

CURRICULUM VITAE

NAME: John F. Bennett

POSITION: Associate Teaching Professor
Department of Marketing
Robert J. Trulaske, Sr. College of Business Administration
University of Missouri – Columbia
Columbia, MO.

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EDUCATION:

<u>Year(s)</u>	<u>Degree</u>	<u>Institution</u>	<u>Area of Study</u>
1980	MBA	University of Memphis	Marketing
1978	BBA	University of Memphis	Finance

Post-Graduate

<u>Course</u>	<u>Institution</u>	<u>Year</u>
Direct Marketing Institute	DePaul University	Summer 1998
Managing Cultural Diversity	M.I.T.	Summer 1994
Introduction to International Business	University of South Carolina - Columbia	Summer 1993
Teaching Business Ethics	University of South Carolina - Columbia	Fall 1993

WORK EXPERIENCE

<u>Year(s)</u>	<u>Institution/Organization</u>	<u>Position</u>
Summer 2008	Chonnam National University Graduate School of Business in Gwangju, South Korea	Guest Lecturer
Summer 2007	University of Bergamo Graduate School of Business in Bergamo, Italy	Guest Lecturer
Summer 2006	Chonnam National University College of Business in Gwangju, South Korea	Visiting Professor of Marketing
2005 -	University of Missouri – Columbia	Associate Teaching Professor of Marketing
2002 (Fall)	Westminster College	Visiting Associate Professor of Marketing
2001 - 05	University of Missouri - Columbia	Adjunct Marketing Instructor
2000 - 05	Stephens College	Instructional Technology Specialist
1994 - 97	Stephens College	Chairman of Business Department
1989 - 05	Stephens College	Professor, Marketing/ Business Internship Coordinator
1984 - 89	University of Northern Colorado	Marketing Instructor
1982 - 84	Murray State University	Visiting Lecturer in Marketing
1982	University of Memphis	Adjunct Marketing Instructor
1981 - 82	University of Tennessee Center for the Health Sciences	Director of Administrative Services
1979 - 81	University of Memphis	Graduate Assistant in Marketing Department
1975 - 79	Better Living Laboratories, Inc.	Operations Manager

UNIVERSITY OF MISSOURI ACTIVITIES

2009	Lecturer, Robert J. Trulaske, Sr. College of Business Summer Academy
2008	Chair, Making Me Marketable Conference
2007	Facilitator, Summer Reading Discussion of <i>Ordinary Man</i>
2007	Chair, Making Me Marketable Conference
2006	Facilitator, Summer Reading Discussion of <i>Tortilla Curtain</i>
2006 - 08	Member, Robert J. Trulaske, Sr. College of Business Internalization Committee
2006	Co-Chair, Making Me Marketable Conference

2006 - 08 Faculty Facilitator, Exploring Marketing FIG (Freshmen Interest Group)

PROFESSIONAL ASSOCIATION PARTICIPATION

<u>Year(s)</u>	<u>Organization</u>
2000 - 04	Association for the Advancement of Computing in Education (AACE)
1999 - 03	Society for Marketing Advances
1996 - 99	Western Marketing Educators' Association
1992 -	Marketing Management Association
1984 -1989	American Marketing Association
1978 -1981	Planning Executives Association

PROFESSIONAL CONSULTATION

<u>Year(s)</u>	<u>Institution/Organization</u>	<u>Role</u>
2005	Marketing Advisory Committee for the Columbia Regional Airport	Developed Marketing Plan for the Columbia Regional Airport
2002	MFA Oil Company	Conducted a market positioning study for the Break-Time convenience store division of MFA Oil.
1982 - 84	Murray State University	Consultant for the West Kentucky Small Business Development Center

PROFESSIONAL ACHIEVEMENT AND ACTIVITIES (SINCE 1989)

- Co-author, "*Communication through Professional Exhibits: Considerations for Media Design and Implementation.*" International Journal of Instructional Media, Volume 16, 1989.
- Presenter at Mid-Missouri Medical Record Association's Fall 1990 Conference. Topic: "*Current Issues in Personnel Management.*"
- Presenter at Medical Group Management Association's Spring 1991 Conference. Topic: "*Personnel Management: Trends for the 90's and Their Impact on the Medical Profession.*"
- Reviewer, Midwest Marketing Association Spring 1994 Conference.
- Discussant, Midwest Marketing Association Spring 1994 Conference.

- Participant in the Stephens College/ University of Missouri East Asia Seminars. Fall 1993.
- Attended the following workshops offered by the Academic Computing Center at Stephens:
 1. MS Word for DOS
 2. Excel for DOS: Intermediate
 3. How to get Organized on DOS
 4. Internet: Understanding Gopher and Veronica
 5. World Wide Web: Introduction
 6. EBSCO (Database): Introduction
 7. Internet II: Telnet, FTP, Gopher, Listservs, WWW
 8. Adobe Persuasion: Introduction
 9. Understanding HTML (Hypertext Markup Language)
- Conducted review sessions on Human Resource Management at the Stephens College ART/RRA Examination Review Session from 1991 - 95
- Reviewer, Midwest Marketing Association Spring 1995 Conference
- Discussant, Midwest Marketing Association Spring 1995 Conference
- Reviewer, Marketing Management Association Spring 1996 Conference
- Presenter at the 1996 Wakonse Conference on College Teaching in Shelby, Michigan. Session Topic: "*Gender-Based Learning Styles.*"
- Presented paper titled "*Developing and Organizing Business Internship Programs*" at the Midwest Management Association Conference in Chicago, Ill. Spring 1996.
- Presented paper titled "*Developing and Operating Business Internship Programs*" at the Annual Western Marketing Educators' Conference in Monterey, CA. Spring 1996.
- Presented position paper titled, "*Off Campus Learning Experiences: An Observation,*" at the Marketing Management Association's Fall Conference in St. Louis, MO. Fall 1996. Published in the Conference Proceedings.
- Presenter at the Entrepreneurial Education and Leadership Group's 1997 Bridges to Business Conference in Louisville, KY. Spring 1997. Session Topic: "*Marketing on the Internet.*"
- Conducted workshop titled "*Business Ethics in the 90s*" at the Missouri Future Business Leaders of America Annual Conference in Columbia, MO. Spring 1997.
- Participant in roundtable discussion on "*Internet Marketing*" at the Marketing Management Association's Spring Conference in Chicago, IL. Spring 1997.

- Manuscript entitled “*A Model for Developing a Marketing Internship Program*” accepted for presentation at the national conference of the Allied Academic in Las Vegas, NV, Spring 1997.
- Reviewer for the Western Marketing Association’s Conference. Summer 1997.
- Presented paper titled, “*An Evaluation of the Effectiveness of Using Electronic Discussion Groups to Enhance Learning,*” at the 1997 Conference on Emerging Issues in Business and Education in Myrtle Beach, SC. Fall 1997.
- Presented paper titled, “*Bring the “Real World” into the Classroom,*” at the Marketing Management Association’s Fall Conference in St. Louis, MO. Fall 1997.
- Conducted workshop titled, “*Marketing on the Internet,*” for the Small Business Development Center at the University of Missouri - Columbia. Fall 1997.
- Conducted special session titled, “*Using the Internet in the Classroom: Lessons Learned,*” at the Marketing Management Association’s Spring Conference in Chicago, IL. Spring 1998.
- Reviewer for Internet Marketing track at the American Marketing Association’s Educators’ Conference. Summer 1998.
- Reviewer of *Marketing: An Integrated Approach* by John Burnett. Published by Digital Springs, Inc. Spring 1998.
- Reviewer of *Marketing on the Internet* by Judy Strauss and Raymond Frost. Published by Prentice-Hall, Inc. Summer 1998.
- Presented paper titled “*The 4 R’s for Technology,*” at the 78th National Council for the Social Studies (NCSS) Annual Conference in Anaheim, California. Fall 1998. Paper published in conference proceedings.
- Presented paper titled “*Bringing the ‘Real World’ Into the Classroom,*” at the Marketing Management Association’s Fall Educators’ Conference. Fall 1998. Paper published in conference proceedings.
- Author, “*Confessions of a Cyberprof,*” Marketing Insights. Fall 1998 issue.
- Discussant, Marketing Education track, Marketing Management Association Conference, Spring 1999.
- Chair, Marketing Education Session, Marketing Management Association Conference. Spring 1999.
- Presented paper titled “*Incorporating Internet Technology in the Classroom,*” at the Association for the Advancement for Computing in Education’s (AACE) ED-Media 99 World Conference. Summer 1999. Paper published in conference proceedings.

- Reviewer of *Virtual Marketing* by Brad Kleindl. Published by Southwestern Publishing. Summer 1999.
- Chair, Marketing Education Session, Marketing Management Association Conference. Fall 1999.
- Presented paper titled, “*Utilizing Internet-based Technologies in the Marketing Classroom*,” Marketing Management Association Conference. Fall 1999. Paper published in conference proceedings.
- Presented paper titled, “*An Evaluation of the Use of Web-based Technologies in the Classroom Environment to Enhance Learning*,” at the 1999 Conference on Emerging Issues in Business and Technology. Fall 1999. Paper published in conference proceedings.
- Co-author (with Dr. Judy Strauss, Associate Professor of Marketing, and Dr. Ted Mitchell, Professor of Marketing, both of the University of Nevada – Reno), “*Similarities in University Internet Marketing Courses*.” Presented at 1999 Society for Marketing Advances Conference in Atlanta, GA. Fall 1999. Paper published in conference proceedings.
- Co-author (with Dr. Brian Engelland, Marketing Professor, Mississippi State University), “*Distance Education: Up-Close and Personal*.” Presented at the Marketing Management Association Conference in Chicago, IL. Spring 2000.
- Discussant, Marketing Education track, Marketing Management Association Conference in Chicago, IL. Spring 2000.
- Discussant, Internet Marketing track, Marketing Management Association Conference in Chicago, IL. Spring 2000.
- Chair, Marketing Education Session, Marketing Management Association Conference. Spring 2000.
- Presented paper titled, “*Assessing the Potential of Electronic Bulletin Boards to Enhance Learning in a Classroom-based Course*,” at the Association for the Advancement for Computing in Education’s (AACE) ED-Media 2000 World Conference in Montreal, Canada. Summer 2000. Paper published in conference proceedings.
- Conducted seminar on Internet marketing for the marketing faculty at the University of Northern Colorado’s Monfort School of Business in Greeley, CO. August 2000.
- Presented paper titled, “*Utilizing Interactive Instructional Strategies to Improve Teaching and Learning in Web-assisted Courses*” at the Association for Advancement for Computing in Education’s (AACE) WebNet 2000 Conference in San Antonio, Texas. Fall 2000.
- Co-author (with Dr. Michelle Kunz of Morehead State University) of paper titled “*Using Web-based Courseware in the Marketing Classroom: Lessons Learned*.” Presented at the Marketing Management Association Conference, St. Louis, MO. Fall 2000.

- Presented paper titled, “*An Assessment of Internet-assisted Marketing Courses: The Instructor’s Perspective*” at the Midwest Business Administration Association Conference in Chicago, IL. Spring 2001.
- Chair, Supply Chain Management Session, Marketing Management Association Conference in Chicago, IL. Spring 2001.
- Paper titled, “*Using the Web to Enhance a Classroom-based Course,*” accepted for presentation at the Marketing Management Association Educators’ Conference, St. Louis, MO. Fall 2001.
- Reviewer of *Internet Marketing in a Digital Economy* by Deborah Lowe and Thomas Matula, Prentice-Hall Publishing. Fall 2001.
- Reviewer of *E-Business Marketing* by William B. Sanders and Terri C. Albert, Prentice-Hall Publishing. Fall 2001.
- Co-author (with Dr. Linda Bennett of the University of Missouri – Columbia) of “*Assessing the Quality of Internet-based Distance Education Programs: The Faculty’s Perspective.*” Published in the Journal of Computing in Higher Education, Volume 13, Number 2, March 2002.
- Discussant, Marketing Education track, Marketing Management Association Conference in Chicago, IL. Spring 2002.
- Co-author (with Dr. Fred Hoyt, Illinois Wesleyan University, Dr. Timothy Schweitzer, Central Iowa and Dr. David Brennan, Webster University), of “*The Future of Business at Liberal Arts Colleges: Is There One?*” Accepted for presentation at the Midwest Business Administration Association Conference in Chicago, IL. Spring 2002
- Co-author (with Dr. Michelle Kunz, Morehead State University Dr. Sharon Wagner, Missouri Western State College, and Dr. Gene C. Wunder, Washburn University), of “*The School of Hard Knocks - Teaching Online.*” Accepted for presentation at the Midwest Business Administration Association Conference in Chicago, IL. Spring 2002.
- Presented faculty workshop titled, “*Creating Course Websites Using the Blackboard Course Management System,*” at Stephens College. Spring 2002.
- Presented faculty workshop titled, “*Using Presentation Software in the Classroom,*” at Stephens College. Spring 2002.
- Online course showcase proposal titled, “*Teaching the Applications in Marketing Management Course in an Online MBA Degree Program,*” accepted for presentation at the 18th Annual Conference on Distance Teaching & Learning at the University of Wisconsin – Madison. Summer 2002.
- Co-author (with Dr. Steve Corbin, University of Northern Iowa and Dr. Tim Aurand, the University of Northern Illinois), of “*Presentation Software: Does it Offer any Pedagogical Value?*” Accepted for presentation at the Marketing Management Association’s Fall Educators’ Conference in Memphis, TN. Fall 2002.

- Co-author (with Dr. Linda Bennett, University of Missouri – Columbia) of “*A Review of Factors that Influence the Diffusion of Innovation When Structuring a Faculty Training Program.*” Published in *The Internet and Higher Education*, Volume 6, Issue 1, 2003.
- Presented a session titled, “*Strategies for Integrating Instructional Technology to Enhance Teaching and Learning,*” at the Management Association’s Educators’ Conference in Nashville, TN. Fall 2003
- Presented a session titled, “*Best Practices in Teaching with Technology and Online Learning,*” for the Consortium in Teaching Excellence for Early-Career Professors at the Marketing Management Association’s Educators’ Conference. Nashville, TN. Fall 2003. Position paper published in conference proceedings.
- Paper titled, “*Structuring an Instructional Technology Training Program for Faculty,*” accepted for presentation at the 2003 World Conference on E-Learning in Corporate, Government, Healthcare and Higher Education in Phoenix, AZ. November 7 – 11, 2003.
- Paper titled, “*Considering Factors that Influence the Diffusion of Innovation when Structuring a Faculty Instructional Technology Training Program,*” accepted for presentation at The Ninth Sloan-C International Conference on Asynchronous Learning Networks, The Power of Online Learning: Implications for Teaching and Learning in Orlando, FL, November 14 – 16, 2003.
- Developed and taught the Jesse Dupont Instructional Technology Training Workshops for Stephens Faculty in May and August, 2003. These workshops were funded by the Jesse DuPont Technology grant received by the College in the Spring of 2003.
- Article, “*Meeting the Educational Technology Needs of the Millennial Generation.*” Published in the Fall 2003 Issue of *Marketing Insights*.
- Discussant, Marketing Education track, Marketing Management Association Conference in Chicago, IL. Spring 2004.
- Paper titled, “*Structuring an Instructional Training Program for Faculty Based on Diffusion of Innovation Theory,*” accepted for presentation at the Ed-Media 2004 World Conference on Educational Multimedia, Hypermedia and Telecommunications in Lugano, Switzerland, June 21 – 26, 2004.
- Developed and taught the Jesse DuPont Instructional Technology Training Workshop for Stephens Faculty in August, 2004. This workshop was funded by the Jesse DuPont Technology grant received by the College in the Spring of 2003.
- Presented a special session titled, “*Leveraging Technology to Give Prompt Feedback,*” for the Consortium in Teaching Excellence for Early-Career Professors at the Marketing Management Association’s Fall 2004 Conference in St. Louis, MO.

- Chaired a panel discussion on experiential learning exercises at the Marketing Management Association's Fall Educators' Conference in St. Louis, MO. Fall 2004
- Paper titled "*Guidelines for Enhancing the Perception of Online Education in the Business Community*," accepted for presentation at the 2005 Conference on Emerging Issues in Business and Technology.
- Co-author (with Dr. Karen James of LSU-Shreveport and Dr. Rama Yelkur of University of Wisconsin, Eau Claire) of paper titled, "*Dealing with and Preventing Plagiarism and Cheating*." Presented at the Marketing Management Association's Fall Educators' Conference in Kansas City, MO. Fall 2005.
- Paper titled "*Enhancing the Perception of Online Learning in the Business Community*," presented at the MBAA Spring 2006 Conference in Chicago, ILL. Paper published in conference proceedings.
- Discussant, Marketing Education track, Marketing Management Association Conference in Chicago, IL. Spring 2006.
- Invited speaker, Robert J. Trulaske, Sr. College of Business Senior Banquet. Spring 2006.
- Co-author (with Dr. Rama Yelkur of University of Wisconsin-Eau Claire, Dr. Raj Devasagayam of Siena College, Dr. Larry Haase of Central Missouri State University and Dr. Melissa Moore, Mississippi State University) of paper titled, "*Designing Assignments for Multiple Ways of Learning*." Presented at the Marketing Management Association's Fall Educators' Conference in Nashville, TN. Fall 2006.
- Interviewed for article, "*YouTube Buy Seen as a Shrewd Move by Google*," by John Tully, in the October 11, 2006 issue of The Missourian.
- Conducted a seminar on "*Emerging Trends in Marketing Communications*" for the Italy Executive Master's Program held at the University of Missouri - Columbia. March 13, 2007.
- Invited speaker, Robert J. Trulaske, Sr. College of Business Senior Banquet. Spring 2007.
- Conducted a seminar on *Integrated Marketing Communications* for the Executive Master's Program at the University of Bergamo in Bergamo, Italy. June 2007.
- Reviewer, Chapters 18 – 20 of *Marketing 14th Edition* by William Pride & O.C. Ferrell Houghton-Mifflin Publishing. Summer 2007.
- Participant (with Karen Kennedy of University of Alabama – Birmingham; Alison Wolfe of Elmira College, and Rama Yelkur of University of Wisconsin – Eau Claire) in a panel discussion on the "*Pros and Cons of Student Presentations & Student Generated Content*," for the Early Career Professors Consortium at the Marketing Management Association's Fall Educators' Conference in St. Louis, MO. Fall 2007.

- Reviewer, Advertising and Promotion: An Integrated Marketing Communications Perspective, 7th Edition by George E. Belch and Michael A. Belch. McGraw-Hill Publishing. Spring 2008.
- Reviewer, Integrated Advertising, Promotion, and Marketing Communications, 4th Edition by Kenneth E. Clown and Donald Baack. Pearson Prentice-Hall Publishing. Spring 2008.
- Participant with Tim Graeff of Middle Tennessee State University and Larry Zigler of Highland Community College in a panel discussion on *Adding Value for Students* for Teaching Effectiveness Program at the Marketing Management Association's Fall Educators' Conference in Louisville, KY. Fall 2008.
- Reviewer for Marketing Communications track at the MBAA Spring Conference. Spring 2009.
- Participant with Fred Hoyt of Illinois Wesleyan University and Peter Gordon of Southeast Missouri State University in a panel discussion on *Study Abroad Experiences* for Teaching Effectiveness Program at the Marketing Management Association's Fall Educators' Conference in St. Louis, MO. Fall 2009.
- Participant with Tim Graeff of Middle Tennessee State University and Michelle B. Kunz of Morehead State University in a panel discussion on *Managing Complexities of Assessment and Grading in the Classroom* for Teaching Effectiveness Program at the Marketing Management Association's Fall Educators' Conference in St. Louis, MO. Fall 2009.

GRANTS

- Recipient of Sears-Roebuck Foundation Award to attend the American Marketing Association Conference in Washington, D.C., Summer 1990.
- Recipient of Firestone Baars Grant to attend Midwest Business Administration Association Conference in Chicago, Ill., Spring 1992.
- Recipient of Davis Summer Study Grant to attend a two week seminar on International Business at the University of South Carolina, Summer 1993.
- Recipient of Household International Grant to attend a two week seminar on International Business at the University of South Carolina, Summer 1993.
- Recipient of Household International Grant to attend a workshop on Teaching Business Ethics at the University of South Carolina, Fall 1993.
- Recipient of Firestone-Baars Grant to attend the Midwest Business Administration Association Conference in Chicago, Ill., Spring 1994.
- Recipient of Davis Summer Study and Household International Grants to attend a seminar on Managing Diversity at M.I.T, Summer 1994.
- Recipient of Firestone-Baars Grant to attend 1995 Midwest Business Administration Association Conference.

- Recipient of Davis Summer Study Grant to attend the 1996 Wakonse Conference on College Teaching.
- Recipient of Sam Walton Foundation Fellowship to organize a Students In Free Enterprise (S.I.F.E.) Chapter at Stephens College, Spring, 1996.
- Recipient of Firestone-Baars Grant to attend the Marketing Management Association Conference in Chicago, Ill., Spring 1996.
- Recipient of Firestone-Baars Grant to attend the Western Marketing Educators' Conference in Monterey, CA. Spring 1996.
- Recipient of Firestone-Baars Grant to attend the Marketing Management Association's Fall Conference in St. Louis, MO., Fall 1996.
- Recipient of Firestone-Baars Grant to attend the Midwest Business Administration Association's Spring Conference in Chicago, IL, Spring 1997.
- Recipient of Firestone-Baars Grant to present research at the Marketing Management Association's Fall Conference in St. Louis, MO., Fall 1997.
- Recipient of Firestone - Baars Grant to present research at the 1997 Conference on Emerging Issues in Business and Education in Myrtle Beach, SC, Fall 1997.
- Recipient of Firestone-Baars Grant to present research at the Midwest Business Administration Association Conference in Chicago, Ill., Spring 1998.
- Recipient of a Direct Marketing Association Fellowship to attend the Direct Marketing Institute at DePaul University, Summer 1998.
- Recipient of Davis Summer Study Grant to attend the Direct Marketing Association's Institute for College Professors, Summer 1998.
- Recipient of Firestone-Baars Grant to present research at the Marketing Management Association Fall Educators Conference in St. Louis, MO., Fall 1998.
- Recipient of Firestone-Baars Grant to present research at the National Council for the Social Studies Annual Conference in Anaheim, CA., Fall 1998.
- Recipient of Firestone-Baars Grant to present research at the Midwest Business Administration Association Conference in Chicago, ILL., Spring 1999.
- Recipient of Davis Summer Study Grant to present research at the Association for the Advancement of Computing in Education's ED-MEDIA 1999 World Conference in Seattle, WA., Summer 1999.
- Recipient of Firestone-Baars Grant to present research at the Marketing Management Association Conference in St. Louis, MO., Fall 1999.

- Recipient of Firestone-Baars Grant to present research at the Marketing Management Association Conference in St. Louis, MO., Fall 2000.
- Recipient of Davis Summer Study Grant to present research at the Association for the Advancement of Computing in Education's ED-MEDIA 2000 World Conference in Seattle, WA., Summer 2000.
- Recipient of Firestone-Baars Grant to present research at the Marketing Management Association Conference in St. Louis, MO., Fall 2000.
- Recipient of Firestone-Baars Grant to present research at the WebNet Conference in San Antonio, TX, Fall 2000.
- Recipient of Firestone-Baars Grant to present research at the Midwest Business Administration Association's Educators Conference in Chicago, IL., Spring 2001.
- Recipient of Firestone-Baars Grant to present research at the Marketing Management Association Conference in St. Louis, MO. Fall 2001.
- Recipient of Firestone-Baars Grant to present research at the Midwest Business Administration Association's Educators Conference in Chicago, IL. Spring 2002.
- Recipient of Davis Summer Study Grant to present research at the 18th Annual Conference on Distance Teaching & Learning at the University of Wisconsin, Madison, Summer 2002.
- Recipient of Firestone-Baars Grant to present research at the Marketing Management Association's 7th Annual Fall Educators' Conference in Memphis, Tn. Fall 2002.
- Recipient of Davis Summer Study Grant to present research at The Ninth Sloan-C International Conference on Asynchronous Learning Networks, The Power of Online Learning: Implications for Teaching and Learning in Orlando, FL. Fall 2003.
- Recipient of Jesse B. DuPont Grant to develop faculty workshops on instructional technologies. 2003 - 2004.

BOARDS

<u>Year(s)</u>	<u>Position</u>
2006 -	Member, Marketing Management Association Board of Directors
2004 - 06	Treasurer, Hickman Lacrosse Club Board
2003 -	Member, Editorial Review Board of the Journal of Advancement of Marketing Education
2000 - 01	President, Ridgeway Elementary PTA
2000 - 04	Member, Marketing Management Association Publications Board

1999 - 00	Vice-President, Ridgeway Elementary PTA
1998 - 04	Member, Marketing Management Association Board of Directors
1996 - 97	Treasurer, Ridgeway Elementary PTA Board
1990 - 94	Faculty Representative, Alumnae Association Board, Stephens College
1991 - 93	Chair, Business Advisory Board, Stephens College

COMMUNITY SERVICE

<u>Year(s)</u>	<u>Activity</u>	<u>Location</u>
2006 - 07	Chair, Staff-Parish Relations Committee, Missouri United Methodist Church	Columbia, MO
2005 - 07	Member, Staff-Parish Relations Committee, Missouri United Methodist Church	Columbia, MO
2005 - 06	Member, Marketing Advisory Committee for Columbia Airport Authority	Columbia, MO.
2004 - 06	Treasurer, Hickman Lacrosse Club.	Columbia, MO.
2002 - 04	Member, Youth Ministries Committee, Missouri United Methodist Church	Columbia, MO.
2000 - 01	President, Ridgeway Elementary PTA	Columbia, MO.
1999 - 00	Member, Children's Ministry Committee, Missouri United Methodist Church	Columbia, MO.
1999 - 01	Chairman, Advancement, Boy Scouts Troop 706	Columbia, MO
1999 - 00	Vice President, Ridgeway Elementary PTA	Columbia, MO.
1998 - 01	Member, Nominating Committee, Missouri United Methodist Church	Columbia, MO.
1997 - 98	Coach, Columbia Soccer League	Columbia, MO.

1997 – 99	Member, Parents Advisory Committee, Ridgeway Elementary	Columbia, MO.
1996 - 97	Treasurer, Ridgeway Elementary PTA	Columbia, MO.
1996 - 02	Sunday School Teacher, Missouri United Methodist Church	Columbia, MO.
1996	Evaluation Committee, Girl Scouts Heart of Missouri Council	Jefferson City, MO.
1995 - 00	Chair, Ridgeway Elementary Cultural Arts Committee	Columbia, MO.
1994 - 96	Volunteer packer at Meals on Wheels	Columbia, MO.
1993 - 01	Classroom volunteer at Ridgeway Elementary School	Columbia, MO.
1993 - 95	Coach, Columbia Soccer League	Columbia, MO.
1991-	Volunteer at St. Francis House and Loaves and Fishes	Columbia, MO.
1986-87	Vice-Chair of the Evans, CO. Economic Development Committee	Evans, CO.
1984- 87	Member of the Evans, CO. Economic Development Committee	Evans, CO.
1984 - 88	Volunteer for American Cancer Society and Meals on Wheels	Greeley, CO.

STUDENT ORGANIZATIONS

<u>Year(s)</u>	<u>Position</u>
2007 -	Advisor, Alpha Kappa Psi, Professional Business Fraternity
1995 - 05	Advisor and founder of the Sigma Beta Delta Chapter at Stephens (National Business Honorary)
1995 - 99	Advisor, Students in Free Enterprise (S.I.F.E.)
1993 - 95	Advisor, Stephens' Women Business Association

- Marketing Management Association's 2008 Hormel Meritorious Teaching Award.
- Who's Who Among America's Teachers, 2005
- Who's Who in Business Higher Education, 2003
- Direct Marketing Educational Foundation Fellow, 1998.
- Who's Who Among America's Teachers, 1998
- Sam Walton Fellow, 1997 - 99
- Wakonse Teaching Fellow, Summer 1996
- Massachusetts Institute of Technology (M.I.T.) Scholarship to attend Summer Professional Development Program, Summer 1994
- Member of Beta Gamma Sigma (Business Honorary Fraternity)
- Dean's List - Memphis State University
- Marketing Teacher of the Year, 1986, 1987, 1988 University of Northern Colorado
- Mortar Board Award for Outstanding Teaching - 1987 University of Northern Colorado

COURSES TAUGHT

Marketing:

- Principles of Marketing
- Consumer Behavior
- Principles of Advertising
- Marketing Management
- Sales Management
- Personal Selling
- Marketing on the Internet
- Marketing Research
- Applications in Marketing Management
- Promotion Management
- Integrated Marketing Communications
- International Marketing
- Problems in International Marketing (taught at Chonnam National University in Gwangju, South Korea as part of the MU Robert J. Trulaske, Sr. College of Business Study Abroad Program)
- Contemporary Issues in Marketing (taught at the University of Bergamo in Bergamo, Italy as part of the MU Robert J. Trulaske, Sr. College of Business Sumer Study Program)
- Controversial Issues in Marketing (taught at the University of Ulster, Magee Campus in Derry, Northern Ireland as part of the MU Robert J. Trulaske, Sr. College of Business Sumer Study Program)

Management:

- Principles of Management
- Human Resource Management
- Organizational Behavior
- Small Business Management
- Advanced Human Resource Management
- Business Policy and Strategy

Other:

- Investigations of the Free Enterprise System

- Contemporary Business Practices
- Issues that Shape the Human Experience
- Advanced E-Commerce
- E-Commerce
- Introduction to Entrepreneurship
- Personal and Family Finance
- Korea Pre-departure Course (for Korea Summer Study Abroad Program)
- FIG (Freshmen Interest Group) : Exploring Marketing