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UNC Kenan-Flagler ~ Current Teaching:

ADJUNCT ASSISTANT PROFESSOR OF MANAGEMENT & CORPORATE COMMUNICATION. University of North Carolina.
Chapel Hill, North Carolina. *Presently.*

Daytime MBA Program

Management Communication/Presentation Skills
US Language & Culture
Global Communication
American Business Communication Essentials
Business Writing Essentials (ASW)
Presentation Skills Essentials (ASW)
America 101 / International Student Orientation (ASW)

Extra-Curricular Instructional Sessions:

LeaderScape: The Game of Leadership Simulation

Executive MBA Program (Evening & Weekend Programs)

Business Writing (Co-Teacher)
Leadership, Communications, and Career Seminar Series (Co-Teacher)
Presentation Skills (Session Coach)

BSBA Program

Senior Immersion Elective: Egypt & Turkey (Lead, with Mustafa Gultekin)

UNC Kenan-Flagler ~ Current Scholarship (Chronological Order):

MBA Fundamentals: Business Writing. Kaplan Publishing (part of the “MBA Fundamentals” series, with current other editions on Statistics and Business Law). 224 pages. May 2008. ISBN: 978-1427797179.

“Alternative Approaches to Teaching Communication: Leaderscape, The Game of Leadership.”
Management Communication Association annual conference, London, Ontario, Canada, (2008).

“Community v. Exclusivity: Managing MCA's Web Presence.” Management Communication Association annual conference (2008), London, Ontario, Canada, (2008).

Association of Business Communication-Europe (ABCE). Annual conference (attendee only).

Media Citations:

- **“Hit By Layoffs? There's a Card for That.”** John Murawski for the *News & Observer*, 29-June-2008.
<http://www.newsobserver.com/business/story/1124177.html>
- **“MBA Education: Too Much Stress?”** Phil Mintz for *Business Week's MBA Universe*, 21-Jan-2008.
<http://www.mbauniverse.com/innerPage.php?id=ne&pageId=892>
- **“Blogging Bosses.”** Frank Norton for the *N&O*, 03-Feb-2008
<http://www.newsobserver.com/business/story/920290.html>
(Additionally posted as **“Corporate CEOs Reaching Out to Consumer's on Web”** at Redding.com:
<http://www.redding.com/news/2008/feb/16/corporate-ceos-reaching-out-consumers-web/>)
- **“Honing Executive English-Language Skills (HEELS)”** Initially published in the *Wall Street Journal*, picked up by the *Financial Times*, cited by many blogs and websites (easy public-access version as “The Language of Business” at <http://www.stacyblackman.com/2008/01/07/the-language-of-business/>), picked up Original WSJ Link: <http://www.collegejournal.com/mbacenter/mbatrack/20071107-alsop.html>
Original FT Link: <http://calibre.mworld.com/m/m.w?lp=GetStory&id=286180221>

UNC Kenan-Flagler ~ Current Service:

BSBA Honors Thesis Awards Committee, Member

BSBA Excellence in Management Communication Review Committee, Member

Career Management Center Director Search. Faculty Representative (Final stages only.)

UNC Kenan-Flagler ~ Current Service (continued):

Center for International Business Education and Research (CIBER) Advisory Council, Member
CIBER Operations Committee, Project Leader
Faculty Search Committees (Management Communication Faculty & Center Director Searches). Member
Globalization and Internationalization Operating Committee, Chair.
Harambee Charity Fashion Show for AMBS/Urban Investment Strategies Center
Inside Kenan-Flagler Minority Recruiting Weekend. Faculty Representative
International Business Association/Career Management Center Mock Networking Reception, Advisor
International New Student Orientation, Faculty Representative
Kenan-Flagler Diversity Enrichment & Diversity Committee, Faculty Representative
Kenan Institute for Private Enterprise MBA Welcome Reception, Faculty Representative
Launching the Venture, Impromptu Presentation-Practice Advisor
Leading & Managing course (with Alison Fragale), Presentation-Skills Consultant (2 classes only)
Leadership Advantage/Leadership Institute (UNC Office of Diversity and Multicultural Affairs), Networking and Presentations-Skills Building Event. Lead.
MBA Integrative Exercise, January session only.
MBA International Integration and Standardization Committee, Chair.
Piedmont Triad Regional Partnership, Advisory Committee on North Carolina/Puebla, Mexico Joint Ventures
University Writing Center, Tutorials for Japanese Business-Exchange Student
UNC Kenan-Flagler Business Communication Center Consultant Training, Writing Skills
Website designer and editor, Management Communication Association and UNC KF Business Communication Center

UNC Kenan-Flagler ~ Websites I Manage:

Kenan-Flagler Business Communication Center (Podcasts, Tipsheets, Digital Video Guides, Updates)
Management Communication Association (National Organization of Top MBA Communication Programs)
Personal Website (Clearinghouse, e-Business Card)

Grants:

CIBER GLOBALIZATION AND INTERCULTURALIZATION INITIATIVE. *Fall 2007*.
PROVOST'S COUNCIL ON TECHNOLOGY & TEACHING, SMART CLASSROOM GRANT. *Spring & Summer 2004*.
ADVANCEMENT OF TEACHING AND LEARNING GRANT. *October 1999 and March 2001*.
DEPARTMENT AWARD FOR ENHANCEMENT OF THE COLLEGE UNDERGRADUATE EXPERIENCE. *January 1996*.

Other Teaching Experience:

ASSISTANT PROFESSOR. East Stroudsburg University. East Stroudsburg, PA. *August 2003 to August 2004*
English 203 Advanced Composition
English 204 Technical Writing
English 205 Business Writing
English 307 Writing for the World Wide Web
English 515 Computers & Writing

Other Teaching Experience (continued):

ADJUNCT ASSISTANT PROFESSOR. North Carolina A&T State University. Greensboro, NC. *January 2002-July 2004.*

English 101 Ideas & Their Expression II
English 331 Technical Writing
English 411 Visual Rhetoric & Technology
English 412 Writing Reports & Proposals
English 413 Writing & Editing for Magazines & Journals
English 414 Document Design & Testing
English 415 Practicum in Technical Writing

INSTRUCTOR. High Point University (Day and Evening Degree Programs). *August 2001 to May 2002.* .

English 101 Grammar & Composition
English 102 Advanced Composition
English 200 Self & Society in Literature

INSTRUCTOR IN RESIDENCE. Residential College at UNCG. *January 1996 to May 2000.*

English 251 Major American Writers, Colonial to Romantics
Residential College 102 History of Rhetoric through Film
Residential College 208 20th Century American Literature

GRADUATE TEACHING ASSISTANT. The University of North Carolina at Greensboro. *August 1994 to May 2000.*

Curriculum & Instruction 299 Becoming a Teacher
English 101 Composition I
English 102 Composition II
English 327 Writing for the Professions
English 514 Electronic Research, Writing and Editing
Freshman Seminar 111 Reading, Writing & Ethics in the Information Age

GRADUATE TEACHING ASSISTANT. Texas A&M University at College Station. *August 1992 to May 1994.*

English 104 Rhetoric and Composition
English 301 Technical Writing

VOLUNTEER. Rosemary Hills Community School. Silver Spring, Maryland. *August 1989 to April 1992.*

English as a Second Language

Education:

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO. *Ph. D. in Rhetoric and Composition.* May 2002.

Dissertation: "Changing Voices: Teaching the History of Rhetoric through Film"
Exams: Rhetoric & composition, American literature through 1900, 20th century British literature.
Teaching Interests: Technical and professional writing. Technology and teaching. History and theory of rhetoric. 19th & 20th century American literature.

TEXAS A&M UNIVERSITY AT COLLEGE STATION. *M. A. in English.* Minor in Spanish. May 1994.

Emphases: Technical writing. Minority and ethnic literature.
Exams: British and American literatures from 1600 to present.

UNIVERSITY OF MARYLAND AT COLLEGE PARK. *B. A. in English.* Minor in History. May 1991.

Emphases: Nineteenth-century American and British literatures. Document design.
Senior Thesis: "Setting the Stage: Robert Bage among Contemporary Women Writers."

Professional, Residential and Extra-Curricular University Work Experience:

SOLUTIONS CONSULTANT. Vanguard Cellular Systems (now t/a AT&T Wireless). *August 1994 to October 1997.*

COORDINATOR FOR RESIDENTIAL LEARNING. The Residential College at UNCG. *August 1995 to May 2000.*

Professional, Residential and Extra-Curricular University Work Experience (continued):

ONLINE-WRITING PROGRAM CURRICULUM DEVELOPER. The Division of Continual Learning at UNCG. *August 1998 to August 1999.*

COORDINATOR FOR FRESHMEN TEACHING FELLOWS. The School of Education at UNCG. *August 1998 to May 1999.*

STEP-AHEAD REGISTRATION ADVISOR. The College of Arts & Sciences Advising Center (CASA) at UNCG. *May 1996 to July 1999 (Summers).*

COORDINATOR FOR RESIDENTIAL WRITING INITIATIVES. The Office of Housing and Residence Life at UNCG. *August 1996 to May 1997.*

WRITING TUTOR. The University Writing Center at UNCG. *September 1994 to May 1995.*

EXAMINATION ADMINISTRATOR. Measurement and Research Services at Texas A&M University at College Station. *January 1993 to May 1994.*

Computer-Related & Instructional Technology Work: *A complete technology portfolio is also available.*

INSTRUCTIONAL TECHNOLOGIST. The University of North Carolina at Greensboro. *May 2000 to November 2001.*

ASSISTANT DIRECTOR OF COMPOSITION FOR COMPUTER-AIDED INSTRUCTION. Department of English at the University of North Carolina at Greensboro. *October 1994 to June 1999.*

SOFTWARE WORKSHOP COORDINATOR AND INSTRUCTOR. Client Services at UNCG. *January 1997 to May 2000.*

WEBMASTER. Department of Information Technology at UNCG. *November 1996 to May 2000.*

WEB-PAGE AUTHOR. Various for the UNCG Departments of Classical Studies, English, Historic Preservation and Museum Studies, and History, as well as the Writing and Speaking across the Curriculum Initiatives

INSTITUTIONAL LIAISON, CLASSROOM SOFTWARE & TRAINING. WW Norton & Company. *August 1994 to May 1998*

Other Publications, Reviews and Presentations:

"PRESENTATION PEDAGOGIES: MAXIMIZING DELIVERY, CREDIBILITY AND INFORMATION." Presentation to Lead Directors, Egyptian Institute of Directors and Lead Faculty, Egyptian Corporate Governance Project. Kenan Institute, Washington Center (Chapel Hill, NC) and Ministry of Investment (Cairo, Egypt). May and July 2006.

"EFFECTIVE KNOWLEDGE TRANSFER FOR AN EXECUTIVE AUDIENCE." Training of the Trainers, Day 2. Egyptian Institute of Directors, Ministry of Investment, and International Finance Corporation. Cairo, Egypt. July 2006.

"EXECUTIVE PRESENCE IN AN INTERACTIVE ENVIRONMENT." Training of the Trainers, Day 1. Egyptian Institute of Directors, Ministry of Investment, and International Finance Corporation. Cairo, Egypt. July 2006.

"TALKING THE WALK: INTERCULTURAL COMMUNICATION INITIATIVES AT UNC KENAN-FLAGLER." Presentation to the Association of Business Communicators (ABC) Conference, San Antonio, Texas. October 2006.

"UNDERSTANDING THE US EVOLVING ROLES IN A GLOBALIZING ECONOMY." Presentation to an Undergraduate Academic Symposium, Residential College at UNCG. Greensboro, North Carolina. March 2007.

"ILLUMINATING THE FUTURE OF THE MANAGEMENT COMMUNICATION ASSOCIATION." MCA Annual Conference, Emory University, Atlanta Georgia. April 2007. Attendee.

"COMMUNICATION: SPANNING CULTURES, CHANGES AND CHALLENGES." ABC-Europe Annual Conference. Yeditepe University, Istanbul, Turkey. May 2007. Attendee.

"INTERCULTURAL EDGE." Certification Program. Duke University Center for International Business Education and Research. May 2007. Faculty Certification.

WRITING AND SPEAKING AT WORK. Edward Bailey. Review. Spring 2005.

SUCCEEDING IN BUSINESS COMMUNICATIONS. Thomson Course Technology Group. Review. Spring 2005.

"ALUMNI SPEAK: WORKPLACE COMMUNICATION SURVEY DATA AND CURRICULAR RECONSIDERATION." Association of Business Communicators Conference, Fall 2005

Other Publications, Reviews and Presentations (continued):

- COLLEGE MEDIA ASSOCIATION CONFERENCE, NATIONAL COLLEGE MEDIA CONVENTION. New York, NY. March 18-20, 2004.
- "GIZMOS, KINGS & CURMUDGEONS: *ABOUT SCHMIDT*, THE TOLKIEN TRILOGY AND THE FUTURE OF LIBERAL EDUCATION." Presentation at the Pennsylvania College English Association Conference. Marywood University, Scranton, Pennsylvania. March 19-20, 2004.
- "INSIDE THE TIMES: THE PRESS AND A DEMOCRATIC SOCIETY" Part of the American Democracy Project and *New York Times* Symposium of Student Newspaper Editors. New York Times Headquarters. February 19-20, 2004.
- "THE POWER OF THREE: ARISTOTLE, THE BLAIR WITCH, AND THE IMPLICATIONS OF RHETORIC ON FILM." Presentation at The Literature/Film Association Conference. Towson University, Baltimore, Maryland. November 15, 2003.
- RACE, HISTORY & CLASSROOM POWER POLITICS." Presentation at the *Brown v. Board of Education: 50 Years Later* Conference. East Stroudsburg University, East Stroudsburg, Pennsylvania. March 31-April 1, 2004
- "ASKING TECHNOLOGY, TALKING PEDAGOGY." Presentation to the faculty of North Carolina Wesleyan College (Rocky Mount, NC). *February 2001*.
- COMMON CULTURE: READING AND WRITING ABOUT AMERICAN POPULAR CULTURE*. (Michael Petracca and Madeleine Sorapure, eds) Upper Saddle River, NJ: Prentice-Hall, 1998. *Review*.
- "CRESTING THE WAVE: NEGOTIATING COMPUTERS IN THE CLASSROOM." *North Carolina English Teachers Association Journal*. *Fall 1997*.
- "DIGGING INTO THE LIVES OF SLAVES." *Christian Science Monitor*, 26-February-2002. Contributor.
- "EFFECTIVE BUSINESS COMMUNICATIONS: A MULTI-MEDIA PRESENTATION." University Workshop on TeleLearning and TeleConferencing: the University of North Carolina at Greensboro. *May 1996*.
- LITERACIES AND TECHNOLOGIES: A READER FOR CONTEMPORARY WRITERS*. (Robert P. Yagelski Upper Saddle River, NJ: Prentice-Hall, 1999. *Review*.
- "PROMISE & PERIL OF ONLINE TESTING." Information & Instructional Technology Exposition at UNCG. *April 2001*.
- REMEMBERING SLAVERY*. With Dr. Jeutonne Brewer for Smithsonian Productions and the Institute of Language and Culture. <http://www.uncg.edu/~jpbrewer/remember/> *October 1998*.
- RHETORICAL DIMENSIONS OF CYBERSPACE*. Edited with Beth Baldwin. RhetNet, A Dialogic Publishing (ad)Venture (<http://www.missouri.edu/~rhetnet/>): University of Missouri. *October 1996*.
- "STUDENTS AS THE BEST RESOURCES." National Conference of Residential Colleges: Arizona State University, Tempe. *April 1997*.
- "TRADITION AND THE INDIVIDUAL STUDENT." National Conference of Residential Colleges: University of Vermont, Burlington. *October 1998*.
- YOU ARE HERE: READINGS ON HIGHER EDUCATION FOR COLLEGE WRITERS*. (Michael Petracca, Madeleine Sorapure, Review) Upper Saddle River, NJ: Prentice-Hall, 1999.
- WRITE ANGLES: A JOURNAL OF FRESHMEN COMPOSITION*. (Edited with Jewell Mayberry and Diann Baecker) UNCG Department of English, 1997.
- WRITING WELL: WRITING FOR BUSINESS AND INDUSTRY*. UNCG Division of Continual Learning, 1999.

Workshops I Have Conducted: *I am equally comfortable in Macintosh, Windows and networked environments.*

- KEEP I.T. GOING: INTEGRATING TECHNOLOGY INTO CURRENT COURSES. UNCG Arts & Sciences. *Spring 2001*.
- WORKSHOPS ON FACULTY DEVELOPMENT IN DISTANCE EDUCATION AND INSTRUCTIONAL DESIGN. Teaching and Learning Center at UNCG. *Summer 2000 and 2001*.
- "ASKING TECHNOLOGY, TALKING PEDAGOGY." Presentation to the faculty of North Carolina Wesleyan College. *February 2001*.
- MOVING ONLINE: INTERNET TEACHING, COMMUNICATION & ADMINISTRATION. UNCG Department of History. *Fall 1999 and Spring 2000*.
- SEMINARS ON COMPUTER-MEDIATED INSTRUCTION. Department of English at Elon College. *Fall 1999*.

MISCELLANEOUS HARDWARE/SOFTWARE: All of MS Office (Word, Excel, Access, PowerPoint, Outlook), Netscape Communicator (Composer, Messenger) Macromedia DreamWeaver, Simeon/ExecMail, Pine Mail, Audio & Video capture, production and editing (including streaming media)

Other Departmental Service:

CHAIR, COMPOSITION ADJUNCT SEARCH COMMITTEE. East Stroudsburg University. Spring and Summer 2004.
COORDINATOR, "WEEKLY PROFESSOR" SERIES IN THE *POCONO RECORD*. East Stroudsburg University. November 2003-September 2004.
MEMBER, PROVOST'S COUNCIL ON TECHNOLOGY & TEACHING. East Stroudsburg University. Spring 2004.
DEPARTMENTAL REPRESENTATIVE TO THE ESU MAJOR FAIR. East Stroudsburg University. Spring 2004.
CHAIR, PROFESSIONAL & MEDIA WRITING COMMITTEE. East Stroudsburg University. Fall 2003 to August 2004.
DEPARTMENTAL WEB MASTER. East Stroudsburg University. Fall 2003 to Present.
MEMBER, DEPARTMENTAL COMPOSITION COMMITTEE. East Stroudsburg University. Fall 2003 to August 2004.
MEMBER, TEACHER EDUCATION ADVISORY COMMITTEE. East Stroudsburg University. Fall 2003 to August 2004.
TECHNOLOGY ADVISOR, *CALLIOPE* LITERARY MAGAZINE. East Stroudsburg University. Fall 2003 to August 2004.
TASKFORCE ON INSTRUCTIONAL TECHNOLOGY AND DISTANCE EDUCATION. College of Arts & Sciences at the University of North Carolina at Greensboro. *Spring and Summer 2000*
WORKSHOPS ON FACULTY DEVELOPMENT IN DISTANCE EDUCATION AND INSTRUCTIONAL DESIGN. Teaching and Learning Center at UNCG. *Summer 2000*.
PANEL FOR PROGRAM REVIEW AND EVALUATION. Residential College at UNCG. *Fall 2000*.
SEMINARS ON COMPUTER-MEDIATED INSTRUCTION. Department of English at Elon College. *Fall 1999*.
GRADUATE STUDIES SUBCOMMITTEE ON TECHNICAL WRITING. Department of English at UNCG. *Spring 1997*.
CO-EDITOR OF *WRITE ANGLES (A JOURNAL OF FRESHMEN COMPOSITION)*. Department of English at UNCG. *September 1996 to May 1997*.
DEPARTMENTAL SUBCOMMITTEE FOR THE REVISION OF GRADUATE STUDENT HANDBOOK. Department of English at Texas A&M University. *Spring 1994*.

References:

Dr. Diana Ashe, (Email: ashed@uncw.edu)
Professor of Technical and Business Writing and Publishing, UNC-Wilmington (910) 962-3332
Dr. Robert Langenfeld, (Email: langen@uncg.edu)
Professor of English and Publisher of ELT Press, UNC-Greensboro (336) 334-5446
Dr. Hephzibah Roskelly, (Email: roskellh@uncg.edu)
Professor of English and Director of Composition, UNC-Greensboro..... (336) 334-3280
Dr. Judy Tisdale, (Email: Judy_Tisdale@unc.edu)
Professor and Associate Communication Program Director, UNC Kenan-Flagler (919) 962-4355
Mr. Michael Stepanek, MBA (Email: Michael_Stepanek@unc.edu)
MBA Program Director, UNC Kenan-Flagler Business School (919) 962-0776
Dr. Nancy Van Arsdale, (Email: npva@po-box.esu.edu)
Professor of English and Department Chair, East Stroudsburg University (570) 422-3398