

## ***PHILLIP E. DOWNS, Ph.D.***

Professor of Marketing  
Florida State University  
College of Business  
Tallahassee, FL 32306

### ***EDUCATION***

Ph.D. - University of North Carolina, Chapel Hill, 1976  
M.B.A. - Bowling Green State University, 1972  
B.S. - Bowling Green State University, 1970

### ***TEACHING & ADMINISTRATION***

1985 - present	Professor of Marketing Florida State University
1980-1985	Associate Professor of Marketing Florida State University
1982-1984	Assistant Chairman, Marketing Department
1984	Acting Chairman, Marketing Department (Summer)
1978-1980	Assistant Professor of Marketing Florida State University
1975-1978	Assistant Professor of Business Administration College of William and Mary

Courses: Marketing Management (M.B.A.), Doctoral Research Seminar Principles of Marketing, Marketing Research, Advanced Marketing Research, Principles of Marketing

### ***HONORS AND AWARDS***

American Marketing Doctoral Consortium Fellow, 1974  
Southern Marketing Association - Steven J. Shaw Award (Best Paper Award), 1978  
Southern Marketing Association - Best paper in the marketing research track, 1981  
Tallahassee Society of Association Executives - President's Award, 1990  
Tallahassee Society of Association Executives - Associate of the Year, 1991  
Florida State University - Outstanding Teaching Award, 1992  
American Marketing Association - FSU Chapter, Outstanding Marketing Teaching Award, 1993  
Panhellenic Council, FSU, Outstanding Faculty Nominee, 1993  
Florida State University, Teaching Incentive Program Award winner, 1995  
American Society of Association Executives, Marketing Section Council Member, 1993 - 98  
Florida Society of Association Executives, Associate Member of the Year, 1997

### ***GRANTS***

College of William and Mary, 1976  
Florida Department of Commerce, 1979  
Florida Department of Highway Safety & Motor Vehicles, 1980  
Florida State University (COFRS), 1982

## ***PROFESSIONAL PRESENTATIONS***

- 1977 - American Marketing Association Educators' Conference, Hartford, Connecticut  
Southern Marketing Association, Atlanta, Georgia
- 1978 - Academy of Marketing Science, Chicago, Illinois  
Southern Marketing Association, New Orleans, Louisiana
- 1979 - American Marketing Association, Minneapolis, Minnesota  
Southern Marketing Association, Atlanta, Georgia  
Academy of Marketing Science, Miami, Florida  
Southeastern American Institute of Decision Sciences, Nashville, Tennessee
- 1980 - National Operations Research Society of America/The Institute of Decision Sciences,  
Washington, D.C.  
Southern Marketing Association, New Orleans, Louisiana  
Leon County Government, Tallahassee, Florida  
City of Tallahassee Government, Tallahassee, Florida
- 1981 - Southern Marketing Association, Atlanta, Georgia  
Florida League of Cities, Orlando, Florida  
Leon County Government, Tallahassee, Florida  
City of Tallahassee Government, Tallahassee, Florida
- 1982 - Academy of Marketing Science, Las Vegas, Nevada  
Mid-South Marketing Educators' Conference, Gulfport, Mississippi  
Southern Marketing Association, New Orleans, Louisiana
- 1984 - Southern Marketing Association, New Orleans, Louisiana  
Florida Credit League Management Institute, Tallahassee, Florida
- 1985 - American Society of Association Executives, Washington, D.C.  
Florida Society of Association Executives, Orlando, Florida  
Score Credit Union, Tallahassee, Florida  
The Tobacco Institute, Tallahassee, Florida
- 1986 - American Society of Association Executives, Chicago, Illinois  
American Society of Association Executives, Washington, D.C.
- 1987 - American Society of Association Executives, Washington, D.C.  
American Society of Association Executives, Memphis, Tennessee  
Central Florida Society of Association Executives, Orlando, Florida  
ARMA International, Kansas City, Missouri  
National Association of Social Workers, Florida Chapter, Jacksonville, Florida  
The Petroleum Institute, Tallahassee, Florida
- 1988 - American Society of Association Executives, Alexandria, Virginia  
Florida Hospital Association, Orlando, Florida  
American Society of Association Executives, Washington, D.C.

Tallahassee-Leon Federal Credit Union, Tallahassee, Florida

- 1989 - American Society of Association Executives, Cincinnati, Ohio  
Central Florida Society of Association Executives, Orlando, Florida  
American Society of Association Executives, Washington, D.C.  
Florida Hospital Association, Tampa, Florida  
Florida Society of Association Executives, Orlando, Florida  
Tallahassee-Leon County Local Planning Agency, Tallahassee, Florida  
City of Tallahassee Government, Tallahassee, Florida
- 1990 - American Society of Association Executives, Washington, D.C.  
Florida Hospital Association, Orlando, Florida  
American Society of Association Executives, Dallas, Texas  
International Association for Financial Planning, Atlanta, Georgia  
City of Lake City Government, Lake City, Florida  
St. Johns River Water Management District, East Palatka, Florida  
Florida Society of Association Executives, Tallahassee, Florida  
Tallahassee Society of Association Executives, Tallahassee, Florida  
City of Tallahassee Government, Tallahassee, Florida
- 1991 - American Society of Association Executives, Washington, D.C.  
City of Tallahassee Government, Tallahassee, Florida  
Leon County Tourist Development Council, Tallahassee, Florida  
ARMA International, Kansas City, Missouri  
Tallahassee Memorial Regional Medical Center, Tallahassee, Florida  
Tallahassee-Leon Federal Credit Union, Tallahassee, Florida
- 1992 - American Society of Association Executives, Washington, D.C.  
Sarasota County Government, Sarasota, Florida  
City of Tallahassee Government, Tallahassee, Florida  
Okaloosa County Tourist Development Council, Destin, Florida
- 1993 - Florida Society of Association Executives, Naples, Florida  
Florida Association of Realtors, Orlando, Florida  
Florida Engineering Society, Orlando, Florida
- 1994 - American Society of Heating Refrigerating & Air Conditioning Engineers, New Orleans, Louisiana  
American Society of Heating Refrigerating & Air Conditioning Engineers, Atlanta, Georgia  
Tallahassee Memorial Regional Medical Center, Tallahassee, Florida  
Sarasota County Government, Sarasota, Florida  
Leesburg Regional Medical Center, Leesburg, Florida  
St. Augustine/St. Johns County Chamber of Commerce, St. Augustine, Florida
- 1995 - American Society of Association Executives, Nashville, Tennessee  
Printing Industries Association of Georgia, Atlanta, Georgia  
Florida Physical Therapy Association, Orlando, Florida  
Tallahassee Society of Association Executives, Tallahassee, Florida  
Florida Home Builders Association, Tallahassee, Florida
- 1996 - Produce Marketing Association, Naples, Florida  
Tallahassee - Leon Federal Credit Union, Panama City, Florida  
Tallahassee Memorial Regional Medical Center, Tallahassee, Florida  
American Society of Association Executives, Washington, D.C.

- 1997 - Public Relations Society of America, New York, New York  
 Sarasota County Government, Sarasota, Florida  
 Public Relations Society of America, Miami, Florida  
 Florida's Space Coast Office of Tourism, Cocoa Beach, Florida  
 Press Conference, The Public Agenda, Tallahassee, Florida  
 Television Show, WCTV Capital Focus, Tallahassee, Florida  
 Central Florida Society of Association Executives, Orlando, Florida  
 American Society of Association Executives, Washington, D.C.
- 1998 - American Society of Association Executives, Memphis, Tennessee  
 International SL-1 Users Group, Salt Lake City, Utah  
 Press Conference, Springtime Tallahassee, Tallahassee, Florida  
 Iron & Steel Society, Pittsburgh, Pennsylvania  
 Florida Space Coast Office of Tourism, Cocoa Beach, Florida  
 Capital City Bank Group, Tallahassee, Florida  
 Florida Department of Transportation, Tallahassee, Florida  
 Florida Department of Insurance, Tallahassee, Florida  
 Northeast Florida Regional Planning Council, Jacksonville, FL  
 Tallahassee Memorial Healthcare, Tallahassee, FL  
 Capital City Bank Group, Tallahassee, FL  
 Iron & Steel Society, Pittsburgh PA  
 Calla Health & Beauty Magazine, Toronto, Ontario  
 The Zimmerman Agency, Tallahassee, FL  
 Florida Institute of Consulting Engineers, Tallahassee, FL  
 Produce Marketing Association, Newark , DE  
 Space Coast Office of Tourism, Cocoa Beach, FL  
 Institute of Intergovernmental Research, Tallahassee, FL  
 Consumer Research Center, Albuquerque, NM  
 Market Trends, Inc., Seattle, WA  
 Association for the Advancement of Medical Instrumentation, Washington, DC  
 Pennsylvania Builders Association, Harrisburg, PA  
 VISIT FLORIDA, Tallahassee, FL  
 Hollander, Cohen & McBride, New York, NY  
 Florida Department of Agriculture & Consumer Services, Tallahassee, FL  
 Hazards Management Group, Tallahassee, FL
- 1999 - International SL-1 Users Group, Dallas, TX  
 Press Conference, Springtime Tallahassee, Tallahassee, Florida  
 Florida Space Coast Office of Tourism, Cocoa Beach, Florida  
 Capital City Bank Group, Tallahassee, Florida  
 American College of Occupational & Environmental Medicine, Washington, DC  
 National Council of Teachers of English, Urbana, IL  
 American Collectors Association, Minneapolis, MN  
 Tallahassee Memorial Healthcare, Tallahassee, FL  
 American Association of Occupational Health Nurses, Atlanta, GA  
 The Zimmerman Agency, Tallahassee, FL  
 Produce Marketing Association, Newark, DE  
 Space Coast Office of Tourism, Cocoa Beach, FL  
 Institute of Intergovernmental Research, Tallahassee, FL  
 Consumer Research Center, Albuquerque, NM  
 National Association for Physician Recruiters, Orlando, FL  
 Association for the Advancement of Medical Instrumentation, Washington, DC  
 American Academy of Ophthalmology, Washington, DC  
 Capital Health Plan, Tallahassee, FL

VISIT FLORIDA, Tallahassee, FL  
Hollander, Cohen & McBride, New York, NY  
Florida Department of Agriculture & Consumer Services, Tallahassee, FL  
Hazards Management Group, Tallahassee, FL  
City of Tallahassee, Tallahassee, FL  
Florida Bankers Association, Tallahassee, FL

2000 Florida Department of Transportation, Tallahassee, FL  
Construction Specifications Institute, Washington, DC  
Leon County Commission, Tallahassee, FL  
New York County Dental Society, New York NY  
Tallahassee Association of Association Executives, Tallahassee, FL  
Leesburg Regional Medical Center, Leesburg, FL  
Florida Prepaid College Program, Tallahassee, FL  
American Petroleum Institute, Washington, DC  
Project Management Institute, Philadelphia, PA  
American Society of Travel Agents, Washington, DC  
Produce Marketing Association, Newark, DE  
City of Tallahassee, Tallahassee, FL  
Tallahassee Society of Association Executives, Tallahassee, FL  
American College of Occupational & Environmental Medicine, Washington, DC  
VISIT FLORIDA, Tallahassee, FL  
Tallahassee Memorial Healthcare, Tallahassee, FL  
Capital City Bank Group, Tallahassee, Florida  
City of Tallahassee, Tallahassee, FL  
American Collectors Association, Minneapolis, MN

2001 Produce Marketing Association, Newark, DE  
City of Tallahassee, Tallahassee, FL  
Capital City Bank Group, Tallahassee, Florida  
Tallahassee Memorial Healthcare, Tallahassee, FL  
VISIT FLORIDA, Tallahassee, FL  
American College of Occupational & Environmental Medicine, Washington, DC  
Florida Department of Transportation, Tallahassee, FL  
Produce Marketing Association, Cancun, Mexico  
American Society of Association Executives, Washington, DC  
National Intramural & Recreational Sports Association, San Antonio, TX  
American Academy of Orthotists & Prosthetists, Orlando, FL  
National Association of Federal Credit Unions, Washington, DC  
American Healthcare Radiology Administrators, Boston, MA  
World Council of Credit Unions, Paris, France  
Our Lucaya Beach Resort & Golf Club, Grand Bahama Island  
Society of Women Engineers, Denver, CO  
American Healthcare Radiology Administrators, Las Vegas, NV  
Produce Marketing Association, Monterey, CA

2002 City of Tallahassee, Tallahassee, FL  
Produce Marketing Association, Newark, DE  
American Academy of Orthotists & Prosthetists, Orlando, FL  
Society for Biomolecular Screening, The Hague, The Netherlands  
Consumer Research Center, Albuquerque, NM  
American Academy of Ophthalmology, San Francisco, CA  
Southeast Urological Center, Tallahassee, FL  
American Orff Shulwerk Association, Cleveland, OH  
National Intramural & Recreational Sports Association, Eugene, OR  
American Society for Parental and Enteral Nutrition, Denver, CO

Florida Prepaid College Program, Tallahassee, FL  
American Pets Products Manufacturers Association, Washington, DC  
Florida Department of Agriculture & Consumer Services, Tallahassee, FL  
American Institute of Architects – Florida, Tallahassee, FL

- 2003 American Association of Public Opinion Research  
American Pet Products Manufacturers Association  
Produce Marketing Association  
National Intramural & Recreational Sports Association  
California Society of CPAs  
American Orff Schulwerk Association  
American Academy of Ophthalmologists  
American Association of Occupational Healthcare Nurses
- 2004 American Society of Association Executives  
Automotive Industry Action Group  
Florida Department of Agriculture & Consumer Services  
Hobby Industry of America  
Florida Department of Revenue  
Soroptomist International of the Americas  
COMMMON – IBM User Group  
Tampa Bay Water  
American Bar Association  
Association of General Contractors of America  
Society for Biomolecular Screening  
American Healthcare Radiology Administrators  
American Society of Association Executives
- 2005 American Society of Heating, Refrigerating, and Air-Conditioning Engineers  
Academy of General Dentistry  
ASE
- 2006 American Association of Public Opinion Research  
American Water Works Association  
Association of Career & Technical Education  
Fluid Power Distributors Association
- 2007 American Society of Association Executives (upcoming in July)  
National Association of College Admission Counseling  
Juvenile Welfare Board of Pinellas County  
Institute of Food Technologists

### ***PROFESSIONAL AFFILIATIONS***

American Association of Public Opinion Research  
American Society of Association Executives  
Florida Society of Association Executives  
Georgia Society of Association Executives

### ***PROFESSIONAL SERVICE***

Manuscript Reviewer - Southern Marketing Association, 1978-1983  
Occasional Manuscript Reviewer for:  
(1) Journal of Population: Behavioral, Social & Environmental Issues  
(2) Harper & Row Publishers, Incorporated  
(3) Prentice-Hall Publishers, Incorporated

(4) Addison-Wesley Publishing Company  
Research Discussant for American Marketing Association (1976-1977), and Southern Marketing Association (1977-1982)  
Marketing Research Track Chairperson - Southern Marketing Association, 1983  
Student Paper Competition Chairperson - Southern Marketing Association, 1986  
American Society of Association Executives, Faculty member, Management Certification Program, 1985-present  
American Society of Association Executives, Council member, Market Section Council, 1993-present  
Georgia Society of Association Executives, Salary Survey Committee, 1990 - 1994

## ***PUBLICATIONS***

“Value of Recreational Sports on College Campuses” *Recreational Sports Journal*, Spring, 2003, Volume 27, Number 1, pp 5-64.

“The Wining Combination” with Caroline Fuchs, *The Marketing Forum*, Summer, 1999

“How Do We Compare As Marketers?” *The Marketing Forum*, May/June, 1997

"Examining Retail Image Before and After a Repositioning Strategy," *Journal of the Academy of Marketing Science*, Volume 12, Number 4, Fall, 1984, 1-24 (with Joel B. Haynes).

Empirical data were collected from customers and management personnel before and after a major re-positioning strategy. Hypotheses relative to expectations and perceptions of each group were tested. (refereed)

"The Products Liability Coordinator: A Partial Solution," *Journal of the Academy of Marketing Science*, Volume 14, Number 3, Fall, 1986, 58-65 (with Douglas N. Behrman).

The adverse effects of products liability cases on manufacturers were examined, and a comprehensive strategy for combating this trend was developed. (refereed)

"Recent Evidence on the Relationship Between Anonymity and Response Variables for Mail Surveys," *Journal of the Academy of Marketing Science*, Volume 14, Number 1 Spring, 1986, 72-82 (with John R. Kerr).

Past empirical studies which examined the relationship between anonymity and response rates were reviewed and an updated study was conducted which examined not only response rate, but also other response variables. (refereed)

"Testing the Social Involvement Model in an Energy Conservation Context," *Journal of the Academy of Marketing Science*, Volume 14, Number 3, Fall, 1986, 13-20 (with Jon B. Freiden).

The social involvement model developed by Webster for the ecological arena was tested in the energy conservation context. (refereed)

"The Faces Scale - A Graphic Alternative to the Semantic Differential," *Proceedings*, Southern Marketing Association, 1984.

Several sets of faces scales were developed and tested among three samples to see if a faces scale could be utilized in place of the semantic differential. (refereed)

"Investigating Potential Market Segments for Energy Conservation Strategies," *Journal of Public Policy & Marketing*, Volume 2, 1983, 136-152 (with Jon B. Freiden).

Using demographic and socioeconomic characteristics, energy-responsible individuals were identified. A comprehensive index of energy consumption, including home, inter-city travel, and vacation activities, was developed for nearly 2000 individuals. (refereed)

"Strategic Market Planning for a New Consumer Product," in Thomas S. Dudick and Robert V. Gorski (eds.), Handbook of Business Planning and Budgeting, Van Nostrand Reinhold Company, 1983, 171-185 (with G. David Hughes).

A case analysis scenario for a new product was developed, along with a detailed marketing plan and financial analysis.

"Recent Evidence on the Relationship Between Anonymity and Response Variables," Proceedings, Southern Marketing Association, 1982, 258-264 (with John R. Kerr).

The impact of anonymity on response quality, bias and item omission was examined in a mail survey (selected as the best paper in the marketing research track). (refereed)

"Investigation of Consumer Motivations for Conserving Energy," Proceedings, Academy of Marketing Science, 1982, 473-475.

Data from a random sample of Florida households were examined to see if demographic, socioeconomic, and personality variables affected motivations for conserving energy. (refereed)

"Do Individuals Exhibit Consistent Energy-Conservation Behavior?" Proceedings, Southern Marketing Association, 1981, 176-179.

Using data collected from a randomly selected set of Florida households, energy conservation practices of individuals in their home environment, during vacations, at work, and during normal transportation efforts were consistent across all areas of one's life. (refereed)

"Investigating Retail Image During Implementation of a Strategic Plan," Proceedings, Southern Marketing Association, 1980, 80-83.

Retail image data were collected before and after a repositioning strategy of a national retailer located in Tallahassee. Analysis examined changes in retail image as perceived by the target market. (refereed)

"Comparing Two Diverse Methods for Generating Perceptual Maps: Multidimensional Scaling Versus the Hand-Drawn Technique," Journal of Business Research, Volume 7, December 1979, 349-358.

A simplified, hand-drawn perceptual mapping technique was developed and compared in an empirical study to multidimensional scaling. The hand-drawn perceptual maps compared favorably to those generated via multidimensional scaling on reliability and validity measures. (refereed)

"A Behaviorally-Oriented Technique for Examining the Intrafamily Decision-Making Process," Proceedings, American Marketing Association, 1979, 12-23.

Multidimensional scaling and regression analyses were used to determine if husbands and wives acting as joint decision making units arrive at different contraceptive method decisions than when they decide individually and independently of their spouses. (refereed)

"Determining If Instructors' Personal Characteristics Affect Student Evaluations," Proceedings, American Marketing Association, 1979, 120-123 (with Richard G. Flood).

This was an empirical study which sought to determine if personal characteristics such as personality variables, ease of grading and teaching style affected student evaluations. (refereed)



"A Closer Look at the Reliability and Validity of Perceptual Maps," in J. S. Gitlow and E. W. Wheatley (eds.), Developments in Marketing Science Volume II, Academy of Marketing Science, 1979, 217-220 (with Richard G. Flood).

This was an empirical study which examined the reliability and validity of similarity and preference data collected for analysis, using multidimensional scaling. Data for spatial and aspatial stimuli were studied. (refereed)

"A Survey of Taxpayers' Attitudes Regarding Tax Cuts," Proceedings, Southeastern American Institute for Decision Sciences, 1979, 129-131 (with Robert J. Solomon).

An empirical study which examined trade-offs between tax levels and government service levels. It was possible to predict optimal combinations of taxes and service levels for different government services.

"Dynamic Comparative Retail Image: An Empirical Investigation," Proceedings, Southern Marketing Association, 1979, 434-437 (with Richard G. Flood).

A pilot study was designed to determine the feasibility of examining a retail image change during a repositioning strategy. (refereed)

"Testing the Upgraded Semantic Differential," Journal of the Market Research Society, Volume 20, Number 2, 1978, 99-102.

A modified version of the semantic differential was compared to two traditional versions of the semantic differential. Comparisons were made on reliability, validity, ease of completion, and time to complete the scales. (refereed)

"Marketing a Non-Traditional: A College Sports Program," in M. Wayne DeLozier and Arch Woodside (eds.), Marketing Management: Strategies and Cases, Charles E. Merrill Publishing, 1978, 770-780 (with Sarah Bane and William D. Binion), reprinted in Kenneth L. Bernhardt and Tom Kinnear (eds.), Cases in Marketing Management, Dallas: Business Publications, Inc., 1981.

A case analysis scenario of the athletic department of the College of William and Mary was developed. The case was utilized as a nonprofit example of the application of marketing tools and techniques.

"Hand-drawn Perceptual Mapping Technique: An Alternative to Multidimensional Scaling," Proceedings, Southern Marketing Association, 1978, 168-171 (selected as best paper at the conference).

The hand-drawn perceptual mapping technique was developed and presented as an expedient, simplified alternative to multidimensional scaling. (refereed)

"Assessing Career-Oriented Males' and Females' Attitudes Toward Life Insurance: Investigating the Need for Segmentation Strategies," in D. K. Hawes and R. D. Tamilia (eds.), Developments in Marketing Science, Volume I, Academy of Marketing Science, 1978, 43-56 (with Roger Formisano).

Attitudes toward and knowledge of life insurance were examined for a sample of MBA students. It was found that female MBAs represent a distinct market segment and should be the focus of a separate marketing strategy. (refereed)

"Intrafamily Decision-Making in Family Planning," Journal of Business Research, 5 (March 1977), 63-74.

Multidimensional scaling was used to examine which attributes were most salient to husbands and wives in making contraceptive method decisions. Attribute salience and contraceptive method preference were examined at the individual level and at the couple level. (refereed)

"Utilizing Multidimensional Scaling to Predict Brand Choice," in B. A. Greenberg and D. N. Bellenger (eds.), Contemporary Marketing Thought, American Marketing Association, 1977, 512.

This study tested the predictive validity of multidimensional scaling. Respondents provided perceptual data on beer brands from which perceptual maps were developed. Actual beer brand consumption was compared to consumption predicted from the perceptual maps. (refereed)

"A Technique for Validating Multidimensional Scaling Perceptual Maps," Proceedings, Southern Marketing Association, 1977, 37-40 (with Donald J. Messmer).

The hand-drawn perceptual mapping technique was tested in a pilot study using student subjects. Results suggested that the technique had promise as a managerial tool which could be used as an alternative to MDS. (refereed)

"A Method for the Investigation of Investors' Mental Processing of Information," Journal of Business Research, 4 (February 1976), 1-14 (with G. David Hughes).

An on-line computerized study of financial investment decision making was conducted. Probability of buying certain investments was the dependent variable, while source of information, investment attributes and favorability of the information about the investment were treatments in an analysis of variance design. Regression analysis was used to look at the impact of five personality variables on the decision-making process. (refereed)

## ***UNIVERSITY SERVICE***

### Florida State University

1983-1984	Calendar Committee (University)
1983-1984	Council for Research and Creativity (University)
1983-1984	Graduate Planning Committee (College of Business)
1982-1984	Computer Advisory Committee (College of Business)
1981-1982	Undergraduate Curriculum Committee (College of Business)
1979-1987	Faculty Recruiting Committee, Chairman (Marketing)
1979	Minority Affairs Committee (College of Business)
1978	Supervisor, Graduate Student Teaching (Marketing)
1978	Faculty Peer Evaluation Committee, Chairman (Marketing)
1978	Undergraduate Academic Affairs Committee (College of Business)

### College of William and Mary

1977-1979	Business School Research Committee
1977-1978	University Research Committee
1976-1978	Undergraduate Curriculum Committee
1975-1978	Graduate Curriculum Committee

## ***COMMUNITY SERVICE***

Goodwill Industries, Past President and Board Member, 1984 - 1993  
Upjohn Healthcare Services Advisory Board, President and Board Member, 1985 - 1988  
Florida Informed Parents, Treasurer and Board Member, 1988 - 1991  
Junior League of Tallahassee, Community Advisor 1987 - 1988  
TallahasseeVoices, Founder of a pro bono internet survey panel that tracks public opinion on

critical issues

***PRO BONO RESEARCH***

FSU Athletic Department  
FSU Artist Series  
Tallahassee-Leon County Planning Department  
Leon County School Board  
Leon County Library  
Leon County Public Health Department  
City of Tallahassee  
Florida Department of Commerce  
Junior League of Tallahassee  
Tallahassee Chamber of Commerce  
Florida Alcohol & Drug Abuse Association  
Tallahassee Informed Parents  
Florida Informed Parents  
Shots By 2 - Tallahassee Memorial Regional Medical Center  
Florida Society of Association Executives  
Tallahassee Society of Association Executives  
Georgia Society of Association Executives  
American Society of Association Executives  
Texas Society of Association Executives  
Southern Shakespeare Festival  
Trinity United Methodist Church  
Narcissus  
Premier Health & Fitness Club