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ETHAN CHRISTENSEN, Ph.D.

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University Address

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Superior, WI. 54880-4500

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EDUCATION

Ph.D., University of Texas - Arlington, 2003

Major: Marketing

Minor: Communication

Dissertation: Self-Image/Brand-Image Congruence Effects on Brand Selection: The Role of Situational Self-Image

M.B.A., Minnesota State University, Mankato, 1993

Major: Marketing with emphasis in International Marketing

Thesis: Perceptions, Purchase Behavior and Patriotism in the Consumer Evaluation Process of Products Made in the USA

B.S., St. Cloud State University, 1981

Major: Business Management

ACADEMIC EXPERIENCE

August 2005 - Present, Assistant Professor of Marketing

Department of Business and Economics

University of Wisconsin - Superior

August 2003 - July 2005, Assistant Professor of Marketing

Department of Management Studies
Labovitz School of Business and Economics
University of Minnesota Duluth

September 1998 - July 2003, Instructor
Department of Marketing
College of Business Administration
University of Texas at Arlington

January 1995 - August 1998, Graduate Research Assistant
Department of Marketing
College of Business Administration
University of Texas at Arlington

November 1993 - May 1994, Instructor
Department of Marketing
College of Business Administration
Minnesota State University, Mankato

ACADEMIC AWARDS and HONORS

Teaching Excellence Award, 2012
University of Wisconsin-Superior

Outstanding Teaching Award, 2003
College of Business Administration
University of Texas - Arlington

TEACHING

University of Wisconsin - Superior (2005-Present)
BUS 370 - Principles of Marketing
BUS 371 - Consumer Behavior
BUS 474 - Retail Marketing
BUS 475 – Professional Selling and Sales Management
BUS 477 – Internet Marketing
BUS 482 - Marketing Research
BUS 484 - Marketing Management

University of Minnesota - Duluth (2003-2005)
MGTS 3701 - Principles of Marketing MGTS
3711 - Marketing Research

MGTS 3781 - International Marketing
MGTS 4731 - Consumer Behavior
MGTS 4781 - Marketing Management and Strategy

University of Texas - Arlington (1997-2003)
MARK 3321 - Principles of Marketing
MARK 3322 - Personal Selling and Sales Management
MARK 3323 - Integrated Marketing Communication
MARK 3324 - Consumer Behavior
MARK 4311 - Marketing Research
MARK 4322 - Marketing Strategy and Planning
MARK 4325 - International Marketing

Minnesota State University, Mankato (1993-94)
MKTG 101 - American Business Concepts

COMMUNITY-ENGAGED CONSULTING PROJECTS

Enhancing Perception, Performance and Consumer Loyalty: The Anchor Bar. Project Coordinator, Ethan Christensen. Student Consulting Team: Laura Griffiths, Raya Letourneau and Mariah Shonkwiler. Presented at the 2015 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. May 2015. Unpaid Consulting Project. Length of Involvement: 4 months. Specific activities related to teaching include customer experience management, consumer behavior and marketing strategy.

Brand Management Analysis to Maximize Customer Experience at Texas Roadhouse. Project Coordinator, Ethan Christensen. Student Consulting Team: Rob Hansen, Suguru Homma and Tyler Tollerud. Presented at the 2015 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. May 2015. Unpaid Consulting Project. . Length of Involvement: 4 months. Specific activities related to teaching include customer experience management, consumer behavior and marketing strategy.

Enhancing Brand Satisfaction with T.J. Champions. Project Coordinator, Ethan Christensen. Student Consulting Team: Dillon Beesley, Mackenzie Peters and Paul Ringstrom. Presented at the 2015 Marketing Strategy and Brand Management Conference. University of Wisconsin Superior. May 2015. Unpaid Consulting Project. Length of Involvement: 4 months. Specific activities related to teaching include customer experience management, consumer behavior and marketing strategy.

Maximizing Customer Satisfaction One Bite At A Time. Project Coordinator, Ethan Christensen.

Student Consulting Team: Andrew Clark, Jessica Jensen and Abbigail Pittman. Presented at the 2015 Marketing Strategy and Brand Management Conference. University of Wisconsin Superior. May 2015. Unpaid Consulting Project. Length of Involvement: 4 months. Specific activities related to teaching include customer experience management, consumer behavior and marketing strategy.

Enhancing Brand Awareness of the Bent Taproom Through Strategic Marketing. Project Coordinator, Ethan Christensen. Student Consulting Team: Collin Frisco, Dan Baker and Justin Wadsen. Presented at the 2015 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. May 2015. Unpaid Consulting Project. Length of Involvement: 4 months. Specific activities related to teaching include customer experience management, consumer behavior and marketing strategy.

Adding Customer Value Through Promotion and Brand Awareness at Gronk's. Project Coordinator, Ethan Christensen. Student Consulting Team: Amanda Karpinski, Tom Weinmann and Andrea Hicks. Presented at the 2015 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. May 2015. Unpaid Consulting Project. Length of Involvement: 4 months. Specific activities related to teaching include customer experience management, consumer behavior and marketing strategy.

Rebranding: Transforming a Traditional Firm into a Superior Brand. Project Coordinator, Ethan Christensen. Student Consulting Team: Lexie Omundson-Barcus, Yiwen Li, Heather Townsend and Janko Supih-Kvaternik. Presented at the 2015 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. May 2015. Unpaid Consulting Project. Length of Involvement: 4 months. Specific activities related to teaching include customer experience management, consumer behavior and marketing strategy.

Twin Ports Water Taxi: Discovering Consumer Preferences in the Quest to Better Connect the High Tourism Zones of Duluth, Minnesota and Superior, Wisconsin. Project Coordinator, Ethan Christensen. Student Consulting Team: Erica Del Gallego, Dylan Shelton and Ben Waalkens. Presented at the 2013 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2013. Unpaid Consulting Project. Length of Involvement: 4 months. Specific activities related to teaching include customer experience management, consumer behavior and marketing strategy.

Spur Gas Stations: A Qualitative Analysis of Owner/Operator Perspective Pertaining to the Spur Brand. Project Coordinator, Ethan Christensen. Student Consulting Team: Derek Cagle, Travis Elwood and Tony Remund. Presented at the 2013 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2013. Unpaid Consulting Project. Length of Involvement: 4 months. Specific activities related to teaching include customer experience management, consumer behavior and marketing strategy.

Examining Brand Equity and Identifying Consumer Preferences of Fuel Stations: A Qualitative and Quantitative Study of the Spur Brand. Project Coordinator, Ethan Christensen. Student Consulting Team: Jeff Forsythe, Kyle Homich and Cody Jansen. Presented at the 2013 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2013. Unpaid Consulting Project. Length of Involvement: 4 months. Specific activities related to teaching include customer experience management, consumer behavior and marketing strategy.

Enhancing Customer Value through Experience Engineering and Brand Management: Mac Power Sport and Marine. Project Coordinator, Ethan Christensen. Student Consulting Team: Brent Edstrom, Brad Hellesvig, Cody Jansen and Dale St. Arnold. Presented at the 2013 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2013. Unpaid Consulting Project. Length of Involvement: 4 months. Specific activities related to teaching include customer experience management, consumer behavior and marketing strategy.

Mariner Mall: The Application of Experience Engineering to Change Perceptions and Reposition the Mall in the Minds of Twin Ports Consumers. Project Coordinator, Ethan Christensen. Student Consulting Team: Mollyann Presley, Mike Rosett and Mike White. Presented at the 2010 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2010. Unpaid Consulting Project. Length of Involvement: 4 months. Specific activities related to teaching include customer experience management, consumer behavior and marketing strategy.

Superior Public Library: To Further the Model of Service Quality Based on Quantitative Analysis and the Study of Marketing. Project Coordinator, Ethan Christensen. Student Consulting Team: Ryan Clark, Yeon Jung and Kathryn Miller. Presented at the 2009 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2009. Unpaid Consulting Project. Length of Involvement: 4 months. Specific activities related to teaching include customer experience management, consumer behavior and marketing strategy.

Animal Rescue Foundation: Help Us Help Them. Project Coordinator, Ethan Christensen. Student Consulting Team: Wayne Kangas, Cory Lavasseur and Justin Saufley. Presented at the 2009 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2009. Unpaid Consulting Project. Length of Involvement: 4 months. Specific activities related to teaching include customer experience management, consumer behavior and marketing strategy.

Integrated Marketing Communication Strategy for The United Way. Project Coordinator, Ethan Christensen. Student Consulting Team: Eric Jardine, Mark Streveler and Max Samson. Presented at the 2009 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2009. Unpaid Consulting Project. Length of Involvement: 4 months. Specific activities related to teaching include customer experience management, consumer behavior and marketing strategy.

Brand Strategy Applications at the YMCA-Duluth. Project Coordinator, Ethan Christensen. Student Consulting Team: David Koloc, Jodie Schmah, Jessica Wargin, and Ashley Balaich. Presented at the 2009 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2009. Unpaid Consulting Project. Length of Involvement: 4 months. Specific activities related to teaching include customer experience management, consumer behavior and marketing strategy.

Brand Image Assessment for the Duluth Boys and Girls Club. Project Coordinator, Ethan Christensen. Students Consulting Team: Anthony Hansen, Chad Wilson and Jessica Olson. Presented at the 2009 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2009. Unpaid Consulting Project. Length of Involvement: 4 months. Specific activities related to teaching include customer experience management, consumer behavior and marketing strategy.

SCHOLARLY ACTIVITY 2005-2015

Understanding Freshman Students' Perspectives on Residence Life at UW-Superior. Faculty Mentor, Ethan Christensen. Student Research Team: Alexander Benner and Heather Townsend. Presented at the 2015 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2015.

Prospective Business Courses and Degree Offerings that may Help UW-Superior Stay Ahead of the Competition. Faculty Mentor, Ethan Christensen. Student Research Team: Laura Griffiths, Sarah Langer, Raya Letourneau and Erik Vaughn. Presented at the 2015 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2015.

Motives and Amenities Influencing the Choice of UW-Superior Students to Continue Living On Campus After Freshman Year. Faculty Mentor, Ethan Christensen. Student Research Team: Chase Carey, Melanie Johnson, James Kummer and Tyler Tollerud. Presented at the 2015 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2015.

An Exploration of the Cafeteria Dining System and Student Dining Experience at the University of Wisconsin-Superior. Faculty Mentor, Ethan Christensen. Student Research Team: Jeewon Lee, Zoha Rizwan and Ruhail Inam Shaikh. Presented at the 2015 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2015.

An Exploration of UW-System Business Students' Career Expectations after Graduation. Faculty Mentor, Ethan Christensen. Student Research Team: Katie Ojanen, Traci Popple, Kara Schmidt and Mariah Shonkwiler. Presented at the 2015 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2015.

Identifying Key Determinants of Satisfaction with the Canal Park Food and Beverage

Consumption Experience in Duluth, Minnesota. Faculty Mentor, Ethan Christensen. Student Research Team: Rob Hansen and Paul Ringstrom. Presented at the 2014 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2014.

Jacket Racket?: Exploring How School Spirit Affects Athletes & Their Performance
Faculty Mentor, Ethan Christensen. Student Research Team: Andrew Clark, Emily Olson, Darius Williams and Ryan Zimmerman. Presented at the 2014 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2014.

University of Wisconsin- Superior: Understanding and Improving School Spirit through Marketing Research. Faculty Mentor, Ethan Christensen. Student Research Team: Abigail Pittman, Kinsey Raveill and Jordan Tollerud. Presented at the 2014 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2014.

Perceptual Analysis of Recruitment and Retention Rates at the University of Wisconsin-Superior
Faculty Mentor, Ethan Christensen. Student Research Team: Autumn Gray, Yiwen Li and Helena Miller.. Presented at the 2014 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2014.

Wisconsin's Natural Water Park: A Study of Prospective Vacation Packages in the Superior, Wisconsin Area. Faculty Mentor, Ethan Christensen. Student Research Team: Nicole Michalski and Cajsa Soul. Presented at the 2013 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2013.

BreakingNews: Exploring How UW-Superior Students Obtain Information About On-campus News and Events. Faculty Mentor, Ethan Christensen. Student Research Team: Brandon Freeman, Ted Mattila, Jessica Schlauderaff and Emma Shuck. Presented at the 2013 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2013.

The UW-S Community: Identifying Underlying Motives to Increase Attendance at Campus Events. Faculty Mentor, Ethan Christensen. Student Research Team: Jared Besser, Chad Blanleil and Beka Morton. Presented at the 2012 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2012.

UW-Superior Alumni Association: Measuring Current Students' Perceptions and Identifying Opportunities for Engagement. Faculty Mentor, Ethan Christensen. Student Research Team: Brent Edstrom, Alyssa Nelson and Dale St Arnold. Presented at the 2012 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2012.

UW-S Recruitment Materials: Assessing Relevance and Consistency with Target Audiences. Faculty Mentor, Ethan Christensen. Student Research Team: Lindsey Lenser, Craig Luedtke and Zak Winkler. Presented at the 2012 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2012.

The UW-S Stinger Newspaper: Toward Identifying an Optimal Content Mix for Superior's Student Voice. Faculty Mentor, Ethan Christensen. Student Research Team: Misty Allen, Miyuki Furusho and Stephen Shelton. Presented at the 2012 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2012.

An Investigation of the Promotional Mix Elements at UW-S that will Resonate with Prospective Students from the Twin-Cities Metro Area. Faculty Mentor, Ethan Christensen. Student Research Team: Joe Bohaty, Kaiti Graham and Spencer Way. Presented at the 2012 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2012.

Determining Key Metrics to Assist in Strategic Improvement of the Peer Mentoring Program at UWS. Faculty Mentor, Ethan Christensen. Student Research Team: Casey Dittel, Shaun Marshall and Rob Veith. Presented at the 2012 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2012.

Christensen, Ethan. "This is Your Brain on Credit Cards." A Presentation to the LSS Financial Counselors Group. Duluth, Minnesota (August 2011).

Christensen, Ethan, "Student Marketing Presentations in a Symposium Format: A Value-Added Resume Builder for Tough Economic Times." Proceedings of the Marketing Management Association Fall Educators' Conference (September 2010).

Beam, Bob and Ethan Christensen. "The State of the Economy." A Presentation to The Greenstone Group. Duluth, Minnesota (October 2010).

Balaich, Ashley and Ethan Christensen. "School Spirit: Using Ground Theory to Assess the Value-added Experience at a University." Presented at the 10th Annual UW System Symposium for Undergraduate Research and Creative Activity (April 2010).

An Examination of Prospective Student Evaluation Criteria for Twin Ports Area Universities: Identifying the Competitive Advantage of the University of Wisconsin-Superior. Faculty Mentor, Ethan Christensen. Student Research Team; Talon Berlando, Logan Isley and Alicia Pavlich. Presented at the 2010 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2010.

Brand Integration as a Path to a More Functional and Friendly UWS Website: An Application of Think-Aloud Usability Testing. Faculty Mentor, Ethan Christensen. Student Research Team; Dakota Koski, Erika Johnson and Scott Gaber. Presented at the 2010 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2010.

Toward Discovering the Unique Selling Proposition of the UWS Distance Learning Center: Exploring the Complexities of a Virtual Marketing Mix. Faculty Mentor, Ethan Christensen. Student Research Team; Amy Hanson, Charles Androsky, Aiste Jakniunaite and Kyle Theis.

Presented at the 2010 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2010.

Transfer Orientation Programs at UWS: Using Research to Develop a Win-Win Situation for Transfer Students and the University. Faculty Mentor, Ethan Christensen. Student Research Team; Kristine Adamic, Matt LaFlamme and Breanna Johnson. Presented at the 2010 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2010.

Assessing Community Perceptions of the Superior Animal Rescue Federation: Implications for Building Awareness and Educating the Community about ARF. Faculty Mentor, Ethan Christensen. Student Research Team; Xeng Yang and Jamie Hebb. Presented at the 2010 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2010.

Lights, Camera, Interaction! Directing The Zinema 2 To Top-Billing Through Brand Integration and Experience Management. Marketing Instructor, Ethan Christensen. Presented by students Charles Androsky, James Belanger, Amy Hanson and Miyeon Jung. Presented at the 2010 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2010.

Red Mug Espresso: Managing Brand Image Clues in a Multi-Sensory Approach to Creating the Desired Customer Experience. Marketing Instructor, Ethan Christensen. Presented by students Breanna Johnson, Erika Johnson and Alicia Pavlich. Presented at the 2010 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2010.

Superior Public Library: Creating Customer Value Through Brand Strategy and Experience Design. Marketing Instructor, Ethan Christensen. Presented by students Ryan Clark, Amy Lenz and Kathryn Miller. Presented at the 2010 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2010.

Mariner Mall: The Application of Experience Engineering to Change Perceptions and Reposition the Mall in the Minds of Twin Ports Consumers. Marketing Instructor, Ethan Christensen. Presented by students Mollyann Presley, Mike Rosett and Mike White. Presented at the 2010 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2010.

Atanasova, Aleksandrina and Ethan Christensen, "Premium Store Brands: Evaluation of the Intrinsic Value of Private Labels' Brand Equity." Proceedings of the National Conference on Undergraduate Research (April 2009).

Rediscovering the Superior Public Library Experience: Toward Building a Model of Service Quality to Better Deliver on the Wants and Needs of Library Patrons. Faculty Mentor, Ethan Christensen. Student Research Team; Ryan Clark, Mi-Yeon Jung and Kathryn Miller. Presented at the 2009 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2009.

Building a Value Hierarchy of University Snack Bar Attributes: The Case of Aviands Food Service at UWS. Faculty Mentor, Ethan Christensen. Student Research Team; James W. Crosby, Ashley Balaich and Isaac Zurawski. Presented at the 2009 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2009.

Alumni Reflections of the UWS Experience: Using Qualitative Research to Obtain Insights from Graduated Students 20 Years or More after Graduation. Faculty Mentor, Ethan Christensen. Student Research Team; James Belanger, Dwight Hill and Mike Rosett. Presented at the 2009 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2009.

To Be, or Not to Be: An Exploratory Study of the Perceived Value to Students of Positioning UWS as a Liberal Arts College. Faculty Mentor, Ethan Christensen. Student Research Team; Aftin Lozon, Mike White, Mollyann Presley and Kirk Weber. Presented at the 2009 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2009.

Superior Public Library: To Further the Model of Service Quality Based on Quantitative Analysis and the Study of Marketing. Faculty Mentor, Ethan Christensen. Student Research Team: Ryan Clark, Yeon Jung and Kathryn Miller. Presented at the 2009 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2009

Animal Rescue Foundation: Help Us Help Them. Faculty Mentor, Ethan Christensen. Student Research Team: Wayne Kangas, Cory Lavasseur and Justin Saufley. Presented at the 2009 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2009.

Integrated Marketing Communication Strategy for The United Way. Faculty Mentor, Ethan Christensen. Student Research Team: Eric Jardine, Mark Streveler and Max Samson. Presented at the 2009 Marketing Strategy and Brand Management Conference. University of WisconsinSuperior. Spring 2009.

Brand Strategy Applications at the YMCA-Duluth. Faculty Mentor, Ethan Christensen. Student Research Team: David Koloc, Jodie Schmahl, Jessica Wargin, and Ashley Balaich. Presented at the 2009 Marketing Strategy and Brand Management Conference. University of WisconsinSuperior. Spring 2009.

Brand Image Assessment for the Duluth Boys and Girls Club. Faculty Mentor, Ethan Christensen. Student Research Team: Anthony Hansen, Chad Wilson and Jessica Olson. Presented at the 2009 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2009.

An International View: The Perspicacity of Foreign Students Enrolled at the University of

Wisconsin- Superior. Faculty Mentor, Ethan Christensen. Student Research Team; Takeo Ogata, Justin Saufley and Wayne Kangas. Presented at the 2008 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2008.

How College Students Evaluate the University Experience: A Qualitative Study Identifying Key Indicators of Perceived Quality at the University of Wisconsin-Superior. Faculty Mentor, Ethan Christensen. Student Research Team; Jessica Wargin, Laura Schaffer and Katie Ollanketo. Presented at the 2008 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2008.

An Exploratory Study of UWS Students' Attitudes and Perceptions of the UWS Dormitories with Implications for Providing an Enhanced On-Campus Living Experience. Faculty Mentor, Ethan Christensen. Student Research Team; Kimberly Bezdicsek and April Seys. Presented at the 2008 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2008.

Premium Store Brands: Qualitative Evaluation of the Intrinsic Value of Private Labels' Brand Equity. Faculty Mentor, Ethan Christensen. Student Research Team; Meagan Campbell, Aleksandrina Atanasova and Cristie Eliason. Presented at the 2008 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2008.

The Ideal Plan: An Exploratory Study of College Students' Attitudes about Optimal Attribute Levels of Cell Phone Plans and Service. Faculty Mentor, Ethan Christensen. Student Research Team; Mark Streveler, Chad Wilson and Eric Jardine. Presented at the 2008 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2008.

A Qualitative Analysis of the Great Lakes Aquarium with Strategic Implications for Marketplace Positioning . Faculty Mentor, Ethan Christensen. Student Research Team; Amy Talarico and Kimberly Randall. Presented at the 2008 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2008.

Christensen, Ethan and Grant Moody. (2007). "School Spirit: Get a Buzz On!" Presented at the 2007 Student Leadership Conference. University of Wisconsin-Superior.

Christensen, Ethan and Grant Moody. (2007). "School Spirit: Definition and Measurement with Assessment of Promotional Strategies for Enhancement." Presented at the 8th Annual UW System Symposium for Undergraduate Research and Creative Activity at the University of Wisconsin-Stout.

The Comforts of Home at College: An Examination of Student Comfort Levels in UWS Housing Facilities. Faculty Mentor, Ethan Christensen. Student Research Team; Amanda Evenski, Joyce Knoer and Nick Podgornick. Presented at the 2007 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2007.

Recruiting Student Athletes at UWS: An Analysis of Determinant Factors Influencing the

Student-Athlete University Selection Process. Faculty Mentor, Ethan Christensen. Student Research Team; Aaron Berman, Leonard Cobb, Dustin Cosgrove and Derek Paige. Presented at the 2007 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2007.

Converting Erlanson's Basement to a Student Lounge: An Exploratory Study of Attributes Most Desired by Students. Faculty Mentor, Ethan Christensen. Student Research Team; Kraig Harries, Josh Kolkind and Sam Roach. Presented at the 2007 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2007.

Visual Appeal of the UWS Campus: Perceptions of the Aesthetic Experience at UWS with Implications for Perceptual Positioning. Faculty Mentor, Ethan Christensen. Student Research Team; Corey Kieffer, Dustin Krauth and Josh Partridge. Presented at the 2007 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2007.

Christensen, Ethan and Aaron Amundson. (2006). "Lake Superior North Shore Ferry Route Feasibility Study." Presented at the Great Lakes Maritime Research Institute University Affiliates Meeting at the Duluth Seaway Port Authority in Duluth, MN.

The Appeal of UWS: A Framework for Understanding the Choice to Attend UWS. Faculty Mentor, Ethan Christensen. Student Research Team; Jim Shimon, Cory Jacklitch and Joe Olson. Presented at the 2006 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2006.

Got Spirit?: The Perceived Level of School Spirit at UWS with Implications for Enhancement. Faculty Mentor, Ethan Christensen. Student Research Team; Jessica Stariha, Stephanie Gudowski, Crystal Plunkett and Kris Kraemer. Presented at the 2006 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2006.

Erlanson Facelift?: An Assessment of Prospective Building Upgrades to Enhance the Educational Experience in Erlanson Hall. Faculty Mentor, Ethan Christensen. Student Research Team; Julia Peters-Axtell, Tony Pufall, Shawn Murphy and Bill Murray. Presented at the 2006 UWS Marketing Research Symposium. University of Wisconsin-Superior. December 2006.

Research Submissions-Unpublished

Weber, Kirk T. and Ethan Christensen (Faculty Advisor). The Opinions and Attitudes of Business Students about the Value of taking Liberal Arts Courses. Submitted for the 24th National Conference on Undergraduate Research (NCUR) at the University of Montana in April 2010.

Christensen, Ethan. Inclusive Excellence at the Career Services Office: Implications for

Establishing Value-Added Offerings to Provide Students with a Competitive Advantage in the Job Search Process. Submitted to *The University of Wisconsin System 2010 President's Summit on Excellence in Teaching and Learning* in April 2010.

ACADEMIC SERVICE-LEARNING PROJECTS

Visual Merchandising and Retail Display Window Design Project.

Window Theme: Your Dealer for Savings this Holiday Season!

Window Location: Northland Chevrolet - 1420 Ogden Ave, Superior, Wi.

Course Instructor: Ethan Christensen

Visual Merchandising Team: Alex Benner Katie Ojanen

Presented at the 2015 Visual Merchandising and Retail Display Colloquium. University of Wisconsin-Superior. December 2015.

Visual Merchandising and Retail Display Window Design Project.

Window Theme: Shabby Chic Winter Mystique

Window Location: Blue Arrow Boutique - 1404 Tower Ave, Superior, Wi.

Course Instructor: Ethan Christensen

Visual Merchandising Team: Sarah Langer, Raya Letourneau and Erik Vaughn.

Presented at the 2015 Visual Merchandising and Retail Display Colloquium. University of Wisconsin-Superior. December 2015.

Visual Merchandising and Retail Display Window Design Project.

Window Theme: Holiday Cheers

Window Location: Belknap Liquor & Lounge - 130 Belknap, Street Superior, Wi.

Course Instructor: Ethan Christensen

Visual Merchandising Team: Jeewon Lee, Yiwen Li and Thomas Weinmann.

Presented at the 2015 Visual Merchandising and Retail Display Colloquium. University of Wisconsin-Superior. December 2015.

Visual Merchandising and Retail Display Window Design Project.

Window Theme: Santa's Big Bag of Toys

Window Location: Globe News - 1430 Tower Ave, Superior, Wi.

Course Instructor: Ethan Christensen

Visual Merchandising Team: Garrett Janis, James Kummer and Tyler Tollerud.

Presented at the 2015 Visual Merchandising and Retail Display Colloquium. University of Wisconsin-Superior. December 2015.

The Salvation Army Thrift Store Retail Window Display #1 in Superior, Wisconsin

Theme: Christmas Morning

Visual Merchandising Team: Kinsey Raveill and Jordan Tollerud.

Course Instructor: Ethan Christensen. Presented at the 2014 Visual Merchandising and Retail Display Colloquium. University of Wisconsin-Superior. December 2014.

Belknap Liquor & Lounge Retail Window Display in Superior, Wisconsin

Theme: Staying Warm on a White Christmas

Visual Merchandising Team: Travis Elwood and Ryan Zimmerman.

Course Instructor: Ethan Christensen. Presented at the 2014 Visual Merchandising and Retail Display Colloquium. University of Wisconsin-Superior. December 2014.

The Salvation Army Thrift Store Retail Window Display #2 in Superior, Wisconsin

Theme: Releasing the Holidays

Visual Merchandising Team: Autumn Gray and Lexie Omundson Barcus.

Course Instructor: Ethan Christensen. Presented at the 2014 Visual Merchandising and Retail Display Colloquium. University of Wisconsin-Superior. December 2014.

Belknap Liquor & Lounge Retail Window Display in Superior, Wisconsin

Theme: Eat, Drink and Be Merry

Visual Merchandising Team: Emily Olson. Course Instructor: Ethan Christensen. Presented at the 2014 Visual Merchandising and Retail Display Colloquium. University of Wisconsin-Superior. December 2014.

Sears Hometown Store Retail Window Display at the Mariner Mall

Theme: Frosty the Snowblower Man

Student Visual Merchandising Team: Misty Allen, Lindsey Lenser, Craig Luedtke and Zachary Winkler. Course Instructor: Ethan Christensen. Presented at the 2012 Visual Merchandising and Retail Display Colloquium. University of Wisconsin-Superior. December 2012.

Sears Hometown Store Retail Window Display at the Mariner Mall

Theme: Presents under the Tree

Student Visual Merchandising Team: Suzie Chung, Miyuki Furusho, Dale St Arnold and Jacob Shovein. Course Instructor: Ethan Christensen. Presented at the 2012 Visual Merchandising and Retail Display Colloquium. University of Wisconsin-Superior. December 2012.

Sears Hometown Store Retail Window Display at the Mariner Mall

Theme: Rudolf the Red-nosed Garden Tractor

Student Visual Merchandising Team: Jared Besser, Chad Blanleil and Rebekah Morton. Course Instructor: Ethan Christensen. Presented at the 2012 Visual Merchandising and Retail Display Colloquium. University of Wisconsin-Superior. December 2012.

Food Service Marketplace Retail Window Display at the Mariner Mall

Theme: Santa's Pantry

Student Visual Merchandising Team: Joseph Bohaty, Casey Dittel and Kaitlin Graham. Course Instructor: Ethan Christensen. Presented at the 2012 Visual Merchandising and Retail Display Colloquium. University of Wisconsin-Superior. December 2012.

The Academic Service-Learning Projects listed below were undertaken by students in the BUS 484- Marketing Strategy and Brand Management class. The AS-L projects involved students majoring in Business Administration at the University of Wisconsin-Superior preparing and presenting strategic marketing plans for actual businesses currently operating in the Twin Ports area

PhyEd Health Club: Utilizing Brand Promise as a way of Promoting an Active and Healthy Lifestyle. Presented by Erica Del Gallego, Miyuki Furusho, David Nelson, Jacob Shovein and Spencer Way. AS-L Project Instructor, Ethan Christensen. Presented at the 2013 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2013.

Jacket Book and Supply: Enhancing Customer Value Through Brand Management Directed at Linking Customer Wants with Store Experiences. Presented by Misty Allen, Lindsey Lenser, Craig Luedtke and Zachary Winkler. AS-L Project Instructor, Ethan Christensen. Presented at the 2013 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2013.

Enrichment of the Customer Experience Through Multi-Sensory Scanning at Pizza Luce. Presented by Casey Dittel, Kaitlin Graham, Anthony Remund and Robert Veith. AS-L Project Instructor, Ethan Christensen. Presented at the 2013 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2013.

Strengthening Brand Identity and Enhancing the Customer Experience through Value-Added Brand Experience Management at The Shack. AS-L Project Instructor, Ethan Christensen. Student AS-L Team: Kimberly Bezdicsek, Heather Hanson, Aiste Jakniunaite and Paige Maki. Presented at the 2011 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2011.

Big Apple Bagels: Creating Customer Value through the Application of Experience Engineering and Strategic Brand Positioning. Project Instructor, Ethan Christensen. Student AS-L Team: Talon Berlando, Dwight Hill, Logan Isley and Kirk Weber. Presented at the 2011 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2011.

Escape to the Island: Improving the Customer Experience at Barker's Island Inn through Touchpoint Mapping and Experience Engineering. Project Instructor, Ethan Christensen. Student AS-L Team: Kristine Adamic, Scott Gaber, Matthew LaFlamme, Cassandra Roemhildt. Presented at the 2011 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2011.

Examining the Gap Between Marketplace Opportunity and Marketing Strategy: The Case of Le Bistro Restaurant. AS-L Project Instructor, Ethan Christensen. Student AS-L Team: Kayla Anderson, Jamie Hebb, Dakota Koski and Briana Lind. Presented at the 2011 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2011.

Roll the Film: Optimizing Customer Value at the Superior Theatre through Strategic Branding and Experience Design. AS-L Project Instructor, Ethan Christensen. Student AS-L Team: Alan Carpenter, Austin Hams, Daisy-ree Quaker and Kyle Theis. Presented at the 2011 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2011.

Enhancing the Customer Experience while Increasing Patronage at Julie's Family Restaurant. AS-L Project Instructor, Ethan Christensen. Student AS-L Team: Nicholas Bursik, Ryan Flaherty, Trent McKenzie and Chen Wei Wang. Presented at the 2011 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2011.

Lights, Camera, Interaction! Directing The Zinema 2 To Top-Billing Through Brand Integration and Experience Management. AS-L Project Instructor, Ethan Christensen. Student AS-L Team; Charles Androsky, James Belanger, Amy Hanson and Miyeon Jung. Presented at the 2010 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2010.

Red Mug Espresso: Managing Brand Image Clues in a Multi-Sensory Approach to Creating the Desired Customer Experience. AS-L Project Instructor, Ethan Christensen. Students AS-L Team: Breanna Johnson, Erika Johnson and Alicia Pavlich. Presented at the 2010 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2010.

Superior Public Library: Creating Customer Value Through Brand Strategy and Experience Design. AS-L Project Instructor, Ethan Christensen. Student AS-L Team: Ryan Clark, Amy Lenz and Kathryn Miller. Presented at the 2010 Marketing Strategy and Brand Management Conference. University of Wisconsin-Superior. Spring 2010.

Aqua Hut Retail Window Display at the Mariner Mall
Retail Instructor, Ethan Christensen. Student Visual Merchandising Team: Chelsie Andera, Erika Johnson and Dakota Koski. Presented at the 2010 Visual Merchandising and Retail Display Colloquium. University of Wisconsin-Superior. December 2010.

Sterling Silver Dance Studio Window Display at the Mariner Mall
Retail Instructor, Ethan Christensen. Student Visual Merchandising Team: Alicia Pavlich, Talon Berlando and Logan Isley. Presented at the 2010 Visual Merchandising and Retail Display Colloquium. University of Wisconsin-Superior. December 2010.

Sears Hometown Store Window Display at the Mariner Mall
Retail Instructor, Ethan Christensen. Student Visual Merchandising Team: Aiste Jakniunaite, Kirk Weber and Xeng Yang. Presented at the 2010 Visual Merchandising and Retail Display Colloquium. University of Wisconsin-Superior. December 2010.

Diamond Royal Tack Window Display at the Mariner Mall

Retail Instructor, Ethan Christensen. Student Visual Merchandising Team: Breanna Johnson, Kristine Adamic and Matt LaFlamme. Presented at the 2010 Visual Merchandising and Retail Display Colloquium. University of Wisconsin-Superior. December 2010.

Mariner Mall Corporate Window Display at the Mariner Mall
Retail Instructor, Ethan Christensen. Student Visual Merchandising Team: Jamie Hebb, Joshua Czekalski and Kyle Theis. Presented at the 2010 Visual Merchandising and Retail Display Colloquium. University of Wisconsin-Superior. December 2010.

GRANTS

UWS Center for Teaching and Learning Co-Curricular Grant received. Faculty Mentors: Ethan Christensen and Allison Gerland. Award amount: \$500

Academic Service-Learning Development Grant received from UWS Center for Academic Service-Learning. Faculty Mentor: Ethan Christensen. Award amount: \$600

INTELLECTUAL DEVELOPMENT ACTIVITIES

Attended the “Making Excellence Inclusive – Tools for Building Community” interactive session by Rob Karwath, Duluth Superior Area Community Foundation’s Speak Your Peace – the civility project campaign. University of Wisconsin-Superior. January 2014.

Attended the “Advising Tips with Peoplesoft” presentation by Chris Cherry, Director of Academic Advising, and Jami Koivisto, IS Resource Support Technician at the University of Wisconsin-Superior. University of Wisconsin-Superior. August 2013.

Attended the “Generation on a Tightrope: Understanding Today’s Millennial Students” presented by Maria Cuzzo, Director of CETL and Professor of Legal Studies, Department of Human Behavior, Justice, and Diversity at the University of Wisconsin-Superior. University of Wisconsin-Superior. August 2013.

Attended the “Retention Through Teaching: Engaging Students with Technologies” presentation by Lynn Goerd, Assistant Professor, Social Work; Jamie White-Farnham, Assistant Professor & Writing Coordinator, Writing and Library Science and Mary Churchill, Assistant Professor, Educational Leadership at the University of Wisconsin-Superior. University of Wisconsin-Superior. August 2012.

Attended the “Using Technology Tools In and Out of the Classroom to Engage and Retain Students” presentation by Joe Kmiec, Teaching & Learning Team-Director of Technology Support Services at the University of Wisconsin-Superior. University of Wisconsin-Superior. August 2012.

Attended the “Improving Student Learning in General Education through Assessment” workshop sponsored by the Center for Excellence in Teaching and Learning at the University of Wisconsin-Superior. University of Wisconsin-Superior. June 2012

Attended the “Click Here for Customers” seminar featuring presentations by Lina Stock, eServices Specialist at National Bank of Commerce and William LaBreche, CEO/Senior Developer at Creekbed Digital Productions. University of Wisconsin-Superior. March 2012.

Member of Fall 2011 CETL Book Club. Book under review: “Academically Adrift: Limited Learning on College Campuses” (2011) by Richard Arum and Josipa Roksa. University of Wisconsin-Superior. October 2011.

Attended the “Classroom Assessment Techniques (CAT's)” workshop presented by Carleen Vande Zande, Assistant Vice Chancellor for Curricular Affairs and Student Academic Achievement at Univeristy of Wisconsin-Oshkosh. University of Wisconsin-Superior. August 2011

Attended the “Student Learning Assessment in the Context of Accreditation” workshop presented by Cia Verschelden, Higher Learning Commission mentor and Eri Fujieda, UWS Assessment Coordinator. University of Wisconsin-Superior. August 2011.

Attended the “Evidence-Based Decision Making Primer: What is it and how do we use it to enhance our decision-making abilities?” presented by Cia Verschelden, Higher Learning Commission Mentor. University of Wisconsin-Superior. August 2011.

Attended the “Doing Assessment of Student Learning: Working Sessions for Curriculum Mapping and Measurable Performance Criteria for Student Learning Outcomes” workshop presented by Cia Verschelden, Higher Learning Commission Mentor. University of WisconsinSuperior. June 2011.

Attended the “Writing Across the Curriculum: The Myths, the Realities” workshop presented by Deborah Schlacks of the University of Wisconsin-Superior. University of Wisconsin-Superior. January 2010.

Attended the “Spatial Technology: Using GIS and GPS in a Class” workshop presented by William Bajjali of the University of Wisconsin-Superior. University of Wisconsin-Superior. January 2010.

Attended the “Strengthening Pathways to Success: Creating a Culture of Evidence to Improve Equity in Student Outcomes” presentation by Elsa Macias of the University of Southern California and Vicki Washington from UW-System. University of Wisconsin-Superior. January 2010.

Attended the “Inclusive Pedagogy: Tips and Techniques for Transformative Teaching and Learning Practices in Diversity and Multicultural Education” workshop presented by Paul Gorski of George Mason University, Virginia. University of Wisconsin-Superior. August 2009.

Attended the “Inclusive Excellence, Diversity and Multicultural Education: Tips and Techniques for Effective and Transformative Campus Experiences” informational session presented by Paul Gorski of George Mason University, Virginia. University of Wisconsin-Superior. August 2009.

Attended the “Academic Advising at UW-Superior Summer Conversation Session” facilitated by Charlie Nutt, Executive Director of the National Academic Advising Association. University of Wisconsin-Superior. June 2009.

Attended the “Assessment of Student Learning and AS-L” workshop presented by Julianne Price, Director of the Cultures and Communities Program Institute for Service Learning at the University of Wisconsin-Milwaukee. University of Wisconsin-Superior. April 2009.

Attended the “Reflection and Academic Service-Learning” workshop presented by Donald Mowry, Director of the Center for Service-Learning at UW-Eau Claire. University of Wisconsin-Superior. March 2009.

Attended "The Pedagogy of Academic Service-Learning" workshop presented by Pamela Proulx-Curry, Executive Director of Wisconsin Campus Compact. University of Wisconsin-Superior. March 2009.

Attended the “What is AS-L & who’s doing it?” brown bag luncheon with speaker Gary Keveles, Professor of Criminal Justice at UWS. University of Wisconsin-Superior. February 2009.

Attended the “Freshman Composition: What’s It All About?” informational seminar presented by Deborah Schlacks, Professor of English at the University of Wisconsin-Superior. University of Wisconsin-Superior. August 2008.

Attended the “Concept Maps: Using Diagrams to Enhance Student Learning” workshop conducted by Center for Excellence in Teaching and Learning. University of Wisconsin-Superior. August 2008.

Attend the “Social Media Marketing 101,” workshop conducted by Jason Weaver, CEO and Chief Marketing Strategist of the Wisconsin-based Sway, Inc. at the Barker’s Island Conference Center, Superior, Wisconsin. June 2008.

Attended the “Assessment of Student Learning: Practical Techniques to Identify What Students Are Learning in Your Classroom” teaching workshop conducted by Dr. Maria Stalzer Wyant Cuzzo (Director of UWS Center for Excellence in Teaching and Learning). University of Wisconsin-Superior. January 2008.

Attended the “Learning Environments for 21st Century Learners” teaching and learning with technology roundtable presented by Jim Jorstad, Director of Educational Technologies at the University of Wisconsin-La Crosse. University of Wisconsin-Superior. November 2007.

Attended the “2007 DBE Business Roundtable Discussion.” University of Wisconsin-Superior. September 2007.

Attended the “History of UW-Superior” seminar presented by Nancy Minahan, Joel Sipress and Gloria Toivola. University of Wisconsin-Superior. September 2007.

Attended the “Lexis Nexis Academic Universe Business Resources” training session presented by Ms. Earnrolyn Smith (Lexis Nexis Training and Information Specialist). University of Wisconsin-Superior. September 2007.

Attended the “State Higher Education Budget Situation” discussion presented by Senator Bob Jauch (Wisconsin Legislature Budget Conference Committee). University of Wisconsin-Superior. September 2007.

Attended the “Helping Students Do Honest Work in College” training session presented by Dr. Charles Lipson (University of Chicago). University of Wisconsin-Superior. August 2007.

Attended the “UWS Campus Sustainability Forum” presented by Janice Crede, UWS Campus Sustainability Coordinator. University of Wisconsin-Superior. August 2007.

Attended the “Data Privacy” training session. University of Wisconsin-Superior. January 2007.

Attended the “The Flattening of our Globalized Economy: How Flat Is It?” seminar presented by Dr. Bob Beam, University of Wisconsin-Superior. November 2006.

Attended the “Business Department Student Roundtable.” University of Wisconsin-Superior. October 2006.

Attended the “Campus Strategic Planning Forum.” University of Wisconsin-Superior. September 2006.

Attended the “Campus Reorganization Forum.” University of Wisconsin-Superior. September 2006.

Attended the “RefWorks Training Workshop” presented by Aimee Leverette and Maria Ziemer at the Jim Dan Hill Library. University of Wisconsin-Superior. March 2006.

Attended the “Demographics Dictate a Smaller UWS, or Do They?” - Should We Accept Our Fate or Change Our Approach?” presentation by Jim Miller, Director of Admissions, UWS. University of Wisconsin-Superior. February 2006.

Attended the “International Marketing and Global Business Considerations” presentation by Dr. Alex Cirillo, Vice President of 3M Company and Director of 3M Community Outreach. University of Minnesota Duluth. November 2005.

Attended the “Niche-marketing and Franchising” presentation by Craig Culver, Founder and CEO of Culver’s Restaurants. Sponsored by the Future Entrepreneurs of America - Duluth Chapter. November 2005.

Attended the “Small Business Resources” presentation by Mel Aanerud at the Small Business Resource Fair, Duluth Entertainment Convention Center, Duluth MN. November 2005

Attended seminar on “Student Organization and Group Recognition Process.” University of Wisconsin-Superior. September 2005.

Participated in the “Classroom Assessment Techniques” series of six workshops. University of Minnesota Duluth. September 2004 to May 2005.

Attended the “Responsible Conduct of Research - Part 1” seminar. University of Minnesota Duluth. December 2004.

Attended the “Publish Where?” informational workshop. University of Minnesota Duluth. December 2004.

Attended the “Euromonitor Global Market Information Database” training session. University of Minnesota Duluth. November 2004.

Attended the “Getting and Keeping Your Students’ Attention: Motivational Truths and Classroom Consequences” presentation by Dr. LeAne H. Rutherford. University of Minnesota Duluth. September 2004.

Attended the “Sponsored Projects Administration Informational Workshop”. University of Minnesota Duluth. September 2004.

Attended the “Labovitz School of Business and Economics Faculty Retreat” at the Inn on Lake Superior. University of Minnesota Duluth. September 2004.

SERVICE TO THE UNIVERSITY

Library Liaison for the UW-Superior School of Business and Economics. 2015-present

Member of the UW-Superior Faculty Senate. 2008-2010 and 2016-present.

Member of the UW-Superior Graduate Council. 2014-present.

Member of the Management Professor Search and Screen Committee. 2016

Member of the Accounting Professor Search and Screen Committee. 2015-2016.

Member of the UW-Superior Higher Learning Commission Criterion II Team. 2015-2016.

Member of the University Relations Director Search and Screen Committee. 2015.

Member of the Executive Director of Alternative Delivery and Outreach Search and Screen Committee. 2015.

Member of Personnel Committee, Department of Business and Economics. 2011-present.

Chair of the Management and Business Law Search and Screen Committee. 2011-2013.

Presented session “Your Brain on Brands: The Hidden Codes Behind Who We Are and What We Buy” at Superior High School UWS College Immersion Day. 2011.

Member of the Writing Program Professor Search and Screen Committee. 2011.

Member of the Business Law Professor Search and Screen Committee. 2011.

Member of the UWS Academic Reinstatement Committee. 2010-2011.

Member of the Department of Business and Economics Schmooz-a-Palooza Organizing and Planning committee. 2010-present.

Member of the UWS Marketing and Communications Committee. 2010-present.

Faculty Advisor to the UWS Marketing club. 2009-present.

Member of the Department of Business and Economics Assessment Committee. 2007-present.

Member of the UWS Writing Across the Curriculum Committee. 2006-present.

Member of the Department of Business and Economics Banquet Committee. 2005-present.

Member of the Finance Professor Search and Screen Committee. 2010.

Member of the Director of Public Information/Marketing Director Search and Screen Committee. 2010

Member of the Distance Learning Marketing Specialist Search and Screen Committee. 2009

Member of the UWS Winterfest Publicity & Promotions Committee. 2008, 2009.

Member of UWS Marketing and Communications Team. 2009-present.

Representative of the Department of Business and Economics at University of Wisconsin Superior Mid-Winter Preview Academic and Activities Fair. January 2009.

Member of the Career Services Coordinator Search and Screen Committee. 2008.

Member of the UWS Dining Services Proposal Evaluation Team. 2008.

Essay Reviewer, UW System Third Annual Liberal Arts Essay Scholarship Competition, 2008.

Representative of the Department of Business and Economics at University of Wisconsin Superior Spring Preview Day. April, 2008.

Undergraduate Student Advisor. 2005-present.

Member of the UWS Marketing Task Force. 2007-2008.

Faculty Advisor for the American Marketing Association Club, University of Wisconsin - Superior Chapter. 2005-2008.

Member of the Department of Business and Economics Strategic Planning Committee. 2006-2007.

Member of the UWS Rothwell Student Center Design Consultant Committee. 2006-2007.

Member of the Black and Gold School Spirit Committee. 2006- 2007.

Member of the UWS Rothwell Student Center Policy Board. 2006-2007.

McNair Scholars Student Awareness and Program Branding presentation to McNair Scholars program administrators at the University of Wisconsin-Superior. January 2006.

SERVICE TO THE COMMUNITY

Member, Arbor Day Foundation. 2008-present

Member, Save Lake Superior Association. 2007-present

Volunteer Marketing Consultant, Human Development Center/HRC Mental Health Center. 2008.

Presented professional development workshop on “Branding as a Key Marketing Strategy” to the Superior PeerSpectives CEO Roundtable Group at the Heartwood Conference Center, Minong, WI. January 2007.

VOLUNTEER CONSULTING WORK

Volunteer Marketing Consultant, Hurley Chamber of Commerce. Hurley, Wi. 2010-present.

Volunteer, Superior Public Library Marketing Committee. 2008-2010.

PROFESSIONAL AFFILIATIONS

American Marketing Association

Marketing Management Association

Twin Ports Social Media Breakfast Group