

VITA

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I. TEACHING EXPERIENCE:

1998-Present

Associate Professor (Tenured) of Marketing, School of Business and Public Administration,
University of Guam

Chair, BBA&A Program (2012-Present)
BBA Program Accreditation Coordinator (1998-Present)
BBA Unit Representative (Chair), BBA (2006-2008)
Chair, Management and Marketing Department (2000-2002)

Summer 2014

Adjunct Instructor, School of Business and Communication
Chaminade University, Honolulu, Hawaii

Taught Marketing Management for the Macau Distance MBA Program

1989 to 1998

Assistant Professor of Marketing, School of Business and Public Administration, University
of Guam

1994-1996 Lecturer in Marketing, Monash University, Clayton, Victoria, Australia
Faculty of Business and Economics, Department of Management

1986 to 1989

Instructor of Marketing, School of Business and Public Administration, University of Guam

II. AREAS OF ASSIGNED TEACHING RESPONSIBILITY:

Undergraduate:

Strategic Marketing Management
Strategic Channel Management
E-Business
Marketing Research
Fundamentals of Marketing
International Marketing
Trans. and Phys. Distribution
Business/Research Internship

Advertising and Sales Promotion
Creative Selling
Retailing
Services Marketing
Consumer Behavior
Introduction to Business & Case
Analysis

Intro. to Management Information
Systems
Managerial Communications
Fundamentals of Management

Property and Liability Insurance
Principles
Personal Insurance Principles
Commercial Insurance Principles

Graduate :

Strategic Marketing Management (PMBA)
Marketing Management (MBA)

III. EDUCATION BACKGROUND (INCLUDING FIELDS OF SPECIALIZATION):

Ph.D. Studies (2003-2005) ,NorthCentral University, Prescott, Arizona
Major Field of Study: Marketing Management

Ph.D. Studies (1993-1996) – Monash University, Melbourne, Victoria, Australia
Major Field of Study: Marketing Management

M.B.A. (1982) - University of California, Los Angeles (UCLA),
Anderson Graduate School of Management
Major Field of Study: Marketing/Finance

B.A. (1980), California State University, Fullerton
Major Field of Study: Psychology

IV. ADDITIONAL EXPERIENCE NOT IN EDUCATION:

1985 to Present

Consultant/Principal, TBC Insight Group (TBC/Total Business Consulting), Chalan Pago, Guam –
Engage in strategic management consulting and market research.

1984-1985

Vice-President/Sales Manager, Nationwide Business Telephones, Orange, California – Supervised
sales operations for a telephone interconnect business.

1983-1985

President/Owner, NBT Investor's Group, Long Beach, California – Managed a small branch of a
telephone interconnect business.

1982-1983

Assistant Account Executive, Doyle, Dane, Bernbach (DDB) Advertising Agency, New York, New
York

1981

Business Analyst Intern, AT&T, Pacific Telephone, Los Angeles, California

Grant Reviewer and Member- Western Pacific Regional Fishery Management Council, Hawaii
(2000-2006)

1976-1980

Admissions Counselor, Educational Opportunity Program, California State University, Fullerton, California

1972 to 1976

Foreign Exchange Specialist, Security Pacific National Bank, Los Angeles, California

V. PROFESSIONAL MEMBERSHIPS:

- Member, Association of Collegiate Marketing Educators (2007-2013)
- Member, Guam Marketing Association (2000-2013)
- Member, American Marketing Association (1986 to Present)
- Judge, Guam Marketing Association Awards (2000)
- Judge, Guam Marketing Association Awards (1999)
- Board Member, Guam Marketing Association (1997 to 2000)
- Member, Rotary Club of Guam (1996 to 1998)
- Member, World Marketing Congress (1995 to 1997)
- Member, Public Relations Society in Micronesia (1997)
- Member, Chi Omicron Omega (1996 to Present)
- Vice-President/Member, Soroptimist International of the Marianas (1991 to 1993)
- Judge, Communications Arts Guild of Guam, Media Awards (1990 to 1992)
- Member, Guam Chamber of Commerce (1986 to 2003)

VI. PROFESSIONAL MEETINGS ATTENDED:

- IACBE Annual Conference, San Diego, CA (2013)
- IACBE Region 8 Conference, San Francisco (2013)
- IACBEIT Annual Conference, Cairns, Australia (2013)
- IACBE Annual Conference, Orlando, FL (2013)
- IACBE Region 8 Conference, San Diego, CA (2012)
- IACBE Annual Conference, Kansas City, MI (2012)
- ICEBIT Annual Conference, Ho Chi Min City, Viet Nam (2012)
- AMA Annual Summer Educator's Conference, San Francisco, CA (2011)
- IACBE Annual Conference, Las Vegas, Nevada (2011)
- IACBE Region 8 Meeting and Conference, San Diego, CA (2010)
- IACBE Annual Conference, Newport, RI (2010)
- IACBE Region 8 Meeting & Conference, Las Vegas, Nevada (2009)
- IACBE Annual Conference, Louisville, Kentucky (2009)
- IACBE Region 8 Meeting & Conference, Honolulu, HI (2008)
- American Marketing Association, Summer Educator's Conference, San Diego, CA (2008)
- IACBE Annual Conference, Kansas City, MI (2008)
- IACBE Region 8 Meeting & Conference, Santa Cruz, CA (2007)
- IACBE Annual Conference, Newport Beach, CA (2007)
- Annual Meeting of the Association of Collegiate Marketing Educators, San Diego, CA, 2007
- American Marketing Association, Winter Educator's Conference, San Diego, CA (2007)
- AACSB Annual Conference, Paris, France (2006)
- IACBE Annual Conference, Orlando, Florida (2006)

- American Marketing Association, Winter Educator's Conference, St. Petersburg, Florida, (2006)
- American Marketing Association, Summer Educator's Conference, San Francisco, CA, (2005)
- IACBE Annual Conference, San Antonio, TX, (2005)
- Western Pacific Regional Fisheries Management Council Grant Reviewer, Hawaii (2005)
- American Marketing Association, Winter Educator's Conference, San Antonio (2005)
- AACSB Assessment Seminar, Detroit (2004)
- Western Pacific Regional Fishery Management Council, Hawaii (2004)
- Western Pacific Regional Fishery Management Council, Hawaii (2003)
- AACSB Annual Conference and Meeting, New Orleans (2003)
- IACBE Annual Conference, Baltimore, Maryland (2003)
- WASCBA Annual Conference, Honolulu (2002)
- Western Pacific Regional Fishery Management Council, Hawaii (2002)
- Hawaii International Business Conference, Hawaii (2002)
- AACSB Annual Conference, Chicago (2002)
- IACBE Annual Conference, San Diego (2002)
- e-Commerce in Asia-Pacific, East-West Center, Hawaii (2001)
- Western Pacific Regional Fishery Management Council, Hawaii (2001)
- Japanese Business Practices Study Tour and Conference Presenter, AACSB-Keizai Koho Center Fellowship Program, Japan (2001)
- AACSB Annual Conference, New York (2001)
- IACBE Annual Conference, Kansas City, MI (2001)
- Internet Marketing, Australian Marketing Institute, Brisbane, Australia (2001)
- e-Commerce in Asia-Pacific, East-Center, Hawaii (2000)
- IACBE, Outcomes Assessment Workshop, Anaheim (2000)
- IACBE, Regional Conference, San Diego (2000)
- Asia Pacific Tourism Association, Phuket, Thailand (2000)
- 2000 Retailing Conference, AMA-UOG Collegiate Chapter & Guam SBDC, Guam
- IACBE Annual Conference, Kansas City, MI (2000)
- Asia Pacific Tourism Association, Hong Kong (1999)
- AACSB Conference for Accreditation Candidature, Minneapolis (1999)
- 1999 Services Marketing Conference, AMA-UOG Collegiate Chapter & Guam SBDC, Guam
- Small Business Conference, Small Business Development Center, Guam (1998)
- American Marketing Association, Winter Marketing Educator's Conference, Austin, TX (1998)
- Small Business Conference, Small Business Development Center, Guam (1997)
- AACSB Conference for Accreditation Candidature, St. Louis (1996)
- Marketing Planning: Meeting the Challenge for Guam's Vision 2001 Conference,
- American Marketing Association - UOG Collegiate Chapter (1996)
- Women in Business Conference, Soroptimist International of the Marianas (1996)
- Small Business Conference, Small Business Development Center, Guam (1996)
- World Marketing Congress Conference, Melbourne, Australia (1995)
- Maximizing the Marketing Effort, Center for Continuing Education, UOG, Guam (1993)
- American Marketing Association, Winter Marketing Educator's Conference, Newport Beach, CA (1993)
- CBPA Conference on Public Administration, Guam (1986 to 1992 & 1996)
- UOG Conference on Total Quality Management, Tumon, Guam (1993)
- Guam Conference on Women in Business, Tumon, Guam (1990 to 1992)
- Duty-Free/CBPA International Speaker Series (1991)

- American Marketing Association, Summer Marketing Educator's Conference, San Diego, CA (1991)
- American Marketing Association, Summer Marketing Educator's Conference, San Francisco, CA (1988)
- Seminar on Teaching Case Analysis, San Francisco, California (1988)
- Pacific Privatization Forum, Guam (1987)

VII. PAPERS PRESENTED:

Co-Author/Presenter with Michele K. Wayte, Ph.D., “The Borderless, Cross-Cultural Class Project: Developing and Assessing Its Use as a Tool in Teaching Critical Content and Skills for Global Business”, presented at the annual IACBE conference, Orlando, Florida, 2013.

Author/Presenter, “Social Entrepreneurship: The Business of Giving”, presented at the Annual International Conference on Business, Economics, and Information Technology (ICBEIT), Cairns, Australia, 2013.

Author/Presenter, “Assessing the Value of Business Education”, presented at the IACBE Region 8 conference, 2012.

Author/Presenter, “Agana Market Place: Two Birds One Stone A Case Study in Retailing”, presented at the Annual ICEBIT conference, Ho Chi Min City, Vietnam, 2012.

Co-Author/Presenter with Judy Strauss, Ph.D., “The Student Driven e-Business Conference: Creating Relevance Through an Experiential Learning Approach”, presented at Annual Meeting of the Association of Collegiate Marketing Educators, 2007

Author/Presenter, "Selling Your Service", a presentation for the 1999 Services Marketing Conference, AMA-UOG Collegiate Chapter & Guam SBDC, Guam

Co-Author/Presenter with Dr. Anita Williams, “The Importance of Commerce in the Growth and Development of Guam”, a presentation for the University of Guam, MARC Speaker Series, Spring 1997.

Co-Author with David M. O'Brien, "Poker Machine Gaming on Guam: Economic, Social, and Comparative Perspectives", presented to the 19th Guam Legislature, February 1988

VIII. PUBLICATIONS:

Author, Monthly Articles on Marketing issues Facing Small Businesses Published in the *Pacific Milestones/Business Success*, Pacific Islands Small Business Development Center Network, Pacific Daily News, Guam, 1997 – 2000.

Contributor, “Privatization - Popular Opinion”, Guam Business News, August 1986

IX. OTHER RESEARCH ACTIVITY:

Lead Author, Criminal Justice Program, SBPA-UOG Self Study, 2013

Lead Author, Public Administration Program, SBPA-UOG Self Study, 2012

Author, Proactive Self Study, 2012

Author, “SelectCare GovGuam Medical Services Study”, 2012

Author, “Glimpses Fast Food Consumer Research”, 2011

Author, “SelectCare Subscriber Study”, 2011

Author, “Foremost Dairy Products Consumer Research”, 2010

Co-Author with BA462 Students, “SelectCare Consumer Perception Study”, 2010

Lead Author, SBPA-UOG Self Study, IACBE Accreditation 2010

Author, “Academy of Our Lady of Guam High School Strategic Plan”, 2009

Author, “SBPA Student Survey”, 2006

Co-Author with David M. O’Brien, “StayWell Insurance Strategic Plan”, 2006

Co-Author with BA462 Marketing Research Students, “Shell V-Power Consumer Study”, 2005

Co-Author with BA462 Marketing Research Students, “GGEFCU Customer Satisfaction Study”, 2006

Author, “IACBE SBPA Annual Reports” submitted to IACBE (International Assembly for Collegiate Business Education) for continued accreditation candidacy, 2000 - Present

Author, “Pre/Post SBPA Student Course Evaluation Report” – Developed and used for Accreditation Outcomes Assessment

Author, “AACSB Pre-Accreditation Application”, 2005

Author, “SBPA Outcomes Assessment Plan”, 2005, 2007

Co-Author with David M. O’Brien, “Bank of Guam Strategic Plan”, 2003

Co-Author with David M. O’Brien, “Maintaining a Quality Curriculum in Times of Scarcity: Development of a Consolidated Degree Program at CBPA-UOG”, IACBE Annual Conference, April 2002.

Co-Author with Dr. Ann M. Pobutsky Workman, “An Assessment of the Factors Affecting the Employment of Persons with Disabilities on Guam”, November, 1996

Author, “Entrepreneurial Women in the Pacific: A Profile of Guam’s Businesswomen”, March,

1996

Author, "Australian Women in Services Marketing Management:: Is Opportunity Knocking at the Glass Ceiling?", December, 1995

Author, "Women in Management: A Review of the Status of Women in Management", October, 1995

Co-Author with Dr. William J. Bradberry, "United States Travel and Tourism Association, U.S. Department of Commerce, Disaster Relief Grant Proposal and Award", January 1993

Co-Author with Dr. C. Cozan, Dr. San Augustin, And Dr. W. Bradberry, "Demand-Side Study on Guam Power Authority", 1991

Co-Author/Editor, "Introduction to Case Analysis", Sixth Edition, Division of Business and Governmental Research and Services, College of Business and Public Administration, University of Guam, January 1990

Contributor, "Behavioral Risk Assessment Survey Related to Aids Prevention and Education - Guam 1989 KABB Survey", a joint project by the Guam Bureau of Planning and the University of Guam Community Development Institute, August 1989

Co-Author with David M. O'Brien and Scott Pearson, "Western Pacific Educational Center - Workplan", prepared for the U.S. Department of the Interior in conjunction with the Rose Institute, Claremont-McKenna College, December, 1988

X. CONSULTING:

Consulting Engagements

- Economist Intelligence Unit, London (Cost of Living Survey) 2012, 2013 & 2015
- NTT DOCOMO PACIFIC, INC. (Consumer Research) 2013, 2014 & 2015)
- SelectCare (Subscriber Research), 2012, 2013 & 2014
- Foremost Foods of Guam (Consumer Research), 2011
- SelectCare (Consumer Research), 2011
- Glimpses of Guam Advertising (Consumer Research), 2011
- Foremost Foods of Guam (Consumer Research), 2010
- Foremost Foods of Guam (Consumer Research), 2009
- ExxonMobil, Guam (Market Research), 2008
- Shell Guam, Inc. (Consumer Research), 2007
- GTA (Consumer Research), 2007
- GTA (Market Research), 2007
- GIAA (Consumer Reserch), 2007
- ExxonMobil, Guam (Market Research) 2007
- Academy of Our Lady of Guam (Strategic Planning), 2007
- Visa International (Merchandising/Rebranding Project), Glimpses Advertising, Guam, 2006
- GGEFCU (Mystery Shopper Research Study), 2006
- StayWell Insurance (Strategic Planning), 2005

- Pepsi Bottling Company of Guam (Consumer Research), 2004
- IT&E (Consumer Research), 2004
- Mobil Oil Guam (Consumer Research), 2003, 2004, & 2005
- Shell Guam, Inc. (Consumer Research), 2002, 2003, 2004, 2005, 2006 & 2007
- Foremost Foods of Guam (Inventory Management Training), 2003
- Bank of Guam (Strategic Planning), 2003
- University of Guam, President's Office (Marketing Planning), 2002
- Proactive Accounting School, Taronomon, Japan (Academic Audit), 2001
- College of Business and Public Administration (Promotion Development), 2002
- University of Guam, President's Annual Report (Promotion Development), 2000
- University of Guam, President's Office (Promotional Planning), 2000
- University of Guam, Foundation Endowment Fund (Promotion Development), 1998-99
- Pacific World Enterprises (Marketing Expert Witness), 1999
- Guam Memorial Health Plan (Market Research), 1997, 1998, and 1999/2000
- Designer's Direct (Promotional Planning), 1998 - Present
- Bank of Guam (Management Training), 1998
- Teuscher Chocolates of Switzerland (Marketing Planning), 1997-99
- In and Out Lifestyles (Marketing Planning), 1998
- University of Guam, CBPA (Promotion Development), 1998
- Voter Attitude Research (Focus Groups), 1998
- University of Guam, CCE-OP (Marketing Planning), 1998
- South Pacific Games Marketing Committee (Marketing Planning), 1998
- Guam Memorial Health Plan (Market Research), 1997/98
- Bank of Guam (Management Training), 1997
- Designer's Direct (Marketing Planning), 1997
- Bank of Hawaii (Management Training), 1997
- Pacific Daily News (Market Research), 1996
- Guam Developmental Disabilities Council (Market Research), 1996
- Pay-Less Supermarkets/7-Eleven (Consumer Market Research), 1993
- Guam Visitor's Bureau (USTTA Grant Proposal), 1993
- Pay-Less Supermarkets (Consumer Market Research), 1992
- Guam Power Authority (Employee Attitude Focus Groups), 1992
- Guam Power Authority (Customer Service Survey), 1992
- Guam Power Authority (Demand-Side Market Research), 1992
- United States Navy (Management Training), 1989, 1990, 1992
- Melanesian Trading Company (Retail Management Planning), 1984-1992
- Louis Vuitton (Competitive Market Research), 1986-1991
- Guam Insurance Association (Training), 1990-1992
- University of Guam (Image Study Survey), 1991
- University of Guam (Image Study Focus Groups), 1990
- The Carpet Store (Sales Management Training), 1990
- Shell Pacific Islands (Media Research), 1990
- Benson Guam (Competitive Market Research), 1990
- Guam Dai Ichi Hotel (Management Training), 1989-1990
- Government of Guam, Department of Public Health (Aids Study), 1989
- Goodwind Corporation, American Bakery (Consumer Survey), 1988
- Atkins Kroll, Commercial Division (Consumer/Commercial Survey Study), 1988
- Foremost Foods (Consumer Market Study), 1988

- Coca Cola (Competitive Market Research), 1988
- Anthony Research (Market Research Coordinator), 1988
- Foremost Foods (Focus Groups), 1988
- Coca Cola (Consumer Focus Groups), 1987
- Foremost Foods (Consumer Focus Groups), 1987
- Guam Fast Foods, Kentucky Fried Chicken (Retail Trade Zone Study), 1987
- Guam Amusement Operators Association (Socio-Economic Research Study), 1987
- Zurich Insurance Companies (Market Research), 1987
- International Family Foods, Shakey's /Sizzler /Taco Bell (Consumer Focus Groups, Marketing Planning and Development), 1985-1987
- Family Health Plan (FHP) (Consumer Market Research), 1986

Consulting Research Reports

Author, Market Research Reports:

- "Calvo's SelectCare Subscriber Survey", 2011, 2012
- "CBPA Student Survey", May 2001, May 2002, May 2003, May 2004, May 2005, May 2006
- "CBPA Stakeholder Survey", May 2001, May 2002, May 2003
- "CBPA Alumni Survey", May 2001, May 2003
- "GMHP Member Survey", March, 2000
- "GMHP Member Survey", March, 1999
- "GMHP Member Survey", March, 1998
- "Shell Petroleum Consumer Behavior Study", January, 1997
- "Pay-Less Supermarkets/7-Eleven Retail Consumer Profile Research Study", February, 1993
- "Pay-Less Supermarkets Customer Response Research Study", August 1992
- "Guam Power Authority Customer Service Survey", April, 1992
- "GPA Demand-Side Study", September 1991
- "University of Guam Image Study", April 1991
- "Shell Guam Media Study", August 1990
- "Consumer Preferences for Guam Bakery Products", December 1988
- "Guam Office Equipment Market Study", November 1988
- "Consumer Milk Preferences Among U.S. Military Personnel and Dependents on Guam", Nov. 1988
- "Consumer Behavior Patterns in the Soft Drink Market on Guam", July, 1988
- "Survey of Lost Healthcare Subscribers", 1986

Author, Focus Group Reports:

- "Guam Power Authority - Employee Attitude Study", January 1992
- "University of Guam Image Focus Group Study", March 1990
- "Marketing Variables and Taste Preferences for Foremost Milk Products on Guam", June 1987
- "Marketing Variables and Taste Preferences for Coke Versus Pepsi on Guam", June 1987
- "An Analysis of Consumer Taste Preferences for Shakey's Pizza on Guam", January 1986

XI. PROFESSIONAL GROWTH ACTIVITIES:

- American Marketing Association, Summer Educator's Conference, San Francisco, CA (2011)

- American Marketing Association, Summer Educator's Conference, San Diego, CA (2008)
- Annual Meeting of the Association of Collegiate Marketing Educators, San Diego, CA, 2007
- American Marketing Association, Winter Educator's Conference, San Diego, CA (2007)
- American Marketing Association, Winter Educator's Conference, St. Petersburg, Florida, (2006)
- American Marketing Association, Summer Educator's Conference, San Francisco, CA, (2005)
- American Marketing Association, Winter Educator's Conference, San Antonio (2005)
- Hawaii International Business Conference, Hawaii (2002)
- e-Commerce in Asia-Pacific, East-West Center, Hawaii (2001)
- Japanese Business Practices Study Tour and Conference Presenter, AACSB-Keizai Koho Center Fellowship Program, Japan (2001)
- Internet Marketing, Australian Marketing Institute, Brisbane, Australia (2001)
- e-Commerce in Asia-Pacific, East-Center, Hawaii (2000)
- Asia Pacific Tourism Association, Phuket, Thailand (2000)
- 2000 Retailing Conference, AMA-UOG Collegiate Chapter & Guam SBDC, Guam
- Asia Pacific Tourism Association, Hong Kong (1999)
- 1999 Services Marketing Conference, AMA-UOG Collegiate Chapter & Guam SBDC, Guam
- Small Business Conference, Small Business Development Center, Guam (1998)
- American Marketing Association, Winter Marketing Educator's Conference, Austin, TX (1998)
- Small Business Conference, Small Business Development Center, Guam (1997)
- Marketing Planning: Meeting the Challenge for Guam's Vision 2001 Conference,
- American Marketing Association - UOG Collegiate Chapter (1996)
- Women in Business Conference, Soroptimist International of the Marianas (1996)
- Small Business Conference, Small Business Development Center, Guam (1996)
- World Marketing Congress Conference, Melbourne, Australia (1995)
- Maximizing the Marketing Effort, Center for Continuing Education, UOG, Guam (1993)
- American Marketing Association, Winter Marketing Educator's Conference, Newport Beach, CA (1993)
- UOG Conference on Total Quality Management, Tumon, Guam (1993)
- Guam Conference on Women in Business, Tumon, Guam (1990 to 1992)
- American Marketing Association, Summer Marketing Educator's Conference, San Diego, CA (1991)
- American Marketing Association, Summer Marketing Educator's Conference, San Francisco, CA (1988)
- Seminar on Teaching Case Analysis, San Francisco, California (1988)

XII. SEMINARS, TRAINING PROGRAMS, ETC., CONDUCTED FOR BUSINESS AND INDUSTRY:

- American Marketing Association – UOG Collegiate Chapter Annual Marketing Conferences, (Presenter and Producer) 1999 – 2014
- Bank of Guam (Management Training), 1998
- Bank of Hawaii (Management Training), 1997
- United States Navy (Management Training), 1989, 1990, 1992
- Guam Insurance Association (Training), 1990-1992
- The Carpet Store (Sales Management Training), 1990
- Guam Dai Ichi Hotel (Management Training), 1989-1990

XIII. PROFESSIONAL PRESENTATIONS, SPEECHES, ETC:

Author/Presenter, "Can the Seeds for Entrepreneurial Spirit be Planted and Cultivated in the Classroom?: An Initial Review of the Success of Our Entrepreneurship Program at the University of Guam", presented at the annual IACBE Region 8 conference, Big Sky, Montana, 2015.

Author/Presenter, "The Traveling Classroom: Experiential Learning on the Go", presented at the annual IACBE Region 8 conference, Cour d'Alene, Idaho, 2014.

Co-Author/Presenter with Michele K. Wayte, Ph.D., "The Borderless, Cross-Cultural Class Project: Developing and Assessing Its Use as a Tool in Teaching Critical Content and Skills for Global Business", presented at the annual IACBE conference, Orlando, Florida, 2013.

Author/Presenter, "Social Entrepreneurship: The Business of Giving", presented at the Annual International Conference on Business, Economics, and Information Technology (ICBEIT), Cairns, Australia, 2013.

Author/Presenter, "Assessing the Value of Business Education", presented at the IACBE Region 8 conference, 2012.

Author/Presenter, "Agana Market Place: Two Birds One Stone A Case Study in Retailing", presented at the Annual ICEBIT conference, Ho Chi Min City, Vietnam, 2012.

Editor, Proceedings from the 2006 American Marketing Association Customer Relationship Marketing: Cultivating Symbiotic Partnerships for Long Term Profitability, presented at the Annual Meeting of the Association of Collegiate Marketing Educator's, 2007

Co-Author/Presenter with Judy Strauss, "The Student Driven e-Business Conference: Creating Relevance Through an Experiential Learning Approach", presented at Annual Meeting of the Association of Collegiate Marketing Educators, 2007

Author/Presenter, "Selling Your Service", a presentation for the 1999 Services Marketing Conference, AMA-UOG Collegiate Chapter & Guam SBDC, Guam

Co-Author/Presenter with Dr. Anita Williams, "The Importance of Commerce in the Growth and Development of Guam", a presentation for the University of Guam, MARC Speaker Series, Spring 1997.

Presenter, "Doing Business With Japan, Korea, and China", International and Business Workshop Series - Export Now: New International Opportunities for Guam's Small Business, U.S. Department of Commerce, Small Business Administration, 1988

Co-Author with David M. O'Brien, "Poker Machine Gaming on Guam: Economic, Social, and Comparative Perspectives", presented to the 19th Guam Legislature, February 1988

XIV. INSTITUTIONAL SERVICES PERFORMED:

- Committee Member, UOG Good To Great Committee(2014)
- Producer, Annual AMA-UOG Collegiate Chapter Marketing Conferences (1996 to Present)
- Author, BBA&A Good to Great Program Report (2013)
- Author, PA Program Self Study (2013)
- Author, PA Program Self Study (2013)
- Author, BBA Program Promotional Brochures and Posters/Flyers (2011)
- Author, SBPA – BBA Program Self Study (2008 & 2010)
- Chair, SBPA Dean Search Committee (2008)
- Member, IACBE Site Team, Holy Angel College, Philippines (2008)
- President, IACBE Region 8, 2006 to Present
- Author, SBPA – BBA Program Analysis (2007)
- Author, SBPA – BBA Program Outcomes Assessment Poster Presentation for WASC Visit (2007)
- Member, SBPA Assurance of Learning Committee (2007-Present)
- Accreditation Coordinator, SBPA, 1999 to Present
- Advisor, American Marketing Association-UOG Collegiate Chapter, 1996 to Present
- Author, SBPA AACSB Accreditation Annual Report, 2003, 2004,2005
- Author, SBPA IACBE Accreditation Annual Report 2003 to Present
- Producer, CBPA Promotional CD, 2002
- Author, CBPA AACSB Accreditation Annual Report, 2002
- Author, CBPA IACBE Accreditation Annual Report, 2002
- Chair, Screening Committee, UOG Director of Integrated Marketing Communications, 2002
- Member, Screening Committee, CBPA Legal Studies Faculty, 2002
- Chair, Screening Committee, CBPA Marketing Faculty, 2002
- Producer, UOG Annual Report, 2001
- Producer, UOG President's Report, 2001
- Author, Marketing Program Review, 2001
- Author, CBPA - AACSB Accreditation Annual Report, 2001
- Member, AACSB Accreditation Curriculum Committee, 2001
- Chair, Toranomom Accreditation Review Group, 2001
- Author, CBPA IACBE Annual Report, 2001
- Member, WASC Accreditation Issue #3 Planning Group, 2000
- Member, Marketing Search Committee, 2001
- Author, UOG Annual Report, 2000
- Author, AACSB Accreditation Plan, 2000
- Author, AACSB Accreditation Self Study, 2000
- Member, Tourism Search Committee, 2000-Present
- Author, IACBE Accreditation Outcomes Assessment Plan, 2000
- Author, IACBE Accreditation Self Study, 2000
- Member, Dean's Search Committee, 1999-Present
- Liaison, CBPA AACSB Accreditation Task Force, 1999-Present
- Liaison, CBPA IACBE Accreditation Task Force, 1999-Present
- Member, Management Search Committee, 1999-Present
- Moderator/Presenter, AMA-UOG Collegiate Chapter/SBDC Marketing Conference, 1998 & 1999
- Producer, CBPA Brochure, 1998 & 1999
- Member, CBPA Building Fund Drive Committee, 1998 & 1999

- Member, “UOG is Your University” Task Force, 1997
- Chair, Marketing Search Committee, 1997
- Co-Author/Presenter, MARC Speaker Series, 1997
- Co-Chair, CBPA-AACSB Committee on Accreditation, 1996-1997
- Moderator, SBDC Small Business Conference, 1997
- Presenter, SBDC-SCORE Workshop on Marketing, October, 1996
- Author/Chair, Marketing Program Review, 1996
- Member/Task Leader, UOG Institutional Improvement Task Force, 1996-1998
- Presenter, SBDC Small Business Conference, 1996
- Member, CBPA Ad Hoc Committee on Community Service, 1996
- Co-Chair, CBPA Academic Challenge Bowl Team, 1996
- Moderator, UOG Conference on Total Quality Management, 1993
- Secretary, University Registration and Admission Committee, 1986-1991
- Member, UOG Commencement Committee, 1988-89 & 1991
- Presenter, CBPA/COE Faculty Development Workshop, 1991
- Organizer, CBPA Business Club "UOG Dress For Success" Workshop, 1990
- Consultant, UOG Faculty Development Task Force, 1990
- Member, CBPA Marketing Search Committee 1988-89
- Member, CBPA Economics/Finance Search Committee, 1989
- Consultant, Western Pacific Educational Center Grant, 1988
- Chair, CBPA Computer lab Committee, 1988-89
- Co-Chair, CBPA Registration Committee, 1988-89
- Chair, Marketing Program Review Self Study, 1988
- Member, CBPA Scholarship Committee, 1988-91
- Member, ROTC Scholarship Committee, 1989
- Advisor, CBPA Business Club, 1987-93
- Advisor, Pohnpei Students' Association, 1988-89
- Chair, CBPA Academic Challenge Bowl Team, 1986-90
- Member, UOG Charter Day Challenge Bowl Committee, 1986-90
- Consultant, UOG Privatization Grant (Gov Guam/DOI), 1985-87
- Member, CBPA Peer Review Committee, 1987
- Member, UOG Teacher of the Year Committee, 1987-89
- Co-Organizer, Pacific Privatization Forum (Guam, CNMI, Am. Samoa), 1987
- Participant, Public Administration Conference, 1986-90
- Moderator, Public Administration Conference, 1989-90
- Organizer, Many CBPA Faculty and Student Social and Recreational Events

XV. AWARDS, HONORS, AND RECOGNITIONS:

AACSB Fellow, Understanding Japanese Management Challenges & Traditions, Japan Study Tour Sponsored by AACSB - The International Association for Management Education and the Keizai Koho Center, Japan (2001)

Best Media Brochure Design, Guam Marketing Association, Annual Marketing Awards, 1999

XVI. PROFESSIONALLY RELATED COMMUNITY ACTIVITIES:

- Member, Advisory Panel, Western Pacific Regional Fisheries Management Council, 2000-2006

- Board Member, Guam Marketing Association, 1998-2000
- Member, American Marketing Association, 1985-Present
- Chair, Rotary Club of Guam Scholarship Committee, 1996-1997
- Member, Rotary Club of Guam Speaker Series Committee, 1996-1997
- Member, Rotary Club of Guam Education and Community Service Committee, 1996-1997
- Member, Rotary Club of Guam, 1996-1998
- Presenter, Soroptomist International of the Marianas, Women in Business Seminar, 1996
- Member, Soroptomist International of the Marianas, 1991-1993 (VP, 1992)
- Member, Guam Latin-American Association, 1988-1993
- Judge, Communication Arts Guild of Guam Media Awards, 1990-92
- Member, Cancer Society Gala Ball Committee, 1990-91
- Member, Guam Women's Club, 1986-1993
- Vice President, Guam Women's Club, 1988-89
- Chair, Guam Women's Club Education Committee, 1989-90
- Member, Arts Council, 1989
- Chair (and Co-Chair), GWC Mardi Gras Charity Ball, 1988-89 & 1991
- Member, International Women's Club, 1988-Present
- Member, Liberation Day Committee, 1988
- Chair, Liberation Day Ball, 1988
- Member, Guam Chamber of Commerce, 1986-89
- Active in local youth sports and 4-H Club