

Daniel E. Innis, Ph.D.

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University of New Hampshire
Peter T. Paul College
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EDUCATION

The Ohio State University
Doctor of Philosophy in Business
August, 1991
Major: Marketing
Minors: Consumer Behavior, Logistics

Miami University, Oxford, OH
Master of Business Administration
December, 1986
Major: Marketing

Ohio University, Athens, OH
Bachelor of Business Administration
June, 1985
Major: Marketing

NOTABLE EXPERIENCE/ACCOMPLISHMENTS

Professor of Marketing and Hospitality Management
Peter T. Paul College of Business and Economics
University of New Hampshire (2013-present)

Chair, Undergraduate Curriculum and Academic Policies Committee (the UNH version of the undergraduate curriculum committee), 2020-2022; member 2020-2023.

Chair, UNH Faculty Senate, 2017-2018.

New Hampshire State Senator, District 24 (December 2016-2018) and District 7 (December 2022-present).

US Global Leadership Coalition, NH Board Member, 2023-present.

NH EPSCoR Statewide Committee, 2017-2019.

UNH Elements Governance Board, 2017-2020.

Editorial Board, *Journal of Business and Industrial Marketing*.

Editorial Board, *Journal of Education for Business*, 2015-2018.

Chair, Faculty Senate Professional Standards Committee, 2016-2017.

Greater Portsmouth Area Chamber of Commerce
Board of Directors (2010-2015)

Dean, Peter T. Paul College of Business and Economics
Professor of Marketing, tenured
University of New Hampshire (2007-2013)

Dean, College of Business, Public Policy, and Health
Professor of Marketing, tenured
University of Maine (2002-2007)

Kidder Award, in recognition of LGBT leadership, University of New Hampshire (2012)

EXPERIENCE--ACADEMIC

Professor of Marketing and Hospitality Management
Peter T. Paul College of Business and Economics
University of New Hampshire (2013-present)

Teaching duties include Strategic Management, Revenue Management and Pricing, Introduction to Hospitality Management, and Hospitality Marketing. Responsibilities include the development of a marketing specialization, including the design and implementation of new courses in Services Marketing, Pricing, and Sales and Sales Management. Numerous other activities focus on rebuilding connections to industry, expanding programming, and attracting more students to the program.

Dean, Peter T. Paul College of Business and Economics
Professor of Marketing, tenured
University of New Hampshire (2007-2013)

Responsible for nationally recognized programs in business, economics, and hospitality, including strategic planning, human resource planning, and other strategic and tactical activities. UNH practices responsibility centered management and the Paul College has a base budget of over \$30 million generated by tuition revenues and executive development programming. Initiatives included driving the fundraising and construction of a new facility, renewing the school's strategic plan, and reorganizing staff to meet the changing needs of students, faculty, staff, and stakeholders.

Dean, College of Business, Public Policy, and Health
Professor of Marketing, tenured
University of Maine (2002-2007)

Activities include service as the chief strategic planner for academic programs, administration, human resource, and fiscal management for the College. Responsibilities also include the William S. Cohen Center for International Policy and Commerce, and the new UMaine Center on Aging. Active initiatives involve the development of a strategic focus for the enhancement of quality undergraduate and graduate programming, the advancement of technology, the research efforts of the faculty, international programming, and external relations with the community, business, government, and UMaine alumni.

Associate Dean, College of Business
Associate Professor of Marketing, tenured
Ohio University (1999-2002)

Activities include responsibility for all operational aspects of the College of Business at Ohio University, including staffing, budgeting, operational and strategic planning, and service as a liaison to other colleges and units on and off of main campus. Major responsibilities include AACSB accreditation preparation, program management, coordination of the College Executive Committee, and all COB academic issues.

Chair, Department of Marketing
Associate Professor of Marketing, tenured
Ohio University
Marketing Department (1997-1999)

Activities include developing and implementing departmental goals and objectives that support the mission of the College of Business and Ohio University, managing departmental budgets and programs, leading faculty development, coordinating academic programs, and performing general administrative duties.

Assistant/Associate Professor
Ohio University
Marketing Department (1991-1997)

Teaching assignments include Consumer Behavior, Business-to-Business Marketing, Distribution, and Marketing Strategy.

SCHOLASTIC AWARDS AND HONORS

Kidder Award, in recognition of LGBT leadership, University of New Hampshire (2012)
Faculty/Staff Contribution Award, Ohio University (2002)
Intellectual Contributions Award, Ohio University (1995)
AMS M. Wayne Delozier Best Conference Paper Award (1995)
Ackerman Award for Best Paper in Transportation and Logistics (1993)
Council of Logistics Management Doctoral Dissertation Award (1992)
Albert Haring Symposium Representative (1990)
Research Associate Award, The Ohio State University (1989-1990)
Outstanding Marketing Student, Ohio University
Alpha Mu Alpha--National Marketing Honorary
Phi Kappa Phi
Beta Gamma Sigma

EXPERIENCE-PROFESSIONAL

Trail's End Acres, LLC, co-owner, 2022-present.

Trail's End Acres is a 154-acre working farm in Bradford, NH. The land is in conservation and is home to wagyu cattle, hundreds of chickens, and 13 milk goats. Products are sold from a farm store and to local markets. An event center at the farm is under development.

New Hampshire State Senator, District 7 (December 7, 2022-present)

State Senator representing 22 communities in the west central New Hampshire. Chair of the Capital Budget Committee, Vice-Chair of the Finance Committee, member of the Commerce Committee.

New Hampshire State Senator, District 24 (December 2016-2018)

State Senator representing 11 communities in the Seacoast. Chair of the Commerce Committee, member of the Energy and Natural Resources Committee, and member of several commissions and committees:

- Commission to Study Environmentally Triggered Chronic Illness
- Seacoast Commission on Long-Term Goals and Requirements of Safe Drinking Water
- Commission on the Seacoast Cancer Cluster Investigation
- New Hampshire College Tuition Savings Plan Advisory Commission

Co-owner, Great Island Inn (2016-2019)

3 Walbach St., New Castle, NH

www.greatislandinn.com

Co-owner of a six room “aparthotel” in New Castle, NH, the first property of its kind in the Seacoast. Rooms are designed for stays of one night to one month, and each includes a full kitchen and washer/dryer. The 1820 building that houses the inn was fully restored and converted from three apartments to six rooms over a period of six months.

Co-owner, the Hotel Portsmouth (2013-2015)
40 Court St., Portsmouth, NH

Co-owner of a 32-room hotel in downtown Portsmouth. As the only independently owned & operated boutique hotel in downtown, The Hotel Portsmouth offers all the amenities of a large hotel with the irrepressible charm of a bed and breakfast. The hotel was formerly the Sise Inn and it was completely renovated and rebranded from November 2013 to April 2014 and sold to the Lark Hotel Group in 2015.
www.thehotelportsmouth.com

Co-owner, the Ale House Inn (2008 to 2013)
121 Bow Street, Portsmouth, NH

Co-owner of a ten-room boutique urban inn located in downtown Portsmouth, New Hampshire. Situated in an old brewery building, the inn offers a convenient location and uniquely styled rooms to guests. The inn was formerly the Bow Street Inn and it was completely renovated and rebranded in January and February 2009 and sold to the Lark Hotel Group in 2013. www.alehouseinn.com

Assistant Operations Analyst
The Warner-Lambert Company
Technical Operations Division (1986-1988)

Activities included the negotiation of truckload shipping contracts and intermodal operations contracts, as well as the development and maintenance of a competitor intelligence file, responsibility for inbound raw materials shipments at a production location and duties as a corporate liaison for a remote distribution center. Other duties were performed as required, including active participation in the development of the logistics portion of the corporate strategic plan and the development of a marketing plan for the corporate private fleet to be implemented after contract authority was obtained.

EXPERIENCE-OTHER PROFESSIONAL

Concord Coalition
NH Board of Directors
2016-present

The Concord Coalition is a political advocacy group in the United States, formed in 1992. A bipartisan organization, the Concord Coalition's advocacy centers on ending deficit

spending and promoting a balanced budget in the U.S. federal government. The group's mission statement is to educate "the public about the causes and consequences of federal budget deficits, the long-term challenges facing America's unsustainable entitlement programs, and how to build a sound foundation for economic growth."

US Global Leadership Coalition, 2023-present.

The U.S. Global Leadership Coalition (USGLC) is a nonprofit organization formed by a coalition of American businesses and NGOs, senior national security and foreign policy experts, faith-based and community leaders from across the United States who promote increased support for the United States' diplomatic and development efforts among both politicians and the public.

Portsmouth Chamber of Commerce
Board of Directors (2010-2015, 2019-2020)

Downeast Rail Heritage Preservation Trust
Board of Directors (2007-2010)

The Downeast Rail Heritage Preservation Trust was established out of a respect for the past and a vision for the future. The mission of the Trust is to preserve the railroad history of Downeast Maine. The immediate and primary goal is to develop the Downeast Scenic Railroad for the education, enlightenment and enjoyment of future generations.

Maine DOT Freight Advisory Board (2003-2007)

The Maine Department of Transportation Freight Advisory Board works with the head of the Maine DOT to develop investment strategies for the State of Maine with respect to transportation that will enhance economic development in Maine.

Healthcare Charities
Board of Directors (2006-2007)

Healthcare Charities is the primary fundraising organization in support of Eastern Maine Healthcare Systems. Healthcare Charities is involved in raising, investing and distributing funds for the benefit of organizations that improve the health and well-being of Maine residents; with priority to be given to the organizations within Eastern Maine Healthcare Systems.

World Affairs Council of Maine
Board of Directors (2003-2004)

The World Affairs Council of Maine is a non-profit, non-partisan organization established in 1977, open to the general public. Through its education outreach and diverse programming, the Council seeks to develop an informed public, aware of the political, cultural and economic factors that affect international relations.

PROFESSIONAL MEMBERSHIPS

The Academy of Marketing Science
American Marketing Association
American Psychological Association--Division 23
Association for Consumer Research
Council of Logistics Management
National Society of Collegiate Scholars
Alpha Kappa Psi
Beta Gamma Sigma
Phi Kappa Phi

EXPERT WITNESS OPINION, DEPOSITION OR TRIAL TESTIMONY

Allard Programming Resources vs. Advanced Programming Resources (trial witness, US District Court, Columbus, OH), 1997.

Hocking Valley Canoe Livery Enterprises vs. Aaron Fox (deposition, trial witness, Hocking County Court of Common Pleas), 1997.

Bob's Space Racers, Inc. vs. Hampton Games, Inc. (expert opinion), 1997.

PUBLICATIONS

Preparing Future Leaders (book chapter), in *Inside the Minds: Business School Management*, Aspatore Books, Boston, 2008.

Sustainable Transportation Funding for Maine's Future, with Caroline Noblet, Gregory Gould, Jonathan Rubin, and Charles Morris, prepared for the Maine Department of Transportation, January 20, 2006.

Market Orientation in Wholesale Firms: An Exploratory Study, with Bernard J. LaLonde, *Proceedings of the Society for Marketing Advances Conference*, Orlando, November, 2000.

Advertising Socially Sensitive Products: The Effects of Processing Style and Type of Appeal, with Jane Z. Sojka, *Proceedings of the AMA Summer Educators' Conference*, Chicago, August, 1998.

The Effects of Product Knowledge on the Evaluation of Warranted Brands, with M. Elizabeth Blair, *Psychology and Marketing*, August, 1996.

Using SERVQUAL to Predict Success: Exploring the Relationship of SERVQUAL to Satisfaction, Attitude and Share of Market, in *Marketing Intangibles: Business-to-Business Services and Service Businesses*, Proceedings of the 1996 Center for Business and Industrial Marketing Academic Workshop, January, 1996.

Moving Beyond Consumer Services: Exploring the Factor Structure of SERVQUAL in a Business Product Market," with Timothy Hartman, in *Enhancing Knowledge Development in Marketing*, Proceedings of the AMA Summer Educators' Conference, Chicago: American Marketing Association, August, 1995.

An Exploration of Market Orientation at the Wholesale Level, with Bernard J. La Londe, *Developments in Marketing Science*, Academy of Marketing Science Annual Conference, Orlando, FL, May 17-20, 1995.

Modeling the Effects of Customer Service Performance on Purchase Intentions in the Channel, with Bernard J. La Londe, the *Journal of Marketing Theory and Practice*, Spring, 1994.

Customer Service: The Key to Customer Satisfaction, Customer Loyalty and Market Share; with Bernard J. La Londe, *Journal of Business Logistics*, Spring, 1994.

Creating Store Loyalty: Are There Differences Between Canadian and American Shoppers?, with Lawrence Lockshin, *Proceedings of the Fourth Symposium on Cross-Cultural Consumer and Business Studies*, Dec. 16-18, 1993.

The Role of Performance Expectations in Consumer Satisfaction, Attitude and Store Loyalty for Two Types of Retail Outlets, with Lawrence S. Lockshin; *Proceedings of the Symposium on Patronage Behavior and Retail Strategy*, May, 1993.

Modeling the Effects of Customer Service Performance on Purchase Intentions in the Channel, *Proceedings of the Academy of Marketing Science Annual Conference*, May, 1993.

Strategic Planning for Logistics; with Martha Cooper and Peter Dickson; published by the Council of Logistics Management, 1992.

Peripheral Persuasion and Brand Choice; with Paul Miniard and Deepak Sirdeshmulkh, *Journal of Consumer Research*, September, 1992.

Store Loyalty: A New Look at an Old Concept in Regard to Cross Border Shopping; with Lawrence S. Lockshin; *Administrative Sciences Association of Canada*, Special Session; June, 1992.

The Usefulness of Product Warranties for Established and New Brands; with H. Rao Unnava, *Advances in Consumer Research*, 1990 Association for Consumer Research conference proceedings.

Self-Referencing: A Strategy to Enhance Message Elaboration; with Robert Burnkrant and H. Rao Unnava, *Proceedings of the Society for Consumer Psychology*, American Psychological Association-Division 23, 1990 Annual Convention.

PRESENTATIONS

Numerous presentations, formal and informal, to groups around New Hampshire, 2013-present. Examples include companies, associations, chambers of commerce, etc. Some are related to the NH State Senate, others are related to my experience in hospitality and academics. A detailed listing is available upon request.

Tapping the Communication Power of Social Media, *Governor's Conference on Volunteerism*, Concord, NH, May 14, 2013.

The Importance of Marketing Your Family Business, *University of New Hampshire Center for Family Business*, Concord, NH, March 3, 2010.

Strategic Planning: The key to reaching organizational goals, *New Hampshire Association of Chamber of Commerce Executives*, North Conway, NH, October 19, 2009.

Ethics of Advertising in the Information Age, *Advertising Law in the United States and Europe: The Challenges Ahead*, Limerick, Ireland, July 25, 2009—this session provided continuing education credit for the attorneys in attendance.

Strategic Planning for Small Business, *University of New Hampshire Center for Family Business*, Concord, NH, November 19, 2008.

Recruiting and Retaining High Quality Faculty, *Northeast Business Deans Conference*, Burlington, VT, September 25, 2008.

The Dynamics Affecting the New England Economy, *Governor's Conference on Volunteerism*, Concord, NH, May 13, 2008.

The Impact of the Taxpayer Bill of Rights on Maine's Schools, with Emil Genest, *Maine Education Leadership Consortium*, Augusta, ME, November 26, 2006.

Atlantica's Economic Future, *Reaching Atlantica; Business without Boundaries*, Saint John, NB, June 9, 2006.

Maine's Essential Programs and Services (EPS) Funding Model: Implications for local school funding, *Maine Education Leadership Consortium*, Augusta, ME, November 30, 2005.

New Dean Challenges: Managing Administration, Research, Teaching and Service, *AACSB 2005 Deans' Conference*, Orlando, FL, February 7, 2005.

Economic Development In Maine: Lessons from West Virginia, *Opportunities and Challenges: Economic Development for Maine Communities*, Lucerne Inn, Holden, Maine, October 21, 2004.

Internal Communications: Building a Good Relationship with the Provost, *AACSB 2004 Deans' Conference*, Newport Beach, CA, February 9, 2004.

Sustaining Assessment Program Benefits, with Michael Palmer, Neil Palomba and Richard Sorensen, *AACSB 1999 Outcomes Assessment Seminar*, Clearwater Beach, FL, March, 1999.

Reporting and Applying Assessment Results, with Michael Williford, *AACSB 1999 Outcomes Assessment Seminar*, Clearwater Beach, FL, March, 1999.

Designs for Assessment Data Collection, with Michael Williford, *AACSB 1999 Outcomes Assessment Seminar*, Clearwater Beach, FL, March, 1999.

Designing an Assessment Planning Approach, *AACSB 1999 Outcomes Assessment Seminar*, Clearwater Beach, FL, March, 1999.

Business Issues as we Approach the Millennium: An Educator's Perspective, *Council of Logistics Management Annual Conference*, Anaheim, CA, October, 1998.

Strategic Planning Retrospective: How Times Have Changed, with Martha C. Cooper, Pete Pazmany, Robert Wickett and Robert Amos, *Council of Logistics Management Annual Conference*, Chicago, IL, October, 1997.

Third Party Logistics Planning in a Dynamic Environment, with Martha C. Cooper, Edward Carrol, Brian Newton, and Thomas Scanlin, *Council of Logistics Management Annual Conference*, Chicago, IL, October, 1997.

How is Strategic Planning Changing: Case Studies in the Evolution of the Planning Process, with Martha C. Cooper, *Council of Logistics Management Annual Conference*, Orlando, FL, October, 1996.

Linking Logistics Planning and Performance, with Martha Cooper and Cheryl Byrne, *Proceedings of the 1995 International Logistics Education Conference*, Chicago, March 13-15, 1995.

Integrating Logistics into the Corporate Strategic Plan, presentation at the *Council of Logistics Management Annual Conference*, Washington, D. C., October, 1993.

Customer Satisfaction as the Driver of Corporate Logistics Strategy, *Council of Logistics Management Annual Conference*, Oct. 3-6, 1993.

Logistics Strategic Planning: What it is and how firms are using it; presentation with Martha Cooper, *Council of Logistics Management Annual Conference*, 1991.

SERVICE ACTIVITIES/SPECIAL RECOGNITION

Various committees and working groups, Paul College of Business and Economics. This work ranges from chairing P&T committees to a task force reviewing teaching evaluation methods in the College. 2014-present.

Chair, UNH Faculty Senate, 2017-2018.

Vice Chair, UNH Faculty Senate, 2016-2017.

NH EPSCoR Statewide Committee, 2017-present.

UNH Elements Governance Board, 2017-present.

Chair, Faculty Senate Professional Standards Committee, 2016-2017.

Responsible Conduct of Research and Scholarly Activity Committee, 2016-2017.

Co-designer the new Hospitality Management MBA specialization, 2016-2017.

Designer of the undergraduate core requirements for Hospitality Management majors, including the development of a new required course, Revenue Management and Pricing, 2015-2017.

Finance and Administration Committee Chair, UNH Faculty Senate, 2015-2016.

Holloway Competition Advisor, 2015-present.

Advisor, Eta Sigma Delta, 2015-present.

Kidder Award, University of New Hampshire, 2012.

Co-chair, College of Health and Human Services Dean Search Committee, University of New Hampshire, 2012-2013.

Co-chair, President's Commission on GLBT Issues, 2010-present.

Chair, Faculty Activity Reporting System Working Group, 2011-2012.

AAUP Negotiating Team, 2011-present.

Co-chair, College of Engineering and Physical Sciences Dean Search Committee, University of New Hampshire, 2009-2010.

Central Budget Committee, University of New Hampshire, 2007-present.

Chair, College of Engineering Search Committee, University of Maine, 2006-2007.

Board of Directors, Downeast Rail Heritage Preservation Trust, 2007-present.

Board of Directors, Healthcare Charities, 2005-present.

Maine Committee for Employer Support for the Guard and Reserve, 2005-2007.

Board of Advisors, Downeast Rail Heritage Preservation Trust, Inc., 2004-present.

Acting Director, University of Maine Innovation Center, 2005-2006.

Penobscot River Educational Partnership, Executive Committee, 2004-2007.

World Affairs Council of Maine, Board of Directors, (2003-2004).

University of Maine Strategic Planning Assessment Task Force, 2004.

Chair, Dean of Engineering Quadrennial Review Committee, 2004.

Maine Academy for Public Service Board, 2003-2007.

University of Maine Faculty Senate, 2003-2007.

Advisor, National Society of Collegiate Scholars, University of Maine, 2002-2006.

Advisory Board, Target Technology Incubator, 2002-2007.

Bangor Rotary, 2003-2006.

Executive Vice President of Marketing Search Committee, University of Maine, 2003.

Vice President for Administration Search Committee, University of Maine, 2003.

Vice President for Research Search Committee, University of Maine, 2003.

Vice President of External Relations Search Committee, University of Maine, 2003.

Chair, Orono United Methodist Church Finance Committee, 2003 to 2006.

Chair, Ohio University Criminal Justice Program Seven Year Academic Assessment, 2001-2002.

Ohio University Stipend Allocation Committee, 2001.

Chair, Ohio University College of Medicine Seven Year Academic Assessment, 2001.

Ohio University Staff Performance Management Committee, 2001; the committee designed a new evaluation system for classified staff at Ohio University.

University Planning Advisory Council, 1998-2001; the university budget committee.

University Human Resources Executive Advisory Committee, 2000-2002.

Division Captain, Ohio University United Appeal Campaign, 2001.

Athens First United Methodist Church, Chair, Administrative Council, 2000-2001.

Division Captain, Ohio University United Appeal Campaign, 2000.

Graduate Council, 1999-2002.

University International Council, Linkages Committee, 1999-2002.

Ethics, Diversity, Professional Development Continuous Improvement Team, College of Business, 1999-2002.

Division Captain, Ohio University United Appeal Campaign, 1999.

Athens First United Methodist Church, Vice Chair, Administrative Council, 1999-2000.

Dean's Evaluation Committee, 1998-1999.

Faculty Senate, Ohio University, 1998-1999.

Pew Roundtable, 1997-1998.

President, College of Business Faculty, Ohio University, 1997-1998 academic year.

Athens First United Methodist Church, Finance Committee, 1997-1999.

Residential College Committee, Ohio University, 1996-1998 academic years.

Ohio University MBA Without Boundaries Faculty, 1998-2002.

Team Leader, Intellectual Contributions Continuous Improvement Team, College of Business, Ohio University, 1996-1997 academic year.

Dean Search Committee, College of Business, Ohio University, 1996-1997.

College of Business, Strategic Issues Task Force, Ohio University, 1996-1997.

Instructor, Corporate MBA Program, Tenaga National, Kuala Lumpur, Malaysia, 1995, 1996.

Secretary, College of Business Administration Faculty, 1993-1994.

Recipient of Teaching Recognition award from Provost David Stewart and Dean William Day, 1992-1993.

Instructor in the Egyptian Management Seminar, 1992, 1993 and 1994, The Marketing of Industrial Products.

Advisor, Alpha Kappa Psi Professional Business Fraternity, 1991-1998, 2000-2002.

Advisor, Phi Kappa Theta Fraternity, 1993-1995.

Vice President, Finance, The Hocking Valley Scenic Railway Co., 1992-1995.

Board of Trustees, Hocking Valley Scenic Railway, 1994-1995.

PROFESSIONAL ACTIVITIES

New Hampshire State Senate, District 24, 2016-2018.

Chair of the Committee of Commerce, New Hampshire State Senate, 2016-2018.

Board of Directors, Log Cabin Republicans, Washington, DC, 2016-present.

Member, Alpha Kappa Psi Deans' Council, 2008-2014.

Chair, New Deans Learning Community, Association for the Advancement of Collegiate Schools of Business (AACSB), 2004-2007.

Editorial Board, *Journal of Business and Industrial Marketing*.

Editorial Board, *Journal of Education for Business*.

Ad hoc reviewer, *Journal of Business Logistics*.

Ad hoc reviewer, *Sloan Management Review*.

Ad hoc reviewer, *Mid-American Journal of Business*.

Ad hoc reviewer, *Industrial Marketing Management*.

Facilitator, Old Town Contingency Planning Workshop, May 24, 2006.

Maine's Essential Programs and Services Funding Formula: Implications for local school systems, numerous presentations around Maine to school boards and city councils, 2005-2006.

Editorial Board, *International Journal of Physical Distribution and Logistics Management*, 1997-2004.

Session Chair, Marketing Strategy Track, 2000 Society for Marketing Advances Annual Conference, November 2000.

Reviewer, 2000 Society for Marketing Advances Annual Conference.

AACSB New Deans Seminar, 2002.

AACSB Annual Meeting, 2003

AACSB Annual Meeting, 2001

AACSB Annual Meeting, 2000.

AACSB Associate Deans Conference, Dec. 11-14, 1999.

AACSB Mid-Continent East Deans Meeting, Oct. 11-13, 1999.

Reviewer, Consumer Behavior Track, 1999 American Marketing Association Winter Educators' Conference

ACEnet Product Development Fund Awards Committee, 1998-2002.

AACSB Assessment Workshop Planning Committee, 1998-1999.

Council of Logistics Management Education Strategies Committee, 1998-2000.

Reviewer, Channels Track, 1999 Southwestern Marketing Association Annual Conference.

Discussant, 1997 AMA Winter Educators' Conference; Consumer Behavior Track, January, 1997.

Reviewer, Consumer Behavior Track, 1997 AMA Winter Educators' Conference.

Discussant, 1996 AMA Winter Educators' Conference; Service Quality, Service Value and Satisfaction Constructs, January, 1996.

Discussant, 1996 Southeast Decision Sciences Institute, Marketing and Logistics Management Track.

Reviewer, Buyer Behavior Track, 1996 AMA Winter Educators' Conference.

Reviewer, Marketing and Logistics Management Track, 1996 Southeast Decision Sciences Institute Meeting.

Reviewer, Special Interest Group Track, 1995 AMA Summer Educators' Conference.

Session Chair, Channels Track, 1995 Academy of Marketing Science Annual Conference, May 1995.

Session Chair, Pricing Research, 1995 ACR European Conference, June 1995.

Reviewer, 1995 ACR European Conference.

Session Chair, Consumer Behavior Track, 1994 Academy of Marketing Science Annual Conference, May, 1994.

Reviewer, 1994 American Marketing Association Summer Educators' Conference.

Reviewer, 1994 Council of Logistics Management Educators' Conference.

Reviewer, 1994 Academy of Marketing Science Annual Conference.

Session Chair, Chubu Symposium, Ohio University, Sept. 17, 1993.

Reviewer, 1993 Academy of Marketing Science Annual Conference.

Discussant, 1993 Academy of Marketing Science Annual Conference, Channels Track.

Reviewer, 1993 American Marketing Association Summer Educators' Conference.

Reviewer, 1993 Southern Marketing Association Conference.

Track chair, Council of Logistics Management 1992 Annual Conference; Logistics Strategic Planning (October 1992).

CONSULTING

Consultant to Jenkins and Associates, King William, VA; projects include market potential estimation and basic modeling, 1994 to present, as needed.

Consultant to Libbey-Owens-Ford, Toledo, OH; projects encompass customer satisfaction and attitude measurements, including recommendations to improve company positioning. Major studies were conducted in 1991, 1994, 1996 and 1997.

Consultant to Ohio Casualty, Bond Division, Hamilton, OH; projects include measures of company performance, agent and contractor satisfaction, and action plans to improve

marketplace perceptions of the company. Work with this company began in January, 1998.

Consultant to Jones Metal Products, West Lafayette, OH; projects include marketing and tactical planning for hydroform and stamping operations. Work began in 2000 and was completed in 2002. Implementation of the plan has resulted in a 100% increase in sales for the firm.

Consultant to Jones Metal Products, West Lafayette, OH; strategic planning for the company. Work began in 2004 and was completed in December, 2004. Work to determine customer perceptions concluded in June, 2006.

Consultant to Probell Racing, West Lafayette, OH; strategic planning for the company. Work began in 2008 and will be completed in October, 2008.

Consultant to Jones Metal Products, West Lafayette, OH; strategic planning for the company. Work was completed in August, 2012.

Consultant to Jones Metal Products, West Lafayette, OH; customer service standards and performance. Work was completed in July 2015.

Consultant to Jones Metal Products, West Lafayette, OH; customer service standards and performance. Work will be completed in December, 2019.

Consultant to the Three Chimneys Inn, Durham, NH; complete operational review with an action plan to return the inn to profitability. Work will be completed mid-2020.

Consultant to Jones Metal Products, West Lafayette, OH; corporate strategic planning, Spring 2021.