

**Sanford Grossbart**  
University of Nebraska-Lincoln  
Marketing  
(402) 472-2316  
Email: sgrossbart1@unl.edu

## **Education**

Ph D, University of Florida, 1972.  
Major: Marketing

MBA, University of Florida, 1967.  
Major: Marketing

B.S.B.A, University of Florida, 1966.

## **Academic, Government, Military and Professional Positions**

### **Academic**

W. W. Marshall Professor of Marketing, University of Nebraska-Lincoln, Marketing Department, College of Business Administration. (1987 - 2011).

Professor of Marketing, University of Nebraska-Lincoln, Marketing Department, College of Business Administration. (1985 - 2011).

Department Chair, University of Nebraska-Lincoln, Marketing Department, College of Business Administration. (1984 - 2002).

Director, Agribusiness Program, University of Nebraska-Lincoln, Marketing Department, College of Business Administration. (1997 - 1998).

Norden Laboratories Distinguished Professor of Agribusiness. (1986 - 1987).

Director, Agribusiness Program, University of Nebraska-Lincoln, Marketing Department, College of Business Administration. (1986 - 1987).

Associate Professor of Marketing, University of Nebraska-Lincoln, Marketing Department, College of Business Administration. (1976 - 1985).

Assistant Professor of Marketing, University of Nebraska-Lincoln, Marketing Department, College of Business Administration, (1972 - 1976).

## **Professional Memberships**

International Society for Marketing and Development. (1995 - Present).

International Macromarketing Society. (1992 - Present).

Charter Member, American Marketing Association, Lincoln Chapter. (1978 - Present).

American Marketing Association. (1972 - Present).

Association for Consumer Research. (1972 - 2004).

American Association of Advertising. (1980 - 1990).

## **Development Activities Attended**

Conference Attendance, "Annual Macromarketing Conference," International Macromarketing Society, Williamsburg, VA, USA. (June 5, 2011 - June 8, 2011).

Conference Attendance, "Annual Macromarketing Conference," International Macromarketing Society, Laramie, WY, USA. (June 9, 2010 - June 2010).

Conference Attendance, "Annual Macromarketing Conference," International Macromarketing Society, Clemson, SC, USA. (2008).

Conference Attendance, "Annual Macromarketing Conference," International Macromarketing Society, Queenstown, New Zealand. (2006).

Conference Attendance, "Annual Macromarketing Conference," International Macromarketing Society, St Petersburg, FL, USA. (2005).

Conference Attendance, "International Conference on Marketing and Development," International Society for Marketing and Development, Thessaloniki, Greece. (2005).

Conference Attendance, "Academy of Marketing Science Conference," Academy of Marketing Science, Vancouver, Canada. (2004).

Conference Attendance, "Annual Macromarketing Conference," International Macromarketing Society, Vancouver, Canada. (2004).

Conference Attendance, "Annual Macromarketing Conference," International Macromarketing Society, Bangkok, Thailand. (2003).

Conference Attendance, "Conference on Current Issues in Marketing and Development," School of Industrial Management, HCMC University of Technology, International Society for Marketing and Development, School of Industrial Management, HCMC University of Technology, Swiss AIT Vietnam, Ho Chi Minh City, Vietnam. (2003).

Conference Attendance, "Annual Macromarketing Conference," International Macromarketing Society, Sydney, Australia. (2002).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Austin, TX, USA. (2002).

Conference Attendance, "Balkans Symposium: Transition, Agribusiness, Trade and Globalization," Arizona State University, Phoenix, AZ, USA. (2002).

Conference Attendance, "American Marketing Association Winter Educators' Conference," American Marketing Association. (2001).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Salt Lake City, Utah, USA. (2001).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Salt Lake City, Utah, USA. (2001).

Conference Attendance, "Heretical Consumer Research Conference," Heretical Consumer Research, Salt Lake City, Utah, USA. (2001).

Conference Attendance, "Annual Macromarketing Conference," International Macromarketing Society. (2000).

Conference Attendance, "Annual Macromarketing Conference," International Macromarketing Society. (1999).

Conference Attendance, "Annual Macromarketing Conference," International Macromarketing Society. (1998).

Conference Attendance, "Annual Macromarketing Conference," International Macromarketing Society, Bergen, Norway. (1997).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Denver, CO, USA. (1997).

Conference Attendance, "International Conference on Marketing and Development," International Society for Marketing and Development, Mangalia, Romania. (1997).

Conference Attendance, "International Symposium on Marketing Development and Transition," Government of Croatia, International Macromarketing Society, Optija, Croatia. (1997).

Conference Attendance, "American Marketing Association Educators' Conference," American Marketing Association, San Diego, CA, USA. (1996).

Conference Attendance, "Annual Macromarketing Conference," International Macromarketing Society. (1995).

Conference Attendance, "Symposium on Patronage and Retail Planning," Louisiana State University, Baton Rouge, Louisiana, USA. (1995).

Conference Attendance, "Annual Macromarketing Conference," International Macromarketing Society. (1994).

Conference Attendance, "Annual Macromarketing Conference," International Macromarketing Society, Providence, RI, USA. (1993).

Conference Attendance, "Symposium on Patronage and Retail Planning," American Marketing Association and Louisiana State University, Lake Placid, NY, USA. (1993).

Conference Attendance, "International Seminar on the Role of the State in a Transitional Economy," Moscow State University, Moscow, Russia. (1992).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, New Orleans, LA, USA. (1989).

Conference Attendance, "Symposium on Patronage and Retail Planning," Louisiana State University, Baton Rouge, Louisiana, USA. (1989).

Conference Attendance, "American Marketing Association Educators' Conference," American Marketing Association, San Francisco, CA, USA. (1988).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Honolulu, HI, USA. (1988).

Conference Attendance, "American Marketing Association Educators' Conference," American Marketing Association, Toronto, Canada. (1987).

Conference Attendance, "White House Conference on Agribusiness Education," Washington, D. C. (1987).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Toronto, Canada. (1986).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Las Vegas, Nevada, USA. (1985).

Conference Attendance, "American Marketing Association Educators' Conference," American Marketing Association, USA. (1984).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Chicago, IL, USA. (1983).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Chicago, IL, USA. (1983).

Conference Attendance, "American Marketing Association Educators' Conference," American Marketing Association, Chicago, IL, USA. (1982).

Conference Attendance, "American Marketing Association Educators' Conference," American Marketing Association, Washington D. C., USA. (1981).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Chicago, IL, USA. (1981).

Conference Attendance, "Annual Meeting of the Environmental Design Research Association," Environmental Design Research Association, Buffalo, NY, USA. (1980).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Washington D. C., USA. (1980).

Conference Attendance, "American Marketing Association Educators' Conference," American Marketing Association, USA. (1979).

Conference Attendance, "American Marketing Association Educators' Conference," American Marketing Association, USA. (1978).

Conference Attendance, "Annual Southern Marketing Association Conference," Southern Marketing Association. (1977).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, USA. (1977).

Conference Attendance, "International Symposium on Consumer and Industrial Buyer Behavior," University of South Carolina, Columbia, SC, USA. (1976).

Conference Attendance, "Annual Meeting of the Southwestern Marketing Association," Southwestern Marketing Association, Houston, TX, USA. (1975).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, USA. (1975).

Conference Attendance, "Symposium on Interconnectivity of the Social Sciences and Urban Design," School of Architecture, University of Nebraska-Lincoln, Lincoln, NE, USA. (1975).

Conference Attendance, "American Marketing Association Educators' Conference," American Marketing Association, USA. (1974).

Conference Attendance, "Annual Meeting of the Southwestern Marketing Association," Southwestern Marketing Association, New Orleans, LA, USA. (1974).

Conference Attendance, "Annual Meeting of the Southwestern Marketing Association," Southwestern Marketing Association, Dallas, TX, USA. (1974).

Conference Attendance, "Annual Meeting of Midwest Business Administration Association," Midwest Business Administration Association. (1973).

Conference Attendance, "Annual Meeting of the Southwestern Marketing Association," Southwestern Marketing Association, USA. (1973).

Conference Attendance, "Annual Southern Marketing Association Conference," Southern Marketing Association. (1973).

## **TEACHING**

### **Teaching Experience**

#### **University of Nebraska-Lincoln**

MRKT 347, Marketing Comm Strategy, 18 courses.

MRKT 830, Issues Marketing Comm, 7 courses.

MRKT 921, Seminar: Marketing Communication, 3 courses.

### **Directed Student Learning**

#### **Doctorate (committee chair/supervisor)**

Doctorate (committee chair/supervisor), Marketing. (2007 - May 2011).  
Advised: Jie Gao

Doctorate (committee chair/supervisor), Marketing. (2001 - 2006).  
Advised: Susie Pryor

Doctorate (committee chair/supervisor), Marketing. (1998).  
Advised: Cara Okleshen

Doctorate (committee chair/supervisor), Marketing. (1990).  
Advised: Ann Walsh

Doctorate (committee chair/supervisor), Marketing. (1986 - 1989).  
Advised: Laurie Smith

Doctorate (committee chair/supervisor), Marketing. (1985 - 1989).  
Advised: Linda Anglin

Doctorate (committee chair/supervisor), Marketing. (1987).  
Advised: Russ Laczniaik

Doctorate (committee chair/supervisor), Marketing. (1985).  
Advised: Darrel Muehling

Doctorate (committee chair/supervisor), Marketing. (1985).  
Advised: Les Carlson

Doctorate (committee chair/supervisor), Marketing. (1984).  
Advised: B Rammohan

Doctorate (committee chair/supervisor), Marketing. (1982).  
Advised: James Gill

Doctorate (committee chair/supervisor), Marketing. (August 1975 - May 1977).  
Advised: David Chinchon

#### **Doctorate (committee co-chair)**

Doctorate (committee co-chair), Marketing. (1981).  
Advised: Eldon Little

Doctorate (committee co-chair), Marketing. (1979).  
Advised: Gene Murdock

Doctorate (committee co-chair), Marketing. (1979).  
Advised: Robert Rogers

#### **Doctorate (committee member)**

Doctorate (committee member), Marketing. (2004 - May 2009).  
Advised: Julie Pennington

Doctorate (committee member), Marketing. (December 2006 - 2008).  
Advised: Eddie Nowlin

Doctorate (committee member), Marketing. (December 2006 - 2008).  
Advised: Michael Krush

Doctorate (committee member), Marketing. (2004 - 2008).  
Advised: Rob Harrison

Doctorate (committee member), Marketing. (August 2004 - May 2008).  
Advised: Amber Epp

Doctorate (committee member), Marketing. (August 2007 - April 2008).  
Advised: Shannon Cummins

Doctorate (committee member), Marketing. (2004 - 2007).  
Advised: Aubrey Fowler

Doctorate (committee member), Marketing. (2003 - 2007).  
Advised: Seungwoo Chun

Doctorate (committee member), Marketing. (2001 - 2005).  
Advised: Avinashe Malshe

Doctorate (committee member), Marketing. (1999 - 2003).  
Advised: Matt Bunker

Doctorate (committee member), Marketing. (1999 - 2002).  
Advised: Athinodoros Chronis

Doctorate (committee member), Marketing. (1998 - 2002).  
Advised: Lee McGinnis

Doctorate (committee member), Marketing. (1997 - 2001).  
Advised: Lynn Samsel

Doctorate (committee member), Marketing. (1995 - 1999).  
Advised: Lufumbi Mwaipopo

Doctorate (committee member), Marketing. (1991 - 1995).  
Advised: Madhavan Parthasarathy

Doctorate (committee member), Marketing. (1987 - 1991).  
Advised: Richard Lapidus

Doctorate (committee member), Marketing. (1987 - 1990).  
Advised: Gyungtai Ko

Doctorate (committee member), Marketing. (1985 - 1990).  
Advised: Ken Anglin

Doctorate (committee member), Marketing. (December 1985 - 1989).  
Advised: Hal Koenig

Doctorate (committee member), Marketing. (1984 - 1988).  
Advised: Terry Rittenburg

Doctorate (committee member), Marketing. (August 1984 - May 1987).  
Advised: Young Lim

Doctorate (committee member), Marketing. (1983 - 1986).  
Advised: Bonnie Guy

Doctorate (committee member), Management. (1981 - 1985).  
Advised: Ann Coyne

Doctorate (committee member), Accounting. (August 1981 - May 1983).  
Advised: Howard

Doctorate (committee member), Marketing. (1978 - 1982).  
Advised: Stan Madden

Doctorate (committee member), Marketing. (August 1976 - May 1981).  
Advised: Ann Stommes-Ralston

Doctorate (committee member), Marketing. (August 1974 - 1978).  
Advised: Steve DeVere

Doctorate (committee member), Marketing. (August 1973 - May 1976).  
Advised: Woo-young Lee

Doctorate (committee member), Marketing. (August 1972 - May 1975).  
Advised: Ralph Weller

Doctorate (committee member), Marketing. (August 1972 - May 1975).  
Advised: Steven Cox

**Doctorate (committee thesis reader)**

Doctorate (committee thesis reader), Marketing. (2007 - May 2009).  
Advised: Julie Pennington

Doctorate (committee thesis reader), Marketing. (August 2006 - May 2008).  
Advised: Amber Epp

Doctorate (committee thesis reader), Marketing. (2005 - 2007).  
Advised: Seungwoo Chun

Doctorate (committee thesis reader), Marketing. (2002 - 2003).  
Advised: Athinodoros Chronis

Doctorate (committee thesis reader), Marketing. (2002 - 2003).  
Advised: Matt Bunker

Doctorate (committee thesis reader), Marketing. (2001 - 2002).  
Advised: Lee McGinnis

Doctorate (committee thesis reader), Marketing. (2000 - 2001).  
Advised: Lynn Samsel

Doctorate (committee thesis reader), Marketing. (1998 - 1999).  
Advised: Lufumbi Mwaipopo

Doctorate (committee thesis reader), Marketing. (1994 - 1995).  
Advised: Madhavan Parthasarathy

Doctorate (committee thesis reader), Marketing. (1990 - 1991).  
Advised: Gyungtai Ko

Doctorate (committee thesis reader), Marketing. (1990 - 1991).  
Advised: Richard Lapidus

Doctorate (committee thesis reader), Marketing. (1989 - 1990).  
Advised: Ken Anglin

Doctorate (committee thesis reader), Marketing. (1989 - 1990).  
Advised: Laurie Smith

Doctorate (committee thesis reader), Marketing. (1988 - 1989).  
Advised: Hal Koenig

Doctorate (committee thesis reader), Marketing. (1987 - 1988).  
Advised: Terry Rittenburg



Doctorate (committee thesis reader), Marketing. (1987 - 1988).  
Advised: Young Lim

Doctorate (committee thesis reader), Management. (1985 - 1986).  
Advised: Ann Coyne

Doctorate (committee thesis reader), Marketing. (1981 - 1982).  
Advised: Stan Madden

Doctorate (committee thesis reader), Marketing. (1980 - 1981).  
Advised: Ann Stommes-Ralston

Doctorate (committee thesis reader), Marketing. (August 1977 - 1978).  
Advised: Steve DeVere

Doctorate (committee thesis reader), Marketing. (1976 - 1977).  
Advised: Woo-young Lee

Doctorate (committee thesis reader), Marketing. (1975 - 1976).  
Advised: Ralph Weller

#### **Masters (committee chair/supervisor)**

Masters (committee chair/supervisor), Other (Within University of Nebraska-Lincoln). (August 2009 - May 2011).  
Advised: Chen Ching-Yi

Masters (committee chair/supervisor), Other (Within University of Nebraska-Lincoln). (August 2009 - May 2011).  
Advised: Meghan Collins

Masters (committee chair/supervisor), Other (Within University of Nebraska-Lincoln). (August 2007 - December 2009).  
Advised: Liz Cartwright

Masters (committee chair/supervisor), Other (Within University of Nebraska-Lincoln). (August 2005 - May 2007).  
Advised: Jessica Nielsen

Masters (committee chair/supervisor), Other (Within University of Nebraska-Lincoln). (August 2005 - May 2007).  
Advised: Leslie Hill

Masters (committee chair/supervisor), Marketing. (August 2003 - May 2005).  
Advised: Jaime Patera

Masters (committee chair/supervisor), Other (Within University of Nebraska-Lincoln). (1979 - 1980).  
Advised: Phyliss Dolich

Masters (committee chair/supervisor), Marketing. (August 1978 - May 1979).  
Advised: Dan Dappen

Masters (committee chair/supervisor), Marketing. (August 1978 - May 1979).  
Advised: Kelley Coffee

Masters (committee chair/supervisor), Marketing. (August 1978 - May 1979).  
Advised: Mark Churchill

Masters (committee chair/supervisor), Marketing. (August 1978 - May 1979).  
Advised: Pat Herriot

Masters (committee chair/supervisor), Marketing. (August 1978 - May 1979).  
Advised: Rich Ebel

**Masters (committee member)**

Masters (committee member), Other (Within University of Nebraska-Lincoln). (September 2009 - May 2011).  
Advised: Alex Damm

Masters (committee member), Other (Within University of Nebraska-Lincoln). (September 2009 - May 2011).  
Advised: Alfredo Lang

Masters (committee member), Other (Within University of Nebraska-Lincoln). (September 2009 - May 2011).  
Advised: Gary Domet

Masters (committee member), Other (Within University of Nebraska-Lincoln). (September 2009 - May 2011).  
Advised: Jen Seefeld

Masters (committee member), Other (Within University of Nebraska-Lincoln). (September 2009 - May 2011).  
Advised: Lori Neid

Masters (committee member), Other (Within University of Nebraska-Lincoln). (September 2009 - May 2011).  
Advised: Rachel Schwartz

Masters (committee member), Other (Within University of Nebraska-Lincoln). (September 2009 - May 2011).  
Advised: Samantha (Berke) Morris

Masters (committee member), Other (Within University of Nebraska-Lincoln). (September 2009 - May 2011).  
Advised: Sarah Armstrong

Masters (committee member), Other (Within University of Nebraska-Lincoln). (September 2009 - May 2011).  
Advised: Stefanie Warner

Masters (committee member), Other (Within University of Nebraska-Lincoln). (September 2009 - May 2011).  
Advised: Tony Michaelson

Masters (committee member), Other (Within University of Nebraska-Lincoln). (September 2008 - December 2010).  
Advised: Allie Harman

Masters (committee member), Other (Within University of Nebraska-Lincoln). (September 2008 - December 2010).  
Advised: Kevin Jones

Masters (committee member), Other (Within University of Nebraska-Lincoln). (September 2008 - December 2010).  
Advised: Kim Peterson

Masters (committee member), Other (Within University of Nebraska-Lincoln). (September 2008 - December 2010).  
Advised: Lindsay George Pape

Masters (committee member), Other (Within University of Nebraska-Lincoln). (September 2008 - December 2010).  
Advised: Scott Barry

Masters (committee member), Other (Within University of Nebraska-Lincoln). (September 2008 - December 2010).  
Advised: Tony Michaelson

Masters (committee member), "The U.S. Hispanic Market," Other (Within University of Nebraska-Lincoln). (September 2008 - May 2010).  
Advised: Adrienne Justin

Masters (committee member), "The U.S. Hispanic Market," Other (Within University of Nebraska-Lincoln). (September 2008 - May 2010).  
Advised: Eric Moyer

Masters (committee member), "The U.S. Hispanic Market," Other (Within University of Nebraska-Lincoln). (September 2008 - May 2010).  
Advised: Kim Peterson

Masters (committee member), "The U.S. Hispanic Market," Other (Within University of Nebraska-Lincoln). (September 2008 - May 2010).  
Advised: Melissa Dohmen

Masters (committee member), "The U.S. Hispanic Market," Other (Within University of Nebraska-Lincoln). (September 2008 - May 2010).  
Advised: Renae Cosgrove

Masters (committee member), "The U.S. Hispanic Market," Other (Within University of Nebraska-Lincoln). (September 2008 - May 2010).  
Advised: Ryan Downing

Masters (committee member), "The U.S. Hispanic Market," Other (Within University of Nebraska-Lincoln). (September 2008 - May 2010).  
Advised: Tarah Neujahr

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2007 - 2009).  
Advised: Christina VanViet

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2007 - 2009).  
Advised: Ethan Rowley

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2007 - 2009).  
Advised: Jacob Vervel

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2007 - December 2009).

Advised: Jessica Wang

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2007 - 2009).

Advised: Jill Talman

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2007 - 2009).

Advised: Jodi Long

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2007 - December 2009).

Advised: Julia Stummkat

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2007 - December 2009).

Advised: Rob Ford

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2007 - 2009).

Advised: Sarah McDiarmid

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2007 - 2009).

Advised: Sharon Stephan

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2006 - May 2009).

Advised: Juan Garcia-Noguera

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2007 - 2008).

Advised: Misty Johnson

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2006 - 2008).

Advised: Anne Zadina

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2006 - 2008).

Advised: Brad Vanatar

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2006 - 2008).

Advised: Chelsey Jungck

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2006 - 2008).

Advised: Elise Korte

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2006 - 2008).

Advised: Hannah Rood

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2006 - 2008).

Advised: Joe Mitchell

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2006 - 2008).

Advised: Katy Krebs

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2006 - 2008).

Advised: Kristin Jakub

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2006 - 2008).  
Advised: Laura Kendall

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2006 - 2008).  
Advised: Lexie Hollertz

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2006 - 2008).  
Advised: Paulette Lopez

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2006 - 2008).  
Advised: Valerie Inglis

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2006 - May 2008).  
Advised: Jason Huwe

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2006 - May 2008).  
Advised: Jenny Heiser

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2006 - May 2008).  
Advised: Jenny Kriens

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2006 - May 2008).  
Advised: Julie Huffman

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2006 - May 2008).  
Advised: Nicole Mosier

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2006 - May 2008).  
Advised: Sarah Sherman

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2006 - May 2008).  
Advised: Stephanie Sparks

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2006 - May 2008).  
Advised: Tara DeCamp

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2006 - May 2008).  
Advised: Troy Bell

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2005 - August 2007).  
Advised: Sorayaa Souza

Masters (committee member), Other (Within University of Nebraska-Lincoln). (May 2006 - May 2007).  
Advised: Weijin Zhao

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2004 - 2006).  
Advised: Gitte Ostermann

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2004 - 2006).  
Advised: Tracy Pracheil

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2005 - May 2006).  
Advised: Annie Deatrich

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2003 - 2005).  
Advised: Christy Haughton

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2003 - 2005).  
Advised: Dana Saylor

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2003 - 2005).  
Advised: Joachim Nyoni

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2003 - 2005).  
Advised: Kristin Ewing

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2003 - 2005).  
Advised: Tiffany Ryck

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2003 - 2005).  
Advised: Tricia Harris

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2003 - May 2005).  
Advised: Amber Antholz

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2003 - May 2005).  
Advised: Brian Wynne

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2003 - May 2005).  
Advised: Danielle Fengel

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2003 - May 2005).  
Advised: Govinda Tidball

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2003 - May 2005).  
Advised: Mary Kate Gulick

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2003 - May 2005).  
Advised: Zeljka Paul

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2002 - 2004).  
Advised: Elizabeth Trimble

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2002 - 2004).  
Advised: Emily Getzschman

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2002 - 2004).  
Advised: Jennifer Schultz

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2002 - 2004).  
Advised: Jessica Kolterman

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2002 - 2004).  
Advised: Thomas Trumble

## **Other**

(January 2007 - May 2007).  
Advised: Khushbaht Abdulloev

Other (Within University of Nebraska-Lincoln). (January 2006 - May 2006).  
Advised: Elizabeth Shanahan

Other (Within University of Nebraska-Lincoln). (August 2005 - December 2005).  
Advised: Kelly Keiser

Postbaccalaureate, "Dissertation," Marketing. (January 2011 - May 2011).  
Advised: Jie Gao

Postbaccalaureate, "Dissertation," Marketing. (August 2010 - May 2011).  
Advised: Jie Gao

Postbaccalaureate, "Dissertation," Marketing. (January 2010 - May 2011).  
Advised: Jie Gao

Postbaccalaureate, "Dissertation," Marketing. (August 2009 - May 2011).  
Advised: Jie Gao

Postbaccalaureate, Marketing. (June 2009 - May 2011).  
Advised: Jie Gao

Postbaccalaureate, Marketing. (May 2009 - May 2011).  
Advised: Jie Gao

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (August 2010 - December 2010).  
Advised: Stephanie Warner

Postbaccalaureate, "Breadth Review: A Review and Extension of Research on Interfirm Networks," Marketing. (July 2009 - August 2010).  
Advised: Jie Gao

Postbaccalaureate. (January 2010 - May 2010).  
Advised: Ryan Downing

Postbaccalaureate, Advisor, GRBA 890 Administrative Internship, "Marketing Communication Administrative Internship," Other (Within University of Nebraska-Lincoln). (2009).  
Advised: Shannon Whisler

Postbaccalaureate, "Second Year Paper," Marketing. (January 2009 - November 2009).  
Advised: Jie Gao

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (January 2009 - May 2009).  
Advised: Adam Wagler

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (January 2009 - May 2009).  
Advised: Christina Vanvliet

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (January 2009 - May 2009).  
Advised: Jodi Long

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (January 2009 - May 2009).  
Advised: Sarah McDiarmid

Masters (committee thesis reader), "Influence of Ultrasound Assisted Osmatic Dehydration of Strawberries on Drying Time, Cell Structure and Sugar Substitution by Stevia Extracts," Other (Within University of Nebraska-Lincoln). (2007 - May 2009).  
Advised: Juan Garcia-Noguera

Postbaccalaureate, "First Year Paper," Marketing. (January 2008 - August 2008).  
Advised: Jie Gao

Postbaccalaureate. (June 2008 - July 2008).  
Advised: Kristin Jakub

Postbaccalaureate, "First Year Paper," Marketing. (May 2008 - July 2008).  
Advised: Shannon Cummins

Postbaccalaureate. (January 2008 - May 2008).  
Advised: Elizabeth Cartwright

Postbaccalaureate. (January 2008 - May 2008).  
Advised: Leslie Hill

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (August 2007 - December 2007).  
Advised: Leslie Hill

Postbaccalaureate, Independent Study, Other (Within University of Nebraska-Lincoln). (June 2007 - August 2007).  
Advised: Misty Johnson

Postbaccalaureate, Marketing. (August 2006 - December 2006).  
Advised: Jessica Nielsen

Postbaccalaureate, Marketing. (August 2006 - December 2006).  
Advised: Sarah Sherman

Postbaccalaureate, Marketing. (August 2006 - December 2006).  
Advised: Sarah Sherman

Postbaccalaureate, Marketing. (August 2006 - December 2006).  
Advised: Susie Pryor



Postbaccalaureate, Marketing. (August 2006 - December 2006).  
Advised: Weiqin Zhao

Masters (committee thesis reader), "UNDERSTANDING THE CONSUMER: CELEBRITY  
ENDORSEMENT ADVERTISING IN AMERICA AND CHINA," Other (Within University of  
Nebraska-Lincoln). (August 2006 - December 2006).  
Advised: Weiqin Zhao

Postbaccalaureate, Marketing. (January 2006 - December 2006).  
Advised: Susie Pryor

Postbaccalaureate, Marketing. (August 2005 - December 2006).  
Advised: Susie Pryor

Postbaccalaureate, Marketing. (August 2004 - December 2006).  
Advised: Susie Pryor

Postbaccalaureate, Marketing. (June 2006 - August 2006).  
Advised: Michael Krush

Postbaccalaureate, Marketing. (May 2006 - July 2006).  
Advised: Jie Gao

## **Awards and Honors**

Nomination as Exceptional Professor in the Marketing Department, College of Business Student  
Advisory Board. (December 2010).

Certificate of Appreciation, Marketing Department Graduate Student Association. (2000).

Award for Contributions to Students, The Parents Association and The Teaching Council of the  
University of Nebraska-Lincoln. (1999).

Faculty Associate, International Studies Program, College of Arts and Sciences, University of  
Nebraska – Lincoln. (1999).

Nominee, Outstanding Teacher of the Year, Association of Students at the University of  
Nebraska-Lincoln. (1996).

Outstanding Contributor to Students, The Parents Association and The Teaching Council of the  
University of Nebraska-Lincoln. (1994).

Outstanding Marketing Graduate Teaching Award, Marketing Graduate Students. (1988).

VIP Program, Specialty Advertising Association International. (1986).

Nominee, Distinguished Teaching Award, College of Business Administration, University of  
Nebraska-Lincoln. (1984).

Nominee, Distinguished Teaching Award, College of Business Administration, University of  
Nebraska-Lincoln. (1982).

General Motors Corporation Award, Intercollegiate Marketing Competition participation. (1979).

Nominee, Distinguished Teaching Award, College of Business Administration, University of  
Nebraska-Lincoln. (1977).

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#### Books

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- Grossbart, S. (Presenter & Author), Amedeo, D. (Presenter & Author), Environmental Design Research Association Conference, "The Process of Experiencing Feelings in Environments: Exploratory Modeling," Environmental Design Research Association, Buffalo, NY. (June 1979).
- Grossbart, S. (Presenter & Author), Mittelstaedt, R. A. (Author Only), DeVere, S. P. (Author Only), Annual Southern Marketing Association Conference, "Marketing Community Based Services for the Mentally Retarded," Southern Marketing Association. (1977).
- Grossbart, S. (Presenter & Author), Mittelstaedt, R. A. (Presenter & Author), Murdock, G. (Author Only), Association for Consumer Research Conference, "Nearest Neighbor Analysis: Inferring Behavioral Processes From Spatial Patterns," Association for Consumer Research. (October 1977).
- Mittelstaedt, R. (Presenter & Author), Grossbart, S. (Presenter & Author), Curtis, W. (Presenter & Author), DeVere, S. (Author Only), Annual Meeting of the Southwestern Marketing Association, "Sensation Seeking and Innovative Behavior," Southwestern Marketing Association, Houston, TX. (1975).
- Grossbart, S. (Presenter & Author), Curtis, W. W. (Presenter & Author), Mittelstaedt, R. A. (Author Only), Rogers, R. (Author Only), Annual Southwestern Marketing Association Conference, "Shopping Milieu and Shopping Behavior: Predispositional and Perceptual Dimensions," Southwestern Marketing Association. (1975).
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- Grossbart, S., Curtis, W. (Presenter & Author), Rogers, R. (Presenter & Author), Annual Meeting of Southwestern Marketing Association, "Socioeconomic Differences in Customer Environmental Maps," Southwestern Marketing Association, Dallas, TX. (1974).
- Berekson, L. (Presenter & Author), Grossbart, S. (Author Only), Annual Meeting of the American Risk and Insurance Association, "Ambiguity, Anxiety, Locus of Control and Pure Risk-Taking Behavior," American Risk and Insurance Association. (1974).

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- Grossbart, S. (Presenter & Author), Rogers, W. (Author Only), Rogers, R. (Author Only), Southwestern Region of the American Institute for Decision Sciences Conference, "Advancing Decision Science Education Through Urban Retail Planning Simulation," Southwestern Region of the American Institute for Decision Sciences. (1974).
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- Grossbart, S. (Presenter & Author), Curtis, W. (Presenter & Author), Annual Meeting of the Southwest Social Science Association, "Customer Environmental Maps of Urban Retail Space," Southwest Social Science Association, Houston, TX. (1973).

## **Presentations Given**

- Grossbart, S. (Presenter & Author), Pryor, S. (Author Only), Macromarketing Conference, "Resources, Tragedy, and Comedy in Marketplace Marketing Systems," International Macromarketing Association, Williamsburg, VA. (June 2011).
- Grossbart, S. (Presenter & Author), Macromarketing Conference, "Roundtable Session on Macromarketing and Politics," International Macromarketing Society, Williamsburg, VA. (June 2011).
- Johnson, J. (Presenter & Author), Grossbart, S. (Author Only), 35th Annual Macromarketing Conference, "Social Capital-Related Influences and Contractual Enforcement in Industry Networks," Macromarketing Society, Laramie, WY. (June 2010).
- Grossbart, S. (Presenter & Author), Annual Macromarketing Conference, "Aftermath and Evolution: A Macromarketing View of The Great Recession and The Future of The Institution of The Business School," Laramie, WY. (June 2010).
- Gao, J. (Author Only), Grossbart, S. (Presenter & Author), Annual Macromarketing Conference, "Marketization and the Focus and Character of Guanxi Ties in China," Laramie, WY. (June 2010).
- Gao, J. (Presenter & Author), Grossbart, S. (Author Only), Pryor, S. (Author Only), Macromarketing Conference, "Customer Citizenship Behavior in the Retail Marketplace," Kristiansand, Norway. (June 2009).
- Cummins, S. (Presenter & Author), Grossbart, S. (Author Only), Macromarketing Seminar, "Ritual Characteristics Congruence between Consumers' Consumption and Production Practices," Society of Macromarketing, Kristiansand, Norway. (June 2009).

Pryor, S. (Presenter & Author), Grossbart, S. (Author Only), Annual Macromarketing Conference, "Homeless Persons In The Marketplace," International Macromarketing Society, Washington, D. C. (2007).

Pryor, S. (Presenter & Author), Grossbart, S. (Author Only), International Conference on Wine Marketing, "Social Capital and Co-production at a Kansas Farm Winery," Beijing, China. (2007).

Grossbart, S. (Presenter & Author), Annual Macromarketing Conference, "The Future of Macromarketing," International Macromarketing Society, Queenstown, New Zealand. (2006).

Pryor, S. (Presenter & Author), Grossbart, S. (Author Only), Annual Manchester Metropolitan University Conference on Contemporary Issues in Retail Marketing, "A Concrete Prairie Dog? A Big Ball of String?: The Co-creation of Meaning of Main Street," Manchester, England. (2006).

Pryor, S. (Presenter & Author), Grossbart, S. (Author Only), Annual Manchester Metropolitan University Conference on Contemporary Issues in Retail Marketing, "The Co-creation of Meaning on Main Street: Implications for Place Branding," Manchester Metropolitan University, Manchester, England. (2006).

Grossbart, S. (Presenter & Author), Pryor, S. (Author Only), Macromarketing Conference, "Marketplace Adaptiveness and Social Capital: Three Views and Their Implications," International Macromarketing Society, Queenstown, New Zealand. (2006).

Grossbart, S. (Presenter & Author), Annual Macromarketing Conference, "Future Research in Macromarketing," International Macromarketing Society, St. Petersburg, FL. (2005).

Grossbart, S. (Presenter & Author), Pryor, S. (Author Only), Annual Macromarketing Conference, "Social Capital and Co-production in the Marketplace," International Macromarketing Society, St. Petersburg, FL. (2005).

Grossbart, S. (Presenter & Author), Pryor, S. (Author Only), International Conference on Marketing and Development, "The Protean Qualities of Social Capital-Related Co-production in a Downtown Retail Area," International Society for Marketing and Development, Thessaloniki, Greece. (2005).

Grossbart, S. (Presenter & Author), Presentation on Ann Gradwohl's exhibition (artistic interpretation of television news and home shopping programming following the events of 9/11), "An analysis of Ann Gradwohl's Living Consumed: Commercial Integration of Life in the U.S.," Marketing Department, University of Nebraska-Lincoln, University of Nebraska-Lincoln. (2005).

Pryor, S. (Presenter & Author), Grossbart, S. (Author Only), 2004 Annual Manchester Metropolitan University Conference on Contemporary Issues in Retail Marketing. Retailing in Town and City Centres: Current Issues, Future Prospects, "Social Capital in a Midwestern U.S. Downtown Retail Business District," Manchester Metropolitan University, Manchester England. (2004).

Grossbart, S. (Presenter & Author), Annual Academy of Marketing Science Conference, "Publishing Research in the Journal of Macromarketing, in Meet the Editors Session," Academy of Marketing Science, Vancouver, Canada. (2004).

Grossbart, S. (Presenter & Author), Annual Academy of Marketing Science Conference, "Research Opportunities in Macromarketing," Academy of Marketing Science, Vancouver, Canada. (2004).

- Grossbart, S. (Presenter & Author), Rahtz, D. (Author Only), Annual Macromarketing Conference, "Emerging Issues in Governance, Globalization and Development," International Macromarketing Society, Vancouver, Canada. (2004).
- Grossbart, S. (Presenter & Author), Conference on Current Issues in Marketing and Development, "Macromarketing Perspectives on Development," co-sponsored by School of Industrial Management, HCMC University of Technology, International Society for Marketing and Development, School of Industrial Management, HCMC University of Technology, Swiss AIT Vietnam, Ho Chi Minh City, Vietnam. (2003).
- Grossbart, S. (Presenter & Author), Pryor, S. (Author Only), International Conference on Marketing and Development, "Communal Influences, Social Capital, and Retail Development," International Society for Marketing and Development, Bangkok, Thailand. (2003).
- Grossbart, S. (Presenter & Author), Hughes, S. L. (Author Only), Pryor, S. (Author Only), Yost, A. (Author Only), Advances in Consumer Research, "Socialization Aspects of Parents, Children, and the Internet," Association for Consumer Research, Austin, TX. (2002).
- Grossbart, S. (Presenter & Author), Pryor, S. (Author Only), Annual Macromarketing Conference, "Communal Influences and Social Capital Among Retailers and Consumers," International Macromarketing Society, Sydney, Australia. (2002).
- Grossbart, S. (Presenter & Author), Balkans Symposium: Transition, Agribusiness, Trade and Globalization, "Macromarketing, Transition, Agribusiness, and Globalization," Arizona State University, Phoenix, AZ. (2002).
- Okleshen, C., Grossbart, S. (Author Only), Advances in Consumer Research, "The Ritual Creation of Consumption Communities," Association for Consumer Research, Salt Lake City, Utah. (2001).
- Carlson, L., Grossbart, S., Hughes, S., Lacznia, R.N., Muehling, D., Okleshen, C., American Marketing Association Winter Educators' Conference, "Parents, Children, and the Internet: Socialization Perspectives," AMA. (2001).
- Grossbart, S. (Presenter & Author), Conference on Historical Analysis and Research in Marketing, "Marketing Amnesia (Or is it Ignorance): The Role of Historical Research in Macromarketing Scholarship," Association for Historical Analysis and Research in Marketing, Michigan State University, the Journal of Macromarketing, the Academy of Marketing Science, Duke University, Durham, NC. (2001).
- Grossbart, S. (Presenter & Author), Research Seminar UNL Agricultural Economic Department, "Consumption and Community Among Consumers," UNL Agricultural Economic Department, UNL, Lincoln, NE. (2001).
- Okleshen, C. (Presenter & Author), Grossbart, S. (Author Only), Advances in Consumer Research, "Community among Consumers: On the Road Again," Association for Consumer Research, Salt Lake City, Utah. (2000).
- Grossbart, S. (Author Only), Okleshen, C. (Presenter & Author), Conference on Heretical Consumer Research, "Community Among Consumers: On The Road," Heretical Consumer Research, Salt Lake City, UT. (2000).

- Grossbart, S. (Presenter & Author), Samsel, L. (Author Only), Parthasarathy, M. (Author Only), Annual Macromarketing Conference, "Diffusion, Discontinuance, and Development in Transition Economies," International Macromarketing Society, Bergen, Norway. (1997).
- Grossbart, S. (Presenter & Author), Samsel, L. (Author Only), International Conference on Marketing and Development, "Conflicting Perspectives on Development in Transition Economies: A Research Agenda," International Society for Marketing and Development, Mangalia, Romania. (1997).
- Oklesheb, C. (Presenter & Author), Grossbart, S. (Author Only), Association for Consumer Research Conference, "Usenet Groups, Virtual Community, and Consumer Behaviors," Association for Consumer Research, Denver, CO. (October 1997).
- Grossbart, S. (Presenter & Author), International Symposium on Marketing Development and Transition, "Marketing and Development: Limitations of Prevailing Views," Optija, Croatia. (June 1997).
- Kennedy, P. F., Okleshen, C., Grossbart, S., AMA Summer Educators Conference, "Virtual Communities: In Search of Gemeinschaft Via Computer-Mediated Communication," AMA, San Diego, CA. (August 1996).
- Kennedy, P. F., Grossbart, S., Okleshen, C., AMA Summer Educators' Conference, "The Character of Interactivity in Electronic Commerce and its Macromarketing Implications," AMA, San Diego, California. (August 1996).
- Grossbart, S. (Presenter & Author), Marketing Education in Kyrgyz American School of Business, Law and Humanities, "Marketing Education in Societies in Transition," Kyrgyz American School of Business, Law and Humanities, Bishkek, Kyrgyzstan. (1995).
- Grossbart, S. (Presenter & Author), Kennedy, P. (Author Only), Symposium on Patronage and Retail Planning, "Interactive Media and Retail Patronage," Louisiana State University, Baton Rouge, LA. (1995).
- Grossbart, S. (Presenter & Author), Annual Macromarketing Conference, "The Myth and Reality of the Global Village: Aggregating and Disaggregating Effects of Technology," International Macromarketing Society, Providence, RI. (1993).
- Grossbart, S. (Author Only), Marquardt, R. (Presenter & Author), Tretyak, O. (Author Only), Schultz, S. A. (Author Only), International Agribusiness Management Association World Congress, "Potential Contributions of Food Marketing and Government for Small Food Distribution Firm Development in CIS Nations.," International Agribusiness Management Association, San Francisco, CA. (1993).
- Grossbart, S. (Presenter & Author), Nebraska Wesleyan University Psychology Department Seminar, "Parental Socialization and Consumer Behavior," Lincoln, NE. (1993).
- Grossbart, S. (Presenter & Author), Tretyak, O. (Presenter & Author), Symposium on Patronage and Retail Planning, "Development of Market Retailing and Distribution in Russia," American Marketing Association and Louisiana State University, Lake Placid. (1993).
- Grossbart, S. (Presenter & Author), Faculty and Students of Russian School of International Trade, "Macromarketing Development Issues in the Russian Transistion," Russian School of International Trade, Moscow, Russia. (1992).

- Grossbart, S. (Presenter & Author), International Seminar on the Role of the State in a Transitional Economy, "The Role of Government and Marketing for Small Business Development," Moscow State University, Moscow, Russia. (1992).
- Grossbart, S. (Presenter & Author), Walsh, A. (Author Only), Wittmeyer, C. (Author Only), Symposium on Patronage and Retail Planning, "Socialization of Shopping Styles," Louisiana State University, Baton Rouge. (May 1991).
- Carlson, L., Grossbart, S., Tripp, C., Advances in Consumer Research, Proceedings of the Association for Consumer Research Conference, "An Investigation of Mothers' Communication Orientations and Patterns," Association for Consumer Research. (1990).
- Carlson, L., Grossbart, S., Laczniak, R.N., Advances in Marketing, Southwestern Marketing Conference Proceedings, "Towards a Basis for Formation of Differential Marketplace Perceptions and Orientations," Southwestern Marketing. (1990).
- Grossbart, S. (Presenter & Author), Seminar Nebraska Wesleyan University Department of Psychology, "Community Among Consumers," Nebraska Wesleyan University Department of Psychology, Lincoln, NE. (1989).
- Carlson, L., Grossbart, S., Walsh, A., Symposium on Patronage Behavior and Retail Strategy: The Cutting Edge, "Consumer Socialization and Shopping with Children." (1989).
- Grossbart, S. (Presenter & Author), Carlson, L. (Presenter & Author), Tripp, C. (Author Only), Association for Consumer Research Conference, "An Investigation of Mothers' Communication Orientations and Patterns," Association for Consumer Research, New Orleans, LA. (October 1989).
- Grossbart, S. (Presenter & Author), Hampton, R. (Presenter & Author), Lapidus, R. (Author Only), Rammohan, B. (Author Only), Patronage Behavior and Retail Strategy Symposium, "Environmental Dispositions and Customer Responsiveness to Atmospherics," Louisiana State University, Baton Rouge, LA. (May 1989).
- Hampton, R. D. (Author Only), Grossbart, S. (Author Only), Lapidus, R. (Presenter & Author), Retail Patronage Theory and Strategy Conf., "Environmental Depositions and Customer Responsiveness to Atmospherics," Baton Rouge, LA. (May 1989).
- Carlson, L., Grossbart, S., Walsh, A., American Marketing Association Summer Educators' Conference, "Consumer Socialization Motives for Shopping with Children," AMA. (1988).
- Grossbart, S. (Presenter & Author), Gill, J. (Author Only), Laczniak, R. (Author Only), Association for Consumer Research Conference, "Influence of Brand Commitment and Claim Strategy on Consumer Attitudes," Association for Consumer Research, Honolulu, Hawaii. (October 1988).
- Carlson, L., Grossbart, S., Walsh, A., American Marketing Association Summer Educators' Conference, "Mothers' Communication Orientations and Related Consumer Socialization Tendencies," AMA. (1987).
- Grossbart, S. (Presenter & Author), Crosby, L. (Presenter & Author), Smith, L. (Author Only), Association for Consumer Research Conference, "Parental Diffusion Roles and Effects of Nutrition Education on Parents and Children," Association for Consumer Research, Toronto, Canada. (October 1986).
- Kennedy, P. F. (Presenter & Author), Grossbart, S., Okleshen, C. (Author Only), American Marketing Association Educators Conference, "A Theory-Based Model for Understanding the



- Restricted Use of New Computer Technology By Women," American Marketing Association. (August 1986).
- Grossbart, S., Association for Consumer Research, Las Vegas, NV. (October 1985).
- Kangun, N. (Presenter & Author), Muehling, D. (Presenter & Author), Grossbart, S. (Presenter & Author), American Marketing Association Educators' Conference, "An Empirical Investigation of the Cognitive Effects of Alternative References to the Competition: Implications for the F.T.C.," American Marketing Association Educators'. (1984).
- Carlson, L., Grossbart, S., American Marketing Association Summer Educators' Conference, "Toward a Better Understanding of Inherent Innovativeness," AMA. (1984).
- Crosby, L. (Presenter & Author), Grossbart, S. (Presenter & Author), Association for Consumer Research Conference, "A Blueprint For Consumer Behavior Personality Research," Association for Consumer Research, Chicago, IL. (October 1983).
- Carlson, L., Crosby, L.A., Grossbart, S., Robb, J.R., American Marketing Association Summer Educators' Conference, "Mothers' Support for Nutrition Education: A Segmentation Analysis," AMA. (1982).
- Grossbart, S. (Presenter & Author), Crosby, L. (Presenter & Author), Robb, J. (Author Only), American Marketing Association Educators' Conference, "Parental Diffusion Roles and Children's Responses to Nutrition," American Marketing Association, Chicago, IL. (August 1982).
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- Madden, C. (Presenter & Author), Grossbart, S. (Author Only), Little, E. (Presenter & Author), Midwest Business Administration Association Conference, "An Expectation Model of

- Discontinuance Among Adopters of Innovation," Midwest Business Administration Association. (1978).
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- Grossbart, S. (Presenter & Author), Curtis, W. (Presenter & Author), Meeting of Eastern Nebraska Chapter, American Marketing Association, "Customers' Environmental Perceptions and Shopping Behavior," Eastern Nebraska Chapter, American Marketing Association. (1976).
- Mittelstaedt, R. (Presenter & Author), Grossbart, S. (Author Only), Curtis, W. (Author Only), Rogers, R. (Author Only), American Psychological Association Conference, "Customer Behavior and Environmental Perceptions," American Psychological Association, Chicago, IL. (1975).
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- Grossbart, S. (Presenter & Author), Curtis, W. (Presenter & Author), Mittelstaedt, R. (Presenter Only), Nebraska Economic and Business Association Conference, "Cognitive Mapping of Downtown," Nebraska Economic and Business Association. (1975).
- Grossbart, S. (Presenter & Author), Mittelstaedt, R. (Presenter & Author), Curtis, W. (Presenter & Author), Symposium on Interconnectivity of the Social Sciences and Urban Design, "Cognitive Mapping of the Urban Environment," School of Architecture, University of Nebraska. (1975).
- Grossbart, S. (Presenter & Author), Mittelstaedt, R. A. (Presenter & Author), DeVere, S. P. (Presenter & Author), Association for Consumer Research Conference, "Customer Stimulation Needs and Innovative Shopping Behavior: The Case of Recycled Urban Places," Association for Consumer Research. (October 1975).
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Berekson, L. (Presenter & Author), Grossbart, S. (Author Only), Annual Meeting of the American Risk and Insurance Association, "Ambiguity, Anxiety, Locus of Control and Pure Risk-Taking Behavior," American Risk and Insurance Association. (1974).

Grossbart, S. (Author Only), Berekson, L. (Presenter & Author), Annual Meeting of the Midwest Business Administration Association, "Pure Risk Taking: A Psychological Approach," Midwest Business Administration Association. (1974).

Grossbart, S. (Presenter & Author), Rogers, W. (Author Only), Rogers, R. (Author Only), Southwestern Region of the American Institute for Decision Sciences Conference, "Advancing Decision Science Education Through Urban Retail Planning Simulation," Southwestern Region of the American Institute for Decision Sciences. (1974).

Grossbart, S. (Presenter & Author), Curtis, W. (Author Only), Mittelstaedt, R. A. (Presenter & Author), Rogers, R. (Author Only), American Marketing Association Educators' Conference, "Psychophysical and Evaluative Dimensions of Cognized Distance in an Urban Shopping Environment," American Marketing Association. (October 1974).

Grossbart, S. (Presenter & Author), Curtis, W. (Author Only), Annual Conference of the Southern Marketing Association, "Information and Uncertainty in Urban Retail Space," Southern Marketing Association. (1973).

Grossbart, S. (Presenter & Author), Curtis, W. (Presenter & Author), Annual Meeting of Midwest Business Administration Association, "Perceived Marketing Structures in Urban Retail Space," Midwest Business Administration Association. (1973).

Grossbart, S. (Presenter & Author), Curtis, W. (Presenter & Author), Annual Meeting of the Southwest Social Science Association, "Customer Environmental Maps of Urban Retail Space," Southwest Social Science Association, Houston, TX. (1973).

Grossbart, S. (Presenter & Author), American Marketing Association Educators' Conference, "Collegiate Member Decision Roles and Expected Information: The Alienated and the Neglected," American Marketing Association, Washington, D.C. (August 1973).

## **Contracts, Grants and Sponsored Research**

### **Contract**

Grossbart, S. (Principal Investigator), Price, L. (Investigator), "Branding Nebraska Corn: Feasibility Study," Sponsored by Ne Corn Board, State Agencies, \$10,413.00. (July 27, 1999 - June 30, 2000). Current Status: Awarded.

### **Donation**

Grossbart, S., "Direct Marketing Library," Sponsored by Experian (Metromail) and Direct Marketing Foundation. (July 1996 - July 2002).

Grossbart, S., "Cooper Foundation for Guardianship Development Committee," Sponsored by Association for Retarded Citizens-Capital (Lincoln), Local & Area, \$10,000.00. (1983).

Grossbart, S., "Lincoln Foundation for Guardianship Development Committee," Sponsored by Association for Retarded Citizens-Capital (Lincoln), Local & Area, \$20,000.00. (1983).

Grossbart, S., "United Way Demonstration Fund for Guardianship Development Committee," Sponsored by Association for Retarded Citizens-Capital (Lincoln), Local & Area, \$8,000.00. (1982).

## **Grant**

Grossbart, S. (Principal Investigator), "Marketing Development Fund," Sponsored by Sage Publications, Industry, \$845.00. (July 1, 2003 - June 30, 2004). Current Status: Awarded.

Grossbart, S. (Principal Investigator), "Economic Development Fund," Sponsored by Food Marketing Institute, Industry, \$300.00. (July 1, 2002 - June 30, 2003). Current Status: Awarded.

Grossbart, S. (Principal Investigator), "Marketing Development Fund," Sponsored by Sage Publications, Industry, \$4,000.00. (July 1, 2001 - June 30, 2002). Current Status: Awarded.

Grossbart, S. (Principal Investigator), "Marketing Research Projects," Sponsored by St. Mark's on the Campus, Other Agencies, \$500.00. (July 1, 2001 - June 30, 2002). Current Status: Awarded.

Grossbart, S. (Principal Investigator), "Marketing Development Fund," Sponsored by Sage Publications, Industry, \$4,000.00. (July 1, 2000 - June 30, 2001). Current Status: Awarded.

Grossbart, S. (Principal Investigator), "Marketing Research Projects," Sponsored by Miscellaneous Donors, Other Agencies, \$11,193.00. (July 1, 1998 - January 31, 1999). Current Status: Awarded.

Grossbart, S., "Electronic Commerce Systems Laboratory," Sponsored by University of Nebraska Foundation, \$96,972.00. (1997).

Grossbart, S., "Marketing Electronic Classroom Grant," Sponsored by Vice-Chancellors for Research and Academic Affairs, \$45,000.00. (1989).

Grossbart, S., "Summer Research Grant," Sponsored by College of Business Administration. (1986).

Grossbart, S., "Summer Research Grant," Sponsored by Bureau of Business Research, College of Business Administration. (1983).

Grossbart, S., "Maude Hammond Fling Faculty Summer Research Fellowship." (1982).

Grossbart, S., "Bureau of Business Research Grant." (1981).

Grossbart, S., "Faculty Development Program Grant." (1978).

Grossbart, S., "Summer Research Fellowship," Sponsored by College of Business Administration. (1973).

## **Awards and Honors**

2010 Shelby D. Hunt Award for the most frequently cited article 2005-2010. (Layton, Roger and Sanford Grossbart. 2006. Macromarketing: Past, Present, and Possible Future. Journal of Macromarketing, Silver Anniversary Issue, 26 (2): 193-213.), International Macromarketing Society and Journal of Macromarketing. (June 11, 2010).

The Erdogan Kumcu Best Paper Award (Grossbart, Sanford and Susie Pryor. (2005). The Protean Qualities of Social Capital-Related Co-production in a Downtown Retail Area. Thessaloniki, Greece: Aristotle University of Thessaloniki School of Economics: Proceedings

- of the 9th International Conference on Marketing and Development.), International Conference on Marketing and Development. (2005).
- Finalist, Award for best article (Carlson, L., Grossbart, S. L., and Walsh, A. (1990). Mothers' Communication Orientations and Consumer Socialization Tendencies. *Journal of Advertising*, 19(3), 27-38.), *Journal of Advertising*. (1990).
- Finalist, Award for best article (Laczniak, R., Muehling, D., and Grossbart, S. L. (1989). Manipulating Message Involvement in Advertising Research. *Journal of Advertising*, 18(2), 28-38.), *Journal of Advertising*. (1989).
- Finalist, Award for best article (Grossbart, S. L., Gill, J., and Laczniak, R. (1988). Influence of Involvement, Commitment and Familiarity on Brand Beliefs and Attitudes of Consumers Exposed to Alternative Ad Claim Strategies. *Journal of Advertising*, 17(2, June), 33-42.), *Journal of Advertising*. (1988).
- Finalist, Robert Ferber Award for Consumer Research (Carlson, L. and S. Grossbart (1988). Parental Style and the Consumer Socialization of Children. *Journal of Consumer Research*, 15 (1), 77-94.), *Journal of Consumer Research*. (1988).
- Best Paper in Macromarketing and Public Policy (Grossbart, S. L., Crosby, L., Robb, J., and L. Carlson. (1982). In B. J. Walker (Ed.), *Mother's Support for Nutrition Education: A Segmentation Analysis* (48th ed., pp. 381-385). Chicago: An Assessment of Marketing Thought and Practice.), American Marketing Association Educational Conference. (1982).

## **SERVICE**

### **Department Service**

- Faculty Advisor, Masters Program in Marketing, Communication and Advertising. (2003 - 2011).
- Committee Chair, Search Committee for Director of Agribusiness Program and Marketing faculty member. (2008 - 2009).
- Committee Member, Recruiting & Orientation Committee for Marketing Graduate Students. (August 2005 - 2008).
- Committee Chair, Search Committee for Director of Agribusiness Program and Marketing faculty member. (2006 - 2007).
- Committee Member, Department Grade Appeal Committee. (2006).
- Representative, American Marketing Association Lincoln Chapter Board of Directors. (2003 - 2005).
- Co-coordinator, Marketing doctoral comprehensive exam. (2004).
- Coordinator, Direct Marketing Library. (1996 - 2003).
- Committee Chair, Committee to plan Master's Program in Sports Marketing. (2001).
- Coordinator, Experian Direct marketing Undergraduate Scholarship. (1997 - 2001).
- Coordinator, Doctoral Comprehensive Exam in Marketing Communication. (1976 - 1997).

Coordinator, Graduate Program in Marketing. (1979 - 1984).

Committee Member, Ad Hoc Committee on Graduate Curriculum. (1983).

Committee Member, Marketing Faculty Recruiting Committee. (1981 - 1983).

Committee Member, Marketing Graduate Program Revision Committee. (1981).

Committee Member, Marketing Graduate Program Committee. (1979 - 1980).

Committee Chair, Marketing Undergraduate Review Committee. (1979).

Committee Chair, Marketing Undergraduate Review Committee. (1979).

Co-chair, Departmental Working Paper Series. (1978 - 1979).

Faculty Advisor, Student Marketing Club. (1972 - 1976).

Committee Member, Richman Gordon Scholarship Committee. (1975).

## **College Service**

Judge, SIFE Presentation Team Selection Committee. (December 2010).

Speaker, CBA Freshman Honors Course in Business. (2003 - 2010).

Committee Member, Research Policy Committee. (2005 - May 2009).

Committee Member, Coe Lab Redesign Committee. (April 2009).

Committee Member, CBA General Committee. (2003 - 2005).

Committee Member, Executive Committee. (1984 - 2003).

Co-author, Layman Grant Proposal with Computer Science. (1998).

Faculty Representative, CBA Alumni Board of Directors. (1996).

Hosted Kyrgystan student SIFE team. (1996).

International Student Exchange Recruiting. (1995).

Committee Chair, 1% for Art Committee. (1994 - 1995).

Committee Chair, CBA Building Arts and Aesthetics Committee. (1990 - 1995).

Committee Member, CBA Building Committee. (1986 - 1994).

Committee Member, CBA Strategic Planning Committee. (1988 - 1989).

Conducted Special Study and Authored Long-Term Plan for Bureau of Business Research. (1988).

Committee Chair, Agribusiness Director Search Committee. (1986).

Director, Agribusiness Program. (1986).

Coordinator, CBA Visiting Executive Program session. (1986).

Committee Member, Committee to develop Master's Program in Agribusiness. (1986).

Coordinator, University of Nebraska Agribusiness Dinner. (1986).

Committee Member, Interdepartmental Graduate Committee. (1981 - 1986).

Planner and Coordinator, CBA Executive in Residence Program. (1985).

Committee Member, CBA Research Policy Committee. (1978 - 1981).

Committee Member, CBA Academic Planning Committee. (1977 - 1981).

Committee Member, CBA MBA oral examination committee. (1979).

Committee Chair, Committee to Revise CBA Graduate Program Recruiting Materials. (1978).

General Committee, CBA. (1974 - 1978).

Committee Member, Business and Economics Roundtable. (1977).

Liaison to UNL Chancellor Young, (CBA Dean Search). (1977).

Committee Chair, Business and Economics roundtable. (1976 - 1977).

Committee Member, MBA/MA Quantitative Requirements Committee. (1976).

Committee Member, Ph.D. Quantitative/Statistics Requirements Committee. (1976).

Committee Member, Business and Economics Roundtable. (1975 - 1976).

Committee Member, Ad Hoc Quantitative Coordinating Committee. (1973 - 1976).

## **University Service**

Task Force Member, Peer Review Team for the Division of University Housing, University of Nebraska – Lincoln. (2005).

Committee Chair, Esther L. Kauffman Academic Residential Center Art Selection Committee. (1998 - 2001).

CBA coordinator, Esther L. Kauffman Academic Residential Center Building Committee. (1998 - 2001).

Committee Member, Athletics Appeal Committee, UNL Intercollegiate Athletics Committee. (1999).

Judge, Department of Architecture Student Project Competition for Esther L. Kauffman Academic Residential Center. (1999).

Co-author, Institutional Marketing Team Report to the Chancellor. (1999).

Committee Member, UNL Athletics Transfer Appeal Committee. (1999).

Committee Member, UNL Institutional Marketing Team. (1998 - 1999).

University representative for meeting with site team of the Accrediting Council for Education in Journalism and Mass Communication, College of Journalism and Mass Communication, University of Nebraska. (1998).

Committee Member, Construction Management Selection Committee for Esther L. Kauffman Academic Residential Center. (1998).

Committee Member, Esther L. Kauffman Academic Residential Center Programming Committee. (1998).

Committee Member, University of Nebraska Representative providing evaluations to the Accrediting Council for Education in Journalism and Mass Communication Team. (1998).

Committee Member, Joint Agribusiness Committee of College of Business Administration and Department of Agricultural Economics. (1997 - 1998).

Committee Member, Committee to create Master of Business Administration with a specialization in Agribusiness. (1997).

Committee Member, Committee to create Master's Program in Marketing, Communication, and Advertising. (1996).

Board of Directors, Nebraska Repertory Theater. (1994 - 1996).

Guest Speaker, University of Nebraska Faculty Women's Club. (1995).

Committee Member, Committee to create Master's Program in Survey Research and Methodology. (1994).

Committee Member, Accreditation Review Committee, College of Journalism and Mass Communication, University of Nebraska. (1992).

Committee Member, Search Committee, University Director of Public Relations. (1988 - 1989).

Committee Member, UNL Image and Communication Planning Group. (1988).

Task Force Member, Proposal to Establish Nebraska Agricultural Product Development and Market Center. (1987 - 1988).

Committee Member, Search Committee for Head, Agricultural Economics Department. (1987 - 1988).

Committee Member, Simon Award Committee to recognize and promote University student community volunteers. (1986 - 1988).

Vice Chancellor, Academic Affairs Program on Strategies for University Resource Allocation for the Future. (1987).

Task Force Member, Chancellor's Task Force on University Image and Communications. (1987).

Guest Speaker, Emeriti Professors Association, Topic: "Educating Agribusiness Leaders,". (1987).



Committee Member, Advisory Committee on National Credit Card Program, University of Nebraska Alumni Association. (1986).

Committee Member, Chancellor's Ad Hoc Committee on University – Chamber of Commerce Relations. (1986).

Committee Member, Chancellor's Fiscal Resources Task Force for the North Central Accreditation Report on the University of Nebraska-Lincoln. (1986).

Coordinator, Executive Seminar on Downtown Development. (1986).

Committee Member, Committee on University Marketing Efforts. (1984).

Committee Member, University Scholarship and Financial Aids Committee. (1978 - 1979).

Chairperson, UNL's Energy and Corporate Policy Prairie Project Conference. (1978).

Committee Member, Search Committee for the Vice Chancellor for Academic Affairs. (1973 - 1974).

## **Professional Service**

Co-editor (published by the Greek Association of Agricultural Economists), Agricultural Economics Review. (2004 - Present).

Board of Directors, International Macromarketing Society. (2002 - Present).

Editorial Policy Board, Journal of Macromarketing. (2000 - Present).

Manuscript Review Board, Journal of Macromarketing. (2000 - Present).

Committee Member, Past Presidents' Committee, American Marketing Association Lincoln Chapter, Lincoln, NE. (1999 - Present).

Committee Member, Macromarketing Society, Journal of Macromarketing Editor Search Committee. (July 2008 - 2009).

Session Chair, Plenary Session on Future of Macromarketing, Annual Macromarketing Conference, Clemson, South Carolina. (2008).

International Conference on Marketing and Development, Thessaloniki, Greece. (2005).

Co-chair, Marketing Communications track, International Conference on Marketing and Development, Thessaloniki, Greece. (2005).

Session Chair, International Conference on Marketing and Development, Thessaloniki, Greece. (2005).

Site Visit and Evaluation Team, Morrison School of Agribusiness and Resource Management, Arizona State University. (2005).

Editor, Journal Editor, Special Issue on Globalization, Journal of Macromarketing. (2004).

Board of Directors, American Marketing Association Lincoln Chapter. (1984 - 2004).

Plenary Session Panel Member, International Conference on Marketing and Development, Bangkok. (2003).

Officer, Vice President, International Macromarketing Society. (2000 - 2003).

Editor, Journal Editor, Journal of Macromarketing. (2000 - 2003).

Committee Member, Scholarly Panel, Balkans Symposium: Transition, Agribusiness, Trade and Globalization. (2002).

Judge, American Marketing Association, Lincoln Chapter, Annual Marketing Awards. (1996 - 2001).

Committee Member, Program Committee, Annual Conference on Telecommunications and Information in Markets: Electronic Commerce, University of Rhode Island. (1999).

Reviewer, Ad Hoc Reviewer, University of Rhode Island Transportation Center. (1999).

Session Chair, Annual Macromarketing Conference, West Greenwich, RI. (1998).

Program Coordinator, American Marketing Association, Lincoln Chapter, Lincoln, NE. (1997).

Conference Co-chair, International Conference on Marketing and Economic Development: Marketing Challenges in Transition Economies, Mangalia, Romania (with Iacob Cataiu, Academy of Economic Sciences, Bucharest Romania; Nikhilesh Dholakia, University of Rhode Island; and Dana-Nicolete Lascu, University of Richmond). (1997).

Co-host, Kazakstan Marketing/Advertising Profession Delegation for Mayor's Committee on International Friendship. (1997).

Co-editor conference proceedings, Marketing Challenge in Transition Economies: Sixth International Conference on Marketing and Development (co-edited with Iacob Cătoi, Nikhilesh Dholakia, and Dana-Nicoleta Lascu), Mangalia, Romania. (1997).

Committee Member, Nebraska State Ad Hoc Committee on Marketing Education Endorsement for Teacher Education, Nebraska Department of Education. (1995 - 1997).

Board of Advisors of a Company, Patronage Behavior and Retail Strategy Symposium, Board of Advisors. (1995 - 1997).

Session Chair, American Marketing Association Educators' Conference, San Diego, CA. (1996).

Reviewer, Journal Article, Journal of Business Research, Special Issue on New Communication Technology. (1996).

Chairperson, Special Session on Interactive Marketing and Electronic Commerce, American Marketing Association Educators' Conference, San Diego. (1996).

Academic Planning, Kyrgyz American School of Business, Consultant. (1995).

Committee Member, Awards Committee, National Retail Patronage Conference. (1995).

Task Force Member, Grant Site Visit Review Team, Kyrgyz American School of Business, Law, and Humanities, Bishkek. (1995).

Kyrgyz American School of Business, Law, and Humanities, Bishkek. (1995).

MaraMara University, Istanbul, Turkey. (1995).

Committee Member, Patronage Behavior and Retail Strategy Symposium Awards Committee. (1995).

Conference Co-chair, Understanding Change From a Macromarketing Perspective: The Twentieth Annual Macromarketing Conference (co-chaired with Dana-Nicoleta Lascu), Richmond, VA. (1995).

Co-editor conference proceedings, Understanding Change From a Macromarketing Perspective: The Twentieth Annual MacroMarketing Conference (co-editor with Dana-Nicolete Lascu, University of Richmond), Richmond, VA. (1995).

Chairperson, Annual Macromarketing Conference, Richmond, VA. (August 1995).

Social Sciences and Humanities Council of Canada. (1992 - 1993).

Reviewer, Ad Hoc Reviewer, Social Sciences and Humanities Council of Canada. (1992 - 1993).

Consultant, Business Curriculum Planning, Kyrgyz American School of Business, Law, and Humanities, Bishkek. (1992).

Consultant, Business Curriculum Planning, Russian Railway Institute, St. Petersburg. (1992).

Committee Member, Marketing Requirements in Secondary Schools Review Committee, Nebraska Department of Education. (1992).

Nebraska Department of Education Program on Marketing Education. (1990).

Officer, President/Elect/Past, Lincoln Chapter of the American Marketing Association. (1988 - 1989).

Committee Member, Planning Committee, Executive Development Seminar on Communicating in a Market Driven World, Lincoln Chapter of the American Marketing Association. (1988 - 1989).

Chairperson, Executive Development Seminar on Positioning, American Marketing Association, Lincoln Chapter. (1987 - 1988).

Committee Member, Planning Committee, 50th Anniversary Executive Development Seminar on Marketing Research, Lincoln Chapter of the American Marketing Association. (1986 - 1987).

Agribusiness Club of Lincoln. (1986).

Program Organizer, Executive Development Seminar for the Nebraska League of Savings Institutions. (1986).

Committee Member, Lincoln Mayor's ad hoc committee to evaluate design for Lincoln Center. (1986).

Southeast High School DECA Annual Dinner, Topic: "Careers in Marketing". (1986).

Harcourt Brace Jovanovich, Publishers. (1985).

The Associated General Contractors of American, Nebraska Building Chapter. (1984).

Conducted survey based evaluation of effects of nutrition education program for children, Nebraska Department of Education, Nebraska. (1981).

Grand Island Retail Area Trade Council. Topic: Customer Perceptions and Shopping in Downtown Grand Island. (1979).

Co-chairperson of Conference, UNL's Energy and Corporate Policy Prairie Project Conference. (1978).

Committee Member, Publications Site Review Committee, Southern Marketing Association. (1976).

Session Chair, Southern Marketing Association Meetings, Atlanta. (1976).

Committee Chair, Consumer Behavior Research Section, Southern Marketing Association Meeting. (1974).

Directed Graduate Student Research, "An Exploratory Study of the Perceived Image of the University of Nebraska Hospital, ". (1974).

## **Public Service**

Past Presidents' Committee, Arc (Association for Retarded Citizens), Lincoln, Lincoln, NE. (2008).

Member, Lincoln Rotary #14, Lincoln, NE. (1986 - 2000).

Host, Kazakstan Marketing/Advertising Delegation for Mayor's Committee on International Friendship. (1997).

Board Member, Association for Retarded Citizens, Capital (Lincoln), Board of Directors. (1974 - 1997).

Committee Member, Association for Retarded Citizens, United States of America Communications Committee. (1978 - 1994).

Co-Planner, Association for Retarded Citizens, United States of America Media Coordinators' Briefing, Minneapolis. (1992).

Consultant, Nebraska Chapter of American Lung Association, Nebraska. (1992).

Committee Member, Association for Retarded Citizens, Capital (Lincoln), Marketing Committee. (1991 - 1992).

Co-Planner and Speaker, Association for Retarded Citizens, United States of America Media Coordinators' Briefing, Portland. (1991).

Committee Member, Association for Retarded Citizens, Capital (Lincoln), Guardianship Development Committee. (1987 - 1991).

Co-Planner and Speaker, Association for Retarded Citizens, United States of America Media Coordinators' Briefing, Tampa. (1990).

Committee Member, Association for Retarded Citizens, Capital (Lincoln), Ways and Means Committee. (1989 - 1990).

Committee Chair, Association for Retarded Citizens, United States of America Communications Committee. (1989 - 1990).

Co-Planner and Speaker, Association for Retarded Citizens, United States of America Media Coordinators' Briefing, San Antonio. (1989).

Committee Member, Association for Retarded Citizens, United States of America Committee to Study Name Change for National Association. (1988).

Co-Planner and Speaker, Association for Retarded Citizens, United States of America Media Coordinators' Briefing, Albuquerque, NM. (1988).

Committee Member, Association for Retarded Citizens, Capital (Lincoln), Public Information and Marketing Committee. (1987 - 1988).

Consultant for federal government-private sector program to promote employment for persons with disabilities, Public Awareness Committee, WORKNET, Lincoln, NE. (1986 - 1988).

Co-Planner, Association for Retarded Citizens, United States of America Media Coordinators' Briefing, Washington DC. (1987).

Committee Chair, Association for Retarded Citizens, Capital (Lincoln), Marketing Committee. (1986).

Co-Planner and Speaker, Association for Retarded Citizens, United States of America Media Coordinators' Training Program, Omaha, NE. (1986).

Co-Planner and Speaker, Association for Retarded Citizens, United States of America Ohio ARC Media Coordinators' Briefing, Columbus, OH. (1986).

Guest Speaker, Association for Retarded Citizens, United States of America Plenary Session National Convention, Omaha, NE. (1986).

Committee Chair, Lancaster Office of Mental Retardation, Public Education Task Force for Nebraska's Regional Directors'. (1986).

Committee Member, Lincoln Mayor's ad hoc committee to evaluate design for Lincoln Center and downtown retailing. (1986).

Guest Speaker, Southeast High School DECA Annual Dinner, Lincoln, NE. (1986).

Committee Chair, Association for Retarded Citizens, Capital (Lincoln), Guardianship Development Committee. (1982 - 1986).

Co-Planner and Speaker, Association for Retarded Citizens, United States of America Media Coordinators' Training Program, Reno, NV. (1985).

Lancaster Office of Mental Retardation, Promotional Planning Session for Region V Mental Retardation Services' Job/Contract Placement Staff. (1985).

Guest Speaker, Southeast High School Marketing Class, Lincoln, NE. (1985).

Committee Member, Association for Retarded Citizens, United States of America Public Information Committee. (1982 - 1985).

Guest Speaker, Association for Retarded Citizens, Nebraska State Convention. (1984).

Association for Retarded Citizens, United States of America Media Coordinators' Training Program, Nashville, TN. (1984).

Committee Chair, Association for Retarded Citizens, United States of America Communications Committee. (1983 - 1984).

Designed study to evaluate national advertising campaign (working with the Gallup Research Organization), Association for Retarded Citizens, United States of America. (1983 - 1984).

United Way Budget Presentation Committee, Association for Retarded Citizens, Capital (Lincoln), Lincoln, NE. (1974 - 1984).

Committee Member, Association for Retarded Citizens, Capital (Lincoln), United Way Budget Presentation Committee. (1974 - 1984).

Guest Speaker, Pound Junior High School Promotion Ceremony. (1983).

Co-Planner and Speaker, Association for Retarded Citizens, United States of America Media Coordinators' Training Program, Dallas, TX. (1982).

Committee Chair, Association for Retarded Citizens, United States of America National Advertising Campaign Subcommittee. (1982).

Directed Graduate Student Research to develop a promotional strategy for the agency, Nebraska Advocacy Services. (1982).

Task Force Member, Association for Retarded Citizens, United States of America Marketing Communications Task Force. (1977 - 1982).

Committee Member, Association for Retarded Citizens, Capital (Lincoln), Budget committee. (1974 - 1982).

Committee Chair, Association for Retarded Citizens, Nebraska Support Analysis Committee. (1981).

Co-Planner and Speaker, Association for Retarded Citizens, United States of America Media Coordinators' Training Program, Chicago, IL. (1981).

Designed national advertising test market program, Association for Retarded Citizens, United States of America. (1981).

Guest Speaker, Nebraska Department of Education, Nebraska. (1981).

Conducted survey to evaluate effects of nutrition education program for children, Nebraska Department of Education. (1981).

Guest Speaker, Association for Retarded Citizens, Nebraska State Convention. (1979).

Guest Speaker, Association for Retarded Citizens, United States of America National Meeting of Public Information Directors. (1979).

Co-author, Association for Retarded Citizens, United States of America "A Marketing Plan for the National Association for Retarded Citizens". (1979).

Directed graduate student research to develop promotional plan for the agency, United Way of Lancaster County, Lincoln, NE. (1979).

Co-authored report to evaluate the agency, United Way of Lancaster County, Lincoln, NE. (1979).

Guest Speaker, Iowa Association for Retarded Citizens. (June 1979).

Committee Member, Association for Retarded Citizens, Capital (Lincoln), Human Rights Committee, Comprehensive Care Unit, Lincoln Regional Center. (1977 - 1978).

Officer, President/Elect/Past, Association for Retarded Citizens, Capital (Lincoln), Lincoln, NE. (1977 - 1978).

Chairperson, Association for Retarded Citizens, Nebraska Fund Raising Committee. (1977 - 1978).

Committee Member, Association for Retarded Citizens, Nebraska Local Unit Support Committee. (1977 - 1978).

Lancaster Office of Mental Retardation, Region V Mental Retardation Services' System Review of Lancaster Office of Mental Retardation. (1977).

Chairperson of Board of Directors, Association for Retarded Citizens, Capital (Lincoln), Chairperson of Board of Directors, Lincoln, NE. (1976 - 1977).

Chairperson, Association for Retarded Citizens, Nebraska State Nominating Committee, Nebraska. (1976 - 1977).

Committee Member, Association for Retarded Citizens, Nebraska, Ways and Means Committee, Nebraska. (1974 - 1977).

Committee Member, Association for Retarded Citizens, Capital (Lincoln), Attitude Change Committee. (1976).

Association for Retarded Citizens, Capital (Lincoln), Directed Student Research--Demand Potential for Thrift Stores. (1976).

Committee Member, Association for Retarded Citizens, Nebraska, State Nominating Committee. (1976).

Officer, Treasurer, Association for Retarded Citizens, Capital (Lincoln). (1975 - 1976).

Lancaster Office of Mental Retardation, Directed Graduate Student Research. (1975).

Guest Speaker, Association for Retarded Citizens, United States of America North Central States Executive Directors' Conference, Akron, Ohio. (1974).

Guest Speaker, Association for Retarded Citizens, Nebraska, State Convention. (1973).

Directed Graduate Student Research on "Mental Retardation and Interpersonal Communication Behavior", Lancaster Office of Mental Retardation. (1973).

Directed Graduate Student Research on "Information Exposure and Behavioral Intentions Toward Persons with Mental Retardation", Lancaster Office of Mental Retardation. (1973).

## **Consulting**

For Profit Organization, Agribusiness equipment and building company. (1975 - 2002).

For Profit Organization, Gift importing and manufacturing company, Georgia. (1975 - 1999).

Academic, Kyrgyz American School of Business, Law, and Humanities, Bishkek, Kyrgyzstan. (1994 - 1995).

For Profit Organization, Venture capital company, Lincoln, NE. (1994).

Non-Governmental Organization (NGO), Association for Retarded Citizens, United States of America, Arlington, TX. (1978 - 1994).

For Profit Organization, Security monitoring systems company, Nebraska. (1987 - 1993).

Marketing Communication Strategy, Nebraska Chapter of American Lung Association, Omaha, NE. (1992).

Academic, Russian Railway Institute, St. Petersburg, Russia. (1992).

For Profit Organization, Newspaper publishing company, Lincoln, NE. (1989).

Non-Governmental Organization (NGO), Public Awareness Committee, WORKNET, Lincoln, NE. (1986 - 1988).

For Profit Organization, Consumer hand tool company, Nebraska. (1986).

Non-Governmental Organization (NGO), Lancaster Office of Mental Retardation. (1986).

United Way of Lancaster County, Lincoln, NE. (1979).

## **Awards and Honors**

### **Service, Community**

Award as Founders' Group Leader, The Rotary Club #14 Foundation, Lincoln. (1999).

Integration of Old and New, Award for Integration of An Addition to a Building in a Historic Preservation Area (for CBA building addition), The Preservation Association of Lincoln. (March 1999).

National Public Service Advertising Finalist, The National Academy of Television Arts and Sciences. (1990).

National Public Service Advertising Finalist, The National Academy of Television Arts and Sciences. (1989).

Paul Harris Fellow, Lincoln Rotary Club #14. (1989).

National Public Service Advertising Finalist, The National Academy of Television Arts and Sciences. (1986).

President's Award, Association for Retarded Citizens-Capital. (1986).



Volunteer of the Year, Association for Retarded Citizens-Capital. (1984).

Special President's Award, Association for Retarded Citizens-Capital. (1981).

Kudos, Board of Regents, University of Nebraska. (1979).

### **Service, Professional**

Distinguished Marketer of the Year, American Marketing Association Lincoln Chapter. (1994).

Governor's Recognition Award for Outstanding Leadership as Member of American Marketing Association Lincoln Chapter, Board of Directors, Governor, State of Nebraska. (1994).

Distinguished Marketer of the Year, American Marketing Association, Lincoln Chapter. (1988).

Regional Winner and National Award Finalist, National Agri-Marketing Association. (1980).

North Central Regional Winner, National Agri-Marketing Association. (1976).

### **Service, University**

Courtesy Graduate Faculty Fellow Appointment, Department of Agricultural Economics, Office of Graduate Studies, University of Nebraska-Lincoln. (January 1999).

Marketing Faculty Special Award of Appreciation. (1988).