

## CURRICULUM VITA

**LLOYD M. RINEHART, PH.D.**

**THE UNIVERSITY OF TENNESSEE, KNOXVILLE**

### **BUSINESS ADDRESS:**

College of Business Administration  
Department of Marketing and Logistics  
The University of Tennessee, Knoxville  
Knoxville, Tennessee 37996-0530  
Phone: (865) 974-1651

### **HOME ADDRESS:**

10006 Shady View Lane  
Knoxville, Tennessee 37922  
Home Office Phone: (865) 385-7773  
E-mail: lloydrinehart@charter.net

### **PERSONAL INFORMATION:**

Date of Birth: June 30, 1953  
Birthplace: Williamsburg, Iowa  
Wife: Kay A. Rinehart

Height: 5 ft. 11 in.  
Weight: 220 lbs.  
Health: Excellent

### **EDUCATION:**

Doctor of Philosophy in Business Administration, The University of Tennessee (1986)

Major field: Marketing and Logistics

Master of Arts, University of Northern Colorado (1978)

Concentration area: Distributive Education

Bachelor of Science, University of Northern Colorado (1976)

Concentration area: Marketing

### **BUSINESS EXPERIENCE:**

King Soopers, Incorporated, Denver, Colorado (June 1980 - May 1981). Grocery warehouse management, responsible for rail and truck receiving, section stocking, order selection, loading, inventory control, and management of material handling systems.

Safeway Stores, Incorporated, Denver, Colorado (May 1977 - September 1978). Grocery warehouse management, responsible for shipping and receiving, order selection, inventory control, and management of material handling systems.

Safeway Stores, Incorporated, Denver, Colorado (June 1974 - May 1977). Meat warehouseman/order selector.

Ms. Paul's Liquor Store, Greeley, Colorado (August 1975 - May 1977). Store responsibilities included sales, inventory control and merchandise procurement.

Kirsch Company, Denver, Colorado (June - September 1972 - 1973). Responsibilities included shipping and receiving activities.

Wheel Camper Corporation, Centreville, Michigan (April 1970 - May 1972). Plant responsibilities included receiving, line stocking, inventory control and material movement.

#### **ACADEMIC EMPLOYMENT EXPERIENCE:**

The University of Tennessee, Knoxville, Tennessee (August 2001 – Present). Associate Professor of Marketing and Logistics: responsible for teaching undergraduate and graduate courses in Intermediate Logistics, Negotiation Processes, Purchasing Strategies, Sourcing and Distribution Strategies, and Logistics Operations. At the Doctoral Level he is responsible for teaching Supply Chain Thought. This course integrates concepts and research of recent Supply Chain developments with historical concepts and research developed in Marketing Channels. Director of the Doctor of Philosophy Program in Logistics.

Michigan State University, East Lansing, Michigan (September 1995 - 1996). Faculty Coordinator - Materials and Logistics Management Program.

Michigan State University, East Lansing, Michigan (September 1992 – August 2001). Associate Professor of Marketing and Operations: responsible for teaching undergraduate courses in Logistics Management, and Transportation and Traffic Operations Management, graduate courses in Logistics and Transportation Strategy, Marketing Channel Management, and Negotiation and Management of Channel Relationships (AMP & PIM Executive MBA Programs), Value Chain Management (AMP Executive MBA Program), and a doctoral course in Interorganizational Systems Management and Research. Responsible for developing courses in Interorganizational Negotiations and Relationship Management Systems, and Value Chain Management in Executive MBA courses.

Michigan State University, East Lansing, Michigan (January 1986 - August 1992). Assistant Professor of Marketing and Logistics: responsible for teaching undergraduate courses in Introductory Marketing, Physical Distribution and Channel Strategy, Transportation Systems, Transportation and Traffic Management, and Materials and

Logistics Policy.

The University of Tennessee, Knoxville, Tennessee (June 1981 - December 1985).  
Graduate teaching assistant: responsible for teaching undergraduate courses in Marketing Channel Systems, Marketing Management, Introductory Transportation and Logistics, and Sales Force Management.

University of Northern Colorado, Greeley, Colorado (September 1978 - June 1980).  
Instructor of Business: responsible for teaching undergraduate courses in Marketing Channel Systems, Personal Selling, Sales Management, and Introductory Marketing.

### **ACADEMIC AWARDS AND HONORS:**

Journal of Supply Chain Management – Outstanding Associate Editor Award (2009).

Alpha Kappa Psi Professional Business Fraternity - James Rainey Outstanding Teacher Award (1996, 1987).

Senior Class Council - University-Wide Outstanding Faculty Award (1994).

Materials and Logistics Management Association - Outstanding Faculty Award (1994).

Phi Chi Theta Professional Business Fraternity - Outstanding Faculty Award (1994, 2000).

American Society of Transportation and Logistics - L. L. Waters Fellowship (1984).

Transportation Clubs International - Michigan Traffic and Transportation Scholarship (1984).

College of Business Administration, University of Tennessee - Allen H. Keally Outstanding Teaching Award. Nominated 1982, 1983, 1984. Finalist, 1982.

College of Business Administration, University of Tennessee - Burlington Industries Transportation/Logistics Fellowship. Recipient 1981, 1982, 1983, 1984.

### **ACADEMIC PROGRAMS ATTENDED:**

Participant in the CIBER Consortium on "Global Negotiation Instruction and Research" held at Duke University, October 1998.

Participant in the "Continuous Quality Improvement" program jointly presented by Michigan State University and Ford Motor Company, Detroit, MI, May 1995.

Participant in the AMA Consortium on "Marketing Channels and Distribution" held at Virginia Tech University, July 1988.

## **PUBLICATIONS AND PROFESSIONAL PRESENTATIONS:**

### **Books, Book Chapters, and Notes:**

*Logistics Operations: Consideration of Capacity, Movement, and People Concepts and Applications Necessary for Creating Managerial Effectiveness.* (Co-authored with Allan M. Howie and Joseph C. Andraski). Published by NARM Systems, L.L.C. 2009.

*Creating Reality Based Relationships Through Effective Negotiation: Academic Concepts and Research Support.* (Co-authored with Joseph C. Andraski). Published by NARM Systems, L.L.C. and Marketed Through the Council of Supply Chain Management Professionals. 2008.

*Creating Reality Based Relationships Through Effective Negotiation: Understanding the Negotiation Process - A "Road Map" to Successful Negotiation Performance in Business, Non-Business, and Personal Applications.* (Co-authored with Joseph C. Andraski). Published by NARM Systems, L.L.C. and Marketed Through the Council of Supply Chain Management Professionals. 2008.

*Creating Reality Based Relationships Through Effective Negotiation: Simulated Applications for Enhanced Learning of Value System and Operations Negotiations.* (Co-authored with Joseph C. Andraski). Published by NARM Systems, L.L.C. and Marketed Through the Council of Supply Chain Management Professionals. 2008.

*Effective Negotiation: Understanding the Negotiation Process - A "Road Map" to Successful Sales and Purchasing Negotiation Performance in the Value System.* (Co-authored with Joseph C. Andraski). Published by NARM Systems, L.L.C. and Marketed Through the Council of Supply Chain Management Professionals. 2008.

*Understanding Effective Negotiation in Business Operations: A "Road Map" to Successful Negotiation Outcomes for Operations Managers.* (Co-authored with Joseph C. Andraski). Published by NARM Systems, L.L.C. and Marketed Through the Council of Supply Chain Management Professionals. 2008.

*Achieving Success in Personal Negotiations: A "Road Map" to Success in Managing Personal Consumption and Relationships.* (Co-authored with Joseph C. Andraski). Published by NARM Systems, L.L.C. and Marketed Through the Council of Supply Chain Management Professionals. 2008.

"Negotiating Logistics Exchange." A book chapter published in Logistics by T.R. Lee, 2007, Taiwan.

“Understanding E-Commerce Using Negotiation Process Concepts.” A book chapter published in E-Commerce by T.R. Lee, 2007, Taiwan.

“Negotiation.” Chapter 24 in *Global Supply Chain Management*, 2006, Sage Publications.

“Negotiating Effectively.” Published by the Council of Logistics Management, *CLM Explorers Series: Enhancing Your Career, Advancing Your Profession*, Winter 2004, Vol. 1, pp. 1 - 15. (Peer Reviewed).

*World Class Logistics: The Challenge of Managing Continuous Change.* (Co-authored with the Global Logistics Research Team at Michigan State University) Published by the Council of Logistics Management, October 1995.

*Creating Logistics Value: Themes for the Future.* (Co-authored with Robert A. Novack and C. John Langley, Jr.) Published by the Council of Logistics Management, July 1995.

#### **Journal Articles:**

“Negotiation Foundations for Exchange in the Material Handling Industry.” MHEDA Journal, published on the MHEDA website.

- \* "A Comparative Assessment of Domestic and International Supplier-Customer Relationship Perceptions." (Co-authored with Tzong-Ru Lee and Thomas J. Page, Jr.). International Journal of Physical Distribution and Logistics Management, Volume 38, No. 8, 1988, pp. 616-636. (Peer Reviewed).

“The Effect of Negotiation Practices on the Relationship between Suppliers and Customers.” (Co-authored with Thomas Atkin) Negotiation Journal, January 2006, pp. 47-65.

- \* "Supplier Relationships: The Impact on Security." (Co-authored with Matthew B. Myers and James A. Eckert) Supply Chain Management Review, September 2004, pp. 52-59.

"An Assessment of Supplier – Customer Relationships." (Co-authored with James A. Eckert, Robert B. Handfield, Thomas J. Page, Jr., and Thomas Atkin.) Journal of Business Logistics. Volume 25, Number 1, 2004, pp. 25-62. (Peer Reviewed).

"Service Contract Negotiations in Marketing Channels: Assessing Motor Carriers' Perceptions." (Co-authored with Shaoming Zou.) Journal of Marketing Channels, Volume 5, Number 2, 1996, pp. 45-61. (Peer Reviewed).

- \* 

---

This symbol represents research and publications, courses, and public service activities that demonstrate global logistics experience.

"Management of Facility Operations and Human Resources in Logistics." (Co-authored with Gary Ragatz.) Journal of Business Logistics, Volume 17, Number 1, 1996, pp. 1-18. (Peer Reviewed).

"A Comparative Assessment of Senior and Logistics Executives' Perceptions of Logistics Value." (Co-authored with Robert A. Novack and C. John Langley, Jr.) Journal of Business Logistics, Volume 17, Number 1, 1996, pp. 135-178. (Peer Reviewed).

"Negotiation in Channels of Distribution: Conditions, Behavior and Outcomes." (Co-authored with Gregory Osland.) Journal of Marketing Channels, Volume 3, Number 2, 1993, pp. 111-128. (Peer Reviewed).

"An Internal Assessment of Logistics Value." (Co-authored with Robert A. Novack and C. John Langley, Jr.) Journal of Business Logistics, Volume 15, Number 1, 1994, pp. 113-152. (Peer Reviewed).

"Rethinking Integrated Concept Foundations: A Just-in-Time" Argument for Linking Operations and Logistics Management." (Co-authored with Robert A. Novack and Stanley E. Fawcett.) International Journal of Operations and Production Management, Volume 13, Number 6, 1993, pp. 31-43. (Peer Reviewed).

"The Development and Test of a Model of Transaction Negotiation." (Co-authored with Thomas J. Page, Jr.) Journal of Marketing, Volume 56, Number 4, 1992, pp. 18-32. (Peer Reviewed).

\* "Global Logistics Partnership Negotiation." International Journal of Physical Distribution and Logistics Management, Volume 22, Number 1, 1992, pp. 27-34. (Peer Reviewed).

"Modeling Customer Behavior in Negotiations for Motor Carrier Contracts." (Co-authored with Shaoming Zou.) Transportation Journal, Volume 31, Number 3, Spring 1992, pp. 39-45. (Peer Reviewed).

"Rethinking Concept Foundations in Logistics." (Co-authored with Robert A. Novack and Michael V. Wells.) Journal of Business Logistics, Volume 13, Number 2, 1992, pp. 233-267. (Peer Reviewed).

"Implications of Organizational Relationships, Negotiator Personalities and Contract Issues on Outcomes in Logistics Negotiations." (Co-authored with David J. Closs.) Journal of Business Logistics, Volume 12, Number 1, Spring 1991, pp. 123-144. (Peer Reviewed).

"Organizational and Personal Factors Influencing the Negotiation of Motor Carrier Contracts: A survey of Shippers and Motor Carriers." Transportation Journal, Winter 1990, pp. 4-14. (Peer Reviewed).

"Furthering the Integration of Marketing and Logistics Through Customer Service in the Channel." (Co-authored with M. Bixby Cooper and George D. Wagenheim). Journal of the Academy of Marketing Science, Spring 1989, pp. 63-71. (Peer Reviewed).

"Shipper-Carrier Contract Negotiation: A Conceptual Foundation for Logistics Managers."(Co-authored with Ernest R. Cadotte and C. John Langley, Jr.). International Journal of Physical Distribution and Materials Management, Fall 1988, pp. 43-51. Reprinted in Transportation, Coyle, Bardi, and Novack, 4th edition, (1994), pp. 385-395. (Peer Reviewed).

"Chips: A Strategic Distribution Game." (Co-authored Ernest R. Cadotte). Journal of Marketing Education, Summer 1986, pp. 51-58. (Peer Reviewed).

### **Proceedings:**

"An Assessment of Perceptions of Simulated Supplier – Customer Relationships," Thomas J. Page Jr. and Lloyd M. Rinehart, Proceedings of the Academy of Marketing Science World Congress Conference, (2011), Reims, France. (Peer Reviewed).

"Value System Specification: Defining and Classifying Types of Organizational and Interorganizational Research." (Co-authored with John E. Mello and Thaweephan (Duke) Leingpibul.) To be presented at the Annual Conference of the Decision Sciences Institute, Baltimore, MD, November 2008, Published in Abstract Form. (Peer Reviewed).

"Negotiation Relationship Outcome Perceptions Based on Geographic Origin," Thomas J. Page Jr. and Lloyd M. Rinehart, Proceedings of the Annual Marketing Research Conference, (2007), Verona, Italy. (Peer Reviewed).

"Transportation Roundtable on Driver Hour Service Regulation Changes," Dan Martin, Lloyd Rinehart, Wayne Spain, Alex Vergos, and Bob Whaley, recorded and published in Business Tennessee, (March 2003), Nashville, TN.

"An Examination of Relationship Type and Expected Duration in a Business-to-Business Setting," Thomas J. Page Jr. and Lloyd M. Rinehart, Proceedings of the Annual Marketing Research Conference, (2003), Perth, Australia. (Peer Reviewed).

"An Assessment of Supplier Relationship Characteristics," Thomas Atkin, Lloyd Rinehart, and Gary Ragatz, Proceedings of the Annual Meeting of the Decision Sciences Institute, (2002), San Diego, CA. (Peer Reviewed).

"Teaching Logistics System Dynamics: An Active Learning Exercise," Holcomb, Mary, Foggin, James, and Lloyd Rinehart, Proceedings of the Educator's Conference, Council of Logistics Management, (2002), San Francisco, CA. (Peer Reviewed).

“An Assessment of Good, Average, and Problem Supplier – Customer Relationships,” (Co-authored with Thomas J. Page, James A. Eckert, Robert B. Handfield, and Thomas Atkin.) Marketing Research Conference, Wales, United Kingdom, Summer 2001. (Peer Reviewed).

"Negotiation Communication Strategies: A Dyadic Study," (Co-authored with Robert B. Handfield and Thomas S. Atkin.) Proceedings of Conference 2000, Worldwide Research Symposium on Purchasing Management (in Process to be Published as an Abstract), London, Ontario, Canada, Spring, 2000. (Peer Reviewed).

”Supplier/Customer Relationships: A Guide for Assessment and Management.” (Co-authored with James A. Eckert, Robert B. Handfield and Gary P. Zaversnik). Proceedings of the Council of Logistics Management, Toronto, Ontario, Canada, Fall 1999.

"A Test of a Theory of Interorganizational Negotiations," (Co-authored with Robert B. Handfield and Thomas S. Atkin.) Proceedings of the Decision Sciences Institute (Published as an Abstract), New Orleans, LA, Fall 1999. (Peer Reviewed).

"Design of a Method to Improve Understanding of Third Party Logistics Negotiations and Relationships," (Co-authored with Thomas J. Page, Jr., Robert B. Handfield, James A. Eckert, and Thomas Atkin.) Proceedings of World Conference on Transportation Research (Published as an Abstract), Antwerp, Belgium, Summer 1998.

"A Model of Channel Negotiation Behavior: The Moderating Effects of Mutual Dependence." (Co-authored with Jyh-shen Chiou and Thomas J. Page, Jr.) Proceedings of the Relationship Marketing Special Conference, sponsored by the American Marketing Association and the University College of Dublin (Published as an Abstract), Summer 1997. (Peer Reviewed).

"A Model of Channel Negotiation Behavior." (Co-authored with Jyh-shen Chiou and Thomas J. Page, Jr.) Proceedings of the American Marketing Association (Published as an Abstract), San Diego, CA, July 1996. (Peer Reviewed).

"The Development of a Laboratory Environment for Channel Research." (Co-authored with Thomas J. Page, Jr., Robert A. Novack, and Bruce Glasgow). Proceedings of the Eighth World Marketing Congress (Published as an Abstract), Melbourne, Australia, July, 1995. (Peer Reviewed).

"Managing Channel Transactions and Relationships." (Co-authored with Robert A. Novack.) Twenty-second Annual Transportation and Logistics Educators Conference, Washington, D.C., October 1993. (Peer Reviewed).

- \* "An Exploratory Assessment of the Effect of Environmental Factors on the Negotiator's Perception of Success." (Co-authored with Thomas J. Page, Jr.) Proceedings of the Sixth World Marketing Congress (Published as an Abstract), Istanbul, Turkey, July 1993. (Peer Reviewed).

"Logistics Operations Processes: An Approach to Teaching the Integration of Concepts Used in Manufacturing, Distribution, and Transportation Operations." (Co-authored with Robert A. Novack, Stanley E. Fawcett, and Gary L. Ragatz.) Proceedings of the Twenty-first Annual Transportation and Logistics Educators Conference, San Antonio, TX. October 1992. (Peer Reviewed).

"Rethinking Integrated Concept Foundations in Operations and Logistics Management." (Co-authored with Robert A. Novack and Stanley E. Fawcett.) Proceedings of the Decision Sciences Institute Annual Meeting (Published as an Abstract), Miami, FL. November 1991. (Peer Reviewed).

"Development of an Integrated Logistics Course." (Co-authored with Robert A. Novack.) Proceedings of the Twentieth Annual Transportation and Logistics Educators Conference, New Orleans, LA. September 1991. (Peer Reviewed).

"Rethinking Curriculum Issues in Logistics Management for the Next Century." (Co-authored with Robert A. Novack, David J. Closs, and John J. Coyle.) Proceedings of the Nineteenth Annual Transportation and Logistics Educators Conference, Anaheim, CA. October 1990. (Peer Reviewed).

- \* "Rethinking Concept Foundations in Logistics." Published in Outline format in 2001: Future Strategies for Logistics, Proceedings of the Twentieth Anniversary meeting of the Japan Physical Distribution Management Association, Tokyo, Japan June 5-6, 1990.

"Determining Strategy Success in Contractual Distribution Channel Negotiations." (Co-authored with Thomas Page Jr.) Proceedings of the American Marketing Association (Published as an Abstract), Phoenix, AZ. 1990. (Peer Reviewed).

"Negotiator Personality and Concession Perceptions in Shipper - Motor Carrier Negotiations." (Co-authored with Sakari Jutila and David J. Closs.). Proceedings of the Academy of Marketing Science, Orlando, FL. 1989. (Peer Reviewed).

"Integrating Manufacturing and Distribution Separations." (Co-authored with Robert A. Novack). Proceedings of the Midwest Business Administration Association Meetings, Chicago, IL. 1989. (Peer Reviewed).

"Characteristics of Firms Negotiating Motor Carrier Contracts." Proceedings of the Council of Logistics Management, Boston, MA. 1988.

"Strategic Transportation and Traffic Management in the Automobile Industry." (Co-authored with Robert A. Novack.) Society of Automotive Engineers, Truck and Bus Meetings, Indianapolis, IN. 1988. (Peer Reviewed).

"Integrating Materials and Logistics Management: Ideas for Basic Concept Relationships." (Co-authored with Robert A. Novack). Proceedings of the Midwest Business Administration Association Meetings, Chicago, IL. 1988.

"Purchasing Negotiation: Conceptual Foundations from Another Discipline." (Co-authored with Dale S. Rogers). Current Research in Purchasing and Materials Management, East Lansing, MI. October, 1987. (Peer Reviewed).

"Evaluating Negotiations: Questions for Negotiators." Proceedings of the Council of Logistics Management, Atlanta, GA. 1987.

"Transportation Negotiation: Information Inputs for Negotiation Activities." (Co-authored with Len Applebaum.) Proceedings of the Council of Logistics Management, Anaheim, CA. 1986.

"Interorganizational Negotiation: An Application for Customer Service Strategy." Presented at the First Annual Customer Service Executive Development Seminar, East Lansing, MI. 1986.

### **Dissertation Research:**

"A Study of Interorganizational Negotiation of Transportation Service Contracts Using Shippers and Motor Carriers," an unpublished doctoral dissertation, The University of Tennessee, August, 1986.

### **Book Reviews:**

Logistics Decisions: Text and Cases, Philip Schary. New York: Dryden, 1984. Transportation Journal, Fall 1984.

Contemporary Physical Distribution and Logistics, James Johnson and Donald Wood. New York: Macmillan Publishing Company, 1986. Transportation Journal, September 1987.

### **Conference Presentations:**

"Negotiation Strategies Necessary for Managing Collaborative Relationships in a Volatile Economy." Presented at U-Connect, Sponsored by the Voluntary Interindustry Commerce Solutions Association and GS1, San Antonio, TX, June 2010.

"Negotiation and Relationship Management Systems for Internal Procurement Strategies." Presented at BPX, Sponsored by the MPower Group, Oak Brook, IL, October 2009.

"Supplier and Channel Partner Collaboration 101: Creating Relationships Through Effective Negotiation." Presented at the Fall Meeting of the Material Handling Industry of America, Amelia Island, FL, October 2009.

"Supplier and Channel Partner Collaboration: Are You on the Same Page?" Presented at the Fall Meeting of the Material Handling Industry of America, Amelia Island, FL, October 2009.

"Relationship Realities in Turbulent Times: Lookout, Here Comes Negotiation Again!" Presented with Joseph C. Andraski, Annual Conference of the Council of Supply Chain Management Professionals, Chicago, IL, September 2009.

"Collaboration? When Your Human Resources are Considering the "Employee Free Choice Act." Presented with Brian A. Dodge and Joseph C. Andraski, Annual Conference of the Council of Supply Chain Management Professionals, Chicago, IL, September 2009.

"Teaching Logistics Operations from a Business School Perspective: Design, Operations, and the Management of People." Presented at the Material Handling Teachers Institute, University of Arkansas, Fayetteville, AR, June 2009.

"Negotiation Foundations for Exchange in the Material Handling Industry." Presented at the Annual Conference of the Material Handling Equipment Distributors Association, Palm Desert, CA, May 2009.

"Supplier and Channel Partner Collaboration: Are You on the Same Page?" Presented at the Spring Meeting of the Material Handling Industry of America, Charlotte, NC, April 2009.

"Value System Specification: Defining and Classifying Types of Organizational and Interorganizational Research." Presented with John Mello, Annual Meeting of the Decision Sciences Institute, Baltimore, MD, November 2008.

"Ask the Experts: A Panel Discussion on Collaboration in a Global Environment." Presented with Dalip Raheja, Michael Nebendahl, and Douglas Rohn, Annual Conference of the Council of Supply Chain Management Professionals, Denver, CO, October 2008.

"Collaboration in a Global Environment." Presented with Joseph C. Andraski, Annual Conference of the Council of Supply Chain Management Professionals, Denver, CO, October 2008.

"Supply Chain Panel Discussion on Driver Hours of Service, Driver Shortage, and Supply Chain Constraints," (Panel Moderator and Discussant) Nashville Roundtable of CSCMP, December 2004, Nashville, TN.

“Supply Chain Thought: A View From a Ph.D. Seminar.” Presented with Brian Fugate, John Mello and Ila Rastogi, at the Annual Decision Sciences Conference, Boston, MA, November 2004.

“Transportation Roundtable on Driver Hour Service Regulation Changes,” Dan Martin, Lloyd Rinehart, Wayne Spain, Alex Vergos, and Bob Whaley, Sponsored by Business Tennessee, March 2003, Nashville, TN.

“Effective Teaching in Logistics and Supply Chain Management,” Presented at the 2003 CLM Doctoral Consortium, Chicago, IL, October 2003.

“Academic Applications of Supply Chain Management Education.” Presented with Gary Ragatz and Joseph Carter, at the Annual Decision Sciences Conference, San Diego, CA, November 2002.

"Learning Outcome Assessment of a Logistics Simulation." Presented with Mary Holcomb and James Foggin, at the Thirty-first Annual Transportation and Logistics Educators Conference, San Francisco, CA. October 2002.

“Negotiation Processes in Business,” Presented to Members of the University of Tennessee Supply Chain Management and Strategy Forum, Knoxville, Tennessee, February 2002.

“Supplier / Customer Negotiations in the Pharmaceutical Industry.” Presented to Members of the Health and Personal Care Logistics Conference January 2002.

“Negotiation Process Applications in the Pharmaceutical Industry,” Presented to Members of the Health and Personal Care Logistics Conference, Whitehall, New Jersey, January 2002.

“Negotiation Processes for Outsourcing Logistics Services,” Presented to the Charlotte Roundtable of the Council of Logistics Management, Charlotte, NC, October 2001.

“Research and Theoretical Perspectives in Logistics,” Presented at the 2001 CLM Doctoral Consortium, Kansas City, MO, October 2001.

“Pharmaceutical Applications of Negotiation Processes,” Presented at the Health and Personal Care Logistics Conference, Philadelphia, PA. April 2001.

"Supplier-Customer Relationships: Assessing Their Effectiveness," Presented at the Council of Logistics Management Annual Conference, Toronto, Canada, October 1999.

"Design of a Method to Improve Understanding of Third Party Logistics Negotiations and Relationships," Presented at the World Conference on Transportation Research, Antwerp, Belgium, Summer 1998.

"Logistics Value Quantification and Measurement." Presented with Robert A. Novack, Annual Conference of the Council of Logistics Management, Chicago, IL, October 1997.

"Operational Methods for Assessing Logistics Value." Presented with Arthur Bertanzetti and Thomas Wilger, Annual Conference of the Council of Logistics Management, Chicago, IL, October 1997.

"Techniques for Assessing Logistics Operations Value." Presented at the Annual Conference of the Council of Logistics Management, Orlando, FL, October 1996.

"A Model of Channel Negotiation Behavior." Presented at the Annual Conference of the American Marketing Association, San Diego, CA, August 1996.

"Creating Logistics Value: Themes for the Future." Presented at the Annual Conference of the Council of Logistics Management, San Diego, CA, October 1995.

"Quantifying Logistics Operations: A Case Study of Applications." Presented at the Annual Conference of the Council of Logistics Management, San Diego, CA, October 1995.

"Workshop of Laboratory Research Methods in Studying Channel Relationship Development and Management." Presented at the Annual Conference of the Academy of Marketing Science, Orlando, FL, May 1995.

"Quantifying Logistics Value: An Assessment of Industry Practices." Presented at the Annual Conference of the Council of Logistics Management, Cincinnati, OH, October 1994.

"Panel on Logistics Research." Council of Logistics Management Research Strategies Committee Panel. Presented at the Twenty-third Annual Transportation and Logistics Educators Conference, Cincinnati, OH, October 1994.

"Managing Channel Transactions and Relationships: An Approach to Teaching the Integration of Purchasing and Marketing in a Channels Environment." Presented at the Twenty-second Annual Transportation and Logistics Educators Conference, Washington, D.C., October 1993.

"Implementing Quality Systems in Marketing and Logistics." Presented at the Midwest Decision Sciences Institute Annual Meeting, Lansing, MI, April 1993.

"Logistics Operations Processes: An Approach to Teaching the Integration of Concepts Used in Manufacturing, Distribution, and Transportation Operations." Presented at the Twenty-first Annual Transportation and Logistics Educators Conference, San Antonio, TX, October 1992.

"Rethinking Integrated Concept Foundations in Operations and Logistics Management." Presented at the Decision Sciences Institute Annual Meeting, Miami, FL. November 1991.

"Development of an Integrated Logistics Course." Presented at the Twentieth Annual Transportation and Logistics Educators Conference, New Orleans, LA. September 1991.

- \* "A Negotiation Process Model for Global Contractual Channels." Presented at the Annual Meeting of the Industrial Marketing and Purchasing Conference on International Business Networks, Uppsala, Sweden, September 1991.

"Preparing Logistics Systems for the 21st Century." Presented at the Annual Conference of the Council of Logistics Management, Anaheim, CA, 1990.

"Managing Resources of the Channel and Firm." Presented at the Annual Conference of the Council of Logistics Management, Anaheim, CA, 1990.

"Rethinking Logistics for the 21st Century." Presented at the Annual Conference of the Council of Logistics Management, Anaheim, CA, 1990.

"Rethinking Curriculum Issues in Logistics Management for the Next Century." Presented at the Nineteenth Annual Transportation and Logistics Educators Conference, Anaheim, CA, October 1990.

- \* "Rethinking Concept Foundations in Logistics." Presented at the Twentieth Anniversary meeting of the Japan Physical Distribution Management Association, Tokyo, Japan, June 1990.

"Determining Strategy Success in Contractual Distribution Channel Negotiations." Presented at the Winter Educators Conference of the American Marketing Association, Phoenix, AZ. February, 1990.

"Rethinking Logistics: Redrawing the Blueprint." Presented at the Annual Conference of the Council of Logistics Management, St. Louis, MO. 1989.

"Integrating Manufacturing and Distribution Separations." Presented at the Midwest Business Administration Association Meetings, Chicago IL. 1989.

"Using Technology to Strategically Manage Materials and Logistics Channel Systems." Presented to the Transportation Research Board, Washington D.C. 1989.

"Strategic Transportation and Traffic Management in the Automobile Industry." Presented to the Society of Automotive Engineers, Truck and Bus Meetings, Indianapolis, IN. 1988.

"Negotiation Dialogue: Solving Logistics Problems Through Negotiation." Annual Presented at the Conference of the Council of Logistics Management, Boston, MA, 1988.

"Logistics Negotiations: Basic Concepts." Presented at the Annual Conference of the Council of Logistics Management, Boston, MA, 1988.

"Integrating Materials and Logistics Management: Ideas for Basic Concept Relationships." Presented at the Midwest Business Administration Association Meetings, Chicago IL, 1988.

"Purchasing Negotiation: Conceptual Foundations from Another Discipline." Presented at the Second National Purchasing and Materials Management Research Symposium, East Lansing, MI. October, 1987.

"Logistics Negotiation Evaluation." Presented at the Annual Conference of the Council of Logistics Management, Atlanta, GA. 1987.

"Transportation Negotiation Theory & Practice." Presented at the Annual Conference of the Council of Logistics Management, Anaheim, CA. 1986.

"Interorganizational Negotiation: An application for International Transportation." Presented at the Georgia Foreign Trade Conference, Savannah, GA. October, 1985.

"Using Micro Computers for a Strategic Channels Game." Presented with Ernest R. Cadotte and Robert Jackson at "Micro Computers in Marketing Education," an AMA Workshop, Baton Rouge, LA. October, 1984.

### **Invited Blog Publications:**

"Challenges of Initiating Change in Organizations." An invited Blog for Joe Andraski on the VICS webpage ([www.vics.org](http://www.vics.org)), December 17, 2009.

"Rudimentary Heuristics to Support the Concept of Optimization in Negotiations." An invited Blog for Michael Lamoureux on the Sourcing Innovation webpage ([www.sourcinginnovation.com](http://www.sourcinginnovation.com)), December 17, 2009.

### **Work in Process:**

"An Assessment of Perceptions of Simulated Supplier - Customer Relationships," Thomas J. Page Jr. and Lloyd M. Rinehart, Submission to the Academy of Marketing Science – World Marketing Congress, (2010), Reims, Champagne, France. (Submitted for Peer Review).

*Effective Horse -Tradin: "What You Need to Know to Get the Best Deals Possible."* (with Joseph C. Andraski) A book about negotiation that can help everyone think about key elements of creating effective negotiation outcomes. To be published and distributed through a non-traditional publishing company.

“A Comparative Assessment of Managerial Perceptions of Supplier – Customer Relationships with Perceptions of Simulated Supplier – Customer Relationships.” (with Thomas J. Page, Jr.) Currently targeted for publication in the Negotiation Journal.

“A Value System Approach Toward Defining and Classifying Types of Organizational and Interorganizational Research.” (with John Mello and Duke Leignpibul) Under Review by the International Journal of Physical Distribution and Logistics Management.

"Managerial Perspectives on Supplier – Customer Relationships." (with Joseph C. Andraski and Thomas J. Page, Jr.) Currently targeted for publication in Sloan Management Review.

"Assessing the Effects of Negotiator Personalities on Strategy Development in Supplier/Customer Negotiations." (Co-authored with Thomas J. Page, Jr.) Currently targeted for publication in the Journal of Marketing.

"Development of Effective Negotiation Goals in Supplier/Customer Negotiations." (Co-authored with Thomas J. Page, Jr.) Currently targeted for publication in Decision Sciences.

"A Comparison of Perceived Negotiation Outcomes and Actual Negotiation Outcomes." (Co-authored with Thomas J. Page, Jr., and Joseph C. Andraski.) Currently targeted for publication in the Journal of Marketing.

"The Effect of Opponent Perceptions of Negotiator Skill on Negotiation Outcomes." (Co-authored with Thomas J. Page, Jr., and Joseph C. Andraski.) Currently targeted for publication in the Strategic Management Journal.

### **Research Projects Completed and in Process:**

**Assessing Interorganizational Relationship Management and Negotiation Processes.** This project is an extension of the negotiation research conducted over the past twenty-five years. The intent of this project is to provide the opportunity to integrate instruction of negotiation processes with laboratory research of negotiation applications. Academic classes (both undergraduate and graduate) and executive education courses have been developed to provide negotiation instruction in all academic and industry environments. As part of those environments, a simulated case negotiation scenario has been developed to allow for applied instruction of the concepts and an opportunity to conduct laboratory research of negotiation processes in a longitudinal setting. In addition, this environment offers the potential for group control conditions in experimental settings.

**Assessing the Role of Collaboration Between Suppliers and Customers in the Material Handling Industry.** This research is designed to assess differences between good, average, and poor relationships between suppliers and customers in the material handling industry. The intent of the research output would be to assist material handling industry companies understand the nature of their supplier – customer relationships using empirically establish

definitions. Using these definitions, linkages would be to established exchange negotiation behaviors which can enhance the efficiency of the value system. Insights will help member companies develop strategies of how to share information with their suppliers and customers (Currently in proposal development.).

## **ACADEMIC AND UNIVERSITY SERVICE ACTIVITIES:**

### **Program Assignments:**

Director, Logistics Ph.D. Program, The University of Tennessee, Knoxville (2002 – 2008).

Director of the Supply Chain Management and Strategy Forum, The University of Tennessee, Knoxville (2001 – 2003).

### **Committee Assignments:**

Member of the University Faculty Senate, The University of Tennessee, Knoxville (2008 – Present)

Member of the University Faculty Senate – Teaching and Learning Council, The University of Tennessee, Knoxville (2008 – Present) – Chair (2009 – Present)

Member of the University Graduate Council, The University of Tennessee, Knoxville (2003 – 2006)

Member of the University Graduate Council (Curriculum Committee), The University of Tennessee, Knoxville (2003 – 2006)

Member of the Marketing, Logistics & Transportation Department Strategic Planning Committee, The University of Tennessee, Knoxville (2001 – 2002 and 2009 - Present).

Chair of a Post-Tenure Review Committee for James H. Foggin at the University of Tennessee (2002).

Member of the Eli Broad Graduate School of Management and College of Business Administration Strategic Assessment and Planning Committee (1999).

Member of the University Appeals Board (1997 – 2001).

Faculty Coordinator and Chair of the Materials and Logistics Management Program Steering Committee (1995 - Present).

Member of the College of Business Administration Undergraduate Programs Committee (1988 - 1990).

Member of the Materials and Logistics Management Curriculum Committee.

Member of the Department of Marketing and Logistics Administration Undergraduate Curriculum Committee.

Member of the Materials and Logistics Management Promotional Brochure Committee (1986 - 1987).

**Doctoral Dissertation and Masters Thesis Committee Assignments:**

Dale Rogers, "An Investigation of Information Technology Adoption: The Impact of Logistics Structure and Strategy," Department of Marketing and Transportation Administration, Michigan State University - 1990 (Logistics).

Michael Heberling, "Purchases by American Businesses and Governments," Department of Management, Michigan State University - 1991 (Purchasing).

Jay Laughlin, "An Investigation of Buyer-Seller Interaction: The Role of Relational Control in a Model of Face-to-Face Communication Behavior," Department of Marketing and Transportation Administration, Michigan State University - 1991 (Marketing).

Dan Wardlow, "Strategic Dimensions of Integrated Services Providers," Department of Marketing and Transportation Administration, Michigan State University - 1991 (Marketing).

James Patterson, "Conflict Potential in Strategic Buyer-Supplier Relationships," Department of Management, Michigan State University - 1999 (Purchasing).

Judith Schmitz, "Design and Evaluation of a General Alliance Model: An Examination of Logistical Alliances Between Manufacturers and Material Suppliers," Department of Marketing and Logistics, Michigan State University - 1994 (Logistics).

David Frayer, "The Alliance Process: An Examination of Logistics Alliances Between Manufacturers and Merchandisers in the Grocery Industry," Department of Marketing and Logistics, Michigan State University - 1995 (Logistics).

Robert Frankel, "A General Alliance Model: An Examination of Alliances Between Manufacturers and Service Suppliers," Department of Marketing and Logistics, Michigan State University - 1995 (Logistics).

Nor Ghani Md. Nor, "Optimal Port Congestion Charges and Investment in Port Klang," Department of Economics, Michigan State University - 1996 (Transportation Economics).

Christian Bectel, "An Investigation into the Antecedents of Trust in Cooperative Buyer-Supplier Relationships," Department of Management, Michigan State University – 1998 (Purchasing).

James A. Eckert, "A Model of Constructive Conflict Outcomes in Exchange Relationships," Department of Marketing, Michigan State University - 1999 (Marketing & Logistics) (Committee Chair).

Thomas Atkin, "The Impact of Negotiation Strategy on Customer-Supplier Relationships," Department of Marketing, Michigan State University – 2001 (Purchasing) (Committee Co-Chair).

Susan Golicic, Department of Marketing, Logistics & Transportation, The University of Tennessee, Knoxville - 2004.

Theweepan Leingpibul, Department of Marketing and Logistics, The University of Tennessee, Knoxville – 2006 (Committee Chair).

John Mello, Department of Marketing and Logistics, The University of Tennessee, Knoxville - 2006.

Caris Palmer – "Managerial Methods of Controlling Product Quality in Distribution: Damage Measurement, Analysis, and Correction," School of Packaging, Michigan State University - 1991 (Masters Thesis).

#### **Internal University Community Presentations:**

"Education Beyond the Undergraduate Degree." Presented to the Alpha Kappa Psi Profession Business Fraternity, Spring 1996.

"Accepting the Reality of Lifelong Learning in Logistics." Presented to the Materials and Logistics Management Association, Spring 1995.

"Using College as a Platform for Future Success." Presented to Phi Chi Theta - Professional Business Fraternity, Spring 1994.

"Surviving the Challenges of Life as a College Student." Presented to the Alpha Kappa Psi Profession Business Fraternity, Fall 1988.

#### **External Assignments:**

Co-Track Chairperson for the "Collaboration and Relationship Management" Track at the Annual Conference of the Council of Supply Chain Management Professionals, Chicago, IL, October 2009.

Member Journal of Operations Management Editorial Review Board, 2008 – Present.

Associate Editor, International Journal of Supply Chain Management, 2006 – Present.

Member Journal of Business Logistics – Associate Editor and Editorial Review Board Member, 2004 – Present.

Member of the College-Industry Council on Material Handling Education. 2005 – 2010.

Member of the College-Industry Council on Material Handling Education – Content Committee. 2005 – 2010.

Member of the College-Industry Council on Material Handling Education – Industry Services Committee. 2005 – 2010.

Member Development Committee for Excellence in the Decision Sciences, Decision Sciences Institute, 2004 – 2007.

Presenter on Negotiation Research and Processes at the Supply Chain Forum at The University of Tennessee, Knoxville, Fall 2004, Spring 2005, and Fall 2008.

Presenter at the Logistics Doctoral Consortium, Council of Logistics Management, Chicago, Illinois, October 2003.

Monfort Distinguished Professor – Guest speaker on Business Negotiation Strategies at the University of Northern Colorado (2003).

Associate Education Director – Health and Personal Care Logistics Conference. 2002-2003.

Member of the Doctoral Dissertation Evaluation Committee, Council of Logistics Management, 1999.

Panelist for the Logistics Doctoral Consortium, Council of Logistics Management, Chicago, IL, October 1997.

Member of the Research Strategies Committee, Council of Logistics Management, 1993-1997.

Track Chairperson for the "Creating Logistics Value" Track at the Annual Conference of the Council of Logistics Management, Orlando, FL, October 1996.

Track Chairperson for the "Relationship Marketing, Channels, and Logistics" Track at the Academy of Marketing Science Meeting, Orlando, FL, May 1995.

Panelist for the Logistics Doctoral Consortium, Council of Logistics Management, Cincinnati, OH, October 1994.

Session chair and panelist for the Logistics Doctoral Consortium, Council of Logistics Management, Washington, D.C., October 1993.

Track Chairperson for the "Global Marketing Strategy" Track at the Midwest Decision Sciences Meeting, Lansing, MI, April, 1993.

Panelist for the Logistics Doctoral Consortium, Council of Logistics Management, San Antonio, TX, October 1992.

Track Chairperson for the "Rethinking Logistics for the 21st Century" Track at the Annual Conference of the Council of Logistics Management, Anaheim, CA, October 1990.

Track Chairperson for the "Building Negotiation Skills" Track at the Annual Conference of the Council of Logistics Management, Boston, MA, October 1988.

- \* Member of the "Reconfiguration of the European Logistics System" research advisory committee for the Council of Logistics Management, 1991 - 1992.  
Member of the Academic Advisory Council for the American Society of Transportation and Logistics, 1991 - 1993.

Executive Board Advisor to the Eastern Michigan Roundtable of the Council of Logistics Management, 1990 - Present.

Conference Organizer for "Managing Logistics Relationships in a Global Environment" a seminar presented by the Council of Logistics Management and the Michigan CLM Roundtables, May 1993.

Conference Organizer for "Implementing Technology in Logistics Relationships" a seminar presented by the Council of Logistics Management and the Michigan CLM Roundtables, May 1992.

Conference Organizer for "Logistics Application of Information Systems" a seminar presented by the Council of Logistics Management and the Michigan CLM Roundtables, May 1991.

Conference Organizer for "Developing Logistics Strategy" a seminar presented by the Council of Logistics Management and the Michigan CLM Roundtables, May 1990.

Michigan State University Academic Representative to the 1992 International Intermodal Exposition, Atlanta, GA, April 1992.

Faculty Associate to the Center for Logistics Research at Penn State University, 1988 - Present.

Ad hoc reviewer for the Decision Sciences Journal.

Ad hoc reviewer for the International Journal of Physical Distribution and Logistics Management.

Ad hoc reviewer for the Journal of International Marketing.

Ad hoc reviewer for the Journal of Transportation Management.

## **EXTERNAL PUBLIC SERVICE ACTIVITIES, CONSULTING, AND PRESENTATIONS TO BUSINESS CONSTITUENCIES:**

### **Executive Development and Public Service Research Assignments:**

Faculty Member of the Logistics Executive Development Program at The University of Tennessee, Knoxville 2001 – Present. Instructional responsibilities include: Negotiation, Supplier / Customer Relationship Management.

Faculty Member of the Supply Chain Certification Program at The University of Tennessee, Knoxville 2001 – Present. Instructional responsibilities include: Negotiation, Supplier / Customer Relationship Management, and Logistics Performance Assessment, Logistics Facility Operations.

Director of the Negotiation and Relationship Management Program at Michigan State University 1986 – 2001 and The University of Tennessee, Knoxville. This program provides participants with instruction and experiential applications of negotiations used for business relationships ranging from single transactions to long term relationships. Specific programs have been developed for Lansing Board of Water and Light, United Parcel Service, Johnson Controls (Prince Division), Union Pacific Railroad, Deere & Company, and Sysco.

Faculty member of the Logistics Management Executive Development Programs at Michigan State University, 1986 – 2001. Responsible for administration and coordination of MSU LOGA V, development of the MSU LOGA V participant manual, and presentation of transportation economic foundations and logistics negotiation foundations.

Faculty member of the Customer Service Executive Development Program at Michigan State University, 1986 - 1990. Responsible for presentation of customer service negotiation foundations.

Faculty member of the Michigan State University / American Warehousing Association Basic Seminar at Michigan State University, 1993. Responsible for presentation of transportation economics foundations.

Faculty member of the Logistics Management and Customer Service Executive Programs through Michigan State University and The University of Tennessee, Knoxville. These programs have been developed for Gerber Products Company; Johnson and Johnson; Siemens Corporation; Steelcase, U. S. Freightways; United Parcel Service Customer Service Management; United Parcel Service District Operations Management, MASCO Industries, Coke Fountain Products, Norfolk Southern Corporation and Sony Corporation. Responsible for administration and coordination of MSU LOGA III and LOGA IV, development of the MSU LOGA III and LOGA IV participant manuals, and presentation of supplier – customer negotiation foundations, transportation economic foundations, and transportation and marketing cases.

- \* Faculty member of the Logistics Management and Customer Service Executive Program developed for Ralston Purina, International. Responsible for administration and coordination of MSU LOGA III and LOGA IV, development of the MSU LOGA III and LOGA IV participant manuals, and presentation of logistics and transportation negotiation foundations, transportation economic foundations, and transportation and marketing cases.
- \* Faculty member for the Logistics Management Executive Development Seminar (Co-sponsored with Monash University, Melbourne, Victoria, AUSTRALIA, 1993. Responsible for presentation of the marketing/materials and logistics management interface, logistics channels, logistics operations, warehousing and transportation strategies, and negotiation strategies.
- \* Faculty member for the Introductory Materials and Logistics Management for the Startbaan Logistics Management Program at the Vrije University, Amsterdam, Netherlands, 1988, 1989 and 1990. Responsible for presentation of the marketing/materials and logistics management interface, logistics channels, logistics operations, warehousing and transportation strategies, and negotiation strategies.

Public service project for General Motors Corporation, in conjunction with David Closs - concerned with inventory control and warehouse design for their prototype design and production operations in the Lansing Automotive Group.

Public service project for Whirlpool Corporation, in conjunction with Gary Ragatz - concerned with inventory control for their parts and service distribution system.

Public service project for Spartan Stores, Inc. in conjunction with Donald Bowersox and David Closs - concerned with the development of an equitable transportation costing

program for charging Spartan System retail stores.

Public service project for Brooks Beverage Management, Inc. in conjunction with Donald Bowersox and David Closs - concerned with logistics strategy and logistics system design.

**Consulting Service Assignments:**

Consultant to Pullin, Fowler, Flanagan, Brown & Poe, PLLC, Charleston, WV. and Anderson Logistics, Inc. Minneapolis, MN. – concerned with expert witness testimony concerning logistics operations processes.

Consultant to Exodus Chiropractic Services, Knoxville, TN – concerned with development of sales analysis and strategy development.

Consultant to Procurement and Logistics Management, UST Inc. – concerned with negotiation process training.

Consultant to Sales and Marketing Management, Sony Electronics, USA – concerned with enhancement of negotiating processes, customer evaluation, and supply chain perspectives for interactions between Sony and their customer base.

Consultant to Sales and Marketing Management, Coke Fountain Products, USA – concerned with enhancement of negotiating processes for interactions between Coke and their customer base.

Consultant to Operations and Supply Chain Personnel, MASCO Industries – concerned with enhancement of negotiating processes for interactions between MASCO companies and their supply and customer bases.

Consultant to Supply Management, Deere & Company – concerned with enhancement of negotiating processes for interactions between Deere & Company and their supply base.

Consultant to Material Supply and Marketing, Johnson Controls – concerned with enhancement of negotiating processes for interactions between Johnson Controls and their supply and customer base.

Consultant to Supply and Materials Management, Union Pacific Railroad – concerned with enhancement of negotiating processes for interactions between the Union Pacific Railroad and their suppliers.

Consultant to Corporate Marketing Research, United Parcel Service - concerned with enhancement of negotiating processes for interactions with internal and external suppliers and customers.

Consultant and Expert Witness to Collins, Blaha, and Slatkin Attorneys at Law - concerned with analysis and evaluation of distribution center operations and processes presented to a State of Michigan Tax Tribunal.

Consultant to the Lansing Board of Water and Light - concerned with purchasing negotiation training.

Consultant to Mill Steel Company - concerned with organization development and strategic planning for logistics.

Consultant to DCW Warehouses, Inc. - concerned with organization development and strategic planning for warehouse operations.

Consultant to the AC Rochester Division of General Motors Corporation in conjunction with Harrell and Associates - concerned with the development a marketing planning process.

Consultant to the Hydra-matic Division of General Motors Corporation in conjunction with Harrell and Associates - concerned with development and training of the marketing planning process.

Consultant to Peninsular Products Corp. - concerned with new product research and development.

Consultant to Broder Bros. - concerned with distribution center design and operations.

Consultant to Steelcase Inc. - concerned with channel system integration of dealer network operations and Steelcase operations.

Consultant and Expert Witness to Frasier, Trebilcock, Davis, and Foster P.C. and the Hartford Insurance Company - concerned with analysis and evaluation of motor carrier financial stability.

### **Presentations to Businesses and Industry Groups:**

"Enhancing Supplier / Customer Relationships Through Innovative Strategies." Presented at Johnson and Johnson's Vision Care Supplier Day, Jacksonville, FL, October 2010.

"Negotiation and Relationship Realities in Competitive Business Environments" Presented as a Webinar for the University of Tennessee Supply Chain Forum, Knoxville, TN, September 2010.

"Supplier / Customer Negotiations in the Soft Drink Industry." Presented to managers at Coca-Cola, June 2001 & 2002.

"Quantifying Logistics Value: An Assessment of Industry Practices." Presented to the Central Michigan Roundtable of the Council of Logistics Management, Bay City, MI, March 1995.

\* "Global Logistics Best Practice: A Comparison of Managerial Perceptions and Practices." Presented to the Eastern Michigan Roundtable of the Council of Logistics Management, Detroit, MI, October 1994.

"Integrated Logistics in the Automotive Oil Change Business." Presented to the Michigan District Managers of Instant Oil Change, Lansing, MI, October 1994.

"Logistics in the 1990's." To be presented to MASCO Corporation in October 1994.

"Defining Logistics for Competition in the 1990's: A Perspective for Mailing Equipment Dealers." Presented to the Association of Independent Mailing Equipment Dealers, San Diego, CA, August 1994.

"Program and Curriculum Characteristics of Logistics Academic Institutions in the 1990's." Presented to the Association of Independent Mailing Equipment Dealers, San Diego, CA, August 1994.

"Transportation Issues Within a Just-in-Time Strategy." Presented at the 27th Annual Spring Seminar for the Grand Rapids Chapter of the American Production and Inventory Control Society, Grand Rapids, MI, March 1994.

"Curriculum Developments in Logistics at Michigan State University." Presented to the Eastern Michigan Roundtable of the Council of Logistics Management, Detroit, MI, December 1993.

"A Channels Approach to Supply Chain Management." Presented at the Fall 1993, Materials and Logistics Management Council Meeting, Michigan State University, East Lansing, MI, November 1993.

"Food Logistics: Framing a Back-to-Basics Approach for Managing in the Future." Presented to the Food Shippers of America Association, San Diego, CA, March 1993.

"Materials and Logistics Management at Michigan State University." Presented to the Eastern Michigan Roundtable of the Council of Logistics Management, Detroit, MI, December 1992.

"Concept Bases for a Materials and Logistics Management Program." Presented to the Eastern Michigan Roundtable of the Council of Logistics Management, Detroit, MI, December 1991.

"Building Negotiation Skills." Presented to the Central Michigan Roundtable of the Council of Logistics Management, Saginaw, MI, October 1991.

"Transaction Negotiation Foundations in the Information Systems Industry." Presented to the International Logistics Committee at International Business Machines Corporation, Boulder, Colorado, June 1991.

"Rethinking Logistics Systems." Presented to the International Logistics Committee at International Business Machines Corporation, Boulder, Colorado, June 1991.

"Negotiating to Success" Presented to the Regional and Distribution Carriers Conference, Atlanta, GA. September 1990.

"Rethinking Logistics for Air Force Applications" Presented to the Senior Transportation Executive Seminar at Wright-Patterson Air Force Base, Ohio, July 1990.

"Transportation Negotiation: Theory and Application in the Electronics Industry." Presented to the Traffic Council of Texas Instruments Corporation, Dallas, Texas, March 1990.

"Purchasing Negotiation: Theory and Application for Defense Contracting." Presented to the Defense Purchasing Council of Texas Instruments Corporation, Dallas, Texas, March 1990.

"Rethinking Logistics: Redrawing the Blueprint." Presented to the Eastern Michigan Roundtable of the Council of Logistics Management, Detroit, MI, March 1990.

"Applications of Negotiations in Academic Management." Presented to Michigan Community College Faculty and Administrators at the Leadership 21 Conference, Lansing, MI. September 1989.

"Distribution Channel Negotiations: for Sales Management." Presented to graduate students in the Department of Marketing at the University of Michigan, Dearborn, MI. May 1989.

"Distribution Channel Negotiations: for Sales Management." Presented to undergraduate and graduate students in the Department of Marketing at the University of Michigan, Ann Arbor, MI. March 1989.

"Interorganizational Negotiations for Purchasing and Traffic Managers." Presented to students in the Department of Business Logistics at Penn State University, University Park, PA, February 1989.

"Marketing Strategy Development for Retailing in Ogemaw County." Presented to retail businesses in Ogemaw county as part of the MSU Industrial Development Institute, West Branch, MI. February 1989.

"Foundations of Purchasing Negotiations." Presented to the Central Michigan Purchasing Management Association, Higgins Lake, MI. October 1988.

"Exchange Negotiation Processes for the Cherry Industry." Presented to the Cherry Industry Council as part of the MSU Industrial Development Institute, Traverse City, MI, May 1988.

"Integration of Materials and Logistics Management Systems for the Cherry Industry." Presented to the Cherry Industry Council as part of the MSU Industrial Development Institute, Traverse City, MI. May 1988.

"Transportation Negotiations: Theory and Practice." Presented to the Eastern Michigan Roundtable of the Council of Logistics Management, Detroit, MI, February 1987.

**Public Service Administrative Assignments:**

Member of the Board of Directors for High Fields Incorporated (a non-profit community social support organization), 1992 - 1998.

Member of the Marketing and Development Committee for High Fields Incorporated, 1992 - 1998.

Advisor to the High Fields Incorporated, - Breakthrough Marketing Strategy Team, 1992 - 1998.

**PROFESSIONAL AND ACADEMIC ORGANIZATIONAL MEMBERSHIPS AND RELATIONSHIPS:**

- Council of Supply Chain Management Professionals
- Material Handling Institute of America
- College Industry Council of Material Handling Education
- Alpha Kappa Psi
- Beta Gamma Sigma