

Stephen D. Ross Curriculum Vitae

WORK ADDRESS:

University of Minnesota
School of Kinesiology
218 Cooke Hall
1900 University Avenue SE
Minneapolis, MN 55455
sdross@umn.edu

EDUCATIONAL BACKGROUND

- 2003 Ph.D.** Leisure Studies
Sport Management Concentration
University of Illinois, Urbana-Champaign, Illinois
- 1999 M.S.** Parks, Recreation and Tourism Management
Tourism Marketing Concentration
Clemson University, Clemson, South Carolina
- 1997 B.S.** Marketing
Services Marketing Option
Clemson University, Clemson, South Carolina

PROFESSIONAL EXPERIENCE

- 8/03-Present** **Assistant Professor of Sport Management** – University of Minnesota
School of Kinesiology

Courses Taught

REC/KIN 5631 – Programming and Promotions in Sport
REC/KIN 5421 – Financial Aspects of Sport
REC/KIN 5115 – Sport Event Management
REC 5900/KIN 5720 –Special Topic: Global Sport Management
REC 5900/KIN 5720 –Special Topic: Sponsorship of Sport

Courses Developed

Special Topic: Sponsorship of Sport
Special Topic: Global Sport Management
Special Topic: Sport Fan Behavior (in development stage)

- 8/99 – 6/03** **Graduate Research and Teaching Assistant** – University of Illinois, Department of Leisure Studies, Champaign-Urbana, Illinois
- 8/97 - 7/99** **Graduate Research Assistant** - Clemson University, Department of Parks, Recreation and Tourism Management, Clemson, South Carolina

HONORS AND AWARDS

Nominee, *New Career Excellence Award*, College of Education and Human Development, Spring 2008.

Article of the Year in *Sport Marketing Quarterly*, Sport Marketing Association, Fall 2007.

List of Teachers Rated Excellent by Students, University of Illinois, Fall 2002

On-campus Dissertation Research Grant, Fall 2002

Department of Leisure Studies Dissertation Research Grant, Fall 2002

Travel Award for outstanding research, University of Illinois, Spring 2002, Fall 2002

Travel Award for Research, University of Illinois, Spring 2000, Spring 2002, Fall 2002

Student Research Award, North American Society for Sport Management, May 2001

Masters Student Research Award, Travel and Tourism Research Association, June 2000

COLLEGIATE ASSIGNMENTS

University Level

Member, Recreational Sports Advisory Council, Fall 2006 – present

Affiliate Member, University of Minnesota Tourism Center, Fall 2003-present

Member, Steering Committee for the Recreational Sports Feasibility Study, 2005

Member, Recreational Sports Feasibility Study RFP Review Committee, Spring 2005

Member, Message Team, Intercollegiate Athletics, University of Minnesota, 2003-2004

Member, Study Abroad Curriculum Integration Major Advising Group, University of Minnesota

College Level

Member, CEHD Teaching and Learning Neighborhood Coordinating Council, Fall 2007
– present

Member, CEHD Neighborhood Planning Committee, Summer 2007

Member, CEHD Sneak Preview Day Panel, Summer 2007

Member, Community Outreach and Engagement Committee, Fall 2006 – Spring 2007

Member, Committee on International Education, Fall 2005 – Spring 2006

School level (School of Kinesiology)

Member, Undergraduate Studies Committee, Fall 2007-present

Chair, Undergraduate Curriculum Committee, Spring 2008

Member, Graduate Studies Committee, Fall 2007-present

Chair, RPLS Review Task Force, Spring 2008

Member, Search Committee, Recreation and Youth Development, Fall 2007.

Member, Search Committee, Sport Studies P & A position, Summer 2007.

Member, Search Committee, Sport Studies P & A position.

Member, Curriculum Committee, Spring 2006-present.

Member, Therapeutic Recreation Emphasis Review Committee, Fall 2006

Member, Search Committee, Recreation and Experiential Education Associate/Full
Professor.

External Activities

Advisory Board, *Global Sport Business*, a sport management company with offices located in Porto Alegre, Brazil and with associates in San Diego, CA and New York, NY.

Invited Reviewer, *International Journal of Sport Management and Marketing* special issue on The Management and Marketing of Ice Hockey

Reviewer, *Journal of Sport Management*, ongoing

Reviewer, *Leisure Sciences*, ongoing

Invited Reviewer, Conference Abstract Reviewer, 4th Annual Sport Marketing Association Conference, Denver, Colorado.

Invited Reviewer, Student Paper Competition, 2006 North American Society for Sport Management Conference. Kansas City, Missouri.

Expert Panel Member, Scale Development, Florida State University Student Dissertation Project

Expert Panel Member, Service Marketing, University of Illinois Student Dissertation Project

Ad Hoc Reviewer, *Journal of Leisure Research*, September 2004

Book Reviewer, Covell, D., Walker, S., Siciliano, J., & Hess, P. (2003) *Managing sport organizations: Responsibility for performance*. Mason, Ohio: Thomson, South-Western.

Reviewer, *Journal of Park and Recreation Administration*, August 2000

PROFESSIONAL MEMBERSHIPS

North American Society for Sport Management, 2001 – present

Sport Marketing Association, 2003 – present

Association of Leisure Research, University of Illinois, 1999-2003

PUBLICATIONS/PRESENTATIONS

Refereed Publications

Ross, S., Maxwell, H., & Walsh, P. (In press). The impact of team identification on brand associations in college hockey. *International Journal of Sport Management and Marketing*.

Bang, H., & **Ross, S.** (In press). Examining volunteer motivations and the impact on volunteer satisfaction. *Journal of Venue and Event Management*.

James, J., Matsuoka, H., **Ross, S.**, & Fujimoto, J. (In Press). Comparing the motives of Japanese and United States baseball consumers. *International Journal of Sport Management and Marketing*.

Ross, S. (2008). Assessing the use of the Brand Personality Scale in team sport. *International Journal of Sport Management and Marketing*. 3 (1/2), 23-38.

Ross, S., Russell, K., & Bang, H. (2008). An empirical assessment of spectator-based brand equity. *Journal of Sport Management*. 22 (3), 322-337.

Kim, Y., Walsh, P., & **Ross, S.** (2008). An examination of the psychological and consumptive behaviors of sport video gamers. *Sport Marketing Quarterly*. 17 (1), 44-53.

Ross, S. (2007). Segmenting sport fans using brand associations: A cluster analysis. *Sport Marketing Quarterly*. 16 (1), 15-24.

Ross, S., & James, J. (2007). The influence of identification on professional sport team brand associations. *International Journal of Sport Management*. 8 (1), 115-129.

Ross, S., Maxwell, H., & Walsh, P. (2007). The influence of gender on sponsorship recognition. *International Journal of Sport Management*. 8 (3), 295-308.

Ross, S., Bang, H., & Lee, S. (2007). Assessing brand associations for intercollegiate ice hockey. *Sport Marketing Quarterly*. 16 (2), 106-114.

Kim, Y., Ko, Y., & **Ross, S.** (2007). Online sport video gaming motivations. *International Journal of Human Movement Science*. 1 (1), 41-60.

Ross, S. (2006). A conceptual framework for understanding spectator-based brand equity. *Journal of Sport Management*. 20 (1), 22-38.

Ross, S. & James, J. (2006). Major versus Minor League baseball: The relative importance of factors influencing spectator attendance. *International Journal of Sport Management*. 7 (2), 217-233.

Ross, S., James, J., & Vargas, P. (2006). Development of a Scale to Measure Team Brand Associations in Professional Sport. *Journal of Sport Management*. 20 (2), 260-279.

Walsh, P., & **Ross, S.** (2006). *Brand personality agreement: Implications for collegiate sport sponsorship*. In J.D. James (Ed.), *Sport marketing across the spectrum: Research from emerging, developing and established scholars. Selected papers from the Fourth Annual Conference of the Sport Marketing Association*. Fitness Information Technology: Morgantown, WV.

Kim, Y., & **Ross, S.** (2006). An exploration of motives in sport video gaming *International Journal of Sport Marketing and Sponsorship*. 8 (1), 34-46.

James, J., & **Ross, S.** (2004). Motives for attending non-revenue collegiate sports. *Sport Marketing Quarterly*. 13 (1), 17-25.

Ross, S. Norman, W., & Dorsch, M. (2003). The use of conjoint analysis in the development of a new recreation facility. *Managing Leisure: An International Journal*. 8 (4), 227-244.

James, J. & **Ross, S.** (2002). The motives of sport consumers: A comparison of Major and Minor League baseball. *International Journal of Sport Management*. 3 (3), 180-198.

James, J., Breezeel, G., & **Ross, S.** (2001). A two-stage study of the reasons to begin and continue tailgating. *Sport Marketing Quarterly*. 10 (4), 212-222.

Refereed Presentations

Lee, S., & **Ross, S.** (2008). An understanding of sport labor migration: What global outsourcing can explain. North American Society for the Sociology of Sport Conference. Denver, CO.

Bang, J., & **Ross, S.** (2008). *The mediating role of perceived organizational support between leader-member exchange and organizational commitment of volunteers in non-profit sport organizations*. North American Society for Sport Management Conference. Toronto, Ontario.

Mikl, C., & **Ross, S.** (2008). *Campus recreation student staff outcome assessment*. 2008 NIRSA Annual Conference & Recreational Sports Exposition. Austin, TX.

Ross, S. (2007). *Validation of the brand trust scale: A case of intercollegiate athletics*. Sport Marketing Association Conference. Pittsburgh, PA.

Ross, S., Walsh, P., & Maxwell, H. (2007). *Assessing the influence of brand parity and brand personality on identification*. Sport Marketing Association Conference. Pittsburgh, PA.

Lee, S., & **Ross, S.** (2007). *One from West and the other from mythical East: Revisiting racial stereotypes of Asian Athletes*. North American Society for the Sociology of Sport Conference. Pittsburgh, PA.

Walsh, P., Kim, Y., & **Ross, S.** (2007). *Recall and recognition of sponsors: A comparison of television and video games as presentation modes*. Sport Marketing Association Conference. Pittsburgh, PA.

Kim, Y., Kim, K., Ko, Y., & **Ross, S.** (2007). *Measuring the effects of patriotism on advertising effectiveness in mega-sport events: The Case of 2006 FIFA World Cup*. Sport Marketing Association Conference. Pittsburgh, PA.

Ross, S., Russell, K., & Bang, H. (2007). *An empirical assessment of spectator-based brand equity*. North American Society for Sport Management Conference. Ft. Lauderdale, FL.

Bang, H., **Ross, S.**, & Kane, M. (2007). *The direct and indirect effects of sport event reputation on volunteer commitment*. North American Society for Sport Management Conference. Ft. Lauderdale, FL.

Kim, Y., Ko, Y., Lee, S., & **Ross, S.** (2007). *An exploration of motives in online sport video gaming*. North American Society for Sport Management Conference. Ft. Lauderdale, FL.

Ross, S. & Lee, C. (2006). *Segmenting sport fans using brand associations: A cluster analysis*. North American Society for Sport Management Conference. Kansas City, MO.

Kim, Y., Walsh, P., **Ross, S.** (2006). *An exploration of consumptive behaviors associated with sport video gaming*. North American Society for Sport Management Conference. Kansas City, MO.

Kim, Y. & **Ross, S.** (2006). *An exploration of motives in sport video gaming: A uses & gratifications perspective*. North American Society for Sport Management Conference. Kansas City, MO.

Lee, S. & **Ross, S.** (2006). *An understanding of sport fans behavior: A focus on modeling and imitating from social learning theory in a different culture*. North American Society for Sport Management Conference. Kansas City, MO.

Chien, C., & **Ross, S.** (2006). *A comparison of motives among psychologically committed Taiwanese professional baseball fans*. North American Society for Sport Management Conference. Kansas City, MO.

Lee, S., **Ross, S.**, Kim, Y., Han, K. (2006). *Oriental express to marketing mool: Media perceptions constructions on Asian Major League Baseball (MLB) players*. North American Society for the Sociology of Sport Conference. Vancouver, British Columbia.

Kim, Y., & **Ross, S.** (2006). *Psychological characteristics of computer and video gamers*. North American Society for the Sociology of Sport Conference. Vancouver, British Columbia.

Kim, Y., Lee, S., & **Ross, S.** (2006). *Sport video games: Sleeping with the enemy*. Sport Marketing Association Conference. Denver, CO.

Walsh, P., & **Ross, S.** (2006). *Brand personality agreement: Implications for collegiate sport sponsorship*. Sport Marketing Association Conference. Denver, CO.

Maxwell, H., Walsh, P., & **Ross, S.** (2006). *The influence of gender on sponsorship recognition*. Sport Marketing Association Conference. Denver, CO.

Ross, S. & James, J. (2005). *Brand associations across segments of identified sport consumers*. Sport Marketing Association Conference. Tempe, AZ.

Ross, S. & Lee, S. (2005). *Comparing parent and sub-brand associations in intercollegiate sport*. Sport Marketing Association Conference. Tempe, AZ.

James, J., **Ross, S.**, Matsuoka, H., & Fujimoto, J. (2005). *Comparing the motives of Japanese and United States sport consumers*. Sport Marketing Association Conference. Tempe, AZ.

Lee, S., **Ross, S.**, Han, K. (2005). *A religious organization hosts a mega-sports event: Differences in psychological acceptance between sports fans and the public at large*. North American Society for the Sociology of Sport Conference. Winston-Salem, NC.

Han, K., Lee, S., & **Ross, S.** (2005). *Football Federation Australia's join to the Asian Football Conference: An understanding from Wallerstein's World-System Theory*. North American Society for the Sociology of Sport Conference. Winston-Salem, NC.

Ross, S. & James, J. (2005). The effect of team identification on sport team brand associations. In D. Wann (Chair), *The impact of team identification*. Symposium conducted at the 2005 Association for the Advancement of Applied Sport Psychology Conference. Vancouver, British Columbia.

Lee, S., & **Ross, S.** (2005). *Media perceptions toward a mega-sports event hosting by a religious organization*. International Conference on Sport and Religion. Northfield MN.

Bang, H. & **Ross, S.** (2005). *Measuring volunteer motivation at the Twin Cities Marathon*. North American Society for Sport Management Conference. Regina, Saskatchewan.

Ross, S., & James, J. (2004). *Development of the TBAS: A scale to measure brand associations in professional sport*. Sport Marketing Association Conference. Memphis, TN.

Ross, S. & Bang, H. (2004). *The influence of identification on brand associations of favorite and least favorite professional sport teams*. North American Society for Sport Management Conference. Atlanta, GA.

Ross, S., & James, J. (2003). *Re-thinking brand equity in sport: Empirical evidence of an inappropriate model*. Sport Marketing Association Conference. Gainesville, FL.

James, J., & **Ross, S.** (2003). *Sport consumer motivations: A comparison across levels of sport*. Sport Marketing Association Conference. Gainesville, FL.

Ross, S., Santos, C., & Jeong, S. (2003). *The role of awareness, attractiveness and familiarity with a "sport tourism" destination: The case of the Midwest*. Travel and Tourism Research Association Conference. St. Louis, MO.

Ross, S. & James, J. (2003). *Comparing sport brand associations across differing levels of identified fans*. North American Society for Sport Management Conference. Ithaca, NY.

Ross, S. (2002). *Brand equity in sport: The proposition of a new conceptual framework*. International Conference on Sport and Entertainment Business. Columbia, SC.

James, J. & **Ross, S.** (2002). *Major versus Minor League baseball: The relative importance of factors influencing spectator attendance*. North American Society for Sport Management Conference. Canmore, Alberta.

Ross, S. (2001). *The use of conjoint analysis in the profiling of sport motivations*. Student Research Award. North American Society for Sport Management. Virginia Beach, VA.

Ross, S. (2000). *The use of conjoint analysis in the development of a new interpretative center*. Masters Student Research Award. Travel and Tourism Research Association Conference. Burbank, CA.

Ross, S., Norman, W., & Martin, B. (1999). *The application of conjoint analysis in nature-based tourism product development: A case study of a proposed interpretive center in South Carolina's ACE Basin*. Travel and Tourism Research Association Conference. Halifax, Nova Scotia.

Ross, S., Norman, W., & Martin, B. (1998). *The application of conjoint analysis in the development of interpretive centers*. Southeastern Recreation Research Conference. Gatlinburg, TN.

Kibler, T., Norman, W., & **Ross, S.** (1998). *Assessing the image of South Carolina as a nature-based tourism destination brand: A case study*. Travel and Tourism Research Association Conference. Fort Worth, TX.

Abstracts in Print

Ross, S. (2007). *Perceptions of non-revenue sport: A case of intercollegiate men's wrestling*. North American Society for Sport Management Conference. Ft. Lauderdale, FL.

Ross, S., Russell, K., & Bang, H. (2007). *An empirical assessment of spectator-based brand equity*. North American Society for Sport Management Conference. Ft. Lauderdale, FL.

Bang, H., **Ross, S., & Kane, M.** (2007). *The direct and indirect effects of sport event reputation on volunteer commitment*. North American Society for Sport Management Conference. Ft. Lauderdale, FL.

Ross, S. & Lee, C. (2006). *Segmenting sport fans using brand associations: A cluster analysis*. North American Society for Sport Management Conference. Kansas City, MO.

Kim, Y., Walsh, P., **Ross, S.** (2006). *An exploration of consumptive behaviors associated with sport video gaming*. North American Society for Sport Management Conference. Kansas City, MO.

Kim, Y. & **Ross, S.** (2006). *An exploration of motives in sport video gaming: A uses & gratifications perspective*. North American Society for Sport Management Conference. Kansas City, MO.

Lee, S. & **Ross, S.** (2006). *An understanding of sport fans behavior: A focus on modeling and imitating from social learning theory in different culture*. North American Society for Sport Management Conference. Kansas City, MO.

Chien, C., & **Ross, S.** (2006). *A comparison of motives among psychologically committed Taiwanese professional baseball fans*. North American Society for Sport Management Conference. Kansas City, MO.

Ross, S. & Lee, S. (2005). *Comparing parent and sub-brand associations in intercollegiate sport*. Sport Marketing Association Conference. Tempe, AZ.

Ross, S. & James, J. (2005). *Brand associations across segments of identified sport consumers*. Sport Marketing Association Conference. Tempe, AZ.

James, J., **Ross, S., Matsuoka, H., & Fujimoto, J.** (2005). *Comparing the motives of Japanese and United States sport consumers*. Sport Marketing Association Conference. Tempe, AZ.

Ross, S., & James, J. (2004). *Development of the TBAS: A scale to measure brand associations in professional sport*. Sport Marketing Association Conference. Memphis, TN.

Ross, S., & James, J. (2003). *Re-thinking brand equity in sport: Empirical evidence of an inappropriate model.* Sport Marketing Association Conference. Gainesville, FL.

James, J., & **Ross, S.** (2003). *Sport consumer motivations: A comparison across levels of sport.* Sport Marketing Association Conference, Gainesville. FL.

Ross, S., Santos, C., & Jeong, S. (2003). *A profile of active and passive sport-tourists in the Midwestern United States.* Travel and Tourism Research Association Conference, St. Louis, MO.

Ross, S. & James, J. (2003). *Comparing sport brand associations across differing levels of identified fans.* North American Society for Sport Management Conference. Ithaca, NY

James, J. & **Ross, S.** (2002). *Major versus Minor League baseball: The relative importance of factors influencing spectator attendance.* North American Society for Sport Management Conference. Canmore, Alberta.

Ross, S. (2001). *The use of conjoint analysis in the profiling of sport motivations.* North American Society for Sport Management Conference. Virginia Beach, VA.

Ross, S., Norman, W., & Martin, B. (1999). *The application of conjoint analysis in nature-based tourism product development: A case study of a proposed interpretive center in South Carolina's ACE Basin,* Travel and Tourism Research Association Conference. Nova Scotia, Canada.

Invited Presentations

Ross, S. (2008). *Assessing the influence of brand parity and brand personality on identification.* 10th Annual Florida State University Sport Management Conference. Tallahassee, Fl. November, 2008.

Ross, S. (2007). *Sport Consumer Psychology.* Guest lecture in Issues in Sports Psychology freshman seminar. Department of Psychology. College of Liberal Arts. April 2007.

Ross, S. (2006). *Sport Consumer Behavior.* Guest lecture in MKTG 4040 (Buyer Behavior) in Carlson School of Management. October, 2006.

Ross, S. (2006). *Brand Equity in Sport.* Lecture given at the Brand Management Lab for the Carlson School of Management. April, 2006.

Bang, H., & **Ross, S.** *Measuring volunteer motivations at a sport-tourism event.* Poster presented at the University of Minnesota Tourism Center, National Tourism Week Conference. St. Paul, MN. May, 2005.

Century College, MKTG 2050-90 (Principles of Marketing) – Guest Lecture, October 2004

University of Minnesota, KIN 1871 (Introduction to Kinesiology) – Guest Lecture, November 2003, 2004, April 2004, 2005.

Alumni Career Night, College of Applied Life Studies, University of Illinois, February 2002

South Carolina Department of Natural Resource workshop on Interpretation. Hunting Island State Park Visitor Center, Hunting Island, South Carolina, August 1999.

Invited Publications

Internet E-guide on Developing Sport Tourism, National Laboratory for Tourism and eCommerce, Summer 2001 <http://tourism.temple.edu/itn/etools/eguides/SportTourism.htm>

Technical Reports

Ross, S. (2006). *University of Minnesota Wrestling Fan Profile*. Report for the University of Minnesota Athletic Department.

Ross, S. (2005). *2005 Season Survey report*. Report for the Minnesota Timberwolves.

Ross, S. (2005). *2005 Buying Behavior for Season Ticket Holders*. Report for the St. Paul Saints.

Ross, S. (2005). *2004 Season Ticket Holder Study*. Report for the Minnesota Thunder.

Ross, S. (2004). *Men's Hockey Student Season Ticket Holders*. Report for the University of Minnesota Athletic Department.

James, J., Alexandris, K., & **Ross, S.** (2002). *Recreation for life: Examining attraction to and constraints prohibiting participation in co-ed volleyball leagues*. Report for the Champaign Park District, Champaign, Illinois.

James, J., **Ross, S.**, & Bauer, B. (2001). *Schaumburg Flyers: Fan Survey for 2000 Season*. Report for the Schaumburg Flyers Minor League Baseball Team. Schaumburg, Illinois.

Martin, B., Norman, W., McClinton, T., **Ross, S.**, Krout, J., & McMillan, W. (1999). *A profile of visitors to National Estuarine Research Reserves: Implications for interpretive programs*. Report for the Sanctuaries and Reserves Division, National Oceanic and Atmospheric Administration, United States Department of Commerce, Silver Spring, Maryland.

Martin, B., Norman, W., & **Ross, S.** (1998). *Proposed Edisto Island Interpretive Center Study*. Report for The Office of Ocean and Coastal Resource Management, Silver Spring, Maryland.

PROFESSIONAL DEVELOPMENT

Securing Your Computer Workstation online course, CEHD, Spring 2007

Workshop on Accessing/using Census data, University of Minnesota – St. Paul Campus, August 2004

Sport Marketing Association Conference, Gainesville, FL, 2003, Memphis, TN, 2004, Tempe, AZ, 2005.

Responsible Conduct of Research and Scholarship (RCR) Seminar, Fall 2003

New Faculty Orientation, University of Minnesota, August 2003

North American Society for Sport Management Conference, Virginia Beach, VA, 2001, Canmore, Alberta, 2002, Ithaca, NY, 2003, Kansas City, MO, 2006, Ft. Lauderdale, FL, 2007.

International Conference on Sport and Entertainment Business. Columbia, South Carolina. October, 2002.

Travel and Tourism Research Association Conference, Nova Scotia, Canada, 1999, Burbank, California, 2000, St. Louis, Missouri, 2003.

National Recreation and Parks Association Congress, Nashville, Tennessee, 1999, Denver, Colorado, 2001

Southeastern Recreation Research Conference, Gatlinburg, Tennessee, 1999.

Graduate Student Research Seminar, University of Illinois, 1999 to 2003

Research Seminar, University of Illinois, Spring 2000 to 2003

GRANT EXPERIENCE

Funded

Ross, S. (2008). A Proposal to Evaluate Outcomes of the Wilderness Endeavors Program for Juvenile Offenders at Thistledeew Camp (MCF-TOGO). Minnesota Department of Corrections. Principal Investigator. **\$18,884.**

Ross, S., & Walsh, P. (2006). *Impact of new media on sport and fitness participation.* College of Education and Human Development. Principal Investigator. **\$4,950.**

Tehvan, G, & **Ross, S.** (Spring 2006). *Motivations Among Students Who Volunteer While Traveling.* Undergraduate Research Opportunities Program. Faculty Sponsor. **\$1,700.**

Ross, S. (Fall 2005). *Market feasibility of an Amateur Sports Complex in Southwest Minnesota.* Carlson Travel, Tourism, and Hospitality Endowment, University of Minnesota Tourism Center. Co-Investigator. **\$16,568.**

Ross, S. (Spring 2005). *Minnesota Timberwolves Fan Profile and Sponsorship Effectiveness.* Minnesota Timberwolves. Principle Investigator. **\$13,956.**