

# JASON A. RICE

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## EDUCATION

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- Ph.D. **Educational Leadership and Organizational Development - Sport Administration** 2015  
University of Louisville, Louisville, Kentucky
- Dissertation: *“The Role of Congruency within the Participant Sport Involvement/Commitment Process.”*  
Co-Chairs: T. Christopher Greenwell, PhD & Marion Hambrick, Ph.D.  
Readers: Namok Choi, PhD; Kristi M. King, PhD.
- M.S. **Sport Administration** 2002  
University of Louisville, Louisville, Kentucky
- B.A. **Business Administration - Marketing** 1999  
Transylvania University, Lexington, Kentucky

## PROFESSIONAL ACADEMIC EXPERIENCE

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**North Central College, Naperville, IL** 2015 – Present  
*Assistant Professor*  
*Sport Management Program Director*

- Prepare and deliver all course materials, including lectures, presentation slides, exams, assignments, case studies, and Blackboard course design for courses.

**University of Louisville, Louisville, KY** August 2014 – June 2015  
*Instructor*

- Prepared and delivered all course materials, including lectures, presentation slides, exams, assignments, case studies, and Blackboard course design for courses.

**University of Louisville, Louisville, KY** January 2013 – June 2015  
*Graduate Research Assistant*

- Data: data management for over 1,700 subjects in a physical activity health intervention project, including oversight of a transition to a new data management system, and collating data from four different sources.
- Writing: prepared abstracts, manuscripts and national grant reports; assisting undergraduate students outline and develop reports for class projects; and writing correspondence with state and community leaders.
- Research: assisted with study design development, created and distributed online and paper surveys to sample populations, designed Institutional Internal Review Board protocols, reviewed compliance and progress of studies, managed research and writing manuscripts using Endnote, and analyzed results using SPSS and other statistical software.
- Presentations: presented results of studies at conferences and academic meetings.

**Wuhan Sport University, Wuhan, China** May 2010 – July 2011  
*Instructor*

- Instructor at one of China’s leading sport studies institutions. Class sizes range from 30-50 bachelor and master degree candidate students.
- Contributed to the development of the 3+1 Program to prepare students to transition from China to study abroad to complete their Sport Management degree.

## **PROFESSIONAL INDUSTRY EXPERIENCE**

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### **JAR of photos, Freelance**

*Owner and Photographer*

April 2006 – December 2015

- Specialize in sporting event and caused based photography and video media. Projects have included: PEPY Ride, I Heart Van Art, ING New York City Marathon, NYC Half Marathon, Ironman China, Ironman World Championship, Tough Mudder, and Dallas White Rock Marathon.
- Coordinated and managed on-site photographers and videographers for the University of North Carolina Rams Club 2008 Final Four Tour in San Antonio, Texas. Hired photographers, synchronized tour and staff schedules, determined key photo locations, assigned key photo opportunities, organized e-commerce store, promoted services to guests, created pricing and all financials affiliated with online sales.
- Designed layout and created webpage (JARofphotos.com) with Adobe Dreamweaver and Wordpress.

### **New York Road Runners, New York, NY**

*New York City Marathon Media Credentialing Manager*

September 2009 – November 2013

- Reviewed procedures and protocols for over 700 domestic and international media credential applications.
- Coordinated expectations and delivery of online media credentialing system provided by an outside vendor.
- Monitored online credentialing system throughout a four-month window prior to marathon.
- Communicated with all media outlets applying for credentials.
- Screened all incoming media credential applications and determine appropriate zone passages.
- Distributed credentials and media information on-site.

### **Anthony Travel Inc., Dallas, Texas**

*Event and Business Consultant*

September 2009 – January 2010

*Director of Endurance Events*

May 2007 – September 2009

*Senior Events Manager*

May 2003 – May 2007

- Created and consulted on special projects such as customer satisfaction quality control and analysis, new business opportunities and strategies, advanced technology potential, and competitive analysis for specific business groups.
- Worked alongside event development and execution teams during pre-programming and on-site for programs.
- Managed the promotion, sale, and service operations of over \$3M in sales of travel services for approximately 15 annual Endurance Team events (marathons, triathlons, Olympic festivals, etc).
- Member of Anthony Travel Dallas Executive Committee.
- Endurance Team Leader (direct reports: two event managers and two event coordinators and cross-functional reports: sales associates, marketing, and accounting).
- Financials: created budgets, analyzed forecasts and actuals for Endurance Team events.
- Marketing and Promotions: developed marketing strategies and programs for Endurance Team while leading direct reports and cross-functional team members to deliver on established goals.
- Sales: organized effective sales practices and methods to maximize efficiency while retaining the highest standard of guest experience.
- Negotiations: participated in contact negotiations for hotel room blocks (from 10 rooms to 1,000 rooms on peak night), charter air service, food and beverage, special event space, and event service agreements.
- Client and Customer Relationships: clear understanding of the importance of creating and maintaining mutually beneficial relationships between our organization, staff, clients, and customers.
- Growth: 300% sales growth in Endurance Team Events and Endurance Team from one to five team members.
- Member of International Association of Travel Agents Network.

**Relay Sport Marketing, Chicago, Illinois***Budweiser Winter Olympic Club Bud Assistant,*

February 2010

- Assisted with all event operations of Club Bud's five nights of individually themed and sponsored parties at the Commodore Ballroom during the 2010 Winter Olympic Games.
- Event day operations included: set-up, tear-down, event schedule control, security, sponsor activation, etc.

**Disney Sports Attractions, Lake Buena Vista, Florida***Disney Endurance Series Intern,*

June 2002 – May 2003

- Assisted and consulted on Disney Endurance Series events at Walt Disney World Resort.
- Events included: Walt Disney World Marathon Weekend, Disney's Inline Marathon Weekend, Danskin Women's Triathlon Series, and TriAmerica Triathlon Series Finale.
- Main contact for internal and external partners for transportation and credentialing during the Walt Disney World Marathon Weekend. Organization, route planning, and responsibility for over 300 charter buses throughout weekend. Designed and distributed over 4,000 race weekend credentials for media, staff, volunteers, medical and, VIPs.
- Primary contact and organizer for Disney's All Star Kid's Classic and Awards Ceremony during Disney's Inline Marathon Weekend. Team Leader for Olympic Distance Triathlon course evaluation and redesign to address logistic, guest, and internal partner (theme park and resort) challenges present during previous year.

**Kentucky Derby Festival, Louisville, KY***Events Program Intern,*

March 2002 – May 2002

- Provided assistance with coordination and facilitation of over more than 20 events occurring during the two weeks preceding the Kentucky Derby.
- Supported Thunder Over Louisville, Great Balloon Race / Glow, Derby Marathon, and mini-Marathon.

**University of Louisville Athletic Department, Louisville, KY***Athletic Marketing Assistant,*

September 2000 – December 2001

- Assisted in coordinating season-long marketing strategy for women's basketball and volleyball.
- Prepare game public address scripts, synchronize and execute corporate sponsored game-time promotional events for all home football, women's volleyball, men's and women's basketball contests.

**Relay Sport Marketing, Chicago, Illinois***Budweiser Sport Event Specialists,*

May 2001 – September 2001

- Implemented contiguous United States and Major League Baseball's 2001 All Star Game promotions for Budweiser's inaugural Long Ball Challenge tour.
- Established weekly and daily Budweiser on-premise account contacts for the execution of nightly promotions.
- Set-up, execution and break-down of Long Ball promotion. Included POP placement, distribution of give-away items, and marketing data collection.
- Filed individual event synopsis and legal affidavit, weekly expense reports, time-logs, and performed equipment maintenance.

## RESEARCH

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### REFEREED PUBLICATIONS

**Rice, J. A.**, Hambrick, M. E., & Aicher, T. (2018). A qualitative investigation of sport activity participation and constraint negotiation among African American endurance runners. *Journal of Sport Behavior*, 41(1).

Aicher, T., **Rice, J. A.**, & Hambrick, M. E. (in press). Understanding the relationship between motivation, sport involvement and sport event evaluation meanings as factors influencing marathon participation. *Journal of Global Sport Management*.

**Rice, J. A.** (2015). A Generational Cohort Comparison of Sport Participant Involvement. *Journal of Applied Sport Management*, 7(3), 47-67.

King, K. M., **Rice, J. A.**, Steinbock, S., Reno-Weber, B., Okpokho, I., Pile, A., & Carrico, K. (2015). Kentucky Teen Institute: Results of a one-year, health advocacy training intervention for youth. *Health Promotion Practice*, 16(6), 885-896.

**Rice, J. A.** (2015). Integrated sport marketing communications. In G. Bernstein (Ed), *Introduction to Sport Marketing*. Urbana, Illinois: Sagamore Publishing.

Todd, A. J., **Rice, J. A.**, & King, K. M. (2013). Meade Activity Center: Increasing physical activity opportunities for rural, low-income children. *Kentucky Association for Health, Physical Education, Recreation and Dance Journal*, 51(1), 65-72.

### REFEREED PUBLICATIONS IN REVIEW

**Rice, J. A.**, Hambrick, M. E., & Greenwell, T. C. (in review). Mass participant sport event brand associations: An analysis of two event categories.

### REPORTS

King, K. M., & **Rice, J. A.** (2014, August). *Year 3 Annual Report of Meade Activity Center Project*. Prepared for the Meade Activity Center, Brandenburg, KY.

King, K. M., & **Rice, J. A.** (2014, July). *Youth Health Leaders of Kentucky – Program Evaluation*. Prepared for the Kentucky Teen Institute, Louisville, Kentucky.

Hambrick, M. E., **Rice, J. A.**, Aicher, T., & Rosely, M. (2014, April). *Endurance runner survey results*. Prepared for the National Black Marathoners Association, Dallas, Texas.

- King, K. M., & **Rice, J. A.** (2013, September). *Youth Health Leaders of Kentucky – Preliminary Findings of the Pre-test Evaluation*. Prepared for the Kentucky Teen Institute, Louisville, Kentucky.
- King, K. M., & **Rice, J. A.** (2013, August). *Year 2 Annual Report of Meade Activity Center Project*. Prepared for the Meade Activity Center, Brandenburg, KY.
- King, K. M., **Rice, J. A.**, & Carrico, K. (2013, May). *Project BALANCE: Beneficial Activity Levels and Nutritional Choices Everyday*. Prepared for the Ohio Valley Educational Cooperative, Shelbyville, KY.

## SCHOLARLY PRESENTATIONS

- Rice, J. A.** (2017, June). The influence of team brand association measures in a satellite fan context. World Association for Sport Management, Kaunas, Lithuania.
- Osterloo, N. & **Rice, J. A.** (2017, April). Team logos, team names, and team typeface; the legal standing between the Nippon League and the MLB. Poster presentation at the ASIANetwork Annual Conference, Oak Brook, IL.
- Henneberry, C. & **Rice, J. A.** (2017, April). A comparative analysis of Coca-Cola's 2016 Olympic advertising campaign. Poster presentation at the ASIANetwork Annual Conference, Oak Brook, IL.
- Callison, K. & **Rice, J. A.** (2017, April). Designing the next Yao Ming. Poster presentation at the ASIANetwork Annual Conference, Oak Brook, IL.
- Orozco, G. & **Rice, J. A.** (2017, April). Understanding Japanese fan motivations: Sumo and baseball. Poster presentation at the Monmouth University Conference of Undergraduate Research and Scholarship, Monmouth, IL.
- Christensen, K. & **Rice, J. A.** (2017, April). The new sport on the block. Poster presentation at the Monmouth University Conference of Undergraduate Research and Scholarship, Monmouth, IL.
- Rice, J. A.** (2016, June). Utilizing community partners for term-long marketing projects. North American Society for Sport Management Teaching and Learning Fair, Orlando, FL.
- Rice, J. A.** & Du, J. (2015, October). Bridging the academic-practice divide: Developing and validating a participatory sport brand association scale. Sport Marketing Association Conference, Atlanta, GA.
- King, K. M. & **Rice, J. A.** (2015, October). A rural community coalition's movement toward sustainable, community-wide, physical activity programming and places. American Public Health Association Conference, Chicago, IL.
- Rice, J. A.** (2015, March). Protecting sport event copyright material in a new digital environment. Sport and Recreation Law Association Conference, Charlotte, NC.
- Rice, J. A.**, Aicher, T., Hambrick, M. E., & Rosely, M. (2014, October). A stage comparison of two popular sport motivation scales using an underrepresented endurance event population. Poster presentation at the Sport Marketing Association Conference, Philadelphia, PA.

- Rice, J. A.**, Hambrick, M. E., Aicher, T., & Rosely, M. (2014, May). Motivations and barriers to endurance sport participation within an underrepresented population. Poster presentation at the North American Society for Sport Management Conference, Pittsburgh, PA.
- Rice, J. A.**, Hambrick, M. E., Aicher, T., & Rosely, M. (2014, April). Motivations, cultural expectations, and negotiation-efficacy as factors influencing marathon participation in an underrepresented population. University of Louisville Graduate Research Symposium, Louisville, KY.
- Rice, J. A.**, Hambrick, M. E., Aicher, T., & Rosely, M. (2014, April). Motivations, cultural expectations, and negotiation-efficacy as factors influencing marathon participation in an underrepresented population. Spring Research Conference, Cincinnati, OH.
- Rice, J. A.**, Hambrick, M. E., Aicher, T., & Rosely, M. (2014, March) Utilizing event choice motivations to organize participant commitment and self-determination. Southern Sport Management Conference, Nashville, TN.
- Todd, A. J., **Rice, J. A.**, & King, K. M. (2014, February). Meade Activity Center Project. Atlantic Coast Conference Meeting of the Minds, Pittsburgh, PA.
- Todd, A. J., **Rice, J. A.**, & King, K. M. (2014, February). Meade Activity Center: Increasing physical activity opportunities for rural, low-income children. Poster presentation at Posters at the Capitol annual research presentation, Frankfort, KY.
- Todd, A. J., Rice, J. A., & King, K. M. (2013, July). Meade Activity Center: Increasing physical activity opportunities for rural, low-income children. Poster presentation at annual Summer Research Opportunity Program, University of Louisville, Louisville, KY.
- Todd, A. J., **Rice, J. A.**, & King, K. M. (2013, October). Meade Activity Center: Increasing physical activity opportunities for rural, low-income children. Poster presentation at College of Education Research Office, Louisville, KY.
- Rice, J. A.**, & Hambrick, M. E. (2013, October). Generation Y sport participant behavior. Sport Marketing Association Annual Conference, Albuquerque, NM.
- Kang, S. J., **Rice, J. A.**, & Hambrick, M. E. (2013, October). Overcoming niche sport disadvantages with social media. Sport Marketing Association Annual Conference, Albuquerque, NM.

## **FUNDING ACTIVITIES**

- Rice, J. A.** (2017). Asian satellite fan brand architecture. Funded by the North Central College Faculty Professional Development Committee in the amount of \$4,500.
- Henneberry, C. & **Rice, J. A.** (2017). Asian satellite fan brand architecture. Student researcher funded by the North Central College Faculty Professional Development Committee in the amount of \$2,500.
- Rice, J. A.** (2016). Sport brands in a Chinese setting. Funded by the North Central College Faculty Professional Development Committee in the amount of \$2,625.

- Henneberry, C. & **Rice, J. A.** (2016). Sport brands in a Chinese setting. Student researcher funded by the North Central College Faculty Professional Development Committee in the amount of \$2,500.
- Rice, J. A.** (2014). Travel to Philadelphia, PA for the *2014 Sport Marketing Association annual conference*. Funded by the University of Louisville Graduate School Council in the amount of \$250.
- Rice, J. A.** (2014). Motivations, cultural expectations, and negotiation-efficacy as factors influencing sport participation in an underrepresented population. Funded by the University of Louisville President's Commission on Diversity and Racial Equality Graduate Research Grant in the amount of \$750.
- Rice, J. A.** (2014). Travel to Nashville, TN for the *2014 Southern Sport Management annual conference*. Funded by the University of Louisville Graduate School Council in the amount of \$250.
- Rice, J. A.,** (2014). Understanding sport motivations and sport event evaluation meanings as factors influencing marathon participation. Funded by the University of Louisville Graduate School Council Research Fund in the amount of \$300.
- Rice, J. A.** (2012). University of Louisville Samuels Scholarship in the amount of \$5,137

## RESEARCH GRANT ACTIVITIES

- Meade Activity Center (MAC) Project** January 2012 – June 2014  
 Role: Graduate Research Assistant  
 Description: Rural, low socioeconomic community's grassroots efforts to address health and physical activity disparities through individual, social, environmental, and policy interventions.  
 Principal Investigator/External Evaluator: Kristi King  
 Funding Source: CFDA#94.019. Corporation for National and Community Service, Foundation for a Healthy Kentucky, Meade Activity Center, Inc.  
 Funding Amount: \$750,000.00 to MAC while MAC provides a \$750,000.00 match  
 Total to UofL: \$82,662.48
- YMCA Kentucky Teen Institute** June 2013 – May 2014  
 Role: Graduate Research Assistant  
 Description: Pilot program for high school students in Kentucky to develop, implement, evaluate, and advocate for community-based health promotion programming.  
 Principal Investigator/External Evaluator: Kristi King  
 Funding Source: Greater Kentucky YMCA  
 Funding Amount: \$1300.00  
 Total to UofL: \$1300.00
- Project BALANCE** January 2012 – September 2014  
 Role: Graduate Research Assistant  
 Description: Rural, multi-site, low socioeconomic status intervention to enhance physical activity and nutrition behaviors of elementary school children and communities.  
 Principal Investigator/External Evaluator: Kristi King  
 Funding Source: CFDA# 84.215F. United States Department of Education's Office of Safe and Drug Free Schools; Carol M. White Physical Education Program (PEP) awarded to Ohio Valley Educational Cooperative (OVEC).

Funding Amount: \$1,400,000.00 to OVEC school district from October 2010 to September 2014  
 Total to UofL: \$118,509.02

## NON-REFEREED PUBLICATIONS

- Rice, J. A.** (2010, November 29). Asian Games report ¥3 Billion in sponsorship revenues [Web post]. Retrieved from <http://sportsbusinessdigest.com/2010/11/asian-games-sponsorship/>
- Rice, J. A.** (2010, November 24). Bird's Nest to host 2015 IAAF Championship, Water Cube becomes Happy Magic Water Park. [Web post]. Retrieved from <http://sportsbusinessdigest.com/2010/11/happy-magic-water-park/>
- Rice, J. A.** (2010, November 17). Sold out with empty seats at Asian Games [Web post]. Retrieved from <http://sportsbusinessdigest.com/2010/11/sold-out-with-empty-seats-at-asian-games/>
- Rice, J. A.** (2010, October 20). Chinese shoe companies growing [Web post]. Retrieved from <http://sportsbusinessdigest.com/2010/10/chinese-shoe-company/>
- Rice, J. A.** (2010, October 1). Kobe Bryant jersey number one in China. [Web post]. Retrieved from <http://sportsbusinessdigest.com/2010/10/kobe-bryant-nba-jersey-china/>
- Rice, J. A.** (2010, September 16). Why Allen Iverson will not go to China [Web post]. Retrieved from <http://sportsbusinessdigest.com/2010/09/allen-iverson-china/>

## TEACHING EXPERIENCE

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### North Central College, Naperville, IL

#### *Assistant Professor*

Introduction to Sport Management (KIN 250)	Fall 2015 (x2); Winter 2016, 2017
Sport & Recreation Marketing (KIN 320)	Spring 2016, 2017
Sport Law and Organization (KIN 252)	Spring 2016, 2017
Topics in Chinese Culture (GLS 287)	Spring 2016; Winter 2017
Topics in Japanese Culture (GLS 288)	Fall 2016
The Intersection of Sport Business and Culture: A Chinese and Japanese Perspective (GLS 387)	Fall 2016

### University of Louisville, Louisville, KY

#### *Instructor*

Sport Marketing (SPAD 383)	Fall 2014
Senior Seminar (SPAD 490)	Spring 2015

### Wuhan Sport University, Wuhan, China

#### *Instructor*

Sport Marketing (BUS 300)	Spring 2011
Second Year Oral English II (ENG 202)	Spring 2011
First Year Sport English Writing II (ENG 303)	Spring 2011
Graduate Oral English I (ENG 602)	Spring 2011



Sport Marketing (BUS 300)	Fall 2010
Second Year Oral English I (ENG 201)	Fall 2010
IELTS Preparation (ENG 250)	Fall 2010
First Year Sport English Writing I (ENG 302)	Fall 2010

### Invited Guest Presentations

Juntendo University, Tokyo, Japan “Business Models of Professional Sport in the United States”	November 24, 2016
Capital University of Physical Education and Sport, Beijing, China “Business Models of Professional Sport in the United States”	October 13, 2016
Sport Finance (SPAD 604) “Entrepreneurship”	February 24, 2015
Sport Consumer Research Seminar (SPAD 703) “Brand Equity”	October 20, 2014
Sport Consumer Research Seminar (SPAD 703) “Sport Participation”	September 29, 2014
Doctoral Seminar in Educational Leadership (ELFH 710) “Literature Reviews”	September 17, 2014
Survey Research and Attitude Measures (ELFH 602) “Using Online Surveys”	June 30, 2014
Sporting Marketing (SPAD 661) “Public Relations”	May 21, 2014
Sport Event Management (SPAD 525) “Crisis Management”	March 6, 2013

### HONORS and AWARDS

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Graduate Student Spotlight, (2014, July). University of Louisville, Louisville, KY.

Runner-up best presentation. For **Rice, J. A.**, Hambrick, M. E., Aicher, T., & Rosely, M. (2014, April). Motivations, cultural expectations, and negotiation-efficacy as factors influencing marathon participation in an underrepresented population. University of Louisville Graduate Research Symposium, Louisville, KY.

### MEMBERSHIPS

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North American Society for Sport Management	February 2014 - Present
Sport Marketing Association	September 2013 - Present
Southern Sport Management Association	February 2014 - 2015

### VOLUNTEER EXPERIENCE

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#### Global Gurus

Program Guide March 2014

- Served as primary tour guide for the Ohio State University Jazz Ensemble 2014 China Tour.
- Communicated with ground tour contacts in Beijing, Xinxiang, Wuhan, and Shanghai to assist with daily tours and educational programming.
- Verified and organized jazz performances with CD Blues Club (Beijing), Henan Normal University (Xinxiang), Wuhan Conservatory of Music and Wuhan University.

#### Shanghai Fingers Baseball Club, Shanghai, China

*Pitching Coach* March 2012 – July 2012

- Prepared and lead pitching training drills for university club organization’s weekly practice.

**Wuhan University, Wuhan, China**

*Assistant Baseball Coach*

June 2010 - June 2011

- Organized overall practice and training drills for university club organization. Weekly practices consisted of hitting, fielding, running and pitching exercises. Guidance was provided in both English and Mandarin.

**COMPUTER SKILLS**

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Microsoft Office

Adobe Photoshop CS5

Adobe Dreamweaver

Sony Vegas Pro

Wordpress

SPSS

Blackboard

NVIVO

Qualtrics

**LANGUAGE SKILLS**

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English as first language.

Early intermediate Mandarin Chinese.

**OTHER CERTIFICATES**

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University of Louisville:

*Entrepreneurship Academy, December 2014*

Coursera Certificates:

*Maps and the Geospatial Revolution, Pennsylvania State University, June 2014*

*An Introduction to Marketing, Wharton University of Pennsylvania, January 2014*

*A New History for a New China, Hong Kong University of Science and Tech., August 2013*

*The Global Business of Sports, Wharton University of Pennsylvania, June 2013*

*Sports and Society, Duke University, June 2013*

*Computer Science 101, Stanford University, June 2012*