

IAS REPORT - INDIVIDUAL
(January 1, 2002 - December 31, 2007)

I. GENERAL INFORMATION

Faculty Name: Joel J. Chilsen	Department: Marketing
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Education

Additional coursework, Michigan State University 1984 and University of Hawaii - Manoa 1992.

MBA, University of Wisconsin-La Crosse, Marketing and Management. (1987).

BS, Viterbo College, Business Administration. (1984).

Licensures and Certifications

"Fellowship", Center for International Business and Entrepreneurial Research. (June 1994 - Present).

Consulting

Management, Compensated, approximately 200 hours spent for the year. (September 1994 - Present).

Professional, Small Business Development Center, University of Wisconsin-La Crosse, Compensated, approximately 200 hours spent for the year. (September 1994 - Present).

Professional, Many Charitable/Governmental Organizations, The Coulee Region, Pro Bono, approximately 200 hours spent for the year. (October 1987 - Present).

Professional, Numerous companies, Throughout the US, but mainly in Wisconsin, Compensated, approximately 300 hours spent for the year. (October 1987 - Present).

Management, Trane Company, La Crosse, Wisconsin, Compensated, approximately 15 hours spent for the year. (December 2007 - January 2008).

Management, US ARMY, Fort McCoy, Wisconsin, Compensated, approximately 20 hours spent for the year. (December 2007 - January 2008).

Related Professional Positions

Professional, Big Sky Capital Group, La Crosse, Wisconsin, "President/Co-Owner". (January 1998 - Present).

Professional, LMR Investments, La Crosse, WI, "President". (January 1990 - Present).

Academic, Flying Rhino Marketing, Onalaska, Wisconsin, "Marketing Consultant". (1988 - Present).

Academic, BBC Investments, La Crosse, Wisconsin, "President/Co-Owner". (2000 - 2002).

IAS Narrative (if applicable)

II. TEACHING

A. Teaching Schedule

Fall 2007

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
CEI - Cooperative Education and Internships 450-74	COOPERATIVE EDUCATION/INTERNSHIP	No		1	3	
MKT - Marketing 309-1	PRINCIPLES OF MARKETING	No		50	3	
Download File (chilsen.joel/schteach/MKT 309 Syllabus Spr 08-1.doc)						
MKT - Marketing 309-2	PRINCIPLES OF MARKETING	No		49	3	
Download File (chilsen.joel/schteach/MKT 309 Syllabus Spr 08-2.doc)						
MKT - Marketing 365-1	PROMOTIONS AND ADVERTISING MANAGEMENT	No		25	3	
Download File (chilsen.joel/schteach/MKT 365 Syllabus Spr 08-1.doc)						
MKT - Marketing 365-2	PROMOTIONS AND ADVERTISING MANAGEMENT	No		32	3	
Download File (chilsen.joel/schteach/MKT 365 Syllabus Spr 08-2.doc)						
MKT - Marketing 450-2	COLLEGE OF BUSINESS ADMINISTRATION INTERNSHIP	No		0	3	
MKT - Marketing 499-3	INDEPENDENT STUDY	No		1	3	

Summer 2007

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
INS - International Studies 450-11	INTERNATIONAL INTERNSHIP	No		1	1	
MKT - Marketing 450-10	COLLEGE OF BUSINESS ADMINISTRATION INTERNSHIP	No		1	3	

Spring 2007

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
MGT - Management 100-1	INTRODUCTION TO BUSINESS	No		37	3	
MKT - Marketing 309-1	PRINCIPLES OF MARKETING	No		35	3	

MKT - Marketing 309-2	PRINCIPLES OF MARKETING	No		42	3	
MKT - Marketing 365-1	PROMOTIONS AND ADVERTISING MANAGEMENT	No		25	3	
MKT - Marketing 365-2	PROMOTIONS AND ADVERTISING MANAGEMENT	No		31	3	
MKT - Marketing 499-3	INDEPENDENT STUDY	No		1	3	

J-Term 2007

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
MKT - Marketing 444-99	SPORTS AND RECREATION MARKETING	No		8	3	

[Download File \(chilsen.joel/schteach/MKT 444 Syllabus Spr 08-1.doc\)](#)

Fall 2006

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
CEI - Cooperative Education and Internships 450-72	COOPERATIVE EDUCATION/INTERNSHIP	No		1	3	
MGT - Management 100-1	INTRODUCTION TO BUSINESS	No		48	3	
MKT - Marketing 309-3	PRINCIPLES OF MARKETING	No		47	3	
MKT - Marketing 309-4	PRINCIPLES OF MARKETING	No		48	3	
MKT - Marketing 365-1	PROMOTIONS AND ADVERTISING MANAGEMENT	No		26	3	
MKT - Marketing 365-2	PROMOTIONS AND ADVERTISING MANAGEMENT	No		34	3	
MKT - Marketing 450-2	COLLEGE OF BUSINESS ADMINISTRATION INTERNSHIP	No		1	2	
MKT - Marketing 499-1	INDEPENDENT STUDY	No		2	1	

Summer 2006

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
MKT - Marketing 450-101	COLLEGE OF BUSINESS ADMINISTRATION INTERNSHIP	No		1	1	

MKT - Marketing 499-101	INDEPENDENT STUDY	No		1	1	
MKT - Marketing 499-103	INDEPENDENT STUDY	No		1	3	

Summer 1 2006

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
MKT - Marketing 450-101		No		1	1	
MKT - Marketing 499-101		No		1	1	

Summer 3 2006

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
MKT - Marketing 499-103		No		1	3	

Spring 2006

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
MGT - Management 100-1	INTRODUCTION TO BUSINESS	No		30	3	
MKT - Marketing 309-1	PRINCIPLES OF MARKETING	No		43	3	
MKT - Marketing 309-2	PRINCIPLES OF MARKETING	No		43	3	
MKT - Marketing 365-1	PROMOTIONS AND ADVERTISING MANAGEMENT	No		25	3	
MKT - Marketing 365-2	PROMOTIONS AND ADVERTISING MANAGEMENT	No		30	3	
MKT - Marketing 450-2	COLLEGE OF BUSINESS ADMINISTRATION INTERNSHIP	No		1	3	
MKT - Marketing 499-2	INDEPENDENT STUDY	No		1	2	
MKT - Marketing 499-4	INDEPENDENT STUDY	No		1	3	

J-Term 2006

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
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MKT - Marketing 444-99	SPORTS AND RECREATION MARKETING	No		11	3	
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Fall 2005

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
CEI - Cooperative Education and Internships 450-84	COOPERATIVE EDUCATION/INTERNSHIP	No		1	3	
MKT - Marketing 309-3	PRINCIPLES OF MARKETING	No		45	3	
MKT - Marketing 309-4	PRINCIPLES OF MARKETING	No		48	3	
MKT - Marketing 365-1	PROMOTIONS AND ADVERTISING MANAGEMENT	No		26	3	
MKT - Marketing 365-2	PROMOTIONS AND ADVERTISING MANAGEMENT	No		29	3	
MKT - Marketing 450-1	COLLEGE OF BUSINESS ADMINISTRATION INTERNSHIP	No		1	3	
MKT - Marketing 450-2	COLLEGE OF BUSINESS ADMINISTRATION INTERNSHIP	No		1	2	
MKT - Marketing 499-3	INDEPENDENT STUDY	No		1	3	

Summer 2005

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
MKT - Marketing 499-103	INDEPENDENT STUDY	No		1	3	

Spring 2005

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
CEI - Cooperative Education and Internships 450-69	COOPERATIVE EDUCATION/INTERNSHIP	No		1	3	
INS - International Studies 450-691	INTERNATIONAL INTERNSHIP	No		1	3	
MKT - Marketing 309-3	PRINCIPLES OF MARKETING	No		41	3	
MKT - Marketing 309-4	PRINCIPLES OF MARKETING	No		39	3	

MKT - Marketing 365-1	PROMOTIONS AND ADVERTISING MANAGEMENT	No		21	3	
MKT - Marketing 365-2	PROMOTIONS AND ADVERTISING MANAGEMENT	No		35	3	
MKT - Marketing 450-2	COLLEGE OF BUSINESS ADMINISTRATION INTERNSHIP	No		2	3	
MKT - Marketing 499-1	INDEPENDENT STUDY	No		3	1	
MKT - Marketing 499-2	INDEPENDENT STUDY	No		2	2	
MKT - Marketing 499-4	INDEPENDENT STUDY	No		1	3	

J-Term 2005

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
MKT - Marketing 444-99	SPORTS AND RECREATION MARKETING	No		17	3	

Fall 2004

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
MKT - Marketing 499-2	INDEPENDENT STUDY	No		1	1	
MKT - Marketing 499-3	INDEPENDENT STUDY	No		1	3	

Summer 2004

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
CEI - Cooperative Education and Internships 450-64	COOPERATIVE EDUCATION/INTERNSHIP	No		1	1	

Spring 2004

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
MKT - Marketing 309-3	PRINCIPLES OF MARKETING	No		48	3	
MKT - Marketing 309-4	PRINCIPLES OF MARKETING	No		50	3	

MKT - Marketing 365-1	PROMOTIONS AND ADVERTISING MANAGEMENT	No		16	3	
MKT - Marketing 365-2	PROMOTIONS AND ADVERTISING MANAGEMENT	No		41	3	
MKT - Marketing 450-1	COLLEGE OF BUSINESS ADMINISTRATION INTERNSHIP	No		3	3	
MKT - Marketing 450-3	COLLEGE OF BUSINESS ADMINISTRATION INTERNSHIP	No		1	2	
MKT - Marketing 499-1	INDEPENDENT STUDY	No		2	1	
MKT - Marketing 499-4	INDEPENDENT STUDY	No		1	2	

J-Term 2004

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
MKT - Marketing 309-99	PRINCIPLES OF MARKETING	No		41	3	

Fall 2003

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
MKT - Marketing 309-1	PRINCIPLES OF MARKETING	No		52	3	
MKT - Marketing 309-2	PRINCIPLES OF MARKETING	No		47	3	
MKT - Marketing 365-1	PROMOTIONS AND ADVERTISING MANAGEMENT	No		40	3	
MKT - Marketing 365-2	PROMOTIONS AND ADVERTISING MANAGEMENT	No		31	3	
MKT - Marketing 450-1	COLLEGE OF BUSINESS ADMINISTRATION INTERNSHIP	No		1	3	

Summer 2003

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
MKT - Marketing 309-1	PRINCIPLES OF MARKETING	No		13	3	
MKT - Marketing 450-2	COLLEGE OF BUSINESS	No		1	3	

	ADMINISTRATION INTERNSHIP					
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Spring 2003

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
CEI - Cooperative Education and Internships 450-87	COOPERATIVE EDUCATION/INTERNSHIP	No		1	1	
MKT - Marketing 309-2	PRINCIPLES OF MARKETING	No		51	3	
MKT - Marketing 309-3	PRINCIPLES OF MARKETING	No		51	3	
MKT - Marketing 365-1	PROMOTIONS AND ADVERTISING MANAGEMENT	No		40	3	
MKT - Marketing 365-2	PROMOTIONS AND ADVERTISING MANAGEMENT	No		42	3	
MKT - Marketing 450-1	COLLEGE OF BUSINESS ADMINISTRATION INTERNSHIP	No		4	3	
MKT - Marketing 499-1	INDEPENDENT STUDY	No		2	1	
MKT - Marketing 499-692	INDEPENDENT STUDY	No		1	3	

J-Term 2003

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
MKT - Marketing 309-99	PRINCIPLES OF MARKETING	No		40	3	
MKT - Marketing 499-99	INDEPENDENT STUDY	No		1	1	

Fall 2002

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
CEI - Cooperative Education and Internships 450-63	COOPERATIVE EDUCATION/INTERNSHIP	No		2	3	
MKT - Marketing 309-4	PRINCIPLES OF MARKETING	No		61	3	
MKT - Marketing 365-1	PROMOTIONS AND ADVERTISING MANAGEMENT	No		44	3	
MKT - Marketing 365-2	PROMOTIONS AND ADVERTISING MANAGEMENT	No		46	3	

MKT - Marketing 450-1	COLLEGE OF BUSINESS ADMINISTRATION INTERNSHIP	No		3	3	
MKT - Marketing 499-2	INDEPENDENT STUDY	No		1	3	
MKT - Marketing 499-4	INDEPENDENT STUDY	No		1	3	
MKT - Marketing 499-5	INDEPENDENT STUDY	No		1	1	

Summer 2002

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
CEI - Cooperative Education and Internships 450-62	COOPERATIVE EDUCATION/INTERNSHIP	No		1	1	
MKT - Marketing 450-1	COLLEGE OF BUSINESS ADMINISTRATION INTERNSHIP	No		1	3	
MKT - Marketing 499-2	INDEPENDENT STUDY	No		1	1	

Spring 2002

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
CEI - Cooperative Education and Internships 450-83	COOPERATIVE EDUCATION/INTERNSHIP	No		1	3	
MKT - Marketing 309-1	PRINCIPLES OF MARKETING	No		31	3	
MKT - Marketing 309-2	PRINCIPLES OF MARKETING	No		70	3	
MKT - Marketing 309-3	PRINCIPLES OF MARKETING	No		52	3	
MKT - Marketing 365-1	PROMOTIONS AND ADVERTISING MANAGEMENT	No		46	3	
MKT - Marketing 365-2	PROMOTIONS AND ADVERTISING MANAGEMENT	No		44	3	
MKT - Marketing 450-1	COLLEGE OF BUSINESS ADMINISTRATION INTERNSHIP	No		5	3	
MKT - Marketing 499-1	INDEPENDENT STUDY	No		1	1	
MKT - Marketing 499-4	INDEPENDENT STUDY	No		1	1	

J-Term 2002

Course & Section	Title	New Course Prep.	New Format for Existing Course	Enrollment	Number of Credit Hours	Delivery Mode
MKT - Marketing 309-99	PRINCIPLES OF MARKETING	No		41	3	

Non-Credit Instruction Taught

Seminar, External to University of Wisconsin-La Crosse, Small Business Development Center, 8 participants, Professional. (September 2007 - November 2007).

Workshop, External to University of Wisconsin-La Crosse, Small Business Development Center, 8 participants, Professional. (October 2007).

Seminar, External to University of Wisconsin-La Crosse, Small Business Development Center, 10 participants, Professional. (February 2007 - April 2007).

Guest Lecture, External to University of Wisconsin-La Crosse, Juneau County Investor's and Entrepreneur's Club, 65 participants, Professional. (March 2007).

Workshop, External to University of Wisconsin-La Crosse, Small Business Development Center, 10 participants, Professional. (March 14, 2007).

Guest Lecture, External to University of Wisconsin-La Crosse, La Crosse Area Builder's Association, 43 participants, Professional. (February 2007).

Guest Lecture, External to University of Wisconsin-La Crosse, Juneau County Economic Development, 80 participants, Professional. (November 2006).

Seminar, External to University of Wisconsin-La Crosse, Small Business Development Center, 12 participants, Professional. (September 2006 - November 2006).

Guest Lecture, External to University of Wisconsin-La Crosse, Family Radio Group, 17 participants, Professional. (October 2006).

Seminar, External to University of Wisconsin-La Crosse, Small Business Development Center, 9 participants, Professional. (September 2005 - November 2005).

Workshop, External to University of Wisconsin-La Crosse, Small Business Development Center, 6 participants, Professional. (October 2005).

Seminar, External to University of Wisconsin-La Crosse, Small Business Development Center, 13 participants, Professional. (February 2005 - April 2005).

Seminar, External to University of Wisconsin-La Crosse, Small Business Development Center, 13 participants, Professional, Passage rate of the business plans at the State level was 100%. (September 2004 - November 2004).

Workshop, External to University of Wisconsin-La Crosse, Small Business Development Center, 11 participants, Professional. (September 2004).

Workshop, External to University of Wisconsin-La Crosse, Small Business Development Center, 12 participants, Professional. (April 2004).

Seminar, External to University of Wisconsin-La Crosse, Small Business Development center, 11 participants, Professional. (February 2004 - April 2004).

Seminar, External to University of Wisconsin-La Crosse, Small Business Development Center, 10 participants, Professional. (September 2003 - November 2003).

Workshop, External to University of Wisconsin-La Crosse, Small Business Development Center, 13 participants, Professional. (October 2003).

Seminar, External to University of Wisconsin-La Crosse, Small Business Development Center, 21 participants, Library, Business plans are evaluated by the Department of Commerce. This is a method of ascertaining the quality of the instruction.. (February 2003 - April 2003).

Workshop, External to University of Wisconsin-La Crosse, Small Business Development Center, 7 participants, Professional. (March 2003).

B. Additional Teaching Evidence

III. SCHOLARSHIP

A. Intellectual Contributions

Published and Accepted

1. Other

Chilsen, J. J. (2002). *Great Ideas for Teaching Marketing, Teaching Segmentation via Demographic Profiling.*

Type of Review	Acceptance Rate	Author Workload	Author Ordering	Audience of Circulation
Peer-reviewed	%	Chilsen, Joel J.		

Works in Progress

Other Scholarly Activities

1. Paper presented at academic conference

Chilsen, J. J., 2007 Midwest Value-Added Conference, US Department of Agriculture, Red Wing Minnesota, "Marketing 101 for AgriBusiness", <http://>, Yes.

Meeting Type	Scope	Format of Presentation	Published in Proceedings?	Refereed Proceedings?	Invited or Accepted	Published Elsewhere?

Contracts, Grants, and Sponsored Research

Student Research

B. Additional Scholarship Evidence

IV. SERVICE

A. Service

Department Service

Internship Secured, Internship Recruiting - Mettlics. (September 2004 - Present)
I developed the business relationship with Tony De Rosa that lead to the internship being offered on a continuing basis.

internships Secured, Internship Recruitment - Direct Supply. (September 2002 - Present)
There are an ever-increasing number of internships offered by Direct Supply of Milwaukee. These on-going internships usually end in the hiring of the interns.

Internships Secured, Developing Internship - Washburn Academy. (September 2000 - Present)
Making the contact with Washburn Academy to set-up on-going internship.

Internship Secured, Internship Recruiting - J.T. Advertising. (August 2000 - Present)
J.T. Advertising utilizes interns on an on-going basis.

Internships Secured, internship recruiting. (September 1998 - Present)
Developing internships in the Marketing Department of Trane Company. These internships are on-going

Internship Secured, Internship Recruiting - Trane International Unit. (August 1998 - Present)
Developing internships (2) in the international Unit of Trane Company. These internships are on-going subject to budget. Interns are assumed to be candidates for openings in the unit.

Marketing 309 Collaboration, Member. (April 2007)
To develop a Common Body of Knowledge (CBK) for the Principles of Marketing Course taught by three different instructors.

College Service

Associate Eagles Sub-Committee, Chair. (October 2007 - Present)
The Associate Eagles have been started to get younger alumni involved in both the CBA and the Silver Eagles.

7-Rivers Region Board of Directors, Ex-Officio Member. (July 2007 - Present)
Build regional economic development among the three state area of Wisconsin, Iowa, and Minnesota.

7-Rivers Region Marketing Committee, Member. (May 2007 - Present)
Build membership and identify marketing strategies to build the 7-Rivers Brand.

Wisconsin BusinessWorld, CBA representative. (July 2005 - Present)
BusinessWorld is a business summer camp that is operated by the Wisconsin Manufacturer's Council and comes to UWL every odd-number year starting in 2005. I have been the UWL contact for this program.

Economic Indicators Breakfast, Former committee member and now a staff member. (September 2004 - Present)
Dispense economic data to the regional business community.

Silver Eagle Take An Eagle To Lunch Committee (TAETL), Member. (October 2002 - Present)
Organize the students attending the alumni-student event.

Internships Secured, Contact person at UWL. (September 2000 - Present)
I Developed relationships that have lead to 6 on-going internships in the Credit Unit of Trane Company. I meet with Trane Company Staff regularly to maintain that relationship.

Silver Eagle Board of Director's, Faculty Liasion. (October 1996 - Present)
To manage the Silver Eagles Operations.

Silver Eagle Membership Committee, Chair. (October 1996 - Present)
To increase the membership of the CBA alumni organization

Delta Sigma PI, Faculty Mentor. (August 1995 - Present)
Mentor that fraternity members may use to obtain professional speakers, internships, and job shadowing opportunities.

Small Business Development Center, Business Outreach and Economic Development. (October 1994 - Present)
Cultivating business relationships in the six-county area that the SBDC covers.

Professional Development Sessions, Member. (1994 - Present)
To present a session to students on preparing for their professional life.

University Service

1. Committee Involvement

UWL Centennial Committee, Member. (December 2007 - Present)

To plan a centennial celebration for the 100th anniversary of UWL in 2009.

UWL Wellness Committee, Member. (October 2007 - Present)

To build strategies that give access to wellness programs to the greater UWL community.

UWL Stadium Fundraising Steering Committee, Member. (January 2007 - Present)

To raise \$18.9 million for football and track stadium renovations.

Fundraising, Member. (2006 - Present)

To raise approximately \$45 million dollars for a new stadium and a classroom building.

UWL Branding Committee, Co-Chair. (September 2005 - Present)

To identify marketing strategies that help build the UWL brand in the State, regional and global markets.

Maurice O. Graff Award Committee, Member. (November 2004 - Present)

The Graff Award is for distinguished alumni graduated more than 20 years ago.

UWL L-Club Board of Director's, Member. (August 2004 - Present)

This committee is the athletic booster club for the university. I am presently the Chair of the Communications Committee.

Commencement Marshal, Member. (December 2002 - Present)

I am responsible for lining the graduates up for the CBA at each semesters graduation ceremony.

Racquet Advisory Board, Member. (September 2000 - Present)

To support the function of the campus newspaper by leading expertise on advertising and editorial issues.

UWL Alcohol Taskforce - Marketing Sub-Committee, Member. (September 1998 - Present)

To identify and implement safe alcohol consumption practices in the UWL community.

Sigma Tau Gamma Fraternity, Faculty Advisor. (September 1997 - Present)

This is a social fraternity that I am the advisor for.

Alcohol Taskforce - Marketing, Member. (1995 - Present)

To build strategies for marketing safe and legal use of alcohol.

2. Administrative Assignments

Advisor. (1994 - Present)

Advising businesses in a six-county area on their business practices.

Professional and Community Service

1. Consulting/board of directors

Professional, Coulee Region Business Center, Board of Directors of an Organization, Member, approximately 20 hours spent for the year, Yes, appointed, Pro Bono, Local. (June 2007 - Present).

Member of the board for the business incubator.

Professional, Ethel Lane Educational Trust Fund, Board of Directors of an Organization, President/Elect/Past, approximately 20 hours spent for the year, Yes, elected, Pro Bono, Local. (January 2007 - Present).

To establish the uses of a trust fund valued at \$650,000 and to administer those funds according to the trust agreement.

Public/Community, Hunger Taskforce of La Crosse, Board of Directors of an Organization, President/Elect/Past, approximately 200 hours spent for the year, Yes, elected, Pro Bono, Regional. (January 2002 - Present).
To operate a food distribution network to feed the hungry of the Coulee Region. The Hunger Taskforce annually distributes over 500,000 pounds of food through 40 distribution sites in 3 counties.

2. Other professional and community service

Professional, State of Wisconsin Ethics in Election Advertising Sub-Committee, expert analyst, approximately 10 hours spent for the year, Yes, appointed, Pro Bono, State, served ex-officio. (December 2007 - Present).
My job is to give advice to the sub-committee on the possible intent of the advertising strategy for political advertising - specifically Supreme Court Races.

Public/Community, La Crosse Thanksgiving Day Community Dinner, Committee Chair, Member, approximately 50 hours spent for the year, Yes, appointed, Pro Bono, Local. (May 2006 - Present).
Direct the marketing for the fundraising and participation in the annual dinner

Public/Community, Wharf Rats, Committee Chair, Treasurer, approximately 25 hours spent for the year, No, neither, Pro Bono, Local. (September 2005 - Present).
The Wharf Rats raise money for a variety of Charities and distribute that money annually. The normal annual event is a silent auction and Chickenque. The amount generally raised is between \$10,000 and \$15,000.

Public/Community, La Crosse Area Builders Association, Reviewer, approximately 20 hours spent for the year, Yes, appointed, Pro Bono, Regional. (March 2005 - Present).
Judge booths annually for a regional trade show held by the builder's association.

Public/Community, Hunger Task Force of La Crosse, Board of Director's, President/Elect/Past, approximately 50 hours spent for the year, Yes, elected, Pro Bono, Regional. (2004 - Present).
To oversee the operation of a Food Bank servicing 33 food distribution sites and distributing over 500,000 pounds of food annually.

Public/Community, Rotary Lights, Volunteer, approximately 15 hours spent for the year, No, neither, Pro Bono, Regional. (November 2002 - Present).
Volunteered to assist in the set-up of the annual Christmas display.

Public/Community, John Rossiter Endowment Trust Fund, Committee Member, Member, approximately 10 hours spent for the year, Yes, appointed, Pro Bono, Local. (January 2000 - Present).
I am one of five trustees who oversee a \$750,000 trust fund that endows money for educational purposes and expenses.

Public/Community, Police and Fire Commission - City of Onalaska, Committee Member, Secretary, approximately 100 hours spent for the year, Yes, appointed, Pro Bono, Local. (April 1999 - Present).
To hire, promote, discipline, or terminate members of the police and fire departments in the City of Onalaska

Public/Community, American Cancer Society, Committee Member, Member, approximately 10 hours spent for the year, Yes, appointed, Pro Bono, Regional. (1999 - Present).
Fundraising for cancer walk.

Public/Community, Wisconsin State Track Meet, Volunteer, approximately 20 hours spent for the year, No, neither, Pro Bono, State. (June 1997 - Present).
Performed a variety of duties over the past 10 years to enable the track meet to operate.

Public/Community, St. Patrick Parish Finance Council, Committee Member, approximately 25 hours spent for the year, Yes, appointed, Pro Bono, Local. (January 1997 - Present).
To oversee the finance health of the parish. this committee makes financial recommendation to the Bishop and the Pastor.

Student Organization, Sigma Tau Gamma, Faculty Advisor, Member, approximately 30 hours spent for the year, Yes, appointed, Pro Bono, National, served ex-officio. (1996 - Present).
Assist students in getting organized and operating the fraternity

Public/Community, Children's Miracle Network, Committee Member, Member, approximately 25 hours spent for the year, Yes, appointed, Pro Bono, Regional. (1994 - Present).
Raise funds for the Children's Miracle Network of La Crosse and Eau Claire.

Student Organization, Delta Sigma Pi, Faculty Advisor, Member, approximately 10 hours spent for the year, Yes, appointed, Pro Bono, Local, served ex-officio. (1994 - Present).
Assist student group with gaining new members and making the necessary connections to help them with their careers.

Public/Community, Boy's and Girl's Club of Greater La Crosse, Committee Chair, approximately 20 hours spent for the year, Yes, appointed, Pro Bono, Regional. (1987 - Present).
To assist with the Marketing and Fundraising for the organization

Public/Community, La Crosse Central Football Team, Assistant Football Coach, approximately 200 hours spent for the year, Yes, appointed, Compensated, Local. (August 1985 - Present).
Coach High School Football - Defensive Line

Public/Community, La Crosse Central DECA, College support person, approximately 15 hours spent for the year, No, neither, Pro Bono, Local. (August 2007 - September 2007).
Assisted in organizing and mentoring the DECA organization under a new marketing instructor.

Public/Community, St Patrick Elementary School, Basketball Coach, approximately 50 hours spent for the year, No, neither, Pro Bono, Local. (November 2006 - March 2007).
Coached basketball for 5th graders.

Professional, Roller Skating Association of America, Reviewer, approximately 10 hours spent for the year, Yes, appointed, Pro Bono, National. (July 2006).
Reviewed and judged advertising campaigns for the associations national ad competition.

Public/Community, St. Patrick's Parent's Group, Committee Member, President/Elect/Past, approximately 30 hours spent for the year, Yes, elected, Pro Bono, Local. (August 2004 - May 2006).
To support the mission and the activities of the St. Patrick's School

Professional, School District of Onalaska Referenda Committee, Committee Chair, Member, approximately 50 hours spent for the year, Yes, appointed, Pro Bono, Local. (December 2005 - February 2006).
I was the public relations chair for a \$19 million three-part referenda. the appointment was for a period of 3 months and all parts of the referenda passed.

Public/Community, Raffle Chair Boy's and Girl's Club of Greater La Crosse, Committee Chair, Member, approximately 100 hours spent for the year, Yes, appointed, Compensated, Regional. (June 2005 - September 2005).
I ran a raffle that raised \$105,000 for the new Amie L. Mathy Center at Viterbo University.

Professional, School District of Onalaska Search and Screen, Committee Member, Member, approximately 20 hours spent for the year, Yes, appointed, Pro Bono, Local. (March 2005 - April 2005).
Served on the committee to find a vice-principal.

Public/Community, City of La Crosse Alcohol Taskforce, Committee Member, Member, approximately 15 hours spent for the year, Yes, appointed, Pro Bono, Local. (September 1997 - December 2002).

To suggest strategies for a healthy alcohol consumption atmosphere in the city.

Professional Memberships

Delta Sigma Pi Business Fraternity.

Golden Key National Honor Society.

La Crosse Area Chamber of Commerce.

La Crosse Plugs.

Midwest Marketing Association.

Order of Omega.

Onalaska Area Business Association, Local. (2002 - Present).
Business Group

B. Additional Service Evidence

V. ADDITIONAL INFORMATION

A. Awards and Honors

Teaching, Highest Student Evaluation Index Scores in the Marketing Department. (2006).

Teaching, Highest Student Evaluation Index Scores in Marketing Department. (2005).

Service, General, Most Accessible Instructor Nominee. (2005).

Service, General, Most Involved Professor - Delta Sigma Pi. (2005).

Teaching, Highest Student Evaluation Index Score in Marketing Department. (2004).

Teaching, Academic Staff Excellence Award. (2003).

Teaching, Highest Student Evaluation Index Score in Marketing Department. (2003).

Teaching, Most Accessible Instructor Nominee. (2003).

Service, University, Most Involved Faculty Member - Delta Sigma Pi Fraternity. (2003).

Teaching, Highest Student Evaluation Index Score in Marketing Department. (2002).

Teaching, Most Accessible Instructor Nominee. (2002).

Service, University, Most Involved Faculty Member - Delta Sigma Pi Fraternity. (2002).

B. Faculty Development

Professional, Instructional-Related Conference, "Media Bootcamp", Ashley Furniture, Arcadia, WI, United States, No. (June 9, 2007 - June 11, 2007).

Professional, Conference Program, Fastenal Corporation, Winona, MN, United States, No. (April 2, 2007 - April 3, 2007).

Professional, Attended Conference, "Midwest Business Administration Association", Midwest Business Administration Association, Chicago, Illinois, United States, No. (March 16, 2006 - March 17, 2006).

Professional, Tutorial, "Media Planning Quarterly Meeting", Ashley Furniture, Arcadia, Wisconsin, United States, No. (October 7, 2005 - October 8, 2005).

C. Pre UW-L CV Link

D. Librarianship