

CURRICULUM VITAE

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Current Appointments

Professor in Sport Administration, Department of Health and Sport Sciences

Educational Background

Doctor of Jurisprudence - 1985

Southern Methodist University, School of Law, Dallas, Texas
(Law Review 1983-85, *Journal of Air Law & Commerce*)

Comment: Discriminatory Employment Practices in the Airline Industry

CaseNote: First Amendment Protection of Commercial Speech in Advertising: Public v. Private Airports.

Master of Science – Sport Management - 1996

University of Oklahoma, Norman, Oklahoma

Thesis: Consumer Perception and Reaction to Ambush Marketing Tactics in Sport Advertising

Bachelor of Science - Political Science - 1982

Oklahoma State University, Stillwater, Oklahoma

Work Experience

Current Academic Position

UNIVERSITY OF LOUISVILLE

Professor, Sport Administration Program, Department of Health & Sport Sciences, College of Education & Human Development (1996-Present)

Visiting Assistant Professor (non-tenure track): August 1, 1996

Assistant Professor (tenure-track): August 1, 1997

Promotion to Associate Professor: July 1, 2003

Tenured Granted: July 1, 2004

Promotion to Full Professor: July 1, 2010

Teaching Philosophy: To challenge students to question. Critical inquiry is the foundation of logical reasoning. I aspire to provide students with examples of real world challenges and problems and help them develop the intellectual and communication tools to successfully evaluate and assess these challenges and make well-reasoned, fact based management and business decisions. I approach teaching as a semester long conversation and problem solving exercise where students first develop rudimentary understanding of complex legal concepts, and then become confident decision makers as they apply their knowledge in a variety of case studies and analytical assignments. Currently teach or have recently taught the following undergraduate and graduate courses.

- *Legal Issues in Sport*
- *Internships in Sport Administration*
- *Sport Law and Advanced Sport Law (Law & Doctoral students)*
- *Basic Legal Writing (law students)*

Have also taught courses in: *Event Management, Facility Management, Sport Publicity & Promotion, Sport Marketing, Marketing Law, Current Trends & Issues in Sport*, and *NCAA Compliance/Legal Issues*. Additional responsibilities included Faculty Coordinator of the Sport Administration Internship Program, Student Academic Advising, and Doctoral Dissertation Mentorship.

Previous Academic and Professional Positions

UNIVERSITY OF LOUISVILLE

Program Director, Sport Administration Program, (2002-2011)

Special Assistant to the President for NCAA Athletics Certification

Adjunct Faculty, Brandeis School of Law, University of Louisville

UNIVERSITY OF OKLAHOMA (August 1995-July 1996)

Department of Health & Sport Sciences

Visiting/Adjunct Professor in Sport Management

Taught the following classes: *Sport in American Society, Sport & Event Marketing, Intercollegiate Athletics, Legal Issues in Sport*.

PRIVATE LAW PRACTICE (May 1985 to June 1995)

Solo Practitioner & Member of Firm

Oklahoma City, Oklahoma

General civil practice with concentration in commercial, corporate and business litigation, commercial arbitration and federal appellate practice.

UNIVERSITY OF OKLAHOMA (November 1994-July 1995)

Department of Health & Sport Sciences

Graduate Assistant in Sport Management

Taught classes in Beginning Soccer & Beginning Tennis

OKLAHOMA CITY PARKS & RECREATION (Summer 1995)

Marketing Department

Marketing & Promotions Intern

Assisted with marketing and promotions for park and recreation facilities and several special event projects. Special projects include: Marketing & promotion for Senior Games, Family Fitness Day, and Education Day at the Myriad Botanical Gardens.

Research & Scholarly Activities

Peer-Reviewed Scholarly Books

Sharp, L., Moorman, A., & Claussen, C. (2014). Sport law: A managerial approach; Achieving a competitive advantage, Third Edition. Phoenix, AZ: Holcomb-Hathaway Publishing.

Sharp, L., Moorman, A., & Claussen, C. (2010). Sport law: A managerial approach; Achieving a competitive advantage, Second Edition. Phoenix, AZ: Holcomb-Hathaway Publishing (678 pages).

Sharp, L., Moorman, A., & Claussen, C. (2007). Sport law: A managerial approach; Achieving a competitive advantage. Phoenix, AZ: Holcomb-Hathaway Publishing. (688 pages)

Peer-Reviewed Articles

1. Grady, J., & Moorman, A.M. (2016). The Americans with Disabilities Act 24th Anniversary: Assessing progress, opportunities, and challenges. *Journal of Legal Aspects of Sport*, 26, 1-4.
2. Moorman, A., & Osborne, B. (in review). Are institutions of higher education failing to protect students? An analysis of Title IX's sexual violence protections and college athletics. Submitted to the *Marquette Sports Law Review*, December, 2015.
3. Huml, M., & Moorman, A. (in review). Student-athlete educational records? The involvement of FERPA within recent NCAA Division I academic. Submitted to the *Journal of Legal Aspects of Sport*, December, 2015.
4. Cho, S., & Moorman, A.M. (2014). An examination of the psychometrical comparability of survey evidence in trademark litigation. *Journal of Legal Aspects of Sport*, 24, 3-23.

5. Hums, M.A., Moorman, A.M., & Wolff, E.A. (2009). Emerging disability rights in sport: Sport as a human right for persons with disabilities and the 2006 UN Convention on the Rights of Persons with Disabilities. *The Cambrian Law Review*, 40, 36-48.
6. Moorman, A. (2009). Gambling and professional athletics. *The International Sports Law Journal*, 2009:1-2, 90-98.
7. Moorman, A., & Masteralexis, L.P. (2008). An examination of the legal framework between Title VII and Title IX sexual harassment claims in athletics and sport settings: Emerging challenges for athletics personnel and sport managers. *Journal of Legal Aspects of Sport*, 18(1), 1-38.
8. Hums, M.A., Moorman, A.M., & Kabouakis, T. (2008, January). Careers in sport law. ICSSPE Bulletin #52.
9. 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*, 21, 79-102.
10. Moorman, A., & Eickhoff-Shemeck, J.M. (2007, May/June). Risk management strategies for avoiding and responding to sexual assault complaints. *ACSM's Health & Fitness Journal*, 11(3), 35-37.
11. 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.
12. Moorman, A., & Eickhoff-Shemeck, J.M. (2005). The legal aspects: Is obesity a disability under the Americans with Disabilities Act? *ACSM's Health & Fitness Journal*, 9(1), 1-3.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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.
18. 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).

19. Mondello, M., Mahony, D., Hums, M., & Moorman, A. (2002). A survey of search committee chairpersons: Candidate qualifications preferred for entry-level tenure track sport management faculty positions. *International Journal of Sport Management*, 3, 262-281.
20. Moorman, A.M., & Masteralexis, L.P. (2001). Writing an *Amicus Curiae* brief to the United States Supreme Court: The role of the disability sport community in interpreting the American's with Disabilities Act. *Journal of Legal Aspects of Sport*, 11(3), 285-315.
21. Foster, S.B., & Moorman, A.M. (2001). *Gross v. Family Services Agency, Inc.*: The internship as a special relationship in creating negligence liability. *Journal of Legal Aspects of Sport*, 11(3), 245-267.
22. Hums, M.A., & Moorman, A.M. (2001). The role of women in the management of sport for people with disabilities: Career paths and challenges. *Proceedings of the International VISTA99 – Conference on Paralympic Sport*, Cologne, Germany, p. 655-668.
23. Mahony, D.F., & Moorman, A.M. (2000). The relationship between the attitudes of professional sport fans and their intentions to watch televised games. *Sport Marketing Quarterly*, 9(3), 131-139.
24. Nakazawa, M., Mahony, D. F., Moorman, A. M., & Hirakawa, S. (2000). The relationship between stadium size & location and spectator characteristics: Implications for marketing strategies. *International Sports Journal*, 4(2), 9-25.
25. Hums, M.A., & Moorman, A.M. (2000). Integration of Paralympic athletes into national sports organizations: Selected comparative models. *Proceedings from the 8th Congress of the European Association for Sport Management*, p. 152-154.
26. Moorman, A.M., & Hums, M.A. (1999). Potential student-athlete liability for NCAA violations: Can they or should they be held accountable? *Journal of Legal Aspects of Sports*, 9, 151-164.
27. Hums, M.A., & Moorman, A.M. (1999). Kentucky women working in sport management. *Kentucky Association of Health, Physical Education, Recreation and Dance Journal*, 35(2), 29.
28. Mahony, D.F., & Moorman, A.M., (1999). The impact of fan attitudes on intentions to watch professional basketball teams on television. *Sport Management Review*, 2, 43-66.
29. Moorman, A.M., & Hums, M.A. (1998). Sport logo trademark infringement by the Christian apparel industry. *Journal of Legal Aspects of Sport*, 8, 58-68.
30. Hums, M.A, Moorman, A.M, & Nakazawa, M. (1998). International status of women's professional sports leagues. *Proceedings of the Annual Congress of the European Association for Sport Management*, Madeira, Portugal, p. 3.113-3.119.

Notable Legal Contributions

Counsel of Record - *Amici Curiae* Brief Supporting Respondent Casey Martin prepared on behalf of the American Association of Adapted Sports Programs, America's Athletes with Disabilities, Dwarf Athletic Association of America, National Wheelchair Basketball Association, United States Cerebral

Palsy Athletic Association, United States Deaf Sports Federation, Disabled Sports/USA, Wheelchair Sports, USA, and United States of America Association of Blind Athletes, and filed in the **Supreme Court of the United States**, *PGA Tour, Inc. v. Casey Martin*, Case No. 00-24. Co-Counsel was Lisa Pike Masteralexis, J.D., University of Massachusetts, Amherst.

Legal Articles in Peer-Reviewed Journals

1. Moorman, A. (2015). Marketing materials and intentional misrepresentation: A word of warning for marketers and celebrity athlete promoters. *Sport Marketing Quarterly*, pp. 198-200.
2. Moorman, A. (2010). Sport lotteries: The professional sport leagues take on the State of Delaware, again! *Sport Marketing Quarterly*, 19(2), 107-110.
3. Moorman, A.M., & Hambrick, M.E. (2009). To license or not to license: That is the question for professional sports leagues and the NCAA. *Sport Marketing Quarterly*, 18(3), 160-164.
4. Moorman, A.M. (2008). Fantasy sports leagues challenged as illegal gambling. *Sport Marketing Quarterly*, 17(4), 232-234.
5. Moorman, A.M. (2008). Pine Tar and trademark law. *Sport Marketing Quarterly*, 17(2), 120-121.
6. Hambrick, M., & Moorman, A.M. (2008). NASCAR puts the brakes on AT&T. Sponsorship conflicts of interest and contractual rights. *Sport Marketing Quarterly*, 17(1), 54-56.
7. Moorman, A. (2006). False advertising and celebrity endorsements: Where's my script? *Sport Marketing Quarterly*, 15(2), 111-113.
8. Moorman, A. (2004). Kentucky Derby jockeys enter lucrative world of sport sponsorships and endorsements. *Sport Marketing Quarterly*, 13(2), 167-169.
9. Moorman, A. (2003). Outdoor advertising restrictions strangle high school's fundraising efforts. *Sport Marketing Quarterly*, 12(3), 190-192.
10. Moorman, A. (2002). Naming rights agreements: Dream deal or nightmare? *Sport Marketing Quarterly*, 11(2), 126-127.
11. Moorman, A. (2001). Olympic trademarks: *Citius Altius Fortius* - Faster, higher and stronger trademark protection for the USOC and its protected marks. *Sport Marketing Quarterly*, 11(1), 2002.
12. Moorman, A. (2001). Internet domain disputes and cyber-squatting: Remedies for trademark holders against bad faith domain registration. *Sport Marketing Quarterly*, 10(3), 173-174.

Peer-Reviewed Book Chapters

1. Moorman, A.M., Reynolds, C., and Olson, S. (2014). Legal considerations in sport management. In P.M. Pedersen, J. Parks, J. Quarterman & L. Thibault (Eds.), *Contemporary Sport Management, Fifth Edition*, (pp. 406-425). Champaign, IL: Human Kinetics.

2. Mahony, D.F., Moorman, A.M., Deschraver, T.D., & Hambrick, M.E. (2013). Program rankings in sport management: A critical analysis of benefits and challenges. In A. Gillentine, R.E. Baker, & J. Cuneen (Eds.), (pp. 41-56). *Critical Essays in Sport Management: Exploring and Achieving a Paradigm Shift*. Phoenix, AZ: Holocomb-Hathaway Publishing.
3. Moorman, A.M. (2012). Legal research. In D.J. Cotten, & J.T. Wolohan (Eds.), *Law for Recreation and Sport Managers, Sixth Edition*. Dubuque, IA: Kendall-Hunt Publishing Company.
4. Moorman, A.M. (2012). Defamation. In D.J. Cotten, & J.T. Wolohan (Eds.), *Law for Recreation and Sport Managers, Sixth Edition*. Dubuque, IA: Kendall-Hunt Publishing Company.
5. Moorman, A.M., & Grady, J. (2011). Legal research methods in sport management. In D.P. Andrew & P.M. Pederson (Eds.), *Research Methods and Design in Sport Management*, (pp. 173-198). Champaign, IL, Human Kinetics.
6. Moorman, A.M., & Reynolds, C. (2010). Legal considerations in sport management. In P.M. Pedersen, J. Parks, J. Quarterman & L. Thibault (Eds.), *Contemporary Sport Management, Fourth Edition*, (pp. 350-371). Champaign, IL: Human Kinetics.
7. Moorman, A.M. (2010). Legal research. In D.J. Cotten, & J.T. Wolohan (Eds.), *Law for Recreation and Sport Managers, Fifth Edition*, (pp. 13-27). Dubuque, IA: Kendall-Hunt Publishing Company.
8. Moorman, A.M. (2008). Gambling regulations United States in professional sport organizations. In Siekmann R. & Anderson, P. (Eds.), *Betting and Sport in the European Union and United States*. Netherlands: Asser International Sports Law Center.
9. 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.
10. 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.
11. 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.
12. 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.
13. Moorman, A.M. (2003). Legal research. In D.J. Cotten, & J.T. Wolohan (Eds.), *Law for Recreation and Sport Managers, Third Edition*, (pp.12-24). Dubuque, IA: Kendall-Hunt Publishing Company.
14. Moorman, A.M. (2003). Legal issues involving the management of private clubs in sport and recreation. In D. Cotten, & J.T. Wolohan (Eds.), *Law for Recreation and Sport Managers, Third*

Edition, (pp. 535-546). Dubuque, IA: Kendall-Hunt Publishing Company.

15. Moorman, A.M., & Miller, L.K. (2003). Defamation. In D. Cotten, & J.T. Wolohan (Eds.), *Law for Recreation and Sport Managers, Third Edition*, (pp. 249-259). Dubuque, IA: Kendall-Hunt Publishing Company.
16. Moorman, A.M. (2001). Legal research. In D.J. Cotten, J.T. Wolohan, & T.J. Wilde (Eds.), *Law for Recreation and Sport Managers, Second Edition*, (pp. 13-26). Dubuque, IA: Kendall-Hunt Publishing Company.
17. Moorman, A.M. (2001). Legal issues involving the management of private clubs in sport and recreation. In D. Cotten, J. Wolohan, & T.J. Wilde (Eds.), *Law for Recreation and Sport Managers, Second Edition*, (pp. 545-558). Dubuque, IA: Kendall-Hunt Publishing Company.
18. Moorman, A.M., & Hums, M.A. (2001). Legal issues affecting women in sport. In G. Cohen (Ed.), *Women in sport: Issues & controversies* (pp. 403-420). Reston, Va: National Association for Girls and Women in Sport (NAGWS).

Invited Expert Panels, Presentations, Lectures, Law School Symposiums

1. Invited Speaker: (2015, August). Leadership Exchange in Arts and Disability sponsored by the Kennedy Center. Risk management and policy development. Washington, D.C.
2. Invited Speaker: (2014, August 4-6). Leadership Exchange in Arts and Disability sponsored by The Kennedy Center. Risk management and policy development. Chicago, Illinois.
3. Invited Expert. (October, 2013). NCAA three day Think Tank on Student-Athletes with Disabilities organized by the collaborative efforts of the NCAA's Committee on Women's Athletics, the Minority Opportunities and Interests Committee, and the Student-Athletes with Disabilities Subcommittee. Indianapolis, Indiana.
4. Presenter & Discussant. (2013, August). Athletic Opportunities for Student with Disabilities: Focus on Colleges and Universities. Invited Webinar hosted by the ADA National Learning Network, available at <http://www.ada-audio.org/Schedule/#fy2013session11>
5. Presenter & Discussant. (2014, March). Summary and Discussion of Department of Education Guidance Document Clarifying Legal Obligations of Schools to Provide Equal Opportunity for Student with Disabilities in Extracurricular Athletics. Guest presentation at the *Sport and Recreation Law Association* Annual Meeting in Denver, Colorado, March, 2013.
6. Invited Panel Reviewer. (2011, December). Inclusive Fitness Coalition to review and critique the Department of Education's report titled, *Creating Equal Opportunities for Children and Youth with Disabilities to Participate in Physical Education and Extracurricular Athletics*.
7. Moderator. (2011, November 16). Craig Kelly Sport & Entertainment Law Symposium, Legal Issues in Professional Sport presented by Baker, T.A., and Wolohan, J. at the Sport Entertainment & Venues Tomorrow Conference, Columbia, South Carolina.
8. Moorman, A. (2011, January 25). Pay discrimination in higher education and athletics: How wide is the gap? *Fifteenth Annual Race and Relations Conference*. Conference hosted by the Louisville Metro Human Relations Commission.

9. Moorman, A. (2009, March 16). Disability and sport: Understanding and accommodating the disabled athlete. *Diversity and sports: The history, the challenges, and the future*. Dean's Leadership Forum on Diversity. Symposium sponsored by Widener University School of Law, Harrisburg, Pennsylvania.
10. Moorman, A. (2009, January 23). Oscar Pistorius and the legal implications of technology in disability sport. *Developments in International Disability Sport Law*. Symposium Sponsored by the Boston University International Law Journal, Boston University School of Law, Boston, Massachusetts.
11. Moorman, A., Hums, M., Sheilley, H., Seng, A., & Peacock, S. (2008, November). Invited Panel Creator and Moderator of panel discussion and lecture on: *Title IX and Gender Equity in Sports*. Sponsored by the University of Louisville Department of Women and Gender Studies – Fall Lecture Series.
12. Moorman, A. (2007, November 10). Pat-down searches and the NFL: The 4th Amendment has left the sports stadium and arena. Invited participant/presenter for legal panel at the *International Conference of Sport and Entertainment Business*. Sponsored by the University of South Carolina, Columbia, South Carolina.
13. Moorman, A. (2006, November 9). The Supreme Court and civil rights in sport: A review of sexual harassment cases under Title VII and Title IX. Invited participant/presenter in a continuing legal education panel for the *International Conference of Sport and Entertainment Business*. Sponsored by the University of South Carolina, Columbia, South Carolina.
14. Moorman, A. (2005, November 10). Marketing and the Law CLE Panel. Invited participant/presenter in a continuing legal education panel for the *International Conference of Sport and Entertainment Business*. Sponsored by the University of South Carolina, Columbia, South Carolina.
15. Moorman, A.M., & Sharp, L.A. (2003, December 3-6). Legal issues in employment: hiring, evaluation, and termination. Invited presentation at the *22nd Annual Athletic Business Conference*, Orlando, Florida.
16. Moorman, A.M. (2003, March 9). Liability associated with using/recommending sport supplements. Invited presentation for "Taking the Next Step: Addressing Issues in High School Athletics" sponsored by the *Society for the Study of the Legal Aspects of Sport & Physical Activity*, Atlanta, Georgia, USA.
17. Sharp, L.A., & Moorman, A.M. (2002, November 6-9). A question of ingestion: Liability related to sport supplements and eating disorders. Invited presentation at the *21st Annual Athletic Business Conference*, Orlando, Florida.

Presentations and Published Abstracts at Peer-Reviewed Scholarly/Academic Conferences

1. Moorman, A., Levine, J., & Kobritz, J. (2015, March). How much is too much? Is the unlimited authority of the NFL Commissioner no in the “best interest” of the game? Abstract submitted for the 28th Annual Conference of the Sport for Recreation and Law Association, Charlotte, NC.

2. Moorman, A. & Osborne, B. (2015, March). Sexual assault and college athletics: Why are institutions of higher education failing to protect students? Abstract submitted for the 28th Annual Conference of the Sport for Recreation and Law Association, Charlotte, NC.
3. Grady, J., & Moorman, A. (2014, May 27-31). An examination of college athlete's publicity rights in the 21st Century. Abstract submitted for the 28th Annual Conference of the North American Society for Sport Management, Pittsburgh, PA.
4. Hums, M., Moorman, A., Wolff, E. (2014, May 27-31). Inclusion of athletes with disabilities in sport: New guidance and new opportunities. Abstract submitted for the 28th Annual Conference of the North American Society for Sport Management, Pittsburgh, PA.
5. Hums, M., and Moorman, A. (2014, February 26-28). Will the NCAA change the structure of disability sport or will disability sport change the structure of the NCAA. Abstract submitted for the 27th Annual Conference of the Sport for Recreation and Law Association, Orlando, FL.
6. Moorman, A., & Hums, M. (2014, February 26-28). Exploitation or unique experiential learning opportunities: Internships in the sport industry and the Fair Labor Standard Act's trainee exemption revisited. Abstract submitted for the 27th Annual Conference of the Sport for Recreation and Law Association, Orlando, FL.
7. Itoh, M., Hums, M, and Moorman, A. (2013, May 29). Women's leadership in Paralympic sports. Abstract accepted for the 27th Annual Conference of the North American Society for Sport Management, Austin, Texas.
8. Grady, Ballouli, Pressley, and Moorman. (2013, May 29). Regulating the "Twitter Olympics": Analyzing efforts to regulate social media and ambush marketing at the London 2012 Olympics. Abstract accepted for the 27th Annual Conference of the North American Society for Sport Management, Austin, Texas
9. Kobritz, J.I., & Moorman, A.M. (2012, May). *San Jose Sharks v. Bad Boys Bail Bonds*: Freedom to promote myself or my business as professional sport events. Abstract submitted for the 26th Annual Conference of the North American Society for Sport Management, Seattle, Washington.
10. Mahoney, T.Q., Svensson, P.G., & Moorman, A.M. (2012, March). Online social media usage in sports: Damages in 140 characters or less. Abstract submitted to the 25th Annual Conference of the Sport and Recreation Law Association, Greensboro, North Carolina.
11. Moorman, A.M., & Hums, M.A. (2012, March). Current developments in disability law and its impact on sport participation opportunities for persons with disabilities. Abstract submitted to the 25th Annual Conference of the Sport and Recreation Law Association, Greensboro, N.C.
12. Kobritz J.I., Moorman, A.M., Malpass, K., & Steimling, G. (2011, March). The cheerleading case, *Biediger v. Quinnipiac University*: Myths v. reality regarding Title IX and cheerleading as a varsity sport. Abstract submitted to the 24th Annual Conference of the Sport and Recreation Law Association, Savannah, Georgia.
13. Brison, N., Moorman, A.M., & Pitts, B. (2011, June). Sport beverage labels: An analysis of FDA Guidelines and the potential legal implications for marketing in the sport industry. Abstract submitted for the 25th Annual Conference of the North American Society for Sport Management, New London, Ontario, CANADA.

14. Masteralexis, L.P., & Moorman, A.M. (2011, March). Sport tours and liability for unfair business practices: A case study examining legal issues facing the business of sport tours. Abstract submitted to the 24th Annual Conference of the Sport and Recreation Law Association, Savannah, Georgia.
15. Moorman, A.M. & Hums, M.A. (2010, September). An analysis of the relationship between the United Nations Convention on the Rights of Persons with Disabilities and United States disability discrimination laws. Presentation & published abstract at the European Sport Management Association Annual Meeting, Prague, Czech Republic.
16. Moorman, A.M. (2010, June). The impact of the ADA on sport competition and eligibility rules: A compliance model for sport organizations. Presentation & published abstract for the 25th Annual Conference of the North American Society for Sport Management, Tampa, Florida.
17. Moorman, A.M., Grady, J., & Andrew, D.P.S. (2010, March). A framework for law and policy research in sport management. Presentation & published abstract at the 23rd Annual Conference of the Sport and Recreation Law Association, Albuquerque, New Mexico.
18. Moorman, A.M., Greenhalgh, G., Hambrick, M., & Simmons, J. (2010, March). Run ‘til somebody quits’: An examination of procedural and governance repercussions following the death of a Kentucky high school football player. Presentation & published abstract at the 23rd Annual Conference of the Sport and Recreation Law Association, Albuquerque, New Mexico.
19. Hums, M.A., Moorman, A.M. Wolff, E.A., Morris, A., & Lyras, A. (2009, September 16-19). Monitoring human rights in sport: How a human rights in sport checklist can assist with best practices. Presentation & published abstract at the European Sport Management Association Annual Meeting, Amsterdam, Netherlands.
20. Brownlee, E.A., Greenwell, T.C., & Moorman, A.M. (2009, October 29). Ambush marketing in MLB: Are loyal fans fooled? Presentation & published abstract at the Annual Conference of the Sport Marketing Association, Cleveland, Ohio.
21. Bruening, Misener, Kihl, Daprano, Moorman, Wolff, Madsen, & Evanovich. (2009, May 27-30). Civic engagement: Educating citizens through sport management. Presentation & published abstract for the 24th Annual Conference of the North American Society for Sport Management, Columbia South Carolina.
22. Brownlee, Greenwell, & Moorman. (2009, May 27-30). The value of official sponsorship designation. The case of ambush marketing in Major League Baseball. Presentation & published abstract for the 24th Annual Conference of the North American Society for Sport Management, Columbia South Carolina.
23. Nagal, Southall, & Moorman. (2009, March 4-7). Eminent domain and sports: An intriguing future. Presentation & published abstract at the 22nd Annual Conference of the Sport and Recreation Law Association, San Antonio, Texas.
24. Moorman, A.M., & Grady, J. (accepted/withdrawn due to travel conflict). “Muck Fizzou”: Emerging First Amendment issues in sport. Presentation proposal accepted for the Annual Conference of the Academy of Legal Studies in Business, August, 2008, Long Beach, California, USA.

25. Yiamouyiannis, A., & Moorman, A. (2008, May 29). The under representation of women as coaches of men's collegiate sport teams: Are legal approaches needed to address occupational closure? Presentation & published abstract at the 23rd Annual Conference of the North American Society for Sport Management, June, 2008, Ontario, Canada.
26. Grady, J., & Moorman, A. (2008, May 30). "Muck Fizzou" "Vick 'em," & "I've been ejected": Emerging First Amendment issues in sport. Presentation & published abstract at the 23rd Annual Conference of the North American Society for Sport Management, June, 2008, Ontario, Canada.
27. Hums, M., & Moorman, A. (2008, Feb. 28-March 2). Oscar Pistorius' quest for the Olympic Games – Legal and policy challenges facing International Sport Federations to accommodate athletes with disabilities. Presentation & published abstract at the 21st Annual Conference of the Sport and Recreation Law Association, Myrtle Beach, South Carolina, USA
28. Moorman, A. (2008, Feb. 28-March 2). Pat-down searches and mandatory breathalyzer tests: The 4th Amendment has left the sports stadium and arena. Presentation & published abstract at the 21st Annual Conference of the Sport and Recreation Law Association, Myrtle Beach, South Carolina, USA.
29. Moorman, A., Dittmore, S., & Hums, M. (2008, Feb. 28-March 2). Thirty years after the Amateur Sports Act of 1978: What are the current legal and policy implications for U.S. Olympic Sport. Presentation & published abstract at the 21st Annual Conference of the Sport and Recreation Law Association, Myrtle Beach, South Carolina, USA.
30. Moorman, A. (2007, August). The Supreme Court and civil rights in sport: A review of sexual harassment cases under Title VII and Title IX. Presentation & published abstract at the Annual Conference of the Academy of Legal Studies in Business, Indianapolis, Indiana, USA.
31. Moorman, A., Hums, M, and Wolff, E. (2007, Feb 28-March 3). Reasonable Accommodations: How recent court decisions continue to shape sport organizational policies toward people with disabilities. Presentation & published abstract at the 20th Annual Conference of the Sport and Recreation Law Association, Greensboro, North Carolina, USA.
32. Moorman, A., & Masteralexis, L. (2007, Feb 28-March 3). An analysis of Supreme Court decisions from 1873 to the present: How important is the sport context to the outcome of Supreme Court cases. Presentation & published abstract at the 20th Annual Conference of the Sport and Recreation Law Association, Greensboro, North Carolina, USA.
33. *Moorman, A. (2007, May 30-June 3). The Supreme Court and civil rights in Sport: Sexual harassment and the coach/student athlete relationship. Presentation & published abstract at the 22nd Annual Conference of the North American Society for Sport Management, Miami, Florida, USA.
34. Hums, M., & Moorman, A. (2007, May 30-June 3). Sport and Human Rights: Developments in the Human Rights movement and disability sport initiatives. Presentation & published abstract at to the 22nd Annual Conference of the North American Society for Sport Management, Miami, Florida, USA.
35. 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 & published abstract at the Annual Meeting of the Academy of Legal Studies in Business, St. Petersburg, Florida, USA.

36. 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 & published abstract at the 21st Annual Conference of the North American Society for Sport Management, Kansas City, Missouri, USA.
37. Park, S., & Moorman, A. (2006, March 1-4). Strategic and innovative use of insurance in the sport industry: Implications for improving risk management techniques. Presentation & published abstract at the 19th Annual Conference of the Sport and Recreation Law Association, Albuquerque, New Mexico, USA.
38. Hums, M., & Moorman, A. (2006, March 1-4). Sport as a human right: The role of sport organizations in the human rights movement. Presentation & published abstract at the 19th Annual Conference of the Sport and Recreation Law Association, Albuquerque, New Mexico, USA
39. Moorman, A.M. (2005, August 2-5). Title IX at the crossroads again! Retaliation claims and the scope of Title IX protections. Presentation & published abstract at the Annual Meeting of the Academy of Legal Studies in Business, San Francisco, California, USA.
40. 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 & published abstract at the 20th Annual Conference of the North American Society for Sport Management, Regina, CANADA.
41. 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 & published abstract at the 18th Annual Conference of the Sport and Recreation Law Association, Virginia Beach, Virginia, USA.
42. 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 & published abstract at the 18th Annual Conference of the Sport and Recreation Law Association, Virginia Beach, Virginia, USA.
43. 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 & published abstract at the 2nd Annual Meeting of the Sport Marketing Association, Memphis, Tennessee, USA.
44. Grady, J., & Moorman, A.M. (2004, November 18-20). Legal issues in sport broadcasting and webcasting: Implications for sport properties. Presentation & published abstract at the 2nd Annual Meeting of the Sport Marketing Association, Memphis, Tennessee, USA.
45. 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 & published abstract at the 19th Annual Conference of the North American Society for Sport Management, Atlanta, Georgia, USA.

46. Grady, J., McKelvey, S., Moorman A., & Clement, A. (2004, June 2-6). Symposium on the relationship between intellectual property law and sport marketing. Presentation & published abstract at the 19th Annual Conference of the North American Society for Sport Management, Atlanta, Georgia, USA.
47. 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 & published abstract at the Annual Meeting of the Society for the Study of the Legal Aspects of Sport & Physical Activity, Las Vegas, Nevada, USA.
48. Hums, M.A., Moorman, A.M., & Fay, T.G. (2003, September 11-14). Educating future sport managers about the Paralympic Games: Integrating the Paralympic Games into a sport management curriculum. Abstract published at the VISTA 2003 Conference on Sports for Youths with Disabilities, Bollnäs, Sweden.
49. Sharp, L., & Moorman, A.M. (2003, August 12-16). Should erroneous academic advice to student athletes be actionable in tort? Presentation & published abstract at the Annual Meeting of the Academy of Legal Studies in Business, Nashville, Tennessee.
50. Sharp, L., Moorman, A.M., & Claussen, C.L. (2003, May 27-31). Symposium on legal issues for sport managers: Intersection between law and policy. Presentation & published abstract at the 18th Annual Conference of the North American Society for Sport Management, Ithaca, New York, USA.
51. Moorman, A.M., Hums, M.A., & Wolf, E. (2003, March 7-9). A review of legal and policy developments in accommodating athletes with disabilities in sport and educational environments. Presentation & published abstract at the Annual Meeting of the Society for the Study of the Legal Aspects of Sport & Physical Activity, Atlanta, Georgia, USA.
52. Moorman, A.M., & Sheilley, H. (2003, March 7-9). Legal challenges and developments regarding tobacco sponsorship of sport. Presentation & published abstract at the Annual Meeting of the Society for the Study of the Legal Aspects of Sport & Physical Activity, Atlanta, Georgia, USA.
53. Moorman, A.M., & Sharp, L.A. (2002, July 28-31). Free speech, public relations, and intellectual property rights in the sport industry. Presentation & published abstract at the Annual Meeting of the Academy of Legal Studies in Business, Las Vegas, Nevada.
54. Claussen, C., Sharp, L., & Moorman, A. (2002, May 30-June 2, 2002). Symposium on law & policy for sport administrators: Exploring current legal issues. Presentation & published abstract at the 16th Annual Meeting of the North American Society for Sport Management, Canmore, Alberta, CANADA
55. Moorman, A.M., & Masteralexis, L.P. (2002, March 7-9). How does the U.S. Supreme Court treat sport related cases? Do cases rooted in sport warrant unique treatment by the Supreme Court? Presentation & published abstract at the 15th Annual Meeting of the Society for the Study of Legal Aspects of Sport and Physical Activity, Waco, Texas.
56. Sharp, L.A., & Moorman, A.M. (2002, March 7-9). Conducting and understanding legal research: A workshop in current legal research resources and materials. Presentation & published abstract at the 15th Annual Meeting of the Society for the Study of Legal Aspects of Sport and Physical Activity, Waco, Texas.

57. Hums, M.A., Moorman, A.M., & Wolff, E.A. (2001, July). A different lens: Examining disability sport from a sport management perspective. Presentation & published abstract at the International Federation of Adapted Physical Activity Congress, Vienna, Austria.
58. Gaskin, L.P., Hums, M.A., & Moorman, A.M. (2001, October, 12-13). Recent developments in Title IX: Facility adequacy, the contact sport exception, and national governing bodies. Presentation at the Annual Meeting of the Southern Association of Women in Physical Activity, Sport, and Health, Biloxi, Mississippi.
59. Moorman, A.M., Claussen, C., & Sharp, L.A. (2001, May 31-June 3). Symposium on current legal issues affecting the business and management of sport. Presentation & published abstract at the 15th Annual Meeting of the North American Society for Sport Management, Virginia Beach, Virginia.
60. Funk, D.F., Ridinger, L.A., & Moorman, A.M. (2001, May 31-June 3). Understanding the relationship between consumer motives and involvement with professional sport teams. Presentation & published abstract at the 15th Annual Meeting of the North American Society for Sport Management, Virginia Beach, Virginia.
61. Moorman, A.M., Hums, M.A., & Wolff, E. (2001, March 7-11). *Casey Martin* revisited: Supreme Court review of the Americans with Disabilities Act and professional golf. Presentation & published abstract at the 14th Annual Meeting of the Society for the Study of the Legal Aspects of Sport and Physical Activity, Branson, Missouri.
62. Moorman, A.M., & Masteralexis, L.P. (2001, March 7-11). *PGA Tour v. Casey Martin*: Writing an *Amicus* brief to the U.S. Supreme Court. Presentation & published abstract at the 14th Annual Meeting of the Society for the Study of the Legal Aspects of Sport and Physical Activity, Branson, Missouri.
63. Moorman, A.M., and Short, G. (2001, May 31-June 3). An analysis of consumer perceptions toward ambush marketing practices: The ethical dimension. Presentation & published abstract at the 15th Annual Meeting of the North American Society for Sport Management, Virginia Beach, Virginia.
64. Moorman, A.M., & Hums, M.A. (2000, March). The right of privacy of professional athletes: Do professional athletes have any privacy rights? When is enough, enough? Presentation & published abstract at the 13th Annual Meeting of the Society for the Study of Legal Aspects of Sport and Physical Activity, Albuquerque, New Mexico.
65. Hums, M.A., Moorman, A.M., & Wolff, E. (2000, March). 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. Presentation & published abstract at the 13th Annual Meeting of the Society for the Study of Legal Aspects of Sport and Physical Activity, Albuquerque, New Mexico.
66. Sharp, L.A., Moorman, A.M., & Claussen, C. (2000, June 1-3). Symposium on current legal issues affecting the business and management of sport. Presentation & published abstract at the Annual Meeting of the North American Society for Sport Management, Colorado Springs, Colorado.

67. Hums, M.A., & Moorman, A.M. (2000, September 6-10). Integration of Paralympic Athletes Into National Sports Organizations: Selected Comparative Models. Presentation & published abstract at the 8th Congress of the European Association for Sport Management (EASM), San Marino.
68. Funk, D.F., Ridinger, L.A., & Moorman, A.M. (2000, June 1-3). An empirical examination of spectator motives in women's professional basketball. Presentation & published abstract at the Annual Meeting of the North American Society for Sport Management, Colorado Springs, Colorado.
69. Hums, M.A., & Moorman, A.M. (1999, August 28-September 1). Women working in the management of sport for people with disabilities: Career paths and challenges. Abstract published at the VISTA '99 International Conference on Sport for Athletes with a Disability - New Horizons, Cologne, Germany.
70. Moorman, A.M., Short, G.D., & Petrosko, J.M. (1999, June 2-6). Ethical perceptions of Canadian and United States consumers toward ambush marketing practices in sport advertising. Presentation & published abstract at the 14th Annual North American Society for Sport Management, Vancouver, British Columbia, Canada.
71. Hums, M.A., Moorman, A.M., & Nakazawa, M. (1999, June 2-6). Corporate sports leagues for women in Japan: Current status and future challenges. Presentation & published abstract at the 14th Annual North American Society for Sport Management, Vancouver, British Columbia, Canada.
72. Moorman, A.M., & Hums, M.A. (1999, March 2-6). Student athlete liability for NCAA violations: Could they or should they be held accountable? Presentation & published abstract at the Twelfth Annual Sport, Physical Activity, Recreation and Law Conference, St. Simons Island, Georgia.
73. Hums, M.A., & Moorman, A.M. (1998, September 30-October 4). International status of women's professional sports leagues. Presentation & published abstract at the 6th Congress of the European Association for Sport Management (EASM), Madeira, Portugal.
74. Hums, M.A., & Moorman, A.M. (1998, November 7). Legal aspects of sport management. Presentation & published abstract at the Annual Conference of the Kentucky Association of Health, Physical Education, Recreation and Dance, (KAHPERD), Bowling Green, Kentucky.
75. Moorman, A.M., & Hums, M.A. (1998, March 11-14). Sport logo trademark infringement by the Christian apparel industry. Presentation & published abstract at the Eleventh Annual Sport, Physical Activity, Recreation and Law Conference, Tucson, Arizona.
76. Moorman, A.M. (1998, May 28-31). Ethical dimensions of consumers' perceptions of sport advertising and ambush marketing practices: Are these practices honest, illegal or just sound business practice? Presentation & published abstract at the 13th Annual Conference of the North American Society for Sport Management (NASSM), Buffalo, New York.
77. Moorman, A.M. (1997, May 28-June 1). Consumers' ethical perceptions of ambush marketing in sport advertising. Presentation & published abstract at the 12th Annual Conference of the North American Society for Sport Management (NASSM), San Antonio, Texas.

Invited, Business & Legal articles in non-peer reviewed publications

1. Moorman, A.M., & Dittmore, S.W. (2007, June 25). NCAA loses public sentiment points in blogging issue. *Street & Smith's SportsBusiness Journal*, p. 29.
2. Moorman, A. (2004, July 9). Sport management profession continues to develop. Guest comment in *Business First*, p. 19.
3. Hums, M.A., & Moorman, A.M. (2002, May). Marketing Paralympic sport: A sport management perspective. *Int'l Council of Sport Science & Physical Education Bulletin*, 35, 23-25.
4. Moorman, A., & Masteralexis, L. (2001, June 11-17). PGA-Martin ruling's a verdict for inclusion, not doom. *Street & Smith's SportsBusiness Journal*, 4(8), 32.
5. What's so bad about ambush marketing? (August, 2001). *The Sponsorship Report*, 16(8), 7. [Canadian business/professional publication].
6. Ambush marketing: New study shows consumers see ambush marketing as an ethical – not just a legal – issue. (August, 1999). *The Sponsorship Report*, 14(8), 3. [Canadian business/professional publication reporting certain aspects of Moorman, Short, & Petrosko study].

Doctoral Student Mentoring and Advising Activities

Dissertation Co-Chair

Eric Brownlee: Dissertation Title: Assessing the effectiveness of ambush marketing in Major League Baseball. (Fall, 2008)

Dissertation Committees

1. Itoh, Maki: Dissertation Title: Rode model influence on the careers of women working in the management of professional baseball. (Summer, 2014).
2. Mahoney, Tara: Dissertation Title: Exploring the influence of social media on future intentions of charity sport participants. (Spring, 2013).
3. Stinnett, Brad: Dissertation Title: Sustainability and collegiate recreational sports facilities. (Spring, 2013). (WKU/UofL partnership)
4. Hancock, Meg: Dissertation Title: Women in intercollegiate athletics: An exploration of the career development of female senior administrators. (Spring, 2012).
5. Ha, Jae-Pil: Dissertation Title: The role of acculturation and ethnic identity in understanding Asians' sport consumption behavior in the United States. (Spring, 2012).
6. Tan, Gary: Dissertation Title: Examining the moderating effect of team identification on the relationships between college football season ticket holders' service personal values and their behavioral intentions. (Summer, 2011).

7. Simmons, Jason: Dissertation Title: Fan-family conflict: An examination of inter-role conflict between sport fan and family roles. (Spring, 2011).
8. Greenhalgh, Greg: Dissertation Title: An examination of professional niche sport sponsorship: Sponsors' objectives and selection criteria. (Summer, 2010).
9. Dustin Thorn: Dissertation Title: Perceptions of organizational justice, job satisfaction, and organizational commitment in intercollegiate athletics: A study of NCAA men's sport coaches (Spring 2010).
10. Marion E. Hambrick: Dissertation Title: Examining the Change Process in Sport: A Systems-Based Approach. (Spring 2010)
11. Sagatomo Tokuyama: Dissertation Title: Examining different characteristics in consumer motivation for participant sport and spectator sport. (Summer, 2009).
12. Jason Miller: Dissertation Title: High school boys' basketball and the social structure of suburban, rural, and urban high school communities: A comparative case study (Fall, 2008)
13. James Darren Smith: Dissertation Title – Leadership theories and organizational culture in public recreation programs. (Fall, 2008). (WKU/UofL Partnership)
14. Amy Baker: Dissertation Title: Mentoring relationships in sport management: Perceptions of faculty as protégés. (Spring, 2006).
15. Tina Marie Chitwood Smith (ELFH): Dissertation Title: A comprehensive analysis of judicial responses to negligence cases in elementary school. (Spring, 2005) (Served as Legal Methodologist).
16. Carrie Beardon (ELFH): Dissertation Title: The application of the least restrictive environment provision as it relates to residential placement decisions made under the Individuals with Disabilities Education Act. (Spring, 2005). (Served as Legal Methodologist).
17. Lisa Lynn Rausch Fulks (ELFH): Dissertation Title: An examination of court decisions involving adverse employment actions against administrators in P-12 Education. (Spring, 2005). (Served as Legal Methodologist),
18. Ian Patrick: Dissertation Title: Distributive justice in intercollegiate athletics: An examination of equality, revenue production, and need. (Spring, 2004)
19. Glenna Bower: Dissertation Title: Factors influencing the willingness to mentor female campus recreation professionals. (Spring, 2004)
20. Holly Sheilley: Dissertation Title: Ethical decision making of NCAA Division I and III coaches. (Spring, 2004)

Grant and Funding Activities

PGA of America. (2014, August). Negotiated and supervised \$5,000 partnership with PGA of America arranging for 30 Sport Administration students to coordinate hospitality services during the 2014 PGA Championship, Valhalla Golf & Country Club, Louisville, Kentucky.

Aquarius Sports Marketing and Kentucky Motor Speedway. (2011, May-July). Negotiated and supervised \$7,500 partnership with Aquarius Sports Marketing engaging 17 Sport Administration Students in marketing research data collection during the NASCAR Quaker State 400 Week-end.

Gameday Management Group and World Games Foundation. (2010, September/October). Negotiated and supervised \$25,000 partnership with Gameday Management arranging for 20 Sport Administration students to coordinate transportation services during the 2010 World Equestrian Games, Lexington, Kentucky.

Lyras, A., Mafukidze, J., Moorman, A., Hums, M., Wolff, E., Tokuyama, T., Greenwell, C., Tubbs, T., & Jones, C. (co-investigator, 2009, unfunded). Sport I.D.E.A.L.S. (Innovation, Development, Engagement, Activism, Literacy and Service). Federal grant proposal submitted to the Bureau of Educational and Cultural Affairs, USA (\$269,391.00).

International Center. (2009, 2007). \$500.00 Travel Grant awarded for the European Association of Sport Management Conference (2009) and the North American Society of Sport Management annual meeting (2007).

Delphi Learning Center. (2009, May). \$1,000.00 Distance Education Training Grant to attend Camp Delphi and develop an online class.

PGA of America. (2008, September/October). Negotiated and supervised \$10,000 partnership with PGA of America arranging for 50 Sport Administration students to coordinate hospitality services during the 2008 Ryder Cup, Valhalla Golf & Country Club, Louisville, Kentucky.

Shonk, D., Moorman, A., Hums, M., Pack, S., Greenwell, C., & Crawford, S. (**Co-PI**: submitted February 9, 2007, unfunded). 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. (co-investigator). 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.

Disney Sports Attractions, Inc. (2002). Responsible for administration of \$26,400 internship grants for graduate students participating in Disney's internship program beginning July 2002 through August 2003.

Sports Marketing Surveys Ltd. (2001, unfunded). Research proposal submitted to conduct research regarding ethical perceptions of fans toward ambush marketing activities at Salt Lake City, Olympic Games, \$8,000

University of Louisville, Provost's Office. (1999). \$4,000 (awarded). Co-investigator on research project to develop a fan assessment instrument to measure spectator motives relating to women's professional sport.

University of Louisville. (1998). \$500 awarded, Provost's Office, Mini-grant for developing a WR (Writing) course.

Editorial Activities

Journal of Sport Management – Section Editor and Member of Editorial Review Board 1998-2003; Invited Reviewer – 2004, 2005, 2007 to present.

Journal of Legal Aspects of Sport – Member of Editorial Review Board since 2001; Member Executive Review Board effective March, 2009.

Sport Marketing Quarterly – Section Editor and Member of Editorial Review Board since 2001-2012; 2016 to present; Invited reviewer 2012 to present.

Women's Sport and Physical Activity Journal – Invited Reviewer, 2013

International Journal of Sport Marketing and Sponsorship – Invited Reviewer, 2010 to present

International Journal of Sport Communication – Invited Reviewer, 2010 to present

Sport Management Review – Invited Reviewer, 2010 to present

Lead-Editor, **Sport Marketing & the Law** (Special Section/Feature Column) published quarterly in ***Sport Marketing Quarterly***. Edited the following feature columns.

Southall, R.M., & Nagel, M.S. (2011). NCAA v. *The Associated Press*: Open records ruling may affect future athletic department activities. *Sport Marketing Quarterly*, 20(3), 170-173.

Baker III, T. A., & Byon, K. K. (2011). The Fourth Circuit's application of the fair use doctrine in *Bouchat v. Baltimore Ravens, Ltd. P'Ship*. *Sport Marketing Quarterly*, 20(2), 112-114.

McMillen, J., & McMillen, R. (2011). Sport slogans and trademark law: Are the Dallas Cowboys really "America's Team"? *Sport Marketing Quarterly*, 20(1), 53-55.

McKelvey, S., & Heim, D. (2010). What's in a name? *AFL Philadelphia LLC v. Krause* provides legal lessons for sport organizations on use of employee names in company communications. *Sport Marketing Quarterly*, 19(4), 226-228.

Masteralexis, L. (2010). *American Needle v. National Football League* and the future of collective licensing agreements in sport. *Sport Marketing Quarterly*, 19(3), 166-169.

Grady, J. (2010). New life art decision breathes new life into artists' first amendment rights. *Sport Marketing Quarterly*, 19(1), 48-50.

- Bortman, E. (2009). The Jordan's furniture "Monster Deal": A legal gamble? *Sport Marketing Quarterly*, 18(4), 218-221.
- Kaburakis, A., & McKelvey, S. (2009). Facenda Jr. v. NFL Films, Inc.: "Voice of God" case settled after Third Circuit ruling. *Sport Marketing Quarterly*, 18(2), 107-111.
- Grady, J. (2009). *Smack Apparel* revisited on appeal: Significant victory or narrow extension of trademark protection for universities' color schemes? *Sport Marketing Quarterly*, 18(1), 54-56.
- Grady, J. (2007). Fantasy stats case tests limits of intellectual property protection in the digital age. *Sport Marketing Quarterly*, 16(4), 230-232.
- Brown, M.T., Zeufle, D.M., & Batista, P.J. (2007). Will the real 12th Man please stand up? Texas A & M and Seattle Seahawks settle dispute over right to identify fans as '12th Man'. *Sport Marketing Quarterly*, 16(2), 115-117.
- Sharp, L.A. (2007). Foreseeability and flying t-shirts: *Palsgraf* revisited. *Sport Marketing Quarterly*, 16(1), 36-37.
- McKelvey, S. (2006). "Dawg Pound" decision provides guidance for fan group-related trademarks. *Sport Marketing Quarterly*, 15(2), 181-183.
- McKelvey S., & Epstein, A. (2006). "Beerman" served a cold response from the Tenth Circuit. *Sport Marketing Quarterly*, 15(1), 50-52.
- Grady, J. (2005). University of Alabama case to test limits of trademark licensing in sport art cases. *Sport Marketing Quarterly*, 14(4), 251-252.
- McKelvey, S. (2005). Sport celebrities and the right of publicity take a new "Twist". *Sport Marketing Quarterly*, 14(3), 188-190.
- Reese, J.T., & Snyder, D.L. (2005). Legal implications of reselling tickets above face value. *Sport Marketing Quarterly*, 14(2), 123-124..
- Andrew, D.P.S., & Grady, J. (2005). Access Now v. Southwest Airlines: A net loss for web users with disabilities. *Sport Marketing Quarterly*, 14(1), 54-56.
- Sharp, L. (2004). Jeremy Bloom and the NCAA amateurism rules. *Sport Marketing Quarterly*, 13(4), 236-238.
- McKelvey, S. (2004). MMAA v. Netfire: "March Madness" protection strengthened for NCAA. *Sport Marketing Quarterly*, 13(2), 117-119.

- Grady, J. (2004). Right of publicity and trademark case: Implications for marketing professional athletes. *Sport Marketing Quarterly*, 13(1), 59-60.
- McKelvey, S. (2003). Unauthorized use of event tickets in promotional campaign may create new legal strategies to combat ambush marketing: *NCAA v. Coors*. *Sport Marketing Quarterly*, 12(2), 117-118.
- Sharp, L. (2003). Trademark dilution: Beanie Babies[®] Battles. *Sport Marketing Quarterly*, 12(1), 60-61.
- Sharp, L. (2002). Are public relations campaigns commercial speech? *Sport Marketing Quarterly*, 11(3), 190-192.
- Sharp, L. (2001). "Typosquatting" Forbidden under ACPA. *Sport Marketing Quarterly*, 10(4), 241-242.
- Sharp, L. (2001). Baltimore Ravens lose in logo dispute. *Sport Marketing Quarterly*, 10(2), 112-113.
- Brown, M.T., & Kreutzer, A. (2002). Reducing risk in promotion: The incorporation of risk management principles by sport marketers. *Sport Marketing Quarterly*, 11(4), 252-253.

Staff Editor – Board of Editors. *Journal of Air Law & Commerce*, Southern Methodist University, School of Law (1984-85)

Legal Seminars, Industry Publications, & Law Review Papers

Collection Practices and Strategies Seminar- National Business Institute
September 1992 - Oklahoma City, Oklahoma "Judgments: Getting
Your Judgment and Keeping Your Judgment".

Collecting Judgments in Oklahoma Seminar - National Business Institute
August 1994 - Oklahoma City, Oklahoma "Fair Debt Collection Practices".

Moorman, A.M. (1985). *Comment: Discriminatory Employment Practices in the Airline Industry*. Unpublished manuscript, *Journal of Air Law & Commerce*, Southern Methodist University, School of Law.

Moorman, A.M. (1984). *CaseNote: First Amendment Protection of Commercial Speech in Advertising: Public v. Private Airports*. Unpublished manuscript, *Journal of Air Law & Commerce*, Southern Methodist University, School of Law.

Service, Leadership, and Administrative Activities

Departmental Service and Administrative/Leadership Activities

- Current Assignments
 - **Member, Sport Administration Doctoral Admissions Committee** – 2004 to present.
 - **Member, Sport Administration Graduate Admissions Committee** – 1999 to present
 - **Ex officio Member, HSS Personnel Committee**
- Additional Contributions
 - Interim Co-Chair, Department of Health and Sport Sciences – July 1, 2011 to July 1, 2014.
 - Program Director, Sport Administration Program – January 2005 to July 1, 2011.
 - Coordinated and Prepared Ph.D. Proposal, Fall 2007, Fall 2009.
 - Chair, Faculty Search Committee, Fall 2010
 - Coordinate volunteer recruitment for sport administration program involving sport administration students in community sport and entertainment events. Have coordinated recruitment for numerous events involving 100's of sport administration students.
 - Negotiated and supervised \$10,000 partnership with PGA of America arranging for 50 Sport Administration students to coordinate hospitality services during the 2008 Ryder Cup, Valhalla Golf & Country Club, Louisville, Kentucky.
 - Member, Facility Renovation Committee for Crawford Gym – August 2005 to Present.
 - Vice-Chair, Department of Health & Sport Sciences – March 2004 to August 2005.
 - Interim-Chair, Department of HPES – September 2003-March 2004
 - Undergraduate Sport Administration Program Director - Summer 2000 to Sept. 2003.
 - Chair, Sport Administration Faculty Search Committee 2000-01; 2004-05, 2009
 - Academic Team Leader, Masters Program, Athens, Greece. Responsible for preparing annual course schedule and confirming faculty teaching assignments.
 - Member, Sport Administration Faculty Search Committee, 1998-99; Summer 2000; 2003-04.
 - Member, Exercise Science Search Committee, 1998-00; 2003-04.
 - Member, HPES Curriculum Committee, 2000-01.
 - Chair - HPES Departmental Committee on Advising Issues - 1997. Developed advising guidelines and course sequence for use with undergraduate sport administration students.
 - Reviewed Program Evaluation - Strategic Planning for Sport Administration Program
 - Assisted with creation and organization of Sport Administration Club. Faculty advisor to the Sport Administration Club – 1997-99.
 - Coordinated and organized the Sport Administration Club annual golf scramble fundraiser (1998, 1999, 2000, 2001, 2002).

College Service Activities

- Current Assignments
 - **Policy Review Standing Committee**
 - **Personnel Committee**
- Additional Contributions
 - Member, CEHD, Policy Review Committee, October, 2011 to April, 2012.

- Parliamentarian, CEHD Faculty Assembly, 2008-2011.
- Member, College of Education & Human Development (CEHD) Planning and Budget Standing Committee, August 2007 to October, 2011.
- Member, College of Education & Human Development By-Laws Committee, 2006 to 2011.
- CEHD Faculty Senate Representative, University Faculty Senate, August 2004-2007, August 2009-June 2010
- CEHD Representative, University Faculty Grievance Committee, April 2004-December 2006
- Chair - CEHD Standards & Admissions Standing Committee, August 2001-2004
- Member - CEHD Faculty Grievance Standing Committee, July 1998 to April 2003.
- Member - CEHD Web-Site Priorities Committee, April 2002 to Present.
- Member – CEHD Standards and Admissions Committee, July 1999 to Present.
- School of Education Liaison for UofL Metro United Way Campaign
- Member of Organizing Committee for the School of Education Fall Festival (Director of Chili Cook-off) 1997 - University of Louisville, Louisville, KY.
- Assistant Coordinator for School of Education Chili Cook-Off - 1996 Fall Festival - University of Louisville, Louisville, KY.

University Service Activities

- Current Assignments
 - **Invited Member – Provost Budget Advisory Committee, January 2009 to present.**
 - **Founding Member, Leadership Delegation for the Faculty & Staff for Human Rights Committee, November 2004 to present**
- Additional Contributions
 - Invited Member, UofL 21st Century University Initiative, Technology, Demographics, and Engagement Committee (Core Committee Member).
 - Invited Member, Department Chair’s Business Training Initiative for training pilot program.
 - Chair, NCAA Athletics Certification Steering Committee – July 2009 to July 2011
 - Member – Commission on the Status of Women (COSW) (Presidential appointment, August, 2004, reappointed, August 2008)
 - Moot Court Coach – Sport and Entertainment Law student moot court competition, Brandeis School of Law, 2009-10; 2011-12.
 - Member – Presidential Blue Ribbon Commission investigating doctoral degree integrity, September, 2008 to April, 2009.
 - Member, Executive Committee, University Faculty Senate, August 2006-August 2007.
 - Chair – University Faculty Grievance Committee, May 2004 – August 2006
 - 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.
 - University Faculty Senate – CEHD elected representative, July 1, 2004-August, 2007.

- 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, 2008.
- Member - University Faculty Grievance Committee, May-Aug, 1998.

Professional Service Activities

- **Current Activities**
 - Member, Sport and Recreation Law Association
 - Member, North American Society for Sport Management
 - Member, Academy for Legal Studies in Business
 - Member, European Association for Sport Management
 - Member, National Sports Law Institute
- **Leadership in National and International Professional Associations**
 - Sport and Recreation Law Association
 - President-Elect, President, Past-President – 2007-2010
 - Conference Program Chair, – 2009-10
 - Vice-President for Restructuring – 2003-2004
 - Member at Large, Executive Council – 2001-2003
 - North American Society for Sport Management
 - Member at Large, Executive Council – 2003-2005
 - Chair, Abstract Review Committee for Legal Submissions - Annual Meeting of the North American Society for Sport Management (NASSM) – 2002, 2003, 2004, 2013
 - Academy of Legal Studies in Business
 - Chair, Marketing Law Section -2004-2005
- **Additional Contributions**
 - Abstract Reviewer – Annual Meeting of the Sport & Recreation Law Association, 1999, 2004-present
 - Guest Reviewer, Special Issue of the *Journal of Sport Management* entitled “Diversity Issues in Sport and Leisure” – Fall, 2004.
 - Member, Abstract Review Committee for Legal Submissions – Annual Meeting of the North American Society for Sport Management (NASSM) – 2000, 2005, 2012
 - Member - Website Advertising Committee - (2002-2003) - North American Society for Sport Management (NASSM)
 - Abstract Reviewer. (September, 2002). Sport Management Submissions for AAHPERD 2003 Conference.
 - Reviewer. Student Paper Competition, SSLASPA, 1999.

Community Service Activities

- Guest Speaker, Louisville Rotary Club, Spring 2009. Topic: Legal Issues in Sport
- 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.
- Assisted with score keeping during Kentucky Special Olympics Annual Softball Championship Tournament, August 15, 1998.
- Member - Local Organizing Committee, UPS/USA Team Handball National Tournament and UPS Team Handball Olympic Trials, May 2-5, 1996, Oklahoma City, Oklahoma

Licenses, Associations, & Memberships

Licensed to Practice Law

- United States Supreme Court
- State of Oklahoma
- United States Court of Federal Claims
- United States District Court/Western District of Oklahoma
- United States Court of Appeals for the 10th Circuit
- Northern District of Texas

Associations & Memberships

- North American Society for Sport Management (NASSM)
- Sport & Recreation Law Association (SRLA) (formerly Society for the Study of Legal Aspects of Sport and Physical Activity (SSLASPA))
- Academy of Legal Studies in Business (ALSB)
- Oklahoma Bar Association

Faculty Honors, Awards, & Nominations

- Recognized by the *Sport and Recreation Law Association* as the *Betty van der Smissen Leadership Award* recipient – March, 2012.
- Received the inaugural “*Leadership & Service Award*” at the UofL Sport Administration Alumni Speaker Series - April, 2010.
- 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.
- Nominated for 1998 Provost's Award for Exemplary Advising - UofL
- Invited to serve as representative for School of Education on university campaign organizing committee for Metro United Way fundraising campaign (1998) UofL