
Vincent Pascal, Ph.D.
Professor
Management
College of Business and Public Administration
vpascal@ewu.edu

Professional Interests

Academic Background

Ph.D. Washington State University, Pullman, WA, Marketing, 2003

M.B.A. Gonzaga University, Spokane, WA, Business Administration, 1991

B.S. United States Military Academy, West Point, NY, Engineering, 1979

Memberships

Decision Science Institute, 2002 - present

American Academy of Advertising, 2000 - present

American Marketing Association, 2000 - present

Association for Consumer Research, 1999 - present

Beta Gamma Sigma, 1991 - present

West Point Association of Graduates, 1979 - present

Work Experience

Academic Experience

Associate Professor of Marketing, Eastern Washington University (2001 - Present), Cheney, Washington.
College of Business and Public Administration

Graduate Assistant, Washington State University (1997 - 2001), Pullman, Washington.

Director of Marketing and Operations/ Asst. Professor of Military Science, Gonzaga University ROTC (1988 - 1994), Spokane, Washington.

Non-Academic Experience

National

Personal Financial Advisor, American Express Financial Advisors (1995 - 1997), Spokane, Washington.

Information Systems Integration Officer, United States Army Experimentation Site (1994 - 1995), Ft. Lewis, Washington.

International

Commissioned Officer, United States Army (1979 - 1995), Multiple, United States of America.

Courses Taught

Courses from the Teaching Schedule: Buyer Behavior, Directed Study, Entrepreneurship and Small Business Marketing, Global Marketing Management, Global Marketing Management, Marketing Management, Marketing Management, Marketing Research, Research Report

Courses taught, but not in the Schedule:

Intellectual Contributions:

Refereed Articles

- Pascal, V. J. & Shin, S. (2015). The Role of Marketing Capabilities and Entrepreneurial Orientation on SME Performance. *Journal of International Marketing Strategy*, 3 (1), 37-54.
- Whalen, P., Uslay, C., Pascal, V. J., Omura, G., McAuley, A., Chickery J. Kasouf, Worcester Polytechnic Institute; Rosilind Jones, University of Birmingham; Claes M. Hultman, University of Orebro; Gerald E. Hills, Bradley University; David J. Hansen, College of Charleston; Aufrey Gilmore, Ulster University; Joe Giglierano, San Jose State University; Fabian Eggers, Menlo College; Jonathan Deacon, University of South Wales (2015). Anatomy of Competitive Advantage: Towards a Contingency Theory of Entrepreneurial Marketing. *Journal of Strategic Marketing*, 1-15.
- Aiken, K. D., Shin, S., & Pascal, V. J. (2014). An International Investigation of Source Effects of Internet Trustmarks. *Journal of Internet Commerce*, 13 (2), 89-115.
- Aiken, K. D. & Pascal, V. J. (2013). When Seeing Red Leads to Feeling Red: How a Change in Field Color Influences Perceptions. *International Journal of Sport and Society*.
- Nemetz, P., Aiken, K. D., Cooney, V., & Pascal, V. J. (2012). Should Faculty use Social Media to Engage with Students? *Journal for Advancement of Marketing Education*, 20 (1), 19-28.
- Muehling, D. D. & Pascal, V. J. (2012). An Involvement Explanation for Nostalgia Advertising Effects. *Journal of Promotion Management*, 18 (1), 100-118.
- Muehling, D. D. & Pascal, V. J. (2011). An Empirical Investigation of the Differential Effects of Personal, Historical, and Non-nostalgic Advertising on Consumer Responses. *Journal of Advertising*, 40 (2), 107-122.
- Grinder, B., Pascal, V. J., & Schwartz, R. G. (2010). Entrepreneurship and the Early American Clock Industry. *Journal of Research in Marketing and Entrepreneurship*, 12 (1), 54-70.
- Pascal, V. J. & Stewart, D. (2008). Effects of Geographic Location and Economic Cluster Development on Native American Entrepreneurship. *International Journal of Entrepreneurship and Innovation*, 9 (2), 87-97.
- Deacon, J., Pascal, V. J., & Schwartz, R. G. (2007). Entrepreneurs and Marketing: A New Look at Linguistic Interpretations. *Journal of Research in Marketing and Entrepreneurship*, 9.
- Pascal, V. J. (2006). Clusters and Entrepreneurial Intensity: The Influence of Economic Clusters on Entrepreneurial Activity. *Journal of Research in Marketing and Entrepreneurship*, 7, 5-27.
- Lippoldt, T., Eager, W., Pascal, V., Teach, ., & Sanchez, . (2004). The Efficacy of the Use of Business incubators for Economic Development. *Journal of Small Business and Enterprise Development*.
- Pascal, V., Sprott, D., & Muehling, D. (2002). The Influence of Evoked Nostalgia on Consumers' Responses to Advertising. *Journal of Current Issues and Research in Advertising*, 24, 39-49.
- Silverman, S. N., Sprott, D. E., & Pascal, V. J. (1999). Relating Consumer-Based Sources of Brand Equity to Market Outcomes. *Advances in Consumer Research*, 26, 352-358.

Refereed Proceedings

Full Paper

- Pascal, V. J. & Shin, S. (2014). SMEs at the Entrepreneurship/Marketing Interface: Is Entrepreneurial Orientation Enough? 2014 Global Research Symposium on Marketing and Entrepreneurship.
- Pascal, V. J. & Honicke, M. (2012). Entrepreneurship at the Marketing Interface: Are Serial Entrepreneurs Different? 2012 Global Research Symposium on Marketing and Entrepreneurship.
- Deacon, J., Pascal, V. J., & Morrish, S. (2010). Contextual Marketing: Life in the fast lane - The Hot Rod Tribe. 2010 Research Symposium on Marketing and Entrepreneurship.
- Pascal, V. J. & Stewart, D. (2009). Native American Entrepreneurship: Does Location Matter. 2009 UIC Research Symposium on Marketing and Entrepreneurship.
- Pascal, V. J., Grinder, B., & Schwartz, R. G. (2008). Entrepreneurial Lessons from the Early American Clock Industry (1807-1850). 2008 Babson College Entrepreneurship Research Conference.
- Pascal, V. J., Grinder, B., & Schwartz, R. G. (2008). Marketing at the Entrepreneurship Interface: Historical Perspective Derived from the Early Years of the First US Non-Defense Based Mass Production Industry: Clock Manufacturing 1807-1850. 2008 UIC Research Symposium on Marketing and Entrepreneurship.

- Deacon, J., Pascal, V. J., & Schwartz, R. G. (2007). Social Entrepreneurship: Why Market the Not for Profit? A Structural Determinism Study of Industrial South Wales, UK. Research Symposium of the Academy of Marketing Special Interest Group on Entrepreneurial and Small Business Marketing.
- Kelley, W., Pascal, V. J., Eager, W., Deacon, J., & Schwartz, R. G. (2007). Social Entrepreneurship: A Cross Cultural Study of Cities in the US and Wales. 2007 ICSB Conference.
- Kelley, W., Pascal, V. J., Schwartz, R. G., Eager, W., & Teach, R. D. (2007). The Local Economic Development Congruence Game: A Discussion. International Simulation and Gaming Association.
- Schwartz, R. G., Pascal, V. J., & Deacon, J. (2007). A Retrospective: Research in Technology-Based Entrepreneurship at the Interface. UIC Research Symposium on Marketing and Entrepreneurship.
- Pascal, V. J., Deacon, J., & Schwartz, R. G. (2006). Entrepreneurs and Marketing: A Cross-Cultural Treatment. 2006 UIC Research Symposium on Marketing and Entrepreneurship, Research at the Marketing/Entrepreneurship Interf.
- Deacon, J., Pascal, V. J., & Schwartz, R. G. (2006). A Cross Cultural Study of Entrepreneurs and their Firms: Marketing at the Entrepreneurship Interface. Research Symposium of the Academy of Marketing Special Interest Group on Entrepreneurial and Small Business Marketing, Academy of Marketing.
- Pascal, V. J., Schwartz, R., & Teach, R. D. (2005). Clusters: Public Entrepreneurship at the Marketing Interface. 2004 UIC Research Symposium on Marketing and Entrepreneurship, Research at the Marketing/Entrepreneurship Interfa.
- Pascal, V. J., Schwartz, R. G., & Deacon, J. (2005). Strategic Planning and Firm Performance: A Multicountry Study of Entrepreneurial Firms at the Interface. 2005 UIC Research Symposium on Marketing and Entrepreneurship, Research at the Marketing/Entrepreneurship Interfa.
- Murff, E. J. & Pascal, V. J. (2004). Ecological Attitudes and Behaviors in Convenience Orientation Segmentation: A Cross-Cultural Survey. Decision Sciences Institute.

Abstract Only

- Pascal, V. J., Shin, S., & Tipton, E. (2015). Entrepreneurs at the Marketing Interface: The Mediating Role of Market-Based Capabilities on SME Performance. 2015 Global Research Symposium on Marketing and Entrepreneurship.
- Pascal, V. J. & Deacon, J. (2013). Native American Entrepreneurs: Social Entrepreneurship in Action? 2013 Global Research Symposium on Marketing and Entrepreneurship.
- Shin, S., Aiken, K. D., & Pascal, V. J. (2012). The Differential Effect of Internet Trustmark Source: An Exploratory Study of Korean and US Consumers. 2012 Summer AMA Marketing Educators Conference.
- Aiken, K. D., Pascal, V. J., & Shin, S. (2012). Signaling E-tailer Trust: Exploring Source Influences of Internet Trustmarks. 2012 Summer AMA Marketing Educators Conference.
- Aiken, K. D., Pascal, V. J., & Ried, R. (2011). Seeing Red, Feeling Red: An Exploration of Color and Framing Effects in College Football. 2011 Summer AMA Marketing Educators' Conference, 22, 3-4.
- Kelley, W., Pascal, V., Eager, W., & Schwartz, R. (2008). Social Entrepreneurship Local Economic Development in the Northwest United States. International Conference on Small Business.

Non-Refereed Articles

- Pascal, V. (2005). Clusters and Competitive Advantage. Capital Formation Institute: Viewpoints and VC Online.

Monograph

- Pascal, V. J. & Birch, N. (2009). A Comparison of Cluster Formation in Spokane and Similar MSAs EWU Institute for Public Policy & Economic Development.

Book Chapters

Non-Refereed

- Pascal, V. (2016). Entrepreneurial Marketing and Economic Clusters. Edward Elgar Handbook on Entrepreneurship and Marketing.

Cases

- Stewart, D. & Pascal, V. J. (2015). The Effect of Location on Native American Entrepreneurship. Under Review, Tribal Wisdom for Business Ethics.

Presentation of Refereed Papers

International

- Pascal, V. & Shin, S. (2013-2014). Entrepreneurs at the Marketing Interface: Is Entrepreneurial Orientation Enough? 2014 Global Research Symposium on Marketing and Entrepreneurship, Santa Cruz, California.
- Aiken, K. D., Pascal, V. J., & Shin, S. (2011-2012). Signaling E-tailer Trust: Exploring Source Influences of Internet Trustmarks. 2012 Summer AMA Marketing Educators Conference, Chicago, Illinois.
- Pascal, V. J. & Honicke, M. (2011-2012). Entrepreneurs at the Marketing Interface: Are Serial Entrepreneurs Different? 2012 Research Symposium on Marketing and Entrepreneurship, Chicago, Illinois.
- Shin, S., Aiken, D., & Pascal, V. J. (2011-2012). The Differential Effect of Internet Trustmark Source: An Exploratory Study of Korean and US Consumers. 2012 Summer AMA Marketing Educators Conference, Chicago, Illinois.
- Aiken, K. D., Pascal, V. J., & Ried, R. (2010-2011). Seeing Red, Feeling Red: An Exploration of Color and Framing Effects in College Football. 2011 Summer AMA Marketing Educators' Conference, San Francisco, California.
- Deacon, J., Pascal, V. J., & Morrish, S. (2009-2010). Contextual Marketing: Life in the fast lane - The Hot Rod Tribe. 2010 Research Symposium on Marketing and Entrepreneurship, Boston, Massachusetts.
- Pascal, V. J. (2008-2009). Native American Entrepreneurship: Does Location Matter? 2009 UIC Research Symposium on Marketing and Entrepreneurship, Chicago, Illinois.
- Pascal, V. J., Grinder, B., & Schwartz, R. G. (2007-2008). Entrepreneurial Lessons from the Early American Clock Industry (1807-1850). 2008 Babson College Entrepreneurship Research Conference, Chapel Hill, North Carolina.
- Pascal, V. J., Grinder, B., & Schwartz, R. G. (2007-2008, June). Marketing at the Entrepreneurship Interface: Historical Perspective Derived from the Early Years of the First US Non-Defense Based Mass Production. 2008 UIC Research Symposium on Marketing and Entrepreneurship, Stockholm, Sweden.
- Schwartz, R. G., Pascal, V. J., & Deacon, J. (2006-2007, August). A Retrospective: Research in Technology-Based Entrepreneurship at the Interface. 2007 UIC Research Symposium, Washington DC, United States of America.
- Kelley, W. J., Pascal, V. J., Schwartz, R. G., Eager, W., & Teach, R. D. (2006-2007, July). The Local Economic Development Congruence Game: A Discussion. International Simulation and Gaming Association, Nijmegen, Netherlands.
- Kelly, W. J., Pascal, V. J., Eager, W., & Deacon, J. (2006-2007, June). Social Entrepreneurship: A Cross Cultural Study of Cities in the US and Wales. ICSB World Conference, Turku, Finland.
- Deacon, J., Pascal, V. J., & Schwartz, R. G. (2006-2007, January). Social Entrepreneurship: Why Market the Not For Profit? A Structural Determinism Study Industrial South Wales, UK. Research Symposium of the Academy of Marketing Special Interest Group on Entrepreneurial and Small Business Marketing, Birmingham, United Kingdom.
- Pascal, V. J., Deacon, J., & Schwartz, R. G. (2005-2006, August). Entrepreneurs and Marketing: A Cross-Cultural Treatment. 2006 UIC Research Symposium on Marketing and Entrepreneurship, Chicago, Illinois.
- Deacon, J., Pascal, V. J., & Schwartz, R. G. (2005-2006, January). A Cross Cultural Study of Entrepreneurs and their Firms: Marketing at the Entrepreneurship Interface. Research Symposium of the Academy of Marketing Special Interest Group on Entrepreneurial and Small Business Marketing, Lincoln, United Kingdom.
- Pascal, V. J., Schwartz, R. G., & Deacon, J. (2005-2006). Strategic Planning and Firm Performance: A Multi-Country Study of Entrepreneurial Firms at the Interface. 2005 UIC Research Symposium on Marketing and Entrepreneurship, San Francisco, California.
- Deacon, J., Pascal, V. J., Schwartz, R. G., & Teach, R. D. (2005-2006, January). Firm Development in Cluster Zones: A Multi-Country Study Related To Marketing At The Entrepreneurship Interface. Research Symposium of the Academy of Marketing Special Interest Group on Entrepreneurial and Small Business Marketing, Newport, United Kingdom.
- Pascal, V., Schwartz, R., Teach, R., & Lippoldt, T. (2004-2005, June). Clusters: Public Entrepreneurship at the Marketing Interface. 2004 UIC Research Symposium on Marketing and Entrepreneurship, Metz, France.

National

Murff, E. J. & Pascal, V. J. (2004-2005). Ecological Attitudes and Behaviors in Convenience Orientation Segmentation: A Cross-Cultural Survey. Decision Sciences Institute, Manzanillo, Mexico.

Presentation of Non-Refereed Papers

Local

Pascal, V. J. & Birch, N. (2009-2010). A Comparison of Cluster Formation in Spokane and Similar MSAs. Greater Spokane Incorporated, Spokane, Washington.

Pascal, V. (2005-2006, June). Clusters and Entrepreneurial Intensity: The Influence of Economic Clusters on Entrepreneurial Activity. EWU and Gonzaga Brown Bag Meeting, Spokane, Washington.

Pascal, V. J. (2005-2006, January). Clusters and Economic Development. SIRTI Board of Trustees, Spokane, Washington.

Pascal, V. (2002-2003, April). Integrated Marketing Communications. Association of Western Catholic Cemeteries Annual Convention, Spokane, Washington.

Research Grants

Funded

2006-2007: Pascal, V. & Birch, N., Spokane and Economic Development: A Comparison of Cluster Formation in Similar MSAs, Principal Investigator, Institute for Public Policy and Economic Development.

2003-2004: Pascal, V. Kauffman Grant for the Development of Entrepreneurial Marketing Course, Principal Investigator, Ewing Marion Kauffman Foundation. Developed a Graduate level Entrepreneurial Marketing Course Research and Developed an Entrepreneurship Case Study.

Working Papers

Pascal, V. J. & Tipton, E. (2016). "Entrepreneurial Marketing and the SME: The Mediating Role of Marketing Capabilities," targeted for Journal of International Marketing Strategy.

Pascal, V., Tipton, E., & Shin, S. (2016). "Entrepreneurial Orientation and SME Performance: The Times They Are a Changin'," targeted for Entrepreneurship Theory and Practice.

Pascal, V. J. & Stewart, D. (2015). "Native American Entrepreneurship: The Differential Effects of Location and Tribal Gaming," targeted for Journal of Developmental Entrepreneurship.

Service:

Service to the University

Department Assignments

Assurance of Learning - Institutional Service:

2011-2012: Marketing Program Assessment Coordinator

2009-2010: Marketing Program Assessment Coordinator

Department Assignments

Chair:

2013-2014: CBPA Marketing Faculty Search Committee

Department Assignments

Chair:

2005-2006: CBPA Marketing Faculty Search Committee

Department Assignments

Chair:

2015-2016: Marketing Faculty Search Committee

2011-2012: Department Personnel Committee

Department Assignments

Member:

2009-2010: CBPA Management Department Personnel Committee

Department Assignments

Member:

2012-2013: Department Personnel Committee

2010-2011: Department Personnel Committee

2005-2006 – 2010-2011: Management Department Faculty

Department Assignments

Other Institutional Service Activities:

2007-2008: EWU Creative Writing Department: Oversaw the development of a marketing plan for the department.

2006-2007: EWU Theatre Program: Oversaw the development of a marketing plan for the program.

College Assignments

Chair:

2013-2014: CBPA MBA Committee

College Assignments

Faculty Advisor:

2004-2005: Delta Epsilon Chi

College Assignments

Member:

2013-2014: CBPA Assessment Task Force

2013-2014: CBPA Associate Dean Search Committee

2008-2009 – 2012-2013: Assessment Coordinators Committee

2008-2009 – 2012-2013: Business Graduate Faculty

2008-2009 – 2012-2013: Business Faculty

2005-2006 – 2012-2013: CBPA Faculty

2006-2007 – 2007-2008: Business Graduate Faculty

2006-2007 – 2007-2008: Business Faculty

2006-2007: College Assessment Committee

2005-2006: Business Faculty

College Assignments

Member:

2009-2010: MBA Curriculum Committee

College Assignments

Member:

2006-2007 – 2009-2010: MBA Curriculum Committee

College Assignments

Member:

2006-2007: MBA Orals Committee
2004-2005: MBA Thesis
2001-2002 – 2002-2003: Technology Committee

Other Institutional Service Activities:

2007-2008: EWU CBPA Urban and Regional Planning Program: Oversaw the development of a marketing plan for the program.
2003-2004: CPBA MBA Program: Developed a Graduate level Entrepreneurial Marketing Course for the MBA Program

University Assignments

Chair:

2010-2011 – 2011-2012: EWU President's Advisory Committee on Intercollegiate Athletics
2009-2010: Eastern Washington University President's Advisory Committee on Intercollegiate Athletics

Faculty Advisor:

2005-2006 – 2007-2008: Eastern Washington University Marketing Association
2004-2005: Delta Epsilon Chi

University Assignments

Faculty Advisor:

2004-2005: Eastern Washington University, University Marketing Association

University Assignments

Member:

2013-2014 – 2015-2016: Community Engagement Advisory Board

University Assignments

Member:

2008-2009: Eastern Washington University President's Advisory Board on Intercollegiate Athletics
2007-2008: EWU Athletic Director Search Committee
2006-2007 – 2007-2008: Eastern Washington University Athletics Policy Board

University Assignments

Member:

2015-2016: President's Task Force on EWU Athletics
2012-2013 – 2014-2015: Graduate Affairs Council
2012-2013: Faculty Values Committee

University Assignments

Other Institutional Service Activities:

2010-2011: EWU Group Exercise Program
2007-2008: EWU Athletics: Oversaw the development of a marketing plan for the department.
2003-2004: EWU: Developed Upper Division Global Marketing Curricula
2001-2002 – 2002-2003: EWU: Developed Upper Division Marketing Management Curricula
2001-2002 – 2002-2003: EWU: Developed Upper Division Marketing Research Curricula
2001-2002: EWU: Reviewed Program Requirements and developed curricula for Marketing Program

University Assignments

Other Institutional Service Activities:

2014-2015: Oversaw Student Project - Marketing Plan for University recreation Center Ice Rink

Dissertation Assignments

Chair:

2004-2005: Graduate Interdisciplinary Thesis Committee

Thesis Assignments

Chair:

2011-2012: Maria Honicke

Service to the Profession

Academic Conference: Panelist

2006-2007: 2007 UIC Research Symposium, Washington DC, District of Columbia. Panelist in a Seminar on Social Entrepreneurship

Board Member: Advisory Board

2012-2013 – 2015-2016: Global Research Symposium on Marketing and Entrepreneurship.

2014-2015: Journal of Research in Marketing and Entrepreneurship.

2011-2012: 2012 Research Symposium on Marketing and Entrepreneurship.

2010-2011: 2011 Research Symposium on Marketing and Entrepreneurship.

2009-2010: Research Symposium on Marketing and Entrepreneurship. Steering Committee

2008-2009: UIC Research Symposium. Steering Committee

2007-2008: Member, Symposium Steering Committee. Steering Committee

2005-2006: UIC Research Symposium. Member, Symposium Steering Committee

Board Member: PRJ Editorial Review Board

2015-2016: Journal of Research in Marketing and Entrepreneurship.

2013-2014: Journal of Research on Marketing and Entrepreneurship.

2012-2013: Journal of Research in Marketing and Entrepreneurship.

2011-2012: Journal of Research on Marketing and Entrepreneurship.

2009-2010 – 2010-2011: Journal of Research in Marketing and Entrepreneurship.

Chair: Committee / Task Force

2013-2014: American Marketing Association Entrepreneurial Marketing Special Interest Group.

Chair: Conference / Track / Program

2014-2015: American Marketing Association Entrepreneurial Marketing Special Interest Group.

2011-2012 – 2012-2013: American Marketing Association Entrepreneurial Marketing Special Interest Group..

2010-2011: American Marketing Association: Entrepreneurial Marketing Special Interest Group.

Reviewer - Article / Manuscript

2015-2016: Journal of Research in Marketing and Entrepreneurship.

2015-2016: American Academy of Advertising 2016 Annual Conference.

2014-2015: Journal Of Research in Marketing and Entrepreneurship.

2014-2015: Journal of International Marketing Strategy.

2014-2015: Journal of Advertising.

2014-2015: Journal of Research on Marketing and Entrepreneurship.

2011-2012 – 2012-2013: Journal of Research in Marketing and Entrepreneurship.

2011-2012 – 2012-2013: Journal of Advertising.

2004-2005 – 2006-2007: Journal of Research in Marketing and Entrepreneurship.

Editor: Academic PRJ

2008-2009: Journal Of Research in Marketing and Entrepreneurship. Executive Editor

2007-2008: Journal Of Research in Marketing and Entrepreneurship. Senior Editor

2006-2007: Journal of Research in Marketing and Entrepreneurship. Case Editor

Editor: Conference Proceedings

2009-2010: 2010 Research Symposium on Marketing and Entrepreneurship.

Member: Committee/Task Force

2006-2007: UIC Research Symposium. Member, Symposium Steering Committee

Reviewer: Ad Hoc Reviewer for a Journal

2015-2016: Journal of Advertising.

2013-2014: Journal of Advertising.

2010-2011: Arts Marketing: An International Journal.

2010-2011: Journal of Research in Marketing and Entrepreneurship.

2008-2009 – 2009-2010: Direct Marketing- An International Journal.

Reviewer: Conference Paper

2014-2015: 2015 Global Research Symposium on Marketing and Entrepreneurship.

2012-2013 – 2014-2015: American Academy of Advertising.

2010-2011: Academy of Marketing Conference 2011.

2009-2010: 2010 American Academy of Advertising Conference.

2008-2009: 2009 Academy of Marketing Conference.

2008-2009: 2009 American Academy of Advertising Conference.

2007-2008: Research Symposium of the Academy of Marketing Special Interest Group on Entrepreneurial and Small B.

Service to the Community

Other Community Service Activities

2007-2008: Spokane Community College Presentation, Presentation on Leadership - Lessons Learned and Observations to a class of SCC students

2007-2008: Presentation to Rogers HS DECA, Presentation on Marketing to DECA students as part of their Business Plan preparation

2006-2007: KYRS Thin Air Radio, Oversaw the development of a marketing plan for the business.

2006-2007: John Ulrich Band, Oversaw the development of a marketing plan for the band.

2006-2007: Renegade Clothing, Oversaw the development of a marketing plan for the business.

2006-2007: The Basement, Oversaw the development of a marketing plan for the business.

2006-2007: Cheney Rodeo, Oversaw the development of a marketing plan for the organization.

2006-2007: Wishing Star, Oversaw the development of a marketing plan for the organization.

2006-2007: KYRS Community Radio Station, Oversaw the development of a marketing plan for the radio station.

2005-2006: Skyhawks , Oversaw the development of a marketing plan for the organization.

2005-2006: Spokane County Medical Examiner's Office, Oversaw a research project for the Spokane County Medical Examiner

2004-2005: St Vincent de Paul, Oversaw the development of a marketing plan for the organization.

2004-2005: Cheney Pathways to Progress, Managed a marketing research project for Pathways to Progress

2002-2003: Integrated Marketing Communications: Association of Western Catholic Cemeteries Annual Convention

2002-2003: Hairy Gary Bikes, Oversaw a marketing research project for Hairy Gary Bikes

2002-2003: Hope House, Help develop a marketing plan for Hope House

2002-2003: Chief Garry Neighborhood Council, Managed research project for the neighborhood council
2001-2002: Cheney Pathways to Progress, Oversaw a marketing research project for Pathways to Progress
2001-2002: AHANA, Oversaw the creation of a marketing plan for the AHANA organization
2001-2002: KSPS Public Television, Managed Marketing Research project

Speech / Presentation at a Community Meeting

2009-2010: Spokane Mortgage Lenders Association, Presentation on marketing and small business resources
2005-2006: SIRTI Board of Trustees Meeting, Presented and led discussion on cluster research and Spokane cluster development.
2005-2006: Small Business Marketing Seminar, Made a marketing practices/principles presentation to local novice entrepreneurs.
2004-2005: Small Business Marketing Seminar, Made a marketing practices/principles presentation to local novice entrepreneurs.

Support/Direct Student/Class Community Project

2014-2015: Bees to Bubbles
2014-2015: Monterey Pub n' Grub
2014-2015: Iron Mountain Studios
2014-2015: Muv Fitness
2014-2015: Twisted Hair Salon
2014-2015: Runner's Soul
2014-2015: Wake Up Call
2014-2015: Escape Outdoors
2014-2015: Silver Bow Fly Shop
2014-2015: Chaps
2014-2015: Mengoats
2014-2015: Advanced Aesthetics
2013-2014: Mason Jar
2013-2014: Village Center Cinema
2013-2014: Vivo
2013-2014: Rosa's Pizza
2013-2014: Tomsha Berries
2013-2014: Sandwich Haven
2013-2014: EWU MPH Program
2013-2014: Imagine Behavioral & Developmental Services
2013-2014: Wake Up Call
2013-2014: Cheney International Market
2013-2014: EWU Sportsmans Club
2013-2014: CG Rippy
2013-2014: Blind Buck
2013-2014: MotoConcepts
2013-2014: Twigs
2013-2014: 2nd Harvest
2012-2013: Hajjer's Kitchen
2012-2013: 5-Mile Pizza
2012-2013: Apricot Boutique
2012-2013: Swinging Doors
2012-2013: Lilac Society for the Blind
2012-2013: Northern Quest

2012-2013: Krav-Maga Spokane
2012-2013: Pro-form Personal Training
2012-2013: Moore-Turner Heritage Gardens
2012-2013: Goat Brewing Co.
2012-2013: Hankel Coffee Roasters
2012-2013: French Toast
2012-2013: Window World
2012-2013: Family School of Music
2012-2013: My Mechanic
2012-2013: KYRS Community Radio
2011-2012 – 2012-2013: Rokko's
2011-2012: Spokane Chiefs
2011-2012: Alamon's Native American Restaurant
2011-2012: Dr. Axe
2011-2012: Healing From the Heart
2011-2012: Amby Designs LLC
2011-2012: Zome Design
2011-2012: Partners for Pets
2011-2012: Follow the Harvest
2011-2012: Palouse Thunder
2010-2011: Fitness Diaries
2010-2011: Great Shape
2010-2011: Donut Parade
2010-2011: Stromberger Performance
2010-2011: Tennis of Spokane
2010-2011: Waddell's
2010-2011: Ferrante's
2010-2011: Cheney Tech
2009-2010: Candleplace
2009-2010: Rockwood Lane Retirement
2009-2010: Sole Solutions, Marketing Plan Development
2009-2010: Renegade Fabrications, Marketing Plan Development
2009-2010: Runners Soul, Oversaw the development of a marketing plan for the business.
2009-2010: Sole Solutions, Oversaw the development of a marketing plan for the business.
2008-2009: SpoCon, Oversaw the development of a marketing plan for the business.
2008-2009: Ultra Dock Inc, Oversaw the development of a marketing plan for the business.
2008-2009: Steelhead Bar and Grill, Oversaw the development of a marketing plan for the business.
2008-2009: Raindrop Rain Gutter Company, Oversaw the development of a marketing plan for the business.
2008-2009: Shoemaker Brothers Band, Oversaw the development of a marketing plan for the business.
2008-2009: Area 58, Oversaw the development of a marketing plan for the business.
2008-2009: American Therapeutic Recreation Association, Oversaw the development and implementation of marketing research for the organization.
2007-2008: Cheney Pita Pit, Marketing Plan Development
2007-2008: Twist Yoga, Marketing Plan Development
2007-2008: Real Soda of Spokane, Marketing Plan Development
2007-2008: Southside Senior Activity Center, Marketing Plan Development
2007-2008: The Windfall, Marketing Plan Development
2007-2008: Lilac Foundation for the Blind, Oversaw the development of a marketing plan for the

organization.

2007-2008: Perry Street Cafe, Oversaw the development of a marketing plan development for the cafe

2007-2008: United Way of Spokane, Oversaw development of a marketing plan for the organization.

Faculty Development

Assurance of Learning - Professional Development

2013-2014: Assurance of Learning Seminar, Spokane, Washington. Dr. Karen Tarnoff conducted a two-day seminar for CBPA faculty. October 2013

2009-2010: Assessment Coordinators Workshop Spring 2010, Spokane, Washington.

Instruction Related Workshop

2012-2013: Harvard Case Method Teaching Seminar, Spokane, Washington.

2008-2009: CBPA Spring 2009 Writing Workshop, Spokane, Washington.

Honors-Awards-Grants

Award

2004-2005: Eastern Washington University. Eastern Washington University College of Business and Public Administration Teaching Excellence Award - Management

2003-2004: Kauffman Foundation. Kauffman Grant for development of Entrepreneurial Marketing course, case study, and research paper for journal publication

1996-1997: American Express Financial Advisors . President's Award for Advisor Excellence

Honor

2000-2001: AMA Seth Doctoral Consortium . Consortium Fellow

1991-1992: Beta Gamma Sigma. Beta Gamma Sigma Inductee