
Charles S. Gulas

Vita

Spring 2016

Office:
Department of Marketing
Raj Soin College of Business
Wright State University
Dayton, OH 45435
(937) 775-2905
charles.gulas@wright.edu

Home:
2805 Pekin Road
Springboro, OH 45066
(937) 743-9621
csg_email@yahoo.com

Education

Ph.D.	University of Massachusetts Amherst Amherst, MA 01003 Major Area: Marketing Minor Area: Social Psychology	1994
-------	--	------

Dissertation:

The Effect of Ambient Scent on Consumer Behavior:
Implications for Retail Atmospherics

Honors and Awards

American Marketing Association Doctoral Consortium Fellow 1993
Member of Beta Gamma Sigma - National Business Honor Society
1993 Harold Hardy Scholarship Award
1992 Harold Hardy Scholarship Award

MBA	Williamson School of Business - Youngstown State University Youngstown, OH 44555 Concentration: Marketing	1986
-----	---	------

BS	Williamson School of Business - Youngstown State University Major: Marketing Management Minor: Economics Graduated Magna cum Laude	1984
----	---	------

Honors and Awards

Dean's List - 4 years
Outstanding Senior in Marketing Award
Distinguished Student in Business Award
Served as graduate school representative to Student Government

Publications and Scholarship

Book Publications

Gulas, Charles S., Marc G. Weinberger and Kunal Swani (forthcoming 2016), "Humor and Violence," Wiley Handbook of Violence and Aggression, Peter Sturmey, ed.

Banerjee, Subhabrata, Charles Gulas and Easwar Iyer (2015) *Shades of Green: A Multidimensional Analysis of Environmental Advertising in Environmental Communication Volume Four: Environmental Publics: Citizens, Corporations, And Non-Governmental Organizations* Robert Cox (editor) SAGE Publications, Thousand Oaks, CA. **(This chapter is a reprint of an article that I had published in the Journal of Advertising in 1995).**

Gulas, Charles S., Kim K. McKeage and Marc G. Weinberger (2014), "It's Just a Joke: Violence against Males in Humorous Advertising in Advertising and Violence: Concepts and Perspectives" Nora J. Rifon; Marla B. Roynes; Les Carlson (eds.) Armonk, NY M.E. Sharpe. 45-59. **(This chapter is a reprint of an article that I had published in the Journal of Advertising in 2010).**

Weinberger, Marc G., Charles S. Gulas and Michelle F. Weinberger (2012), "Culture as Expressed through Advertising Humour," in *Handbook of Developments in Consumer Behaviour*, Victoria Wells and Gordon Foxall (eds.), Edward Elgar Publishing. 83-117.

Gulas, Charles S. and Marc G. Weinberger (2010), "That's Not Funny Here: Humorous Advertising across Boundaries," in *Translation, Humour and the Media*, Delia Chiaro, ed. London: Continuum Books. 17-33.

Gulas, Charles S. and Marc G. Weinberger (2006), *Humor in Advertising: A Comprehensive Analysis*, Armonk, NY: M. E. Sharpe, Inc. (ISBN 0-7656-1613-0).

Gulas, Charles S. and Marc G. Weinberger (2003), "Humor" in *The Advertising Age Encyclopedia of Advertising*, John McDonough, ed., New York: Fitzroy Dearborn. 824-828.

Xue, Zhiming and Charles S. Gulas (2002), "Continuous Improvement in College Teaching: An Application of Statistical Tools," in *Fundamental Concepts of Quality Improvement*. Hartman, Melissa G. ed., Milwaukee, WI: ASQ Quality Press, 273-284 **(Reprinted from ASQC Proceedings listed below).**

Journal Publications

Weinberger, Marc G. Charles S. Gulas and Michelle F. Weinberger (2015), "Looking in Through Outdoor: A Socio-Cultural and Historical Perspective on the Evolution of Advertising Humor." *International Journal of Advertising* 34 (3) 447-472.

Swani, Kunal, Marc G. Weinberger, and Charles S. Gulas (2013), "The Impact of Violent Humor on Advertising Success: A Gender Perspective." *Journal of Advertising*. 42 (4) 308-319.

McKeage, Kim K. and Charles S. Gulas (2013), "Relationships, Roles, and Consumer Identity in Services Marketing," *Services Marketing Quarterly*. 34 (3) 231-239.

Gulas, Charles S. and James E. Larsen (2012), "Silence is Not Golden: Firm Response and Non-response to Consumer Correspondence," *Services Marketing Quarterly* 33(3) 261-275.

Gulas, Charles S., Kim K. McKeage and Marc G. Weinberger (2010), "It's Just a Joke: Violence against Males in Humorous Advertising," *Journal of Advertising*. 39(4) 109-120. (reprinted in 2014 Rifon, Royme, Carlson book listed above).

Gulas, Charles S., James E. Larsen and Joseph W. Coleman (2009), "Brand and Message Recall: The Effects of Situational Involvement and Brand Symbols in the Marketing of Real Estate Services," *Services Marketing Quarterly*. 30 (4) 333-341.

Larsen, James E., Charles S. Gulas, Joseph W. Coleman (2008), "Residential Real Estate Marketing Activities: What Works, What Doesn't." *Real Estate Review*. 37 (3) 97-110.

Gulas, Charles S. and Robert Premus (2008), "Inventing Flight: A Once-In-A-Lifetime Business Opportunity," *Journal of Business and Behavioral Sciences*. 18 (1) 43-62.

Larsen, James E., Joseph W. Coleman and Charles S. Gulas (2008), "Using Public Perception to Investigate Real Estate Brokerage Promotional Outlet Effectiveness," *Journal of Real Estate Practice and Education*. 11 (2) 159-177.

Gulas, Charles S., Robert Premus, John P. Blair (2008), "Choosing a Business Location at Startup: A Case Study," *Business Journal for Entrepreneurs*. 2008 (3) 1-31.

Flaherty, Karen, Marc G. Weinberger and Charles S. Gulas (2004), "The Impact of Perceived Humor, Product Type, and Humor Style in Radio Advertising," *Journal of Current Issues and Research in Advertising*. 26 (1) 25-36.

Gulas, Charles S. and Kim McKeage (2004), "The Memetics of Transcendent Places," *Advances in Consumer Research* 31 (1) 468-472.

Gulas, Charles S. and Kim McKeage (2000), "Extending Social Comparison: An Examination of the Unintended Consequences of Idealized Advertising Imagery," *Journal of Advertising*. 29 (2) 17-28.

Campbell, Leland, Charles S. Gulas and Thomas S. Gruca (1999), "Corporate Giving Behavior and Decision-Maker Social Consciousness," *Journal of Business Ethics*. 19 (4) 375-383.

Gulas, Charles S. (1996), "Atmospherics: Maintaining and Motivating Consumers," *Journal of Academy of Business Administration*. 2 (1) 46-54.

Banerjee, Subhabrata, Charles S. Gulas, and Easwar Iyer (1995), "Shades of Green: A Multidimensional Analysis of Environmental Advertising," *Journal of Advertising*. 24 (2) 21-31.

Gulas, Charles S. and Peter H. Bloch (1995), "Right Under our Noses: Ambient Scent and Consumer Responses," *Journal of Business & Psychology*. 10 (1) 87- 98.

Iyer, Easwar, Bobby Banerjee and Charles S. Gulas (1994), "An Expose' on Green Television Ads," *Advances in Consumer Research* 21(1) 292-298.

Weinberger, Marc G. and Charles S. Gulas (1992), "The Impact of Humor in Advertising: A Review," *Journal of Advertising*, 21 (4) 35-59.

Maskulka, James M. and Charles S. Gulas (1987), "The Long-term Dangers of Gray-Market Sales," *Business*, 37 (1) 25-31.

Papers Published in Refereed Conference Proceedings

Gulas, Charles S., Kunal Swani, and Marc G. Weinberger (2015), "Comedic Violence in Advertising: A Test of Gender Commonality." *The Proceedings of the 2015 Conference of the American Academy of Advertising*, Michelle R. Nelson, editor.

Crawford, Heather, Gary Gregory, James Munch and Charles S. Gulas, (2009), "Humorous Appeals in Advertising: Comparing the United States, Australia and the People's Republic of China." In *Cross Cultural Research*, Lenard C. Huff, editor.

Crawford, Heather, Gary Gregory, James Munch and Charles S. Gulas (2009), "Humour Types and Themes in Cross Cultural Advertising" *Proceedings of the Academy of International Business*.

Delaney, Jay and Charles S. Gulas (2007), "Marketing of Art and the Art of Marketing; The Marketing Concept in Practice," in *The Proceedings*, International Management Conference, Society for Advancement of Management. 1540-1544.

Gulas, Charles S., Robert Premus, and John P. Blair (2006), "Choosing a Landing Site for Wright Air & Space Center," abstract published in *Proceedings of the International Academy for Case Studies*. Allied Academies International Conference 13 (2) 7.

Monnier, Christina and Charles S. Gulas, (2004), "American Odyssey," extended abstract published in *Advances in Consumer Research* Vol. 31 Barbara E. Kahn and Mary Frances Luce eds. Valdosta. GA: Association for Consumer Research. 6-7.

Gulas, Charles S. (2002), "Fear Appeals in a Fearful Time," *The Proceedings*, International Management Conference, Moustafa H. Abdelsamad and Elwin R. Myers, eds. Society for Advancement of Management. 779-782.

Campbell, Leland and Charles S. Gulas (1996), "The Effect of Cause Related Marketing (CRM) on Emotions and Attitudes," *Developments in Marketing Science* Vol. 19 Elizabeth J. Wilson and Joseph F. Hair Jr. eds. Coral Gables, FL: Academy of Marketing Science, 238-242.

Xue, Zhiming and Charles S. Gulas (1995), "Continuous Improvement in College Teaching: An Application of Statistical Tools," in *ASQC 49th Annual Quality Congress: Proceedings*. Milwaukee: American Society for Quality Control, 267-275. (reprinted in 2002 Hartman book listed above).

Gulas, Charles S. and Charles D. Schewe, (1994), "Atmospheric Segmentation: Managing Store Image With Background Music," in *Enhancing Knowledge Development in Marketing 1994 AMA Educators' Proceedings* Vol. 5 Ravi Achrol and Andrew Mitchel, eds. Chicago: American Marketing Association, 325-330.

Antes, David L. and Charles S. Gulas (1993), "The Use of Humor in Health Care Advertising: A Planning Model," in *Advances in Health Care Research*, Ronald Hoverstad and H. Lee Meadow, eds. Madison, WI: American Association for Advances in Health Care Research, 56-60.

Gulas, Charles S. and David L. Antes, (1993), "Celebrity Endorsers and Race: A Report of Two Pilot Studies," abstract published in *Proceedings of the 1993 Conference of the American Academy of Advertising*, Esther Thorson, ed. Columbia, MO: University of Missouri-Columbia, 269.

Other Publications

Weinberger, Marc G. and Charles S. Gulas (2016), "A Curation of Advertising Humor in the Journal 2000-Present," the *Journal of Advertising* published online February <http://explore.tandfonline.com/content/bes/ujoa-si-humor/ujoa-si-humor-intro/>

Gulas, Charles S. and Kim McKeage (2003), "Store Relationship Quality (SRQ) A Tool for Understanding Store Loyalty," *Working Paper Series* Raj Sooin College of Business number 03-01.

Gulas, Charles S. (1996), Book Review of – M. M. Kosteci, Marketing Strategies for Services: Globalization, Client-Oriented, Deregulation. New York: Pergamon Press - *Journal of the Academy of Marketing Sciences*, 24 (2) 178-179.

Gulas, Charles S. and Charles D. Schewe (1993), "Atmospheric Segmentation: Managing Store Image With Background Music," 1993/16 in *Working Paper Series*, Sven-Olof Collin and Rikard Larsson eds. Institute of Economic Research, School of Economics and Management, Lund University, Sweden (revised version of this paper was published as a refereed conference paper listed above).

Presentations at Refereed Academic Conferences

Gulas, Charles S. and Robert Premus (2009), "Forecasting Sales for a Startup Firm," paper presented at Research Symposium on Marketing and Entrepreneurship, Chicago, IL.

Gulas, Charles S. and Robert Premus (2007), "Inventing Flight: A Once-In-A-Lifetime Business Opportunity," presentation at the American Society of Business and Behavioral Sciences, 14th Annual Conference, Reno, NV.

Monnier, Christina and Charles S. Gulas (2003), "American Odyssey," consumer research film and presentation at the *Association for Consumer Research North American Conference*, Toronto, Ontario Canada.

Gulas, Charles S. (1999), "Modeling the Effects of Retail Atmospherics," presented at *Institute for Operations Research and the Management Sciences (INFORMS) International Conference*, Cincinnati, OH.

Gulas, Charles S. (1999), "Multiple Measurements of Emotional State: Implications for Consumer Research," presented at *Sixth Annual Meeting of the American Society of Business and Behavioral Sciences*, Las Vegas, NV.

Gulas, Charles S. and Kim McKeage (1997), "Men's Reactions to Idealized Images in Advertising," presented at *American Marketing Association Summer Educator's Conference*, Chicago, IL.

Gulas, Charles S. and Marc G. Weinberger (1997), "The Effects of Pleasant Ambient Scent on Product Evaluation Behavior," presented at *American Marketing Association Winter Educator's Conference*, St. Petersburg, FL.

Other Participation in Academic and Professional Conferences

Weinberger, Marc G., Charles S. Gulas and Michelle F. Weinberger (2013), "The Shifting Face of Advertising Humor: A Socio-cultural and Historical Perspective," Presented by Marc G. Weinberger at the 2013 NET Humor Research Conference, Southern Methodist University, Dallas, TX.

McKeage, Kim and Charles S. Gulas (2007), "The Dynamic Nature of Customers' Lived Retail Relationships," presented by Kim McKeage at the 14th International Conference on Retailing and Services Science, San Francisco, CA.

Session Chair

Society for the Advancement of Management, International Business Conference, Las Vegas, NV (2007)

McKeage, Kim and Charles S. Gulas (2004), "Transcendent Retail Places," presented by Kim McKeage at the Strategic Brand Management Seminar of the University of Maine, co-sponsored by the American Marketing Association and the Portland Marketing Association.

Session Organizer and Chair

Special Topic Session – "Idols and Ideals: Secondary Consequences and Societal Influences of Advertising Images," presented at *American Marketing Association Summer Educator's Conference*, Chicago, IL (1997).

Session Organizer and Chair

Special Topic Session – "Olfaction and Marketing: Recent Findings and Methodological Challenges," presented at *American Marketing Association Winter Educator's Conference*, St. Petersburg, FL (1997).

Session Organizer and Chair

Special Topic Session – "Issues of Race in Advertising," *Annual Conference of The American Academy of Advertising*, Montreal, Quebec - Canada (1993).

Panel Member Participant

"Preparing Doctoral Candidates for the 1990's and Beyond: A Faculty/Ph.D. Student Panel Discussion," *1993 American Marketing Association Summer Marketing Educators' Conference*, Boston, MA.

Scholarly Reviews and Other Service to the Discipline

Guest Editor: *Journal of Advertising* - online curation Humor in Advertising (2016)

Book Reviewer: *Humor in the Workplace*, Psychology Press (2014)

Ad hoc reviewer – *Journal of Advertising* (1998-present)

Member of the Editorial Board - *Journal of Asia Pacific Business* (2009-2012)

Ad hoc reviewer - *Journal of Experimental Psychology: Applied* (2011)

External Reviewer for promotion and tenure cases

University of New Hampshire (2014)

East Carolina University (2012)

East Carolina University (2010)

Skidmore College (2004)

External thesis examiner for a Ph.D. candidate at the University of New South Wales, Australia. (2010)

Reviewer - AMA Summer Educators' Conference (2009)

Judge – Chapter Plans and Annual Reports - American Marketing Association International Collegiate Conference (2008)

Ad Hoc Reviewer – *Marketing Theory* (2003)

Competitive Paper Reviewer - AMS/ACRA Retailing Conference (2003)

- Judge - John A. Howard Doctoral Dissertation Competition *American Marketing Association* (2003)
- Competitive Paper Reviewer - *American Marketing Association Summer Marketing Educators' Conference* San Diego, CA (2002)
- Competitive Paper Reviewer - *American Marketing Association Winter Marketing Educators' Conference* Scottsdale, AZ (2001)
- Competitive Paper Reviewer - *Seventh Annual Marketing and Public Policy Conference* - Boston (1997)
- Competitive Paper Reviewer - *Marketing Management Association Annual Conference* - Chicago (1997)
- Competitive Paper Reviewer - *Fifth Symposium on Cross-Cultural Consumer and Business Studies* - Hong Kong (1995)

Teaching Experience and University Service

Wright State University - Raj Sooin College of Business – Department of Marketing

<i>Professor</i>	2010-present
<i>Associate Professor</i>	2000/2010
<i>Assistant Professor</i>	1994/2000

Undergraduate courses taught: Entrepreneurship, Senior Projects in Marketing (capstone course), Advertising / Promotional Marketing /IMC, Internet Marketing, Marketing Management, Marketing Management Lab (communications), Marketing Strategy, Product Management, Independent Studies in Marketing, Honors Project in Marketing, Internship in Marketing

Graduate courses taught: Entrepreneurship, Integrated Marketing Communications, Business Professionalism, Consumer and Industrial Buyer Behavior, The Marketing Process, Marketing Strategy, Survey of Marketing, Independent Studies in Marketing. (Full membership in the graduate faculty granted in 2004)

Directed student groups in developing advertising campaigns and marketing plans for local small businesses and not-for-profit organizations.

Off Campus Teaching

WSU MBA Program	Lake Campus, Celina, Ohio
WSU MBA Program	Rio Grande, Ohio
WSU MBA Program	Tortola, British Virgin Islands
WSU MBA Program	Mound Advanced Technology Center

Grants Received

“Successful Media Impacts,” with James E. Larsen and Joseph W. Coleman – Ohio Division of Real Estate & Professional Licensing \$82,077 (2006)

“E-Business Development,” with Barbara Denison – Wright State University Professional Development Grant \$3000 (2003-2004)

“Electronic Commerce Learning Community,” with Barbara Denison, Thomas Dovel, Jung Choi, Joan Lumpkin, Paula Saunders, Hong Wang – Wright State University Special Grants Program \$18,900 (2000-2001)

Recent University and College Service (previous years similar)

2012-2013

Promotion and Tenure Committee (college)	Member
Student Awards, Scholarships and Honors Committee (college)	Alternate
Marketing faculty search committee (department)	Member

Honors and Awards

Nominee – Educator of the Year: Greater Dayton Advertising Association	2008, 2009, 2010, 2011, 2012, 2013
Gold Medal Winner – People’s Choice Award: Association for Consumer Research Film Festival	2003
Department of Marketing Co-Nominee for COBA Outstanding Teacher	2000-01
The Belinda A. Burns Faculty Scholarship Award	1997-99
Wright State University MBA Association Faculty Award for Marketing	1996
Chair's Award for Commitment to Excellence for Outstanding Teaching	1996
Department of Marketing Nominee for COBA Outstanding Teacher	1996

Other Teaching Experience and University Service

University of Massachusetts Amherst

Graduate Instructor 1993/94
 Department of Marketing
 Amherst, MA 01003
 Taught undergraduate course: Buyer Behavior and Marketing Research.

Clarion University of Pennsylvania

Full Time Instructor 1989/90
 Department of Marketing
 Clarion, PA 16214
 Taught undergraduate courses in: Principles of Marketing, Advertising, Industrial Marketing and Physical Distribution

University Service:

Advisor for Student Chapter of the American Marketing Association
 Member of Library Committee
 Undergraduate Student Advisor
 Reader - Pittsburgh National Bank Essay Contest

Youngstown State University - Williamson School of Business*Part-Time Instructor*

1989

Department of Marketing

Youngstown, OH 44555

Instructed course in Industrial Marketing.

Teaching Assistant, (as an MBA student)

1984/86

Department of Marketing

Youngstown, OH 44555

Instructed courses in Physical Distribution/Logistics and Industrial Marketing.

Fully responsible for course design, instruction, and grading.

University Service:

Directed a Small Business Administration consulting panel in counseling a local small business.

Industry Experience**Funny Business**

P.O. Box 5292; Poland, OH 44514

Sole Proprietor:

1988-90

In addition to management of the Funny Business Comedy Club in Liberty, OH, the company also provided comedy booking agency services for corporate functions, professional organizations, hotels, and other comedy clubs. The proprietor's responsibilities included: media buying (radio, newspaper, TV, and direct mail), copywriting, talent management, and customer service.

Maidenform, Inc.

90 Park Avenue, New York, NY 10016

Key Account Representative: Chicago, IL - Responsible for sales, new placements, and inventory control for accounts in Illinois, Iowa and Indiana.

1987/88

Sales Representative: Toledo, OH Responsible for sales, new placements, and inventory control for accounts in Northern Ohio and Eastern Michigan.

1986/87

Consulting Projects, Seminars Conducted, and Invited Presentations**BSUR – Amsterdam, the Netherlands**

2010

Consultant: Humor in Advertising**Wright State University Athletics Council Lecture Series**

2008

Invited Presenter: "Humor in Advertising"

Wright State University Friends of the Library Lecture Series

2007

Invited Presenter: "Humor in Advertising"

(r)evolution partners – Atlanta, GA

2007

Consultant: Humor in Advertising

A Fortune 1000 firm	
<i>Consultant:</i> (a non-disclosure agreement prohibits the identification of the firm or the nature of the project)	2007
Wright State University	2006
Conducted survey research in support of <i>Enhancement of Teaching and Learning Grant</i> "Pilot Geographic Expansion of Raj Sooin College of Business Graduate Education"	
Better Business Bureau of Dayton/Miami Valley, Inc.	2005
<i>Conducted Seminar:</i> Truth in Advertising	
Better Business Bureau of Dayton/Miami Valley, Inc.	2004
<i>Conducted Seminar:</i> Truth in Advertising	
Wright Air & Space Center	2004
<i>Consultant:</i> with Robert Premus and John Blair – Site Selection Study	
Otterbein Retirement Living Communities	2004
<i>Consultant:</i> with Charles Schewe – Strategic Plan	
Mercer County – Grand Lake Economic Development	2004
<i>Conducted Seminar:</i> with Robert Premus – Retail Competitive Strategies	
Center for Teaching and Learning – Wright State University	2004
<i>Invited Presenter:</i> Writing for Publication: Suggestions from Successful WSU Faculty	
Raj Sooin College of Business - Wartime Business and Economics Forum Series	2001-2002
<i>Discussion Facilitator</i> - Marketing, Consumer Behavior and Advertising: November 5, 2001; January 14, 2002; September 6, 2002	
Better Business Bureau of Dayton/Miami Valley, Inc.	1999
<i>Conducted Seminar:</i> Clear and Effective Advertising Techniques	
Miami Valley Ford Dealers Service Manager Meeting - Dayton, OH	1998
<i>Conducted Seminar:</i> Customer Service and Relationship Marketing	
Better Business Bureau of Dayton/Miami Valley, Inc. – Dayton, OH	1997
<i>Conducted Seminar:</i> Clear and Effective Advertising Techniques	
Dayton Metropolitan Housing Authority – Dayton, OH	1995
<i>Consultant:</i> Developed an advertising and publicity strategy.	
Better Business Bureau of Dayton/Miami Valley, Inc. and Dayton Advertising Club Dayton, OH	1995
<i>Workshop Leader:</i> Truth in Advertising, the DOs and DON'Ts	
Fairborn Rotary	1995
<i>Invited Presenter:</i> "Retail Atmospherics: The Environment of Consumption"	

Professional Development

Consortium for Entrepreneurship Education	2006
Awarded scholarship to attend annual conference Phoenix, AZ	
Direct Marketing Association	2000
Awarded scholarship to attend DMA Professor's Institute – Chicago, IL	
Raj Sooin College of Business Summer Professional Development Program	2000
E-business / Internet Marketing Internship	
Flynn, Sabatino & Day, Inc. – Miamisburg, OH	1996
<i>Advertising Education Foundation Visiting Professor</i>	

Trade Publications

Larsen, James E., Joseph W. Coleman and Charles S. Gulas (2007), "An Investigation of Promotional Outlet Effectiveness for Ohio Real Estate Brokers," Ohio Department of Commerce Division of Real Estate & Professional Licensing available online at:
http://www.com.state.oh.us/real/documents/Media_Impact_Study_FINAL.pdf

Charles S. Gulas (1997), "Network Marketing Schemes Raise Ethical Issues," *Dayton Business Reporter*. March 3. p 7.

Charles S. Gulas (1996), "Developing Ad Images Causes Social Quandary," *Dayton Business Reporter*. September 30. p 7.

External Service

<i>Panelist:</i> Community Chautauqua: Conserve or Consume? Sponsored by B-W Greenway	2004
<i>Judge</i> for the Better Business Bureau Eclipse Awards	1998
Assisted in the development of an advertising campaign for the Daybreak youth shelter	1996
Directed student teams in developing advertising campaigns and marketing plans for local small businesses and non-profit organizations	1994-present

Professional Affiliations and Board Memberships

Church of the Incarnation, Centerville, Ohio Cubmaster for Cub Scout Pack #530 Den Leader for Cub Scout Pack #530 President Emeritus of the Education Commission President of the Education Commission Member of the Education Commission and School Subcommittee Chair	2013-2015 2010-2015 2012-13 2011-12 2008-10
Valco Industries Inc., Springfield Ohio Member of Board of Advisors	2009-2013
A & E Powder Coating, Springfield Ohio Member of Board of Advisors	2002-2013
Rural Land Alliance President, Board of Trustees	2001 - 2007
Advertising Review Council (Dayton and Miami Valley) Vice Chair	2003- 2006
Kettering Children's Choir Member of the Board of Trustees and the Public Relations Subcommittee	1998 - 2000
Dayton Advertising Club Member of Board of Directors and Chair of Scholarship Committee Member	1997-99 1994 - present
Member of the American Academy of Advertising	1992 - present
Member of Dayton Chapter of the American Marketing Association	1994 - 2011
Member of the American Marketing Association	1983 - 2011

Media Appearances

Interview: WHIO (CBS) Dayton, Ohio	February 4, 2016
------------------------------------	------------------

Topic: Super Bowl advertising	February 5, 2016
Interview: WGRT (FOX) Dayton, Ohio	February 6, 2012
Topic: Super Bowl advertising	
Quoted in, "Residents Trying 'Buy American' Plan to Change Economy" Dayton Daily News	April 13, 2010
Quoted in, "Von Maur to Shake Up Retail Market" <i>Dayton Business Journal</i>	September 12, 2008 p. 3
Quoted in, "Making a Name for Themselves: Young Entrepreneurs are Starting area Businesses While They're Still in College" <i>Dayton Daily News</i>	August 26, 2007 p. C1
Quoted in, "Super Bowl Advertising Onslaught is Coming: WSU Professor Researches Humor in Advertising," <i>Fairborn Daily Herald</i> also published in <i>The Dayton Weekly News</i>	January 29, 2007 Front Page
Quoted in, "Humorous TV ads Common in Super Bowl," <i>Fairborn Daily Herald</i> also published in <i>Xenia Daily Gazette</i>	February 4, 2006
Interview: WOSU radio, Columbus, OH Topic: Super Bowl advertising	February 2, 2006
Interview: WMUB radio, Oxford, OH Topic: Humor in advertising	February 2, 2006
Interview: Quoted in, "Unique Marketing Attracting Attention for Local Company" (marketing communications strategy) <i>Dayton Business Journal</i>	December 16, 2005
Interview: Quoted in, "Sweet Success" (marketing strategy) <i>Dayton Business Journal</i>	December 16, 2005
Interview: Quoted in, "Companies use Technology to Advance" (web and interactive marketing strategies) <i>Dayton Daily News</i>	November 1, 2004 p. D3
Interview: Quoted in, "Dayton Area Ranks 8 th in Test Market Survey" (regional demographics) <i>Dayton Business Journal</i>	October 29, 2004 p. 4
Interview: Quoted in, "Tough Market" (regional brand competitive strategies) <i>Dayton Business Journal</i>	May 21, 2004 p. 1 +
Interview: Quoted in, "Steady Course" (business naming strategies) <i>Dayton Business Journal</i>	April 9, 2004 pp. 12-13
Interview: WMUB Radio Oxford, OH Topic - Humor in Super Bowl Advertising	January 29, 2004
Interview: Quoted in, "Fifth Third to Appeal to Women to Get Loans," (bank advertising campaign) <i>Dayton Daily News</i>	December 31, 2003 p. D1+
Interview: Quoted in, "Good Deal?" (going out of business sales) <i>Columbus Dispatch</i>	December 20, 2003 pp. B1-B2
Interview: Quoted in, "Ending with a Bang" (marketing of "Inventing Flight") <i>Dayton Business Journal</i>	July 25, 2003 p. 1+
Interview: Quoted in, "Baby Boom: Biggest Generation Faces Challenges of Aging Differently," (targeting baby boomers) <i>Dayton Daily News</i>	April 13, 2003 Forecast 03 p. 2
Interview: WYSO radio, Yellow Springs, OH Topic - Patriotism in Advertising	July 4, 2002
Interview: Quoted in, "MTC Changes Name to Soin International" (marketing effects of name change) <i>Dayton Business Journal</i>	June 7, 2002
Interview: Quoted in, "Reviving Kmart Not a Sure Thing" (retail competition) <i>Dayton Daily News</i>	January 23, 2002
Interview: WKEF Television Dayton, OH - News 22 Topic - Price Negotiation	November 21, 2001
Interview: Quoted in, "Wonderful Weather Wows Most," (weather effects on business)	November 2, 2000

Dayton Daily News	p E1 +
Interview: Quoted in, "Salem Mall's New Manager Only a Part-Timer: Experts Wonder If the Mall is on Its Way Out" (retail competition) Business News	February 11, 2000 p 1+
Interview: WKEF Television Dayton, OH - News 22 Topic - Internet Marketing	February 3, 2000
Interview: Quoted in, "Hot Deals, Cold Shoppers," (seasonal discounts) Dayton Daily News	January 10, 2000 p 5C
Interview: WKEF Television Dayton, OH - News 22 Topic - Political Advertising	October 12, 1998
Guest: WHIO Television Dayton, OH -WHIO Reports Topic - Business Integrity, Customer Service and the BBB	April 21, 1998
Interview: Quoted in, "Outlet Malls Grabbing Slice of Retail Pie," (retail competition) Dayton Daily News	December 21, 1997 p A1 +
Interview: WHIO Television Dayton, OH - NewsCenter 7 at 5:00 Topic - As Seen on TV: Gadget Advertising	November 9, 1996
Guest: Cable Channel 5 Clarion, PA - Five Alive Topic - Stand-Up Comedy and Marketing	October 25, 1989