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Department of Marketing
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EDUCATION

B.S. Drexel University, Business Administration, Major Finance, June 1986
J.D. Temple University School of Law, May 1997
M.S. University of Massachusetts at Amherst, Sport Management, September, 2017
Certificate Diversity and Inclusion, Cornell University, 2020

PROFESSIONAL LICENSE

Licensed to practice law in the Commonwealth of Pennsylvania

PROFESSIONAL MEMBERSHIPS

Sport and Recreation Lawyers Association
Sports Marketing Association

ACADEMIC EXPERIENCE

Assistant Professor – Sports Marketing, Saint Joseph's University, Philadelphia, PA
(August 2012 - Present)

Planned and delivered lecture/discussions for Business of Sports, Sports Law, Sports Marketing and Principles of Marketing. Initially supported the Founding Director of the Sports Marketing Major with the responsibilities of administering the major, then assumed the duties upon his tenure buyout and ultimate retirement. The duties include but are not limited to:

- Faculty Sponsor for the Sports Marketing Club –
- Networking with sports industry professionals, which leads to engagement with our program and student internships.
- Prepared Middle States Assurance of Learning Reports for the Sports Marketing major.
- Serving as Course Coordinator for Sports Marketing.
- Advising and mentoring sport marketing students.
- Created, organized, marketed and executed the mission driven Sport for Social Change and Social Justice Speaker Series

Sports Management Internship Supervisor, University of Delaware, Newark, DE
(November 2007 - May 2008)

Supervised sport management seniors during their mandatory field experience. Assessed and monitored the quality of the internship through the review of bi-weekly intern logs. Developed and controlled the academic portion of the internship via distance learning software. Analyzed each intern's final internship presentation with regard to content, PowerPoint proficiency, oral presentation skills and interview attire.

Affiliated Faculty, The Wharton School of the University of Pennsylvania, Department of Legal Studies and Business Ethics, Philadelphia, PA
(January 2004 – December 2006)

Planned and delivered lectures for Introduction to Law and Legal Studies, a course which surveyed several areas of substantive law, with a primary focus on contract formation, performance, breach and remedies. Also, taught The Sports Industry, a course which analyzed business and legal issues which arise in the context of managing professional and amateur sports organizations.

Lecturer, Mark H. McCormack Department of Sport Management, University of Massachusetts, Amherst, Massachusetts (September 2001 - September 2002)

Planned and delivered lectures in Introduction to Sports Law, and upper level electives in Amateur Sports and the Law and Professional Sports and the Law.
Served on the Personnel Committee where I participated in a mini-tenure review, and a tenure-track search.

Graduate Teaching Assistant to Glenn Wong, J.D. (September 2000 – May 2001)

Planned and lead weekly 50-minute sport law discussion sections of upper-class sport management majors. Drafted and graded class assignments and exams.

Assisted in updating and editing the third edition of *The Essentials of Sports Law* text book.

NON-ACADEMIC PROFESSIONAL EXPERIENCE

Assistant City Solicitor, Major Tax Enforcement, Law Department, City of Philadelphia
(November 2007 – June 2012)

Served the Major Tax Enforcement Unit by litigating cases in administrative and court proceedings. Identified and analyzed applicable legal principles from the City's tax code and case law. Coordinated discovery and developed litigation strategies in a manner consistent with departmental policy guidelines.

Booth & Tucker, a boutique litigation firm (September 2003 – November 2007)

Provided pre-litigation and litigation support for cases involving sexual harassment, religious discrimination, pregnancy discrimination, wrongful termination, premises liability, higher education, and commercial litigation. Responsibilities included, but were not limited to, answering and propounding written discovery, conducting legal research, drafting pleadings, and interviewing clients and witnesses.

Law Office of Willan Franklyn Joseph, Philadelphia, PA (August 1996 – June 1997) Responsible for preparing pleadings, conducting client interviews, performing legal research and assisting in the deposition process for a firm concentrating in civil rights advocacy.

Supreme Court of Pennsylvania, Office of the Chief Justice of Pennsylvania, Philadelphia, PA (August 1992 – July 1996)

Served as Director of Operations to the Chief Justice, while attending law school full-time at night. Developed and implemented systems applications used to support recommendations regarding productivity and efficiency. Evaluated and made recommendations as it related to productivity and personnel decisions.

Prioritized and directed all court related activities performed by the Chief Justice, including but not limited to, Supreme Court Sessions, opinions, allocaturs and emergency petitions, attorney and judicial disciplinary matters, Supreme Court Boards and Committees, board meetings and public appearances.

Investors Life Group, Philadelphia, PA (March 1990 – August 1992)
Senior Investment Accountant

Provided accurate and responsive statutory and GAAP reporting and analysis of investment accounting information for four investment portfolios valuing \$594 million dollars. Maintained an accurate securities master file, performed cash and asset reconciliations and prepared general ledger entries.

INTELLECTUAL CONTRIBUTIONS

Refereed Articles

Smith, B. & Tryce, S.A. (2018). Understanding Emerging Adults' National Attachments and their Reactions to Athlete Activism, *Journal of Sport and Social Issues* 43 (3), 167-194.

Allan, D. & Tryce, S. (2016). Are you ready for some football...ads? Popular music in Super Bowl commercials 2005-2014. *International Journal of Sports Marketing & Sponsorship*, 17 (4), 15.

Tryce, S. A. & Smith, B. (2015). A Mock Debate on the Washington Redskins Brand: Fostering Critical Thinking and Cultural Sensitivity among Sport Business Students. *Sport Management Education Journal*.

Burkhalter, J. N., Wood, N. T., & Tryce, S. A. (2015). Clear, conspicuous and concise: Disclosures and Twitter Word-of-Mouth. *Business Horizons*.

Tryce, S. A. & Brooks, S. N. (2009). Black Women and Title IX: Ain't I A Woman? *Journal for the Study of Sports and Athletics in Education*.

Abstract published in Conference Proceedings

Smith, B., Lord, J. B., & Tryce, S. A. (2013). Marginalized Morality: Making Sense of Questionable Sport Fan Behaviors. *Academy of Marketing Science Annual Conference*.

BOOK CHAPTERS

Refereed

Tryce, S. A. (2016). Using Sports' History to Develop Cultural Competence in Millennial Marketers: Teaching Title IX, NFL's Rooney Rule and Post-Apartheid Rugby in South Africa. *Global Perspectives on Contemporary Marketing Education* (pp. 14). IGI Global Publishing.

Tryce, S. A. (2015). Legal Implication of Utilizing Micro-blogs in Employment Practices: A Guide for Business and Marketing Professionals. *Maximizing Commerce & Marketing Strategies through Micro-blogging*. IGI Global Publishing.

Scholarly

Tryce, S. A. & Masteralexis, L. (2020). Employment Law and Sports: Title VII of the Civil Rights act of 1964., Doyice J. Cotten, John T. Wolohan (Ed.), *Law for Recreation and Sport Managers, 8th Edition*.

Tryce, S. A. (2020). Development and Protection of Intellectual Property, Marketing Management, Anita M. Moorman and Cathryn Claussen (Ed.), *Sport Law: A Managerial Approach, 4th Edition*.

REFERRED PRESENTATIONS

Tryce, S. A. (2015-2016, March) *The Ethical Tipping Point of Corporate Sport Sponsorship*. Alliance for Sport Business, Philadelphia, Pennsylvania.

Tryce, S. A. (2015-2016, October). *Marketing Sport to Hispanics...or is it Latino? Developing a culturally responsible segmentation strategy to market soccer to Mexican American in Los Angeles and to Puerto Rican Americans in Philadelphia*. Sport Marketing Association, Atlanta, Georgia.

Tryce, S. A. (2005-2006). *Sports Agent Regulations: Making Sense of the Maze of Rules, Regulations and Statutes Governing Conduct*. Sport and Recreation Law Association, Virginia Beach, Virginia.

NON-REFEREED PRESENTATIONS

Tryce, S. A. (2015-2016, March) *The Ethical Tipping Point of Corporate Sport Sponsorship*. Alliance for Sport Business, Philadelphia, Pennsylvania

Tryce, S. A. (2003) Black Women and Title IX. Wayne State University Annual Careers in Sports Conference, Detroit, Michigan.

Tryce, S. A. (2002) Race and Sport: A Legal Historical Perspective. National Association of the Sociology of Sport, Indianapolis, Indiana.

Other Scholarly Activities

Tryce, S. A. (2014) Saint Joseph's University's Women's Leadership Institute's panel titled "Title IX, Play Like a Girl."

Tryce, S. A. (2019) Panelist at the New York Law School's Sports Law Symposium "Equality in Sport," 2019.

2018-2019 – Invited to participate in the Black Scholars in Sport Roundtable hosted by the Global Sport Institute.

GRANTS AND HONORS

Funded

2016-2017: Merit Award for Outstanding Teaching.

2015-2016: Tryce, S. A. Arrupe Center for Business Ethics Teaching Fellowship, Principal Investigator. Research grant for *The Ethical Tipping Point of Corporate Sport Sponsorship*.

2015-2016: Tryce, S. A. Arrupe Center for Business Ethics Research Fellowship, Principal Investigator. Teaching grant for *The Ethical Tipping Point of Corporate Sport Sponsorship*.

2016: Tryce, S. A. Arrupe Center for Business Ethics, Conference grant: Beyond Sport United, Brooklyn, NYC.

2016: Tryce, S. A. Arrupe Center for Business Ethics, Conference grant: Net Impact, Philadelphia, PA.

2012: University Grant, Board on Faculty Research and Development

Works in Progress

Smith, B. & Tryce, S. A. (2018). "Ethic Ideologies, Human-Human Empathy, and Attitudes towards Marginalized Others." Manuscript drafted.

Tryce, S. A., "Unpacking the protections provided by The Clery Act, The Violence Against Women Act and Title IX in the Trump Era" targeted to a sports law journal.

Tryce, S. A., "Race and Sports, from a Historical, Legal Perspective." (Sabbatical proposal)

OTHER TEACHING ACTIVITIES

Course (New) - Creation/Delivery: Conventional

2018-2019 - The Power of Sport for Social Change. Course (New) – Creation for the Taking Flight program in the Athletic Department and delivered conventionally to student athletes during summer 2019.

Course (New) - Creation/Delivery: Online

2015-2016 - Sports Marketing. Course (New) - Creation: Online.

2015-2016 - Business of Sports. Course (New) - Creation/Delivery: Online.

Independent Study Creation and Supervision

2014-2015 - Women in Sport. (1 student)

2015-2016 - College Athletics. (1 student)

2017-2018 - United Nations Sustainable Development Goals and Sports (2 students)

2017-2018 - Marketing and the Para Olympics (1 student)

2019-2020 - Independent Study Development: The Power of Sports - African American Male Athlete Activism.

SERVICE TO THE PROFESSION

Board of Directors:

2015-2016: Alliance for Sport Business. Serve on the Executive Committee as Secretary. Organized and hosted the 7th annual conference at Saint Joseph's University. Secured a new webmaster for the organization and a new logo.

Reviewer - Article / Manuscript

2016-2017: Sport and Recreation Law Association. Served as a reviewer for the Journal of the Legal Aspects of Sport.

2015-2016: Sport and Recreation Law Association. Served as a reviewer for the Journal of Legal Aspects of Sports.

2010: Sport and Recreation Law Association, Serve as abstract reviewer for the Annual Conference.

Editor: Associate Editor

2016-2017: International Journal of Marketing and Sales Education. I serve as an Associate Editor.

SERVICE TO THE COMMUNITY

Member of a Committee or Board

2019-2020: Cristo Rey High School, invited to teaching employment discrimination to Cristo Rey's incoming freshmen class for a 4th consecutive year.

2018-2019: Cristo Rey High School, invited to deliver a networking presentation to Cristo Rey seniors. This event was held at Saint Joseph's University in the summer of 2018.

2018-2019: Cristo Rey High School, Invited year to teaching employment discrimination to Cristo Rey's incoming freshmen class for a third consecutive.

2018-2019: Murrell CTE Dobbins High School's Sports Marketing Class, invited guest speaker in the Dobbins High School Sports Marketing class, where I presented on the topic of athlete activism.

2017-2018: Cristo Rey High School, invited to participate in the senior classes' networking event for a third consecutive year, organized by Temple University's student chapter of the AMA.

2016-2017: Guest Assembly Speaker at Cristo Rey High School, invited by a former SJU student of mine, who is performing a year of service at Cristo Rey High School, to tell my story during their Black History Month Assembly Series.

2015-2016: Coaches v. Cancer Gala Planning Committee: The committee is responsible for securing sponsorships/advertising sales and auction items for the annual Coaches v. Cancer Gala.

2015- present: Love from Lenny Foundation. Appointed as a Board member of this non-profit, which benefits children and families affected by brain trauma, spinal cord injury and neurological disease.

2015-2016: Abington YMCA, Appointed to the Abington YMCA Board of Advisors

2007-2009: Diversity Leadership Team, Germantown Friends School (GFS): Member of a team who assessed the current state of diversity at GFS and recommended the most appropriate definition of the term "diversity" to the School Committee. The team also analyzed and made a recommendation to the Head of School regarding the necessity of a full-time Director of Diversity and Multicultural Affairs.

2005-2007: Co-Chair, Multicultural Parents Alliance at Germantown Friends School (GFS): Developed and executed panel discussions that served to further the dialogue between students, parents, teachers, staff and administrators regarding issues of diversity. Under my leadership, this alliance earned "Honorable Mention" in a national search for Parent Group of the Year.

2008-2009: Philadelphia Bar Association, Advancing Civic Education (ACE) Project: Collaborated with judges, lawyers and the Philadelphia School District to provide supplemental civics education in areas such as fundamental principles of citizenship, democracy and dispute resolution.

POLITICAL ENGAGEMENT

2014-2015: Treasurer for the Judicial Campaign of Matthew Perks.

2016-2017: Host committee member for current State Representation Chris Rabb, who unseated the incumbent.

2012-2013: Treasurer for the Friends of Michael Williams, Candidate for City of Philadelphia Comptroller.

PROFESSIONAL DEVELOPMENT RELATED TO DIVERSITY AND SOCIAL CHANGE

2019-2020: Beyond Sport Conference, Manhattan, New York. Beyond Sport promotes, supports and celebrates the use of sport to address social issues in communities around the world.

2018-2019: Alliance for Sport Business, Phoenix, Arizona. Sport is a social institution where "inequalities such as racism, sexism, economic stratification and other forms of oppression are reproduced, exacerbated and/or ignored" (Cooper, Macaulay & Rodriguez, 2017). Sport is also a platform for significant, progressive social change. Therefore, a sport business course which surveys Olympism, college athletics and professional sports, is the perfect course for introducing and

examining the SDGs. During this session, I shared ideas and resources for integrating the SDGs into an introductory course in the Business of Sports.

2018-2019: Multicultural Teaching and Learning Community sponsored by SJU's Office of Teaching and Learning and the Office of Inclusion and Diversity, Philadelphia, Pennsylvania.

2018-2019: Women Sports Film Festival, Oakland, California.

2018-2019: Drexel LeBow college of Business & Center for Sport Management presents A Conversation about Race & Sport., Philadelphia, Pennsylvania.

2018-2019: Continuing Legal Education, Philadelphia, Pennsylvania. Took a course titled, "Understanding and Interrupting Implicit Bias in the Workplace"

2016-2017: Beyond Sport Conference, Brooklyn, New York. Beyond Sport promotes, supports and celebrates the use of sport to address social issues in communities around the world. Self-funded.

2015-2016: Sport Marketing Association, Atlanta, Georgia. Abstract regarding Target marketing to the Hispanic/Latino community was selected and presented at the annual conference of the Sports Marketing Association's teaching pedagogy session.

2015-2016: Title IX and Athletics webinar by National Woman's Law Center, Philadelphia, PA

2015-2016: Safe Zone Training, Philadelphia, Pennsylvania. Safe Zone (re)training.

2013-2014: Lecture sponsored by the Sociology, Criminal Justice and Athletic Department, Philadelphia, Pennsylvania. Lecture by Dr. Scott Brooks, Associate Professor of Sociology at the University of Missouri, titled, "All They Hear is Yelling: Coaching Basketball in South Philly from the Inside-Out."

2012-2013: Philly Ad Club Breakfast Seminar: Multicultural Marketing Experts Share Success Stories, Lessons Learned, and Current Trends in Hispanic Marketing, Philadelphia, Pennsylvania. May 16, 2013, Philadelphia Ad Club Breakfast Seminar: Multicultural Marketing Experts Share Success Stories, Lessons Learned, and Current Trends in Hispanic Marketing: Moderator: - Ken Trujillo - CEO, El Zol Media Panelists: - Adrian Adriano - VP Marketing, Hispanic and Multicultural Markets, Comcast - Cynthia Y. Davenport - Multicultural Business Development, State Farm Insurance - Viviana Hurtado, Ph.D. - Founder and Blogger-in-Chief, The Wise Latina Club - Antonio "Tony" Ruiz - Partner, Communications Planning, The Vidal Partnership, Inc. NYC - Emilio Abdala - Senior Trainer, Arbitron

2005-2006: Wharton Sports Business Initiative Roundtable Discussion (by invitation only), Philadelphia, Pennsylvania-Inclusion of Minorities and Women in Sports