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### **Education**

- Ph.D. University of Houston; 1985; Major, Marketing;  
Dissertation: "*An Investigation of Presentation Style in the Rapport Building Stage of the Personal Selling Process*"
- M.B.A. California State University, Bakersfield, 1975
- B.S. California State University, Bakersfield, 1973, Major: Marketing

### **Academic Experience**

- 1994 - Pres. Sul Ross State University, Alpine - Professor
- 1992 - 1994 University of North Carolina, Asheville - Associate Professor
- 1988 - 1992 California State University, Bakersfield - Associate Professor
- 1987 - 1988 Loyola Marymount University - Assistant Professor
- 1984 - 1987 University of North Texas - Instructor, Assistant Professor
- 1980 - 1984 University of Houston - Graduate Teaching Fellow
- 1974 - 1976 California State University, Bakersfield - Instructor

### **Industry Experience**

- 1982 - 1987 ***Senior Consultant*** - Laird Landon Consulting Inc.
- 1978 - 1980 ***Sales Representative***, - Moore Business Forms, Inc.
- 1977 - 1978 ***Research Analyst***; - California Department of Real Estate Grant
- 1973 - 1974 ***Export Department Analyst***; - H. M. Tenneco, Inc.

## **Professional Publications and Symposia**

"A Report on a Cooperative Pedagogical Effort in Developing a Model for the Creation of Micro Enterprises in the State of Chihuahua," (co-author); Presented at the 39th Annual Mountain Plains Management Conference; Park City, Utah; 10/97; pp. 125-132.

"Characteristics of a Unique Market Segment: Implications for Grocery Retailers," (co-author); Journal of International Food and Agribusiness Marketing, Vol.2 (1) 1990; pp. 57-68.

"Designing Sales Force Compensation Plans for Better Results" (co-author). Southwestern Marketing Association; Dallas; 3/86; pp. 108-111.

"Emerging Trade Pattern Issues In Selected Pacific Rim Countries" (co-author). Presented at the Western Regional Science Association Meetings; San Diego; 2/89.

"Establishing a Foreign Trade Zone at Meadows Field Airport"; (co-author). Feasibility report commissioned by the Kern County Department of Airports. 4/91; pp.1-186.

"Key Financial Indicators of Opportunities and Threats and Forecasting Future Sales and Demand" Published by the Professional Development Institute; University of North Texas; Denton, Texas. 4/86.

"Packaging: Cover-up or Cop-out?" Administrative Commentary; Vol.3, #4; 8/75; pp. 5-8.

Proceedings and Abstracts of the 1990 Annual Meeting of the Western Region Decision Sciences Institute (co-editor). Vancouver, British Columbia, Canada; March 13-16, 1990.

"Recruiting In A Buyer' Market," (co-author). SWFAD 1994, Southwest Academy of Management. 3/94.

"Sales Force Compensation." A lecture included in the Lecture Enrichment Manual accompanying Pride, William C. and O.C. Ferrell; Marketing: Basic Concepts and Decisions (6th. ed.) Houghton Mifflin; 1989.

"Texas Blueberries - A Market Assessment" (co-author). Texas Blueberries: A Market Opportunity Assessment; Report commissioned by the Texas Department of Agriculture; 10/85; pp. 5-32.

"Texas Blues" (co-author). See Next Citation. Presented at the National Case Conference Workshop - Institute of Decision Sciences; Hawaii; 11/86.

"Texas Blues" (co-author). Published in J. Paul Peter and James H. Donnelly, Jr.; Marketing Knowledge and Skills (2nd ed.) BPI; 1989.

"The Effect of Requesting Commitment on Response Quality in a Mail Survey" (co-author). American Marketing Association Educator's Conference; Chicago; 8/86; pp.85-88.

"The Market Research Laboratory: A Major Update" (co-author). Presented at Southern Marketing Association Conference, Nov. 3-6, 1993.

"The Sul Ross State University - University of Chihuahua Cooperative Program" (co-author). Presented at the 38th Annual Mountain Plains Management Conference; Park City, Utah; 10/96; pp. 152-165.