

University of Northern Colorado Sports Marketing Professor Receives the Dr. Garth Paton Distinguished Service Award



Dr. Dianna P. Gray, a faculty member in the University of Northern Colorado's College of Natural and Health Sciences, School of Sport and Exercise Science, is the recipient of the 2010 Dr. Garth Paton Distinguished Service Award given by the North American Society for Sport Management. This Award annually recognizes a member's outstanding service contributions to NASSM. The Award is intended to be one of distinction within NASSM and the award recipient's own academic community, and to encourage high standards of service to NASSM and other forms of contribution among NASSM's members.

Consistent with the aims of the Award, Dr. Gray has served NASSM in a variety of capacities. Among her many service engagements, she served a three-year stint as President-Elect, President, and Past-President from 2001-2003. During her presidency, she initiated the electronic submission for conference abstracts, helped to formulate the Society's strategic plan, and developed NASSM's mark. She also served as co-Chair, with Dr. Jacquelyn Cuneen, of the NASSM Distinguished Sport Management Educator Award in 2007. And, in 2009, she and Cuneen initiated the first NASSM Teaching Fair—a successful program that continues today. Finally, she served as a conference reviewer or program chair from 1998-2008. Clearly, Dr. Gray has made a significant and meaningful contribution to NASSM by giving selflessly of herself.

Dr. Gray's teaching and scholarship interests are in sport administration, management, finance and marketing, public and media relations, consumer behavior, and senior athlete's involvement in sport.