

Brent Cullen Estes, Ph.D.

Assistant Professor

Department of Health and Kinesiology, Sam Houston State University, P.O. Box 2176,
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GENERAL SECTION

Education:

- The Florida State University, Tallahassee, Florida
Doctor of Philosophy (Ph.D.), April 2006
Specialization: **Sport Administration**
Advisor: Jeffrey James, Ph.D.
- The United States Sports Academy, Daphne, Alabama
Master of Sport Science (M.S.S.), July 2001
Specialization: **Sport Management**
- Faulkner University, Montgomery, Alabama
Bachelor of Science (B.S.), December 1998
Major: **Pre-Med/Biology**

Academic Experience:

- **Assistant Professor:** Department of Health and Kinesiology, Sam Houston State University, Huntsville, Texas (January 2007 – present). Administrative duties: Coordinator of the Graduate Sport Management and Exercise Science Programs at SHSU (2007 – Present). Graduate courses taught: Sport Finance and Sales, Leadership in Sport Management, Ethics in Sport Management, Community and Media Relations in Sport, Legal Issues in Sport. Undergraduate courses taught: Foundations of Kinesiology, Motor Development, Individual and Team Sport Skill Analysis, Assessment in Kinesiology, Fitness for Living. Other responsibilities/activities: Thesis supervision, internship supervision, advising all graduate students in the department, curriculum development, departmental and university service committees, and initiating collaborative student research projects.



- **Clinical Professor:** Department of Educational Leadership and Counseling, Sam Houston State University, Huntsville, Texas (August 2006 – January 2007). Online Graduate Courses Taught: Administration and Organization of Public Schools, Psychology of Learning, Instructional Leadership. Other responsibilities/activities: Assist in the coordination of the Online Distance Education Program within the department including course design, marketing, and technological advancement.
- **Adjunct Instructor:** Department of Educational Leadership and Counseling, Sam Houston State University, Huntsville, Texas (May 2006 – August 2006). Graduate Courses Taught: Administration and Organization of Public Schools, Psychology of Learning (online course), Human Resource Management (doctoral course).
- **Postdoctoral Research Assistant/Online Technology Coordinator:** Department of Educational Leadership and Counseling, Sam Houston State University, Huntsville, Texas (January 2006 – May 2006). Duties: Responsible for assisting faculty with educational research, assist in the coordination of the online graduate education programs, serve as technology liaison to faculty and adjunct instructors, assist adjunct Instructors with online courses including course design, administration, and evaluation.

Sport Industry Experience:

- **Business Operations Assistant:** Department of Athletics, The Florida State University, Tallahassee, Florida (2003-2004).
- **Development Coordinator:** Seminole Boosters, Inc., Tallahassee, Florida (2002-2003).
- **Ticket Sales/Promotions Coordinator:** Mobile BayBears Professional Baseball Organization (Then Double-A affiliate of the San Diego Padres; Current Double-A affiliate of the Arizona Diamond Backs), Mobile, Alabama (2000-2001).
- **Owner/Operator:** Bridge City Sports Cards, Bridge City, Texas (1990 – 1994).

Honors & Awards:

- Best Paper Award at the 2011 General Business Conference at Sam Houston State University in Huntsville, Texas, April 15-16, 2011. Paper entitled: “Predicting Productivity in a Complex Labor Market: A Sabermetric Assessment of Free Agency on Major League Baseball Player Performance”
- Best Paper Award at the 2010 International Business & Economics Research Conference in Las Vegas, Nevada, on October 11-13, 2010. Paper entitled: “The Poorest Millionaire on the Block: Creative Accounting Practices Among Professional Sports Team Owners.”
- Best Paper Award (Honorable Mention) at the 2010 General Business Conference at Sam Houston State University in Huntsville, Texas, April 9-10, 2010. Paper entitled:

“Determinants of value and productivity in a complex labor market: How sabermetrics and statistical innovation changed the business of professional baseball.”

- Best Paper Award at the 2009 International Business & Economics Research Conference in Las Vegas, Nevada, on October 5-7, 2009. Paper entitled: “So You Want to Start a Sports Agency? Challenges of Athlete Representation in the 21st Century.”
- Outstanding Paper Award for Other Business Disciplines Track at the 2009 General Business Conference at Sam Houston State University in Huntsville, Texas, April 17-18, 2009. Paper entitled: “The Tax Collector Comes Knocking: An Evaluation of the State Income Taxation of Nonresident Professional Athletes and the Role of Congress.”
- Alpha Chi (Texas Omicron Chapter) Award for outstanding commitment to the academic and personal success of students (2008).
- The Chancellor’s List National Honor Society (2005).
- Pi Lambda Theta International Honor Society & Professional Association in Education (2003-2005).

Publications:

- **Estes, B. C.** (accepted, in press). Predicting productivity in a complex labor market: A sabermetric assessment of free agency on Major League Baseball player performance. *Business Studies Journal*.
- Joubert, D., Oden, G., & **Estes, B.** (2011). The effects Of elliptical cross training on VO2 max in recently trained runners. *International Journal of Exercise Science*, 4, 243-251.
- **Estes, B.C.**, & Shaheen, N. A. (2010). Determinants of value and productivity in a complex labor market: How sabermetrics and statistical innovation changed the business of professional baseball. *Business Studies Journal*, 2, 27-48.
- Shaheen, N. A. & **Estes, B. C.** (accepted, in press). The tax collector comes knocking: An evaluation of the state income taxation of nonresident professional athletes and the role of congress. *Journal of Legal, Ethical, & Regulatory Issues*.

Manuscripts in Preparation:

- **Estes, B.**, Edmonson, S., & Fisher, A. (in progress). Evaluating and predicting productivity of tenured faculty: An expectancy theory analysis.
- **Estes, B. C.**, Shaheen, N. A. & Krebs, D. E. (in progress). So you want to start a sports agency? Challenges of athlete representation in the 21st Century.

- **Estes, B.C.**, Zapalac, R.K., & Joubert, D. (2011, in press). Misplaced Priorities?: Assessing Student Perceptions of Funding for Athletic Programs in Higher Education
- Shaheen, N. A. & **Estes, B. C.** (in progress). A last resort call for congressional action in regards to state income taxation of nonresident professional team athletes.
- Burgess, M. L., **Estes, B. C.**, Hemmen, J. & Rojas-LeBouef, A. (in progress). A tale of two synchronous Technologies: The creation of a community of Inquiry (COI) in *Blackboard* and *Second Life* among sport management graduate students.
- **Estes, B. C.** & Shaheen, N. A. (in progress). The poorest millionaire on the block: Creative accounting practices among professional sports team owners.
- **Estes, B. C.**, Shaheen, N. A., & Chambers, V. (in progress). Are guaranteed contracts good business for the National Football League?: Examining theories of motivation and behavior.

Published Abstracts:

- Zapalac, R. K., Wann, D. L., **Estes, B. C.**, & Roper, E. A. (October 2011). Ideal product / Ideal time: The “Luv Ya Blue” Houston Oilers. 9th Annual Conference for the Sport Marketing Association – 2011 Sport Marketing Quarterly (SMQ) Supplement.
- Zapalac, R. K., **Estes, B. C.**, Zhang, J. J., Fitzwater, P. L., & Krebs, D. E. (September 2011) (accepted). Motives and points of attachment of PGA Champions Tour spectators and fans. Association for Applied Sport Psychology (AASP) - 2011 Conference Proceedings.
- **Estes, B. C.**, Zapalac, R. K., & Joubert, D. (June 2011). Misplaced priorities?: Assessing student perceptions of funding for athletic programs in higher education. North American Society for Sport Management (NASSM) - 2011 Conference Proceedings.
- **Estes, B. C.** (April 2011). Predicting productivity in a complex labor market: A sabermetric assessment of free agency on Major League Baseball player performance. Proceedings for the 3rd Annual Sam Houston State University General Business Conference in Huntsville, Texas.
- **Estes, B. C.**, Shaheen, N. A. (April 2011). Labor negotiations and Collective Bargaining Agreement: The National Football League’s Dilemma. Proceedings for the 3rd Annual Sam Houston State University General Business Conference in Huntsville, Texas.
- **Estes, B.**, Edmonson, S., & Fisher, A. (February 2011). Evaluating and predicting productivity of tenured faculty: An expectancy theory analysis. Proceedings of the 34th Annual Southwest Educational Research Association Conference in San Antonio, Texas.
- **Estes, B. C.**, Shaheen, N. A., & Chambers, V. (October 2010). Are guaranteed contracts good business for the National Football League?: Examining theories of motivation and

behavior. Proceedings of the Allied Academies Fall 2010 Conference in Las Vegas, Nevada.

- **Estes, B. C.** & Shaheen, N. A. (October 2010). The poorest millionaire on the block: Creative accounting practices among professional sports team owners. Proceedings of the 10th Annual International Business & Economics Research (IBER) Conference in Las Vegas, Nevada.
- **Estes, B. C.**, Shaheen, N. A. (April 2010). Determinants of value and productivity in a complex labor market: How sabermetrics and statistical innovation changed the business of professional baseball. Proceedings for the 2nd Annual Sam Houston State University General Business Conference in Huntsville, Texas.
- Shaheen, N. A. & **Estes, B. C.** (April 2009). The tax collector comes knocking: An evaluation of the state income taxation of nonresident professional athletes and the role of congress. Proceedings of the 1st Annual Sam Houston State University General Business Conference in Huntsville, Texas.
- **Estes, B. C.**, Shaheen, N. A. & Krebs, D. E. (October 2009). So you want to start a sports agency? Challenges of athlete representation in the 21st Century (Part III: Financial Advisory Services). Proceedings of the Allied Academies Fall 2009 Conference in Las Vegas, Nevada.
- **Estes, B. C.**, Krebs, D. E., & Shaheen, N. A. (October 2009). So you want to start a sports agency? Challenges of athlete representation in the 21st Century (Part II: Compliance Issues). Proceedings of the 35th Annual Association for Small Business & Entrepreneurship (ASBE) Conference in San Antonio, Texas.
- **Estes, B. C.**, Krebs, D. E., & Shaheen, N. A. (2009). So you want to start a sports agency? Challenges of athlete representation in the 21st Century (Part I: Contract Negotiations). Proceedings of the 9th Annual International Business & Economics Research (IBER) Conference in Las Vegas, Nevada.

Presentations:

- Zapalac, R. K., Wann, D. L., **Estes, B. C.**, & Roper, E. A. (October 2011). Ideal product / Ideal time: The "Luv Ya Blue" Houston Oilers. 9th Annual Conference for the Sport Marketing Association, Houston, TX.
- Zapalac, R. K., **Estes, B. C.**, Zhang, J. J., Fitzwater, P. L., & Krebs, D. E. (September 2011). Motives and Points of Attachment of PGA Champions Tour Spectators and Fans, Association for Applied Sport Psychology (AASP), Honolulu, HI.
- **Estes, B.C.**, Zapalac, R.K., & Joubert, D. (June 2011) Misplaced Priorities?: Assessing Student Perceptions of Funding for Athletic Programs in Higher Education, North American Society for Sport Management (NASSM), London, Ontario (Canada).

- **Estes, B. C.** (April 2011). Predicting productivity in a complex labor market: A sabermetric assessment of free agency on Major League Baseball player performance. To be presented at the 3rd Annual Sam Houston State University General Business Conference in Huntsville, Texas.
- **Estes, B. C., Shaheen, N. A.** (April 2011). Labor negotiations and Collective Bargaining Agreement: The National Football League's Dilemma. To be presented at the 3rd Annual Sam Houston State University General Business Conference in Huntsville, Texas.
- **Shaheen, N. A., Estes, B. C., & Klett, T.** (March 2011). Using creative accounting examples from the sports industry in teaching accounting courses: A panel discussion. Presented at the 2011 Southwest Regional American Accounting Association Conference in Houston, Texas.
- **Estes, B., Edmonson, S., & Fisher, A.** (February 2011). Evaluating and predicting productivity of tenured faculty: An expectancy theory analysis. Presented at the 34th Annual Southwest Educational Research Association Conference in San Antonio, Texas.
- **Estes, B. C., Shaheen, N. A., & Chambers, V.** (October 2010). Are guaranteed contracts good business for the National Football League? Examining theories of motivation and behavior. Presented at the Allied Academies Fall 2010 Conference in Las Vegas, Nevada.
- **Estes, B. C. & Shaheen, N. A.** (October 2010). The poorest millionaire on the block: Creative accounting practices among professional sports team owners. Presented at the 10th Annual International Business & Economics Research (IBER) Conference in Las Vegas, Nevada.
- **Estes, B. C., Shaheen, N. A.** (April 2010). Determinants of value and productivity in a complex labor market: How sabermetrics and statistical innovation changed the business of professional baseball. Presented at the 2nd Annual Sam Houston State University General Business Conference in Huntsville, Texas.
- **Estes, B. C., Shaheen, N. A. & Krebs, D. E.** (October 2009). So you want to start a sports agency? Challenges of athlete representation in the 21st Century (Part III: Financial Advisory Services). Presented at the Allied Academies Fall 2009 Conference in Las Vegas, Nevada.
- **Estes, B. C., Krebs, D. E., & Shaheen, N. A.** (October 2009). So you want to start a sports agency? Challenges of athlete representation in the 21st Century (Part II: Compliance Issues). Presented at the 35th Annual Association for Small Business & Entrepreneurship (ASBE) Conference in San Antonio, Texas.
- **Estes, B. C., Krebs, D. E., & Shaheen, N. A.** (October 2009). So you want to start a sports agency? Challenges of athlete representation in the 21st Century (Part I: Contract Negotiations). Proceedings of the 9th Annual International Business & Economics Research (IBER) Conference in Las Vegas, Nevada.

- Shaheen, N. A. & **Estes, B. C.** (April 2009). The tax collector comes knocking: An evaluation of the state income taxation of nonresident professional athletes and the role of congress. Presented at the 1st Annual Sam Houston State University General Business Conference in Huntsville, Texas.
- **Estes, B.C.**, (October 2007). Deprivation vs.stimulation: Impact on the young child. Invited speaker at the Sam Houston Association for the Education of Young Children (SHAEYC) Conference in Huntsville, Texas.
- Polnick, B., Irby, B., **Estes, B.**, Nichter, M., & Schlosser, R., (March 2007). New technologies for online instruction: Help or hinder? Presented at the 18th Annual Society for Information Technology and Teacher Education (SITE) Conference in San Antonio, Texas.
- **Estes, B.C.**, Polnick, B.E., & Schlosser, R. (February 2006). New technologies for online instruction: Help or hinder? Presented at the 28th Annual Southwest Educational Research Association (SERA) Conference in Austin, Texas.

Supervised Research

- Jennifer Kennedy (2011) - Change in Body Mass Index of Police Officers from the Training Academy to their Present Assignment and the Divisions with Highest Consistency of Officers with an Ideal BMI. (Thesis in progress).
- Dustin Joubert (2009) - The effects of elliptical cross training on VO2 MAX in recently-trained runners. (Completed Thesis).
- Amy Schindewolf (2008) - Dimensions of Support Required for Long Term Success of Teachers. (Completed Dissertation).
- John Williams (2008) – Traditional High Schools and Academic Performance of Texas High School Students: A Companion Study. (Completed Dissertation).
- Jo Ann Beken (2008) – Academic Alternative High Schools and Academic Performance of High School Students: A Companion Study. (Completed Dissertation).
- Li-Jen Shannon (2007) – An Analysis of the Millennial Generation’s Needs Regarding Information and Communication Technology Literacy and Comfort Levels with Digital Life Environments. (Completed Dissertation).

Reviewing Responsibilities:

- Reviewer for *ACSM's Introduction to Exercise Science* textbook (February 2010) (Lippincott Williams & Wilkins Publishers: Baltimore, MD).

University or Internal Reports:

- Zapalac, R.K. & **Estes, B.C.** (October 2007). Sport management marketing and strategic plan. *Submitted to the Associate Vice President of Academic Affairs (Dick Eglsaer), the Dean of Graduate Studies (Mitchell Muehsam), the Dean of the College of Education (Genevieve Brown), and the Health and Kinesiology Department Chair (Alice Fisher).*
- Zapalac, R.K. & **Estes, B.C.** (January 2007). A proposal for offering the Master of Arts degree – Sport Management track at The University Center in The Woodlands. *Submitted to the Associate Vice President of Academic Affairs (Dick Eglsaer), the Dean of the College of Education (Genevieve Brown), and the Health and Kinesiology Department Chair (Alice Fisher).*

Grants:

- Bruhn, R., Nelson, J., Nichter, M., **Estes, B.**, & Tripp, P. (2006). Healthy Marriage Demonstration Grant: Project BLISS – The Basis for Learning Improved Spousal Skills. Submitted to the United States Department of Health & Human Services: Administration for Children & Families in the amount of \$2,500,000.00. (unfunded)

University Service:

- Distinguished Professor Review Committee (2008 – present)
- Graduate Advisor Committee (2007 – present)
- Faculty representative and organizer for SHSU graduate programs booth at the following academic conferences:
 - TAHPERD 2010 (Galveston, TX)
 - TAHPERD 2009 (Arlington, TX)
 - AAHPERD 2009 (Tampa, FL)
 - AAHPERD 2008 (Ft. Worth, TX)
 - TAHPERD 2007 (Galveston, TX)
- Sport Management Program Revision (August 2006 – present), Sam Houston State University
 - Revised and updated curriculum
 - Proposed addition of five new courses (with Dr. Ryan Zapalac) to the existing curriculum (Formally approved by State Coordinating Board – Began formally offering the courses under their new designations in Fall 2008)
 - Authored a comprehensive document (with Dr. Ryan Zapalac) to help move the program's offerings to The University Center in The Woodlands – Sport Management began formal operation at TUC in Fall 2007.

- Foster relationships with local sport organizations
- Advise all graduate Sport Management students
- Market the program and help recruit students
- Member of the following **college committees** (Sam Houston State University) (January 2007 – present):
 - Faculty Awards Committee (2009 – 2010)
 - NCATE Committee: Standard Six (2008 – 2010)
 - Conceptual Framework Committee (2008 – 2010)
 - Technology Committee (2008 – present)
 - Professional Development Committee (2007 – 2009)
 - Graduate Faculty Qualifications & Performance Committee (2007 – Present)
 - Graduate Recruitment Committee (2007 – 2008)
- Member of the following **departmental committees** (Sam Houston State University) (January 2007 – present):
 - Kinesiology Graduate Studies Committee (Chair, 2008 – present)
 - Health & Kinesiology Development Committee
 - Kinesiology Awards Committee
 - Kinesiology Undergraduate Curriculum Committee
 - Recruitment & Retention Committee
 - Sport Management Alliance at Sam Houston (S.M.A.S.H.) (Co-Chair, 2009 – present)
 - Technology / Web-Enhanced Committee (Chair, 2007-2009)
 - Health & Kinesiology Newsletter & Electronic Media Committee (Chair, 2008-2009)
 - Kinesiology Activity / Equipment Committee
 - Department Remodeling Committee

External Service:

- Organized department’s annual toy drive for Texas Children’s Hospital (2008 - present)
- Co-faculty sponsor of the Sport Management Alliance at Sam Houston (S.M.A.S.H.) (2009-present)
- Spring Independent School District, Sport Marketing Academy Focus Group Member (2008)

Professional Memberships:

- North American Society for Sport Management
- Sport Marketing Association

- American Alliance for Health, Physical Education, Recreation, & Dance
- Texas Association for Health, Physical Education, Recreation & Dance
- North American Society for the Psychology of Sport and Physical Activity
- National Association of Secondary School Principals
- Phi Delta Kappa

Other Professional Activities:

Invited speaker:

- Sam Houston State University (April 2011): Foundations of Kinesiology course – Jane Pickett, M.Ed. Topic: “An Introduction to the Field of Sport Management”.
- Sam Houston State University (November 2010): Foundations of Kinesiology course – Jane Pickett, M.Ed. Topic: “An Introduction to the Field of Sport Management”.
- Sam Houston State University (March 2010): Department of Health & Kinesiology faculty representative (along with Dr. Matt Wagner) at “Saturdays @ Sam”, which is an informational session for new students and parents.
- Sam Houston State University (March 2007): Department of Health & Kinesiology faculty representative (along with Dr. Martha Bass) at “Saturdays @ Sam”, which is an informational session for new students and parents.
- Sam Houston State University (October 2007): Association for the Education of Young Children (SHAAYC) Conference. Topic: “Deprivation vs.stimulation: Impact on the young child.”

Professional Development

- Sam Houston State University College of Education Professional Development Series. *A Step by Step Guide to Publishing*. Presented by Drs. John Slate and Tony Onwuegbuzie, Sam Houston State University, January 15, 2008.
- Magna Publications Online Seminar. *Keys to Successful Online Instruction: Universal Design*, Presented by Alice Anderson & Blaire Bundy, University of Wisconsin-Madison, December 6, 2006.
- Sam Houston State University College of Education Professional Development Series. *Basic Concepts & Applications of Structural Equation Modeling: An Introductory Overview*. Presented by Dr. Barbara Byrne, University of Ottawa, November 16, 2006.

- Sam Houston State University College of Education Professional Development Series. *Using Blackboard to Enhance Instruction*. Presented by Dr. Bobby Ezell, Sam Houston State University, November 1, 2006.
- Sam Houston State University College of Education Professional Development Series. *Avoiding Common Mistakes in Manuscript Preparation & Setting a Course for Success*. Presented by Dr. Larry Daniel, University of North Florida, October 19, 2006.
- Sam Houston State University College of Education Professional Development Series. *Dissertations*. Presented by Dr. Beverly Irby & Dr. Fred Lunenburg, Sam Houston State University, September 28, 2006.
- Sam Houston State University College of Education Professional Development Series. *Confidence Intervals & Effect Sizes*. Presented by Dr. Bruce Thompson, Texas A&M University, September 6, 2006.
- Magna Publications Audio Conference. *Effective Marketing Strategies for Distance Education Programs*. Presented by Dr. Naj Shaik, University of Illinois at Urbana-Champaign, May 18, 2006.