. **Trail, G. T.,** Robinson, M., Anderson, D., & Kwon, H. H. (in progress). A re-examination of Oliver's product loyalty framework in a Major League Baseball context. To be submitted to *Sport Marketing Quarterly*.

16. **Trail, G. T.,** Anderson, D. F., & Kwon, H. H. (in progress). Retesting the model of sport spectator conative loyalty. To be submitted to *Sport Marketing Quarterly*.

17. **Trail, G. T**., Anderson, D. F., Kwon, H., & Lee, D. (in progress). Environmental constraints on students' attendance at college football games. To be submitted to the *International Journal of Sport Management.*

18. James, J. D., Funk, D., & **Trail, G. T.** (to be submitted). Bringing parsimony to the study of

sport consumer motivations: Development of The Big 5. To be submitted to *Journal of Sport Management.*

19. Harrolle, M. G., & **Trail, G. T.** (in progress). Identification with sports: A comparison of Latino subgroups and Non-Latino consumers. To be submitted to *International Journal of Sport Marketing and Sponsorship.*

20. **Trail, G. T.,** Harrolle, M. G., Dick, R. J., & Mather, M. J. (in progress). Extension of the Sport Spectator Consumption Behavior model. To be submitted to *Sport Marketing Quarterly.*

21. Harrolle, M. G., & **Trail, G. T.** (in progress). Predictors of post game conative loyalty. To be submitted to *International Journal of Sport Management*.

22. **Trail, G. T.,** Harrolle, M. G., & Anderson, D. (in progress). Modification and Improvement of Disconfirmation of Expectancies, Satisfaction, and Mood Response Scales. To be submitted to *Measurement in Physical Education and Exercise Science.*

23. Harrolle, M. G., **Trail, G. T.,** Rodríguez, A., & Jordan, J. S. (in progress). Latino and Non-Latino spectator satisfaction with a MLB venue. To be submitted to *Journal of Venue and Event Management.*

24. Harrolle, M. G**.,** Barradas, E., & **Trail, G. T.** (in progress). Social implications of sport on the Latino culture. To be submitted to *Latino Review*.

25. Kim, Y. K., **Trail, G. T**., Harrolle, M. G., Braunstein, J., & Dick, R. (in progress). Championship team versus non-championship team: Differences in team identification. To be submitted to *Sport Marketing Quarterly.*

26. **Trail, G. T.,** Harrolle, M**.** G., Kim, Y. K., Braunstein, J., & Dick, R. (in progress). Do fans and non-fans differ on motives to watch the BCS Championship game? To be submitted to the *International Journal of Sport Management.*

27. **Trail, G. T.** & James, J. D. (in progress). Team identification, loyalty, commitment: What are we measuring? To be submitted to *Sport Marketing Quarterly*.

PRESENTATIONS:

1. Tierney, N., Salem, S., **Trail, G. T.**. (2012, Oct.). *Social media and the model of sport consumption.* Sport Marketing Association Conference. Orlando, FL.

2. **Trail, G. T**., Hanold, M., & *Cuevas, K. (2012, May). *Servant leadership in sport.* North American Society for Sport Management Conference. Seattle, WA.

3. **Trail, G. T**., *Saxton, K., *Sloan, A., *Nielsen, L., *Sobczak, L., *Santos, G., & *Johnecheck, H. (2012, May). *The influence of values on brand attitude and intention to purchase: A case study of female Under Armour customers*. North American Society for Sport Management Conference. Seattle, WA.

4. *Tierney, N., *Salem, S., **Trail, G. T.,** & Longhurst, C. (2012, May). *How to work with industry professionals to achieve marketing objectives and academic research goals*. North American Society for Sport Management Conference. Seattle, WA.

5. *Cuevas, K. & **Trail, G. T.** (2012, May). *Perceived coaching behavior among collegiate women.* North American Society for Sport Management Conference. Seattle, WA.

6. Shapiro, S., Ridinger, L., & **Trail, G. T.** (2012, April). *Fan Motivation Factors for a New Football Program: Is Novelty the Driving Force?* 5th Annual College Sport Research Institute Conference on College Sport. Chapel Hill, NC.

7. *Uhlman, B. T. & **Trail, G. T.** (2011, Nov.). An analysis of the motivating factors of Seattle Sounders FC season ticket holders: A case study. Sport Marketing Association Conference. Houston, Texas.

8. **Trail, G. T**., & James, J. D. (2011, Aug.). Model of spectator sport consumption. American Marketing Association Summer Marketing Educators Conference. San Francisco, California.

9. Shapiro, S., Ridinger, L., & **Trail, G. T.** (2010, Oct.). The impact of a new college football program: An analysis of spectator consumption behavior, identification, and future behavioral intentions. Sport Marketing Conference. New Orleans, Louisiana.

10. Harrolle, M. G., & **Trail, G. T.** (2010, Oct.). Your team has just won! Are you more likely to purchase your favorite team jersey? Sport Marketing Conference. New Orleans, Louisiana.

11. *Shreffler, M., **Trail, G. T.,** & *Oppegard, J. (2010, Oct.). The socialization of Chicagoans into baseball fandom. Sport Marketing Conference. New Orleans, Louisiana.

12. *Oppegard, J., *Shreffler, **M., Trail, G. T**. (2010, Oct.). A case study on sport consumer motivators, constraints, and behaviors: A comparison of affiliation groups across men's and women's intercollegiate basketball teams. Sport Marketing Conference. New Orleans, Louisiana.

13. Kim, Y. K., **Trail, G. T.,** & Ko, Y. J. (2010, June). *The influence of relationship quality on sport consumption behaviors: An empirical examination of the relationship quality framework.* North American Society of Sport Management conference. Tampa, Florida.

14. Harrolle, M., **Trail, G. T.,** Dick, R., & Mather, M. (2010, June). *Is cross-over marketing effective for collegiate women's and men's basketball?* North American Society of Sport Management conference. Tampa, Florida.

15. Kim, Y. K., **Trail, G. T**. Zhang, J., & Woo, B. (2009, Nov.). *Sport consumer-team relationship quality: Development and psychometric evaluation of a scale*. Sport Marketing Association Conference. Cleveland, Ohio.

16. Harrolle, M. G., & **Trail, G. T.** (2009, May). *Comparison of Latino and non-Latino samples on the model of Sport Spectator Conative Loyalty at a professional baseball game.* North American

Society of Sport Management conference, Columbia, South Carolina.

17. Kim, Y. K., & **Trail, G. T.** (2009, May). *A conceptual framework for understanding the relationship between a team and sport consumers*. North American Society of Sport Management conference, Columbia, South Carolina.

18. Harrolle, M. G., **Trail, G. T.,** & Jameson, N. E. (2009, March). *Latino and non-Latino consumption patterns at a professional baseball game*. American Alliance of Health, Physical Education, Recreation and Dance Conference, Tampa, Florida.

19. Woo, B., **Trail, G. T.,** Kwon, H. H., & Anderson, D. F. (2009, March). *Testing models of motives and points of attachment*. American Alliance of Health, Physical Education, Recreation and Dance Conference, Tampa, Florida.

20. Kim, Y. K., **Trail, G. T.**, Gacio Harrolle, M., Braunstein, J., & Dick, R. (2008, June). Testing Mediating and Moderating Effects of Team Identification on the Vicarious Achievement to BIRGing/CORFing Relationship. North American Society of Sport Management Annual Conference, Toronto, Ontario.

21. Gacio Harrolle, M. & **Trail, G. T.** (2008, June). Revision of the Model of Sport Spectator Conative Loyalty: Latino and non-Latino sample. North American Society of Sport Management Annual Conference, Toronto, Ontario.

22. Kim, M., & **Trail, G. T.** (2007). "The Effects of Service Provider Gender on Technical and Relational Service Quality." Sport Marketing Association Conference, Pittsburgh, PA.

23. Gacio Harrolle, M. & **Trail, G. T.** (2007). "Identification with Sports: A Comparison of Latino Subgroups and Non-Latino Consumers." Sport Marketing Association Conference, Pittsburg, PA.

24. Cianfrone, B. A., Zhang, J. J., & **Trail, G. T.** (2007). "Effectiveness of Sponsorships in Sport Video Games: An Experimental Inquiry on Current Gamers." Sport Marketing Association Conference, Pittsburg, PA.

25. Kim, Y. K. & **Trail. G. T.** (2007, November). "Transition from Motivation to Behavior: Examining the Moderating Role of Identification on the Relationship between Motives and Attendance." Sport Marketing Association Conference, Pittsburgh, PA.

26. Kim, Y. K., & **Trail, G. T.** (2007, November). Constraints and motivators: A test of the hierarchical model of constraints and motivators. International Conference on Sport and Entertainment Business, Columbia, SC.

27. Kim, M. & **Trail, G. T.** (2007). "The Effect of the Employment Status, Information Presentation, and Willingness to Help of the Service Provider on Perceived Service Quality and Organizational Attributes." The North American Society of Sport Management Conference. Miami, Florida.

28. Gacio Harrolle, M., & **Trail, G. T**. (2007). "Sport Identification, Ethnic Identification, and

Acculturation of Latinos in the United States." The North American Society of Sport Management Conference. Miami, Florida.

29. Gacio Harrolle, M., **Trail, G. T.,** & Anderson, D. F. (2007). "Modification and Improvement of Disconfirmation of Expectancies, Satisfaction, and Mood Response Scales." The North American Society of Sport Management Conference. Miami, Florida.

30. **Trail, G. T.**, Kwon, H. H., Lee, D. & Anderson, D. F. (2007). "The Relationships among Vicarious Achievement, Team Identification, and BIRGing/CORFing on Viewers of the World Series." The North American Society of Sport Management Conference. Miami, Florida.

31. Kim, M. & **Trail, G. T.** (2007). "Influence of Role Identities on Volunteer Intentions." American Alliance of Health, Physical Education, Recreation, and Dance Conference. Baltimore, Maryland.

32. Kim, Y. K. & **Trail, G. T.** (2006). "Motivators and Constraints: Differences between Fans and Non-fans." Sport Marketing Association Conference. Denver, Colorado.

33. **Trail, G. T.,** Anderson, D. F., & Lee, D. (2006). "Determinants of Attendance: The Predictive Value of Team Identification, Past Attendance, and Attendance Intentions." Sport Marketing Association Conference. Denver, Colorado.

34. Gacio Harrolle, M. & **Trail, G. T.** (2006). "National Champions: What Do We Do Now? Marketing Implications after Winning a National Championship." Sport Marketing Association Conference. Denver, Colorado.

35. Braunstein, J. R., Zhang, J. J., & **Trail, G. T.** (2006). "Are You Reaching Your Target Market? Gender and Racial Variances on Attitude towards Endorser-Product Congruency (Match-Up), Perceived Value, and Purchase Intentions as a Result of the Use of Athlete Endorsers." Sport Marketing Association Conference. Denver, Colorado.

36. Braunstein, J. R., Zhang, J. J., & **Trail, G. T.** (2006). "Market Demand Factors Associated with the Attendance of Major League Baseball Spring Training Games." Sport Marketing Association Conference. Denver, Colorado.

37. **Trail, G. T.** & James, J. D. (2006). "Team identification, loyalty, commitment: What are we measuring?" Association for the Advancement of Applied Sport Psychology Conference. Miami, Florida.

38. Kim, J. E., Pennington-Gray, L., & **Trail, G. T.** (2006). "Service Quality, Disconfirmation of Expectancies, Satisfaction and Word of Mouth on Intention to Revisit." Travel and Tourism Research Association Conference. Dublin, Ireland.

39. **Trail, G. T.,** Kim, M., Chelladurai, P., & Lee, D. (2006). "Differences by Gender and Institutional Level across Personal Values, Organizational Goals and Processes in Intercollegiate Athletics." North American Society of Sport Management Conference. Kansas City, Missouri.

40. Gacio Harrolle, M., **Trail, G. T.**, Dick, R., & Mather, M. (2006). "Replication and Extension of the Sport Spectator Consumption Behavior Model" North American Society of Sport Management Conference. Kansas City, Missouri.

41. James, J. D., **Trail, G. T.,** Funk, D., Wann, D. & Zhang, J. (2006). "Bringing Parsimony to the Study of Sport Consumer Motivations: Development of *The Big 5."* North American Society of Sport Management Conference. Kansas City, Missouri.

42. Kim, Y. K. & **Trail, G. T.** (2006). "Constraints and Motivators: A New Model to Explain Consumer Behavior." North American Society of Sport Management Conference. Kansas City, Missouri.

43. Gacio Harrolle, M., **Trail, G. T.**, Dick, R., & Mather, M. (2005). "Replication and Validation of the Fan and Spectator Model." Sport Marketing Association Conference. Phoenix, Arizona.

44. Lee, D., **Trail, G. T.**, Kwon, H. H., & Anderson, D. F. (2005). "Licensed Sport Merchandise Consumption: Psychometric Properties of the MVS, PRS, and PERVAL Scales." Sport Marketing Association Conference. Phoenix, Arizona.

45. Lee, D., **Trail, G. T.**, & Anderson, D. F. (2005). "Motives and Points of Attachment by Season Ticket Status: A Case Study on the ACHA." Sport Marketing Association Conference. Phoenix, Arizona.

46. **Trail, G. T.,** Robinson, M. R., & Kim, Y. K. (2005). "Sport Consumer Behavior: A Test for Group Differences on Structural Constraints." Sport Marketing Association Conference. Phoenix, Arizona.

47. Braunstein, J. R., **Trail, G. T.,** & Zhang, J. J. (2005). "Dimensions of Market Demand Associated with Major League Baseball Spring Training: Reexamination of the Spectator Decision Making Inventory - Spring Training." Sport Marketing Association Conference. Phoenix, Arizona.

48. Anderson, D., **Trail, G. T.,** & Robinson, M. (2005). "Gender Differences in Sport Consumer Behavior among Spectators at Major League Baseball Games." AAHPERD Conference. Chicago, Illinois.

49. **Trail G. T.,** Robinson M., Anderson, D., & Kwon, H. H. (2004). "A Re-examination of Oliver's Product Loyalty Framework in a Major League Baseball Context." Sport Marketing Association Conference. Memphis, Tennessee.

50. Kwon, H. H., **Trail, G. T.**, Anderson, D. F., & Lee, D. (2004). "Three-Factor Model of Point of Attachment Index (PAI): Parsimony and Meaningfulness." Sport Marketing Association Conference. Memphis, Tennessee.

51. Anderson, D., Lee, D, **Trail, G. T.,** & Kwon, H. H. (2004). "Stability of sport consumer's motives across college football season among college students." Sport Marketing Association Conference. Memphis, Tennessee.

52. Funk, D., Gladden, J., James, J. D., **Trail, G. T.,** Wann, D., & Zhang, J. (2004). "Why do people follow sport? Working toward consensus on a scale to understand fan motivation." Sport Marketing Association Conference. Memphis, Tennessee.

53. **Trail, G. T.,** Kwon, H. H., & Anderson, D. F. (2004). "Does Advertising Mitigate the Negative Effects of Losing on Affective and Conative Aspects of Sport Attendance?" The North American Society of Sport Management Conference. Atlanta, Georgia.

54. Kwon, H. H., **Trail, G. T.,** & Anderson, D. F. Lee, D. H. (2004). "Points of attachment: The comparison of three models." The North American Society of Sport Management Conference. Atlanta, Georgia.

55. Anderson, D. F., **Trail, G. T.,** & Kwon, H. H. (2004). "Gender Differences in Sport Consumer Behavior among College Students." The AAHPERD National Convention, New Orleans, Louisiana.

56. **Trail, G. T.,** Anderson, D. F., & Fink, J. S. (2003). "Consumer Satisfaction and Identity Theory: A Model of Sport Spectator Conative Loyalty." The Sport Marketing Association Conference. Gainesville, Florida.

57. Kwon, H. H., & **Trail, G. T.** (2003). "Winning, Spectator Mood, and Unplanned Buying of Sport-team Licensed Apparel: Dual Information Processing Perspective." The Sport Marketing Association Conference. Gainesville, Florida.

58. Kwon, H. H., & **Trail, G. T.** (2003). "Single Item Validity and Reliability." The Sport Marketing Association Conference. Gainesville, Florida.

59. Robinson, M. R., **Trail, G. T.**, Dick, R., & Gillentine, A. (2003). "Motives and Points of Attachment: Differences between College Football Spectators at the Four National Collegiate Athletic Association Divisions." The Sport Marketing Association Conference. Gainesville, Florida.

60. Robinson, M. R., **Trail, G. T.**, & Kwon, H. H. (2003). "Motives and Points of Attachment of Golf Spectators." The Sport Marketing Association Conference. Gainesville, Florida.

61. **Trail, G. T.** & Robinson, M. R. (2003). "Motives and Points of Attachment: Fans versus Spectators in Intercollegiate Athletics." North American Society of Sport Management Conference. Ithaca, New York.

62. **Trail, G. T.**, Anderson, D. A., & Kwon, H. H. (2003). "An examination of Oliver's product loyalty framework in a sport consumption context." North American Society of Sport Management Conference. Ithaca, New York.

63. Kwon, H. H., Anderson, D. A., & **Trail, G. T**. (2003). The Relationship between Sport Consumers' Points of Attachment and Licensed Merchandise Consumption. North American Society of Sport Management Conference. Ithaca, New York.

64. Robinson, M. R. & **Trail, G. T.** (2003). "Motives and Points of Attachment: Differences

between college football, men's basketball, and women's basketball spectators." North American Society of Sport Management Conference. Ithaca, New York.

65. Kwon, H. H., & **Trail, G. T.** (2002). "The further validation of the PCT scale: Its construct validity and concurrent validity." NASSM Convention, Canmore, Alberta, Canada.

66. James, J., & **Trail, G. T.** (2002). The relevance of team identification to attendance and sport consumption intentions. NASSM Convention, Canmore, Alberta, Canada.

67. **Trail, G. T.,** Fink, J. S., & Anderson, D. F. (2002). "An examination of team identification: Which motives are most salient to its existence." AAHPERD National Convention. San Diego, CA.

68. Anderson, D. F., **Trail, G. T.**, & Huset, M. M. (2002). "Gender and age differences in the reasons for involvement in an organized fitness program. AAHPERD National Convention. San Diego, CA.

69. **Trail, G. T**., Anderson, D. F. & Fink, J. S. (2001). "Examination of age, gender and team differences on present sport consumption behavior after controlling for team identification among intercollegiate basketball spectators." North American Society for Sport Management Conference: Virginia Beach, Virginia.

70. Chelladurai, P., Funk, D. C., **Trail, G. T.,** Riemer, H., & Kang, J. (2001). Structural equation modeling: Its use and application in sport management research." North American Society for Sport Management Conference: Virginia Beach, Virginia.

71. **Trail, G. T**. & Chelladurai, P. (2000). "Perceptions of intercollegiate athletic goals and processes: The influence of personal values." North American Society for Sport Management Conference: Colorado Springs, Colorado.

72. **Trail, G. T**., Anderson, D. F. & Fink, J. S. (2000). "Examination of differences for importance and satisfaction with venue factors associated with spectator attendance at intercollegiate basketball games." North American Society for Sport Management Conference: Colorado Springs, Colorado.

73. Anderson, D. F., **Trail, G. T.** & Huset, M. M. (2000). "Examination of consumer differences on the importance and satisfaction with fitness service attributes." North American Society for Sport Management Conference: Colorado Springs, Colorado.

74. **Trail, G. T**. & Anderson, D. F. (2000). "Gender and team differences on present and future sport consumption behavior, and on environmental factors influencing spectator attendance." AAHPERD National Convention. Orlando, Florida.

75. Huset, M. M., Anderson, D. F. & **Trail, G. T**. (2000). "Psychometric properties of a revised scale of attributes of fitness services." AAHPERD National Convention. Orlando, Florida.

76. Rhea, D. J., Lantz, C. & **Trail, G. T.** (2000). "Muscle dysmorphia: A confirmatory test of a new model." AAHPERD National Convention. Orlando, Florida.

77. **Trail, G. T.,** Fink, J. S., James, J. D. & Anderson D. F. (1999). “Sport fan consumption behavior: A comprehensive model and empirical analysis.” North American Society for Sport Management conference. Vancouver, British Columbia, Canada.

78. Rhea, D. J., Lantz, C. & **Trail, G. T.** (1999). “Conceptualization and measurement of muscle dysmorphia.” Association for the Advancement of Applied Sport Psychology. Banff, Alberta, Canada.

79. Funk, D., Gladden, J., Howard, D., James, J., Kahle, L., Mahony, D., Nakazawa, M. & **Trail, G. T**. (1999). “Understanding sport spectators and fans: The four A’s – awareness, attraction, attachment, allegiance.” North American Society for Sport Management Conference. Vancouver, British Columbia, Canada.

80. **Trail, G. T.** & Fink, J. S. (1998). “A model of consumer behavior in sport.” North American Society for the Sociology of Sport. Las Vegas, Nevada.

81. **Trail, G. T**. (1997). "Leadership, Cohesion, and Team Outcomes in Scholastic Sports." North American Society for Sport Management Conference. San Antonio, Texas.

PRESENTATIONS ACCEPTED:

PRESENTATIONS SUBMITTED:

1.

CONSULTING/CONTRACTS:

➢ University of Florida Athletic Association: UF Women's Basketball Constraints on Attendance	$500	Feb, 2006
➢ Seattle Storm: Sport Spectator Consumption Behavior	$1,500	June, 2005
➢ Ames Golf & Country Club: Tournament and Membership Consumer Participation Research	$1,000	April, 2004
➢ American Collegiate Hockey Association & Iowa State University Hockey: Sport Spectator Consumer Research	$1,500	Feb, 2004
➢ Baltimore Orioles: Fan Loyalty Research	$2,000	Sept, 2003
➢ Philadelphia Phillies: Fan Loyalty Research	$2,000	Sept, 2003
➢ Allianz Golf Tournament: Sport Spectator Consumer Research	$1,500	Aug, 2002
➢ Ames Park and Recreation Department: Youth Coaching Manuals	$500	2000-2001
➢ Iowa Barnstormers (Arena Football League): Sport Spectator Focus Groups.	$1,200	Mar, 1999
➢ Iowa State University Athletic Department: Fan Motivation and Attendance Research.	$3,000	Jan, 1999
➢ Arizona Diamondbacks: Fan Motivation and Satisfaction Research	$25,000	May, 1998

GRANTS:

➢ Seattle University – Summer Research Support Grant	$7,000	June, 2011
➢ Seattle University – Learning Assessment Tools Grant	$3,500	June, 2011
➢ NASSM Research Grant (with Megan Shreffler)	$1,000	May, 2010
➢ College of Education Summer Research Grant, Iowa State University	$5,000	Nov, 1999
➢ College of Education Summer Research Grant, Iowa State University	$5,000	Feb, 1998
➢ College of Education Small Grants Award: Iowa State University.	$2,000	Nov, 1997

PROPOSALS SUBMITTED:

PROPOSALS SUBMITTED (Not Funded):

➢ The Ohio State Athletic Department: Improving Customer Retention and ROI.	$15,000 - $25,000	Oct, 2007
➢ Columbus Blue Jackets: Strategic Management of Sport Spectators	$15,000	Sept, 2007
➢ Arizona Diamondbacks: Strategic Management of Sport Spectators (with Jeff James)	$17,000	Feb, 2007
➢ Tampa Bay Devil Rays: Strategic Management of Sport Spectators	$15,000	Aug, 2006
➢ Florida Marlins: The Impact of the Latino Market	$1,500	Aug, 2006
➢ Iowa Stars: Economic Impact Analysis & Sport Spectator Consumption Research	$2,500	Jan, 2006
➢ Gainesville Raceway: Economic Impact Analysis & Sport Spectator Consumption Research	$56,000	Sept, 2005
➢ University of Florida - College of HHP Seed money grant.	$2,500	Sept, 2005
➢ Seattle Mariners: Sport Spectator Consumption Research	$2,500	June, 2005
➢ Seattle Super Sonics: Sport Spectator Consumption Research	$5,000	Apr, 2004
➢ Western Collegiate Hockey Association: Sport Spectator Consumption Research	$120,000	Apr, 2004
➢ Central Collegiate Hockey Association: Sport Spectator Consumption Research	$120,000	Apr, 2004
➢ Eastern College Athletic Conference; Sport Spectator Consumption Research	$120,000	Apr, 2004
➢ Hockey East Conference: Sport Spectator Consumption Research	$90,000	Apr, 2004
➢ College Hockey America: Sport Spectator Consumption Research	$60,000	Apr, 2004
➢ American Hockey Conference: Sport Spectator Consumption Research	$60,000	Apr, 2004
➢ United States Hockey League: Sport Spectator Consumption Research	$60,000	Apr, 2004
➢ Arena Football League: Sport Spectator Consumption Research	$190,000	Jan, 2004

PROFESSIONAL EXPERIENCE:
TEACHING:

Graduate Course Taught: Learning Outcomes	*Taught*
***Consumer Behavior**:* After successful completion of this course the students will have: Explained and delineated identity theory and consumer satisfaction theory relevant to sport spectators. Applied the theories and research paradigms to develop and evaluate marketing plans. Created a consumer marketing report that provides a synopsis and recommendations for a sport organization. Specifically the student will have: Assessed data collected on sport spectators (consumers); summarized and delineated findings; made recommendations for marketing strategies applying relevant theories; and provided a written and oral presentation of the report.	Winter, 2013 Winter, 2012 Fall, 2011 Fall, 2008 Spring, 2008 Fall, 2004 Fall, 2003
Sports Media, Social Networking & Brand Communications: After successfully completing this course, students will be able to do the following: 1. Explain and delineate the importance of having a comprehensive media communications strategy to improving the brand of a sport organization. Apply the theories and research paradigms to develop and evaluate a strategic communications plan. Create a strategic communications plan that provides a synopsis and recommendations for a sport organization. Specifically the student will: Determine goals for communications plans. Identify and profile audiences. Develop messages. Select communication channels. Choose activities & materials. Determine how to implement communication plans. Make recommendations for evaluating plan. Provide a written and oral presentation of a plan	Fall 2012
***Research Methods and Evaluation**:* Students will have identified a problem, analyzed the situation, gathered relevant information, interpreted the information, and proposed a solution. Specifically, the student will have delineated a research topic; conducted a comprehensive review of the literature; developed appropriate methodology for investigating a topic; determined which appropriate statistical procedures to use based on the situation; determined psychometric properties of measurement instruments; created, interpreted and discussed descriptive results; created, interpreted and discussed relational results; created, interpreted and discussed group comparison results; provided a written report; developed a preliminary prospectus; created an outline for the paper.	Fall, 2012 Fall, 2011 Fall, 2010 Spring, 2009
***Sport Finance/Business**:* After successfully completing this course, students will: Understand the principles upon which the legitimacy and validity of economic impact analyses for sports facilities and programs are based. Understand the theoretical underpinnings of multipliers and their strengths, weaknesses and limitations. Have determined whether a facility can be feasibly funded by the revenue sources designated given the expense incurred, including any debt service. Have detailed key public sources of finance for sport organizations. Have structured the financial requirements related to the sale of various forms of general obligation and revenue bonds for capitalizing major capital development projects. Understand how to establish joint venture arrangements between public sector entities and private sector organizations for the joint development and/or operation of sport facilities. Have created a sponsorship proposal and presented it in both oral and written form. Understand the necessity of matching target markets. Have created media and promotion plans. Have measured the impact of the sponsorship.	Spring, 2012 Spring, 2011 Spring, 2010 Winter, 2008 Spring, 2007 Fall, 2006 Spring, 2006 Fall, 2005 Spring, 2005 Fall, 2004 Fall, 2003 Fall, 2001 Fall, 1997 & 99
***Strategic Marketing for Sport Organizations**:* After successfully completing this course, students will: Develop a sound philosophy of marketing; identify the major theories related to consumer behavior and market segmentation; identify contemporary issues and trends in sport marketing; increase competence of scientific inquiry in sport marketing; create a marketing plan for a sport organization. Specifically the student will: Create an executive summary of the organization; create a situation analysis that identifies market needs, market demographics, market trends, market forecasts, a SWOT analysis;	Spring, 2009

create a marketing strategy which includes target marketing; create marketing objectives and financial objectives; and develop a marketing mix.

Doctoral Seminar Research in Sport Management: After successful completion of this course the students will have: Researched an area in sport management, written up that research once the data is collected. Specifically, the students will have identified and listed potential publication outlets for research articles, created ideas, investigated theories, presented on a research topic of interest, created a research paper outline from pre-existing quality research articles, collected data, efficiently and effectively written a research article, and revised submitted material. The student will have also developed a 5-year research plan. Spring, 2005

Doctoral Seminar *- Advanced Special Topics in Recreation, Parks, and Tourism (**Structural Equation Modeling**):* After successful completion of this course the students will have: Determined when to use SEM, how to use SEM, and how to interpret SEM results across three different SEM programs (LISREL, EQS, and RAMONA). Specifically, the student will have diagrammed measurement and structural models, and delineated appropriate parameters and constraints. The student will have interpreted matrices, parameter estimates, goodness of fit indices, and written up the results. Fall, 2005

Evaluation Procedures in Health and Human Performance*:* The student will have (a) determined which appropriate statistical procedures to use based on the research question, (b) interpreted and evaluated the usefulness and accuracy of statistical results commonly reported in professionally relevant literature, (c) created a technical report and communicated the results of statistical analyses orally and in written, tabular, and graphical form. Specifically students have: Identified a problem for an organization; determined what variables to use to solve the problem and appropriately analyzed the data; and proposed a solution based on the results from a data set. Spring, 2008
Spring, 2007
Spring, 2006

Sports Law/Legal Aspects of Sport*:* After successful completion of this course the students will have: Developed a risk management manual for a sport organization that is inclusive of tort, contract, and constitutional law areas. Understood the fundamental legal concepts, reasoning, and terminology that pertain to law in the realm of sport. Examined potential liability for injuries in the supervision, management and conduct of sport, recreation and physical activity, and therefore identified strategies for limiting liability and preventing negligence. Developed an understanding of the basic elements of contract law and its implications in various aspects hiring, evaluating, and dismissing personnel. Developed knowledge of the 1st, 4th, 5th and 14th amendments to the Constitution and their influence on sport and physical activity. Debated discrimination in terms of race, sex, and disability as it pertains to sport and physical activity. Winter, 2009
Fall, 2006
Fall, 2005
Spring, 2003
Spring, 2001
Spring, 1999

Administration of Sport Programs*:* After successful completion this course, students will be able to do the following: Understand the distinctions among paid professional workers, volunteer workers, and clients in sport organizations. Understand the requisite aspects of the organizational structure for an athletic department. Specifically: Write a mission statement, develop organizational goals from the mission statement, create an organizational chart with a rationale for the structure and inclusion of specific jobs. Understand individual differences in abilities, values, personality and motivation. Specifically: Create a resume that indicates the student's best abilities, do the organizational processes of job design, staffing, and performance appraisal. Specifically: Write a job description, staff a hypothetical athletic department, create a valid performance appraisal form based on the job descriptions. Understand the relationship between job satisfaction and organizational commitment. Specifically: Evaluate employee satisfaction, measure organizational commitment. Fall, 2002
Fall, 2000
Fall, 1998

PROFESSIONAL EXPERIENCE: (cont.)
TEACHING:

Undergraduate Course Taught: Learning Outcomes	*Taught*
Legal Aspects of Sport: After successfully completing this course, students will: Understand fundamental legal concepts relevant to tort law, contract law, and constitutional law. Have identified potential liability situations in the supervision, management and conduct of sport, recreation and physical activity, and therefore, be able to design and develop strategies for limiting liability. Have analyzed a tort law scenario, constructed basic court cases based on the scenario, and predicted the outcome of a hypothetical court case. Have used the basic elements of contract law to construct a contract for a sport and physical activity situation. In addition, critiqued an existing contract and determined whether it meets legal standards. Have identified situations regarding discrimination in terms of race, sex, and disability as it pertains to sport and physical activity. Analyzed constitutional law scenarios, constructed basic court cases based on the scenarios, and predicted the outcome. Have communicated both orally and in writing, a court case, its ramifications to the sport management profession, and debated the merits of the court's ruling. Have communicated orally a synthesis of a legal topic, the history, relevant court cases, future directions and implications.	Winter, 2008 Spring, 2003 Fall, 2003 Spring, 2002 Fall, 2002 Spring, 2001 Fall, 2001 Fall, 2000 Spring, 1999 Fall, 1998
Sport Business and Finance: Explain and delineate financial expense categories for sport organizations. More specifically, students will: understand salary and labor expenses, understand facility costs. Detail the sources of revenue for sport programs, specifically: charged admissions, PSLs, suites, media revenues, concessions, and sponsorships. Create a sponsorship proposal and present it in both oral and written form. Specifically the student will understand: the necessity of matching target markets, creating media and promotion plans, measuring the impact of the sponsorship. Organize and administer a program for soliciting annual and major gifts in support of a sports organization.	Spring, 2003 Spring, 2002 Spring, 2001 Spring, 2000 Spring, 1999 Spring 1998
Principles of Sport Management: After completing this course, students should understand: How and why ethical decision making is critical to sport organizations. Critical components of human resource management. The relevance of the marketing mix and market research to sport/fitness organizations. How to identify key sources of revenue available to sport/fitness organizations. Legal concepts relative to sport/fitness organizations. How to apply the above concepts to a variety of sport/fitness organizations.	Spring, 2000
Sport for the Spectator: Adapted the course to critically analyze why people are sport spectators and to identify issues that affect sport spectators. Developed multimedia presentation and cooperative learning skills in students.	Spring, 1997

ADMINISTRATION/SERVICE

SEATTLE UNIVERSITY Seattle, WA

MSAL Program Coordinator (2008 – present)

- Liaison to department chair, Graduate Executive committee, and Dean of CAS. Contact person for both internal and external constituencies. Proposed and implemented curricular changes within the program area. Developed learning outcomes and assessments. Coordinated MSAL Colloquium. Evaluated applications for admittance. Developed and implemented student orientation. Identified and recommended adjunct faculty hires. Updated website. Determined and distributed scholarship funds.

UNIVERSITY OF FLORIDA Gainesville, FL

Dean's Fellow – College of Health and Human Performance (2005 – 2006)

- Developed a Ph.D. Program Review for the College of HHP which consisted of: articulating the mission and purpose of the program within the context of the State Board of Education's strategic plans; identifying goals/objectives within each program area; assisting department chairs and graduate coordinators in evaluating degree requirements, admissions criteria, student resources, recruitment and retention of students, and assessment of Ph.D. programs.

Sport Management Program Coordinator (2004 – 2006)

- Provided overall program ranking/priority regarding funding for graduate assistants to the chair. Liaison to TRSM intern coordinator, grad coordinator, undergrad coordinator, dept committees, department chair, and Dean of HHP. Contact person for both internal and external constituencies. Served as spokesperson for the area. Organized and led program area meetings. Facilitated curricular changes within the program area. Coordinated and led SM Master's degree committee meetings. Coordinated SM Master's comprehensive exams.

Graduate Internship Advisor (2004 – 2007)

- Advised and evaluated graduate student interns. Challenged students to evaluate internship experiences from a sport management framework. Evaluated and improved internship program.

IOWA STATE UNIVERSITY Ames, IA

Sport Management Program Coordinator (1997 – 2004)

- Determined curriculum and admission standards, evaluated internships, informally advised students on career goals, and disseminated information about the program. Liaison to HHP intern coordinator, grad coordinator, undergrad coordinator, department committees, and department chair.

Graduate Internship Advisor (1997 - 2004)

- Advised and evaluated graduate student interns. Challenged students to evaluate internship experiences from a sport management framework. Evaluated and improved internship program.

PROFESSIONAL MEMBERSHIPS:

➢ North American Society for Sport Management	1995 – present
➢ Sport Marketing Association	2002 - present
➢ American Alliance for Health, Physical Education, Recreation, and Dance	1996 – 2003
➢ North American Society for the Sociology of Sport	1997 - 1999

PROFESSIONAL SERVICE:

➢ Editorial Board, Journal of Sport Management	2010 - present
➢ Editorial Board, Sport Management Review	2008 – present
➢ Editorial Board, International Journal of Sport Management	2008 – 2011
➢ Editorial Board, Sport Marketing Quarterly	2007 – present
➢ Reviewer, International Journal of Sport Marketing and Sponsorship	2011 – present
➢ Reviewer, European Sport Management Quarterly	2009 – present
➢ Reviewer, Measurement in Physical Education and Exercise Science	2006 – present
➢ Guest Reviewer, Journal of Business Research	2012 – present
➢ Guest Reviewer, Journal of Sport Science	2006 – present
➢ Reviewer (Student Paper Competition) – North American Society for Sport Management	2005 - 2007
➢ Guest Reviewer, Tourism Review International	2005 - present
➢ Guest Reviewer, Sport Management Review	2005 - 2008
➢ Guest Reviewer, Loisir/Leisure	2005 - present
➢ Guest Reviewer, Journal of Applied Social Psychology	2003 – present
➢ Guest Reviewer, Journal of Sport Management	2003 – 2010
➢ Editorial Board, AVANTE (the research journal for Canadian Association for Health, Physical Education, Recreation and Dance)	2002 – present
➢ Guest Reviewer, Sport Marketing Quarterly	2002 – 2006
➢ Research Consortium Reviewer, American Alliance of Health, Physical Education, Recreation, and Dance	2002 – 2003
➢ Reviewer (Conference Abstracts) Research Area, North American Society for Sport Management	2001 – present
➢ Nominations Committee Member, North American Society for Sport Management	2000 - 2004

SEATTLE UNIVERSITY SERVICE:

➢ Pigott-McCone Chair Selection Committee (alternate)	2012
➢ A&S Grad Student Awards Selection Committee	2012
➢ Sport Business Club Advisor	2012-present
➢ Colleges for Cancer Club Advisor	2009 – present
➢ A&S Curriculum Committee	2009-2011
➢ IRB Board	2008-present
➢ CA&S Graduate Program Directors Committee	2008-present
➢ IWG Committee	2008-2010

OHIO STATE UNIVERSITY SERVICE:

➢ Sport, Fitness, and Health Program Oversight Committee	2007-2008

UNIVERSITY OF FLORIDA SERVICE:

➢ Appeals Committee, College of Health & Human Performance	2006-2007
➢ General Education Council, University of Florida	2005-2007
➢ Intern Committee, Dept. of TRSM	2005-2006
➢ Graduate Committee, Dept. of TRSM	2004-2007
➢ Tenure and Promotion Committee, Dept. of TRSM	2004-2007
➢ Stanley Lecture & Research Symposia, College of Health & Human Performance	2004-2006
➢ Search Committees (6), Dept. of TRSM	2004-2006
➢ Ad Hoc. Committee for Departmental Mission & Goals, Dept. of TRSM	2004-2006
➢ Undergraduate Committee, Dept. of TRSM	2004-2005

IOWA STATE UNIVERSITY SERVICE:

➢ Transportation Advisory Council, University committee	2003-2004
➢ Research Committee, College of Education	2003-2004
➢ Promotion and Tenure Committee, Health and Human Performance Department	2003-2004
➢ Graduate Executive Committee, Health and Human Performance Department	2003-2004 1999-2001
➢ Curriculum Committee, Health and Human Performance Department	2000-2003, 1998-1999

- Pease Family Lecturer Committee, Health and Human Performance Department — 1999-2004
- Computer Advisory Committee, Health and Human Performance Department — 1999-2000
- Retention and Recruitment Committee, College of Education — 1997-2003

AWARDS

- Research Fellow – North American Society of Sport Management — June, 2006
- Advisor Recognition Award – Sport Management Club Advisor — Apr, 2003
- Advisor Recognition Award – Sport Management Club Advisor — Apr, 2002
- College of Education: Outstanding Early Research Commendation — Mar, 2002
- College of Education: Outstanding Early Teaching Commendation — Mar, 2002
- Oberteuffer Award: College of Education; The Ohio State University. — May, 1996
- Nominated for an "Excellence in Teaching" award for Graduate Teaching Associates by students and by peers. — Fall, 1996