

FACULTY VITA

Name: Anita M. Moorman

Title: Associate Professor of Sport Administration
Office: HP/Studio Arts Bldg, Rm 102, HSS Dept.

Education/Certification

Doctor of Jurisprudence - 1985
Southern Methodist University, School of Law
Dallas, Texas

Professional/K-12 Experience

UNIVERSITY OF LOUISVILLE (1996-Present)

Department of Health & Sport Sciences

Current Position: *Associate Professor in Sport Administration*
 Adjunct Professor, Brandeis School of Law

UNIVERSITY OF OKLAHOMA (August 1995-July 1996)

Department of Health & Sport Sciences

Visiting/Adjunct Professor in Sport Management

PRIVATE LAW PRACTICE (May 1985 to June 1995)

Solo Practitioner & Member of Firm

Oklahoma City, Oklahoma

Faculty Load

50% Teaching/30% Research/20% Service

Teaching (Past 3 years)

SPAD 389 **Legal Aspects of Sport**

SPAD 689 **Legal Aspects of Sport**

SPAD 661 **Advanced Sport Law**

SPAD 561 **NCAA Compliance and Legal Issues in College Athletics**

SPAD 402 **Internships in Sport Administration**

SPAD 692 **Internships in Sport Administration**

Research/Grants

Selected Publications

Sharp, L., Moorman, A., & Claussen, C. (2007). Sport law: A managerial approach; Achieving a competitive advantage. Phoenix, AZ: Holcomb-Hathaway Publishing.

McKelvey, S., & Moorman, A. (2007). Bush-Whacked: Has political speech crossed the line and infringed on sport organizations' intellectual property rights? *Journal of Sport Management*.

Moorman, A.M., & Greenwell, T.C. (2005). Consumer attitudes of deception and the legality of ambush marketing practices. *Journal of Legal Aspects of Sport*, 15(2), 183-211.

Moorman, A. (2004, Winter). Sports artist & the First Amendment beat Tiger Woods' right of publicity. *Journal of the Academy of Marketing Science*, 32(1), 103.

Moorman, A. (2004, February). Legal issues and the supervised internship relationship: Who is responsible for what? *The Journal of Physical Education, Recreation & Dance*, 75(2), 19-24.

Funk, D.C., Ridinger, L.A., & Moorman, A.M. (2004). Exploring origins of involvement: understanding the relationship between consumer motives and involvement with professional sport teams. *Leisure Sciences*, 26(1), 35-61.

Funk, D.C., Ridinger, L.A., & Moorman, A.M. (2003). Understanding consumer support: Extending the Sport Interest Inventory (SII) to examine individual differences among women's professional sport consumers. *Sport Management Review*, 6, 1-32.

Hums, M.A., Moorman, A.M., & Wolfe, E. (2003). The inclusion of the Paralympics in the Olympic and Amateur Sports Act: Legal and policy implications for integration of athletes with disabilities into the United States Olympic Committee and national governing bodies. *Journal of Sport and Social Issues*, 27(3), 261-275.

Hums, M.A., Moorman, A.M., & Wolf, Eli A. (2003). A different lens: Examining disability sport from a sport management perspective. *Proceedings of the 13th International Symposium and 5th European Congress on Adapted Physical Activity*, p. 369-372. Vienna, Austria: Austrian Federation Adapted Physical Activity. (Congress dates: July 3-7, 2001).

Moorman, A.M. (2007). Legal research. In D.J. Cotten, & J.T. Wolohan (Eds.), *Law for Recreation and Sport Managers, Fourth Edition*, (pp. 12-24). Dubuque, IA: Kendall-Hunt Publishing Company.

Moorman, A.M. (2007). Private clubs in sport and recreation. In D. Cotten, & J.T. Wolohan (Eds.), *Law for Recreation and Sport Managers, Fourth Edition*, (pp. 517-528). Dubuque, IA: Kendall-Hunt Publishing Company.

Moorman, A.M., & Miller, L.K. (2007). Defamation. In D. Cotten, & J.T. Wolohan (Eds.), *Law for Recreation and Sport Managers, Fourth Edition*, (pp. 239-249). Dubuque, IA: Kendall-Hunt Publishing Company.

Miller, L., & Moorman, A. (2007). Legal considerations in sport management. In J. Parks, Quarterman, & L. Thibault (Eds.), *Contemporary Sport Management, Third Edition*, (pp. 259-273). Champaign, IL: Human Kinetics.

Selected Presentations

Moorman, A., Hums, M, and Wolff, E. (accepted). Reasonable Accommodations: How recent court decisions continue to shape sport organizational policies toward people with disabilities. Submitted to the 20th Annual Conference of the Sport and Recreation Law Association, Greensboro, North Carolina, USA.

Moorman, A. & Masteralexis, L. (accepted). An analysis of Supreme Court decisions from 1873 to the present: How important is the sport context to the outcome of Supreme Court cases. Submitted to the 20th Annual Conference of the Sport and Recreation Law Association, Greensboro, North Carolina, USA.

Moorman, A. (in review). Presentation submitted to the 22nd Annual Conference of the North American Society for Sport Management, Miami, Florida, USA.

Hums, M. & Moorman, A. (in review). Sport and Human Rights: Developments in the Human Rights movement and disability sport initiatives. Presentation submitted to the 22nd Annual Conference of the North American Society for Sport Management, Miami, Florida, USA.

Moorman, A., Anderson, P., Masteralexis, L., and McKelvey, S. (2006). The unique and expanding role of Sport Law: Current legal issues in college athletics and professional sport. Presentation at the Annual Meeting of the Academy of Legal Studies in Business, St. Petersburg, Florida, USA.

Sharp, L., Claussen, C., & Moorman, A. (2006, June 1-3). Symposium on legal issues for sport managers: Intersections of law and policy: Private sport facilities and Eminent Domain: Is it a sufficient public use or benefit to justify taking private property under the Fifth Amendment? Presentation at the 21st Annual Conference of the North American Society for Sport Management, Kansas City, Missouri, USA.

Park, S., & Moorman, A. (2006, March 1-4). Strategic and innovative use of insurance in the sport industry: Implications for improving risk management techniques. Presentations at the 19th Annual Conference of the Sport and Recreation Law Association, Albuquerque, New Mexico, USA.

Hums, M., & Moorman, A. (2006, March 1-4). Sport as a human right: The role of sport organizations in the human rights movement. Presentations at the 19th Annual Conference of the Sport and Recreation Law Association, Albuquerque, New Mexico, USA

Moorman, A.M. (2005, August 2-5). Title IX at the crossroads again! Retaliation claims and the scope of Title IX protections. Presentation at the Annual Meeting of the Academy of Legal Studies in Business, San Francisco, California, USA.

Claussen, C., Sharp, L., and Moorman, A. (2005, May 31-June 2). Symposium on legal issues for sport managers: Intersections of law and policy. Presentation at the 20th Annual Conference of the North American Society for Sport Management, Regina, CANADA.

McKelvey, S., & Moorman, A.M. (2005, March 2-6). "Bushwacked"? An analysis of legal issues surrounding President Bush's unauthorized use of "Olympics" in re-election campaign advertising. Presentation at the 18th Annual Conference of the Sport and Recreation Law Association, Virginia Beach, Virginia, USA.

Moorman, A.M., & Eickhoff-Shemek, J.M. (2005, March 2-6). Obesity discrimination in fitness and recreation facilities. Are remedies available under the Americans with Disabilities Act? Presentation at the 18th Annual Conference of the Sport and Recreation Law Association, Virginia Beach, Virginia, USA.

Moorman, A. M., & Grady, J. (2004, November 18-20). Marketing management and the law: An examination of the legal issues impacting successful sport marketing practices. Presentation at the 2nd Annual Meeting of the Sport Marketing Association, Memphis, Tennessee, USA.

Grady, J., & Moorman, A.M. (2004, November 18-20). Legal issues in sport broadcasting and webcasting: Implications for sport properties. Presentation at the 2nd Annual Meeting of the Sport Marketing Association, Memphis, Tennessee, USA.

Moorman, A.M., Claussen, C.L., & Sharp, L. (2004, June 2-6). Symposium on legal issues for sport managers: Intersection between law and policy. Presentation at the 19th Annual Conference of the North American Society for Sport Management, Atlanta, Georgia, USA.

Grady, J., McKelvey, S., Moorman A., & Clement, A. (2004, June 2-6). Symposium on the relationship between intellectual property law and sport marketing. Presentation at the 19th Annual Conference of the North American Society for Sport Management, Atlanta, Georgia, USA.

Hums, M.A., Moorman, A.M., & Wolf, E. (2004, March 6-8). *Hollonbeck et al v. USOC*: A challenge to the alleged USOC discriminatory practices toward Paralympic athletes and teams. Presentation at the Annual Meeting of the Society for the Study of the Legal Aspects of Sport & Physical Activity, Las Vegas, Nevada, USA.

Grants

Shonk, D., Moorman, A., Hums, M., Pack, S., Greenwell, C., & Crawford, S. (submitted February 9, 2007). Paving avenues for social capital in sport (PASS). International student exchange program proposal. Submitted to the Department of State, Bureau of Educational and Cultural Affairs, Fusion Arts Exchange Program for summer 2007 in the amount of \$279,526.00. (Indirect costs of \$81,421).

Andrew, D.P.S., Greenwell, T.C., & Moorman, A. (on hold). The effect of congruence of preferred and perceived leadership behaviors on motivation, commitment, and satisfaction of collegiate golfers. Funded by the University of Louisville Office of the Senior Vice-President for Research for year 2005-2006 in the amount of \$4,999.95

Andrew, D.P.S., Grady, J.M., James, J.D., Greenwell, T.C., Hums, M.A., Moorman, A.M., & Wolff, E.A. (unfunded 2005). Measuring perceived service quality of individuals with disabilities: Development of the Service Quality for Individuals with Disabilities scale. Submitted to the United States Department of Education for fiscal years 2005-2007 in the amount of \$256,306.00.

Service (Past 5 years)

Professional

- **President-Elect, Sport and Recreation Law Association - 2007**
- Member-At-Large, Executive Council — North American Society for Sport Management (NASSM) (2003-2005). Coordinate Student Research Paper Competition for 2005 Annual NASSM Conference. Assisted with NASSM Service Award in 2003-04.
- Vice-President for Restructuring – Sport & Recreation Law Association (formerly Society for the Study of Legal Aspects of Sport & Physical Activity) (2003-2004).
- Chair, Marketing Law Section, Academy of Legal Studies in Business (2004-2005).
- Member, Marketing Law Section, Academy of Legal Studies in Business (2002 to present).
- **Member, Editorial Board - *Journal of Legal Aspects of Sport*** (2001-present).
- **Member, Editorial Board - *Sport Marketing Quarterly*** (2001-present).
- **Invited Reviewer, *Journal of Sport Management***, Fall, 2005; Spring 2007
- Guest Reviewer, Special Issue of the *Journal of Sport Management* entitled “Diversity Issues in Sport and Leisure” – Fall, 2004.
- Member, Editorial Board - *Journal of Sport Management* (1999-2003).
- Member-At-Large, Executive Council - (2001-2003) Society for the Study of Legal Aspects of Sport & Physical Activity (SSLASPA).
- Vice-Chair, Marketing Law Section, Academy of Legal Studies in Business (2003-2004)
- Abstract Reviewer, 2007, 2006, 2005 Annual Meeting of the Sport & Recreation Law Association
- Abstract Reviewer – Legal Submissions 2005, 2004, 2003, 2002 Annual Meeting of the North American Society for Sport Management (NASSM)

- Chair, Abstract Review Committee for Legal Submissions – 2004, 2003, 2003 Annual Meeting of the North American Society for Sport Management (NASSM)
- Member - Website Advertising Committee - (2002-2003) - North American Society for Sport Management (NASSM)
- Abstract Reviewer. (September, 2002). Sport Management Submissions for AAHPERD 2003 Conference.

University

- Member – **Commission on the Status of Women (COSW)** (Presidential appointment, August, 2004)
- **University Faculty Senate** – CEHD elected representative, July 1, 2004
- **Chair – University Faculty Grievance Committee**, May 2004 – August 2006
- Member, Leadership Delegation for the **Faculty & Staff for Human Rights Committee**, November 2004 to present
- Member, Human Resources Workgroup on Equality in Employment Practices, January 2005.
- Member – University Faculty Grievance Committee, September 2003 – Present.
- Alternate Member – University Faculty Grievance Committee, July 2003-September 2003.
- Invited Judge - 2002 American Bar Association Regional Client Counseling Competition, Region 6, hosted by the Louis D. Brandeis School of Law - February, 2002.
- Nominated as CEHD candidate for Board of Directors, UofL Athletic Association - 2002

Community

- Director of Sport Administration Internship Program – Coordinate intern placements and community relations with intern sites for approximately _____ interns annually.
- Assisted with providing student volunteers for mock trial in Trial Practice Course for adjunct law instructor – 2003, 2004.
- Co-Chairman for Volunteers, 2001, 2000 & 1999 Winn-Dixie Streetball Showdown, Annual fundraiser for the Cabbage Path Settlement House, June, Louisville, Kentucky. Created job assignments, recruited and placed over 500 volunteers during a two-day 3 on 3 basketball event involving more than 800 teams, 5000 players, and 500 volunteers. Created and implemented first database and email communication for recruitment. Created first web volunteer registration procedure.
- Advisor to the Louisville Slugger Museum relating to a special exhibit featuring the History of Women in Sport running from November, 1999 through January, 2000.
- Co-Chairman for Volunteers, 1998 Winn-Dixie StreetBall Showdown, Annual fundraiser for the Cabbage Patch Settlement House, June 27-28, 1998, Louisville, Kentucky. Conducted registration and placement for two day 3 on 3 basketball event for more than 400 volunteers

Membership in Professional Associations

North American Society for Sport Management
 Sport and Recreation Law Association
 National Sports Law Institute
 Academy of Legal Studies in Business
 Sport Marketing Association
 Oklahoma Bar Association

Awards/Honors

Received the “President’s Award” for outstanding service from the Sport & Recreation Law Association, 2004.

Named "Faculty of the Year" - 2002 University of Louisville Disability Awareness Award, UofL Disability Resource Center.

Nominated for 2002 Kentuckiana Metroversity Outstanding Faculty of Adult Learners Award.

Selected by Student Athlete as Faculty Mentor for UofL Athletic Department Academic Honors Banquet, 2001, 2002, 2004, 2005.

Selected by Student Athlete as Faculty Guest Coach – Men’s Basketball – February 10, 2006.