

STEVEN W. HARTLEY

OFFICE ADDRESS:

Department of Marketing
Daniels College of Business
University of Denver
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ACADEMIC POSITION: Co-chair and Professor, Department of Marketing, Daniels College of Business, University of Denver.

EDUCATION:

Ph.D. University of Minnesota, 1983
Major: Marketing
Minors: Management, Psychology

M.B.A. University of Minnesota, 1980

B.M.E. University of Minnesota, 1978
Major: Mechanical Engineering

EXPERIENCE:

Academic

Professor, 1992 - Present
Marketing Department, University of Denver

Co-Chair, 2018 – Present
Marketing Department, University of Denver

Walter Koch Endowed Chair in Innovation and Entrepreneurship,
and Director, EVM Program, 2003-2007 University of Denver

Chairman, 1989 – 1994, 2002 - 2007
Marketing Department, University of Denver

Associate Professor, 1988 - 1992
Marketing Department, University of Denver

Assistant Professor, 1983 - 1986, 1987 - 1988
Marketing Department, University of Denver

Assistant Professor, 1986 - 1987
Marketing Department, University of Colorado at Denver

Visiting Professor, Summer 1984, Summer 1985
Marketing Department, University of Minnesota

Instructor, 1980 - 1983
Marketing Department, University of Minnesota

Research Associate, 1981 - 1982
Marketing Department, University of Minnesota

Teaching Assistant, 1978 - 1980
Marketing Department, University of Minnesota

Industry

US WEST, Faculty-in-Residence, 1988
Control Data Corporation, 1979
Rosemount, Inc., 1977 - 1978, 1980
Minnesota Valley Engineering, 1976

Teaching

Undergraduate Courses:

Principles of Marketing
Marketing Management
Marketing Planning
Marketing Research
Business to Business Marketing
Sales Management

Graduate Courses:

The Essence of Enterprise (Daniels MBA Compass course)
Leading at the Edge (Daniels MBA Compass course)
Profiles in Leadership
Integrative Challenge (MBA Field Study)
Marketing Management
Marketing Planning
Sales Management

Continuing and Executive Education:

Marketing Research
 Bush Foundation Executive Fellows Program
Sales Management
 Center for Management Development, University of Denver
Bank Marketing
 The School of Bank Marketing, Bank Marketing Association
 The Stonier Graduate School of Banking, American Bankers Association
Marketing for Non-Marketing Managers
 Executive Development Center, U. Minnesota (teaching assistant)

HONORS:

Faculty Research and Scholarship Grants

University of Denver, 2013

Topic: Leader Wellbeing and Organizational Performance

University of Denver, 2001

Topic: Assessing the Value of Public Resources: An Integrative View

University of Denver, 2000

Topic: Marketing Implications of the Federal Trademark Dilution Act; An Empirical Investigation of Definitional and Measurement Issues

University of Denver, 1999

Topic: Portfolios as a Method of Assessment in an Integrated Curriculum

University of Denver, 1997

Topic: Managerial Resource Allocation: Linking Products and Markets In the Strategic Planning Process

University of Denver, 1990

Topic: The Impact of Presenter Characteristics on Advertisement Evaluations

University of Denver, 1989

Topic: Designing New Business Startups: Entrepreneurial and Organizational Consideration

University of Denver, 1985

Topic: A Content Analysis of Business-to-Business Advertising Objectives

University of Denver, 1985

Topic: The Determinants of Salesperson Performance

University of Denver, 1984

Topic: Salesperson Self-Monitoring

Awards and Recognition

Annual University of Denver Author Recognition Reception, 2007, 2014, 2016, 2017, 2018

Scholarship of Learning and Pedagogy Award, Daniels College of Business, 2015

John D. Hershner Award, Daniels College of Business, 2009

C. Thomas Howard Teaching Award, Daniels College of Business, 2003

First Place, Top Ten Sales Articles of the 20th Century, American Marketing Association, Sales Management Interest Group, 2002

Daniels College of Business Diamond Teaching Award, 1999, 2000

Finalist, American Marketing Association, 1990 O'Dell Award

Given to authors of the JMR article with the most significant impact on the discipline during the past five years.

1986 Best Article of the Year Award, Academy of Marketing Science
Awarded in 1987

Faculty Research Award, College of Business Administration, Univ. of Denver, 1987
Presented to the faculty member who has demonstrated the highest level of sustained
quality research activity over the past three years.

American Marketing Association Doctoral Consortium Fellow, 1982

Dean's Prize for Applied Research, University of Minnesota, School of Management,
1980 (with William Rudelius and Norman L. Chervany)

First Place, University of Minnesota Mechanical Engineering Mechanism Design
Competition, 1978

University of Minnesota Student Leadership and Service Award, 1978

Affiliations

Alpha Mu Alpha, National Marketing Honorary

Beta Gamma Sigma, National Business and Management Honorary

Omicron Delta Kappa, National Leadership Honor Society

Pi Tau Sigma, National Honorary Mechanical Engineering Fraternity

PUBLICATIONS:

Journal Articles (Refereed)

Hartley, Steven W., and Cheri Young (2018). "Wellness in Business Education: The
Convergence of Theory, Practice and Lifestyle," *Journal of Education for Business*.

Patti, C.H., Steven W. Hartley, M. M. van Dessel and D. W. Baack (2017). "Improving
Integrated Marketing Communication Practices: A Comparison of Objective and
Results," *Journal of Marketing Communications*, 24 (4), 351-370.

Bacon, Donald R., and Steven W. Hartley (2015). "Exploring Antecedents of Performance
Differences on Visual and Verbal Test Items: Learning Styles Versus Aptitude,
Marketing Education Review, 25 (3), 205-214.

Cross, James, William Rudelius, Steven W. Hartley and Michael Vessey (2001). "Sales
Force Activities and Marketing Strategies in Industrial Firms: Relationships and
Implications," *Journal of Personal Selling and Sales Management*, 21 (Summer),
199-206.

Hayes, H. Michael, and Steven W. Hartley (1989). "How Buyers View Industrial Salespeople,"
Industrial Marketing Management, 18 (May), 73-80.

Glover, Donald R., Steven W. Hartley and Charles H. Patti (1989). "How Advertising
Message Strategies Are Set," *Industrial Marketing Management*, 18 (February), 19-
26.

- Patti, Charles H., and Steven W. Hartley (1989). "Direct Mail: Directives for Improved Decision- Making," *Journal of Direct Marketing*, 2 (Autumn), 32-40.
- Hartley, Steven W., and James Cross (1988). "How Sales Promotion Can Work For and Against You," *Journal of Consumer Marketing*, 5 (Summer), 35-42.
- Hartley, Steven W., and C.H. Patti (1988). "Evaluating Business-to-Business Advertising: A Comparison of Objectives and Results," *Journal of Advertising Research*, 28 (April/May), 21-27.
- Yammarino, Francis J., Alan J. Dubinsky and Steven W. Hartley (1987). "An Approach for Assessing Individual Versus Group Effects in Performance Evaluations," *Journal of Occupational Psychology*, 60, 157-167.
- Hartley, Steven W., and Patsy L. Lee (1986). "Implementation of Services Marketing Programs: Key Areas for Improvement," *Journal of Professional Services Marketing*, 2 (Fall/Winter), 25-37.
- Dubinsky, Alan J., and Steven W. Hartley (1986). "Antecedents of Retail Salesperson Performance: A Path-Analytic Perspective," *Journal of Business Research*, 14, 253- 268.
- Rudelius, William, Raymond W. Willis, and Steven W. Hartley (1986 and 1987). "Forecasting 'To-Order' Sales," *Industrial Marketing Management*, 15, 147-155. Abstract in *International Journal of Forecasting*, 3 (3/4), 541.
- Dubinsky, Alan J., and Steven W. Hartley (1986). "A Path-Analytic Study of a Model of Salesperson Performance," *Journal of the Academy of Marketing Science*, 14 (Spring), 36-46. Received Best Article of the Year Award.
- Dubinsky, Alan J., and Steven W. Hartley (1985). "Turnover Intentions of Low- and High- Performing Sales Personnel," with, *Journal of Sales Management*, 2 (3), 3-7.
- Dubinsky, Alan J., Steven W. Hartley and Francis J. Yammarino (1985). "Boundary Spanners and Self-Monitoring: An Extended View," *Psychological Reports*, 57, 287- 294.
- Churchill, Gilbert A., Jr., Neil M. Ford, Steven W. Hartley and Orville C. Walker, Jr. (1985). "The Determinants of Salesperson Performance: A Meta Analysis," *Journal of Marketing Research*, 22 (May), 103-118. Finalist for O'Dell Award.

Rudelius, William, Gary W. Dickson and Steven W. Hartley (1982). "The Little Model That Couldn't: How a Decision Support System for Retail Buyers Found Limbo," *Systems Objectives Solutions*, 2 (August), 115-124.

Proceedings (National and Refereed, * indicates presentation of paper at conference)

"The Impact of Signature Pedagogies: Defining the Way We Teach the Discipline of Marketing," with John A. Schibrowsky, James Cross,, Stuart VanAuken, and Ludmilla Wells (abstract), Marketing Educators Association *Proceedings*, 2017.

"An Exploratory Study of Hotel General Managers' Well-Being and Their Transformational Leadership Behaviors," with Cheri Young and Donald Bacon, APacCHRIE *Proceedings*, 2016.

"Signature Pedagogies and the Marketing Profession," with John Schibrowsky, James Cross, Stuart Van Auken, Ludmilla Wells, and Diana Haytko (abstract), in Marketing Educators' Association *Proceedings*, 2016.

"Everything You Need To Know About the Various Journal Ranking Approaches," with John Schibrowsky, James Cross, Alexander Nill, Gillian Naylor, Stuart VanAuken, and Ludmilla Wells, Marketing Educators' Association *Proceedings*, 2015.

"Incorporating Marketing Analytics Into Your Curriculum," with John Schibrowsky, James Cross, Alexander Nill, Gillian Naylor, Stuart VanAuken, and Ludmilla Wells, Marketing Educators' Association *Proceedings*, 2015.

"Teaching Marketing Without Textbooks," with John Schibrowsky, James Cross, and Alexander Nill, Marketing Educators' Association *Proceedings*, 2014.

"The Impact of Higher Education Performance-Based Funding on Marketing Departments and Marketing Departments," with John Schibrowsky, James Cross, Alexander Nill, Gillian Naylor, Ludmilla Wells, and Stuart VanAuken, in Marketing Educators' Association *Proceedings*, 2014.

"Exploring the Relationship Between Individual Differences on Visual and Verbal Test Items and Student Learning Styles," with Donald Bacon (abstract) in Marketing Educators' Association *Proceedings*, 2010.*

"Valuing Public Resources: An Integrative View," with Bruce Hutton, *Developments in Marketing Science*, Academy of Marketing Science, 2003.

"Marketing Implications of the Federal Trademark Dilution Act: An Empirical Investigation of Definitional and Measurement Issues," with Bruce Hutton in *Developments in Marketing Science*, Academy of Marketing Science, 2001.

- “An Interdisciplinary Framework for Investigating Influences on Judgmental Marketing Decisions,” with William Rudelius in *Developments in Marketing Science*, Academy of Marketing Science, 1999. *
- “Learning Global Marketing Strategy Through Digital Multimedia,” with Charles Patti and Lewis Tucker, in *Proceedings of the International Management Development Association*, Erdener Kaynak et. al., eds., 1996.
- “Creating New High-Tech Ventures: How Business Schools Can Help,” with William Rudelius and David Gobeli, in *Proceedings of TIMS Conference Sessions*, CORS/TIMS/ORSA, 1989.
- “The Impact of Presenter Characteristics on Advertisement Evaluations,” with R. Bruce Hutton, in *Educator’s Proceedings*, Paul Bloom et. al., eds., Chicago: American Marketing Association, 1989, 27-31.*
- “Medium and Climate Effects on the Evaluation of Image Ads: An Exploratory Study,” with William E. Kilbourne, in *Educator’s Proceedings*, Gary Frazier, et. al., eds., Chicago: American Marketing Association, 1988, 201-204.*
- “How Data Format and Problem Structure Affect Judgmental Sales Forecasts: An Experiment,” with William Rudelius, in *Educator’s Proceedings*, Terence A. Shimp et. al., eds., Chicago: American Marketing Association, 1986, 297-302.*
- “An Assessment of the Applicability of the Self-Monitoring Scale in a Selling Context,” with David Boush and Alan J. Dubinsky in *Proceedings*, Bart Hartman and Jeffrey Rinquist, eds., American Institute for Decision Sciences, 1985, 495-498.
- “Sales Promotion: A Review of Theoretical and Managerial Issues,” with James Cross and Richard Rexeisen, in *Winter Conference Proceedings*, M.J. Houston and R.J. Lutz, eds., Chicago: American Marketing Association, 1985, 60-64.
- “Study Exercises As An Instructional Tool: A Conceptual Model and Empirical Test,” with William Rudelius, in *Educator’s Proceedings*, R. Belk et. al., eds., Chicago: American Marketing Association, 1984, 101-105.*
- “A Market Model of an Instructional System in Management Education,” with Eric N. Berkowitz, in *Developments in Marketing Science*, Jay D. Lindquist, ed., Kalamazoo, Michigan: Academy of Marketing Science, 1984, 101-105.*
- “Identifying Membership Strategies: An Investigation of University Alumni,” with Eric N. Berkowitz, in *Educator’s Proceedings*, Patrick E. Murphy et. al., eds., Chicago: American Marketing Association, 1983, 349-353.*

“An Experimental Investigation of the Effects of Data Presentation Format and Problem Structure on Forecast Accuracy,” with William Rudelius, abstract in *Proceedings*, Gary R. Reeves and James R. Sweigart, eds., American Institute for Decision Sciences, 1981, 405.*

Proceedings (Special and Regional Conferences)

“A Systematic Approach to Outcome Assessment in Marketing Education,” with James Cross and William Rudelius in *Proceedings of the Marketing Educators’ Association*, 2001.

“Assessment Issues in Marketing Education” with James Cross and William Rudelius, in *Proceedings of the Western Marketing Educators Association*, 2000.

“Integrating Economic and Social Values into the Marketing Curriculum,” with James Cross, in *Proceedings of the Western Marketing Educators Association*, 1999.

“A Framework for Investigating Influences on Judgmental Marketing Decisions,” abstract in *Proceedings of the Society for Marketing Advance*, 1998.

“Managerial Activities in Independent and Corporate-Sponsored New Ventures,” with William Rudelius and David H. Gobeli, in *Proceedings, AMA Symposium, Research at the Marketing/Entrepreneurship Interface*, 1988.

“Instructional Systems in Management Education for health Care Providers,” with Ronald Hoverstad, in *Advances in Health Care Research*, Silver Spring, Maryland: American Association for Advances in Health Care Research, 1988, 76-79.

“Validating Stages in the Energy Conservation Decision Process Using a Unidimensional Unfolding Model,” with Richard O. Weijo, in *Proceedings*, T.W. Jones and P.L. Shaffer, eds., Southwest American Institute for Decision Sciences, 1982, 4-6.

Cases

“Rosemount Inc.: Industrial Products Division,” with William Rudelius, reprinted in: *Business to Business Marketing Management*, First Edition by Frank G. Birgham and Barney T. Raffield, Richard D. Irwin, Inc., 1990, 415-426.

Strategic Marketing Cases and Applications, 2nd Edition, by David W. Cravens and Charles W. Lamb, Jr., Homewood, Illinois: Richard D. Irwin, Inc., 1985, 718-731.

Introduction to Marketing Management, 5th Edition, by James D. Scott, Martin R. Warshaw and James R. Taylor, Homewood, Illinois: Richard D. Irwin, Inc., 1985, 794-806.

Marketing Management: Strategy and Cases, 4th Edition, by Douglas J. Dalrymple and Leonard J. Parsons, New York: John Wiley & Sons, 1985, 278-287.

Strategic Marketing Problems, 3rd Edition, by Roger Kerin and Robert A. Peterson, Boston: Allyn and Bacon, Inc., 1984, 218-231.

Books

Marketing: The Core, Eighth Edition, with Roger A. Kerin, McGraw-Hill, 2020.

Marketing, Fourteenth Edition, with Roger A. Kerin, Burr Ridge, IL: McGraw-Hill, 2019.

Marketing: The Core, First Australian Edition, with Roger Kerin, John McDonnell, Julian DeMeyrick, Michel Rod, Tony Garrett, Robert Rugimbana, and William Rudelius, McGraw-Hill Australia, 2008.

Marketing, Tenth Canadian Edition, with Frederick G. Crane, Roger A. Kerin, and William Rudelius, McGraw-Hill, 2017.

Marketing: The Core, Fourth Canadian Edition, with Roger Kerin, William Rudelius, Christina Clements, Harvey Skolnick, and Arsenio Bonifacio, McGraw-Hill Ryerson, 2015.

Marketing: The Core, First Chinese Edition (short), with Roger Kerin and William Rudelius, McGraw-Hill Education Asia, 2007.

Marketing: The Core, First Chinese Edition (long), with Roger Kerin and William Rudelius, McGraw-Hill International Enterprises, 2005.

Marketing, First Spanish Edition, with Roger Kerin, Eric Berkowitz, and William Rudelius, McGraw-Hill, 2004.

Marketing, First Portuguese Edition, with Roger Kerin, Eric Berkowitz, and William Rudelius, LTC, 2003.

Le Marketing, Second French Edition, with Eric Berkowitz, Frederick Crane, Roger Kerin, William Rudelius, Denis Pettigrew, Stephane Gauvin, and William Menvielle, Cheneliere McGraw-Hill, 2007.

Marketing, First Italian Edition, with Roger Kerin, Eric Berkowitz and William Rudelius, McGraw-Hill Group Italia, 2007.

Marketing, First Russian Edition, with William Rudelius, and Roger Kerin, DeHobo, 2001.

Marketing, First Ukrainian Edition, with Roger Kerin and William Rudelius, Ceume, 2005.

Marketing, First Polish Edition, with Krzysztof Przybylowski, Roger A. Kerin, William Rudelius, Dom Wydawniczy ABC Sp., 1998.

Marketing: Canadian Insights and Applications, with Frederick G. Crane and E. Stephen Grant, Toronto: McGraw-Hill Ryerson, 1997.

Marketing, with Krzysztof Przybylowski, Roger Kerin, and William Rudelius, Warsaw, Poland: Panstwowe Wydawnictwo Ekonomiczne, 1994.

Business-to-Business Advertising: A Marketing Management Approach, Lincolnwood, IL: NTC Publishing Group, 1991.

Publications in Special Volumes and Books

“A Sales Forecasting Model for Firms Selling Projects ‘To Order,’” with William Rudelius and Raymond Willis, in *Advances in Business Marketing*, Greenwich, CT: JAI Press, Vol. 4, 1990, 147-175.

“Selecting Successful Salespeople: A Meta-Analysis of Biographical and Psychological Selection Criteria,” with Gilbert A. Churchill, Jr., Neil M. Ford, and Orville C. Walker, Jr., *Review of Marketing*, Michael J. Houston, ed., 1987, 90-131.

Publications in Trade Journals

“How to Start Your Marketing Plan-In 20 Minutes,” *LINK Magazine*, (February-March), 1991, 59-61.

Software

“Computer Problem Software,” with Elbert Greynolds, Homewood, IL: Irwin, 1989 and 1992.

PROFESSIONAL MEMBERSHIPS AND SERVICE ACTIVITIES:

Memberships

American Marketing Association
Marketing Educators Association

Professional Review

Editorial Review Board, *Journal of Marketing Education*, 2019
Ad hoc Reviewer, *Journal of Marketing Education*, 1999, 2016, 2018, 2019
Ad hoc Reviews, *Journal for Advancement of Marketing Education*, 2018
Ad hoc Reviewer, *Journal of Marketing*, 1988-1990
Ad hoc Reviewer, *Journal of the Academy of Marketing Science*, 1991-1994
Ad hoc Reviewer, *Journal of Personal Selling and Sales Management*, 1987
Editorial Staff, *Journal of Direct Marketing*, Abstracts Section, 1986-1992

Editorial Staff, *Journal of Personal Selling and Sales Management*, Abstracts Section, 1985- 1992
Ad hoc Reviewer, *Journal of Marketing Research*, 1986-1991
Reviewer for Competitive Paper Session, Marketing Strategy Track, American Marketing Association, 2000.
Reviewer for Competitive Paper Session, Academy of Marketing Science, 1993
Reviewer for Competitive Paper Session, Innovation and Entrepreneurship Track, American Marketing Association, 1992
Reviewer for Competitive Paper Sessions, Marketing Education Track and Marketing Management Track, American Marketing Association, 1992
Reviewer for Competitive Paper Sessions, Marketing Education Track and Public Policy Track, American Marketing Association, 1990
Reviewer for Competitive Paper Session, Marketing Education Track, American Marketing Association, 1989
Reviewer for Competitive Paper Session, Marketing Management and Institutions Track, American Marketing Association, 1986
Reviewer for Competitive Paper Session, Marketing Management Track, American Marketing Association, 1985
Reviewer for Competitive Paper Session, Marketing Management Track, Academy of Marketing Science, 1985
Reviewer for Competitive Paper Session, Marketing Management Track, American Marketing Association, 1984
Reviewer for Competitive Paper Session, Consumer Behavior Track, Academy of Marketing Science, 1984
Track Organizer, Academy of Marketing Science, 2015

Presentations and Speeches

Presenter: “Challenges Facing Marketers in the New Millennium,” at the Texas Community College Teacher’s Association, annual meeting, 2000.

Panel discussant, “Teaching Basic Marketing: Yesterday, Today, and Tomorrow,” Western Marketing Educators’ Association, Annual Conference, 1999.

Presenter, “Changes in the Marketing Curriculum,” at the Society for Marketing Advances, 1998.

Guest Speaker, Presentation: “Managerial Activities In Independent and Corporate Sponsored New Ventures,” to National Business Incubation Association, Fourth National Conference, April, 1990.

Guest Speaker, Presentation: “Principles and Applications of Research in Public Relations,” Public Relations Society of America (Colorado Chapter), 1988.

Discussant, Marketing Management and Institutions Track, American Marketing Association, 1986. Discussant, Marketing Management Track, American

Marketing Association, 1985.

Discussant, Marketing Management Track, American Marketing Association, 1984.

Discussant, Consumer Behavior Track, Academy of Marketing Science, 1984.

Session Chairman, Consumer Behavior Track, Academy of Marketing Association, 1983.

Discussant, Marketing Track, American Institute for Decision Science, 1981.

University Committee Assignments

PROF Social Science Methods Selection Committee, 2014

NCAA Post Graduate Scholarship Committee (for Makayla Cappel), 2014

Creativity and Entrepreneurship LLC Review Committee, 2012

Brand Champion Committee, 2003

Graphic Identity Committee, 1996-97

Coordinator, Lifelong Learning Institute, 1990-91

University of Denver Recruitment Committee, 1990-91

University of Denver Faculty Senate Academic Planning Committee, 1989-90

University of Denver Marketing Committee, 1989-90

Honorary Degree and Commencement Speaker Committee, 1988-1989

College Committee Assignments

Sales Leadership Center Feasibility Committee, 2018

DBA Curriculum Committee, 2017

DCB MBA Revision Committee, 2014-2015

Graduate Programs Committee, 2007-08

Co-Curricular Activity Center Task Force, 2007

Daniels Compass Curriculum Design and Delivery Task Force, 2007, 2008

Integrative Challenge Curriculum Revision Committee, Chair, 2007

Daniels Technology Committee, 2006-2008

Faculty Performance and Assessment Task Force 2003-2004

AACSB Re-Accreditation Committee, Co-Chair, 1997-2000.

Integrative Challenge Curriculum Committee (Chair), 1994-97

Appointment, Promotion and Tenure Committee, 1991-95

College of Business Administration Strategic Planning Task Force, 1989-90

Graduate Programs Committee, 1988-1989, 1996-97 (Chair)

Faculty Research and Scholarship Committee, 1988-1989

Exploratory Committee on Technology Management, 1983-84, 1984-1985

Career Development and Placement Director Search Committee, 1984

Center for Management Development Director Search Committee, 1984

Curriculum Committee, School of Mgmt, University of Minnesota, 1980-81, 1981-82

University, College, and Departmental Services

Interim Director, Emerging Leaders Program, 1995
Center for Management Development Advisory Board, 1991-92
Coordinator, Graduate Curriculum (required courses), Marketing Department, 1987-88
Coordinator, Marketing Department Research Seminar Series, 1987-88
Chairman, Department of Marketing, Summer, 1987
Advisor, Student Organization and Registration (SOAR) Program, Summer, 1987
Instructor, Marketing Department Honors course, 1986
Co-Instructor (with Charles Patti and Bruce Hutton), Interterm course,
 “Advertising in the West,” 1985
Participant, Winter Carnival, 1985
Faculty Representative to Geneva Glen retreat, 1984
Participant, Fund Raising Telethon, 1984 Participant, Prospective Student
 Telethon, 1984

Student Group Supervision

Faculty Advisor to student team participating in General Motors Intercollegiate
Marketing Competition, 1984-85

OTHER PROFESSIONAL ACTIVITIES:

Special Topic Conferences Attended

Managing the High Technology Firm Conference, 1987
Direct Marketing Institute for Professors, 1985
American Marketing Association Strategic Planning Conference, 1984

Consulting

The Cable Center (Customer Experience Management Program)
Texas Instruments
US WEST
Snowshoe Mountain Resort
Colorado Department of Health
Denver Center for the Performing Arts
Samsonite
Citicorp
Telecheck Services, Inc.
Davis, Graham and Stubbs (expert witness)
Snell and Wilmer (expert witness)
Townsend, Townsend and Crew (expert witness)
Frontier Airlines
Sundstrand Corporation
Auto-trol Technology, Inc.
Health Central Institute