

## CURRICULUM VITAE

### **Mitchell Jeffrey Muehsam**

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## EDUCATION

Ph.D. in Statistics, Texas A&M University (1989)  
Fields of Specialization: Multivariate Statistics, Linear Models, and Sampling  
Minor in Operations Research.  
Dissertation Title: *Applications of Correspondence Analysis to Classical Procedures.*

M.S. in Statistics, Texas A&M University (1980)  
Minor in Economics

B.S. in Applied Mathematical Sciences, Texas A&M University (1978)

## ACADEMIC AND ADMINISTRATIVE EXPERIENCE

August 2009 – present: Dean, College of Business Administration. Sam Houston State University, Huntsville, TX 77341

September 2003 – July 2009: Dean of Graduate Studies and Associate Vice President for Academic Affairs. Sam Houston State University, Huntsville, TX 77341

November 1995 – August 2003: Associate Dean and Coordinator of Graduate Studies, College of Business Administration. Sam Houston State University, Huntsville, TX 77341

September 2001 – present: Professor of Business Analysis (tenured), Department of Economics and International Business. Sam Houston State University, Huntsville, TX 77341

September 1995 – August 2001: Associate Professor of Business Analysis (tenured), Department of Economics and International Business. Sam Houston State University, Huntsville, TX 77341

September 1990 - August 1995: Assistant Professor of Business Analysis (tenure track), Department of Economics and Business Analysis. Sam Houston State University, Huntsville, TX 77341

September 1989 - May 1990: Lecturer, Department of Economics and Business Analysis. Sam Houston State University, Huntsville, TX 77341

June 1988 - July 1988, September 1981 - August 1986: Lecturer, Department of Statistics, Texas A&M University, College Station, TX 77843

September 1978 - August 1981: Graduate Teaching Assistant, Department of Statistics, Texas A&M University, College Station, TX 77843

September 1977 - August 1978: Undergraduate Teaching Assistant, Department of Mathematics, Texas A&M University, College Station, TX 77843

## **ACADEMIC MEMBERSHIPS AND SERVICE**

### Accreditation Visits

Member of AACSB International Peer Review Team, University of Alaska - Anchorage, Nov. 2014

Member of AACSB International Peer Review Team, Morehead State University, Feb. 2014

Member of SACS On-site Visitation Team, University of North Georgia, Sept. 2013

Member of AACSB International Peer Review Team, University of Louisville, Feb. 2013

Member of AACSB International Peer Review Team, Louisiana State University - Shreveport, Oct. 2012

Member of SACS On-site Visitation Team, University of North Alabama, Feb. 2012

Member of SACS On-site Visitation Team, University of Montevallo, March 2011

SACS Red Team Review Member, Mount Olive University, June 2010.

Member of SACS On-site Visitation Team, NC AT&T, April 2010

### Memberships

Southern Business Administration Association, 2009 – present  
Board Member, 2013 - present

Southwest Business Deans Association, 2010 – present

Conference of Southern Graduate Schools, 2003 – 2009  
Executive Committee, 2006 – 2009  
Audit Committee, 2004 – 2009 (Chair, 2005-2009)

Association of Texas Graduate Schools, 2003 – 2009  
President, 2007  
Vice President, 2006

The Texas Higher Education Coordinating Board's Graduate Education Advisory  
Committee, 2005 – 2009  
Vice Chair, 2006 - 2009

Association of Graduate Business Directors, 1995 - 2002  
President, November 2000 – November 2002  
Vice President, October 1998 – October 2000  
Secretary, October 1997 – October 1999

American Association for Higher Education, 1995 - 1999

Southwest Region of the Decision Sciences Institute (SWDSI), 1999- 2001

American Statistical Association  
Secretary of Southeast Texas Chapter, 1982 – 1983

### **NON-ACADEMIC EXPERIENCE**

November 1988 - May 1995: Partner, Tourism & More Consulting Services. College  
Station, TX 77840

Outside Professional Consultant to the Mississippi Blues Commission of the Economic  
Development Commission of the State of Mississippi, August 1990.

Outside Professional Consultant to the Mississippi Blues Commission of the Economic  
Development Commission of the State of Mississippi, July 1990.

Development of Computer Strategy for Art Galleries for Lighthouse Reality, Chatham  
Massachusetts, April 1990.

## COURSES TAUGHT

Graduate: Techniques of Statistical Analysis, Questionnaire Construction and Analysis (a special topics course), and Quantitative Tools for Business.

Undergraduate: Business Analysis, Intermediate Business Analysis, Introduction to Survey Sampling and Questionnaire Construction, Introduction to Business Statistics, Elementary Statistics in Journalism, Introduction to Engineering Statistics, Statistical Methods in Animal Science, Elementary Statistics for the Social Sciences, Statistics for the Biological Sciences, Operations Research, Engineering Calculus (lab only), and Introduction to Applied Calculus (lab only).

## JOURNAL ARTICLES

“Differences in the Ethical Orientations of Upper Level U.S. and Mexican Business Students,” (with J. Spencer and V. Sower). *Journal of Behavioral and Applied Management*, Vol. 4, No. 2, Winter 2003, p 107 - 121.

“Executives’ Perceptions of the Importance of Selected Criteria When Evaluating Candidates for International Business Positions,” (with S. Hart and S. Tucker). *Academy of Managerial Communication Journal*, Volume 3, Number 2, 1999, pp 61-70.

“Integration of Communication/Interpersonal Skills in AACSB-Accredited Schools With Four- and Five-Year Accounting Programs,” (with S. Hart and D. Green). *The Delta Pi Epsilon Journal*, Volume XXXIX, No. 1, pp. 1-11, Winter 1997.

“Involving the Police in Tourism,” (with P. Tarlow). *Tourism Management*, Vol. 16, No. 1, pp. 9-14, Feb. 1995.

“A Survey of Corporate Executives' Perceptions of Collegiate International Business Preparation,” (with S. Hart and S. Tucker). *The Delta Pi Epsilon Journal*, Volume XXXVI, No. 2, pp. 96-109, Spring 1994.

“Corporate Executives Express Need for Better Communication Between the Business World and Academia,” (with S. Hart and S. Tucker). *Management Review News*, Volume 16, No. 7, pp. 5-9, 1993.

“Wide Horizons: Travel and Tourism in the Coming Decades,” (with P. Tarlow). *The Futurist*, September-October 1992, Volume 26, No. 5.

## BOOK/ RESEARCH REPORT CHAPTERS

Rogers, K., Eglsaer, R., Muehsam M., Caillouet, B. & Kan, L. (2008). Sam Houston State University. In A.M. Griffin & J. Romm (Eds.), *Exploring the evidence, vol. IV: Reporting research on first-year experience seminars* (pp. 66-68). Columbia, SC: University of South Carolina, National Resource Center for The First-Year Experience and Students in Transition. Retrieved January 2009 from <http://www.sc.edu/fye/resources/fyr/index.html>

“Asymmetry and Outlier Detection Using Correspondence Analysis,” (with W. Smith). Chapter 15, pp. 295-308, in *Statistics for Quality*, edited by Ghosh, S., Schucany, W. and Smith, W., © 1997. Marcel Dekker, Inc., New York, New York. ISBN 0-8247-9763-9

“Theoretical Aspects of Crime as they Impact the Tourism Industry,” (with P. Tarlow). Chapter 1, pp. 11-22, in *Tourism, Crime and International Security Issues*, edited by A. Pizam, © 1996. John Wiley & Sons, Ltd., West Sussex, England. ISBN 0-471-96107-8

## PROCEEDINGS

(peer review)

“How Tourist Professionals and Police View Each Other: A Statistical Profile,” (with P. Tarlow). *Tourism: The Economy's Silver Lining* Twenty-fifth Annual Conference Proceedings, Travel and Tourism Research Association, pp. 362-376, October 1994.

“How to Help the Police Understand the Culture of Tourism: A Description of a Continuing Education Course for Law Enforcement Agents,” (with P. Tarlow). *Tourism: The Economy's Silver Lining* Twenty-fifth Annual Conference Proceedings, Travel and Tourism Research Association, pp. 377-384, October 1994.

“Marketing International Tourism: Taking the Theoretical to the Applied,” (with P. Tarlow). *Tourism Partnerships and Strategies: Merging Vision With New Realities*, Twenty-third Annual Conference Proceedings, Travel and Tourism Research Association, November 1992.

“Evaluating Candidates for International Business Positions: A Comparison of U.S. and Foreign Executives' Perceptions,” (with S. Hart and S. Tucker). *Proceedings of the 1992 Academy of Business Administration* (refereed Proceedings), February 1992. Nominated for outstanding research award.

“A Survey of 500 U.S. Corporations to Determine Their Collegiate International Business Education Needs,” (with S. Hart and S. Tucker). *Proceedings of the International Convention of the Association for Business Communication* (refereed Proceedings), December 1991.

## PAPERS & PRESENTATIONS

### PAPERS (non-academic trade journals or newspapers)

“The Ins and Outs of Reorganizing Your Organization's Board,” (with P. Tarlow). *USAE, Convention Sunday*, p. A4, March 6, 1994.

“NAFTA: A Challenge and Opportunity for Tourism,” (with P. Tarlow). *USAE, Convention Saturday*, p. B1, January 8, 1994.

“Convention and Tourism Officials Need to Confront the Crime Issue,” (with P. Tarlow). *USAE, Convention Friday*, p. A26, January 7, 1994.

“Wake-up Tourism! Confront the Crime Issue,” (with P. Tarlow). *IACVB News*, October, 1993.

“Impending Free Trade Agreement Creates Business Opportunities,” (with P. Tarlow). *USAE, Convention Wednesday*, January 1993, Volume 12, Issue 2.

“Office Politics, Leadership Changes Can Plague Convention Bureaus,” (with P. Tarlow). *USAE*, December 1992, Volume 11, Issue 48.

### PRESENTATIONS (academic and non-academic)

“Faculty Qualifications” (with M. Stoll). Louisville, KY. 2010, 115<sup>th</sup> SACSCOC Annual Meeting, December 5, 2010.

“Faculty Qualifications” (with M. Stoll). Atlanta, GA. 2009, 114<sup>th</sup> SACSCOC Annual Meeting, December 7, 2009.

“Graduate Students – Coming and Going,” (with Carol Diminnie). Corpus Christi, TX 2006, Annual Meeting of the Association of Texas Graduate Schools, October 12, 2006.

“Business Ethics Survey of Undergraduate Students,” (with S. Hart and M. Barragan). Atlanta, GA, The Association for Business Communication National Convention, October 18, 2000.

“The Accreditation Process is Continuous Improvement: The Sam Houston State University Experience.” (with R. D. Lewis, and V. Sower) Tampa Bay, FL 2000 AACSB Continuous Improvement Symposium, September 19, 2000.

“Ethical Orientations of Upper Level American and Mexican Business Students in Secular and Catholic Universities” (with J. Spencer and V. Sower) San Antonio, TX 2000 Southwest Academy of Management Conference, March 2000.

“Scaling the Mountain: Responding to AACSB Quality and CI Objectives.” (with R. D. Lewis, C. Capps, and V. Sower) Minneapolis, MN 1999 AACSB Continuous Improvement Symposium, September 13, 1999.

“Statistical Modeling for a Competitive Advantage” Huntsville, TX, SHSU Graduate School of Banking, May 30, 1999.

“Scaling the Mountain: AACSB Accreditation.” (with J. Gilmore, R. D. Lewis, J. Duffy, C. Capps, and V. Sower) Houston, TX, 1999 Southwest Academy of Management Conference, March 1999.

“Quantitative Literacy in Business: Is There a Symbol Phobia.” Colloquia on Quantitative Literacy, SHSU’s Mathematics Dept. and Reeves Center for Mathematics Education. April 1, 1998.

“A Survey of AACSB-Accredited Institutions to Determine Which Accounting Courses are Being Used to Develop Selected Communication and Interpersonal Skills,” (with S. Hart and D. Green). Orlando, FL, 60th Annual Convention of the Association for Business Communication, November 1995.

“Gaming in Texas: Its Effects on My Community,” (with P. Tarlow). Nacogdoches, TX, Texas Chapter of the Travel and Tourism Research Association’s 1995 Winter Conference, January 1995.

“Proactive Alliances with Law Enforcement Agencies,” (with P. Tarlow). Vancouver, British Columbia, Canada, 1994 International Association of Convention and Visitor Bureau (IACVB) Education Seminar, February 1994.

“Facing the Crime Issue: The CVB Perspective,” (with P. Tarlow). Vancouver, British Columbia, Canada, 1994 International Association of Convention and Visitor Bureau (IACVB) Education Seminar, February 1994.

“Researching the Issue of Visitor Security,” (with P. Tarlow). College Station, TX, Third Annual Fall Meetings of the Texas Chapter of the Travel and Tourism Research Association, November 1993.

“Corporate Executives’ Perceptions of the Importance of Selected Criteria When Evaluating Candidates for International Business Positions,” (with S. Hart and S. Tucker). Montreal, Quebec, Canada, The Association for Business Communication Annual Convention, October 1993.

“Business/Academic Interdependence Needed in International Business,” (with S. Hart and S. Tucker). Nassau, Bahamas, Academy of Business Administration International Conference, June 1993.

## SEMINARS & WORKSHOPS

“Customer Service Questionnaire Development.” A presentation for the Quality Training for Quality Service seminar series hosted by the Small Business Development Council, Sam Houston State University, Huntsville TX, November 1995.

“Factors Affecting Students’ Faculty Evaluations,” (with V. Sweeney). A joint presentation for the College of Business Administration Research Forum and the Teacher Effectiveness Workshop Series, Sam Houston State University, Huntsville TX, February 1995.

“Economic Development and the Travel Industry,” (with P. Tarlow). Horseshoe Bay, TX, Real Rural Revitalization for Texas Hill Country Communities Economic Development Conference, October 1994.

“Tourism is Economic Development,” (with P. Tarlow). New Braunfels, TX, The Association of Wholesale Customers & the Lower Colorado River Authority Tourism and Your Community Conference & Workshop, April 1994.

“Tourism and Security,” (with P. Tarlow). Jackson, MS, Mississippi Hospitality and Tourism Conference, January 1994.

“Survey of Statistical Techniques Used in the Travel and Tourism Industry.” Huntsville, TX Department of Mathematics, Sam Houston State University, April 1993.

“The Role of Tourism in the Economy,” (with P. Tarlow). Laredo, TX Vision ‘92 Economic Conference, February 1992.

“Tourism Research: Its More Than Bean Counting.” Texas Travel Industry Association, Travel Summit '91, Fort Worth TX, October 1991.

“Has Your Ship Come In: How to Measure the Economic Impact of Tourism,” (with P. Tarlow). Biloxi MS, Mississippi Governor's Conference of Tourism, May 1991.

“Introduction to SAS.” College of Business, Sam Houston State University, Huntsville TX, April 1991.

“Statistical Analysis in Tourism.” Texas Chapter, Travel and Tourism Research Association, Austin TX, March 1991.

“Sample Size Determination.” College of Business, Sam Houston State University, Huntsville TX, Feb. 1991.

“Questionnaire Construction and Sampling Design.” College of Business, Sam Houston State University, Huntsville TX, Feb. 1991.

“In-House Research: How to Find it, How to Use it” (with P. Tarlow). Texas Travel Industry Association, Travel Summit '90, El Paso TX, Sept. 1990.

## **EDITORIAL POSITIONS**

(Non-Academic)

Editor, *COBA Pride*, Newsletter for the SHSU College of Business Administration, Spring 1996 – Spring 2000.

Co-editor, *Keeping Posted*, Newsletter for the Texas Chapter of the Travel & Tourism Research Association, June 1993 - July 1995.

## **NON-ACADEMIC MEMBERSHIPS**

International Travel and Tourism Research Association, 1989 - 1995

Texas Chapter of Travel and Tourism Research Association

Co-President, June 1989 - June 1992

Co-Executive Director, July 1992 - June 1993

Member, Board of Directors, July 1993 - July 1995

Texas Travel Industry Association

Co-Chairman of Education/Research Wing, August 1991 - September 1992

## **UNIVERSITY/COMMUNITY SERVICE**

### **Committees**

University: Academic Affairs Council, 1996 – present

Academic Policy Council, 2003 – 2010

Core Curriculum Assessment Committee, Chair, 2003 - 2009

Council of Academic Deans, 2003 – present

Council of Associate Academic Deans, 2002 – 2009

Graduate Council, 1996 - 2009

Chair, 2003 – 2009

Doctoral Advisory Committee, Chair, 2006 – 2009

Registration Committee, 2003 – 2009

SACS Liaison, 2005 - 2009

SACS Leadership Committee, 2006 - 2009

SACS Compliance Committee, Chair, 2006 - 2009

Grievance Committee, 2002 – 2003

Intercultural Awareness Committee, 2002 – 2003

Parking Garage Construction Oversight Committee, Chair, 2002 – 2003

Student Recruitment and Retention Committee, 2000 - 2002

University Staff Evaluation System Committee, 1998 - 2002

Core Curriculum Assessment Committee, 1998 - 1999

SACS Steering Committee, Member, 1996 – 1999

SACS Institutional Effectiveness Committee, Chair, 1997 – 1999

University Curriculum Committee, 1996 - 1999

Institutional Effectiveness, Departmental Liaison, 1991 - 1998

University Faculty Evaluation Committee, 1995 - 1996

University Faculty Evaluation Committee, Consultant, 1994 – 1995

College: COBA Leadership Team, Chair, 2009 - present

AACSB Reaffirmation Committee, Chair, 2000 - 2003

Assessments Committee, Chair, 1993 - 2003

Beta Gamma Sigma Nominating Committee, 2001 - 2003

Curriculum Committee, Chair, 1995 - 2003

Graduate Advisory Committee, Chair, 1995 - 2003

Public Relations Committee, 2002 - 2003

Strategic Planning Committee, 1995 - 2003

Student Retention Committee, Chair, 2002 - 2003

AACSB Curriculum Content and Evaluation Committee, 1993 – 1995

COBA Newsletter, Editor, Fall 1995 - 2000

Homecoming Committee, 1995 - 1998

Reassigned Time Committee, 1995 - 1998

Steering Committee, Center for Business and Economic Research,  
1989 - 1998

AACSB Accreditation Committee, 1990 - 1994

Research Committee, 1992 – 1993

Department: Course Coordinator, Business Analysis 332, 1993 - 1994

## **Student Organizations**

Faculty advisor to Hillel Student Organization, 2001 - 2005

Faculty advisor to the Jewish Student Organization, 1989 - 1994

Faculty Advisor to Phi Chi Theta, 1997 - 2000

## **PUBLIC COMMUNITY SERVICE**

“Summary Results of the Huntsville-Walker County Chamber of Commerce Survey,”  
(with V. Muehsam). Huntsville, TX. January, 2001

Interviewed for the production of *Fifteen Alive: Issues on Crime and Tourism* on  
KAMU-TV (College Station, TX), May, 1994.

Interviewed for the radio production “Focus on Crime and Tourism” on KRRW-FM  
(Dallas, TX), May 1994.

“Tourism, Security, and Police,” (with P. Tarlow and A. Coggiola). College Station,  
TX, in conjunction with the Law Enforcement and Security Training Division of the  
Texas Engineering Extension Service of the Texas A&M University System, April,  
1994. A three-day continuing education workshop.

“Police, Security, and Tourism: A Three Day Course,” (with P. Tarlow and A.  
Coggiola). Nassau Bay, TX, Nassau Bay Police Department in conjunction with the  
Law Enforcement and Security Training Division of the Texas Engineering Extension

Service of the Texas A&M University System, December 1993. A three-day continuing education workshop.

“Police in Tourism,” (with P. Tarlow). Texas A&M Extension Services, Division of Law Enforcement, January 1993. A one-day continuing education workshop.

“Social and Ramifications of Year Round Schooling,” (with P. Tarlow). New Braunfels, TX, New Braunfels Chamber of Commerce, May 1992. A community leadership workshop.

“Fort Worth: A Preliminary Study of Its Tourist Reality” (with P. Tarlow). Fort Worth TX, Oct. 1990. A presentation to community leaders.

## **CONSULTING REPORTS & PROJECTS**

### **CONSULTING REPORTS**

*A Tourism Study for Laredo, Texas*, (with P. Tarlow). Laredo Convention & Visitors Bureau, Laredo, TX, May 1995.

*A Composite View of Mississippi Tourism*, (with P. Tarlow). Mississippi Department of Economic and Community Development, Jackson, MS, March 1995.

*A Tourism Study of the Natchez-Vicksburg Corridor*, (with P. Tarlow). Mississippi Department of Economic and Community Development, Jackson, MS, February 1995.

*A Tourism Study of the Mississippi Delta*, (with P. Tarlow). Mississippi Department of Economic and Community Development, Jackson, MS, January 1995.

*A Tourism Study of Aberdeen, Columbus, Kosciusko, Philadelphia, Starkville, and the Back Roads of Region 5*, (with P. Tarlow). Mississippi Department of Economic and Community Development, Jackson, MS, Dec. 1994.

*A Tourism Study of Jackson, Canton, and Yazoo City*, (with P. Tarlow). Mississippi Department of Economic and Community Development, Jackson, MS, Nov. 1994.

*A Tourism Study of the Hattiesburg - Meridian Corridor*, (with P. Tarlow). Mississippi Department of Economic and Community Development, Jackson, MS, Sept. 1994.

*A Tourism Study of the Mississippi Gulf Coast*, (with P. Tarlow). Mississippi Department of Economic and Community Development, Jackson, MS, May 1994.

*Corinth's and Alcorn County's Tourism Crossroads: Seeking an Understanding of Corinth's Tourism Perspectives*, (with P. Tarlow). Corinth, MS, February 1994.

*A Tourism Study of Northeast Mississippi*, (with P. Tarlow). Mississippi Department of Economic and Community Development, Jackson, MS, January 1994.

*Ethnic Festival Development: A Socio-Statistical Analysis of Claiborne County's Initial Homecoming Festival*, (with P. Tarlow). Claiborne County, MS, October 1993.

*A Tourism Study of Lockhart, Texas*, (with P. Tarlow). Lockhart Tourism Commission, Lockhart Chamber of Commerce, Lockhart, TX, October 1993.

*An Analysis of Claiborne County's March Festivals*, (with P. Tarlow). Claiborne County, MS, April 1993.

*Conroe: Assessing Its Tourist Reality*, (with P. Tarlow). Conroe Chamber of Commerce, Conroe, TX, April 1993.

*A Tourism Study of Cameron, Texas*, (with P. Tarlow). Cameron Tourism Committee, Cameron, Texas, December 1992.

*An Economic Study of Claiborne County, Mississippi With Special Emphasis on Tourism and Ethnicity*, (with P. Tarlow). Claiborne County, MS, April 1992.

*Waco, Texas: A Professional Perspective of its Tourist Reality*, (with P. Tarlow). Brazos Valley Tourism Commission, Waco TX, August 1991.

*Van Horn's Tourist Infrastructure: A Detailed View*, (with P. Tarlow). Van Horn Chamber of Commerce, Van Horn TX, July 1991.

*Fort Worth: A Further Study with a Special Section on the Stockshow*, (with P. Tarlow). Fort Worth Stockshow and Fort Worth Convention and Visitors Bureau, Fort Worth TX, Feb. 1991.

*Burnet, Texas: A Professional Perspective of its Tourist Reality*, (with P. Tarlow). Burnet Chamber of Commerce, Burnet TX, Jan. 1991.

*The Economic Impact of Tourism on Clarksdale*, (with P. Tarlow). Coahoma County Chamber of Commerce, Clarksdale Mississippi, Sept. 1990.

*Fort Worth: A Preliminary Study of Its Tourist Reality*, (with P. Tarlow). Fort Worth Convention and Visitors Bureau, Fort Worth Texas, July 1990.

## **INTERNATIONAL PROJECTS**

### **Reports:**

*An Assessment Analysis of Kenyan Tourism with a Special Section on FAM Tours from the United States*, (with P. Tarlow). Kenyan National Tourist Office, NY, August 1993.

An Analysis and Critique of “Dossier Sobre A Existencia De Centros De Mergulho Em Portugal (with P. Tarlow). Portuguese National Tourist Office, sponsored by the European Community, December 1991.

*Portugal's History and Tourism: The Jewish Angle*, (with P. Tarlow). Portuguese National Tourist Office, New York, Nov. 1990.

*A Critique of a Tourist Profile Analysis*, (with P. Tarlow). Israel Ministry of Tourism, Jerusalem, Israel June 1990.

*Nuevo Laredo Tourism, Primeras Impresiones de su Realidad Turística*, (with P. Tarlow). CANACO: Nuevo Laredo Mexico, Aug. 1989,

*Un Manual sobre el Turismo Formal e Informal*, (with P. Tarlow). CANIRAC-Nuevo Laredo Restaurant Association, Nuevo Laredo Mexico, July 1989.

### **Presentations**

“Assessing the Socio-statistical Impact of Foreign Visitors,” (with P. Tarlow), Nuevo Laredo, Mexico. A presentation to the Nuevo Laredo Downtown Businessmen’s Organization and Chamber of Commerce, November 1991.

“Monterrey's Tourist Potential” (with P. Tarlow). Ambassador Hotel, Monterey Mexico, July 1989. A presentation to tourism officials.

“Insights on Mexican Tourism” (with P. Tarlow). La Camara de Comercio, Nuevo Laredo Mexico, June 1989. A presentation to the Nuevo Laredo, Mexico, Chamber of Commerce.

### **U.S. REGIONAL/LOCAL PROJECTS**

#### **Reports:**

*A Profile of Importer/Exporter Needs as They Pertain to Freight Forwarders in the Chicago Area*, (with P. Tarlow). IM International Freight Forwarders, Laredo, TX, January 1993.

*Marketing of Laredo’s Visitor Industry: An Intercept and Origination Study* (with P. Tarlow). Croft & Co., San Antonio, TX, April 1991.

*An Independent Professional Analysis of the Coopers & Lybrand’s Gateway Convention Center and Hotel Reports*, (with P. Tarlow). Laredo Hotel & Motel Association, Laredo, TX, January 1992.

*An Assessment of the Visitor Data From the Austin, TX Visitor Center* (with P. Tarlow). Austin Convention & Visitors Bureau, Austin, TX October 1991.

*A Handbook for In-House and Inter-House Research: Questions and Points of Information* (with P. Tarlow). Texas Travel Industry Association, Travel Summit '90, El Paso TX, Sept. 1990.

*An Overview of the Methodology of Data Collection for Tourism*, (with P. Tarlow). Waxahachie Chamber of Commerce, Waxahachie Texas, June 1990.

*Potential for Mississippi Blues Tourism*, (with P. Tarlow). State of Mississippi Economic and Development Commission, Jackson Mississippi, June 1990.

*Analysis of Video Promotion*, (with P. Tarlow). El Paso Convention and Visitors Bureau, El Paso Texas Oct. 1989.

*A Study of Main Street Chatham*, (with P. Tarlow). Lighthouse Land Development, Chatham Massachusetts, Sept. 1989.

*Perspectives on Formal and Informal Tourism*, (with P. Tarlow). Laredo Chamber of Commerce, Laredo Texas, June 1989.

*Hot Spring's Tourism and Retirement*, (with P. Tarlow). Hot Springs Chamber of Commerce, Hot Springs AR, May 1989.

*A Psycho-Sociological Perspective Concerning the Interaction of the Retirement and Tourist Industries*, (with P. Tarlow). Hot Springs Chamber of Commerce, Hot Springs AR, April 1989.

*Hot Springs' Tourist Reality: A First Impression*, (with P. Tarlow). Hot Springs Chamber of Commerce, Hot Springs Arkansas, Jan. 1989.

*Tourism and Retirement: Can They Co-exist?* (with P. Tarlow). Hot Springs Chamber of Commerce, Hot Springs Arkansas, Dec. 1988.

**Presentations:**

“Future Trends in the Hotel Industry,” (with P. Tarlow). Washington D.C., American Automobile Association Four Diamond Event, March 1993.

“Tourism’s Role in the Coming Decades,” (with P. Tarlow). Orlando, FL, A two-day workshop for the Orlando CVB’s Board of Directors Retreat. Feb. 1993.

“Long-Term Visitor Analysis: Confronting Their Special Socio-Statistical Problems and Challenges,” (with P. Tarlow). Weslaco-Harlingen, TX, A presentation to the Rio Grande Valley Chambers of Commerce, February 1993.

“The Do’s and Don’ts of Qualitative and Quantitative Research,” (with P. Tarlow). Conroe, TX. A presentation to the Conroe Chamber of Commerce, January 1993.

“Examining Cameron’s Tourism Capabilities,” (with P. Tarlow). Cameron, TX. A presentation to the Cameron Chamber of Commerce, December 1992.

“Planning for the Future of Claiborne County’s Tourism Industry and Economic Development,” (with P. Tarlow). Port Gibson, MS. A presentation to the Claiborne County Board of Supervisors, November 1992.

“The Assessment Study: Ammunition for Small Communities,” (with P. Tarlow). Cameron, TX. A presentation to the Cameron Chamber of Commerce Tourism Committee, July 1992.

“Best of Tidbits, Excerpts From the Writings of P. Tarlow and M. Muehsam,” (with P. Tarlow). St. Joseph, MO, St. Joseph Chamber of Commerce, June 1992.

“A Profile Analysis of the Laredo Chamber of Commerce,” (with P. Tarlow), Laredo, TX. A presentation to the Laredo Chamber of Commerce, May 1992.

“The Art of the Assessment Study,” (with P. Tarlow), Temple, TX. A presentation to the Central Texas Bluebonnet Travel Council, May 1992.

“Insights on Economic Development, Tourism, and Quality of Life,” (with P. Tarlow), Port Gibson, MS. A presentation to the Claiborne County Board of Supervisors, April 1992.

*An Attitudinal Study of Laredo’s Public: Results of Laredo Telephone Poll*, (with P. Tarlow). Webb County Taxpayer’s League, Laredo, TX, March 1992.

“A Baseline for Waco’s Tourism,” (with P. Tarlow), Waco, TX. A presentation to the Brazos Corridor Commission, October 1991.

“The Value of Outside Consultants in Developing a Baseline for Tourism,” (with P. Tarlow). A presentation to the Brazos Valley Tourism Commission, Waco TX, April 1991.

“A Professional Perspective of Burnet’s Tourist Reality,” (with P. Tarlow). Burnet TX, Press Conference, Feb. 1991.

“Tourism in Small Town America” (with P. Tarlow). A presentation to the Navosota, Texas Chamber of Commerce, March 1990.

“Tourism’s Need for Critiques and Self Evaluation” (with P. Tarlow). A presentation to the Highlands Tourism Council, Burnet TX, Feb. 1990.

“Tourism’s Economic Potential” (with P. Tarlow). A presentation to Joe Mosely & Associates, Corpus Christi TX, Nov. 1989.

“Laredo’s Strong and Weak Tourist Points” (with P. Tarlow). A presentation to the Laredo Chamber of Commerce, Laredo TX, Nov. 1989.

“Tourism, Conventions, and Snowbirds” (with P. Tarlow). A presentation to the Laredo Chamber of Commerce, Laredo TX, June 1989.

“Tourism, Antiques and Small Town America” (with P. Tarlow). A presentation to the Chamber of Commerce, Calvert TX, May 1989.

“Retirement and Tourism, Can They Co-Exist?” (with P. Tarlow). Chamber of Commerce Retreat, Hot Springs AR, Dec. 1988. A presentation to city leaders.