

CURRICULUM VITA

LYLE SUSSMAN Ph.D.

**Professor and Chairman
Department of Management and Entrepreneurship
College of Business
University of Louisville
Louisville, Ky.
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Personal

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University of Louisville
Louisville, Kentucky 40292
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Home: 2713 Lamont Road
Louisville, Kentucky 40205
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Married to Susan, two adult, married children.

Education

Ph.D. Purdue University, 1973
Major: Interpersonal Communication
Minor: Organizational Communication
Minor: Industrial Relations

M.S. University of Wisconsin-Milwaukee, 1968
Major: Interpersonal Communication
Minor: Group Communication

B.S. University of Wisconsin-Milwaukee, 1966
Major: Psychology
Minor: Speech Communication

Military Experience Viet Nam Era Vet

From July 1968 until April 1970, served as active duty Research Specialist, U.S. Army, assigned to HumRRO Div. #2, Fort Knox, Kentucky. HumRRO is an acronym for Human Resources Research Organization, a hybrid partnership created by Georgetown University and the US Army. During my two year assignment I designed, conducted and reported studies related to the attitudes of Vietnam returnees, developed battle field simulations, and wrote training manuals for tank (MBT-70) drivers. Honorably discharged as E-5.

Department Chair

January 2003 to the present. Chief administrative officer for the Department of Management and Entrepreneurship, housing 15 full time faculty, 3 graduate assistants, 4 Executives in Residence, 5 Part time adjuncts, and an administrative assistant. Primary duties include: scheduling classes, serving as liaison to the Dean, chairing meetings, preparing yearly performance evaluations for full time and part time faculty, negotiating with and scheduling adjunct faculty, resolving student grievances, administering department budget, recruitment, serving on Executive Committee for the College of Business; Departmental contact person for the external community. Faculty voted for 5 year extension, Spring 2008.

TEACHING

Professor of Management, College of Business

University of Louisville

August 1988 to Present

Courses taught include Principles of Management, Leadership, Organizational Behavior, Business Communication, undergrad and MBA (domestic and international)

Associate Professor of Management, College of Business

University of Louisville

1981 to August 1988

Assistant Professor of Management, College of Business

University of Louisville

1979 to 1981

Assistant Professor, Department of Speech and Theater Arts

University of Pittsburgh

September 1974 to 1979

Primary teaching responsibilities -Communication Theory, Introduction to Communication, Interpersonal Communication, and Organizational Communication. Graduate and undergraduate courses.

Visiting Assistant Professor, Department of Speech and Theater Arts

University of Michigan

September 1973 to August 1974

Taught undergraduate courses in Interpersonal Communication, Group Communication, and graduate courses in Research Methodology and Organizational Communication.

Graduate Research Assistant, Measurement and Research Center

Purdue University

May 1972 to June 1973

Assisted in designing, conducting, and reporting institutional research.

Graduate Teaching Assistant, Department of Communication

Purdue University

September 1970 to June 1971

Taught undergraduate courses in Introductory Communication and Interviewing.

Graduate Teaching Assistant, Department of Communication

University of Wisconsin-Milwaukee

September 1966 to January 1968

Taught Introduction to Speech Communication.

Guest Lectures

Georgetown University, Washington D.C.

California State University, Northridge, California

Carlow College, Pittsburgh, Pennsylvania

Jacksonville State University, Jacksonville, Alabama

Charles University, Prague, Czech Republic

Faculty Membership, UofL Business Programs (Degreed)

International MBA Faculty Team, Athens Greece, : Taught Advanced Organizational Behavior

Executive BSBA Faculty Team: Taught Interpersonal Influence

German Executive MBA Faculty: Taught Advanced Organizational Behavior

Professional MBA: Taught Organizational Behavior

RESEARCH/CREATIVE ACTIVITY

Publications-Refereed:

Dubofsky, David, and Lyle Sussman, "The Coaching Counseling Role of Financial Planners", *Journal of Financial Planning*, under review.

Norton, Wm and Lyle Sussman, 2009, "Team Charters: Theoretical Foundation and Practical Implications for Quality and Performance," *Quality Management Journal*, 16, 4, 7-17.

Sussman, Lyle, 2008, "Disclosure, Leaks, and Slips: Issues and Strategies for Prohibiting Employee Communication" *Business Horizons*, July-Aug, 51, 4, 331-339.

Kemelgor, B., Lyle Sussman, J. Kline, and J. Zurada, 2007, "Who are the Most Difficult Employees? Psychopathological Attributions of Their Co-Workers", *Journal of Applied Business and Economic Research*, 5, 47-62.

Kuzmits, Frank, A. Adams, L. Sussman, and L. Raho, 2004, "360-Feedback in Healthcare Management: A Field Study", *The Health Care Manager*, 23, 4, 321-328

McDowell, Wyatt, and L. Sussman, "Alternative Dispute Resolution: How Small Businesses Can Avoid the Courts in Resolving Disputes", 2004, *Advanced Management Journal*, 69, 3, 32-39.

- Gupta, Mahesh, L. Boyd, and L. Sussman "Improving Imperfect Maps: A TOC Primer for Strategic Planning", (2004), Business Horizons, 47, 2, 15-26.
- Sussman, L., A. Adams, F. Kuzmits, and L. Raho, (2002) "Organizational Politics: Tactics, Channels and Hierarchical Roles," Journal of Business Ethics, 40, 313-329.
- Kuzmits, F., L. Sussman, A. Adams and L. Raho (2002), "E-Politics, Using Information and Communication Technology for Political Gain," The Information Management Journal, 36, 5, 76-81.
- Boyd, Lynn, Gupta, M. and L. Sussman (2001) "A New Approach to Strategy Formulation," Journal of Education for Business, 76, 6, 338-344.
- Dos Santos, B. and L. Sussman (2000) "Improving the Return on IT Investment: The Productivity Paradox," International Journal of Information Management, 20, 429-440.
- Klein, Jody and L. Sussman (2000), "Major Depression in the Workplace: Diagnosis and Prescription," Academy of Management Executive, 14, 103-113.
- Sussman, L. (1999) "How to Frame a Message - The Art of Persuasion and Negotiation," Business Horizons, 42, 4, 2-6.
- Sussman, L. and R. Finnegan (1998) "Coaching the Star: Rationale and Strategies," Business Horizons, 41, 47-54.
- Sussman, L. (1997) "Prejudice and Behavioral Archetypes: A New Model for Cultural Diversity Training," Business Communications Quarterly, 60, 1, 7-17.
- McDowell, Wyatt and L. Sussman (1996) "Overcoming the Pathology of Litigation: An ADR Primer for Executives," Business Horizons, 39, 23-29.
- Sussman, L. and D. Johnson (1996) "Dynamics of the Interpreter's Role: Implications for International Executives," Journal of Language for International Business, (Vol. 7, 2, 1-14).
- Sussman, L. (1994) "Training Through an Interpreter," Training, December, 54-56.
- Bracker, J., L.Sussman, and A. Walker (1994) "Creating a High Performing Team Through Proactive Management," Clinical Laboratory Management Review, May/June, 8, 269-277.
- Sussman, L. and D. Johnson (1993) "The Interpreted Executive: Theory, Models, and Implications," Journal of Business Communication, 30, 4, 415-434.
- Smith, M. and L. Sussman (1992) "Working with Adult Children of Alcoholics," HR Magazine, January, 68-73.
- Golden, P., R. Beauclair, and L. Sussman, (1992) "Factors Affecting Electronic Mail Use," Computers in Human Behaviors, 8, 297-311.
- Sussman, L. and Y. Gupta (1992) "Different Perspectives on Inventory Management Among Physicians and Hospital Administrators," American Journal of Surgery, July, 1-2.
- Sussman, L., P. Golden, and R. Beauclair (1991) "Training for E-Mail," Training and Development Journal, March, 70-73.

- Sussman, L. (1991) "Managers: On the Defensive," Business Horizons, 34, 1, 81-87.
- Sussman, L. (1988) "Managing to Speak by Managing the Speech," Personnel, 65, 60-64.
- Kuzmits, F. and L. Sussman (1988) "Early Retirement on Forced Resignation: Policy Issues for Downsizing Human Resources," Advanced Management Journal, 53, 1, 28-32.
- Sussman, L. and F. Kuzmits (1987) "The HRD Professional as In House Consultant," Personnel, 64, 8-22.
- Kuzmits, F. and L. Sussman (1986) "AIDS: 20 Questions," Business Horizons, July-August, 36-42.
- Sussman, L. and F. Kuzmits (1986) "HRD as an Entrepreneurial Function," Training and Development Journal, August, 42-44.
- Sussman, L. and J. Behlolar (1984) "Information and Communication as Determinants of Organizational Effectiveness," Policy and Information, 8, 1, 37-42.
- Sussman, L. (1984) "Grounding Executives' Future Stock," Training and Development Journal, June, 24-27.
- Sussman, L., P. Ricchio, and J. Behlolar (1983) "Corporation Speeches as a Reflection of Corporate Value: An Analysis Across Years Themes and Industry," Strategic Management Journal, 4, 187-196.
- Sussman, L. and J. Behlolar (1983) "Environmental Scanning and the Dialectic," Managerial Planning, 32, 46-49.
- Sussman, L. and R. Herden (1982) "Dialectical Problem Solving," Business Horizons, February 66-71.
- Sussman, L. (1982) "OD as Muddling: Implications for Communication Consultants," Communication Quarterly, Spring, 85-91.
- Sussman, L. (1982) "Support from the Top: A Case History," Training and Development Journal, December, 105.
- Sussman, L., E. Talley, and V. Pattison (1981) "Training Non Trainers for Training," Training and Development Journal, May, 132-136.
- Sussman, L. and F. Jablin (1980) "Sycophancy in the Boardroom: Causes and Controls," Directors and Boards, 4, 40-47.
- Sussman, L., T. Pickett, I. Berzinski and F. Pearce (1980) "Sex and Sycophancy: Communication Strategies for Ascendance in Same Sex and Mixed Sex Superior Subordinate Dyads," Sex Roles, 6, 113-128.
- Sussman, L. and J. Mottley (1979) "Organizational Constraints on Freedom of Speech: An Instructional Unit," Communication Education, 28, 76-79.
- Jablin, F. and L. Sussman (1978) "Real Brainstorming Groups," Human Communication Research, 4, 329-337.

Sussman, L. and R. Newman (1978) "Controlling the Sycophants: Techniques and Policies of Corporation Presidents," Advanced Management Journal, 43, 14-21.

Sussman, L. and F. Jablin (1977) "Organizational Communication Research and the Integrator," Journal of the Wisconsin Communication Association, 8, 9-17.

Wasylik, J., L. Sussman, and R. Leri (1976) "Communication Training as Perceived by Training Personnel," Communication Quarterly, 24, Winter, 32-38.

Sussman, L. (1976) "Applying Grunig's Communication Situation Typology to Group Communication Instruction," Communication Education, 25, January, 77-79.

Sussman, L. (1975) "Communication in Organizational Hierarchies: The Fallacy of Perceptual Congruence," Western Speech, 39, Summer, 191-199.

Sussman, L. (1975) "Communication Training for Ad-Hocracy," The Speech Teacher, 24, November, 335-342.

Sussman, L. (1975) "A Theoretical Analysis of Equity and Its Relationship to Student Evaluation," Southern States Speech Journal, 40, Spring, 321-334.

Sussman, L. (1974) "A Field Study of the Relationship Between Perceived Message Distortion and Job Satisfaction," Journal of Business Communication, 11, September, 24-29.

Sussman, L. (1973) "Ancients and Moderns on Fear and Fear Appeals: A Comparative Analysis," Central States Speech Journal, 24, Fall, 206-211.

Sussman, L. (1973) "Perceived Message Distortion in Organizational Hierarchies, Or You Can Fool Some of the Supervisors Some of the Time," Personnel Journal, 53, September, 679-682.

Unpublished-Military

"Attitudes and Adjustment of Vietnam Returnees," HumRRO Research Report, 1970.

Presentations -Referred

Kemelgor, Bruce, L. Sussman, J., Kline, and J., Zurada, "The Difficult Employee: A Profile and Perspective" Human Resources Division, Academy of Management, National Meeting, Aug. 2003.

Sussman, L., A. Adams, F. Kuzmits, and L. Raho (2001) "Political Messages in Organizations: Channels and Directions," Decision Sciences Institute, 32nd Annual Meeting, San Francisco.

Gupta, M., L. Boyd, and L. Sussman (2001) "A Theory of Constraints Primer for Strategy Practitioners," Decision Sciences Institute, 32nd Annual Meeting, San Francisco.

Sussman, L. and D. Johnson (1994) "Dynamics of the Interpreter's Role," Eastern Michigan University, Twelfth Annual Conference on Language Communication for Business and the Professions, Ypsilanti, Michigan.

Meyer, P. and L. Sussman (1993) "Electronic Communication and Company Restructuring: The Distribution of Costs and Benefits of Potential Organizational and Spatial Adjustments," International Symposium on Technology and Society, IEEE, Proceedings, 94-93.

Sussman, L. and D. Johnson (1992) "Conceptual and Methodical Issues in the Development of an Instrument to Assess the Impact of Culture on Interpreter Behavior," Eastern Michigan University, Tenth Annual Conference on Languages and Communication for Business and the Professions, Ypsilanti, Michigan.

Beauclair, P. Golden, and L. Sussman (1989) "Implementing Electronic Communication Media: A Research Agenda," ORSA Times Joint National Meeting.

Beauclair, R., P. Golden, and L. Sussman (1989) "An Organizational Study of Adoption and Implementation of Electronic Communication Media," Proceedings of the 22nd Annual Hawaii International Conference on System Sciences.

Sussman, L., W. Sharbrough, and P. Golden (1987) "The Relationship Between Managerial Communication Role Overload and Perceived Stress Reactions Among Lower Level Managers," Southwest Academy of Management Proceedings.

Sharbrough, W., L. Sussman, and P. Golden, (1984) "Managerial Communication and Job Satisfaction: Expanding on Mintzberg's Typology--A Preliminary Report," American Business Communication Association, Proceedings, 83-92.

Sussman, L. and B. Kemelgor (1982) "Communication Fairness: An Exploratory Study," Academy of Management - Southwest Regional Meeting, Proceedings.

Sussman, L. and Herden, R. (1980) "Dialectic Inquiry: An Experimental Study of the Relative Effects of Dialectic Variants," AIDS Proceedings.

Sussman, L. and R. Herden (1982) "Dialectical Problem Solving: A Review of the Literature," Speech Communication Association, National Meeting.

Sussman, L. and J. Matthews (1979) "Public Speaking Training: A Study of Longitudinal Effects," Speech Communication Association, San Antonio.

Sussman, L. and P. Krivonos (1977) "Reducing the Distortion in Upward Distortion Data," Western Speech Communication Association.

Sussman, L. and F. Jablin (1976) "Organizational Communication Research and the Integrator," Central States Speech Communication Association, Chicago.

Jablin, F. and L. Sussman (1975) "Communication Correlates of Brainstorming Effectiveness," Speech Communication Association, San Francisco, 1976.

Sussman, L. and T. Pickett (1975) "Locus of Causal Attributions and Perceived Source Credibility, Theory, Data and Implications," Speech Communication Association, Houston.

Sussman, L. (1974) "Communication in Organizational Hierarchies: The Fallacy of Perceptual Congruence," Organizational Communication Interest Group, International Communication Association Convention, New Orleans.

Sussman, L., F. Beaver, and M. Gutin (1974) "A Field Study of Perceived Imminence and Fear Arousal: Reactions to 'The Exorcist'," Speech Communication Association, Chicago.

Derry, J. and L. Sussman (1971) "Perceived Imminence as a Determinant of Fear Arousal: An Experimental and Factor Analytic Study," Persuasion Interest Group, International Communication Association Convention, Phoenix, Arizona.

Professional Contributions to Conferences

Presenter, Kentucky Psychological Assn, Family and Work Life Conference, 2008

Chairman - Executive Forum - International Association of Business Communicators - National Meeting, Houston, 1988.

Member of Editorial Review Board, Speech Communication Association, Anniversary Issue, 1989.

Panel Chairman, Organizational Behavior Track, Midwest Decision Sciences Meeting, 1988.

Reviewer for Organizational Behavior Track, Midwest Decision Sciences Meeting, 1988.

Reviewer for Organizational Communication Division, Southwest Academy of Management, 1986.

Panel Member, "Dialectical Problem Solving," AIDS National Conference, 1981.

Panel Member. W.C. Redding Outstanding Dissertation Award, International Communication Association, 1980.

Panel Respondent, Organizational Communication Division, Internal Communication Association National Meeting, 1979.

Panel Chairman, Organizational Communication Division, International Communication Association National Meeting, 1978.

Editorial Board Membership

Communication Quarterly, Speech Communication Association, 1981-1983.

Communication Education, Speech Communication Association, 1978-1980.

Human Communication Research, International Communication Association 1979-1980.

Invited reviewer: Management Communication Quarterly, 1989. Journal of Management Sciences, 1989. Marketing Education Review, 1993.

Book Chapters:

Falcione, R., L. Sussman, and R. Herden (1988) "Communication Climate," in Handbook of Organizational Communication, Jablin, F., Porter, L., Putnam, L., and Roberts, K. (eds). (Beverly Hills, CA, Sage Publications).

Jablin, F. and L. Sussman (1983) "Organizational Group Communication: A Review of the Literature and Model of the Process," in Greenbaum, H., Falcione, R., and Hellweg, S. (eds), Organizational Communication, 8, Sage, 11-50.

Reprinted Material:

"Disclosure Leaks and Slips", reprinted by Harvard Business School, Management Updates, 2008

Table 5.2 "Questions for Tough Situations" adapted from What to Ask When You Don't Know What to Say, reprinted in Lewicki, R., Saunders, D., Barry, B. and Minton, J, Essentials of Negotiation, (3rd Ed), Prentice Hall, 2003

"How to Frame a Message": reprinted in: Lewicki, R., Saunders, D., Minton, J., and Barry, B., Negotiation: Readings, Cases and Exercises, 4th ed., McGraw Hill, 2002. and in Negotiation: Business Fundamental Series, Harvard Business School Publishing, 2001.

"Buffering Executives' Future Shock" reprinted in Strategic Issues in Management Development, (New York: American Society for Training and Development), 1987.

Four "Managing People" newspaper columns have been reprinted in company newspapers.

"Self-Assessment Scales" taken from Communication For Supervisors and Managers reprinted in Organizational Behavior 2nd ed. Judith Gordon, (Boston, Allyn and Bacon, (1987).

"Communication in Conflict Management" taken from Communication for Supervisors and Managers published in "Working with Individuals and Groups" - Somalia Management Training and Development Project, State University of New York.

Sussman, L., R. Herden, and F. Kuzmits (1984) "Avoid the Traps of Relying on Interviews," Personnel Journal, July, 26-28. This short excerpt is taken from the Dow Jones supervisory series.

"Early retirement vs Forced Resignation: Policy Issues for Downsizing Human Resources" condensed version reprinted in Small Business Reports, January 1989, 31-33.

Lists (12 in total) from Smart Moves have appeared in Savvy, Self, Working Woman, and Cosmopolitan.

"Factors Supportive of Individual or Group Decision Making" from COMEX: Communication in Human Relations, in Dalton, Hoyle, Watts, Human Relations, 1999, South Western Publishing.

Books (Trade)

Lyle Sussman, Sam Deep, Alex Stiber, Lost and Found: One Man's Journey to Discover the Meaning of Leadership, (Crown, 2004).

Foreign Translations

Spanish
Russian
Japanese

Thai
 Korean: Korean National Open University Press
 Chinese
 Portuguese

Deep, S. and Sussman, L., Act on It: Solving 101 of the Toughest Management Challenges, Perseus, 2000, ISBN: 0-6312-0042-1.

Foreign Translations:

Chinese (Taiwan) Faces Publishing.
 German/Econ Verlag

Deep, S. and Sussman, L., Close the Deal, Perseus, 1999, ISBN: 0-7382-0038-7.

Foreign Translations:

German/Econ Verlag
 Chinese (Complex Characters)
 Hebrew, Senket
 Korean, Thinking Tree
 Dutch, Contact

Deep, S. and Sussman, L., Power Tools (Addison Wesley, 1998).
 Selected by Newbridge Executive Book Program

Foreign Translations:

Hebrew, Senket -- International Businesses Library
 Chinese (Taiwan), Culture and Art Publishing House

Deep S. and L. Sussman, Smart Moves, (Addison-Wesley, 1990). Revised 1997 ISBN: 0-201-51812-0.

Foreign Translations:

Arabic
 Thai/SE-Education Public Co.
 German/Econ Verlag
 Spanish/Editorial Patria
 Korean/Pyung Min Sa
 French/First, Inc.
 Portuguese (Brazil Exclusively) Livraria Nobel
 Dutch/Uitgeverij Veen
 Arabic/Al Mutaman
 Russian/Veche, A.O.
 Indonesian/Pendikan
 Romanian/Polimark Publishers Co.
 Chinese, Complex Characters (Taiwan) Yale Management &
 Publishing Services Inc.

Deep, S. and L. Sussman, Yes You Can! (Addison-Wesley, 1996).

Foreign Translations:

Arabic
 Italian/Gruppo Edit. Armenia
 Portuguese (Brazil Exclusively) Editora Campus
 Korean/Samin Seogak

German/Droemer Knauer Verlag
 Chinese-Culture and Art Publishing House
 Castilian: Editorial Service

Deep, S and Sussman, L., Smart Moves for People in Charge, (Addison-Wesley, 1996).
 ISBN: 0-201-48328-9.

Foreign Translations:

Spanish/(Latin America Exclusively) Editorial Atlantida
 Portuguese (Brazil Exclusively) (Editora Campus)
 Korean/Grimm Young Publishing Co.
 Russian/Pika Press

Deep, S. and L. Sussman, What To Ask When You Don't Know What To Say, (Prentice-Hall, 1993).

Deep, S. and L. Sussman, What to Say to Get What You Want, (Addison-Wesley, 1992). ISBN: 0-201-57712-7.

Foreign Translations:

Indonesian/Pendikan
 Romanian/Polimark Publishers Co.
 Spanish/Edicones Martinez Roca
 Arabic/Obeikan

Reprinted as Strong Words, Barnes and Noble, 2004

Deep, S. and L. Sussman, The Manager's Book of Lists, (Pittsburgh, Pa., SDD Publishers, 1988).

Best Seller Lists: From 1990 to the present, the trade books I co-authored with Sam Deep have appeared on various local, regional, and Internet based (Amazon, Barnes and Noble, Buy) bestseller lists.

Books (Academic)

Deep, S. and L. Sussman, COMEX: The Communication Experience in Human Relations, Cincinnati, South Western Publishing Co. With Instructor's Manual. First Edition, 1984; (ISBN 0-538-07070-6) Second Edition, 1989.

Deep, S. and L. Sussman, Communicating in the Organization: Oral Communication for Bankers, (Washington, D.C., American Bankers Assoc.) 1987.

Sussman, L., Kuzmits, F. and R. Herden, The Dow-Jones Irwin Improving Supervisor Productivity Series, 1984 (currently out of print). This was a six-volume series.

Sussman, L., Communication for Managers and Supervisors, Alfred Publishing, Los Angeles, California, 1979, with Paul Krivonos. ISBN 0-88284-077-0.

CD-ROM

"The Career Toolbox" sponsored and distributed by Seagrams Inc. and the Chivas Regal Product Group, 1996. This CD-ROM was sent to career planning centers (corporate, college, university, trade schools, junior colleges) throughout the U.S. Advice based on my books plus an interview appear as audio segments on this interactive program.

Magazine Articles

Sussman, L., "Communicating With Impact: The Essential Principles", *American Banker*, On Line, Dec 28, 2008

Sussman, L., "Bank Leadership and the New ROA", *Kansas Banker*, Jan, 2007, pp. 10-12. reprinted by *Wyoming Bankers newsletter*, April 2007, and *Connecticut Banking*, Second Quarter, 2007.

Sussman, L., "Is Your E-Mail In Box a Pandora's Box?" *PA Banker*, reprinted in *Connecticut Banking*, October 2000, 18-21.

Sussman, L., "How to Manage in Times of Change," Highlights, November 1985 - This is an in-house publication for Monsanto employees, worldwide.

Deep, S. and L. Sussman, "Eight Management Principles You Can't Work Without," Working Woman, June 1991, 61-63.

Sussman, L., "Managing is Like a Box of Chocolates," *Kentucky Banker*, May 1995, 12-13.

Sussman, L., "Defusing a Disagreement," *Bottom Line Business*, January 1, 1996, p. 10.

Source Quotes for Books

"Command Respect," 1998, Garfenkle and Kaufman, Rodale Publishing, New York.

Source Quotes for Articles

"Wearing the Whistle," *Across the Board*, March, 1988.

"Dealing with Irate Customers," Excellence in Service, February, 1996, 2, 122.

"Selling Strategies for the Internet Age." Harvard Management Update, August 1999.

Internet Web Pages. Depending on the search engine chosen, 200-300 web pages citing Deep/Sussman can be found. These citations may be complete *Smart Moves* lists used for in-house intranets or excerpted lists appearing in newsletters, or course syllabi.

"Keys to Coping with Information Overload," Vitality, November 2001, p. 17.

"The Leadership Challenge", *ABA Bankers News*, 2005, 13, 21, 2-4

Videotapes

"High Tech - High Touch Marketing," (1992) produced and distributed by Bank Marketing Association. Based on a lecture presented at the Bank Marketing School University of Colorado, Boulder.

"Management Memos," (1991) a series of 10 short (15-20 minutes) training tapes with Frank Kuzmits produced by the Kentucky Bankers Association for the Kentucky Television Bankers Network. (KTBN)

"Managing Change" (1991), and "Managing Conflict," tapes produced by the Kentucky Bankers Association for the KTBN.

"Dealing with Difficult People" (1993), marketed by Communication Briefings, based on the Deep/Sussman book: What to Say to Get What You Want, Produced and Distributed by Communication Briefings.

"Communicate the Caring" (1994), marketed by the Kentucky Diabetes Education Association. Based on a lecture presented to the Education Conference, Kentucky Diabetes Association.

"Communicating Effectively" (1994), produced and marketed by Communication Briefings, with Sam Deep. Based on Smart Moves.

"ACT ON IT!," produced and marketed by the Voegel Group, 2001. Based on ACT ON IT. , 2002

T.V. Appearances

Bi-weekly videotaped appearances with Frank Kuzmits on "Kentucky Business." This segment was produced by the U of L College of Business and Public Administration for KET, 1988-1991, approximately 45 appearances. The segments were based on the newspaper column ("Managing People") I co-authored with Dr. Kuzmits.

Newspaper Columnist

From 1984 to 1992 co-authored "Managing People," with Frank Kuzmits, a 700-word column that appeared in the "Business First" section of the Louisville Courier Journal, approximately 275 columns. The columns focused on providing practical management tips for the general public. Geographic reach:

Co-Editor of Newsletter

Between November 1982 and November 1984. Frank Kuzmits and I were co-editors of the ABA Bank Personnel News. This monthly newsletter went to the Human Resource officers of approximately 2,200 US banks. The newsletter was sponsored by the American Bankers Association. Responsible for writing the total content and writing a feature article for each edition.

Membership on Professional Banking School Faculties (non-degreed)

Kentucky Banking School, University of Louisville, 1988 to 1996.

American Bankers Commercial Lending School, University of Oklahoma, 1986, 1987.: Southern Methodist University, 2005, 2006

American Bankers Association Human Resource Graduate School, University of Colorado, 1985 to 1994; University of Wisconsin, 2001 to present

New Jersey Banker's School, Princeton NJ 1979-1985.

West Virginia Banking School, University of West Virginia, 1980-1984.

Mid-Atlantic Banking School, Bucknell University, 1975 to present.

Graduate School of Banking, University of Virginia, 1976-1982.

Southwest Graduate School of Banking, Southern Methodist University, 1990 to present.

Banking School of the South, LSU, 1992.

Western States Banking School, University of New Mexico, Albuquerque, 1993 to 1996.

Graduate School of Banking, University of Wisconsin, 2001 to present.

Commercial Lending School, Southern Methodist University, 2005-2006

My responsibilities on these faculties include designing and delivering course material, creating tests, coaching and counseling students. Course content covered: Communication, Leadership, Motivation, Team Building, and Personal Development. These schools were sponsored by state or national banking associations and attracted students from all echelons and all functions of the bank.

SERVICE

Speeches (From 1983 to the present)

NOTE: This section highlights major speeches, to professional groups, not training programs or workshops. The audiences ranged in size from less than 20 to more than 700, in both the public and private sector. Although I gave speeches prior to 1983, this list starts at 1983 because that was the year my speaking services were requested by regional and national organizations.

"Corporate Culture," National Conference of University Continuing Education, Louisville, Ky, 1983.

"The Ropes to Skip; The Ropes to Know," to National Association of School Personnel Administrators, Louisville, Ky 1984.

"What Your Banker, Attorney or Accountant Never Told You About Running a Practice," American Association of Equine Practitioners, Boston, Ma 1989.

"Horse Sense for Horse People," American Horse Council, Washington, D.C., 1989.

"Managing People," Oklahoma Equine Veterinary Association, Tulsa, OK, 1989.

"Employees as Customers," Bureau of National Affairs, Washington, D.C., June 7, 1990.

The Keys to Motivating People," Leadership 2000 Series, Transylvania University, June 1990

"The Art of Listening," Kentucky Chapter of American Diabetes Association, Louisville, KY, May 15, 1991.

- "Leadership and Change," Leadership 2000 - National teleconference with Warren Bennis, March 21, 1991 Louisville, Ky.
- "Effective Leadership," National Assembly of Bank Directors, Vancouver, British Columbia, 1991.
- "Smart Moves," National Association of Black Public Administrators, Louisville, Ky, 1993.
- "Why Managers Fail," National Assembly of Bank Directors, Laguna Beach, Calif., 1993.
- "Doing More With Less," Kentucky Governor's Conference of Small Business Development, Erlanger, Ky., 1993.
- "Smart Moves," Conference for National Association of Black Public Administrators, Louisville, Ky, 1993.
- "The Changing Role of Manager: From Controller to Facilitator," presentation to joint Malaysian/Indonesian Conference on Leadership, Creating a Learning Organization: The Leader's Challenge for the 21st Century, Bali, Indonesia, December 15, 1993.
- "Change Management," Czech Bank Training Institute, Prague, Czech Republic, March 14-18, 1994.
- "Change Management," National Association of Black Public Administrators, Louisville, Ky March 10, 1994.
- "New Paradigms," Kentucky Chapter, Society for Human Resource Management, April, 1994.
- "Managingirate Customers," International Credit Association, Louisville, Ky June, 1994.
- "Smart Moves: Technology in the Global Marketplace," International Meeting of Sister Cities Programs, Louisville, Kentucky, July 27,1994.
- "Motivating the Non-family Employee in a Family-Owned Business," Family Business Center, University of Louisville, November 17, 1994.
- "Doing More with Less," Kentuckiana APICS Chapter, November 17, 1994.
- "Solving the Human Dilemma: People and Organizations are the Competitive Edge" presented at "The Second Industrial Revolution." Telecommunication Research Center, University of Louisville, January 11, 1995.
- "Executive Power," Bank Directors' Forum, Victoria British Columbia, September 3, 1995.
- "Strategic Planning," Planning Forum, Louisville Chapter, October 10, 1995.
- "Smart Moves for Trainers," Carolina Society for Training and Development, Charleston, South Carolina, October 24, 1995.
- "Smart Moves", Oklahoma Bankers Assn, Cancun Mexico, 1995
- "Communicating with Smart Moves," National Association of Bank Cost Accountants, San Diego, June 14, 1996.

- "Unleash Your Potential," Society for Human Resource Management, National Meeting, Chicago, Illinois, June 24, 1996.
- "Executive Excellence," American Society of State Veterinary Medicine Executives, National Meeting, July 19, 1996, Louisville, Kentucky.
- "Smart Moves for Tough Times," University of Louisville Telecommunication Research Center, June, 1997.
- "The New ROA: Return on Attitude," South Carolina Bankers, June, Bermuda, 1997.
- "From Recruit to Rookie to Star," Tennessee Banker's Association, Nashville, TN April, 1997.
- "Managing with Smart Moves," Southern Indiana Chamber of Commerce, March, 1997.
- "Building Teams," Kentucky Association of Career Counselors, Louisville, Ky June, 1997.
- "High Performing Teams," Meeting of International Equine Association, Louisville, Kentucky, June, 1997.
- "De-Dilbertize Your Team," National Association of Black Public Accountants, Louisville, Ky November, 1997.
- "Managing High Performance Teams," CEO Conference, Tennessee-Alabama, Bank Presidents, Laguna Beach, February, 1998.
- "HRD Trends," Bank Directors' Conference, Charleston, South Carolina, April, 1998.
- "Adapting to Change," Association of College and University Personnel Directors, Louisville, Ky, May, 1998.
- "Effective Negotiation," Stewards School, Equine Administration Program, University of Louisville, Louisville, Kentucky, November 18, 1998.
- "Improving Efficiency," American Association of Equine Practitioners Practice Management Seminar, Baltimore, Maryland, December 4, 1998.
- "Selling Your Ideas," National Association of Black Public Administrators, University of Louisville, Louisville, Kentucky, December 4, 1998.
- "Attracting and Retaining the 21st Century Employee," Bank Directors Conference, Maui, January 18, 1999.
- "Managing in An Age of Diversity," Georgetown University, Management Training Development, January 26, 1999.
- "Smart Moves for Leaders," Leadership Southern Indiana, May, 1999.
- "Writing a Business Plan," Equitana University, June, 1999.
- "Smart Moves for Entrepreneurs," International Center, Spalding College, March, 2000.
- "Leadership and Values in the New Economy," Kentucky Economic Development Council, February, 2000.

"Leadership and Values in Today's Bank," Bank Director's Conference, Scottsdale Az , February, 2000.

"Leadership and Values," CEO Conference, International Mass Retailers Association, Tucson, April, 2001.

"From Mr. Dithers to Dilbert", Marketing Interest Group, International Mass Retailers Assn., San Diego, Oct. 2001

"Employing Generation Xers", Labor-Management Council, University of Louisville, Oct. 2001.

"Leadership and Values in the New Economy," Graduate School of Banking, University of Wisconsin, August, 2001.

"How To Make Money Legally Without Losing Your Sanity" Harness Tracks of America, Las Vegas, April 2002

"Leadership and Values in the New Economy," Michigan Bankers Association, 2002.

"Leading Tomorrow's Banks, "Georgia Bankers Assn, Philadelphia, Pa, May, 2002

"Leadership in Today's Bank," Kentucky Bankers Association, 2002.

"Ten Laws of Management", Louisville, Chapter of SHRM, June, 2002

"Creating WOW", Newspaper Association of America, Orlando, Jan. 2003

"Negotiating Differences" National Jewish Community Center Association, Directors Meeting, Orlando, Feb, 2003

"Leadership and Values in the New Economy" Bismarck North Dakota, Economic Development Council, March 2003.

"Leveraging Employee Talent" International Mass Retailers Association, Logistics Conference, Phoenix, Az, March 2003

"From Mr. Dithers to Dilbert" Values and Leadership in the New Economy", Tri State Banking Leadership Conference: Missouri, Kansas, Nebraska, March 2003.

"Three Needs all Leaders Must Fulfill", Christian Church Homes of Kentucky, July 2003

Lost and Found, the Essence of Leadership", Louisville Society for Human Resource Management, Oct 17, 2004

"HR Managers in a Changing Environment" Kentucky Chapter of International Public Management Association for Human Resources, Frankfort, Ky, May 2004

"The Three Secrets of Leadership", Kentucky Society of Association Executives, Belterra, Indiana, June 2004.

"From DVM to MBA", American Association of Equine Practitioners, National Meeting, Louisville, KY, July 2004.

- “Secrets of Leadership”, Kentucky Counseling Association, Aug 2004
- “The New ROA”, Bank Directors’ Conference, Southwest Graduate School of Banking, Cancun, February 2005
- “Entrepreneurial Discovery” National Association of Jewish Family Services, Palm Springs, Ca., Feb 2005
- “Leadership in Banks and the New ROA”, Indiana Bankers Association, Indianapolis, June, 2005
- “The Secrets of Leadership”, Leadership of Southern Indiana, Nov. 2005.
- ‘Fire Murphy!’ Louisville Society for Human Resource Management, Jan 2006
- “Bank Leadership and the New ROA”, Missouri Bankers Assn, Oct 2006
- “Strategic Planning”, OB/GYN Dept, School of Medicine, University of Louisville, Jan 2007
- “Bank Leadership and the New ROA”, Tri State Bank Leadership Conference, Omaha, March, 2007
- “Bank Leadership and the New ROA: Western Independent Bankers Assn,” Maui, March 2007
- “Achieving Results Without Going Crazy, Landing in an E.R., or Losing Your Family”, National Forum for Black Public Administrators,” University of Louisville, April, 2007
- “Forrest Gump on Management”, Oklahoma Bankers Assn, Annual Conference, Oklahoma City, Jun, 2007
- “Discovering the Essence of Leadership”, Kentucky Chapter of Healthcare Executives, Louisville. Ky.. July 2007
- “Doing Well by Doing Good”, Kentuckiana Council of Agency Executive, Sept 2007
- “Get a New Push Cart” Craft Yarn Council of America, Savannah, Ga. April 2008
- “Achieving Results Without Going Crazy”, National Association of Black Public Administrators, Louisville, Ky, April 2008
- “Leadership and the New ROA”, Bank Directors’ Conference, sponsored by Southwest Graduate School of Banking, The Broadmoor, Colorado Springs, Aug. 2008
- “Get a Grip: Strategies for Tough Times and Tough People”, Racing Congress, Las Vegas, Feb 2009

Management Development Seminars - International

- | | |
|-------------------------|--|
| Bali, Indonesia- | For consortium of Indonesian companies, 1993 |
| Kuala Lumpur, Malaysia- | For consortium of Malaysian companies, 1996 |
| Prague Czech Republic- | For the banking industry in Prague, sponsored by the U.S. Government, 1996 |

Panama-

Public Seminar for Senior Executives, 1999

Continuing Education Programs Sponsored by Colleges and Universities

Under the "Lessons in Leadership" series which included speakers Stephen Covey, Ken Blanchard, Tom Peters, Michael Hammer, and Denis Waitely, I conducted full day seminars sponsored by universities and colleges around the country. These seminars were conducted while I was on a leave of absence from UofL during the Fall 1996 term. The seminars were based on the best selling Deep-Sussman books. The following colleges and universities sponsored the seminars and served as the host sites.

Oklahoma City College	University of South Dakota
Xavier University, Cincinnati	University of North Dakota
UC-San Diego	Rollins College
UC-San Jose	Duquesne University, Pittsburgh
UC Bakersfield	University of Missouri-Kansas City
Fresno City College	University of Tennessee--Chattanooga
University of South Carolina	Creighton University
University of Tennessee--Knoxville	Washburn University
Marquette University	University of Texas-San Antonio

Executive Director, U of L, KBA Bank Executive Institute

Responsible for establishing curriculum, hiring and orienting faculty, developing marketing strategy, establishing budget. The institute was designed for bank CEOs and co-sponsored by the University of Louisville and Kentucky Bankers Association, 1991 to 1996.

Thesis and Dissertation Committees

While at the University of Pittsburgh, I served on a total of 11 thesis and dissertation committees.

While at the University of Louisville, I served on 15 dissertation and thesis committees.

Major Committee Assignments: University Wide

Dean's Search Committee, College of Business and Public Administration

Chairman, College of Business and Public Administration Decanal Review Committee.

Member of U of L, U of K joint MBA Advisory Committee.

Member of Oppenheimer Award Selection Committee.

Member of U of L Debate Coach Selection Committee.

College of Business and Public Administration representative to Graduate School.

Member of Selection Committee for Faculty Development Mini Grants.

Member of Provost's Academic Excellence Committee.

Member of Provost's Committee on Teaching Excellence.

Panel member - Faculty Development Symposium-Entrepreneurship.

Conducted two "Effective Presentation" Workshops for Faculty Development series.

Conducted In-depth study of Educational Climate for School of Dentistry.

Conducted In-depth study of Educational Climate for School of Law.

Freshman Orientation Program.

Major Committee Assignments: College of Business and Public Administration

College of Business and Public Administration Graduate Curriculum Committee

College of Business and Public Administration Personnel Committee

Search Committee, Dean for External Affairs

Chair, Decanal Review Committee

Advisory Committee Public Administration Ph.D. Program

Strategic Planning Committee

College Restructuring Committee

Facilitator, Speaker

From my initial appointment at UofL (1979) until the present I have facilitated faculty discussions, conducted seminars for student groups, and served as an "all purpose" in-house, management speaker. These assignments have been both scheduled and as a "pinch hitter," filling in for someone else.

Facilitator: "Partnering with the New Metro Government" I facilitated a brainstorming session with the top University of Louisville administrators, and the Louisville Metro government officials.

Louisville, Ky, Mayor's Office

I served on the transition planning committee for Mayor elect Jerry Abramson.

Human Relations Commission:

Conducted a workshop for the Jefferson County Human Relations Commission.

Conducted seminar for Jefferson Country Human Services Division.

ALPHA:

Between 1984 and 1986 I conducted 4 Interviewing Skills Workshop for the Action League for Physically handicapped Adults and assisted in three job fairs. During this period I also served as a consultant to Bill Heavrin, Director of Alpha.

Louisville Chamber of Commerce:

Participated in three events for the chamber: Small Business Development seminar; Conflict Resolution task Force, 1986, featured speaker at breakfast meeting.

Conducted eight "Managing People" seminars under the auspices of the Courier Journal and the U of L Center for Management Development, with Frank Kuzmits.

Facilitated two-day retreat for GLIDE participants, top governments and business leaders in Louisville and Jefferson County., 2003

Consulting/Training

- United States Army
- *Philadelphia School System
- Baltimore Public School System
- *Pennsylvania Bankers Association
- Bradford Financial Services
- Upjohn Pharmaceuticals
- Westinghouse
- *Material Handlers Institute
- Baptist Hospitals of Kentucky
- Center for Management Development-
- University of Louisville
- Reliance Universal
- Grisanti, Inc.
- *Kentucky Bankers Association
- William C. Brown Publishing Co.
- Fidelity Bank, Philadelphia
- Southwest Pension Board
- Purchasing Managers Assoc. of Ky.
- Harris Berman Esq.
- *Young President's Organization
- Mayor Abramson's Transition Committee
- Louisville Auto Action
- *Jefferson County Public Schools
- Kentucky Podiatry Assn.
- U.S. Postal Service
- *Jewish Community Center of Louisville
- Wisconsin Jaycees
- *University of Pittsburgh Informal
- Education Programs
- *Federal Reserve Bank at Philadelphia
- Kentucky Association of School of
- Business Officials
- Commonwealth Insurance Co.
- Citizens National Bank of Bowling Green, KY
- *Kentucky Society of Certified
- *Kentucky Fried Chicken Corp.
- Rockwell International
- *General Electric
- Pittsburgh Chapter ASTD
- *Louisville Chapter ASTD
- *Dairymen, Inc.
- Brown Williamson Corp.
- Hueblein Inc.
- *American Bankers Association
- *Humana, Inc.
- Meidinger, Inc.
- *Law School University of Louisville
- Harris Bank, Chicago
- Equitable Bank, Pittsburgh
- *Bank Marketing Association
- Equitable Bank, Baltimore
- Administrative Management Assoc.
- Louisville Manufacturing
- Israeli Consulate
- *Republic Bank & Trust - Louisville
- *Louisville Chamber of Commerce
- Bittner's
- Krogers
- *Internal Revenue Service
- National Collegiate Law Review
- Rotary Club of Louisville
- Norton Kosair Children's Hospital
- *Louisville Personnel Association
- *Major Abramson and Cabinet
- Kentucky Home Builders Assn.
- Blue Cross-Blue Shield of Ky.
- Blue Cross-Blue Shield of W. Va.
- *Tennessee Bankers Assn.
- Bankers Installment Credit
- of Southern Indiana

Public Accountants
 Mannesman-Demag
 Jefferson County Dental Society
 Oklahoma Veterinary Medicine Assoc.
 *Rally's Inc.
 Indiana Banker's Assn.
 College and University Personnel
 Administrators
 Computer Services Inc.
 Blockbuster Video
 Harness Tracks of America
 Touche-Deloitte
 American Horse Council Assn.
 American National Bank - St. Paul
 Glasgow, Kentucky Chamber of Commerce
 South Dakota Bankers Association
 North Dakota Bankers Association
 Ky. Chapter American Diabetes Assn.
 Vincennes University
 American Hospital Association
 Iowa Bankers Assn.
 UniBank Assn.
 Nebraska Bankers Assn.
 American United Bank, Memphis
 J. Graham Brown Foundation
 AAA - Kentucky
 Georgia Bankers Association
 *KPMG Peat Marwick
 Gray Construction, Lexington, Kentucky
 Human Resource Associates, Malaysia
 Arvest Bank Group, Arkansas
 First Interstate Bank
 Federal Home Loan Bank of Topeka
 FDIC
 *Southern Indiana Medical Center

*Paul Schultz and Co.
 American Institute of Banking
 Russellville Ky Chamber of Commerce
 *ITS - Executone
 Bank Marketing Association of
 Indiana
 BancOhio
 *South Carolina Banker's Assn.
 Health Concepts Corp.
 Bank One
 Frank Russell Invest.
 Link-Belt
 New England Bank Marketing Assn.
 Moran-Hyde - Lexington, Ky.
 Arkansas Bankers Association
 Illinois Bankers Association
 Kansas Bankers Association
 Capital Holding
 Crisis Management Institute
 *Res-Care
 Fund Raising Executives of Louisville
 Community Bank, Homestead, Fla.
 Chi-Chi's
 *Vogt Manufacturing
 *Bank Directors Institute
 Indep. Bankers Assn. of New York
 Ohio Bankers Association
 Leadership Louisville
 International Credit Association
 Oklahoma Health Care Association
 Hospital Financial Mgmt. Assoc.
 Motorola
 Texas Banker's Association
 *Seagrams

**multiple assignments*

HONORS/AWARDS

Educator Award, National Forum for Black Public Administrators, April 2007

Who's Who in Business Higher Education, 2003, Academic Keys

Recipient Yearbook Dedication, Class of 2000, Southwestern Graduate School of Banking,
 Southern Methodist University.

Keynote Speaker in national speaking tour: "Lessons in Leadership" Series, 1996.

Keynote Speaker, U of L Town and Gown Luncheon, 1993

Outstanding Service Award, University of Louisville School of Business, 1991

Outstanding Teaching Award, Department of Management, 1988

Lecturer at "Eminent Scholar Program," Jacksonville State University,
Jacksonville, Alabama, January 23-25, 1989

Received Faculty Award - Paul Schultz Cos. - 1989, 1991

Outstanding Teaching Award, Department of Management,
University of Louisville, 1987

Certificate of Appreciation, Action League for Physically Handicapped Adults, Louisville, 1985

Cited in Who's Who - South and Southeast, 1982

Cited in Outstanding Young Men in America, 1979

Elected to Honors Faculty, University of Pittsburgh

Emerging Young Scholar Award, Speech Communication Association of Pennsylvania, 1976

Commendation Award from Pittsburgh Chapter of American Society for
Training and Development, 1975

David Ross Summer Fellowship, Purdue University, 1972

Undergraduate National Science Foundation Grant, 1965

Past member of Psi-Chi, undergraduate honor fraternity in Psychology

B.S. Degree, University of Wisconsin-Milwaukee, Cum Laude