Dorothy R. Harpool, M.B.A.
Barton School Senior Lecturer
Marketing
W. Frank Barton School of Business
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Academic Background

M.B.A. Wichita State University, Wichita, Kansas, Business, 1987

B.S. Mount Mercy College, Cedar Rapids, Iowa, Business Administration, 1983

WORK EXPERIENCE

Academic Experience

Director of Student and Community Initiatives, W. Frank Barton School of Business (October, 2008 - Present), Wichita, Kansas.

Barton School Lecturer in Marketing, Wichita State University (1987- Present), Wichita, Kansas.

Director of Graduate Studies, Wichita State University (2005 - 2008), Wichita, Kansas.

Director of MBA Programs, Wichita State University (2002 - 2005), Wichita, Kansas.

Associate Director of Graduate Studies in Business, Wichita State University (1989 2002), Wichita, Kansas.

Professional Experience

Sales associate, Seltec Sales (1985 - 1986), Cedar Rapids, Iowa.

Customer service rep, Teleconnect (1983 - 1985), Cedar Rapids, Iowa.

Management Trainer (1994 - Present), Wichita, Kansas. Present seminars related to overcoming negativity, emotional intelligence, employee attitudes, business communication, and marketing strategy

Marketing Research Independent Consultant, (1990 - Present), Wichita, Kansas.

Consulting

2017: RSM Marketing, Wesley Women's Health Focus Group Moderation

2017: Piatto Pizza Restaurant, Assisted restaurant owner with branding issues.

2016: Kansas Turnpike Authority, Marketing Research

2016: Fairmount Technologies LLC, Conducted focus group

2015: Kansas Turnpike Authority, Reviewed and revised consumer survey

2015: Barton School, Ethics Course Focus Groups, Conducted focus groups related to the Barton School required Ethics Course.

2014: Cowley First Economic Development, Developed Marketing Plan

2014: Heartland Credit Union: Mentored new corporate trainer for the organization.

2013: Kansas Turnpike Authority, Marketing Research

2006: Cargill, Consumer Behavior Seminar

Center for Management Development Seminars Conducted

2017: Textron, CMD Overcoming Negativity in the Workplace Seminar 8/24/17

2017: Textron, CMD Emotional Intelligence Seminars 2/21/17, 5/2/17, 7/13/17, 9/12/17, 11/7/17

2017: Textron, CMD Building Effective Work Relationships 2/23/17

2017: Pfizer, CMD EI Seminar 3/31/17

2017: Kansas health Foundation, Emotional Intelligence Seminar delivered during State conference 4/7/17

2017: Crossland Construction, CMD Building Effective Work Teams Seminar 9/2817

2017: Child Start, CMD Emotional Intelligence Seminar 3/10/17

2017: CMD, Supervisor Certificate Program Seminars 3/2/17 and 9/19/17

2017: CMD, Overcoming negativity in the Workplace Public Program 9/26/17

2017: CMD, Improving Communication Skills Public Program 4/20/17 and 10/19/17

2017: CMD, Emotional Intelligence Public Seminar 6/14/17

2017: CAMSO, CMD Emotional Intelligence Seminar 6/16/17

2017: Airxcel, CMD Supervisor Training Seminar 6/22/17 and 6/23/17

2016: KU Medical School, Presented Emotional Intelligence seminar to Grand Rounds. Participants included MD's and other medical professionals.

2016: Center for Entrepreneurship Seminars (2)

2016: CMD Supervisor Seminar (Communication) 2 times

2016: CMD Supervisor (Attitudes) 2 times

2016: CMD Seminar for Kansas Air National Guard

2016: CMD Seminar for Detroit Diesel

2016: CMD Seminar for Airbus

2016: CMD Overcoming Negativity Public Seminar

2016: CMD EI public seminar

2016: CMD All Day Communication

2016: CMD 8 Seminars for Textron

2016: CMD 6 seminars for Koch Industries

2016: CMD 6 Seminars for GKN

2016: CMD 4 seminars for GKN

2016: CMD 2 seminars for Cobalt Boats

2016: CMD 2 Seminars for Textron

2016: CMD 2 Seminars for Pfizer

2015: Center for Entrepreneurship Rural Entrepreneurship Series, Presented 2 different programs

2015: CMD Triumph, 112/8/15 and 12/10/15

2015: CMD Public Program, Communication Skills All Day Program 10/16/15

2015: CMDKS Surgery and Recover, Overcoming Negativity in the Workplace 8/7/15

2015: CMDGKN Aerospace, Communication Sills 1/22/15 and 1/23/15

2015: CMD Textron, EI Seminar 10/6/15

2015: CMD Supervisor Seminar Aerospace Turbine, 12/18/15

2015: CMD Social Security Administration, Overcoming Negativity Seminar 9/30/15

2015: CMD InfoSync, Supervisor Training 6/29/15

2015: CMD, Supervisor Public Program 9/22/15

2015: CMD, Overcoming Negativity in the Workplace Public Program 9/22/15

2015: CMD Public Program, Supervisor Training 2/12/15 and 3/26/15

2015: CMD Textron, EI Seminar 4/7/15

2015: CMD Public Program, Emotional Intelligence 6/23/15

2015: CMD Public Program, Emotional Intelligence 11/15/15

2014: Center for Entrepreneurship, Rural Entrepreneurship Seminars 9/25 and 10/23

2014: Center for Entrepreneurship, Rural Entre Seminars 2/20 and 2/27

2014: CMD Info Sync, Supervisor Training 6/2

2014: CMD TMX Aero, Supervisor Training

2014: CMD Galaxy Tool, Supervisor Training 6/12 and 6/24

2014: CMD, Supervisor Training 9/23

2014: CMD, Overcoming Negativity in the Workplace 9/9

2014: CMD, Emotional Intelligence 6/10 and 11/11

2014: CMD, Communication Skills 4/8 and 9/23

2014: CMD, 2/13 Supervisor Training

2014: CMD Hutchinson Credit Union, Emotional Intelligence

2014: CMD Camoplast, Supervisor Training

2013: WSU Center for Entrepreneurship Rural Entrepreneurship Program, Presented two seminars

2013: WSU Center for Entrepreneurship Business Booster Series, Presented "Consumer Behavior" seminar

2013: CMD, Supervisor Certificate Program 3/28, 8/30, 10/1

2013: CMD, Overcoming Negativity 9/19

2013: CMD, Improving Productivity Through Better Communication 4/9, 10/25, 11/14

2013: CMD, Emotional Intelligence 4/12, 6/27, 8/2, 11/12

2013: CMD, Improving Attitudes and Work Relationships for the Kansas State Parks Employees Annual Meeting

2013: CMD, Communication Skills including EI for the Berry Companies

2012: WSU Center for Entrepreneurship, Practical Tools Marketing Part II

2012: WSU Center For Entrepreneurship, 2 Rural Entrepreneurship Training Programs

2012: WSU Campus Life and University Relations, Emotional Intelligence Training for entire WSU Division

2012: CMD, Supervisor Training 5/15, 10/2

2012: CMD, Overcoming Negativity 3/8

2012: CMD, Emotional Intelligence 2/12, 6/12

2012: CMD, Communications Skills 2/12, 8/23

2012: CMD for Schwan Company, Communications Skills Training Seminar

2012: CMD for Airbus, Supervisor Training

2011: WSU Center for Entrepreneurship, Branding Define Your Essence: Practical Entrepreneur Training Tools Seminar

2011: WSU Center for Entrepreneurship, Become a Marketing Savvy Entrepreneur: Practical Entrepreneur Training Tools Seminar

2011: CMD, Supervisor training 4/7/11 and 8/27/11

2011: CMD, Overcoming Negativity In the Workplace Public Program

2011: CMD, Improving Communication Skills Public Program 2/22/11 and 12/2/11

2011: CMD, Emotional Intelligence Seminar

2011: CMD for TMX, Supervisor Training

2011: CMD for Airbus, Supervisor Training

2011: CMD For Tec Systems, Emotional Intelligence Seminar 8/29/11 and 10/27/11

2011: Barton School BIG, Emotional Intelligence Training Seminar for BIG.

2010: CMD, Supervisor Training Public Program 3/30 and 9/28

2010: CMD, Supervisor Training Airbus 8/27

2010: CMD, Supervisor Training AGCO 9/2

2010: CMD, Overcoming Negativity in the Workplace USD 259 4/29

2010: CMD, Overcoming Negativity in the Workplace Delta Dental 9/3

2010: CMD, Overcoming Negativity in the Workplace Agvantis 10/28 and 11/11

2010: CMD, Overcoming Negativity (Public Program) 5/6

2010: CMD, Improving Communication Skills AgVantis (5/20)

2010: CMD, Emotional Intelligence Public Program 1/26 and 9/30

2010: CMD, Emotional Intelligence Tony's Pizza 10/22

2010: CMD, Emotional Intelligence Protection One 11/18

2010: CMD, Emotional Intelligence Kansas Bankers Association 10/5

2010: CMD, Developing Productive Work Relationships WSU College of Engineering 12/7

2010: CMD, Developing Productive Work Relationships Viega 12/3 and 12/9

2010: CMD, Developing Productive Team Relationships WSU EMBA Program 8/26

2010: CMD, Communication Skills (Public Program) 7/14

2009: CMD, Supervisor Training Public Program 3/10 and 9/1

2009: CMD, Supervisor Training Airbus 9/18

2009: CMD, Supervisor Training KS Masonic Home 2/3

2009: CMD, Running Effective Meetings Kaman Inc. 4/2

2009: CMD, Overcoming Negativity in the Workplace Public Program 4/14/ and 10/1

2009: CMD, Emotional Intelligence Bombardier Learjet (4/30, 5/19, 7/23, 8/20, 9/17, 10/8, 10/22, 11/5, 11/19, 12/3, and 12/15

2009: CMD, Emotional Intelligence Public Program 6/18

2009: CMD, Developing Productive Work Relationships Kaman Inc. 2/5

2009: CMD, Communications Skills All Day Program 1/22 and 7/16

2008: CMD, Supervisor 3/19, 6/5, 9/9

2008: CMD, Overcoming Negativity 4/17; 10/14

2008: CMD, Communication Skills 8/26

2008: WSU Foundation, DiSC Training, Onsite CMD training

2008: Society of Human Resources Management-Salina Chapter, Meeting Speaker, Overcoming Negativity

2008: Philips Lighting, On-site CMD, Overcoming Negativity (2 Sessions)

2008: KU Medical School, Supervisor Training, Supervisor Training 3 sessions

2008: KU Medical School, DiSC Training, Onsite CMD Training

2008: Coleman, Communications Skills Training, On site CMD

2008: CCH, On-site CMD Training, Emotional Intelligence (2 Days)

2008: Bombardier, On-site CMD, Overcoming Negativity (2 days)
2008: Agco CMD on Site Training (2 sessions), Supervisor Training
2007: Preferred Health Systems, Overcoming Negativity Seminar 9/18
2007: Precision Patter, Developing Productive Work Relationships Seminar 4/12 and 4/17
2007: KS Orthopedics, Overcoming Negativity Seminar 9/20
2007: Cessna, Building Better Communication Skills Seminar 3/29, 4/246/20, 7/18
2007: CMD: Supervisor Certificate Program, 2.20, 5/1, 9/25
2007: CMD: Overcoming Negativity 5/16, 11/8
2007: CMD: Marketing Certificate Program, 3/26
2007: CMD: Increase Productivity Through Better Communication Skills 2/13 and 8/30
2006: CMD: Supervisor Certificate Program, 3/12 and 10/2
2006: CMD: Overcoming Negativity, 4/11 and 9/12
2006: CMD: Effective Meetings Toolbox Program, 2/21, 9/22
2006: CMD: Building Effective Work Relationships Managers Toolbox, 1/24 and 8/20
2006: Wichita Chapter of Management Accountants, Communications Seminar
2006: Star Lumber, DiSC Training, 6/8
2006: Precision Plating, Communications Seminar, 4/18
2006: KS Land and Title Association, Communications Session at Annual Meeting, 2/8
2006: Detroit Diesel, DiSC Training, 7 sessions
2006: Data Center Inc., Communications Training, 5/9

Academic Courses Taught

Consumer Behavior, Cooperative Education, Internship, Entrepreneurship. Introduction to Marketing, Promotion Management, Solutions by Design

Recent Course/Curricular Innovations

2017 MKT 405 Students Developed Recruitment Materials for USD 259 Gordon Parks Academy.

2017 Developed First Year Experience Course, Solutions by Design. Accepted as a WSU General Education Course.

2016-Present Introduced and required a product development project in MKT 300 classes
2010-2015 Developed and presented team training seminar for MGMT 885 Berlin Experience students
2012-2015 Required social media projects for MKT 300 and MKT 405 students
2013-2016 Utilized Connect and/or My Marketing Lab student-centered learning platforms
2012 MKT 300 Students conducted a social media analysis for WSU

2012-2015 Required social media projects for MKT 300 and MKT 405 students

Development of New Barton School Products and Initiatives

2010-2012 Created and facilitated Barton School Faculty in Residence Program
2012-Present Created and published Barton School Research Connection (publication sent to over 1500 community members)
2005-2015: Barton School/Berlin School of Economics MBA International Experience: Developed and coordinated program

INTELLECTUAL CONTRIBUTIONS:

Refereed Articles

Martin, Charles and Ranson, Dorothy (1990) Spelling Skills of Business Students: An Empirical Investigation. The Journal of Business Communication. Fall 1990, Vol. 27 Issue 4, p377-400. 24p. 7 Charts

NonRefereed Articles

Harpool, D. R. (2017). The Impact of Kindergarten on Professional Success. *Kansas Child*.

Book Chapters

NonRefereed

Harpool, D. R. (2001). Become A Marketing Millionaire. *Great Ideas in Teaching Marketing 6th edition*. Lamb/Hair/McDaniel.

Presentation of NonRefereed Papers

International

Harpool, D. R. (2012, September). *Taking the Business Classroom Abroad.* Marketing Management Association, Minnesota, Minnesota.

Harpool, D. R. (2006, February). *Successful International Program Models in Part Time MBA Programs.* 2006 Graduate Management Admissions Council MBA Leadership Conference, Dallas, Texas.

Citations/Interviews in Media

2017 KSN: Interviewed for story about Internet vs. Local retailing. 4/4/17
2016 Is Bonvera Wichita's answer to Amazon: Interviewed for Wichita Eagle article
2015 Costco's arrival in Wichita gives shoppers more choice: Interviewed for Wichita Eagle article

2014 Marketing Marijuana Legislation in Kansas: KWCH
2014 Marketing Implications of the Arrival of Whole Foods: KWCH
2014 Consumer Implications of Car Recalls: KSN
2014 Influx of Sporting Goods Stores in Wichita: Wichita Eagle
2014 Renaming the Wichita Airport: KWCH
2013 InfoRadio Berlin: Interviewed about the Barton School's International MBA Experience program.
2013 KWCH Interview Related to Super Bowl Advertising: Interviewed about a gun marketer's ad rejected for the Super Bowl.
2012: Cited in Hutchinson News Article "Impact of Sales Tax Increase on Shoppers"
2011 Cited in Wichita Eagle article titled "Vision to reality: Bradley Fair, NewMarket Square thrive"
2011 Interviewed by Channel 12 KWCH for story related to "Last Minute Holiday Shopping"
2011: Interviewed for radio story related to how marketers can use social media
2010: Cited in Wichita Eagle Article, 'State Sales Tax to go Up by 1 cent this week', 6/27/10
2010: Interviewed by Channel 3 for 'Google Changes Name to Topeka' story, April 1, 2010
2009: Channel 12 interview about the impact of the shutdown of the Saturn brand.
2009: KFDI Informational News Program about 'Optimism and the Economy
2009: Interviewed for Wichita Eagle article 'Shoppers Seeking Value
2009: HutchNews.Com article 'Credit crunch might affect some instore offers to finance purchases
2009: Cited in Wichita Eagle article 'Era of Bargains, frugality may outlast recession
2008: Interviewed by KWCH about consumer interest in casinos
2008: Interviewed by Wichita Eagle about branding issues
2008: Interviewed by Wichita Eagle about local grocery stores.
2008: Taped comments about March Madness and its effect on employee morale
2008: Wichita Eagle article about Walmart online grocery service.
2008: Interviewed for Wichita Eagle article related to Dillon’s Marketplace opening.
2008: Comments appeared in Wichita Eagle from Radio interview related to March Madness.
2008: Comments appeared in Wichita Business Journal article related to High-tech shopping.
2007: Interviewed for KWCH story about buying cellular telephone 2/12
2007: Interviewed for KWCH story about rising gas prices. 2/21/07
2007: Interviewed by KSN for story about Wild West World Closing 7/9
2007: Interviewed for MBA Innovations magazine article about capstone MBA courses. Article included a profile of the MGMT 885 Berlin experience.

2006. Interviewed for KWCH story on tipping in restaurants.

2006: Interviewed for KSN story on gas prices

2006: Interviewed for KNS story on online buying

2006: Interviewed for Wichita Business Journal article related to raising the price of River Festival tickets.

2006: Interviewed for story on 1330 and 1240 Radio stations about hot toys for Christmas.

2006: Interviewed for Wichita Business Journal article about choosing an MBA program.

2006: Interviewed for a story about earning an MBA which appeared in the South Florida Business Journal.

SERVICE:

Department Committee Assignments

Member:

2010-2011 – 2012-2013: MKT Curriculum Committee

2016-2017: Marketing Department Representative at WSU Majors/Minors Fair

2010-2011: Barton School Teaching Award Committee

Writing Student Recommendations:

2017-2018: Lucy Kovalova

2017-2018: Alyssa Ward

2016-2017: Lara Brockway

College Assignments

Chair:

2005-2006: Graduate Programs

Faculty Advisor:

2016-2017: Undergrad Honors Student Lara Brockway

Member:

2016-2017 – 2017-2018: AACSB Committee

2014-2015 – 2017-2018: Scholarship

2009-2010: Graduate Programs

2006-2007: Graduate Programs

2006-2007: Assessment

2014: BSOB Commencement: Member of Stage Party

2014-2015: BADM 101 Classes: Faculty Presentation

College Service Activities

2017-2018: Developed BASOB Employment Survey
2017-2018: WSU Foundation: Faculty Speaker at BSOB Donor Event
2016-2017: Barton School Advising Center Advisor Search Committee Member
2016-2017: Edited and Published Barton School Annual Report
2016-2017: World Trade Council: Represented Barton School at WTC Event
2015-2016: Office of Student Engagement: Attended Student Engagement Lunch Discussion 10/12/15
2016-2017: Professional Edge Manager Search Committee Chair
2010-2011: Back To Business Bash: Server
2013-2014: Back to Business Bash Server
2006-2007: Barton Scholar Competition: Judge
2016-2017: Barton School Advisory Board: Faculty representative at 4/28/17 meeting
2015-2016: Barton School Administrative Assistants: Emotional Intelligence Training seminar 6/25/15
2011-2012: Barton School Back To Business Bash: Assisted with event
2010-2011: CMD Interview Committee
2009: Barton School Spring Commencement: Announced names of all graduates
2009-2010: Beta Gamma Sigma: Faculty Speaker
2009-2010: Barton School Scholarship Competition: Judged speeches
2009-2010: Barton School Back To Business Bash: Served Food
2008-2009: Barton School EMBA Alumni Focus Group: Moderated focus group
2008-2009: Barton School Back to Business Bash: Helped serve food.
2006-2007: Berlin School of Econ/WSU MBA Experience: Planned, implemented, and sponsored trip to Berlin for 19 BSOB MBA students
2006-2007: Barton School/Berlin School of Economics International Experience Program: Cohosted over 20 students/faculty from the Berlin School of Economics during their March 2006 and March 2007 weeklong visits.
2011-2012: Barton School BIG, Emotional Intelligence Training Seminar for BIG
2008-2009 – 2010-2011: Chair Barton School Building Task Force
2007-2008: Barton Scholarship Competition: Presentation Judge

University Service Activities

2017: WSU Strategic Planning Forum Attendee
2017: WSU Recruitment Fellows: Awarded Fellowship 2017

2016-2017: Gore Scholarship Competition Finalist Call Back: Facilitated group activity for scholarship finalist group for WSU Admissions office.
2016-2017: SEM Workshop Helping Students Succeed (Participant)
2016-2017: Publications Board
2015: Retention Council
2009: WSU Foundations of Excellence
2008-2009: WSU Foundations in Excellence
2017-2018: WSU Faculty Senate Rules Committee
2014-2015: WSU 101
2010-2011: WSU Publications Board
2009-2010 – 2010-2011: WSU Graduate School Assessment Committee
2016-2017: WSU SEM Retention Faculty Task Force
2016-2017: WSU Retention Council
2014-2015 – 2016-2017: WSU Publications Board
2015-2016: WSU Retention Council
2012-2013 – 2014-2015: WSU Publications Board
2010-2011: WSU Student Publications Board
2017: WSU Strategic Planning Forum Attendee
2017: WSU Recruitment Fellows: Awarded Fellowship 2017
2016-2017: Gore Scholarship Competition Finalist Call Back: Facilitated group activity for scholarship finalist group for WSU Admissions office.
2016-2017: SEM Workshop Helping Students Succeed (Participant)
2016-2017: Publications Board
2015: Retention Council
2009: WSU Foundations of Excellence
2008-2009: WSU Foundations in Excellence
2017-2018: WSU Faculty Senate Rules Committe2009-2010 – 2010-2011: WSU Graduate School Assessment Committee
2009-2010 – 2010-2011: WSU Graduate School Assessment Committee
2016-2017: WSU SEM Retention Faculty Task Force
2016-2017: WSU Retention Council
2014-2015 – 2016-2017: WSU Publications Board
2015-2016: WSU Retention Council
2012-2013 – 2014-2015: WSU Publications Board
2010-2011: WSU Student Publications Board

Writing Student Recommendations:

2013: Pavan Munaganti: PhD Program Recommendation

2014: Pavan Munaganti: PhD Program Recommendation

Mentoring Activities:

2017-2018: SI Leaders Retreat: Presented Emotional Intelligence seminar

2016-2017: WSU Student Leadership Conference: Conducted Emotional Intelligence Training

2016-2017: WSU Scholars Banquet2011-2012: WSU Honors Banquet: Table host

2011-2012: Tri Delta Theta Sorority: Attended faculty dinner

2011-2012: Barton School BIG, Emotional Intelligence Training Seminar for BIG

2012: WSU Admissions: Presentations to 2 groups during Junior Day

2010-2011: WSU Admissions Office: Meet with prospective students.

2016-2017: WSU Emerging Leaders: Presented Emotional Intelligence seminar

2014: WSU Alumni Association Dine with an Alumnus

2009-2010: WSU Honors Dinner: Served as Table Host

2013-2014: WSU Leadership ToGo: Seminar presenter

2013-2014: WSU SAC: Presenter at meetings

2013-2014: WSU SGA: Presenter at SGA Planning Retreat

2012-2013: WSU Volleyball Team Professor of the Game

2011-2012: Tri Delta Theta Sorority: Attended faculty dinner

2011-2012: Barton School BIG, Emotional Intelligence Training Seminar for BIG

2012: WSU Admissions: Presentations to 2 groups during Junior Day

2010-2011: WSU Admissions Office: Meet with prospective students

2011-2012: WSU Honors Banquet: Table host

2014: Heartland Credit Union: Mentored new corporate trainer for the organization.

Other Institutional Service Activities:

2017-2018: Gore Scholarship Judge

2017-2018: SI Leaders Retreat: Presented Emotional Intelligence seminar

2016-2017: Barton School Representative at WU Rah

2016-2017: DSI Judge

2015-2016: DSI Finalist Group Presenter

2015-2016: Barton School Commencement Podium Party Member

2015-2016: Marketing Department: Represented the Marketing Department at Major/Minor Fair 10/17

2014: Gore Scholarship Competition: Facilitated mock class for finalists

2014-2015: Office of Student Success Search Committee

2009-2010: Shocktober Fest: Judged Shocktober Fest banner competition.

2017-2018: WSU Clash of the Colleges: Faculty/Administration Representative at this event.

2016-2017: WSU Commencement: Podium Party Member spring 2017 Commencement

2013-2014: WSU Admissions: Served as DSI Finalist Activity Leader

2011-2012: WSU Foundation Holiday Tea: Participated in faculty fashion show

2009: WSU Fall Commencement: Attended as a faculty representative

2016-2017: WSU Global Mentoring Program: Presented Emotional Intelligence seminar

2015: WSU Greek Council: Greek Council Awards Judge

2007-2008: WSU Junior Day: Conducted Mock marketing class

2013-2014: WSU Junior Day: Presented two mock classes

2009: WSU Junior Day: Taught 2 Mock Classes

2006-2007: WSU Junior Day: Seminar Presenter

20162017: WSU New Faculty Orientation Session Presenter

2010-2011: WSU Presidential Scholars Program: Faculty Keynote Speaker 2/23 and 2/24

2012-2013: WSU Shocktober Fest: Judge

2011-2012: WSU Shocktoberfest: Judge for Mascot Competition

2017: WSU Woman Faculty Forum attendee

2017: WSU Shocker Honors Banquet: Faculty Keynote Speaker at both Banquets Fall 2017

2017-2018: WSU Junior Achievement Day: Conducted workshops during event

2016-2017: Edited and Published Barton School Research Connection

2016-2017: WSU Junior Day: Invited juniors to attend MKT 405 while they were on campus.

Service to the Profession

Board Member: Board of Trustees

2012: Wichita State University Alumni Association.

2012: American Marketing Association.

2011: Wichita American Marketing Association Board of Directors.

2011: WSU Alumni Association.

2009 – 2010: WSU Alumni Association Board of Directors.

2008: Wichita State University Alumni Association.

2013: American Marketing Association/Wichita Chapter.

2013: WSU Alumni Association.

Invited Lecture

2012: Wichita Collegiate School.
2011: Wichita Collegiate School. Junior Journey Preparing For College Presentation

Keynote Address

2017: Wichita Independent Business Association. Design Thinking Keynote Presentation
2016: PRIMO Annual Conference.
2015: WSU New Faculty Orientation.
2015: Kansas Association of CPA's.
2014 – 2015: WSU Student Leadership.
2011: Wichita Collegiate School. Junior Journey Preparing For College Presentation
2008: Association of Fundraising Professionals.
2007 – 2008: Society of Human Resource Managers, Salina, Kansas.
2007: Builder's and Owner's Association.
2006: American Marketing Association/Wichita Chapter.

2017: Wichita Independent Business Association. Design Thinking Keynote Presentation

2016: PRIMO Annual Conference.

2015: WSU New Faculty Orientation.

2015: Kansas Association of CPA's.

2014 – 2015: WSU Student Leadership.

2008: Association of Fundraising Professionals.

2007 – 2008: Society of Human Resource Managers, Salina, Kansas.

2007: Builder's and Owner's Association.

2006: American Marketing Association/Wichita Chapter.

Reviewer: Book / Textbook

2009: Grewal/Levy Marketing.

2009: Kardes/Cronley/Cline Consumer Behavior.

Community Service

Chair of a Committee

2013: River Festival World Record Attempt Event

2010: Wichita Collegiate School Patrons of the Arts Board of Directors

Member of a Committee

2006-2009: Wichita Collegiate School Fine Arts Board

2006: Miss America Pageant Organization/Miss Derby Pageant, Judged scholarship pageant.

Other Community Service Activities

2014: Wichita Chamber of Commerce Leadership Wichita Class of 2014

2012: ACAP, WSU Coordinator for ACAP Camp for Minority and Disadvantaged Children

2008: Wichita Collegiate School Shadow Day, Served as a mentor for high school junior

2008: Wichita Collegiate School, Moderated Focus Group

2007: Collegiate School, Served as WSU Library/Collegiate HS library liaison

Speech / Presentation at a Community Meeting

2017: Trinity Academy, Taught 2 Design Thinking classes to high school students.

2016: WSU Panhellenic Sorority Council Speaker

2015: WSU Emerging Leaders Program Speaker

2014: Student Ambassador Society Leadership Conference, Session Speaker

2014: WSU Panhellenic Scholarship Dinner Keynote Speaker

2010: Wichita Collegiate School Career Connection Speaker

2006: Wichita Chamber of Commerce, Gave presentation titled Spotlight on the Consumer at Chamber Sunrise Scrambler Meeting

Faculty Development

Assurance of Learning Professional Development

2017: Collaboration Island: Building Connection Between Students Webinar, Wichita, Kansas.

2015: Webinar: 5 Incredibly Important Earth Shaking Shifts in Consumer Behavior, Wichita, Virtual.

2013: Kansas Leadership Center Civic Leadership Training, Wichita, Kansas.

2012: American Marketing Association, Wichita, Virtual. Trends in Social Media Training Session

2012: Marketing Management Association, Minneapolis, Minnesota. Attended Fall Educators' Meeting

2010: Introduction to Blackboard 9, Wichita, Kansas.

2009: How to Use Connect Webinar, Wichita, Virtual.

2008: Teaching Principles of Marketing Webinar, Wichita, Kansas.

2008: Barton School Teaching Seminar Creating More Active Learning in Large Classes, Wichita, Kansas.

2008: Improving Teaching and Learning Workshop, Wichita, Kansas.

2007: Baltimore, Maryland. Attended AACSB conference: Graduate Programs, Undergraduate Programs, and Emerging Curricula

Other Professional Development

2011: AACSB International Annual Meeting, New York, New York. Represented the Barton School at the AACSB Annual Meeting.

2007: Visited Munich Business Plan Competition and Strascheg Center for Entrepreneurship, Munich, Germany.

Professional Seminars / Workshops

2017: Design Thinking Summit, Austin, Texas.

2015: Design Thinking Deep Dive Training, Potsdam, Germany

2007: NSSE Webinar on Student Engagement, Wichita, Kansas.

2006: Dallas, Texas. Attended GMAC MBA Leadership Conference

2006: Wichita, Kansas. Attended WSU Sponsored IB Emerging Curricula Conference

2006: Wichita, Kansas. Attended seminar presented by Thompson publishing about using technology in the classroom.

2006: Wichita, Kansas. Attended Barton School sponsored seminar on Participant Centered Learning

Technology-Related Training

2014: WSU Social Media Playbook Presentation, Wichita, Kansas.

2011: McGraw Hill Connect Training, Wichita, Kansas.

Honors/Awards/Grants

Awards

2013: Marketer of the Year, American Marketing Association Wichita Chapter.

2003: Wichita State University. Board of Trustees Excellence in Teaching.

1994: Wichita State University. Board of Trustees Excellence in Teaching.

1993: Barton School of Business. Teacher of the Year Award.

1989: Barton School of Business. Teacher of the Year Award.

Honors

2017: Faculty Recruitment Fellow, WSU.

2014: Leadership Fellow, WSU Leadership Academy.

2014: Leadership Wichita, Wichita Chamber of Commerce.

2013: Leadership Fellow, WSU.

2007 – 2008: WSU Academy for Effective Teaching. Nominated for AEF award.

2006: Empire Who's Who of Women in Education. Included in publication.

2006: Phi Kappa Phi. Named as a scholarly model/mentor.

2004: Wichita State University. Faculty Representative Speaker at WSU Convocation Ceremony.

2004: Golden Key International Honor Society. Faculty Inductee.

2000: Wichita Business Journal. 40 under 40.