

Clark D. Haptonstall, Ph.D.

(713) 348-8813 office | hapton@rice.edu

EDUCATION

Doctor of Philosophy, May 2005

Department of Sport Management

Florida State University, Tallahassee, FL

Specialization: Sport Administration

Emphasis: Marketing, Media Relations, and Public Relations

Dissertation title: Measuring the effectiveness of mediated and non-mediated communication among Heisman Trophy voters

Master of Science, May 1994

Department of Exercise Science, Sport, & Recreation

Marshall University, Huntington, WV

Specialization: Athletic Administration

Bachelor of Arts, May 1991

Department of Exercise Science, Sport, & Recreation

Marshall University, Huntington, WV

Specialization: Sports Communication

EXPERIENCE

Department Chair

Professor in the Practice of Sport Management

July 2003 – present

Department of Sport Management

Rice University, Houston, TX

Serve as the Department Chair for the #1 ranked Sports Management program in the United States (out of 400+ universities), objectively rated by *Niche*. Responsibilities include the administration of the Department of Sport Management which consists of six full-time faculty members, a department administrator, and more than 160 undergraduate majors. Active in the recruitment of students to the major which saw a 300+% growth in the number of majors over an 18-year period. The Sport Management major was voted by Rice students as the #2 overall “Highest Quality” major at the university (out of 45

majors offered at the university). The Sport Management major has been ranked #1 or #2, in each of the past five years, in the student's ranking of "satisfaction with the major" within the School of Social Sciences (out of 12 majors). Updated the curriculum of the Sport Management major to include "areas of concentration" including law, leadership, and sport analytics. Developed the department's internship program which facilitates over 100 internships annually. Heavily involved in the preparation, placement, and supervision of students into internships, part-time and full-time positions in the sport and business industries. Co-developed two courses for the Fall 2019 semester that partner directly and work on a weekly basis with the Houston Texans and the Houston Rockets. Created four online classes. Established a Study Abroad program inside of our department with students studying and interning in London, Barcelona, Istanbul, and Singapore. Member of Rice's Committee on Teaching Excellence. Led the cumbersome process which enabled Rice University to receive "Program Approval" status from the North American Society of Sport Management (NASSM). At the time the "Program Approval" distinction was the highest academic achievement available in the field of sport management. Serve as the primary academic advisor to the students. Developed the official website for the program (www.sport.rice.edu) and serve as the editor. Teach two classes per semester. Organized and moderated the symposium entitled "*Sports: The \$250 Billion Business*," which featured a panel discussion with Drayton McLane, owner of the Houston Astros, and Leslie Alexander, owner of the Houston Rockets. Also organized and moderated the symposium entitled "Building a Champion: The 2017 Houston Astros - A Conversation with Jeff Luhnow and Reid Ryan." Luhnow was the General Manager of the Houston Astros and Ryan was the President of the Houston Astros.

Founder and CEO

April 2009 – May 2016

The Haptonstall Group, Houston, TX

In 2009, I started a Sports Marketing & Public Relations firm to assist professional athletes with their off-the-field commitments. In this role, I oversaw a combination of services for clients including public relations, marketing, event management, charity and community relations work, social media training, endorsement fulfillment, merchandise, and website content. Clients included George Foreman (former boxing champion, Olympic Gold Medalist & successful entrepreneur), Brian Ching (Houston Dynamo, and member of the United States Men's National Team that competed in the 2006 World Cup), Ginny Fuchs (boxer who won the 2016 United States Olympic Trials), James Casey (Houston Texans, Denver Broncos, Philadelphia Eagles), Stuart Holden (former Premier League player, member of the United States Men's National Team that competed in the 2010 World Cup), Brad Davis (Houston Dynamo, member of the United States Men's National Team that competed in the 2014 World Cup), Tally Hall (Orlando City SC & United States National Team), and Banded Brigade Outdoors (a non-profit organization designed to assist wounded military veterans). Four clients were named their team's top community relations performer, often more than once.

Clinical Instructor

August 2002 – May 2003

Department of Kinesiology and Health

Georgia State University, Atlanta, GA

Responsibilities included preparing materials for teaching two graduate level classes each semester in the field of sport administration. Integrated and designed a website to assist with instruction. Advised over 30 first-year graduate students. Assisted the Director of the Sport Administration Program with decisions about the future of the department. Established graduate assistant positions throughout the Atlanta market for students to work in the sport industry while pursuing their degree. Wrote questions for and evaluated graduate comprehensive examinations. Led a panel discussion of eight sport industry leaders in front of nearly 400 students, faculty and staff.

Teaching Assistant

August 2001 – August 2002

Department of Sport Management

Florida State University, Tallahassee, FL

Held this position in addition to my duties as a full-time doctoral student. Responsibilities included preparing materials for teaching two sections of undergraduate sport management classes each semester (roughly 200 total students). Designed detailed syllabi and incorporated Blackboard websites for use in the classes. Prepared lectures, assignments, and tests.

Research Assistant

August 2000 – August 2001

Department of Sport Management

Florida State University, Tallahassee, FL

Held this position in addition to my duties as a full-time doctoral student. Responsibilities included working a minimum of 20 hours a week with Dr. Michael Mondello. Wrote and researched literature reviews. Assisted in the administering of survey instruments to subjects in nationwide studies. Constructed web sites for use in the classroom. Collected and input data. Gathered information about the economic impact of the Super Bowl for Mondello's appearances on various television networks.

Visiting Assistant Professor

August 1999 – July 2000

Department of Exercise Science, Sport, & Recreation

Marshall University, Huntington, WV

Responsibilities included teaching a course load of 12 hours per semester plus five hours during the summer session. Served on various committees. Managed and advised the Sport Management students (roughly 110 undergraduate students and 15 graduate students). Oversaw the undergraduate Sport Management Program as well as the graduate Athletic Administration Program. Provided input to the Department Chair in regards to the structure and courses involved with those majors. Oversaw the internships for seniors and graduate students. Elevated to Graduate Faculty status. Promoted to serve on oral examination committees for graduate students.

Sports Information Director

August 1996 – August 1999

Department of Athletics

Marshall University, Huntington, WV

Responsibilities included directing the “Randy Moss for Heisman Trophy” campaign in 1997. Moss placed fourth in the voting which was the highest finish ever for a player from the Mid-American Conference. Moss also won the Biletnikoff Award that year as the top receiver in the country. Planned the “Chad Pennington for Heisman Trophy” efforts in 1998-99. Pennington finished in fifth place in the voting in 1999. Established Marshall’s first athletic department web site (www.HerdZone.com). Served as Media Director for the 1996 NCAA Division I-AA National Championship Game as well as the 1997 and 1998 Mid-American Conference Championship Football Games. Held the role as media liaison for the men’s basketball and football teams for the university. Oversaw a direct staff of six and 16 sports. Served as media spokesman for the athletic department. Chair of the department’s Hall of Fame committee.

Sports Information Director

July 1994 – August 1996

Department of Athletics

The Citadel, Charleston, SC

Responsibilities included overseeing the publicity efforts of 10 sports. Established the department’s first athletic department website. Editor of departmental publications. Spokesman for the athletic department.

Public Information Director

March 1994 – June 1994

University Relations Office

The University of Rio Grande, Rio Grande, OH

Responsibilities included producing all news releases and monitoring media coverage for the entire university. Served as an advisor for *Signals*, the school's newspaper. Also held the role of Sports Information Director for the university's athletic department and 10 varsity teams.

Assistant Commissioner & Co-Founder

January 1993 – July 1993

Frontier League (independent professional baseball)

Huntington, WV

Graduate Assistant Sports Information Director

May 1992 – February 1994

Department of Athletics

Marshall University, Huntington, WV

Sports Information Post-Graduate Intern

August 1991 – May 1992

Department of Athletics

Furman University, Greenville, SC

Media Relations Director

May 1990 – August 1991; May 1992 – August 1992

Huntington Cubs Professional Baseball (Class A affiliate of the Chicago Cubs)

Huntington, WV

PUBLICATIONS & PRESENTATIONS**Refereed articles**

Mondello, M., Kent, A. & **Haptonstall, C.** (2001). Relative importance of selected experience factors for job attainment in professional sports. Submitted to the International Sports Journal.

Non-refereed articles

Haptonstall, C. (2006). Cam Henderson. In *Encyclopedia of Appalachia*. Johnson City, TN.

Haptonstall, C. (2006). Hal Greer. In *Encyclopedia of Appalachia*. Johnson City, TN.

Haptonstall, C. (2005). Marco. In *West Virginia Encyclopedia*. Charleston, WV.

Haptonstall, C. (2005). Cam Henderson. In *West Virginia Encyclopedia*. Charleston, WV.

Mondello, M. & **Haptonstall, C.** (2001). A financial comparison of an institution's Heisman Trophy candidate. CoSIDA Digest

Mondello, M. & **Haptonstall, C.** (2001). Campaign Finance. Athletic Business. V. 25, No. 5. p. 26.

Haptonstall, C. (1999). King of the Hill. Capitol Classic Magazine.

Haptonstall, C. (1993). From Huntington to the Hall of Fame. Huntington Blizzard Magazine.

Haptonstall, C. (1993). Hockey in Huntington. Golden Seal Magazine.

Haptonstall, C. (1993). Out of Nowhere. Capitol Classic Magazine.

Haptonstall, C. (1992, Dec. 28). Merrick's heroics. *Herald-Dispatch* (awarded "Armchair Quarterback" column of the year).

Haptonstall, C. (1992, Feb. 12). NBA's snub of Skip taught Taft lesson. *Herald-Dispatch*.

Haptonstall, C. (1992, Feb. 12). Pointing to the NBA. *Herald-Dispatch*.

Academic Presentations

Haptonstall, C. (April 2020). A Conversation with Lance Armstrong. I will interview Armstrong when this event is rescheduled at Rice University. Houston, Texas. *Postponed due to Covid-19*.

Haptonstall, C. (September 2018). Building a Champion: The 2017 Houston Astros - A Conversation with Jeff Luhnow and Reid Ryan. I served as the moderator for a panel discussion which included Jeff Luhnow (General Manager of the Houston Astros) and Reid Ryan (President of the Houston Astros). The following is the description used to promote the event. "In 2017, the Houston Astros won the World Series for the first time in franchise history. Constructing a championship team in professional sports requires front office executives to make difficult decisions. Making those decisions requires the correct balance of subjective observations and also impartial data analytics. At this event, Jeff Luhnow and Reid Ryan will discuss how they use data and experience to assemble a world-class franchise." Presented at Rice University. Houston, Texas.

Haptonstall, C. (January 2017). The Business of Football with the NFL Players Association (NFLPA). I served as the moderator for the panel discussion which included Teri Smith (Deputy Managing Director and Special Counsel of the NFLPA), Ahmad Nassar (President of NFL Players, Inc.), and George Atallah (Assistant Executive Director of External Affairs of the NFLPA). Presented at Rice University. Houston, Texas.

Haptonstall, C. (July 2016). The brief, one-season history of the Huntington Hornets Professional Hockey Team. Presented at The Hockey Conference. Fredericton, Canada.

Haptonstall, C. (May 2016). A generation later, what do current college students think about the “5th down” controversy? Presented at Sport and Society Conference. De Pere, Wisconsin.

Haptonstall, C. & Meredith, T. (February 2007). MLS Event Observer Program. Presented at The 2007 Soccer Operations Seminar. Houston, Texas.

Haptonstall, C., & Zapalac, R. (November 2006). Media relations professionals in sport management: Experiences and future directions. Presented at Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) – 2006 Conference Proceedings. Ft. Worth, Texas.

Haptonstall, C. (October 2006). Sports: The \$250 Billion Business. I served as the moderator for the panel discussion which included Leslie Alexander, owner of the Houston Rockets & Comets, and Drayton McLane, owner of the Houston Astros. Presented at the Jones Graduate School of Management, Rice University. Houston, Texas.

Zapalac, R., Wann, D., Pease, D., & **Haptonstall, C.** (September 2006). Spectator and fan identification in Mexican soccer spectators and fans: An examination of the many forms of identification. Association for the Advancement of Applied Sport Psychology (AAASP) - 2006 Conference Proceedings. Miami, Florida.

Zapalac, R., Pease, D., & **Haptonstall, C.** (December 2005). *Marketing Characteristics of Mexican Soccer League Spectators and Fans*. Texas Association of Health, Physical Education, Recreation, and Dance Convention, Corpus Christi, Texas.

Zapalac, R., **Haptonstall, C.**, Thomas, Z., & Dannheim, C. (December 2005). *The Role of Internship Experiences in Sport Management Curriculum*. Texas Association of Health, Physical Education, Recreation, and Dance Convention, Corpus Christi, Texas.

Haptonstall, C. (November 2005). Promoting Heisman Trophy candidates: What voters want. The International Conference on Sport & Entertainment Business. Columbia, South Carolina.

Haptonstall, C. (August 2004). The Business of Sport: It's Not Just a Game. I served as the moderator for the panel discussion which included Jamey Rootes, president, Houston Texans; Mark Norelli, vice president, Houston Rockets & Comets; and James Hernandez, partner, Andrews Kurth LLP. Presented at the 2004 Texas L.E.A.D. Conference. Jones Graduate School of Management, Rice University. Houston, Texas.

Haptonstall, C. (June 2004). A Panel Discussion with Leaders in the Sport Industry. I served as the moderator for the panel discussion which included Dick Sullivan, executive vice president, Atlanta Falcons; Bea Perez, director of sports marketing, Coca-Cola North America, Ed Clark, president and general manager, Atlanta Motor Speedway; Jamey Rootes, senior vice president, Houston Texans; and David Braine, director of athletics, Georgia Tech. Presented at the 2004 North American Society of Sport Management (NASSM) Conference. Atlanta, Georgia.

Pruegger, B., **Haptonstall, C.**, Hedrick, D., and Lachapelle, C. (May 2003). Faculty position versus completing a dissertation: The ABD sport management doctoral student dilemma. Presented at the 2003 North American Society of Sport Management (NASSM) Conference. Ithaca, New York.

Haptonstall, C., (Feb. 2003). Financing College Athletics: The past, present and future. I served as the moderator for the panel discussion which included Dave Braine, Director of Athletics, Georgia Tech; Mason Barfield, Director of Athletics, Clayton College and State University; Beth Bass, CEO, Women's Basketball Coaches Association; Dr. Dan Fulks, Associate Professor of Accountancy, Transylvania University, & Consultant to the NCAA; John Hartwell, Associate Athletic Director for Finance & External Affairs, Georgia State University; Dr. Mike Mondello, Assistant Professor of Sport Management, Florida State University; Kit Trench, Associate Athletic Director of Development, University of Georgia; Matt Wolfert, Associate General Manager (Georgia Tech division), International Sport Properties. Presented at Georgia State University, Atlanta, Georgia.

Haptonstall, C., Battenfield, F. & Farchmin, E. (Jan. 2002). What are the Differences? A Content Analysis of Men's and Women's Basketball Media Guides at the NCAA Division One Level. Submitted to the North American Society of Sport Management (NASSM) Conference. Canmore, Alberta, Canada.

Haptonstall, C. (Jan. 2002). What's up California? Why is the Golden State lagging behind in establishing sport management programs? Submitted to the North American Society of Sport Management (NASSM) Conference. Canmore, Alberta, Canada.

Mondello, M. & **Haptonstall, C.** (Nov. 2001) Relative importance of selected experience factors for job attainment in professional sport. Presented at the 2001 Florida State University Sport Management Conference. Tallahassee, Florida.

Haptonstall, C., Battenfield, F. & Farchmin, E. (Oct. 2001). What are the Differences? A Content Analysis of Men's and Women's Basketball Media Guides at the NCAA Division One Level. Accepted at the Florida Alliance of Health, Physical Education, Recreation and Dance (FAHPERD) Conference. Jacksonville, Florida.

Mondello, M. & **Haptonstall, C.** (Nov. 2000). Comparing the finances of Heisman Trophy candidates. Presented at the Florida State Sport Management conference. Tallahassee, Florida.

TEACHING EXPERIENCE

SMGT 362 – Sport Marketing

Rice University (2004-present)

This class is designed to provide students with the essentials of sport marketing which includes planning, promotions, operations, and market analysis. Much of the class is focused on the student's development of a marketing plan for a product in the sport industry. Each student is also involved in the critical analysis of a current marketing plan. Text: Sport Marketing by Bernard Mullin, Stephen Hardy, and William Sutton.

SMGT 466 – Sport Public Relations

Rice University (2005-18)

This class prepares students how to use Media Relations and Public Relations effectively to communicate an organization's marketing messages to its target markets and other publics. This includes developing relationships with the media for the purpose of generating positive publicity about themselves and their organization. This is accomplished through learning interviewing skills, effective social media, critical analysis of taped interviews, community relations, persuasive writing, press releases, pitching stories, etc. Students also take ownership of a Community Relations project where they are responsible for the fund-raising and execution of an event designed to

help a group or individual in need. Text: Sport Public Relations by G. Clayton Stoldt, Stephen W. Dittmore, and Scott E. Branstetter.

SMGT 396 – The Business & History of the Olympic Games

Rice University (2020-present)

From its modest start in Greece in 776 BC, the Olympic Games have brought people together from around the world in athletic competition. Now the Olympics is most watched and internationally-recognized sporting event. As society has changed and evolved, so have the Games. Now more than just sports, the Games can't be separated from discussions about international politics, gender, race, ethnicity, nationalism, and global economics. In some ways, the Olympics shapes our cultures and defines our history and attitudes. This course examines the history of the Olympic Games but also the political, cultural, financial, and social aspects as well.

SMGT 238 – The Esports Industry

Rice University (2019-present)

Esports has transformed gaming into a global spectator sport. As an industry, esports now generates more than \$1 billion in revenue annually and its fan viewership is in the hundreds of millions. In this course, we explore the different aspects of esports which will include interacting with various high-level stakeholders in the industry.

SMGT 260 – Introduction to Sport Management

Rice University (2007-present)

This course is the initial class for potential Sport Management majors. Students learn about topics such as finance, hospitality, marketing, customer service, media relations, ethics, sales, and law. Students are required to complete an industry analysis as well as an event marketing audit. Text: Contemporary Sport Management by Janet B. Parks, Beverly R. K. Zanger, & Jerome Quarterman; *Sports Business Journal*.

SMGT 350 – Sport Ethics

Rice University (2009-present)

This course is designed to assist students in self-evaluating, examining and developing a philosophy, values, and moral reasoning skills. Major moral/ethical issues and theoretical frameworks, inside and outside of sport, are researched and discussed. Students experience the ethical decision-making process through opportunities for critical analysis drawing upon their philosophical bases. All major theories of ethics are examined with special application made to the sport management environment.

SMGT 467 – Sports Journalism

Rice University (2015)

This class trains students to become successful journalists in the current era by teaching communication techniques through their writing, their spoken word, and also through

video. Students in this class learn all of the different journalism formats and techniques including writing short and long articles, blogging, videos, podcasts, interviews, PR writing, social media, etc. Students complete assignments in each of these areas. Class was co-taught by Steve Bunin, who was an ESPN SportsCenter anchor for nine years.

SMGT 276 – Sport Management Practicum

Rice University (2004-07)

This class serves as entry-level training for students as they prepare to enter the sport industry. Students learn about resume preparation, interviewing skills, customer service, consumer retention, business etiquette, etc. In addition, each student works 100 hours with one of Houston's professional sports organizations.

SMGT 360 – Sport Finance

Rice University (2003-12)

This class primarily examined the various ways that revenue is generated in the sport industry. Some of the subjects include budgeting, fundraising, sponsorship, ticketing, licensing, bonds, facilities, and economic impact. Guest speakers were utilized when their expertise mirrored a content area. Students gave a major presentation involving an organizational financial analysis of a sport business. Text: Financing Sport by Dennis R. Howard and John L. Crompton & The Business of Sports by Scott R. Rosner and Kenneth L. Shropshire.

KH 7150 – Development & Revenue Generation in Sports

Georgia State University (2003)

This class was designed to provide students with an overview of the theories, techniques, and strategies used in the production of revenue for sport organizations. These include topics such as promotions, marketing, fundraising, development, donor retention, hospitality, capital campaigns, licensing, advertising, and sponsorship. Guest speakers included: Eddie Rockwell, general manager, Atlanta Beat; Joeleen Akin, director of marketing and promotions, Georgia Tech athletic department; Kanyon West, ticket manager, Atlanta Braves; and Michelle Olmsted, Associate Athletic Director for Development and Marketing, Georgia State University. Text (selected reading from): Principles and Practice of Sport Management by Lisa Pike Masteralexis, Carol A. Barr, and Mary A. Hums; Managing Sport, Fitness and Recreation Programs by William F. Srier; Sales Success in Sports Marketing by Lori Miller, Steve Shaad, Debbie Burch, and Roy Turner; Fundamentals of Sport Marketing by Brenda G. Pitts and David K. Stotlar; Developing Successful Sport Sponsorship Plans by David K. Stotlar; Selling the Invisible: A Field Guide to Modern Marketing by Harry Beckwith; The Management of Clubs, Recreation, and Sport by Thomas H. Sawyer and Owen Smith; The Ultimate Guide to Sport Event Management and Marketing by Stedman Graham, Joe Jeff Goldblatt, and Lisa Delpy; Financing Sport by Dennis R. Howard and John L. Compton; Souvenirs: The Material Culture of Tourism by Michael Hitchcock and Ken Teague.

KH 7100 – Administration of Sports Programs

Georgia State University (2003)

This class trained students for the leadership roles that they would be entering following graduation. Items covered included administrative theory, history of management, decision making, planning, hiring and firing, time management, ethics, power, goal-setting, delegation, volunteers, economics, experiential learning, human resources management, and governance. Text (selected reading from): Contemporary Sport Management by Janet Parks, Beverly Zanger, and Jerome Quarterman; Managing Organizations for Sport & Physical Activity by Packianathan Chelladurai; Behavior in Organizations by Jerald Greenberg; The Top Ten Mistakes Leaders Make by Hans Finzel; Performance Appraisal Procedure by Joanne MacLean; Human Resource Management in Sport and Recreation by Packianathan Chelladurai; Case Studies in Sport Psychology by Bob Rotella, B. Ann Boyce, Bill Allyson, and Jacqueline C. Savis; The A-to-Z Book of Managing People by Victoria Kaplan and Robert Kunreuther; Leading with the Heart by Mike Krzyzewski; Successful Sport Management by Herb Appenzeller and Guy Lewis; The Management of Sport edited by Bonnie L. Parkhouse; Organizational Behavior: Human Behavior at Work by John W. Newstrom and Keith Davis.

KH 6380 – Introduction to Sport Management

Georgia State University (2002)

This discussion-oriented class was structured to expose students to many of the facets of Sport Management. Students learned about topics such as finance, marketing, law as well as youth, college and professional sports. Each week students read a selection of book chapters and articles from journals, newspapers, and the *SportsBusiness Journal*. Guest speakers were used to introduce the students to those currently working in the sports industry including Dave Braine, the athletic director at Georgia Tech. Students also gave presentations about current controversial sport topics as well as competed in a debate against their peers. Text: Contemporary Sport Management by Janet B. Parks, Beverly R. K. Zanger, & Jerome Quarterman; *Sports Business Journal*.

KH 6560 – Budgeting and Finance for Sport and Recreation

Georgia State University (2002)

This class was designed to enlighten students to the budget and financial aspects in the sports industry. Students were introduced to concepts such as economic impact, zero-based budgets, stadium financing, bonds, etc. Students also presented a group project where they developed a financial plan and measured the potential profitability or financial loss of an organization. Students were also required to critically analyze a scholarly journal article dealing with sport finance.

PET 4461 – Sport Marketing

Florida State University (2002)

This class gave undergraduate students an introductory understanding about marketing in the sports setting. My teaching included two different branches of sports marketing. First,

I taught about how marketing is used in nearly every aspect of a company, program or event. Secondly, I showed how, as an administrator, your athletic program or event could be used by outside companies as a vehicle to market their brand. Texts: Fundamentals of Sport Marketing by Brenda G. Pitts & David K. Stotlar; Case Studies in Sport Marketing by Brenda G. Pitts.

PET 4401 – Foundations of Sport

Florida State University (2001)

This class focused on the issues, past and present, which are related to the administration of sport organizations and programs. Several different topics were introduced including, legal aspects, ethics, finance, marketing, collegiate sports and media relations. Text: Principles and Practice of Sport Management by Lisa Pike Masteralexis, Carol A. Barr & Mary A. Hums.

PE 483/583 & SMGT 498 – History of the Olympic Games

Marshall University (2000)

Rice University (2005)

The class was structured to discuss and analyze the ancient and modern Olympic Games. Students were required to know the highlights from certain sets of Olympic Games, but also enter into detailed discussions and presentations about some of the most prominent events that have occurred (Jesse Owens & Adolf Hitler, 1972 terrorism, 1980 & 1984 boycotts, doping scandals, etc.) Text: The Complete Book of the Summer Olympics by David Wallechinsky.

PE 218 – Sociocultural Bases of Sports

Marshall University (1999-2000)

This class was designed to give undergraduates the basics about sport management. It provided students with a number of different topics that sport managers currently face including deviance and aggression in sports, gender issues, race and ethnicity, sport and the economy, and the media's symbiotic relationship with sports. Text: Sport in Society by Jay J. Coakley.

PE 660 – Graduate internship

Marshall University (1999-2000)

I helped secure, and then supervised, internships for graduate students pursuing their Master's degree in Athletic Administration.

PE 490 – Professional Student Experience

Marshall University (1999-2000)

This course was one of the final steps required for an undergraduate student to complete their sport management degree. This internship requirement varied from 150-400

working hours. I supervised internships with organizations that including the Boston Celtics and Cleveland Cavaliers.

PE 290 – Undergraduate Professional Practicum

Marshall University (1997-98)

This class was structured towards sophomores in order to give them a taste of the sport management industry. Each student was required to work 150 volunteer hours during the course of the semester inside the Marshall University athletic department. Some of the offices included compliance, sports information, tickets, publications, marketing, promotions, game management, etc. I also had guest speakers from the career-counseling department who aided the students in establishing a resume and cover letter.

PE 696 – Seminar: Sports Information

Marshall University (2000)

This graduate class was established to teach students about sports information and media relations. These sessions were also used to teach these future sport managers and coaches how to work successfully with the media. Students learned how to write press releases, promote events, and speak in front of their peers in a press conference setting. Texts: The Dream Job: Sports Publicity, Promotion and Marketing by Melvin Helitzer; Coach's Communication Playbook by Kathleen Hessert.

PE 480/580 – Sports Writing

Marshall University (1997-98)

This class taught graduate and undergraduate students how to write for the different mediums in sport. Students were exposed to the different writing techniques for radio, television, and newspaper. They also learned how to write a press release and game reports. Guest speakers included television anchors, radio talk show hosts, newspaper writers and columnists as well as public relations personnel. Text: The Dream Job: Sports Publicity, Promotion and Marketing by Melvin Helitzer

Media Interviews

- Front Office Sports (Sept. 14, 2019). Topic: Rice-Texans Latest Example Of Pro Football's Investment Into Sports Management
- Houston Chronicle (Sept. 9, 2019). Topic: Houston Texans and Rice University team up for course on how to run an NFL franchise
- KTRH 740 AM (Sept. 5, 2019). Topic: Rice U partners with Texans teaching the sports biz
- Beaumont Enterprise (Feb. 24, 2019). Topic: Bighorns arena football team will have to offer fun, authenticity
- The Rice Thresher (Jan. 30, 2019). Topic: Esports takes root at Rice in class, club

- The London Guardian (Oct. 28, 2016). Topic: The NFL is stumbling, but will it recover?
- Houston Chronicle (Sept. 5, 2015). Topic: Houston Astros' sterling season yet to fill empty seats.
- USA Today (Feb. 10, 2015). Topic: The NFL hiring its first chief medical adviser.
- Fox 26 News (Dec. 8, 2014). Topic: College Football Playoff selection controversy.
- The Houston Chronicle (Dec. 7, 2014). Topic: The Marketability of JJ Watt.
- Fox 26 News (Oct. 9, 2014). Topic: Adrian Peterson and how he can rehabilitate his personal brand in light of his public issues.
- Comcast SportsNet Houston (Aug. 26, 2014). Topic: Should college athletes be paid?
- The Houston Chronicle (Apr. 13, 2014). Topic: Can Johnny Manziel become the NFL's first global star?
- The Houston Chronicle (Mar. 12, 2014). Topic: The rebranding of Reliant Stadium.
- KPRC-TV Evening News (Jan. 9, 2014). Topic: The marketability of Johnny Manziel in the NFL.
- WBUR's "Only a Game with Bill Littlefield" (Sept. 29, 2013). Topic: Astros or Astronomical Disaster.
- Fox 26 Morning News (Sept. 23, 2013). Topic: Will Arian Foster's brand be damaged by his admission that he received money while playing football at the University of Tennessee.
- Fox 26 Evening News (Sept. 22, 2013). Topic: NFL star Arian Foster admits that he was paid while playing football at the University of Tennessee.
- KUHF-AM (Sept. 20, 2013). Topic: What do "rebuilding" seasons mean for a team's bottom line, and how do you rebuild your fan base?
- KPRC-TV (Sept. 11, 2013). Topic: Should college athletes get paid?
- Fox 26 Morning News (Sept. 10, 2013). Topic: Should college athletes get paid?
- The Houston Chronicle (Aug. 24, 2013). Topic: The marketing potential of NFL player JJ Watt.
- The Lexington Herald Leader (Aug. 10, 2013). Topic: The ethics of college and professional sports.
- KPRC-TV (Aug. 6, 2013). Topic: The ethics of Johnny Manziel and Texas A&M.
- CKNW Radio's Simi Sara Show (Aug. 5, 2013). Topic: Doping in sport in the wake of Major League Baseball's punishment of Alex Rodriguez.
- KUHF-AM (Aug. 1, 2013). Topic: the ethics of Major League Baseball players and doping.
- The Houston Chronicle (July 17, 2013). Topic: Growth of the sport of cricket in the United States
- KPRC-TV (Aug. 22, 2011). Topic: Longhorn Network controversy
- 1560 The Game Radio (Feb. 1, 2010). Topic: Tim Tebow's Super Bowl commercial controversy

- KPRC Radio (Jan. 12, 2010). Topic: The public's perception of Mark McGwire
- WXGM Radio (Aug. 19, 2008). Topic: The endorsement potential of Michael Phelps
- KHVH Radio (Aug. 15, 2008). Topic: History of the Olympics
- News 570 Radio (Aug. 13, 2008). Topic: The 2008 Olympic Games
- 850 KOA Radio (Aug. 13, 2008). Topic: The History of the Olympics & the 2008 Olympic Games
- 93.1 WIBC Radio (Aug. 12, 2008). Topic: The marketing potential of Michael Phelps
- WEKZ Radio (Aug. 12, 2008). Topic: The 2008 Olympic Games
- 620 WTMJ Radio (Aug. 12, 2008). Topic: China as the host of the Olympic Games
- News 1250 Radio (Aug. 11, 2008). Topic: Sportsmanship in the Olympic Games
- Newstalk 790 KNST (Aug. 11, 2008). Topic: The History of the Olympic Games
- Newstalk 96.9 FM Radio (Aug. 8, 2008). Topic: Preview of the 2008 Olympics
- CKNW Radio (Aug. 8, 2008). Topic: The 2008 Olympic Games
- KPRC-TV (Jan. 8, 2008). Topic: Roger Clemens and his public relations strategy
- KTRK-TV (Jan. 8, 2008). Topic: Roger Clemens and his product endorsement potential
- Florida Times-Union (Nov. 1, 2007). Topic: Heisman Trophy campaigns
- Press-Enterprise (Oct. 28, 2007). Topic: Heisman Trophy campaigns
- Houston Chronicle (Oct. 24, 2006). Topic: Recap of the "Sports: The \$250 Billion Business" Panel Discussion
- Houston Chronicle (Dec. 12, 2005). Topic: Media coverage of Reggie Bush
- Sports Business Daily (Dec. 12, 2005). Topic: Media coverage of Reggie Bush
- Sports Business Daily (Dec. 12, 2005). Quote of the Day
- New York Daily News (Dec. 10, 2005). Topic: Heisman Trophy campaigns
- Los Angeles Daily News (Dec. 9, 2005). Topic: Media coverage of the University of Southern California's football team
- Washington Post (Oct. 22, 2005). Topic: Heisman Trophy campaigns
- New Orleans Times-Picayune (Aug. 6, 2005). Topic: Heisman Trophy campaigns
- Detroit Free Press (July 12, 2005). Topic: Detroit hosting the MLB All-Star Game & Super Bowl in the same year
- Orlando Sentinel (May 26, 2005). Topic: Heisman Trophy campaigns
- Dallas Morning News (Oct. 24, 2004). Topic: Voting to build a new Dallas football stadium
- Houston Chronicle (Oct. 19, 2004). Topic: fans jumping on the "bandwagon"
- Houston Chronicle (Oct. 13, 2004). Topic: the success of the Astros and their effect on civic pride
- Lacrosse Magazine (Sept.-Oct.). Topic: The history of lacrosse in the Olympic Games

- KTRK (Aug. 23, 2004). Topic: The possibility of Major League Soccer coming to Houston
- Indianapolis Star (Aug. 15, 2004). Topic: Best showdowns in the history of the Olympic Games
- Miami Herald (Aug. 13, 2004). Topic: Ideals of the Olympic Games
- Baltimore Sun (Aug. 13, 2004). Topic: Public appeal of the Olympic Games
- Austin American-Statesman (Aug. 12, 2004). Topic: Cost overruns at the 2004 Olympic Games
- Rocky Mountain News (Aug. 10, 2004). Topic: Ancient Olympic Games
- Cleveland Plain Dealer (Aug. 10, 2004). Topic: Ancient Olympic Games
- Waco Tribune Herald (Aug. 8, 2004). Topic: Ancient Olympic Games
- Lansing State Journal (Aug. 8, 2004). Topic: Ancient Olympic Games
- Indianapolis Star (Aug. 8, 2004). Topic: Security at the Olympic Games
- Education Update (Aug. 2004). Topic: Ancient Olympic Games
- Champaign News-Gazette (July 17, 2004). Topic: Heisman Trophy research
- Houston Chronicle (July 6, 2004). Topic: Economic Impact of the 2004 Major League Baseball All-Star Game
- Charleston Gazette (June 29, 2004). Topic: Heisman Trophy research
- WCHS Radio (June 24, 2004). Topic: Heisman Trophy research
- Raleigh News & Observer (Jan. 30, 2004). Topic: The NFL using Roman Numerals to add distinction to its Super Bowl
- News 24 Houston (Jan. 15, 2004). Topic: How the Super Bowl got its name
- KTBZ Public File (Sept. 14, 2003). Topic: The business of professional athletics in Houston

Committees

- Co-director of the 9th Eubank Conference. Topic: “Sports Analytics and Gaming Risk Management.” Rice University (2019-present)
- Subcommittee on Teaching Evaluations (2020-present)
- Online Transition Committee, School of Social Sciences, Rice University (2020)
- Texas Policy Lab Advisory Board, Rice University (2019-present)
- Chair of the Selection Committee, Assistant Professor of Sport Analytics, Department of Sport Management, Rice University (2019-20)
- Chair of the Selection Committee, Professor in the Practice, Department of Sport Management, Rice University (2019)
- Chair of the George R. Brown Teaching Awards Committee, Rice University (2017-20)
- Rebranding of the Managerial Studies major committee, Rice University (2017-19)
- Chair of the Selection Committee, Lecturer, Department of Sport Management, Rice University (2006)

- Social Sciences School Course Review Committee, Rice University (2016-present)
- Subcommittee on MOOC and Online Education assessment, Rice University (2015-present)
- University Committee on Teaching, Rice University (2013-present)
- G.R. Brown Teaching Award Committee, Rice University (2015-20)
- Planning committee for the Professional Soccer Operation Seminar presented by CSC (2007)
- Faculty advisor for the Sport Management majors student association, Rice University (2007-12)
- Selection Committee, Professor in the Practice, Kinesiology Department, Rice University (2009).
- Selection Committee, Lecturer, Kinesiology Department, Rice University (2006).
- Texas Sports Alliance Advisory Board (2004)
- Selection Committee, Lecturer, Kinesiology Department, Rice University (2004).
- One of only three students on the North American Society of Sport Management (NASSM) Student Advisory Committee (2001-02).
- The 2004 North American Society of Sport Management (NASSM) National Convention planning committee (2003).
- Florida State University Sport Management Conference planning committee (2001).
- Biletnikoff Award Committee (2000). The Biletnikoff Award is given annually to college football's best receiver.
- Alpha Designator, Marshall University Exercise Science, Sport, and Recreation Department (2000).
- Rules & Regulations Director for the Florida State University Campus Sports Challenge (2000).
- Selection Committee, temporary professor, Marshall University Exercise Science, Sport, and Recreation Department (1999).
- Selection Committee, assistant professor, Marshall University Exercise Science, Sport, and Recreation Department (1999).
- Technology Advancement, Marshall University Exercise Science, Sport, and Recreation Department (1999).
- Library Liaison, Marshall University Exercise Science, Sport, and Recreation Department (1999-2000).
- Chairman of the Marshall University Athletic Hall of Fame (1996-99).
- The Citadel Athletic Hall of Fame (1994-96).
- Huntington Sports Committee which was responsible for bringing the NCAA Division I-AA National Championship Football Game to Huntington as well as the Mid-American Conference Championship Football Game (1996-2000).
- Chairman of the "New Events Committee" for the Huntington Sports Committee (1998-2000).
- Mid-American Conference News Media Association (1997-99).

Invited speaker

- Sports and Entertainment Law Symposium – University of North Carolina Law School, Chapel Hill, NC (March 1, 2013)

Conferences Attended and Training

- Rice Business Diversity and Inclusion Conference – Houston, TX (Oct. 30, 2020)
- Reflections on Juneteenth and America's Racial Legacy Lectures – Houston, TX (June 19, 2020)
- Dual-Delivery and Fully Online Courses Training (Summer 2020)
- Adaptive Course Design Institute (Summer 2020)
- Rice Business Diversity and Inclusion Conference – Houston, TX (Oct. 4, 2019)
- Madrid Weekender – Sports Events, Learning, and Culture – Madrid, Spain (May 10-13, 2018)
- Experiential Inquiry and Research Grant Workshop (Jan. 31, 2018)
- Inquiry-Based Learning Through Collaborative Group Work Workshop (Jan. 29, 2018)
- Flipping the Classroom and Other Techniques to Improve Teaching webinar (Dec. 7, 2017)
- Keys to Successful Sponsorships: SD Eibar Case Study webinar (Dec. 4, 2017)
- Adaptive Learning, Transformational Learning, and Next Generation Assessment (Oct. 17, 2017)
- Using Rubrics in Online Courses webinar (Oct. 2, 2017)
- Using Videos in Online Courses webinar (Aug. 7, 2017)
- Reaching Today's Online College Students webinar (July 20, 2017)
- Using Video in Online Courses webinar (Building Community in an Online Environment webinar (Feb. 7, 2017)
- The Hockey Conference – Fredericton, Canada (July 6-8, 2016)
- The Green Sports Alliance Conference – Houston, TX (June 28-30, 2016)
- Building Your Brand: Top Marketing Strategies to watch for in 2016 webinar (March 16, 2016)
- Sport & Society Conference – De Pere, WI (May 23-25, 2016)
- How to Properly Leverage Social Media to Drive Fan Engagement (April 13, 2016)
- Driving & Measuring Impacts of Community Relations Programs (March 30, 2016)
- Addressing Top Threats in Professional Sports webinar (Jan. 14, 2016)
- Major League Baseball's Diversity Business Summit – Houston, TX (June 19, 2013)

- Sports and Entertainment Law Symposium – University of North Carolina Law School, Chapel Hill, NC (March 1, 2013)
- Doha GOALS Forum – Doha, Qatar (Dec. 10-12, 2012)
- eCollege Instructor Course and Orientation (February 2008)
- The International Conference on Sport and Entertainment Management – Columbia, South Carolina (2006)
- North American Society of Sport Management Conference – Atlanta, GA (2004)
- North American Society of Sport Management Conference – Ithaca, NY (2003)
- Florida State University Sport Management Conference – Tallahassee, FL (2001)
- North American Society of Sport Management Conference – Norfolk, VA (2001)
- Program for Instructional Excellence Conference – Tallahassee, FL (2001)
- Florida State University Sport Management Conference – Tallahassee FL (2000)
- Excellence in Teaching Conference – Ashland, KY (1999)

Other Information

- Nominated for the *Sport Business Journal*'s Top "Forty under 40," a nationwide award for the top sport executives under the age of 40.
- Featured as one of the "Ten Most Interesting People at Marshall University" (1998 story by WPBY-TV).
- "A Conversation with Clark Haptonstall" won West Virginia's "Best Radio Interview" in a contest hosted by the Associated Press (1996).
- Inducted into the inaugural class of the West Virginia High School Soccer Hall of Fame (2011).
- Successfully completed Distance Learning WebCT Instructor Course and Orientation training from Saint Leo University.
- Three-year letterman for the Marshall University varsity soccer team.
- Former licensed soccer referee at the professional and college level.
- Former weekly columnist for *Herd Insider*, an independent weekly publication about Marshall University athletics (1999-2000).
- Hired to handle freelance public relations work at the Umbro Select All-Star Classic, the nation's only college soccer all-star game (1998).