

JOHN B. GIFFORD
May, 2007

John B. Gifford, Professor
Department of Marketing
School of Business Administration
Miami University
Oxford, OH 45056
1-513-529-1207 (Office)
Upham 204B

Home Address:

6511 Morning Sun Road
Oxford, OH 45056
1-513-523-2227

Personal Data:

Age 64, 1/10/43
Married to Dr. Patricia L. Gifford
Visiting Professor of Management
Department of Management
Miami University
Children: 2 - Denise 38
Steven 36

Education and Academic Experience

BS University of Arizona 1965
MBA University of Arizona 1966
DBA/PhD University of Colorado 1972

1965-1966 Graduate Assistant, Department of Marketing, University of Arizona
(Professors Rex Call & John Wieland)
1970-1972 Graduate Assistant and Instructor, Department of Marketing, University of
Colorado (James Buskirk & Philip Cateora)
1972-1975 Assistant Professor, Department of Marketing Management, Miami University
1975-1979 Associate Professor, Department of Marketing, Miami University
1979-2003 Professor, Department of Marketing, Miami University
1987-1988 Interim Associate Dean for Administration (1/2 time) &
Professor of Marketing (1/2 time), Miami University
1988-1991 Professor and Chair, Department of Marketing, Miami University
1991-2006 Professor, Department of Marketing, Miami University
2006-2007 Professor, Department of Marketing, Miami University (Retired / Rehired)

Administrative Experience

City Government Vice Mayor, Planning Commission, City Councilman, Comprehensive
Planning Committee, Municipal Court Committee, Fire Department
Planning Committee, President of Oxford Cemetery Board (2 years);
President, Fireman's Dependency Board (2 years), plus other minor
positions (4 years) 1978 - 1981
American Collegiate Retailing Association

American Collegiate Retailing Association: Treasurer (8 years), Co-Chairman of National Programs (2 years), National Vice President (1986), ACRA Representative, National Association of College Stores, President, ACRA (1988-1990), Director, ACRA Clearinghouse (1988-2005), Nomination/Election Committee (1988-2003), Director of Conferences (1991-1998); Elected to Hall of Fame 1996, Executive Committee (14 years) Director, ACRA Hall of Fame (1999 – 2005); ACRA Webmaster (2000 – 2004), ACRA Archivist (1988 – 2005)

Miami Administrative Fellow, Office of the President, Miami University 1982-83.

Miami University Committee Service: SBA Representative, Faculty Conference; President's Ad Hoc Committee on Minority Relations; President's Policies and Procedures Committee; SBA Curriculum Committee (5 years); Chair, SBA Research Committee (6 years), MUSF Advisory Committee (7 years); Secretary, University Council (2 years); Freshman Faculty Associate (1 year); Chair, SBA Teacher Evaluation Review Committee; University Faculty Advisory Council; Chair, SBA Disciplinary Board (2 years); Chair, Presidential Hearing on Sexual Harassment; SBA Library Committee; Chair, All University Teacher Education Committee; Miami University Graduate Petition Committee; SBA Freshman Orientation Committee (4 years); Miami University Youth Visit Program (4 years); Freshman Welcome Program (6 years); President, Board of Directors, Miami University Summer Theater (2 years); Chair, On-Campus Review Committee, Department of Finance and Accountancy; Miami University Bishop Medal Committee; Miami University Representative, Ohio Board of Regents Instructional Development Seminar; SBA Representative, ISU Conference on Evaluating the Significance of University Teaching; Chair, President's Select Committee on Campus Planning; Program Review, Ohio Board of Regents for Youngstown State University; Recruitment and Advising for Miami University Football, Basketball, Volleyball, Softball, Tennis, Soccer and Track Players; Chair, President's Select Committee on Campus Planning; member of Senate, 1987-1990; Freshman Reading Program (3 years); MUSF 20/20 Head Judge (18 years); Provost Search Committee, 1989-90; Faculty Associate, Dorsey Hall; IBM Collegiate Representative Advisor; MU Registrar's Advisory Committee (1991-92); Co-Chair, SBA Evaluation of Administrators 1998), Chair, Teaching Effectiveness Committee (1998), Divisional Curriculum Committee (1998-9); SBA Technology Committee (1997-8), Teaching Measurement Committee (98-99), plus a multitude of departmental committees; Coordinator, Retail Thematic Sequence (1996-99); Senior Faculty Enrichment Year, Weipking Professor Selection Committee (1996-2003); Program Review, Department of Marketing, Chair, Forsythe Professorship Committee; Member, Technology Planning Committee for Applied Science/Business Technology minor and major. Chair, SBA Graduate Committee (2002-03),

Co-Chair, SBA Admissions Committee (2002-03); CELT/OAST Marketing Faculty Representative 2001-02); Network Advisory Board (2001-03); CELT Faculty Resource person (2001-02) SCM Major Committee (2001-02); Marketing Honor's Advisor(2002-03); CINTAS Chair Recruiting Committee (2002); Chair of P&T Committee for Marketing (1995-2003); Chair of Marketing North Central Accreditation Submission Team (2004); Chair of Marketing Program Review Committee (2003-04); Chair of SBA Graduate Committee(2003-4); Co-Chair of SBA Graduate Admissions Committee (2003-4); Chair of Marketing P&T Committee (1994 – 2005); Advisor to MME/MBE (2203-05); IMS Steering Committee (2001-05)

Business/Consulting Experience:

Bennett Industries, Inc.; Sears Roebuck & Co.; Potter Shoe; U.S. Navy (Vietnam - five combat tours); SENAC Brazil, Lazarus Department Stores, Inc.; J.M. Smucker, Inc.; Ohio Valley Libraries; First National Bank; Ohio Banker's Association; Federated Department Stores, Inc.; Evansville Department Store; H&S Pogue (400 hours); Holt, Rinehart & Winston; Wiley & Sons, Inc.; Capital Varsity; Pennsylvania Press; DePaul University; Qualified "Expert Witness" Site Analysis, Hamilton Court; L.S. Ayers, Inc.; University of Alabama; Oxford Retail Merchants Association; helped found the Oxford Chamber of Commerce; Clopay Manufacturing; William C. Brown Publishing; West Educational Multimedia Publishing; Allyn & Bacon Publishing; MacMillan Publishing Co.; Stewart's Department Store; U.S. Precision Lens, Inc.; Court Export; (United Parcel Services, Competition Accessories, Harlem Globetrotters, Paris Enterprises; Victory Markets; Great American Supermarkets; Carl's Drugs; Cincinnati Bell Zoomtown Division; R & R Transportation of Ohio); Elder-Beerman Department Stores; Kachina Sign Shop; Univ. of Wisconsin - Madison, Dept. of Consumer Sciences ; American Council on Education & Mercantile Stores, ADVO, Inc, Eaton's Department Store, Ryerson Polytechnic University, Wal-Mart, Talbot's, CINTAS, The Linder Group; Board of Regents – Mercantile Stores, Vision Information Services, ICSC, TruServ, Hagggar Company; Advisory Board of Big Research Inc., Whitman Hart.

Teaching Effectiveness and Innovations

A. Introduction of 23 microcomputer exercises into the classroom; B. Designed and introduced Strategic Retail Management Course; C. Developed over 5,000 slides for use in the classroom; D. Introduced new course in Entrepreneurship: New Ventures; E. Taught interdisciplinary Futurology course; F. Taught innovative course in New Product Development; G. Taught interdisciplinary course in Corporate Business Ethics and Social Responsibility; H. Developed a reading packet of 125 articles for Entrepreneurship course; I. taught course for 18 SBA faculty in Innovations in Teaching over a thirty-week period, often involving computer technology; J. Developed ongoing field experiences for students enrolled in marketing 462; K. Integrated student research presentations into a national conference involving five hours of multimedia presentations before businessmen and professors (120) from around the United States; L. Conducted special study class in fashion merchandising including a five-day trip for thirty-four

students to New York City; M. Letter of congratulations for academic achievement, Governor John Gilligan; N. Regularly receive high student evaluations (1987-88) 3.6, 3.7, 3.8 (4.0 base); O. Teaching Innovation Award from CII, 1985, 1987, 1990, 92,93,95; P. Alumni Effective Teaching Award, 1985, 1986, 1988, 1989, 1990, 1995,1996,1998; Favorite Professor Nomination, ADP,DG and AXD, 1998-2004; BSAC Case Challenge Team Coach – 3rd place award 1998;Q. Nominee, Associated Student Government Outstanding Teaching Award, 1985, 1986, 1987,1990,1992,1993,1995,1996, 99,01,03 ; SBA Effective Educator Award for 2002; ZTA Outstanding Faculty Member Award 2002; Certificate of Achievement, ACRA 2002; R. Ohio Banker's Association School, 4.1, 4.6, 3.9, 4.1, 4.0 (scale 1-5); S. Developed seventeen 1 1/2 - 2 1/2 hour New Faculty Teaching Workshops for the SBA presented throughout 1990/92; T. Developed 21 Teaching Effectiveness Notebook Library containing 550 articles. Initiated SBA Teaching Effective Interest Group (1993); Departmental Grant to develop Senior Capstone for Liberal Education and demonstration of Multi Media Technology (1993). Developed over 900 Multimedia PPT plates for Marketing 301.; Two multimedia training programs for Mercantile Stores, Introduced and taught new international retailing and marketing courses in the UK and Russia(3 years); Multimedia program and teaching supplement for West Publishing; and South-Western Publishing; Series of "brain twisters" for developing linear logic for senior capstone course; Created and entire electronic Principles of Marketing course, including 19 PowerPoint presentations, class assignments, and hyperlink exercises worldwide; Established special topics student seminars in multiple current controversial areas such as privacy, database marketing, and organizational change; Named to American Collegiate Retailing Association Hall of Fame (one of eight in 49 years); Introduced new ECommerce course, Marketing 419 for Winter, 2000 (\$10,000 grant) 1999; Webmaster for AMA International Retail SIG homepage 1996-99; \$10,000 Grant to develop Marketing/SBA Electronic Advising Center (Webmaster) 1999 ; All course currently taught available through Internet worldwide 1999; Webmaster of academic web page with over 2,500 hotlinks (received over 400 hits in past 30 days); Taught MU classes in England and Russia (1998-2000);Introduced new honor's course *Terrorism and Business in the 21st Century* (2003); Certificate of Achievement ACRA 2002; Quantitative Reasoning Self-Teaching Web page/Dolibois Grant 2004;

Papers, Speeches, Conference Presentations

Speeches Oxford Chamber of Commerce and Oxford Retail Merchants Association
and (1982, 1979, 1974, 1973)
Seminars: Miami University Alumni Education Seminar (1977)
 United Campus Ministry (1976, 1977, 1978, 1981)
 Hamilton Small Business Institute (1977)
 Ohio Banker's Association Conference (1979)
 United Presbyterian Church (topics include Death & Dying, Business Ethics)
 Future Careers in Business, EDL Lecture Series (1975, 1976, 1977, 1979)
 The Technology of Social Change, Miami University Department of Sociology
 The Impact of Computers on Our Educational Future, Graduate Department of
 EDL
 Death and Dying, Miami University Speaker's Board
 Consumer Behavior and Education, Ohio Department of Education's CE

Seminars

Shoplifting in the Retail Environment, in conjunction with ORMA,
Hamilton Police Academy and FBI
Future Developments in Business, Western Campus Careers Series
The Lecture: A Situational Analysis, Lilly Fellows and CII
Human Resources vs. Human Relations, National Management Association,
Oxford Chapter (1982)
Applications for Microcomputers in the Classroom, DePaul University (1984)
POP Displays and Innovative Sales Presentations, Clopay Management
Seminar (1983)
An Introduction to Microcomputers, Phi Delta Theta National Officers
Meetings, Miami University (1984)
Applied Classroom Use of the Microcomputer Using Multiplan, Cleveland
Foundation SBA Seminar (1984)
Easywriter 1.1 and 2.0, ACS Users Group (1984)
Multiplan vs. Lotus 1,2,3 (1A), ACS Users Group (1984)
DePaul University - Microcomputers in the Classroom (1984)
Midwest BPA - Applications of Microcomputers in Retail Management and
Education (1985)
AMA/ACRA/SMA - Research and Teaching in Retailing (1984)
Ohio Area Valley Librarian's Seminar (1975)
MU Coordinator, "Innovations in Management Education Seminar," Toledo,
Ohio (1976)
Section Moderator, "Private Enterprise and the Profit Motive," Cincinnati
Convention Center (1977)
Panel, Symposium on the Computer as a Learning Aid in the Business
Curriculum, SWAIDS (1984)
Attended Seminars at: Harvard Case Workshop; Ohio Center for Tomorrow;
O'Neils; Shillitos; Rike's; Armstrong Cork; Kaufmann's; Saks, Lazarus;
Hechts; Gimbel's Strawbridge & Clothier's; Barney's; Elder-
Beerman's; May Co.; Procter & Gamble; Burdines; Saks; Ralph's;
Von's; Macy's; Catholic University of America; Bata Shoe Company;
Kobacker's; Neiman-Marcus'; Sanger-Harris; Gidding-Jenny
National Retail Merchant's Association (14 years)
Planned, coordinated, and developed four Conferences for the Center of
Management Services in 1983-84
Ohio Banker's Association Commercial Banking School (1985)
Midwest Business Administration Association panel on Microcomputers in
Education (1985)
Creative Work, Co-Photographer, 80 slide program of Retailing in San
Francisco, distributed by the ACRA Clearing House - Rochester Institute of
Technology
Creative Work, cover and interior color panels, Retail Management textbook,
1986
Stanley Hollander, Morris Mayer and John B. Gifford, Panel: "How to Tap

Collegiate Recruiting Successfully," National Retail Merchants Association National Conference, NYC, 1/88

"An Applied Retail Simulation in Marketing," Speech: Ohio Higher Education and Computing Conference, 10/87

"Micro Computer Applications in the Retail Course-Hands On" Workshop, Demonstration and Speech, American Marketing Association Consortium on Retail Education, The University of Alabama, 7/87

"Combination for Success: Visual Merchandising, Store Design and Display Concepts," Featured Speaker, National Association of College Stores National Conference. Included a survey of over 700 bookstores, 1,500 retail slides, 97 computer generated slides, audience 600-800

John B. Gifford and Jan Willem Bol, "MEthics: Teaching Ethics in the Classroom," Panel Presentation, ACRA Innovations in Education in Retailing Session, 4/88

"Segmentation Strategies and Fund Raising," Seminar, Panuska Alumni Development Staff, 5/88

"MEthics" game completed (Press coverage, Middletown, Hamilton, Cincinnati, Cleveland, and on campus)

"Ethics in Business Seminar," Arthur Andersen & Co., Chicago, Illinois (participant), 9/88

Academy of Marketing Science/American Collegiate Retailing Association National Fall Conference, Charleston, Officer, 10/88

Education in Shopping Center Management Planning Conference, Youngstown, Ohio 10/88

Ted Burns Talk Show (Maryland), 50 minutes, 3/90

WHIO Talk Show - Marketing Ethics, 1/31/89

Speech: Retail Ethics, NRMA International Meetings, NYC, 1/16/90

Co-Editor, AMA Microcomputers in Education Conference and Proceedings, 1990

Talk and Seminar for Applied Science Advisor Council, 1991

Attended 1991 Lilly Conference on College Teaching

Attended "Integrating Ethics into the Business Curriculum" (4 days), 1990

Attended AMA "Enhanced Teaching Effectiveness" Workshop (5 days) in Flagstaff, Arizona, 1990

Developed Session, AMS/ACRA Fall 1991 Conference

Miami University Alumni Seminar on Ethics, Summer 1993

Speaker, "Retail Security" for M.A.R.T.

Post-Lilly Conference, Madison Wisconsin ""Multimedia as a Teaching Tool Using the Teaching Portfolio as the Subject Content" (1995)

The Teaching Portfolio (ITAA, University of Tennessee) (1997)

"Better Learning through Technology" AMA Winter Meetings, (1997)

"Multimedia: Old Concept, New Technology, Marketing Educator (1997)

"Technology and the audio-visual vs kinesthetic learner, Marketing Educator (1997)

"When is technology in the classroom appropriate? Marketing Educator (1998)

"The Teaching Portfolio: Documenting teaching effectiveness as Marketing Professors, Marketing Educator, (1997)
Emerging Trends in International Marketing, AMS/ACRA Fall Conference, St. Louis (1997)
National Public Radio, "Supermarket Shopping", in Marketplace (listenership exceeds 1 million homes) (1998)
Published 14 photographs for Retail Management: by Berman & Evans (1997-8)
"The Hollow Corporation: Outsourcing Too Little...or Too Much" National Retail Federation, NYC (1997)
"Emerging Trends in Retailing" Annual Regional Meeting of the International Council of Shopping Centers (1997)

Research Grants:

State Curriculum Development Grant, Entrepreneurship (1975)
Ohio Valley Area Libraries six-month study (with Bob Myers)(1976)
John and Winifred E. Dolibois Faculty Development Grant (with Pat Gifford)(1983)
Department of Marketing Summer Research Grant (1984; 1989)
SBA Alumni Travel Grant (9)
MU/CII Innovative Teaching Grant (6/85)
Industry Scholarship: Retailing Advertising Conference - Chicago (2/86)
U.S. Precision Lens, Inc. (6/87-1/87)
Audio Visual Production Grant \$500
CII Instructional Grant (1991)
Dolibois Development Grants (1990, 1991,2004)
Senior Capstone Development Grant (1993)
Multi Media Demonstration Grant (1993)
CII Teaching Portfolio Grant, SBA (1995,96)
Richard T. Farmer Teaching Effectiveness Grant (1995,96)
SBA Technology Grant (1996)
SBA Sabbatical Travel Grant (1995-96)
Kaufmann's Retail/Marketing Grant (facilitated) (1998)
Provost's Scholarship Grants for Russian Program (12) (1998)
Advising and Careers Forum Grant, SBA (1998)
Marketing Electronic Advising Center Grant (1999)
EMarketing and the Internet Course Development Grant (1999)
Quantitative Reasoning Web Creation Grant, (2004)

Papers/Proceedings/Books and Publications:

"Job Enlargement," Personnel Administration, 1972
"Integrated Advertising," Miami Business Review, 1973
"The Effects of Integrated Advertising on Store Image," American Academy

of Advertising Annual Meetings and AAA Proceedings, 1974

"Top Agency Executive's Attitudes Toward Academic Preparation for Careers in the Advertising Profession in 1974," Journal of Advertising, 1975 (Co-author John Maggard)

"An Examination of Agency Executives Attitudes Toward Academic Preparation for Careers in the Advertising Profession," American Academy of Advertising Annual Meeting and Proceedings, Knoxville, 1975

Short Contribution to book of Karl Vespers, Entrepreneurship: New Ventures, 1976

Innovation in Education, edited and published in Brazil, 1976

Book Review, Journal of Retailing, 1977, 1992

"A Comparison of the Attitudes of Practitioners and Business Students Toward Social and Economic Systems," Collegiate News and Views, 1978 (Co-authored with Robert Thornton and Ralph Jones)

Book Review, Journal of Retailing, 1978

"The Oral Message," film for Public Broadcasting System in cooperation with HEW, Channels 14 & 16, 12/3/79 (Co-author)

Original Draft of Oxford Chamber of Commerce Constitution and By-Laws of the Oxford Community Development Corporation, 1980

"The Lecture Process," American Collegiate Retailing Association, 1982

"Introducing Microcomputers into the Retail Learning Environment," American Collegiate Retailing Association, Philadelphia, 1983

"Selective Centralization and Decentralization of Multi-Divisional Department Store Staff Functions," SWAIDS Meetings and Proceedings, 1983 (Co-author Don Bolan)

"Computers and the Teaching of Retailing," Southwest Marketing Association, American Association, and the American Collegiate Retailing Association, San Antonio, Texas, 1984

"Microcomputers in Teaching Retail Merchandise Management: Applied Spreadsheet Software," Journal of Marketing Education, Spring, 1984, (Co-author Patricia Gifford)

"Symposium on the Computer as a Learning Aid in The Business Curriculum: Applied Merchandising Management Using Multiplan," SWAIDS Meetings, San Antonio, 1984 (Co-author Patricia Gifford)

"Teaching Retail Financial Accounting," American Collegiate Retailing Association, Washington, D.C., 1984

"Applications of Microcomputers in Retail Management and Education," Midwest Business Administration Association, Proceedings, Production and Operations Management, 1984 (Co-author Patricia Gifford)

"Research and Teaching in Retailing," Southwestern Marketing Association, American Marketing Association, American Collegiate Retailing Association Combined Meetings, Proceedings, Summer, 1984

"Departmental/Group Manager Exercises in Scheduling, Wage and Benefit Administration and Personnel Productivity Analysis," American Collegiate Retailing Association, Retail Workshop, Proceedings, San Antonio, January

1984 (Co-author Patricia Gifford)

"Perceived Importance of Financial Ratios and Indicators of Corporate Health Vitality in the Retail Industry," American Collegiate Retailing Association, Proceedings, April, 1985, (Co-author James Stearns)

"Labor Productivity in Retail Management," Academy of Marketing Science/ American Collegiate Retailing Association Fall Conference and Proceedings, Charleston, SC, October, 1985

Creative Endeavors: Provided multiple slides for use in Retail Management textbook, December, 1985 by Burman and Evans; Co-Photographer of set of 80 retail slides released by ACRA Clearing House, 1985

Tom Borch Case, to be included in the 1987 edition of Management of Retail Enterprises, by Robert Lusch

Dodds of Phoenix Case, to be included in the 1985 edition of Retail Management, Berman and Evans

"Teaching Retail Financial Management to Marketing Majors," Journal of Marketing Education, 1986

"Labor Productivity in Retailing," (Proceedings, Paper, Panel), Academy of Marketing Science Conference - Charleston, 11/85

"Perceived Importance of Financial Ratios as Indicators of Corporate Health and Vitality in the Retail Industry," (Co-author Jim Stearns), ACRA National Spring Conference - San Francisco, 4/85 (Presentation)

"The Use of Computers in Retail Education," American Marketing Association's Winter Educator's Conference - St. Petersburg, 2/86 (Presentation Proceeding, Chair of Panel)

"Tom Borch Traditional Clothier," Midwest Journal of Business and Economics, Spring, 1986

"Teaching Retail Financial Management to Marketing Majors," Journal of Marketing Education, Fall, 1986 (published Spring, 1986)

Invited Speaker, AMA Retail Consortium, Alabama, July, 1987

Retail slides, Dryden Press, for use in new fashion merchandising publication

"Ethical Attitudes of Retail Store Managers: A Longitudinal Analysis," Journal of Retailing, Fall, 1987, pp. 298-311 (Co-author Donald Norris)

"Student Perceptions of Ethical Retail Practices: Comparative and Longitudinal Analysis (1976-1986)," Journal of Business Ethics, July, 1988 (Co-author Donald Norris)

Strategic Retail Management: A Lotus 1,2,3 Based Simulation, Book, Published by South-Western Publishing Company, Copyright, 1989. Includes a student and teachers manual, four computer disks containing over 1.2 million commands
Photographic illustrations for Retailing: A New Perspective, Book, by Rogers and Grassi, 1988

Journal of Marketing Education Outstanding Article Award, by Western Marketing Educator's Association, 4/88

"Strategic Retail Management," IBM Academic Computing Conference, Anaheim, California, June 22-24, 1989

Visuals Supplement, , Principles of Marketing Textbook, West Publishing (1996)

"Technology in the Classroom: How Do I Get Started?" Marketing Educator, (1996)
Sales Management Learning Guide, Mercantile Corporate University (Two manuals, approximately 150 pages each, plus an electronic version) (1996)
Personal Selling Learning Guides, Mercantile Corporate University (Two manuals, approximately 150 pages each, plus an electronic version) (1996)
Peer Review Team Report on Proposed Undergraduate Degree in Retail Management at Ryerson Polytechnic University, Toronto, Canada (1997)
The Teaching Portfolio: Introduction and Innovations, AMA Summer Conference (1998)
The Teaching Portfolio: Part I Marketing Educator, (1998)
The Teaching Portfolio: Part II Marketing Educator, (1998)
The Teaching Portfolio: Part III Marketing Educator, (1998)
The Teaching Portfolio: Part IV Marketing Educator, (1998)
300 page PPT visual supplement for Principles of Marketing, South-Western Publishing for Principles of Marketing textbook, by Zikmund & d'Amico (1998)
CD-ROM 21 Chapter Supplement for Principles of Marketing, South-Western Publishing (660 frames) (1998)
"An Examination of Trading Cards in America During the Late Nineteenth Century", American Society of Business and Behavioral Sciences, Las Vegas (1998)
Cooper's TruValue, Case study published in-house by TruValue Corporation (1999); Co-author David Rosenthal
Bennett's Home Center, Case study published in-house by TruValue Corporation (1999); Co-author David Rosenthal
"Using an Electronic Scavenger Hunt to Kick Off Semester" Marketing Educator, Winter, 1999
"Your Course Syllabus" Marketing Educator, Spring 1999
MEthics. Published in Dryden Press, "Dryden-on-Dryden" 1999;
Published a 500 page book/electronic disk (for Principles of Marketing, by Lamb, Hair & McDaniel) of supplemental material to support textbook, South-Western Publishing, 1999;
"Copywriting Digitally Produced Teaching Materials," Online Classroom, Magna Publishing, 2001;
"Legal Issues in the Syllabus/E-Syllabus, Academic Leader, Magna Publishing, 2001;
"Before you write your first word of your e-syllabus... National Lilly Conference on College Teaching, 2001;
The Syllabus/E-Syllabus for the 21st Century, Book, University Press of America, Inc. 2003;

Reviewer for:

Journal of Retailing
Journal of Advertising
Journal of Marketing Education

Collegiate Microcomputers

Journal of Developmental Entrepreneurship

Allyn & Bacon Publishing

Retailing: Theory and Practice for the 21st Century Conference - AMS (11/85)

Board of Regents, Youngstown State Program Review (1986)

AMA Winter Conference Track on Marketing Management (1986, 1990)

ACRA Spring Conference (1987, 1991 - 2005); Winter Conference (1988-2000)

William C. Brown Publishing Company (1986)

Richard D. Irwin Focus Group on Retail Management, NYC (1987)

Merrill Publishing Company (1987)

ACRA Winter and Spring Conferences, 1989 through 1999

AMA Educator's Conference, 1989

Academy of Marketing Science Dissertation Contest, 1989

AMS Fall Conferences 1988, 1991, 1994

University of Arizona International Retailing Conference, 1999

Society for Case Research (1995)

Reviewer, Annual Advances Journal (1995-6)

Reviewer, Journal of Retailing and Consumer Services (1995-6)

Reviewer, Atlanta Marketing Association Conference (1995)

Ryerson Polytechnic University International on-site review for the formulation of a new college, a School of Retailing (2 persons for Chancellor) (1997)

Reviewer, Prentice-Hall International, Textbook (1997)

Reviewer, Academy of Business Administration International Conference (1997)

Reviewer, International Conference on Research and Distributive Trades, Lauen, Belgium (1998)

Reviewer, AMA Marketing Educator's Conference (1998)

Reviewer, ACRA Winter and Spring Conferences (1998-99)

Reviewer, Textbook, Simon & Schuster (1998)

Reviewer, ACRA Spring Conference, Tucson, Arizona (2 tracks) 1999

Reviewer for JME Special Edition, 2001

Reviewer, Journal of Developmental Entrepreneurship, 2002; 2004

Reviewer, AMA Direct Marketing Track, Summer 2002;

Reviewer, Hamilton Campus Technology Major Proposal 2002;

Reviewer for AMS Conference 2002 - 2006

Professional and Public Contributions:

Head Judge, MUSF 20/20 Races (1974-1998)

MUSF Hall of Fame (one of the first five faculty in the history of MUSF)

President, Beta Gamma Sigma, Miami University Chapter (1982)

Member, Jessie Beerman Scholarship Committee (1983-1986)

MUSF Poster Selection Committee (1979-1984)

United Presbyterian Choir (1972-1982)

Chair, Audit Committee, United Presbyterian Church (1977-1986)

Freshman Orientation Team (1979-1981, 1984, 1989, 1993)
MUSF Red Carpet Day (1979-1987)
Advisor, American Marketing Association (Mid 1970s, 1990s, 2001-03)
Advisor, Women in Business (KEYS) (Early 1970s)
Very active in student placement, with results normally around 98% of students employed within three months of graduation
Strategic Planner, Pogue's Department Stores, 400 hours, resulting in 56 Strategic Planning Manuals and 700 computer runs (1982-1983) and L.S. Ayres (1984-1985)
Chairman, Board of Trustees, Oxford Cemetery Board (1980-1982)
Conducted 17 student seminars in the SBA Computer Laboratory on a voluntary basis during 1983-1986
Treasurer, Talawanda High School Academic Boosters Club (1984-1986)
Member of President's Ad Hoc Committee on Hall Auditorium Renovations (1986-1987)
Member of President's Select Committee on Campus Planning (1991-94)
Member, Miami University Bishop Medal Committee (1990s)
President, Miami University Summer Theatre Board (1985-1986)
Advisor - MME Retail Division (1974 – 2003)
Chair - Marketing Machine Committee
 - Upham Planning Committee
Marketing Representative, Career Day (1977 – 2003)
Miami University Football Mentor Program (1985 – 2005)
Miami University Chiefs Program (1980s)
University Ad Hoc Committee on Student Employment (1980s)
Miami University Faculty Football, Volleyball Recruiter (1986 – 2006)
SBA Committee of Academic Advisors (1980s & 1990s)
SBA Honor's Day Committee (1980s & 1990s)
Chief Academic Advisor, Marketing Department (1991 – 1999)
Miami University Minority "Miami...The Road to Success" (1980s)
Director, ACRA Clearing House (1988- 2003)
Director, ACRA Conferences (1991- 1999)
President, American Collegiate Retailing Association (1988-1990)
National Conference Co-Chair, ACRA Spring Conference, April, 1988, Columbus, Ohio; Included programs with The Limited, Lazarus Department Stores, CompuServe, Retail Planning Associates and Management Horizons, IBM Campus Faculty Representative, (1989-1990)
Co-Chair, AMA Microcomputer Conference, New Orleans (1990)
Special Award for "...the Advancement of Retail Education..." from the American Collegiate Retailing Association, (1991)
Miami University "Parent of the Year" (1991-1992)
Accreditation Team for the American Council of Education for 7 courses at Mercantile Stores University
Consultant to the University of Wisconsin - Madison, in developing both an undergraduate and graduate program in retailing

Consultant to the University of Wisconsin - Whitewater, on the implementation of a division wide teaching portfolio project

Joseph C. Seibert Memorial Committee

Architecture Master's Thesis Committee (1996)

SBA Mock Trial Judge 2002 - 2005

Judge, Paige Center Business Plan Competition 2002;

SBA Core Review Presentation, 2002,2003

Member: American Marketing Association (1970-2001); Association of Consumer Research (1975-1987); American Academy of Advertising (1973-1990); American Collegiate Retailing Association (1972-2005); Pi Sigma Epsilon; MU Kappa Tau (1983-2001); Beta Gamma Sigma, Academy of Marketing Science, (1979-2002)