
Hugh Sloan, Ph.D.

Associate Professor of Marketing

Academic Background

Ph.D. Ohio State University, Columbus, OH, Marketing and Logistics, 1991

M.A. Ohio State University, Columbus, OH, Marketing, 1990

M.B.A. Baldwin-Wallace College, Berea, OH, Business Systems, 1977

B.A. University of Maryland, College Park, MD, General Studies - Political Science & Russian, 1968

Academic Experience

Associate Professor of Marketing, University of Mississippi, School of Business Administration, Department of Marketing (1998 - Present), University, Mississippi. Teaching - International Business, Global Marketing, Retail Marketing, Professional Selling, Marketing Strategy, Marketing Research, Distribution & Logistics, Supply Chain Management, Marketing Geography, MBA Program, Curriculum - various; Research, journal publishing, Service activities, including economic development, and pro bono and compensated consulting, as well as ongoing role in Civil Air Patrol as discussed below.

Squadron Commander (three non-consecutive terms), MS Wing Aerospace Education Officer, MS Wing Public Affairs Officer, last relinquished unit command 9/11/2015 (disability), Civil Air Patrol Composite Squadron MS050 and MS Wing HQ (1993 - Present), Oxford & Jackson, Mississippi. Rank: Lt Colonel. Commanded and supported 30 seniors & cadets in emergency services, aerospace education, & cadet programs (1993-2006). Recently appointed Mississippi Wing (state-wide) Aerospace Education Officer. Served as Director of 7-state (Southeast Region) cadet officer training Dec-Jan 2005-6 at Tyndall AFB FL. Reappointed for 2006-2007. 2008 Returned to Oxford Squadron as Unit Commander. Since 2014 the CAP has been incorporated into US Defense structure Total Force, so reacquired supplemental title of 'Airman.' Serious automobile accident disability after therapy led to my current roles as Recruitment & Retention Officer and, as well, Aerospace Education Officer. US Congress charged CAP with TEACHING the membership and the general public about all aspects and progress of air & space activities, which I do to present.

Director, Small Business Institute, University of Mississippi, School of Business Administration, Department of Management and Marketing (1991 - 2005), University, Mississippi. Project Administration. Generated \$52,500 in grants for the School of Business Administration through 1995. Direct and administer students' consulting cases for small business. Manage student progress and resources. Annual report with interviews and documentation of SBI results to SBA State Office (Jackson).

Assistant Professor of Marketing, University of Mississippi, School of Business Administration, Department of Marketing (1991 - 1998), University, Mississippi. Teaching (Marketing Strategy, Marketing Research, Logistics, Global Marketing, and MBA Curriculum); Research, journal publishing; Service activities, consulting.

Executive Director (Interim), University of Mississippi, Office of Research, Mississippi Space Commerce

Initiative (1997), University, Mississippi. (Remote Sensing Commercialization and Statewide Research Institute). Created and coordinated work on \$35-50 million research enterprise responsive to remote sensing, industry-defined research agendas. MS funding for 1999-2003 for the MRC universities is to be \$15 million with NSA match of \$15 million. \$100-150 million annually in US government product markets forecast in a \$1.5 billion marketplace. Assisted with director hiring, effective December, 1997.

Student, Instructor, Graduate Teaching and Research Assistant, Ohio State University, Continuing Education Division (1986-6) and Graduate School (1985 - 1991), Columbus, Ohio. Career change (1985) Extensive reading and reflection, math and computer courses the Ohio State University, survey of graduate studies possibilities, travel (US & Europe); admitted to Ph.D. Program (1986) The Ohio State University (Marketing). TA & RA duties: Taught Marketing Management & Research, assisted professors with research projects. Videotex research in US, UK, and Germany.

Adjunct Language Faculty, Clark County Community College (February, 1973 - April, 1973), Springfield, Ohio. Instructed Continuing Education students in 'Tourist' Russian Language. Offered a 'short course' through the community college.

Graduate Administrative Assistant, Miami University (1968 - 1969), Oxford, Ohio. Converted International Studies curriculum from trimester to quarters. Student: Completed Masters level course, ABT

Non-Academic Experience

National

President and Owner, Sloan and Sloan Systems Group (1986 - Present), Oxford, Mississippi. Consulting for product management, marketing research, economic impact, strategic planning, customer service measurement, business space planning and utilization and business interior design and specification service.

Sales/Service Manager, AT&T General Business Systems (February, 1983 - June, 1985), Columbus, Ohio. Manager of direct sales and telemarketing; responsible for system design and supervision. Assisted with change from Ohio Bell to AT&T organization (Bell System Divestiture Era). Managerial duties included human resources, budgeting, planning, forecasting, revenue generation, and sales support duties. Extensive trade show/customer seminar work.

First Vice President and Chief Financial Officer, Fiberglas Products, Inc (1971 - 1980), Portsmouth, Ohio. Manufacturer of fiberglass truck fenders. Financial and production planning, personnel/labor management, sales management. Restructure and turnaround of family business; consistent losses (pre 1972) changed to consistent profits (all years after 1972) by converting to 'new concept' virtual corporation. FPI's customers: White Motor Company, Mack Truck Corporation and Fruehauf Trailer corporation, and 'semi' tractor-trailer operators at large.

Manager/Communications Consultant, Ohio Bell Telephone Company (1969 - 1983), Dayton, Springfield, Cleveland, Columbus, Ohio. Sales and Service (82-83), Personnel (81-82), Rate & Revenue (72-81), Consultant (69-72). Manager: customer/salesperson support, college student recruitment (2 yrs.), economic analyses, products and services pricing, tariff preparation, and rate testimony preparation. Management Entry Level Hire as Comm Consultant: First, handled major accounts in Dayton OH; then was assigned total responsibility for most major customers in Springfield, OH. Trained in data and voice analog and digital communications. Assumed AT&T managerial position when Bell System and AT&T Divestiture occurred.

Sales Associate and Kingsley Imprinter, Stapleton Office Supply Company (1956 - 1959), Portsmouth, Ohio. Began as HS sophomore deliveryman and stock clerk; promoted to gold leaf imprinter on leather, wood, plastics, then to floor sales associate, all prior to college. Retired USA Colonel 'commanded' this major 10,000-SKU office supply firm.

International

Noncommissioned & Commissioned Officer, United States Air Force, USAF Security Service (July, 1960 -

January, 1991), States: TX, IN, NY, Misawa/ Tokyo JP, Peshawar PK, United States of America. Russian Linguist/Radio Intercept Analyst for 8 years. Initial tour following schools in Pakistan, later serving in the US and Japan. Preparation included both Basic and Advanced schools (3120 contact hours) in Russian Area Studies and Russian Language as well as extensive technical electronic schooling through 1968. (USAF followed by duty in OhioANG): Change of Intelligence duty in 1973. Starting 1973 served in 121st Tactical Fighter Wing & 166th Tactical Fighter Squadron as (Tactical) Intelligence Officer, Ohio Air National Guard (18 years). Unit in US but duties worldwide: Deployed to UK, Panama, NAS Barbers Point (Pacific Region), Germany (NATO). Highest enlisted grade: MSG (E-7). In USAFSS supported national defense policies, strategic and tactical intelligence collection & USAFSS threat warning capability, worldwide assignments. Later in OhANG supported USAF and USA worldwide combat capabilities. Had break in service 1968-1973 & joined OhANG 1973. OCS/Academy of Military Science 1980. Top Secret Special Compartmented Intelligence (TS/SCI) clearance. Retired in January 1991 as Major (O-4) and as Squadron Intelligence Officer.

Consulting

- 2000: Waggoner Airborne Sensing LLC, Jackson, MS, Marketing research on LIDAR markets
- 2000: Teachers Retirement, Inc., Jackson, MS, Advertising graphics consultation.
- 1999: Holly Springs School District, Holly Springs, MS, Strategic planning initiative.
- 1999: AeroSea, Inc., San Francisco, CA, Strategic marketing and marketing research planning.
- 1998: County of Marshall, MS Strategic planning/Empowerment Zone application: USDA, April 1998 - Oct. 1998
- 1996: Integrated Strategic Services for the Mississippi Department of Environmental Quality, Jackson, MS, Nov. 95- Mar 96 National Survey of scientific information (SI) and geographic info systems (GIS) users.
- 1995: Integrated Strategic Services, Jackson, MS., May 95 -Dec 95 Target market evaluation; site attribute survey
- 1994: Merchants and Farmers Bank, Holly Springs, MS, Marketing and site studies
- 1994: Brookfield & Company, Firm image and positioning market research; strategic plan; motivation and creativity seminar
- 1993: Integrated Strategic Services, Jackson, MS, Conducted statewide target market evaluation; environmental scanning (Mississippi)
- 1992: Waggoner Engineering, Inv., Jackson, MS, Conducted research supporting major regional development efforts (Sardis, MS)
- 1991: University of Mississippi, Class Consulting Assignments (~275) for the Small Business Administration (Years 1991-1999)
- 1991: Edison Welding Institute, Columbus, OH, Created segmentation strategy

Refereed Articles

- Parker, H. D., Wachter, K., Sloan, H., & Ghomi, V. (2016). Viral Marketing in the Nonprofit Sector: Crafting Messages that Create Awareness and Call an Audience to Action. *Marketing Management Journal*, 101-116.
- Alidaee, B., Wang, H., & Sloan, H. (2015). A Unified Framework for Integer Programming Formulation of Graph Matching Problems. *Journal of Advances in Management Science & Information Systems* (1), 8-33.
- Harvey, M., McIntyre, N., Moeller, M., & Sloan, H. (2012). The Assessment of the Self-Concept in a Global Context: The Foundation for Building Cross Cultural Competencies s-Cultural Competencies. *Journal of Leadership and Organizational Studies*, 19 (1 (Feb)), 33.
- Harvey, M., Moeller, M., Sloan, H., & Williams, A. (2010). The Impaired Employee: Lessons Learned from the Wonderful Wizard of Oz. *Business Horizons*, 53 (5), 22.

- Novicevic, M., Sloan, H. J., Duke, A., & Holmes, E. (2006). Customer Relationship Management: Barnard's Early Concepts. *Journal of Management History*, 12 (3), 306-318.
- Sloan, H., Aiken, M., & Martin, J. (1998). Using a Bilingual Group Decision Support System. *Behavior & Information Technology*, 17 (3), 141-144.
- Sloan, H., Aiken, M., Paolillo, J., & Motiwalla, L. (1997). Use of Two Electronic Idea Generation Techniques in Strategy Planning Meetings. *Journal of Business Communication*, 34 (2), 370-382.
- Sloan, H. & Aiken, M. (1996). The Use of Electronic Poolwriting and Gallery Writing in a Marketing Focus Group. *International Business Schools Computing Quarterly*, 8 (2), 1-6.
- Sloan, H. & Basara, L. (1996). The Impact of Direct-To-Consumer Prescription Medication Advertising Campaign on New Prescription Volume. *Drug Information Journal*, 30, 715-729.
- Sloan, H., Wakefield, K., & Blodgett, J. (1996). Measurement and Management of the Sportscape. *Journal of Sports Management*, 10 (1), 15-31.
- Sloan, H. & Wakefield, K. (1995). The Effects of Team Loyalty and Selected Stadium Factors on Spectator Attendance. *Journal of Sports Management*, 9 (2), 153-172.
- Sloan, H., Baker, J., McKenney, W., Hooker, S., & O'Bryan, d. (1995). Wingship Technology and Global Logistics Strategy. *Logistics Spectrum*, 29 (3), 19-31.
- Sloan, H., Wiebe, F., & Tosh, D. (1995). The Campus & Economic Development in Tupelo, Mississippi. *Economic Development Review*, 15-22.
- Sloan, H., Aiken, M., Hawley, D., & Min, Z. (1994). How to Improve Bank Meetings. *Journal of Retail Banking*, 21-25.
- Sloan, H. & McIntyre, F. (1993). Instructional and Experiential Synergism: The Concurrent Approach. *Marketing Education Review*, 33-37.

Invited Articles/Reviews

- Sloan, H., Easson, G., & Shields, C. (2003). Marketing Meets Geography . *Imaging Notes*, 18 (4), 22-23.

Monograph

- Sloan, H. & Womer, K. (2000). *A Preliminary Report for the Executive Director, MDECD: Response of Comprehensive and Urban Mississippi Universities Schools of Business to the Mississippi Partnership for Economic Development Concept* . University of Mississippi, School of Business Administration: .
- Sloan, H., Dingerson, M., & Wilson, N. (1998). *University-Related Economic and Community Development in Mississippi*.
- Sloan, H. (1998). *Report on University-Oxford Airport Economic Impact*. Oxford, MS: .

Refereed Proceedings

Full Paper

- Sloan III, H., Shields , C., & Easson, G. (2005). The Emergence of Marketing Geomatic Science: The View from Above . *American Society for Photogrammetry and Remote Sensing*.
- Sloan, H. (1996). Wingship Carries Products to Market: Considering Total 'Movement to Market Math'. *Advanced Marine Vehicles Conference*, C44-C54.
- Sloan, H. & Phelps, R. (1996). A Delphi Study of Positive and Negative Factors Affecting the Future of the Health Care Industry. *SE INFORMS (Institute for Operations Research and Management Science)*.
- Sloan, H. & Kildegaard, A. (1996). The Impact of a Medium-sized University in Mississippi on County

Economics. *The Regional Economic Science Associate Proceedings*.

Sloan, H., Basara, L., Smith, M., Banahan, B., & Juergens, J. (1995). Profile of Consumers Who Are Aware of and React to Direct-To-Consumer (DTC) Advertising of Prescription Medications. *American Pharmacy and Hospital Association Annual Conference*.

Aiken, M. & Sloan, H. (1995). MIS and Cultural Diversity: Supporting Banking Regulatory Compliance, . *Small Business Institute Directors' Association, Conference*.

Sloan, H. (1993). SBI Program Planning, Organization, Direction, Control, & Reporting. *SBA*.

Sloan, H. (1993). Big Ideas for Small Business: The Strategic Matrix as a Generic Consulting Framework. *Small Business Institute Directors' Association, Conference*, 411-420.

Working Papers

Sloan, H. (2017). "Marketer Distraction and Performance in the New Millenium," targeted for Advances in Competitiveness Research.

Sloan, H. (2017). "Fundamental Marketing Planning and Decision Models: Kotler, Kartajaya and Beyond," targeted for Marketing Intelligence & Planning.

Presentation of Refereed Papers

National

Sloan, H. (1995, February). *MIS and Cultural Diversity: Supporting Banking Regulatory Compliance*. Small Business Institute Directors' Association, Conference, Nashville, Tennessee.

Sloan, H. (1993, February). *Big Ideas for Small Business*. Small Business Institute Directors' Association, Conference, San Diego, California.

Research Grants

Funded

2010: Sloan, H. Summer Research Grant (CISS) \$7,500, Office of the Director of National Security (ODNI). Summer \$7,500 research grant to create report on improving Intelligence Community (IC) analytics.

2003: Sloan, H. & Easson, G., ITS Grant for Oxford ITS Project, Principal Investigator. Phase II.

2002: Sloan, H. & Easson, G., Oxford ITS Project, Principal Investigator. ITS Grant Component of Phase I.

2001: Sloan, H. & Uddin, ., Oxford ITS Project, Principal Investigator. ITS Grant Component of Phase I.

2000: Sloan, H. Security Check, Inc., Principal Investigator. Technical analysis of returned check characteristics to improve collection rate.

2000: Sloan, H. Space Imaging, Inc. and the Mississippi Space Commerce Initiative. , Principal Investigator. Market research to do needs assessment and product design for digital elevation model (DEM) and radio wave propagation model using new high precision (1-meter resolution) remote sensing images .

2000: Hugh, S. \$13,600-Summer Research (SBIR/STTR program), University of Mississippi, Office of Research.

1999: Sloan, H. AeroSea, Inc., Principal Investigator. Grant to provide a strategic planning and marketing research framework for a retail, maritime, commercial, and residential development on and near Piers 30-32 and 80 in San Francisco. .

1999: Sloan, H. Department of Commerce Grant (through Mississippi State University), Principal Investigator. Used to provide strategic and marketing planning assistance to Holly Springs, MS. .

1998: Sloan, H. & Dingerson, M. R., Summer Research Grant, Principal Investigator, Institutions of Higher Learning (IHL). To clarify the role, function, and resources of Mississippi universities in initiating and enhancing state economic development efforts. Acted as co-investigator. Principle Investigator: Dr. Michael R. Dingerson, Professor of Higher Education and Chairman, Educational Leadership and Educational Psychology (UMo).

1998: Sloan, H. MS Remote Sensing Commercialization Research Institute Initiative Grant, Principal Investigator, NASA initiated grant for MRC/UM. Mississippi Research Consortium, lead organization - University of Mississippi. Grant awarded while Executive Director of MSCJ by Mississippi legislature; indirect involvement; supportive activities.

1997: Sloan, H. & Dingerson, M. R., Initial Planning Grant, Principal Investigator, Mississippi Space Commerce Initiative. Partial administrator as the Interim Executive Director, Feb-Dec 1997. Principle Investigator: Dr. Michael R. Dingerson, Associate Vice Chancellor for Research and Dean of the Graduate School (UM/MRC).

1994: Hugh, S. \$3000 to direct 6 student consulting teams., Small Business Administration Grant.

1994: Hugh, S. \$9500 to direct 19 student consulting teams., Small Business Administration Grant.

1993: Hugh, S. \$11,000 to direct 22 student consulting teams., Small Business Administration Grant.

1993: Hugh, S. \$1000 to support Mississippi manufacturing export research., University of Mississippi, Graduate School Partners Grant.

1992: Hugh, S. \$10,000 to direct 20 student consulting teams., Small Business Administration Grant.

1991: Hugh, S. \$8500 to direct 17 student consulting teams., Small Business Administration Grant.

Research Reports

2013: Sloan, H. & Eason, C., Student Attitudes and Awareness of On-Campus Scholarly Opportunities., submitted to Draft.

2013: Sloan, H. J., & Eason, C., E-Text & E-Support Student Acceptance in Principles of Marketing Courses., submitted to Draft.

2011: Sloan, H., Marketing Research Report: Incoming/New Student Awareness of CISS., submitted to CISS.

2010: Sloan, H., Improving Intelligence Analytics: Honoring Imaginative Scenarios., submitted to Center for Intelligence and Security Studies (CISS) - College of Applied Sciences.

Other Research Activities

Applied or Integrative/application Scholarship

2017: Sloan III, H. J., Journal of Business and Marketing Geomatic Science. One added research/service vision I have for the next year is the creation, implementation, and editing of a journal appropriate to leading edge research during my sabbatical along with other activities. The proposed journal: Journal of Business and Marketing Geomatic Science. It will have an electronic format. No peer reviewed outlet for business-marketing geomatic advances and extensions addressing the integration of spatial aspects within topics of marketing interest is in the contemporary journal mix – e.g., one sub-discipline within the marketing discipline is consumer behavior, but no coherent body of work has emerged, nor is there an outlet for, scholarly work that incorporates spatial consumer behavior; the market-essential analytical discipline of logistics addresses a host of spatial issues, but these are rarely integrated into marketing in spite of the inherent cost, hence pricing, implications of the friction of distance and time – spatial marketing cost and pricing issues.

Basic or Discovery Scholarship

2013: Sloan III, H. J., Various with Graduates. Work with Vahid Gholi on Supply Chain Flexibility In the

Internet Age, with Hannah Parker (Fordham University NY) on Nonprofit Marketing Opportunities with Viral Marketing, with Derek Ezell on the construct 'Love of Products,' with Dr. Stefan Lindhoff (Murray State University KY) on extensions of his dissertation.

2010: , , . Only partial completion of journal creation in sabbatical period. Both the journal activity and planned article ended as I contracted pneumonia at the half-way point of sabbatical and no activities were fully completed. Work continues.

Other

2000: , , . Special Request, J.C. Burns, Director, Mississippi Development Agency, Prepare: A Preliminary Report for the Executive Director, MDECD: Response of Comprehensive and Urban Mississippi Universities Schools of Business to the Mississippi Partnership for Economic Development Concept,' with K. Womer, July 2000.

1995: , , . Focus Group Facilitator--Gold Key National Honor Society. National study to reduce college/campus consumption of alcohol and drugs.

1988: , , . 'Videotex Project Reviews VI' Hugh J. Sloan and W. Wayne Talarzyk, WP 88-20, College of Business, Ohio State University (145p), 1988. Cited in U.S. Government publications.

Service to the University

Department Assignments

Member:

2010-2011: SE Marketing Symposium Coordination Committee: Coordinated payment capabilities and assisted in miscellaneous duties as requested.

2010-2011: Stefan Linnhoff: Take over some task management and supervision of rewrite aspects of the proposal/dissertation; support student in design and data collection activities and in methodology and results narratives. Essentially - mentor for 'end game' and completion of dissertation.

College Assignments

Coordinator:

2010-2011: Economic Impact Study Director - Faulkner Conference 2010: Designed, monitored administration, and provided initial evaluation of the economic impact of Faulkner Conference; this provides the Director, Dr. Jay Watson, with information useful in securing outside financial support from the community for this annual conference.

Faculty Advisor:

2012-2013: University of Mississippi, School of Business Administration: Alpha Kappa Psi Business Honorary Society

Member:

2010-2011 – 2016-2017: Curriculum Committee

2010-2011: Clinical Asst. Prof. of Operation Management Search

2007-2008 – 2008-2009: MBA Committee

2004-2005: MBA Committee

University Assignments

Chair:

2004-2005 – 2007-2008: University of Mississippi, Traffic and Parking Committee: Co- Chairman w/ Greg Easson

Faculty Advisor:

2004 – 2013: University of Mississippi, School of Business Administration, Department of Marketing, : Alpha Kappa Psi

2000-2001 – 2011-2012: University of Mississippi, Gold Key National Honor Society

2000-2001: University of Mississippi, Gold Key National Honor Society

1999-2000: University of Mississippi, School of Business Administration, Department of Marketing: American Marketing Association

1998-1999: Yiqin Li--Civil Engineering: Master's Thesis--'Geo Info Systems Highway Composition Analysis.'

1994-1995: Chakravarthi Gajula--Civil Engineering: Master's Thesis--Geo Info Systems (GIS) Highway Maintenance Management.'

1991-1992 – 1993-1994: University of Mississippi, Pakistani Student Association

Member:

2012-2013 – 2014-2015: Undergraduate Council

2011-2012: Undergraduate Council: Evaluate requests and data and provide analysis and suggestions to Council members, and vote.

2009-2010 – 2011-2012: Graduate Council

2010-2011: Interdisciplinary Studies Committee: Exploring and vetting acceptable and useful approaches to interdisciplinary studies at UM at the graduate level.

2006-2007: University Promotion & Tenure Review Standing Committee

2004-2005: University of Mississippi, University Assessment Standing Committee

2004-2005: University of Mississippi, Tenure and Promotion Review Standing Committee

2002-2003 – 2004-2005: University of Mississippi, Traffic Policy and Safety Committee

2001-2002 – 2004-2005: University of Mississippi, Freshman Convocation Committee

2002-2003: University of Mississippi, School of Business Administration, Marketing Department: Faculty Search Committee, Asst/Assoc. Professor of Global Business Position

1998-1999 – 2000-2001: University of Mississippi, Academy 2000 Global Cross-Cultural Conference Committee

1997-1998 – 1998-1999: University of Mississippi, Traffic Policy and Safety Committee

1997-1998: University of Mississippi, Small Business Development Center: Search Committee for State Director

1995-1996: University of Mississippi, Traffic Safety Committee

1994-1995: University of Mississippi, Faculty Senate

1994-1995: School of Business Administration, : Mississippi Business Today, Advisory Committee Advise and contribute to topic pool, provide insights, act as student conduit, provide feedback to producers and

directors. Evaluate each screening on ETV. Use materials in class.

1994-1995: University of Mississippi, School of Business Administration, Department of Marketing: Faculty Search Committee

1993-1994 – 1994-1995: School of Business Administration, Strategic Planning Committee: Formulate methodology, conduct situational analyses, coordinate strategy creation. Primary contributor to approach and methodology used by committee, including constituent analysis emphasis and study framework.

1993-1994: University of Mississippi, Traffic Safety Committee

1993-1994: School of Business Administration, Strategic Study Committee: University of Mississippi Tupelo Campus. Evaluate key constituencies, define other environmental factors, survey as needed , formulate revitalization strategies and policies.

1993-1994: School of Business Administration, International Business Committee: Grant proposal for evaluation of furniture and other Mississippi industrial exports to Mexico (under NAFTA) and to various South American countries

1993-1994: University of Mississippi, School of Business, Marketing Department: Hardin Chair of Marketing Search Committee

1992-1993 – 1993-1994: University of Mississippi, Campus Improvement Committee

1992-1993: University of Mississippi, School of Business Administration: Furniture Industry Council - Supports Mississippi furniture industry, and coordinates entrepreneurial lectures by prominent furniture principals to classes at Ole Miss.

1992-1993: University of Mississippi, School of Business Administration: Robert M. Hearin Proposal Committee - Proposal to bootstrap The School of Business Administration, University of Mississippi, to national reputation and recognition.

Mentoring Activities:

1995-1996: University of Mississippi, Scholars Day Recruitment Conference

Other Institutional Service Activities:

1999-2000: Alpha Mu Alpha, Marketing Honorary: Faculty Coordinator

1999-2000: University of Mississippi Health Insurance (State HMO Program) Faculty and Staff Forum: Panel Moderator

1996-1997: University of Mississippi, Office of Research, LEAP Study: Evaluation of Marketing Study report submitted to Associate Vice-chancellor of Research and Dean of the Graduate School.

1996-1997: University of Mississippi, Office of the Chancellor, Total Economic Impact Study: Advised Chancellor's Office on interim usable economic impact figures for public release.

1995-1996: University of Mississippi, Scholars Day Recruitment Conference: Faculty Interviewer

1993-1994: University of Mississippi, Scholars Day Recruitment Conference: Faculty Interviewer

State-wide Assignments

Coordinator:

2011-2012: Faulkner Conference Economic Impact 2011: The follow-on study exploring the economic of the presence of the (William) Faulkner Annual Conference at the University of Mississippi. The 2010 study (below) resulted in greatly expanded funding for the last conference, such that the Conference Director has used the same instrument design to collect data and the analysis will now be repeated and again reported for this year. The same results are expected - even greater funding, as the impact of the

Faulkner scholars in the area is economically noteworthy. The Faulkner Conference is National and brings excellent kudos and recognition to this campus.

Dissertation Assignments

Member:

2004-2005: Linda Horton Foley: 'Conceptualizing and Integrating Dynamic Marketing and Learning Capabilities: Implication for Organizational Performance.'

1997-1998: George Izzo: 'Assessing the Relationship Between Compulsory Ethics Education and Cognitive Moral Development of Real Estate Practitioners.'

1994-1995: Lisa Basara--Pharmacy Marketing

1994-1995: Mohammed Al-Habib: 'A Test of Financial Ratios and Untransformed Financial Accounts for Predicting Bankruptcy.'

Service to the Profession

Academic Conference: Discussant

1998: Academy of Marketing Science Annual Convention, Norfolk, Virginia. Session

1998: Academy of Marketing Science Annual Conference. Marketing Education Track

Chair: Committee / Task Force

2002: SBIDA Annual Conference, San Diego, California. Session

1994: Small Business Institute Directors' Association, Annual Conference, San Antonio, Texas. Section Discussion Chair: 'Does the Ownership of the Small Firm Affect Growth?'

1993: Small Business Institute Directors' Association, Annual Conference, San Diego, California. Section Discussion Chair: 'Fostering Innovation in Small Firms Along Value-adding Chains.'

Chair: Conference / Track / Program

2003: Small Business Institute Directors' Association, Annual Conference, New Orleans, Louisiana.

Other Professional Service Activities

2000 – 2003: International Research and Exchange Board (IREX). Contemporary Issues Fellowship Program, Russian Scholar Selection Panel, application/proposal reviewer

1999 – 2002: University of Mississippi Office of Research. FAST (previous EBSCoR) Proposals, Reviewer

2001: FAST Proposals, Office of Research, University. Reviewer

1999 – 2000: International Research and Exchange Board (IREX). Contemporary Issues Fellowship Program, Azerbaijani Scholar Selection Panel, application/proposal reviewer

Reviewer: Book / Textbook

2002: McGraw-Hill Publishing Company. Cateora and Graham, International Marketing, 11th ed.

1999: South-Western Publishing . Shao, Marketing Research

Reviewer: Conference Paper

2003: Small Business Institute Directors' Association, Annual Conference, New Orleans, Louisiana.

2001: AMA Conference (Summer). Global Marketing Track papers

1996: Southern Marketing Association.

Service to the Community

Board-Member

2012: Yocona International Folk Festival (YIFF), The YIFF is in its 6th year. I have been involved each year. I act as financial officer and scholarly contributor. I have prepared and presented PowerPoint materials in 4-6 Mississippi communities in the years of its existence. In 2012 I prepared and presented material on the Country of Peru (and the musical and dance troupes - Cosendama) as well as the dance and music of Egypt (Alexandria), which included a Cairo reporter and an Associate Deputy of the Ministry of Culture. These materials were presented in Clarksdale, Charleston, Oxford.UM (Ford Center), Tupelo, and elsewhere. In 2013 I have begun work with Senegal and Hawaii for this summer season.

2008: hsloan@bus.olemiss.edu, YIF Continues For 2010 it will Be Spain, Finland, Congo, Japan.

2007: hsloan@bus.olemiss.edu, YIF Festival below continued

2006: hsloan@bus.olemiss.edu, YIF is a multicultural recruitment of dance and music groups from around the globe and performed in the Oxford area (as far away as Clarksdale). Since 2006 we have had Romania, Mexico, Ghana, Togo, Ireland, and others, and American heritage performances as well.

Other Community Service Activities

2017: Civil Air Patrol, Community Service is a critical aspect of our responsibilities. I hold the rank of CAP Lt Colonel. I have transferred command of the Oxford Squadron due to disability. I now serve the new commander of in meetings at Oxford-University Airport in conducting or assisting in weekly Aerospace Education and Cadet Programs (ages 12-21).

Briefly, CAP responsibilities also include Air Force- and client-tasked Emergency Services (search for missing persons, missing general aviation aircraft), in which I have participated, as well as being 'eyes in the sky' for MDOT and many other client agencies requiring overwatch and surveillance, as well as assessment and documentation of flooding and other events; other needs handled such as critical official transport and blood supply transport, as well. Key component of MDOT response capability in disasters.

Prior to recent command of Oxford Squadron, I performed as State-Wide Aerospace Education Officer and Public Relations Officer on the MS Wing Staff at Jackson HQ. Now serve as Recruitment/Retention Officer and Aerospace Education Officer. Recently I made a CAP presentation to the the Daughters of the American Revolution Oxford organization in February. In March I made six 1-hour CAP presentations to 6 STEM classes at OMS.

In all, I have provided 25 years of CAP service to this community. To repeat, this organization is responsible for ALL search and rescue involving general aviation and we are participants in military searches. Of note, the search and rescue of pilot Steinbold a decade ago 8 miles SE of Oxford is featured in his book *Miracle in Mississippi*. In addition, again repeating, we provided significant disaster response and relief (e.g., 9/11, Katrina, MS River flooding).

We now have exceptional educational STEM focus in K-12 topics, as well as extended STEM coverage in CAP activities for cadets. I am now assisting with the transition of our unit to a full STEM focus. After more than a decade of local Squadron Commander duties here, I assumed the Wing (State-wide) Public Affairs Officer and the Wing Aerospace Education Officer duties. The MS Wing (State of MS) is responsible directly to the USAF in fulfilling all assigned activities. After said service in the MS Wing, in 2013 I once again accepted the Commander slot in the Oxford Squadron, but in 2015-2016 I was in disabling automobile accident and have been recovering up to and during the period of this report. I always kept membership and in mid- 2016 assumed the Recruiting and Retention Officer and Aerospace Education Officer roles locally; in our 2016 USAF Oxford Unit Inspection we earned a *Successful* rating for the AE activity, and a *Hold* rating for the newly organized R&R activity (due to national restructuring in the regulations and Internet components).

This Civil Air Patrol community, state, and national service organization is critical to our security as a nation, hence is recognized as part of our nation's Total Force. I have proudly served in the different roles described herein for 57 years in the USAF uniform or the same USAF uniform with distinctive CAP devices.

Community, State and National service I have felt to be an obligation.

2005: Lafayette County School, Parent /Teacher Association, Very active in local group and have attended two national conferences held in Washington, DC.

2005: Civil Air Patrol, I serve as Commander, Steve Launius Squadron, Mississippi Wing, of Civil Air Patrol.

1997 – 1998: Lafayette County-Oxford-University Economic Impact Study of University-Oxford Airport, Findings of this group were reported to University of Mississippi and Mayor's Airport Advisory Committee (February 1998). Also presented a report to Mayor and City Council, as well as Board of County Commissioners (March, 1998).

1995: Oxford-University Schools, Comprehensive Strategic Planning Study--Project involved four focus groups-group decision support system brainstorming inputs and multiple meetings with the board of directors.

1994: Lafayette High School Student Project, Ole Miss Football Economic Impact Study--guided project design, survey development, coding, and analysis of data.

1993: University of Mississippi and the Tupelo Community Development Foundation, 'Comprehensive Tupelo Campus School of Business Administration Research Project,' with Frank Wiebe. Project involved interviews, two focus groups, and four field surveys.

1993: Oxford Economic Development Foundation and Chamber of Commerce, and University Loyalty Foundation, 'Home Game Economic Impact Study,' with Faye McIntyre. A major research project developing the economic impact of home football games on the Oxford community.

1992: Prairie Girl Scout Council, 'Isolating the Key Elements in Appealing Girl Scouting Programs,' with Frank Wiebe. A study of key elements to attract girls to scouting. Created multi-county, multi-school, multi-grade sampling method for ongoing use.

Positions Held in Civic Organizations

2017: Oxford Lions Club, I have twice been President of the Oxford Lions Club, one of four key service clubs in the community. As I report this, I have been a member now for 45 years, 25 of those years in Oxford as a University of Mississippi educator. Our motto is WE SERVE and I have done so in multiple capacities over those joy-filled years here.

Service Honors and Awards

2013: Residential College Faculty Fellow, Residential College. Serve as Business School representative for RC as possible - Marketing topics.

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2004: , Alpha Sigma Lambda. Academic Honorary, Elected.

2004: , Pi Sigma Alpha. Adult Education Honorary, Elected.

2004: , Golden Key National Honor Society. Honorary Member.

2004: , Alpha Kappa Psi. National Business Fraternity, Elected (Advisor).

Faculty Development

Professional Seminars / Workshops

2003: Anchorage, Alaska. American Society for Photogrammetry & Remote Sensing Conference, May 5-9

with Cindy Shields, MSCI Fellow (NASA).

2002: Denver, Colorado. MSCI Fellow Research Seminar: Space Imaging & Digital Globe, July 21-24 Cindy Jones, MSCI Fellow (NASA).

2002: Long Beach, California. Intelligent Transportation Systems of America Annual Conference, April 29-May 2.

2001: Miami, Florida. Intelligent Transportation Systems of America Annual Conference

2001: Austin, Texas. Marketing Science Institute Conference on B2B E-Commerce, Mar 2-5

2001: Orlando, Florida. SBIDA/USASBE Annual Conference, Feb. 7-11

2000: Austin, Texas. Technology Transfer Society Annual Conference, July 20 - 22

2000: Biloxi, Mississippi. Mississippi Economic Development Council (MEDC), Winter Conference, June 28-30

2000: Washington, District of Columbia. American Society for Photogrammetry & Remote Sensing Conference, May 24-27

2000: Memphis, Tennessee. E-Commerce and Your Business, University of Memphis, April 6

2000: Biloxi, Mississippi. National SBIR/EPSCoT Business Conference, Feb 28 - March 1

2000: Jackson, Mississippi. Governor's Conference on High Technology

1999: Atlanta, Georgia. Local Economic Impact Analysis, economic analysis training, auspices of Georgia Institute of Technology, July 28-29. Creates capability to support local economic impact analyses.

1998: Memphis, Tennessee. Seidman Lectures in Political Economy, Rhodes College, Sept. 18

1998: Nashville, Tennessee. International Trade Conference, auspices of Tennessee Valley Authority, April 5-7

1998: Tampa, Florida. American Society for Photogrammetry & Remote Sensing Conference, March 31-April 3

1997: Washington, District of Columbia. American Society for Photogrammetry & Remote Sensing Conference, attending as Interim Executive Director, Mississippi Space Commerce Initiative (MSCI), Dec 2-5

1997: Rapid City, South Dakota. NASA Space Grant Director's Conference, attending as Interim Director, Mississippi Space Commerce Initiative (MSCI), Oct. 7-9

1997: Logan, Utah. Agricultural Remote Sensing Conference, Interim Director, MSCI, May 28-30

1996: Atlanta, Georgia. Your Business and Satellite Imagery, SPOT Image Corporation, Oct 30

1996: Silverdale, Washington. 'Wingship Moves Products to Market: Considering the Total Movement to Market Math,' Advanced Marine Vehicles Conference, June 5-8.

1994: Memphis, Tennessee. 'NAFTA,' University of Memphis, Nov. 1

1994: San Antonio, Texas. Small Business Institute (SBI) Directors' Association Annual Conference, Feb 2

1993: San Diego, California. Small Business Institute Directors' Association Annual Conference, Feb 3

1992: Washington, District of Columbia. 'International Small Business,' SBI Directors' Association Annual Conference, January.

1992: Memphis, Tennessee. 'Doing Business with Germany,' Memphis State University, February.

1992: Memphis, Tennessee. 'International Marketing,' Memphis State University, April 13-14.

1992: Jackson, Mississippi. 'SBI Program Planning, Organization, Direction, Control, & Reporting,' September 16.

1991: Oxford, Mississippi. 'Export Marketing,' Small Business Development Center, November.

1991: Memphis, Tennessee. 'Doing Business in the Former Soviet Union,' November.

Other Activities

2005 - : I acted as an unpaid consultant during the period of this report to the King Air Foundation, a non-profit organization that has an innovative business vision involving restoration of the first King Air ever assembled (Serial No. 1), charitable support to the Christopher Reeves Spinal Research Foundation, support for the Progeria Foundation (Hutchinson-Gilford Progeria Syndrome) and its research, and other worthwhile endeavors. I have paid a self-funded research assistant (Helen Kulicova) to assist the Director of the foundation in soliciting parts for the refurbishing effort on the King Air aircraft mentioned.

2003 - : Hartfell House (Moffat Scotland UK), Chamber of Commerce – Tourism (Oxford), Hampton Inn (Oxford), MBA Association, School of Business Administration (University), Triple-N-Ranch (Grenada).

2002 - : Presented 'Russian Oil and Water Access' to Math and Science High School scholars during their visit to the University of Mississippi campus, Spring, 2002.

2002 - : Baptist Memorial Hospital-NE MS (Oxford), Economic Development Foundation Broadband Study (Oxford), Whirlpool Corporation Employee Culture Study (Oxford), Whirlpool Corporation New Product Study (Oxford), City of Oxford Capital Budgeting Software (Oxford), Economic Development Foundation Housing Base Study I (Oxford), Economic Development Foundation Low-Income Housing Study II (Oxford), Yoste Entrepreneurial 'Discovery Zones' Study (Oxford);

2001 - : Presented 'Russian History and Their Troubles Today', to Math and Science High School scholars during their visit to the University of Mississippi campus, Fall, 2001.

2001 - : Presented 'Russian Oil and Water Access' to Math and Science High School scholars during their visit to the University of Mississippi campus, Spring, 2001.

2001 - : Mississippi Statewide Immunization Coalition – third research phase (Jackson), School Daze, Civil Air Patrol Squadron MS050, Oxford Area PTA, Alumni House, Feathered Nest, Septic Services, Inc., Holiday Inn, Estuarine Research Federation, Small Business Development Center NA, EBSCoR/SBIR/STTR Program Study (Oxford), Tippah Arts Ranch (Holly Springs), Tyler Travel (Memphis-Southaven); City of Rome MS (Rome), others

2000 - : Presented 'Understanding Russia' to Math and Science High School scholars during their visit to the University of Mississippi campus, Fall, 2000.

2000 - : Presented 'Russian Presidential Election' to the Math and Science High School scholars during their visit to the University of Mississippi campus, Spring, 2000.

2000 - : Tammy's Hair Gallery, SurfOxford.com, Troublemakers Toys, Buster Roodies, Southern Dreams Construction, Holiday Inn Express, Days Inn Motel, Dixie Creek Barbecue, Oxford Printware, Oxford Paint Supply, The Health Food Store (Oxford); Dell Street Storage, Daniels Restaurant, Catfish Restaurant (Batesville); Taylor Grocery (Taylor), Mississippi Statewide Immunization Coalition – two research phases, Mississippi Library Alliance (Jackson), others;

2000 - : "Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) and the Business Plan' presented to area firms, Tupelo, MS, May 11, 2000. Marketing component.

2000 - : "Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) and the Business Plan' presented to national conference workshop, Biloxi, MS, February 28, 2000. Marketing component.

2000 - : "Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) and the Business Plan' presented to interested faculty, Oxford, MS, February 24, 2000. Marketing component.

1999 - : Presented, 'Russian Politics' to Math and Science High School scholars during their visit to the University of Mississippi campus, Fall, 1999.

1999 - : Jackson Software, Yoknapatawpha Arts Council, Rowan Oak Faulkner Estate, USAF ROTC

Detachment, Shaddix Art Enterprises, Kent Radio Programs, US Army ROTC Detachment, University of Mississippi (Offices of Chancellor, Physical Plant), Wade Chiropractic, Miller Gifts, Chevalier Printing, Oxford Catering, Teachers' Resource Center, Bray Florist, Play Again (Oxford), Ornamental Iron Works (Water Valley), CNC Milling (Batesville), Holly Springs School District (Holly Springs);

1998 - : National Center for Physical Acoustics, Guest Enterprises, Shari's Discount Art, Quick Lube, Auto Be Beautiful, Financial Web, First National Bank (4 groups), Bramlett Elementary PTA, UM Daily Mississippian (3 groups), WUMS-FM, Lamont's Ethnic Foods, Lafayette County Literacy Council, Yoknapatawpha Arts Council, Hopewell Camp and Conference Center, Ole Miss Motel (Holiday Inn Express), Take Two Video (Oxford), Valley Tool (Water Valley), Hollowell Security (Tupelo), Mississippi Humanities Council (Jackson);

1998 - : 'The University-Oxford Airport Economic Impact,' March 18, 1998 to the Lafayette County Board of Commissioners in public session, Oxford, MS.

1998 - : 'The University-Oxford Airport Economic Impact,' to the Oxford Mayor and Board of Aldermen in public session, Oxford, MS, March 17, 1998.

1998 - : 'The University-Oxford Airport Economic Impact,' presented to the Mayor's Airport Advisory Committee, Oxford, MS, February 5, 1998.

1998 - : Presented 'Russia and International Trade,' to Math and Science High School scholars during their visit to the University of Mississippi campus, Spring, 1998.

1997 - : Community Travel, Tech Prep, Nationwide Classified, Writer's Interface, Educational Planning, Mobility Electronics, United Way, Wedding Consultants, National Etiquette Enterprise, Cedar Oaks, UM Remote Sensing Market Analysis, Home Sound System (Oxford), Lamont's Foods (Memphis, TN), Coffeerville Door (Coffeerville), Earth Imaging Center (Stennis Space Center);

1997 - : 'Russia and International Trade,' presented to Math and Science High School scholars during their visit to the University of Mississippi campus, Fall, 1997.

1997 - : 'The Mississippi Space Commerce Initiative,' presented to the Mississippi Technology Commission, University of Mississippi, September.

1997 - : 'The Concept of the Mississippi Space Commerce Initiative,' presented to the Mississippi Research Consortium, Jackson, MS, July.

1997 - : Presented 'Russia and International Trade,' to Math and Science High School scholars during their visit to the University of Mississippi campus, Spring, 1997.

1996 - : National Center for Physical Acoustics, Anechoic Technologies Whippoorwill Communications, United Way, Alumni House, LINK Community Services, Job Education and Training, Oxford Ice Cream Shop, Cedar Oaks, Goff Mobility Electronics, UM Remote Sensing (Oxford), Cinema Four (New Albany), Kirkwood Golf Club (Holly Springs), Jackson Medical Mall (Jackson);

1996 - : Presented 'Russia and World Trade' to Math and Science High School scholars during their visit to the University of Mississippi campus, Fall, 1996.

1995 - : Pride Auto Sales, Cowboy Sales (Batesville), The Loft, Hudspeth Blueberry Farm (Senatobia), The Hanger (Walls), The Rental Barn (Holly Springs), Corinth Civil War Interpretive Center (Corinth), Abner's Restaurant, Bottletree Bakery, The Finishing Touch, The Village Tailor, Westbrook Construction, Southern Comforts, The Carousel (Oxford);

1994 - : Davis and Klepzig (Abbeville); Baddour Memorial Center (Senatobia); Ear Food Creatives (Okolona); Mid-South Ambulance Service Chinese Joint Venture (Byhalia); Hodge Automotive Repair, First National Bank of Oxford, Citgo Advanced Lube, Auto Be Beautiful, L&M Enterprises-Ponderosa, Jackson Street Warehouse Restaurant, Diversified Services, University of Mississippi Housing Services (Oxford); R.L. Cortesi International, Inc. (Water Valley); Optical Services, Genesys (Southaven); First Security Bank (Batesville); Red Panther Chemicals (Clarksdale); Kirkwood National Golf Club (Holly Springs);

1994 - : "Marketing Your Firm," March 15, 1994, auspices SBA and Tishomingo County Economic

Development Foundation, Iuka, MS. Presented to area business people.

1993 - : Purple Iris Clothing, Jackson Street Warehouse Restaurant and Nightclub, Davis Pizza Enterprizes, Expert Sign and Glass, Photo Tech 35, Frenchman's Bend Coffee House, Computer Plus (Oxford); L.C. Brasell Farm Implement (Batesville); Wade Nixon Enterprises (Birmingham, AL); Townes Trucking (Coffeerville); Four Season Clothing, Clingan Temporary Services (Tupelo); Enviro Services (Taylor); Trans Tax of New Albany (New Albany); Water Valley Area Chamber of Commerce, Mechanics Bank, Sonic Drive In, Larson's Big Star, Brown's Used Cars, R.L. Cortesi International, (Water Valley);

1993 - : 'Economics Impact of Six Home Football Games in Oxford, Mississippi,' Oxford-Lafayette County Chamber of Commerce, presenting research findings to Oxford area governmental, civic and economic development leadership (contracted study) with Dr. Faye S. McIntyre, January, 1993.

1993 - : 'SBI Program Planning, Organization, Direction, Control, & Reporting,' Small Business Association.

1992 - : Oxford-Lafayette County Chamber of Commerce, The Oxford Cab Company, Kitda Restaurant, Magnolia Civic Ballet Academy, Just Clowning Around Entertainment, Mississippi Features Syndicate, DeAnna's Confections, Copy Time, Oxford Mall, Ole Miss Motel, Oxford Software, The Greenery (Oxford); Judy Byars Shoe Boutique, Batesville Bed & Breakfast (Batesville); Denotee Martin Contracting (New Albany);

1992 - : "Technologies in Marketing - A Strategic Factor," February 27, 1992, auspices Small Business Development Center, University of Mississippi (Small Business Week), Oxford, MS. Presented to area businesspeople.

1992 - : Presented, 'The Problems with the Soviet-Commonwealth Economy,' to Math and Science High School scholars during their visit to the University of Mississippi campus, Spring, 1992.

1991 - : Midsouth Student Services, Griffin Plumbing, R&B Boot and Shoe Repair, Ole Miss Bookstore, Hardin Ceramic Workshop, Hobson Daycare Center, La Boheme Personal Services, LaLuna Candied Peanuts, National Mens' and Ladies' Apparel, The Kara Optical (Oxford); WKRA Radio (Holly Springs);

1990 - : Brasilia Coffee and Nuts, Ohio State Mall, Union Mall Video (Columbus, Ohio);

Memberships

Alpha Kappa Psi Business Fraternity, Unknown

American Legion, USAF Auxiliary (CAP), Freedom Through Vigilance Association - Life Member (USAF Security Service), Military Officers Assn of America, Lions Clubs International, 1971-Present

American Marketing Association

American Society for Photogrammetry and Remote Sensing

Certifications

Aerospace Education Technician, 4 (4)