

Curriculum Vita
Edwin R. Stafford

Professor of Marketing
Department of Marketing & Strategy
Jon M. Huntsman School of Business
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August 2023

Education

- Ph.D. Arizona State University, Tempe, AZ (1994)
Major: Marketing
Support: Social Psychology, Statistics
Dissertation: *Mapping Sociocognitive Processes in a Strategic Alliance*
- M.B.A. Santa Clara University, Santa Clara, CA (1989)
Major: Marketing
- B.S. San Jose State University, San Jose, CA (1987)
Major: Marketing
Minor: Music/Opera Performance

Research Program

Research centers on **sustainable marketing and entrepreneurship** with a particular emphasis on **green message framing** and the **market development and diffusion of clean technology** (e.g., renewable energy, natural refrigerants, and other “cleantech”/green products). Latest work centers on the annual **Utah High School Clean Air Marketing Contest** as the context to study the “Inconvenient Youth” effect of how teens influence their parents on pro-social behaviors.

Research Grants Awarded

Center for Civic Engagement & Service Learning, Utah State University (2015), “Community Bridge: Reducing Vehicle Idling in Cache Valley,” \$786.35 (Co-PI with Roslynn Brain and Emily Malik)

United States Department of Energy Congressionally Directed Grant (2008), “Renewable Energy for Rural Economic Development,” \$1,000,000 renewal request (Co-PI with Cathy L. Hartman)

United States Department of Energy (2007), “Renewable Energy for Rural Economic Development,” \$250,000 renewal (Co-PI with Cathy L. Hartman). Grant awarded by the U.S. Department of Energy after programmatic review of existing projects; **RERED was one of only five awarded meritoriously by the Office of Energy Efficiency and Renewable Energy.**

Marriner Eccles Foundation (2006), “Renewable Energy Rate Study,” \$5,000 (Co-PI with Cathy L. Hartman)

United States Department of Energy Congressionally Directed Grant (2006), "Renewable Energy for Rural Economic Development," \$495,000 renewal (Co-PI with Cathy L. Hartman)

United States Department of Energy Congressionally Directed Grant (2005), "Renewable Energy For Rural Economic Development," \$496,000. (Co-PI with Cathy L. Hartman)

Community/Utah Research Initiative (2003), "A Road Map for Wind Power Diffusion in Utah: Market Barriers, Opportunities, and Strategies for Action," \$19,766. (PI with Cathy L. Hartman)

City of Logan, Department of Environmental Services (2002), "Survey of Recycling Attitudes amongst Logan Citizens," \$2,000. (Co-PI with Arthur J. Caplan and Cathy Hartman)

New Faculty Research Grant, Utah State University (1996), "The International Strategic Alliance Evolutionary Cycle: An Enthohistorical Analysis of a Russian-US Space Technology Alliance," \$14,916.

Doctoral Student Fellowship, First Interstate Center for Services Marketing, Arizona State University (1991), "Mapping Sociocognitive Processes in a Strategic Alliance," \$3,500.

Refereed Journal Articles

Stafford, Edwin R. and Victoria N. Stafford (2023), "Now We're Cooking with Electromagnetism: Making Induction Stoves Cool," *Sustainability and Climate Change*, 16 (June), 182-193.

Stafford, Edwin R. and Roslynn G.H. Brain McCann (2022), "Building Teen Empowerment through a Clean Air Contest: Implications for Designing Education Outreach," *Sustainability and Climate Change*, 15 (June), 200-215.

Skill, Emily E., Edwin R. Stafford and Roslynn G.H. McCann (2020), "Community Engagement Strategies to Achieve 100 Percent Net-Renewable Electricity Resolutions," *Sustainability: The Journal of Record*, 13 (October), 225-241.

Stafford, Edwin R. and Antje R.H. Graul (2020), "Turning Consumers Green: From Green Marketing Myopia to Our 2020 Vision," *Sustainability: The Journal of Record*, 13 (February), 10-21.

McCann, Roslynn G.H., Edwin R. Stafford and Paige Morgan (2018), "The Inconvenient Youth Revisited: Teens, Parents, Clean Air Conversations and Actions," *Sustainability: The Journal of Record*, 11 (December), 284-297.

Stafford, Edwin R. and Roslynn G.H. Brain (2017), "The Inconvenient Youth: Exploring How High School Teens Voluntarily Influence (Pester?) Others on Confronting Air Pollution via a Clean Air Poster Contest," *Sustainability: The Journal of Record*, 10 (December), 340-351.

Stafford, Edwin R. (2017), "Bridging the Chasm: An Early Adopter's Perspective on How Electric Vehicles Can go Mainstream," *Sustainability: The Journal of Record*, 10 (June), 164-176.

Stafford, Edwin R. and Alexi Lamm (2016), "Developing Community Clean Air Public Service Announcements: A Typology of Message Sources and Appeals and Our Path Forward," *Sustainability: The Journal of Record*, 9 (October), 232-240.

Stafford, Edwin R. and Roslynn G.H. Brain (2015), "'My Mom Idles Less Than Your Mom!' Empowering High School Teens to Tackle Air Pollution," *Solutions Journal*, 6 (November-December), 48-59.

Lamm, Alexi and Edwin R. Stafford (2014), "Framing Sustainability for the Free, Frugal, and the Fit & Fabulous," *Solutions Journal*, 5 (March-April), 31-6.

Stafford, Edwin R. and Cathy L. Hartman (2013), "Saving the Environment and More! Lessons in Green Marketing," *Solutions Journal*, 4 (May-June), 27-32.

Stafford, Edwin R. and Cathy L. Hartman (2012), "Making Green More Macho," *Solutions Journal*, 3 (July-August), 25-29.

Stafford, Edwin R. and Cathy L. Hartman (2012), "Resolving Community Concerns over Local Wind Development in Utah," *Sustainability: The Journal of Record*, 5 (February), 38-43.

Hartman, Cathy L., Edwin R. Stafford, and Sandra Reategui (2011), "Harvesting Utah's Urban Winds," *Solutions Journal*, 2 (May-June), 42-50.

Hartman, Cathy L. and Edwin R. Stafford (2010), "Sell the Wind," *Stanford Social Innovation Review*, 8 (Winter), 25-6.

Livesey, Sharon M., Cathy L. Hartman, Edwin R. Stafford, and Molly Shearer (2009), "Performing Sustainable Development through Eco-Collaboration: The Ricelands Habitat Partnership," *Journal of Business Communication*, 46 (October), 423-454.

Stafford, Edwin R. and Cathy L. Hartman (2007), "Improving the Sustainability of Green Marketing," *Business Strategy and the Environment*, 16 (September), 456-7.

Hartman, Cathy L. and Edwin R. Stafford (2006), "Case Study: Chilling with Greenpeace, From the Inside Out," *Stanford Social Innovation Review*, 4 (Summer), 54-59.

Ottman, Jacquelyn A., Edwin R. Stafford, and Cathy L. Hartman (2006), "Avoiding Green Marketing Myopia: Ways to Improve Consumer Appeal for Environmentally Preferable Products," *Environment*, 48 (June), 22-36.

Stafford, Edwin R. (2003), "Commentary: Energy Efficiency and the New Green Marketing," *Environment*, 45 (April), 8-10.

Stafford, Edwin R., Cathy L. Hartman, and Yin Liang (2003), "Forces Driving Environmental Innovation Diffusion in China: The Case of Greenfreeze," *Business Horizons*, 46 (March/April), 47-56.

Stafford, Edwin R., Michael Jay Polonsky, and Cathy L. Hartman (2000), "Environmental NGO-Business Collaboration and Strategic Bridging: A Case Analysis of the Greenpeace-Foron Alliance," *Business Strategy and the Environment*, 9 (March-April), 122-135.

Hutt, Michael D., Edwin R. Stafford, Beth A. Walker, and Peter H. Reingen (2000), "Case Study: Defining the Social Network of a Strategic Alliance," *MIT Sloan Management Review*, 41 (2), 51-62.

Hartman, Cathy L. and Edwin R. Stafford (1998), "Crafting 'Enviropreneurial' Value Chain Strategies through Green Alliances," *Business Horizons*, 41 (March/April), 62-72.

Nair, Ajit S. and Edwin R. Stafford (1998), "Strategic Alliances in China: Negotiating the Barriers," *Long Range Planning*, 31 (February), 139-146.

Barnes, John W., Matthew H. Crook, Taira Koybaeva, and Edwin R. Stafford (1997), "Why Our Russian Alliances Fail," *Long Range Planning*, 30 (August), 540-550.

Hartman, Cathy L. and Edwin R. Stafford (1997), "Green Alliances: Building New Business with Environmental Groups," *Long Range Planning*, 30 (April), 184-196.

Stafford, Edwin R. and Cathy L. Hartman (1996), "Green Alliances: Strategic Relations Between Businesses and Environmental Groups," *Business Horizons*, 39 (March/April), 50-59.

Noble, Charles H., Edwin R. Stafford, and Rhonda K. Reger (1995), "A New Direction for Strategic Alliance Research in Marketing: Organizational Cognition," *Journal of Strategic Marketing*, 3 (September), 145-165.

Beltramini, Richard F. and Edwin R. Stafford (1993), "Comprehension and Perceived Believability in Seals of Approval in Advertising," *Journal of Advertising*, 22 (September), 3-13.

Wassenaar, Dirk J. and Edwin R. Stafford (1991), "The Lodging Index: An Economic Indicator for the Hotel/Motel Industry," *Journal of Travel Research*, 30 (Summer), 18-21.

Stafford, Edwin (1990), "Under New Management: The Changing of the Guards," *Journal of Property Management*, 55 (May/June), 34-38.

Peer-Reviewed Documentary

Scaling Wind (2013) Michelle Nunez (Producer/Director), Edwin Stafford and Cathy Hartman (Producers/Writers). 30 minute feature film about America achieving 20 percent of its electricity from wind power. Premiered November 2013.

Wind Uprising (2010) Michelle Nunez (Producer/Director), Edwin Stafford and Cathy Hartman (Producers/Writers). 30 minute short tracing the four-year struggle to establish the first wind project in Utah at the mouth of Spanish Fork Canyon. DVD released July 2011.

Research Awards and Recognition

Topmost-downloaded article from *Sustainability: The Journal of Record* for 2020: "Turning Consumers Green: From Green Marketing Myopia to Our 2020 Vision" (with Antja R.H. Graul)

Second most-downloaded article from *Sustainability: The Journal of Record* for 2020: "Community Engagement Strategies to Enact 100 Percent Net-Renewable Electricity Resolutions" (with Emily E. Skill and Roslynn G.H. Brain McCann).

"Avoiding Green Marketing Myopia" article noted as ranked 10th out of 26 of most cited articles in the "diffusion of eco-innovation" literature and the only "most cited article" from the marketing discipline. Recognized in a citation analysis reported in Karakaya, Emrah, Antonio Hidalgo, and Cali Nuur (2014), "Diffusion of Eco-Innovations: A Review," *Renewable and Sustainable Energy Reviews*, 33 (March), 392-399.

"Yes In My Backyard Award" for documentary *Wind Uprising* at Windustry's "Community Wind Across America" Conference (February 8, 2011).

"Silver Sierra Award" for documentary *Wind Uprising* at the Yosemite Film Festival (October 2010).

"Seven Summits Award" for documentary *Wind Uprising* at the Mountain Film Festival for "Best Environmental Film" category (February 2010).

“Research Matters” Office of Vice President for Research, Utah State University (2004). Research on renewable energy development in Utah was featured in Utah State University’s *Research Matters* outreach publication.

“Richard Beckhard Memorial Prize” for the most outstanding *MIT Sloan Management Review* article on planned change and organizational development (April 2001). The award was given for: Hutt, Michael D., Edwin R. Stafford, Beth A. Walker, and Peter H. Reingen (2000), “Case Study: Defining the Social Network of a Strategic Alliance,” *Sloan Management Review*, 41 (2), 51-62.

“Best Overall Student Competitive Paper” Award, American Marketing Association Summer Educators’ Conference (August 1992). The award was given for: Stafford, Edwin R. (1992), “Implications of Strategic Alliance Structure: A Cooperative Strategy / Relational Exchange Framework,” in *American Marketing Association Summer Educators’ Conference Proceedings*, Robert P. Leone and V. Kumar, eds. Chicago, IL: American Marketing Association, 101-107; presented in Chicago, IL, August, 1992.

“Best Student Paper in Marketing Management and Strategy” Award, American Marketing Association Summer Educators’ Conference (August 1992). The award was given for: Stafford, Edwin R. (1992), “Implications of Strategic Alliance Structure: A Cooperative Strategy / Relational Exchange Framework,” in *American Marketing Association Summer Educators’ Conference Proceedings*, Robert P. Leone and V. Kumar, eds. Chicago, IL: American Marketing Association, 101-107; presented in Chicago, IL, August, 1992.

State-of-the-Art Book Chapters

Stafford, Edwin R. and Cathy L. Hartman, (2014), “NGO-Initiated Sustainable Entrepreneurship and Social Partnerships: Greenpeace’s “Solutions” Campaign for Natural Refrigerants in North America,” in *Social Partnerships & Responsible Business: A Research Handbook*, M. May Seitanidi and Andrew Crane, editors, Oxford, Routledge, 164-90.

Hartman, Cathy L., Peter S. Hofman, and Edwin R. Stafford (2002), “Environmental Collaboration: Potential and Limits,” in *Partnership and Leadership: Building Alliances for a Sustainable Future*, Theo de Bruijn and Arnold Tukker, editors, Dordrecht: Kluwer Academic Publishers, 21-40.

Stafford, Edwin R. and Cathy L. Hartman (2001), “Greenpeace’s Greenfreeze Campaign: Hurdling Competitive Forces in the Diffusion of Environmental Innovation,” in *Ahead of the Curve: Cases of Innovation in Environmental Management*, K. Green, P. Groenewegen, and P.S. Hofman, editors, Dordrecht: Kluwer Academic Publishers, 107-131.

Stafford, Edwin R. and Cathy L. Hartman (2000), “Environmentalist-Business Collaborations: Social Responsibility, Green Alliances, and Beyond,” in *Advertising Research: The Internet, Consumer Behavior, and Strategy*, George Zinkhan, editor, Chicago, IL: American Marketing Association, 170-192.

Hartman, Cathy L., Edwin R. Stafford, and Michael Jay Polonsky (1999), “Green Alliances: Environmental Groups as Strategic Bridges to Other Stakeholders,” in *Greener Marketing: A Global Perspective to Greening Marketing Practice*, Second Edition, M. Charter and Michael Jay Polonsky, editors, Sheffield, UK: Greenleaf Publishing, 164-180.

Peer-Reviewed Government Reports and Economic Analyses

Parker, Jeffrey, Edwin R. Stafford, and Cathy L. Hartman (2013), “An Analysis of State-Level Economic Impacts from the Development of Wind Power Plants in Wayne County, Utah,” Center for the Market Diffusion of Renewable Energy and Clean Technology, Utah State University, June.

Parker, Jeffrey, Cathy L. Hartman and Edwin R. Stafford (2013), "An Analysis of State-Level Economic Impacts from the Development of Wind Power Plants in Box Elder County, Utah," Center for the Market Diffusion of Renewable Energy and Clean Technology, Utah State University, June.

Coover, Austin, Edwin R. Stafford, and Cathy L. Hartman (2013), "An Analysis of State-Level Economic Impacts from the Development of Wind Power Plants in Cache County, Utah," Center for the Market Diffusion of Renewable Energy and Clean Technology, Utah State University, June.

Ratliff, David J., Cathy L. Hartman and Edwin R. Stafford (2010), "An Analysis of State-Level Economic Impacts from the Development of Wind Power Plants in San Juan County, Utah," U.S. Department of Energy, Energy Efficiency and Renewable Energy, March, Report No. DOE/GO-102010-3005.

Ratliff, David J., Cathy L. Hartman and Edwin R. Stafford (2009), "An Analysis of State-Level Economic Impacts from the Development of Wind Power Plants in Summit County, Utah," U.S. Department of Energy, Energy Efficiency and Renewable Energy, October, Report No. DOE/GO-102009-2918.

Reategui, Sandra, Edwin R. Stafford, and Cathy L. Hartman (2009), "Generating Economic Development from a Wind Power Project in Spanish Fork Canyon, Utah: A Case Study and Analysis of State-Level Economic Impacts," U.S. Department of Energy, Energy Efficiency and Renewable Energy, January, Report No. DOE/GO-102009-2760.

Hartman, Cathy L. and Edwin R. Stafford (2007), "Utah Perspectives from the Second Annual Harvesting Energy Summit (2007): Outcomes from the 'Dialogue Diner' and Stakeholder Panel Sessions," U.S. Department of Energy, Energy Efficiency and Renewable Energy, April, Report No. DOE/GO-102007-2422.

Mongha, Nikhil, Edwin R. Stafford, and Cathy L. Hartman (2006), "An Analysis of the Economic Impact on Tooele County, Utah, from the Development of Wind Power Plants," U.S. Department of Energy, Energy Efficiency and Renewable Energy, August, Report No. DOE/GO-102006-2353.

Mongha, Nikhil, Edwin R. Stafford, and Cathy L. Hartman (2006), "An Analysis of the Economic Impact on Box Elder County, Utah, from the Development of Wind Power Plants," U.S. Department of Energy, Energy Efficiency and Renewable Energy, August, Report No. DOE/GO-102006-2350.

Mongha, Nikhil, Edwin R. Stafford, and Cathy L. Hartman (2006), "An Analysis of the Economic Impact on Utah County, Utah, from the Development of Wind Power Plants," U.S. Department of Energy, Energy Efficiency and Renewable Energy, May, Report No. DE-FG48-05R810736.

Peer-Reviewed USU Extension Fact Sheet

May, Whitney, Roslynn Brain, and Edwin Stafford (2013), "Wind Power in Utah," Utah State University Extension Sustainability Fact Sheet, July, http://extension.usu.edu/files/publications/publication/Sustainability_2012-16pr.pdf.

Guest Editorship Editorial

Hartman, Cathy L., Peter S. Hofman, and Edwin R. Stafford (1999), "Partnerships: A Path to Sustainability," *Business Strategy and the Environment*, 8 (September-October), 225-266. (Introduction to special issue; courtesy reviewed)

Book Reviews

Stafford, Edwin R. (2023), "Book Review: *Immersion: The Science of the Extraordinary and the Source of Happiness*," *Sustainability and Climate Change*, forthcoming.

Hartman, Cathy L. and Edwin R. Stafford (2003), "Book Review: *Unfolding Stakeholder Thinking: Theory, Responsibility, and Engagement*," *Journal of the Academy of Marketing Science*, 31 (4), 486.

Stafford, Edwin R. (2002), "Book Review: *Perspectives on Corporate Citizenship*, edited by Jorg Andriof and Malcolm McIntosh," *Environment*, 44(6), 45.

Stafford, Edwin R. and Cathy L. Hartman (2001), "Book Review: *NGOs Engaging With Business: A World of Difference and a Difference to the World*, by Simon Heap," *Journal of the Academy of Marketing Science*, 29 (4), 418-9.

Hartman, Cathy L. and Edwin R. Stafford (2001), "Book Review: *Collaborative Approaches to Resolving Conflict*, by Myra Warren Isenhardt and Michael Spangle," *Journal of Business Research*, 53 (3), 163-4.

Peer-Reviewed Conference Proceedings

Stafford, Edwin R. and Cathy L. Hartman (1998), "Toward an Understanding of the Antecedents of Environmentalist-Business Cooperative Relations," in *American Marketing Association Summer Educators' Conference Proceedings*, Ronald C. Goodstein and Scott B. MacKenzie, eds. Chicago, IL: American Marketing Association, 56-63; presented in Boston, MA, August, 1998.

Hartman, Cathy L. and Edwin R. Stafford (1997), "Market-based Environmentalism: Developing Green Marketing Strategies and Relationships," in *American Marketing Association Winter Educators' Conference Proceedings*, Debbie Thorne LeClair and Michael Hartline, eds. Chicago, IL: American Marketing Association, 156-163; presented in St. Petersburg, FL, February, 1997.

Koybaeva, Taira, Edwin R. Stafford, John W. Barnes, and Matthew H. Crook (1997), "Understanding the 'Culture Clash' in Russian-Western Strategic Alliances: An Application of Wilkins' Culture Audit," in *American Marketing Association Winter Educators' Conference Proceedings*, Debbie Thorne LeClair and Michael Hartline, eds. Chicago, IL: American Marketing Association, 309-316; presented in St. Petersburg, FL, February, 1997.

Hartman, Cathy L. and Edwin R. Stafford (1996), "The Dynamics of Environmental Alliance Relationships: Some Preliminary Propositions," in *American Marketing Association Winter Educators' Conference Proceedings*, Edward A. Blair and Wagner A. Kamakura, eds. Chicago, IL: American Marketing Association, 414-421; presented in Hilton Head, SC, February, 1996.

Stafford, Edwin R., Beth A. Walker, and Vincent J. Blasko (1996), "Headline-Visual Consistency in Print Advertisements: Effects on Processing and Evaluation," in *Advances in Consumer Research*, Volume 23, Kim P. Corfman and John G. Lynch, Jr., eds. Provo, UT: Association for Consumer Research, 56-62; presented in Minneapolis, MN, October, 1995.

Stafford, Edwin R. (1995), "Opportunities for Alliance Research in Marketing: An Argument for a Multi-Method Case Research Strategy," in *American Marketing Association Summer Educators' Conference Proceedings*, Barbara B. Stern and George M. Zinkhan, eds. Chicago, IL: American Marketing Association, 508-515; presented in Washington, DC, August, 1995.

Stafford, Edwin R. (1995), "Toward the Conceptualization of the Strategic Alliance Evolutionary Cycle: An Illustration of the Apple-IBM Relationship," in *American Marketing Association Winter Educators' Conference Proceedings*, David W. Stewart and Naufel J. Vilcassim, eds. Chicago, IL: American Marketing Association, 87-94; presented in La Jolla, CA, February, 1995.

Barnes, John W. and Edwin R. Stafford (1994), "Partner Organizational Cultures in Strategic Alliances: A Suggested Research Agenda," in *American Marketing Association Summer Educators' Conference Proceedings*, Ravi Achrol and Andrew Mitchell, eds. Chicago, IL: American Marketing Association, 1-8; presented in San Francisco, CA, August, 1994.

Barnes, John W. and Edwin R. Stafford (1993), "Strategic Alliance Partner Selection: When Organizational Cultures Clash," in *American Marketing Association Educators' Conference Proceedings*, David W. Cravens and Peter R. Dickson, eds. Chicago, IL: American Marketing Association, 424-433; presented in Boston, MA, August, 1993.

Stafford, Edwin R. (1992), "Implications of Strategic Alliance Structure: A Cooperative Strategy / Relational Exchange Framework," in *American Marketing Association Summer Educators' Conference Proceedings*, Robert P. Leone and V. Kumar, eds. Chicago, IL: American Marketing Association, 101-107; presented in Chicago, IL, August, 1992.

Conference Presentations/Panel Discussions with no Proceedings

McCann, Roslynn and Edwin Stafford (2019), "Utah High School Clean Air Poster Contest: Science, Art, Marketing, Behavioral Change, and Community Outreach for Better Air Quality," 2019 National Sustainability Summit (April 18), Tampa, FL.

Stafford, Edwin (2018), "Empower the 'Inconvenient Youth' via the Utah High School Clean Air Poster Contest," Air Quality: Science for Solutions (March 29), Weber State University, Ogden, UT.

Carr, Jim, Alexi Lamm, Nancy Landrum, and Edwin Stafford (2014), "Promoting Conservation on Conservative Campuses," Association for the Advancement of Sustainability in Higher Education Conference & Expo (October 26-29), Portland, OR.

Stafford, Edwin R. and Cathy L. Hartman (2012), "Against the Wind: Lessons Learned on Resolving a Citizen Uprising in Spanish Fork, Utah," Poster, Wind Power 2012 (June 3-6), Atlanta, GA.

Reategui, Sandra, Edwin R. Stafford, and Cathy L. Hartman (2007), "2007 JEDI Report for Utah County Spanish Fork," Second Annual Intermountain Harvesting Energy Summit (February 28), Salt Lake City, Utah.

Hartman, Cathy L. and Edwin R. Stafford (2006), "County Level Economic Impacts from Commercial Wind Park Development Using the JEDI Model," Uinta Headwaters Resource Conservation and Development Council Renewable Energy Conference, (November 10), Park City, Utah.

Hartman, Cathy L. and Edwin R. Stafford (2006), "The Three Cs for Avoiding 'Green Marketing Myopia,'" Utah Bioneers 3rd Annual Conference, Edwin R. Stafford, moderator (October 21), Logan, Utah.

Hartman, Cathy L., and Edwin R. Stafford (2006), "Renewable Energy for Rural Economic Development – Peer Review," National Renewable Energy Laboratory Peer-Review Conference, (May 11), Golden, CO.

Stafford, Edwin R. and Cathy L. Hartman (2006), "How to Avoid Green Marketing Myopia," EnvironDesign10 Conference, (April 27), Toronto, Canada.

Stafford, Edwin R. and Cathy L. Hartman (2005), "Winds of Opportunity for Utah and the West," Utah Bioneers 2nd Annual Conference, Catherine Logan, moderator, (October 14), Logan, Utah.

Stafford, Edwin R. and Cathy L. Hartman (2005), "Energy in the West: A Discussion of the Politics, Economics, and Science of Energy and Energy Efficiency in the Western States," Roundtable presentation, Bill Dinklage, moderator, Shaping the American West Conference, (June 11), Snowbird, Utah.

Stafford, Edwin R. (2005), "Conspicuous Conservation," EnvironDesign9 Conference, (April 21), New York City, NY.

Stafford, Edwin R. and Cathy L. Hartman (2004), "Sustainable Development: Energy, Transportation, and Natural Resources," Technology To Market Horizons Technology Conference," Panel presentation, Ruland Gill, moderator (October 13), Salt Lake City, UT.

Watson, Christine, Cathy L. Hartman and Edwin R. Stafford (2004), "The Anatomy of a 'Buzz Marketing' Campaign: The Winds of Opportunity for Utah," Third Annual All States Wind Summit (April 1), Chicago, IL.

Stafford, Edwin R. and Cathy L. Hartman (2003), "Selling Energy Efficiency: Challenge and Solutions Workshop," presented at the 11th International Greening of Industry Network Conference (October 13), San Francisco, CA.

Hartman, Cathy L. and Edwin R. Stafford (2003), "Leapfrogging to Cleaner Technologies in Emerging Economies: 'Leading Without Authority' in 'Type 2' Partnerships," presented at the 11th International Greening of Industry Network Conference (October 12), San Francisco, CA.

Stafford, Edwin R. and Cathy L. Hartman (2003), "Barriers to Wind Power in Utah," panel presentation, Sheryl Allen, moderator, Utah Wind & Solar Energy Conference (October 1), Salt Lake City, UT.

Stafford, Edwin R. and Cathy L. Hartman (2000), "The Paradoxes and Challenges of Creating Social Good Through Environmentalist-Marketer Collaboration," presented at the Academy of Marketing Science Conference (May), Montreal, Canada.

Hartman, Cathy L., Ann E. Feyerherm, and Edwin R. Stafford (1999), "Paradoxes of Collaborating with the Enemy," presented at the 8th International Greening of Industry Network Conference (November), Chapel Hill, NC.

Stafford, Edwin R., Michael Jay Polonsky, and Cathy L. Hartman (1999), "Environmental NGO-Marketer Collaboration and Strategic Bridging: A Case Analysis of the Greenpeace-Foron Alliance," presented at the Stakeholder Management Special Session, American Marketing Association Summer Educators' Conference (August), San Francisco, CA.

Stafford, Edwin R. and Cathy L. Hartman (1999), "Environmental NGO-Marketer Cooperation: An Organizational and Relationship Credibility Framework with Implications for Marketing Communications," presented at the Advertising Special Interest Group Pre-Conference Session, American Marketing Association Winter Educators' Conference (February), St. Petersburg, FL.

Hartman, Cathy L. and Edwin R. Stafford (1998), "Toward an Understanding of the Antecedents of Environmentalist-Business Cooperative Relations," presented at the 7th International Greening of Industry Network Conference (November), Rome, Italy.

Stafford, Edwin R., Michael Jay Polonsky, and Cathy L. Hartman (1998), "Green Alliances: Environmental Groups as Strategic Bridges to Other Stakeholders," presented at the 7th International Greening of Industry Network Conference (November), Rome, Italy.

Hartman, Cathy L. and Edwin R. Stafford (1997), "Green Alliances: Forging Corporate-Environmental Group Collaborative Relationships," presented at the 6th International Greening of Industry Network Conference (November), Santa Barbara, CA.

Stafford, Edwin R., Cathy L. Hartman, and Camille A. Pendleton (1997), "Green Alliances: A Typology with Strategic Implications," presented at American Marketing Association Winter Educators' Conference (February), St. Petersburg, FL (Poster Session).

Noble, Charles H., Edwin R. Stafford, and Rhonda K. Reger (1993), "A New Direction in Strategic Alliance Research: Organizational Cognition," presented at the Strategic Management Society Annual International Conference (September), Chicago, IL.

Teaching Program

My primary teaching responsibility is **MSLE 4590 Marketing Strategy**. The course is a marketing strategy course framed around the development of a marketing audit of an assigned company. In the past, I have also taught strategy and fundamentals of marketing courses at both undergraduate and graduate levels. I also engage in **education outreach** as a guest lecturer, op-ed/commentary contributor, and expert source to the news media and radio. My principal outreach initiative is the **Utah High School Clean Air Marketing Contest**, a civic engagement initiative to empower teens about local air pollution.

Teaching Experience

Professor of Marketing, Utah State University, April 2008 to present

- Marketing Strategy/Audit (undergraduate)
- Global Marketing Strategy (undergraduate)

Associate Professor of Marketing, Utah State University, August 2000 to 2008

- Marketing Strategy (graduate)
- Global Marketing Strategy (undergraduate)
- Supervision of Student Professional Paper Projects
- Fundamentals of Marketing (graduate, accelerated traveling MBA program)

Assistant Professor of Marketing, Utah State University, September 1993 to August 2000

- Marketing Strategy (graduate and undergraduate)
- Global Marketing Strategy
- Fundamentals of Marketing
- Supervision of Student Professional Paper Projects

Instructor, Arizona State University, July 1990 to May 1993

- Marketing Management
- Fundamentals of Marketing

Utah High School Clean Air Marketing Contest

The contest integrates science, art, and savvy marketing to educate teens learning to drive to understand the air pollution implications of their new driving privilege through a fun advertising contest. Data has been collected from teen contestants and their parents to evaluate how the contest may be influencing driving/transportation behaviors and contestants' influence on their parents/family members (called the Inconvenient Youth effect).

Utah High School Clean Air Marketing Contest (2023-24) – now underway.

Utah High School Clean Air Marketing Contest (2022-23) – served over 800 teens from Grangers, Ridgeline, West Side, Preston, Logan, Fast Forward High Schools (Grand County, Carbon and Whitehorse High Schools served by Roslynn Brain McCann).

Utah High School Clean Air Marketing Contest (2021-22) – served almost 1000 teens from Granger, Ridgeline, West Side, Preston, Logan, Sky View, Fast Forward High Schools (Grand County and Whitehorse High Schools served by Rolsynn Brain McCann).

Utah High School Clean Air Poster Contest (2019-20) – served over 800 teens from Granger, Ridgeline, West Side, Preston, Logan, Green Canyon, Fast Forward, and Mountain Crest High Schools (Grand County High School served by Roslyn Brain McCann)

Utah High School Clean Air Poster Contest (2018-19) – served Ridgeline, Sky View, Mountain Crest, Green Canyon, Fast Forward, and Preston High Schools (Grand County and Carbon High Schools served by Roslynn Brain McCann)

Utah High School Clean Air Poster Contest (2017-18) – served Logan, Ridgeline, Sky View, Mountain Crest, Green Canyon, and Fast Forward High Schools (Grand County High, served by Roslynn Brain McCann)

Utah High School Clean Air Poster Contest (2016-17) – served Logan, InTech, Ridgeline, Sky View, South Campus and Fast Forward High Schools

Logan High School Clean Air Poster Contest (2015-16)

Logan High School Clean Air Poster Contest (2015)

Teaching/Education Outreach Awards

Inaugural Sustainability Educator Award, Sustainability Symposium, Utah State University, April 15 (2015)

Eldon J. Gardner Teaching Award, Utah State University (2003)

Bill E. Robins University “Teacher of the Year” Award, Utah State University (2003)

Merrill Library Faculty Award for Library Literacy, Utah State University (2003)

“Teacher of the Year” Award, College of Business, Utah State University (2003)

“Teacher of the Year” Award, Department of Business Administration, Utah State University (2003)

“Meritorious Achievement in Environmental Education” Award, Salt Lake Organizing Committee for the Olympic Winter Games of 2002 (2000)

“Alumni Professorship” Award, Utah State University Alumni Association (1999)

“Teacher of the Year” Award, College of Business, Utah State University (1999)

“Teacher of the Year” Award, Department of Business Administration, Utah State University (1999)

“Top Professor” Award, Mortar Board Senior Honor Society, Utah State University (1999)

“Faculty Book” Award, Bookstore, Utah State University (1998)

“Teacher of the Year” Award, College of Business, Utah State University (1997)

“Teacher of the Year” Award, Department of Business Administration, Utah State University (1997)

“Doctoral Student Teaching” Award, Department of Marketing, Arizona State University (1993)

Nominations for Teaching Awards

“Distinguished Teaching in Marketing” Award, Academy of Marketing Science Teaching Special Interest Group (1998)

“International Professor of the Year” Award, International Student Council, Utah State University (1994)

Teaching Cases/Videos

Hartman, Cathy L., Edwin R. Stafford, and Mary C. Gentile (2012), “Social Responsibility or Insanity: The Entrepreneurial Struggle to Build Utah’s First Wind Project,” and teaching notes available at www.GivingVoiceToValues.org.

Hartman, Cathy L., Edwin R. Stafford, and Mary C. Gentile (2012), Segment I, Parts 1 & 2, “Livingston’s Quest for “A Way to Give Back,” video case, available at <http://huntsman.usu.edu/cleantech/htm/cases>.

Hartman, Cathy L., Edwin R. Stafford, and Mary C. Gentile (2012), Segment II, Parts 1 & 2, “Livingston Faces Transmission, Pricing, and Utility Conflicts,” video case, available at <http://huntsman.usu.edu/cleantech/htm/cases>.

Hartman, Cathy L., Edwin R. Stafford, and Mary C. Gentile (2012), Segment III, Parts 1 & 2, “Livingston Faces Community Conflict,” video case, available at <http://huntsman.usu.edu/cleantech/htm/cases>.

Doctoral Dissertation Committee

Abigail Kidd, Environment and Society Department, College of Natural Resources, Spring 2018. Committee member with Chris Monz (chair), Eddy Berry, Mark Brunson, and Jennifer Peeples.

Masters Thesis Committees

Skill, Emily, Environment and Society Department, College of Natural Resources, completed Spring 2019. Committee member with Roslynn Brain McCann (chair).

Blake Thomas, Environment and Society Department, College of Natural Resources, Spring 2015. Committee member with Roslynn Brain (chair) and Joseph Tainter.

Betsy Byrne, “Community Renewable Energy: The Potential for Energy Generation on Public Land in Cedar City, Utah,” Landscape Architecture and Environmental Planning, College of Agriculture, Defended April 30, 2014. Committee member with Carlos Licon (chair) and Keith Christensen.

Neal Barth, “Connecting Wind Energy Development with Visual Resource Management,” Landscape Architecture and Environmental Planning, College of Agriculture, Defended April 27, 2012. Committee member with Carlos Licon (chair) and Keith Christensen.

Student Internship Advisements

Darren Bingham, Commonwealth of Massachusetts (Fall 2016)

Rui Zu, USU Student Media (Spring 2016)

Dallon Smith, USU Blue Goes Green Program (Spring 2016)

Katelyn Allison, Idaho National Lab (Fall 2015)

Chase Anderson, iFit (Fall 2015)

Garrett Bosshardt (Summer 2015)

Michael Peine (Summer 2015)

Bilin Su (Summer 2015)

Glen Tonge (Summer 2015)

Other Student Advising/Engagement

Advisor for student team to develop Blue Goes Green Signage, Fall 2017.

Marketing Majors Overview video, Summer 2016. <https://huntsman.usu.edu/undergraduate/majors/marketing-major>

Advisor for student team to develop commercial for Blue Goes Green initiative, Spring 2014. <https://www.youtube.com/watch?v=svCnc4z2ZEc>

Advisor for student team to develop Blue Goes Green Signage, Fall 2013.

Education Outreach – Testimony to Policy Makers

Logan Municipal Council, March 7, 2023. Presented brief overview of 2023 state winners of the Utah High School Clean Air Marketing Contest and a proposal for engaging elementary schools on clean air actions. Also led Pledge of Allegiance.

Logan, Municipal Council, October 4, 2022. Presented brief update on the Utah High School Clean Air Marketing Contest and led Pledge of Allegiance.

Logan Municipal Council, February 6, 2018. Presented brief overview of “Tackling Air Pollution: How the ‘Inconvenient Youth’ Influence (Pester?) Others on Pro-Social Behavior.” Results of 2017 Utah High School Clean Air Poster Contest.

Logan Municipal Council, May 5, 2015. Testified about the Logan High Clean Air Poster Contest, with Emily Malik and three Logan High School student winners of the contest.

San Juan County Commissioners, April 16, 2007. Testified about county- and state-level economic impacts of wind development for San Juan County, with Cathy L. Hartman and Sandra Reategui.

Utah Legislature, Public Utilities and Technology Interim Committee, November 15, 2006. Testified about the state-level economic impacts of wind development of the proposed Spanish Fork wind project, with Cathy L. Hartman.

Utah Legislature, Public Utilities and Technology Interim Committee, July 19, 2006. Testified about economic impacts of wind development in rural counties, with Cathy L. Hartman.

Education Outreach – Presentations/Guest Lectures/Keynote Addresses/Documentary Film Screenings

“Wind Uprising,” documentary screening and audience discussion, MSLE 4590 Marketing Strategy (1:30 p.m.), Huntsman School of Business, Logan, Utah, April 25, 2023.

“Wind Uprising,” documentary screening and audience discussion, MSLE 4590 Marketing Strategy (3:00 p.m.), Huntsman School of Business, Logan, Utah, April 25, 2023.

“2023 Utah High School Clean Air Marketing Contest,” Cache Community Connections Earth Day Celebration, 1st/2nd Ward LDS Meeting House, Logan, UT, April 21, 2023.

“Turning Consumers Green,” MSLE 3855 Sustainability Marketing, Antje Graul, instructor, Huntsman School of Business, Utah State University, Logan, UT, April 12, 2023.

“Turning Consumers Green,” USU Day in the Life Program, Huntsman School of Business, Utah State University, Logan, UT, March 17, 2023.

“Building Teen Empowerment through a Clean Air Marketing Contest,” ENVS 4700, Communicating Sustainability, Roslynn McCann, instructor, College of Natural Resources, Utah State University, Logan, UT, February 14, 2023. (Over Zoom)

“Wind Uprising,” documentary screening and audience discussion, MSLE 4590 Marketing Strategy (1:30 p.m.), Huntsman School of Business, Logan, Utah, December 8, 2022.

“Wind Uprising,” documentary screening and audience discussion, MSLE 4590 Marketing Strategy (3:00 p.m.), Huntsman School of Business, Logan, Utah, December 8, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (10:00 a.m.), Jaycie Self, instructor, Ridgeline High School, Nibley, UT, December 7, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (11:05 a.m.), Jaycie Self, instructor, Ridgeline High School, Nibley, UT, December 7, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Environmental Science (10:00 a.m.), Andrew Semademi, instructor, Logan High School, Logan, UT, November 7, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Environmental Science (1:25 p.m.), Andrew Semademi, instructor, Logan High School, Logan, UT, November 7, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Environmental Science (11:25 a.m.), Andrew Semademi, instructor, Logan High School, Logan, UT, November 4, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Environmental Science (1:25 p.m.), Andrew Semademi, instructor, Logan High School, Logan, UT, November 4, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Introduction to Business (3 p.m.), Maureen Larsen, instructor, Preston High School, Preston, ID, October 26, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Digital Art (1:55 p.m.), Maureen Larsen, instructor, Preston High School, Preston, ID, October 26, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Digital Art (12:50 p.m.), Maureen Larsen, instructor, Preston High School, Preston, ID, October 26, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (8:00 a.m.), Jaycie Self, instructor, Ridgeline High School, Nibley, UT, October 10, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (12:40 p.m.), Jaycie Self, instructor, Ridgeline High School, Nibley, UT, October 10, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art 2 (1:45 p.m.), Jaycie Self, instructor, Ridgeline High School, Nibley, UT, October 10, 2022.

Opening Presentation on Utah High School Clean Air Marketing Contest and Pledge of Allegiance, Logan Municipal Council Meeting, Logan, UT, October 4, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (9:13 a.m.), Penny Tolman, instructor, West Side High School, Dayton, ID, October 3, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (10:16 a.m.), Penny Tolman, instructor, West Side High School, Dayton, ID, October 3, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (2:53 a.m.), Penny Tolman, instructor, West Side High School, Dayton, ID, October 3, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (7:30 a.m.), Allyson Galarza and Kathleen Warren, instructors, Granger High School, West Valley City, UT, September 19, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (9:01 a.m.), Allyson Galarza and Kathleen Warren, instructors, Granger High School, West Valley City, UT, September 19, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (11:08 a.m.), Allyson Galarza and Kathleen Warren, instructors, Granger High School, West Valley City, UT, September 19, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (12:45 p.m.), Allyson Galarza and Kathleen Warren, instructors, Granger High School, West Valley City, UT, September 19, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (9 a.m.), Andy Worrell, instructor, Fast Forward Charter High School, North Logan, UT, September 14, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (1 p.m.), Andy Worrell, instructor, Fast Forward Charter High School, North Logan, UT, September 14, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (7:30 a.m.), Allyson Galarza and Kathleen Warren, instructors, Granger High School, West Valley City, UT, September 13, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (11:08 a.m.), Allyson Galarza and Kathleen Warren, instructors, Granger High School, West Valley City, UT, September 13, 2022.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (12:45 p.m.), Allyson Galarza and Kathleen Warren, instructors, Granger High School, West Valley City, UT, September 13, 2022.

“Wind Uprising,” documentary screening and audience discussion, MSLE 4590 Marketing Strategy (3:00 p.m.), Huntsman School of Business, Logan, Utah, April 26, 2022.

“Wind Uprising,” documentary screening and audience discussion, MSLE 4590 Marketing Strategy (1:30 p.m.), Huntsman School of Business, Logan, Utah, April 26, 2022.

“Building Teen Empowerment through a Clean Air Marketing Contest,” ENV5 4700, Communicating Sustainability, Roslynn McCann, instructor, College of Natural Resources, Utah State University, Logan, UT, February 17, 2022. (Over Zoom)

“Turning Consumers Green,” ENV5 4700, Communicating Sustainability, Roslynn McCann, instructor, College of Natural Resources, Utah State University, Logan, UT, February 15, 2022. (Over Zoom)

“Wind Uprising,” documentary screening and audience discussion, MSLE 4590 Marketing Strategy (1:30 p.m.), Huntsman School of Business, Logan, Utah, December 9, 2021.

“Wind Uprising,” documentary screening and audience discussion, MSLE 4590 Marketing Strategy (3:00 p.m.), Huntsman School of Business, Logan, Utah, December 9, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (12:40 p.m.), Jaycie Self, instructor, Ridgeline High School, Nibley, UT, December 1, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (11:35 a.m.), Jaycie Self, instructor, Ridgeline High School, Nibley, UT, December 1, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (8 a.m.), Jaycie Self, instructor, Ridgeline High School, Nibley, UT, December 1, 2021.

How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Environmental Science (9:35 a.m.), Andrew Semadeni, instructor, Logan High School, Logan, UT, November 15, 2021.

How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Environmental Science (8 a.m.), Andrew Semadeni, instructor, Logan High School, Logan, UT, November 15, 2021.

How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Environmental Science (9:35 a.m.), Andrew Semadeni, instructor, Logan High School, Logan, UT, November 12, 2021.

How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Environmental Science (8 a.m.), Andrew Semadeni, instructor, Logan High School, Logan, UT, November 12, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Introduction to Business (3 p.m.), Maureen Larsen, instructor, Preston High School, Preston, ID, October 27, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Digital Art (1:55 p.m.), Maureen Larsen, instructor, Preston High School, Preston, ID, October 27, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Digital Art (12:50 p.m.), Maureen Larsen, instructor, Preston High School, Preston, ID, October 27, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (12:20 p.m.), Nancy Cox, instructor, West Side High School, Dayton, ID, October 18, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (10:16 a.m.), Nancy Cox, instructor, West Side High School, Dayton, ID, October 18, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (9:13 a.m.), Nancy Cox, instructor, West Side High School, Dayton, ID, October 18, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (1:30 p.m.), Janimarie DeRose, instructor, Sky View High School, Smithfield, UT, October 11, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (12:30 a.m.), Janimarie DeRose, instructor, Sky View High School, Smithfield, UT, October 11, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (10:30 a.m.), Janimarie DeRose, instructor, Sky View High School, Smithfield, UT, October 11, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (1:45 p.m.), Jaycie Self, instructor, Ridgeline High School, Nibley, UT, October 6, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (12:40 p.m.), Jaycie Self, instructor, Ridgeline High School, Nibley, UT, October 6, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (11:35 a.m.), Jaycie Self, instructor, Ridgeline High School, Nibley, UT, October 6, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (10 a.m.), Jaycie Self, instructor, Ridgeline High School, Nibley, UT, October 6, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (8 a.m.), Jaycie Self, instructor, Ridgeline High School, Nibley, UT, October 6, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (7:30 a.m.), Allyson Galarza and Kathleen Warren, instructors, Granger High School, West Valley City, UT, September 20, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (9:01 a.m.), Allyson Galarza and Kathleen Warren, instructors, Granger High School, West Valley City, UT, September 20, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (10:39 a.m.), Allyson Galarza and Kathleen Warren, instructors, Granger High School, West Valley City, UT, September 20, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (12:45 p.m.), Allyson Galarza and Kathleen Warren, instructors, Granger High School, West Valley City, UT, September 20, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (8 a.m.), Andy Worrell, instructor, Fast Forward Charter High School, North Logan, UT, September 15, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (9 a.m.), Andy Worrell, instructor, Fast Forward Charter High School, North Logan, UT, September 15, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (10:15 a.m.), Andy Worrell, instructor, Fast Forward Charter High School, North Logan, UT, September 15, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (12 noon), Andy Worrell, instructor, Fast Forward Charter High School, North Logan, UT, September 15, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (1 p.m.), Andy Worrell, instructor, Fast Forward Charter High School, North Logan, UT, September 15, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (7:30 a.m.), Allyson Galarza and Kathleen Warren, instructors, Granger High School, West Valley City, UT, September 14, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (9:01 a.m.), Allyson Galarza and Kathleen Warren, instructors, Granger High School, West Valley City, UT, September 14, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (10:39 a.m.), Allyson Galarza and Kathleen Warren, instructors, Granger High School, West Valley City, UT, September 14, 2021.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (12:45 p.m.), Allyson Galarza and Kathleen Warren, instructors, Granger High School, West Valley City, UT, September 14, 2021.

“Turning Consumers Green,” Washington State University Sustainability Speakers Series, April 7, 2021 (via Zoom).

“Turning Consumers Green,” ENVS 4700, Communicating Sustainability, Roslynn McCann, instructor, College of Natural Resources, Utah State University, Logan, UT, February 25, 2021 (via Zoom).

“Marketing Basics,” Entrepreneurship Huntsman Scholars Lab, David Hermann and Daniel Holland, instructors, Huntsman School of Business, Utah State University, Logan, UT, October 27, 2020 (via Zoom).

“Car Show” (panelist speaker), Applied Physics 79, John Fox and Theodore Geballe, instructors, School of Humanities and Sciences, Stanford University, Stanford, CA, October 22, 2020 (via Zoom).

“Turning Consumers Green,” ENVS 4700, Communicating Sustainability, Roslynn McCann, instructor, College of Natural Resources, Utah State University, Logan, UT, February 13, 2020.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art II (1:40 p.m.), Jaycie Self, instructor, Ridgeline High School, Millville, UT, December 9, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art I (12:35 p.m.), Jaycie Self, instructor, Ridgeline High School, Millville, UT, December 9, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art I (8:00 a.m.), Jaycie Self, instructor, Ridgeline High School, Millville, UT, December 9, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (8:30 a.m.), Andy Worrall, Fast Forward High School, Logan, Utah, December 4, 2019.

“Making Green More Macho” and “Avoiding Green Marketing Myopia,” MSLE 3855 Sustainability Marketing, Antje Graul, Jon M. Huntsman School of Business, Utah State University, November 20, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Environmental Science (11:45 a.m.), Andrew Semadeni, Logan High School, Logan, UT, November 18, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Environmental Science (9:30 a.m.), Andrew Semadeni, Logan High School, Logan, UT, November 18, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Environmental Science (8 a.m.), Andrew Semadeni, Logan High School, Logan, UT, November 18, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Environmental Science, (11:08 a.m.) Andrew Semadeni, Logan High School, Logan, UT, November 15, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” various art and business classes (12:45 p.m.), Granger High School, West Valley City, UT, November 12, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” various art and business classes (11:14 a.m.), Granger High School, West Valley City, UT, November 12, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” various art classes (9:01 a.m.), Granger High School, West Valley City, UT, November 12, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” various art classes (7:30 a.m.), Granger High School, West Valley City, UT, November 12, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Painting (12:45 p.m.), Kathleen Warren, Granger High School, West Valley City, UT, November 1, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Drawing and Environmental Science (11:14 a.m.), Kathleen Warren and Susan Banks, Granger High School, West Valley City, UT, November 1, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Drawing (9:01 a.m.), Kathleen Warren, Granger High School, West Valley City, UT, November 1, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art Foundations and Environmental Science (7:30 a.m.), Andrea Heidinger and Susan Banks, Granger High School, West Valley City, UT, November 1, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (1:59 p.m.), Kelly Finch, Preston High School, Preston, ID, October 30, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Graphic Arts (3:00 p.m.), Maureen Larsen, Preston High School, Preston, ID, October 28, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Graphic Design (1:59 p.m.), Maureen Larsen, Preston High School, Preston, ID, October 28, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art I (10:00 a.m.), Nancy Cox, West Side High School, Dayton, ID, October 28, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art I (1:45 p.m.), Talya Giles, Mountain Crest High School, Hyrum, UT, October 23, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art II/AP Art (11:35 a.m.), Talya Giles, Mountain Crest High School, Hyrum, UT, October 23, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Photo I (10:00 a.m.), Talya Giles, Mountain Crest High School, Hyrum, UT, October 23, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art I (8:00 a.m.), Andrea Smith, Mountain Crest High School, Hyrum, UT, October 23, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Business Management (9:10 a.m.), Troy Oldham, Green Canyon High School, North Logan, UT, October 16, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art I (1:40 p.m.), Jaycie Self, instructor, Ridgeline High School, Millville, UT, October 14, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art I (12:35 p.m.), Jaycie Self, instructor, Ridgeline High School, Millville, UT, October 14, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” A.P. Art (11:00 a.m.), Jaycie Self, instructor, Ridgeline High School, Millville, UT, October 14, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art II (8:00 a.m.), Jaycie Self, instructor, Ridgeline High School, Millville, UT, October 14, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” AP Art (9:10 a.m.), Jeff Nebeker, Green Canyon High School, North Logan, Utah, October 7, 2019.

“Updates on Electric Vehicles and How to Nudge Consumers to Go Green,” Talk Under the Trees, Summer Citizens Series, Utah State University, Logan, UT, July 28, 2019.

“Tacking Air Pollution Ambivalence: How the ‘Inconvenient Youth’ May Influence Their Parents,” Strata Clean Air Forum, Logan, UT, April 18, 2019.

“Scaling Wind,” documentary screening and audience discussion, ENV5 3330 Environment & Society, Layne Coppock, instructor, College of Natural Resources, Utah State University, Logan, UT, April 8, 2019.

“Making Green More Macho” and “Avoiding Green Marketing Myopia,” MSLE 3855 Sustainability Marketing, Antje Graul, Jon M. Huntsman School of Business, Utah State University, March 26, 2019.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (8:30 a.m.), Andy Worrall, Fast Forward High School, Logan, Utah, December 14, 2018.

“Wind Uprising,” documentary screening and audience discussion, MSLE 4590 Marketing Strategy (1:30 p.m.), Huntsman School of Business, Logan, Utah, December 6, 2018.

“Wind Uprising,” documentary screening and audience discussion, MSLE 4590 Marketing Strategy (3:00 p.m.), Huntsman School of Business, Logan, Utah, December 6, 2018.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art II (12:30 p.m.), Jeff Nebeker, Instructor, Green Canyon High School, North Logan, Utah, December 5, 2018.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art I (1:40 p.m.), Jeff Nebeker, Instructor, Green Canyon High School, North Logan, Utah, December 5, 2018.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art Club, Lester Lee, advisor, Sky View High School, Smithfield, Utah, December 3, 2018.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art I (10 a.m.), Jaycie Self, instructor, Ridgeline High School, Millville, UT, November 30, 2018.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art I (8 a.m.), Jaycie Self, instructor, Ridgeline High School, Millville, UT, November 30, 2018.

“Making Green More Macho” and “Avoiding Green Marketing Myopia,” MSLE 3855 Sustainability Marketing, Antje Graul, Jon M. Huntsman School of Business, Utah State University, November 14, 2018.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Business Management (8:00 a.m.), David Smith, Mountain Crest High School, Hyrum, Utah, November 9, 2018.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Sports Marketing (9:25 a.m.), David Smith, Mountain Crest High School, Hyrum, Utah November 9, 2018.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Graphic Design (1:53 p.m.), Maureen Larson, Preston High School, Preston, Idaho, November 7, 2018.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Business Management (9:05 a.m.), Troy Oldham, Green Canyon High School, North Logan, October 31, 2018.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art (1:59 p.m.), Kelly Finch, instructor, Preston High School, Preston, ID, October 24, 2018.

“Wind Uprising,” documentary screening and audience discussion with Tracy Livingston, Jon M. Huntsman School of Business, Utah State University, Logan, UT, October 17, 2018.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” AP Art (11:30 a.m.), Jaycie Self, instructor, Ridgeline High School, Millville, UT, October 8, 2018.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art I (10 a.m.), Jaycie Self, instructor, Ridgeline High School, Millville, UT, October 8, 2018.

“How to Win Cool Cash and Prizes ... and Keep the Air Clean,” Art I (8 a.m.), Jaycie Self, instructor, Ridgeline High School, Millville, UT, October 8, 2018.

“An Inconvenient Youth Sequel,” Talk Under the Trees, Summer Citizens Series, Utah State University, June 24, 2018.

“Wind Uprising,” documentary screening and audience discussion, MGT 4590 Marketing Strategy (1:30 p.m.), Huntsman School of Business, Logan, Utah, April 26, 2018.

“Wind Uprising,” documentary screening and audience discussion, MGT 4590 Marketing Strategy (3:00 p.m.), Huntsman School of Business, Logan, Utah, April 26, 2018.

“Scaling Wind,” documentary screening and audience discussion, ENVS 3330 Environment & Society, Layne Coppock, instructor, College of Natural Resources, Utah State University, Logan, UT, April 11, 2018.

“Tackling Air Pollution: How the ‘Inconvenient Youth’ Influence (Pester?) Others on Pro-Social Behavior,” Honors 3010 Communicating Science, Katie Potter & Jennifer Peeples, instructors, Utah State University, Logan, UT, April 5, 2018.

“From the Mouths of Babes: How the ‘Inconvenient Youth’ Influence (Pester?) their Parents,” Cache Interagency Council Mini-Conference, Logan, UT, March 28, 2018.

“Tackling Air Pollution: How the ‘Inconvenient Youth’ Influence (Pester?) Others on Pro-Social Behavior,” First Presbyterian Church, Logan, UT, February 25, 2018.

“Tackling Air Pollution: How the ‘Inconvenient Youth’ Influence (Pester?) Others on Pro-Social Behavior,” ENVS 4700 Communicating Sustainability, Roslynn Brain, instructor, College of Natural Resources, Utah State University, Logan, UT, February 15, 2018.

“Making Green More Macho, Avoiding Green Marketing Myopia,” ENVS 4700 Communicating Sustainability, Roslynn Brain, instructor, College of Natural Resources, Utah State University, Logan, UT, February 13, 2018.

“Tackling Air Pollution: How the ‘Inconvenient Youth’ Influence (Pester?) Others on Pro-Social Behavior,” Cache Clean Air Consortium, Logan City Hall, Logan, Utah, February 7, 2018.

“How to Sell Clean Air,” Art (8:00 a.m.), Michael Bingham, instructor, Ridgeline High School, Millville, Utah, January 17, 2018.

“Clean Air Poster Mentoring Session,” Art Advanced Placement (9:00 a.m.), Michael Bingham, instructor, Ridgeline High School, Millville, Utah, January 17, 2018.

“How to Sell Clean Air,” Art (10:00 a.m.), Michael Bingham, instructor, Ridgeline High School, Millville, Utah, January 17, 2018.

“How to Sell Clean Air,” Art (8:00 a.m.), Andy Worrell, instructor, Fast Forward Charter High School, Logan, Utah, December 11, 2017.

“How to Sell Clean Air,” Art II (12:30 p.m.), Jeff Nebeker, instructor, Green Canyon High School, North Logan, Utah, December 4, 2017.

“How to Sell Clean Air,” Art II (8:00 a.m.), Jeff Nebeker, instructor, Green Canyon High School, North Logan, Utah, December 4, 2017.

“How to Sell Clean Air,” Sports and Entertainment Marketing (11:30 a.m.), David Smith, instructor, Mountain Crest High School, Hyrum, Utah, November 21, 2017.

“How to Sell Clean Air,” Economics 1500 (12:40 p.m.), David Smith, instructor, Mountain Crest High School, Hyrum, Utah, November 21, 2017.

“How to Sell Clean Air,” Environmental Science (8:00 a.m.), Andrew Semadeni, instructor, Logan High School, Logan, Utah, November 20, 2017.

“How to Sell Clean Air,” Environmental Science (9:31 a.m.), Andrew Semadeni, instructor, Logan High School, Logan, Utah, November 20, 2017.

“How to Sell Clean Air,” Environmental Science (8:00 a.m.), Andrew Semadeni, instructor, Logan High School, Logan, Utah, November 17, 2017.

“How to Sell Clean Air,” Environmental Science (9:31 a.m.), Andrew Semadeni, instructor, Logan High School, Logan, Utah, November 17, 2017.

“How to Sell Clean Air,” Environmental Science (1:14 p.m.), Andrew Semadeni, instructor, Logan High School, Logan, Utah, November 17, 2017.

“How to Sell Clean Air,” Art (8:00 a.m.), Michael Bingham, instructor, Ridgeline High School, Millville, Utah, November 9, 2017.

“How to Sell Clean Air,” Art Advanced Placement (9:00 a.m.), Michael Bingham, instructor, Ridgeline High School, Millville, Utah, November 9, 2017.

“How to Sell Clean Air,” Art (10:00 a.m.), Michael Bingham, instructor, Ridgeline High School, Millville, Utah, November 9, 2017.

“How to Sell Clean Air,” LEAF Club, Andrew Semadeni, advisor, Logan High School, Logan, Utah, November 1, 2017.

“How to Sell Clean Air,” Art Foundations (1:14 p.m.), Jeff Ashcroft, instructor, Logan High School, Logan, Utah, October 23, 2017.

“How to Sell Clean Air,” Art Foundations (12:11 p.m.), Jeff Ashcroft, instructor, Logan High School, Logan, Utah, October 18, 2017.

“How to Sell Clean Air,” Art Foundations (9 a.m.), Jeff Ashcroft, instructor, Logan High School, Logan, Utah, October 18, 2017.

“How to Sell Clean Air,” Art Club, Lester Lee, advisor, Sky View High School, Smithfield, Utah, October 16, 2017.

“How to Sell Clean Air,” Art Club, Jeff Ashcroft, advisor, Logan High School, Logan, Utah, October 13, 2017.

“Blue Goes Green: Framing Sustainability for the Free, Frugal, and Fit & Fabulous,” Sustainability Council Marketing Work Group, Utah State University, Logan, Utah, September 22, 2017.

“Engaging the Inconvenient Youth: Could High School Teens Influence (Pester?) Others on Confronting Air Pollution?” Communicating Science, Climate Adaptation Science and The Ecology Center, Utah State University, Logan, Utah, September 13, 2017.

“Bridging the Chasm: An Early Adopter’s Perspectives on How Electric Vehicles can go Mainstream,” Talk Under the Trees, Summer Citizens Program, Utah State University, Logan, Utah, July 2, 2017.

“Wind Uprising,” documentary screening and discussion, MGT 4590 Marketing Strategy (sec. 1), Huntsman School of Business, Logan, Utah, April 27, 2017.

“Wind Uprising,” documentary screening and discussion, MGT 4590 Marketing Strategy (sec. 3), Huntsman School of Business, Logan, Utah, April 27, 2017.

“Wind Uprising,” documentary screening and audience discussion, St. John’s Youth Group, St. John’s Episcopal Church, Logan, UT, April 23, 2017.

“Scaling Wind,” documentary screening and audience discussion, ENVS 3330 Environment & Society, Layne Coppock, instructor, College of Natural Resources, Utah State University, Logan, UT, April 12, 2017.

“Making Green More Macho,” ENVS 4700 Communicating Sustainability, Roslynn Brain, instructor, College of Natural Resources, Utah State University, Logan, UT, February 14, 2017.

“How to Sell Clean Air,” Art (8:30 a.m.), Andy Worrall, instructor, Fast Forward Charter High School, Logan, Utah, January 18, 2017.

“How to Sell Clean Air,” Art (1:35 p.m.), Stacie Gomm, instructor, Sky View High School, Smithfield, Utah, January 9, 2017.

“How to Sell Clean Air,” Art (8:00 a.m.), Michael Bingham, instructor, Ridgeline High School, Millville, Utah, December 21, 2016.

“How to Sell Clean Air,” Art – Special Needs (8:55 a.m.), Michael Bingham, instructor, Ridgeline High School, Millville, Utah, December 21, 2016.

“Marketing Career Opportunities with Art Skills,” AP Art (9:30 a.m.), Michael Bingham, instructor, Ridgeline High School, Millville, Utah, December 21, 2016.

“How to Sell Clean Air,” Art (11:30 a.m.), Michael Bingham, instructor, Ridgeline High School, Millville, Utah, December 21, 2016.

“How to Sell Clean Air,” Art (12:50 a.m.), Michael Bingham, instructor, Ridgeline High School, Millville, Utah, December 21, 2016.

“How to Sell Clean Air,” LEAF Club, Andrew Semadeni, advisor, Logan High School, Logan, UT, December 20, 2016.

“How to Sell Clean Air,” Environmental Science, Andrew Semadeni, instructor, Logan High School, Logan, UT, December 20, 2016 (9:50 class).

“How to Sell Clean Air,” Environmental Science, Andrew Semadeni, instructor, Logan High School, Logan, UT, December 20, 2016 (10:45 class).

“How to Sell Clean Air,” Environmental Science, Andrew Semadeni, instructor, Logan High School, Logan, UT, December 20, 2016 (1:00 class).

“How to Sell Clean Air,” Environmental Science, Andrew Semadeni, instructor, Logan High School, Logan, UT, December 20, 2016 (1:55 class).

“How to Sell Clean Air,” Environmental Science (10:25 a.m.), Adrienne Behrmann (instructor), South Campus, Logan, Utah, December 19, 2016.

“How to Sell Clean Air,” Environmental Science (1:55 p.m.), Adrienne Behrmann (instructor), South Campus, Logan, Utah, December 19, 2016.

“Wind Uprising,” documentary screening and discussion, MGT 4590 Marketing Strategy (sec. 1), Huntsman School of Business, Logan, Utah, December 9, 2016.

“Wind Uprising,” documentary screening and discussion, MGT 4590 Marketing Strategy (sec. 2), Huntsman School of Business, Logan, Utah, December 9, 2016.

“Making Green More Macho,” GEO 3150 Energy in the 21st Century, Katherine Potter (instructor), College of Science, Utah State University, Logan, Utah, December 9, 2016.

“Scaling Wind,” documentary screening and discussion, GEO 3150 Energy in the 21st Century, Katherine Potter (instructor), College of Science, Utah State University, Logan, Utah, November 15, 2016.

“How to Sell Clean Air,” RoCK Hour, Sky View High School, Smithfield, Utah, November 9, 2016.

“Wind Uprising,” documentary screening and discussion, GEO 3150 Energy in the 21st Century, Katherine Potter (instructor), College of Science, Utah State University, Logan, Utah, November 8, 2016.

“How to Sell Clean Air,” Art (8:00 a.m.), Michael Bingham (instructor), Ridgeline High School, Millville, Utah, November 7, 2016.

“How to Sell Clean Air,” AP Art (9:30 a.m.), Michael Bingham (instructor), Ridgeline High School, Millville, Utah, November 7, 2016.

“How to Sell Clean Air,” Art (11:30 a.m.), Michael Bingham (instructor), Ridgeline High School, Millville, Utah, November 7, 2016.

“How to Sell Clean Air,” Art (8:55 a.m.), Julie Lamarra (instructor), InTech Collegiate High School, Logan, Utah, October 12, 2016.

“How to Sell Clean Air,” Graphic Design (10:27 a.m.), Julie Lamarra (instructor), InTech Collegiate High School, Logan, Utah, October 12, 2016.

“How to Sell Clean Air,” Art (12:30 p.m.), Julie Lamarra (instructor), InTech Collegiate High School, Logan, Utah, October 12, 2016.

“How to Sell Clean Air,” Graphic Design (2:02 p.m.), Julie Lamarra (instructor), InTech Collegiate High School, Logan, Utah, October 12, 2016.

“Meet the Majors,” Huntsman School of Business, Utah State University, Logan, UT, October 7, 2016.

“High School Students Learning to Resist the Dark Side: Outcomes of the Clean Air Poster Initiatives,” Cache Clean Air Consortium Presents ‘Pecha Kucha,’ Riverwoods Conference Centers, Logan, UT, October 6, 2016.

“Incorporating Sustainability Topics into the Marketing Strategy Curriculum,” Destinations: Planetary Thinking in the Curriculum Workshop, Utah State University, Logan, UT, May 12, 2016.

“Wind Uprising,” documentary screening and discussion, MGT 4590 Marketing Strategy (section 1), Utah State University, Logan, UT, April 28, 2016.

“Wind Uprising,” documentary screening and discussion, MGT 4590 Marketing Strategy (section 3), Utah State University, Logan, UT, April 28, 2016.

“Scaling Wind,” documentary screening and discussion, ENVS 3330 Environment & Society, Layne Coppock, instructor, College of Natural Resources, Utah State University, Logan, UT, April 13, 2016.

“Selling Clean Air: Understanding Message Appeals, Sources, and Recipients,” Cache Interagency Council, Herm’s Inn, Logan, UT, March 23, 2016.

“Making Green More Macho” and “Avoiding Green Marketing Myopia,” ENVS 4700 Communicating Sustainability, Roslynn Brain, instructor, College of Natural Resources, Utah State University, Logan, UT, February 23, 2016.

“Selling Clean Air: Understanding Message Appeals, Sources, and Recipients,” Citizen Climate Lobby of Cache Valley, Unitarian Church Center, Logan, UT, February 8, 2016.

“Wind Uprising,” documentary screening and discussion, Girl Scouts Troop, St. John’s Episcopal Church, Logan, UT, January 13, 2016.

“How to Sell Clean Air,” Environmental Science, Andrew Semadeni, instructor, Logan High School, Logan, UT, January 11, 2016 (9:20 class).

“How to Sell Clean Air,” Environmental Science, Andrew Semadeni, instructor, Logan High School, Logan, UT, January 11, 2016 (10:15 class).

“How to Sell Clean Air,” Environmental Science, Andrew Semadeni, instructor, Logan High School, Logan, UT, January 11, 2016 (1:00 class).

“How to Sell Clean Air,” Environmental Science, Andrew Semadeni, instructor, Logan High School, Logan, UT, January 11, 2016 (1:55 class).

“Wind Uprising,” documentary screening and discussion, MGT 4590 Marketing Strategy (section 1), Utah State University, Logan, UT, December 10, 2015.

“Wind Uprising,” documentary screening and discussion, MGT 4590 Marketing Strategy (section 2), Utah State University, Logan, UT, December 10, 2015.

“Selling Clean Air: Understanding Message Appeals and Sources,” Cache Clean Air Consortium, Logan, UT, September 21, 2015.

Utah Solar Home Tour, Intermountain Wind & Solar, Logan, UT, May 29-30, 2015.

“Wind Uprising,” documentary screening and discussion, MGT 4590 Marketing Strategy (section 1), Utah State University, Logan, UT, April 23, 2015.

“Wind Uprising,” documentary screening and discussion, MGT 4590 Marketing Strategy (section 2), Utah State University, Logan, UT, April 23, 2015.

“Scaling Wind,” documentary screening and discussion, Nora Eccles Harrison Museum of Art, Utah State University, Logan, UT, April 22, 2015.

“Wind Uprising,” documentary screening and discussion, ENVS 3330, Environment & Society, College of Natural Resources, Utah State University, Logan, UT, April 15, 2015.

“Logan High School’s Clean Air Poster Contest Awards Night,” Master of Ceremony and Presenter, Logan High School, Logan, UT, April 8, 2015.

“Scaling Wind,” documentary screening and discussion, AC Women’s Club, Logan Country Club, Logan, UT, April 6, 2015.

“Mentoring Session for Logan High Poster Contest,” Governor’s Youth Council, Sonia Cardena, advisor, Logan High School, Logan, UT, March 26, 2015.

“Mentoring Session for Logan High Poster Contest,” Environmental Science, Andrew Semadeni, instructor, Logan High School, Logan, UT, March 20, 2015.

“Mentoring Session for Logan High Poster Contest,” Governor’s Youth Council, Sonia Cardena, advisor, Logan High School, Logan, UT, March 12, 2015.

“Selling Clean Air,” GERM 4900 New Trends in Ecocriticism, Doris McGonagill, instructor, Utah State University, Logan, UT, March 5, 2015.

“Mentoring Session for Logan High Poster Contest,” Governor’s Youth Council, Sonia Cardena, advisor, Logan High School, Logan, UT, February 26, 2015.

“Wind Uprising,” documentary screening and follow-up discussion, ENVS 4700 Communicating Sustainability, Roslynn Brain, instructor, College of Natural Resources, Utah State University, Logan , UT, February 24, 2015.

“Mentoring Session for Logan High Poster Contest,” Governor’s Youth Council, Sonia Cardena, advisor, Logan High School, Logan, UT, February 12, 2015.

“Scaling Wind,” documentary screening and discussion, Quinney College of Law “Green Bag” Series, University of Utah, Salt Lake City, UT, February 10, 2015.

“Mentoring Session for Logan High Poster Contest,” Environmental Science, Andrew Semadeni, instructor, Logan High School, Logan, UT, February 5, 2015.

“Selling Clean Air,” Cache Interagency Council, Logan, UT, January 28, 2015.

“Selling Clean Air,” Art and Photography Club, Roger Rigby, advisor, Logan High School, Logan, UT, January 26, 2015.

“Selling Clean Air,” Governor’s Youth Council, Sonia Cardena, advisor, Logan High School, Logan, UT, January 22, 2015.

“Selling Clean Air,” Environmental Science (8:40 a.m.), Andrew Semadeni, instructor, Logan High School, Logan, UT, January 21, 2015.

“Selling Clean Air,” Environmental Science (10:10 a.m.), Andrew Semadeni, instructor, Logan High School, Logan, UT, January 21, 2015.

“Selling Clean Air,” Environmental Science (10:50 a.m.), Andrew Semadeni, instructor, Logan High School, Logan, UT, January 21, 2015.

“Selling Clean Air,” Environmental Science (12:35 p.m.), Andrew Semadeni, instructor, Logan High School, Logan, UT, January 21, 2015.

“Selling Clean Air,” Environmental Science (2:05 p.m.), Andrew Semadeni, instructor, Logan High School, Logan, UT, January 21, 2015.

“Selling Clean Air,” ENVS 4700 Communicating Sustainability, Roslynn Brain, instructor, College of Natural Resources, Utah State University, Logan , UT, January 13, 2015.

“Wind Uprising,” documentary screening and discussion for MGT 4590 (sec. 1) Marketing Strategy, Jon M. Huntsman School of Business, Logan, UT, December 4, 2014.

“Wind Uprising,” documentary screening and discussion for MGT 4590 (sec. 2) Marketing Strategy, Jon M. Huntsman School of Business, Logan, UT, December 4, 2014.

“Wind Uprising,” documentary screening and discussion for Senior University, Pioneer Valley Lodge, North Logan, UT, October 15, 2014.

“Selling Clean Air,” Cache Clean Air Consortium, Logan, UT, October 1, 2014.

“Scaling Wind,” documentary screening and discussion for USU Collegiate Chapter of Young Farmers and Ranchers of America, Logan, UT, September 24, 2014.

“Scaling Wind,” documentary screening and discussion for Landscape Architecture and Environmental Planning, College of Agriculture, Utah State University, Logan, UT, September 24, 2014.

“Scaling Wind,” documentary screening and discussion for Senior University, Cache County Senior Center, Logan, UT, September 17, 2014.

“Scaling Wind,” documentary screening and discussion for Circle of Friends, Elements Restaurant, Logan, UT, September 13, 2014.

“Wind Uprising,” documentary screening and discussion for Engineering Seminar, College of Engineering, Utah State University, Logan, UT, September 10, 2014.

“Scaling Wind,” documentary screening and discussion for Engineering Seminar, College of Engineering, Utah State University, Logan, UT, September 3, 2014.

“Scaling Wind,” documentary screening and discussion for St. John’s Episcopal Parish, Logan, UT, August 3, 2014.

“Scaling Wind” and “Wind Uprising,” documentary screenings and discussion for Summer Citizens Speaker Series, Utah State University, Logan, UT, June 11, 2014.

“Scaling Wind,” documentary screening and discussion for St. John’s Episcopal Parish, Logan, UT, May 22, 2014.

“Scaling Wind,” documentary screening and discussion for Wind Power 2014, American Wind Energy Association, Mandalay Bay Convention Center, Las Vegas, NV, May 6, 2014.

“Wind Uprising,” documentary screening and discussion for MGT 4590 Marketing Audit, Jon M. Huntsman School of Business, Utah State University, Logan, UT, April 24, 2014.

“Wind Uprising,” documentary screening and discussion for MGT 4590 Marketing Audit, Jon M. Huntsman School of Business, Utah State University, Logan, UT, April 24, 2014.

“Scaling Wind,” documentary screening and discussion for ENVS 5570 Sustainable Living, Roslynn Brain, instructor, College of Natural Resources, Utah State University, Logan, UT, April 14, 2014.

“Scaling Wind,” documentary screening and discussion for Earth Week, Utah State University, Logan, UT, April 9, 2014.

“Sustainable Entrepreneurship,” Interdisciplinary Luncheon, Ecology Center, Utah State University, Logan, UT, March 27, 2014.

“Scaling Wind,” documentary screening and discussion for Intermountain Sustainability Summit, Weber State University, Ogden, UT, March 6, 2014.

“Making Green More Macho,” “Avoiding Green Marketing Myopia,” and “Don’t Count Out Alternative Vehicles Just Yet,” for ENVS 5570 Sustainable Living, Roslynn Brain, instructor, College of Natural Resources, Utah State University, Logan, UT, February 24, 2014.

“Scaling Wind,” documentary screening and discussion for Senior University, Cache County Senior Citizen Center, Logan, Utah, February 13, 2014.

“Scaling Wind,” documentary screening and discussion for Physics Colloquium, Utah State University, Logan, Utah, February 11, 2014.

“Wind Uprising,” documentary screening and discussion for A.P Environmental Science class, Logan High School, Logan, Utah, February 7, 2014.

“Scaling Wind,” documentary screening and discussion for A.P. Environmental Science class, Logan High School, Logan, Utah, February 3, 2014.

“Wind Uprising,” documentary screening and discussion for MGT 4590, Marketing Audit (section 1), Jon M. Huntsman School of Business, Utah State University, Logan, Utah, December 5, 2013.

“Wind Uprising,” documentary screening and discussion for MGT 4590, Marketing Audit (section 2), Jon M. Huntsman School of Business, Utah State University, Logan, Utah, December 5, 2013.

“Scaling Wind,” documentary screening and discussion, First Presbyterian Church, Logan, UT, December 4, 2013.

“Scaling Wind,” documentary premiere screening and discussion for Intermountain Bioneers, Bridgerland Applied Technology College, Logan, UT, November 2, 2013.

“Sustainable Entrepreneurship: Connecting the Dots,” with Cathy L. Hartman, Utah State University Sunrise Session, Little America Hotel, Salt Lake City, UT, November 1, 2013.

“Wind Uprising,” documentary screening and discussion for Connections, Utah State University, Logan, August 20, 2013.

“Wind Uprising,” documentary screening and discussion and lecture “Marketing Renewable Energy,” NSF EPSCoR Climate Change Seminar Series, University of Nevada, Las Vegas, May 9, 2013.

“Wind Uprising,” documentary screening and discussion for MGT 4590, Marketing Audit (section 1), Jon M. Huntsman School of Business, Utah State University, Logan, Utah, April 25, 2013.

“Wind Uprising,” documentary screening and discussion for MGT 4590, Marketing Audit (section 2), Jon M. Huntsman School of Business, Utah State University, Logan, Utah, April 25, 2013.

“Wind Uprising,” documentary screening and panel discussion for “Earth Week,” Utah State University, Logan, Utah, April 8, 2013.

“Wind Uprising,” documentary screening and discussion for GEOPHYS 3150 Energy in the 21st Century, Ludger Scherliess, instructor, College of Science, Utah State University, Logan, Utah, April 4, 2013.

“Making Green More Macho” and “Avoiding Green Marketing Myopia” for ENVS 5570 Sustainable Living, Roslynn Brain, instructor, College of Natural Resources, Utah State University, Logan, UT, March 22, 2013.

“Wind Uprising,” documentary screening and discussion for Provost’s Office of Global Engagement, Utah State University (for a delegation of visiting Korean professors from Far East University), Logan, Utah, February 4, 2013.

“Making Green More Macho,” Senior University, Utah State University, Logan, Utah, January 30, 2013.

“Making Green More Macho,” Sustainability Student Office, Utah State University, Logan, Utah, January 28, 2013.

“Wind Uprising,” documentary screening and discussion for MGT 4590 Marketing Audit, Jon M. Huntsman School of Business (section 1), Utah State University, Logan, Utah, December 6, 2012.

“Wind Uprising,” documentary screening and discussion for MGT 4590 Marketing Audit, Jon M. Huntsman School of Business (section 2), Utah State University, Logan, Utah, December 6, 2012.

“Making Green More Macho,” Luncheon Keynote for USU Alumni Association, Zions Bank Building, Salt Lake City, Utah, November 14, 2012,

“Wind Uprising,” documentary screening and discussion for Friends of the Merrill-Cazier Library, Utah State University, Logan, Utah, October 25, 2012.

“Wind Power,” Girl Scouts Troop 1, St. John’s Episcopal Church, Logan, Utah, October 3, 2012.

“Wind Uprising,” documentary screening and discussion for Senior University, Utah State University, Logan, Utah, September 26, 2012.

“Wind Uprising,” documentary screening and discussion for the Our Energy Future Conference, Salt Lake City, Utah, September 25, 2012.

“Wind Uprising,” documentary screening and discussion for MGT 4590 Global Marketing Strategy, Jon M. Huntsman School of Business (section 1), Logan, Utah, April 26, 2012.

“Wind Uprising,” documentary screening and discussion for MGT 4590 Global Marketing Strategy, Jon M. Huntsman School of Business (section 2), Logan, Utah, April 26, 2012.

“Making Green More Macho,” Utah American Marketing Association, Zions Bank Building, Salt Lake City, UT, April 25, 2012.

“Wind Uprising,” documentary screening and panel discussion for Logan Film Festival, Logan, UT, April 21, 2012.

“Wind Uprising,” documentary screening and discussion for ENVS 5570 Sustainable Living, Roslynn Brain, instructor, College of Natural Resources, Utah State University, Logan, UT, April 20, 2012.

“Wind Uprising,” documentary screening and discussion for Utah Council for Citizen Diplomacy (delegation of Russian economic development representatives), Logan, Utah, April 13, 2012.

“Agricultural Science Green Building Tour,” with Jordy Guth, John Fitch, and Tom Peterson, Utah State University, Logan, UT, April 11, 2012.

“Diffusion of Alternative Vehicles,” Agricultural Systems Technology & Education (ASTE) 7500 Diffusion of Innovations, Brian Warnick and Gary Straquadine, instructors, Extension, Utah State University, Logan, UT, April 9, 2012.

“Wind Uprising,” documentary screening and discussion for Senior University, Utah State University, Logan, Utah, March 21, 2012.

“Making Green More Macho,” ENVS 5570 Sustainable Living, Roslynn Brain, instructor, College of Natural Resources, Utah State University, Logan, UT, March 9, 2012.

“Wind Uprising,” documentary screening and panel discussion for Intermountain Sustainability Summit, Weber State University, Ogden, UT, March 7, 2012.

“Wind Power,” Wilson Elementary School, 3rd Grade Class Assembly, Logan, UT, February 24, 2012.

“Wind Uprising,” documentary screening and discussion for Diversified Agriculture Conference, Davis Conference Center, Layton, UT, February 23, 2012.

“Wind Uprising,” documentary screening and panel discussion for The Leonardo Museum, Salt Lake City, UT, February 17, 2012.

“Wind Uprising,” documentary screening and discussion for Landscape Architecture and Environmental Planning Speaker Series, Department of Agriculture, Utah State University, Logan, UT, February 10, 2012.

“Wind Power,” River Heights Elementary School, Green Team, Jan Parent, faculty advisor, River Heights, UT, February 8, 2012.

“Making Green More Macho,” Utah American Marketing Association Luncheon, Riverwoods Conference Center, Logan, Utah, January 4, 2012.

“Making Green More Macho,” Logan Rotary Club, Copper Mill Conference Center, Logan, UT, December 15, 2011.

“Wind Uprising,” documentary screening and discussion for MGT 4590 (section 1), Global Marketing Strategy, Edwin Stafford, instructor, Jon M. Huntsman School of Business, Utah State University, Logan, UT, December 8, 2011.

“Wind Uprising,” documentary screening and discussion for MGT 4590 (section 2), Global Marketing Strategy, Edwin Stafford, instructor, Jon M. Huntsman School of Business, Utah State University, Logan, UT, December 8, 2011.

“Wind Uprising,” documentary screening and discussion for Sustainability Week, Utah State University, Logan, UT, November 9, 2011.

“Wind Uprising” documentary screening and discussion for Energy Dynamics Laboratory and USU Research Foundation, Innovation Campus, Logan, UT, October 19, 2011.

“Wind Uprising” documentary screening and discussion for Asia Pacific Clean Energy Summit, Honolulu, HI, September 15, 2011.

“Wind Uprising” documentary screening and discussion for “Building Competency in English Language and Natural Resource,” USU Office of Global Engagement, Utah State University, Logan, UT, June 15, 2011.

“Wind Uprising” (excerpts) documentary screening and discussion for First Annual Giving Voice to Values Conference on Teaching and Learning and Research, Babson College, Wellesley, MA, June 13, 2011.

“Wind Uprising” (excerpts) documentary screening and discussion for Wind Powering America State Summit, Anaheim, CA, May 26, 2011.

“Wind Uprising” (excerpts) documentary screening and discussion for “Communicators Summit,” Wind Power 2011, Anaheim, CA, May 25, 2011.

“Wind Uprising” (excerpts) documentary screening and discussion for “Public Relations: Understanding and leveraging Wind Energy’s Broad Support” panel, Wind Power 2011, Anaheim, CA, May 24, 2011.

“Wind Uprising” documentary screening and discussion for “Science Unwrapped,” College of Science, Utah State University, Logan, UT, April 29, 2011.

“Wind Uprising” documentary screening and discussion for MGT 4590 Global Marketing Strategy, Edwin Stafford, instructor, Jon M. Huntsman School of Business, Utah State University, Logan, UT, April 26, 2011.

“Wind Uprising” documentary screening and discussion for Cliffside Ward, Church of Jesus Christ of Latter-Day Saints, Logan, UT, April 18, 2011.

“Wind Uprising” documentary screening and discussion for MGT 4800 Special Topics Social Entrepreneurship, Christopher Reutzler, instructor, Jon M. Huntsman School of Business, Utah State University, Logan, UT, April 12, 2011.

“Wind Uprising” documentary screening and discussion for Brigham Young University, Provo, UT, March 30, 2011.

“Wind Uprising” documentary screening and discussion for Stokes Nature Center, Cache County Multipurpose Room, Logan, UT, March 17, 2011.

“Wind Uprising” documentary screening and discussion for Green Building and Energy Code Conference, Bridgerland Applied Technology College, Logan, UT, February 11, 2011.

“Wind Uprising” documentary screening and discussion for Windustry’s “Community Wind Across America Conference,” Penn State University, State College, PA, February 8, 2011.

“Wind Uprising” documentary screening and discussion “Energy and the Environment” seminar, Stephanie Hughes, instructor, Santa Clara University, Santa Clara, CA, January 21, 2011.

“Wind Uprising” documentary screening and discussion for Sustainability Project, San Jose State University, San Jose, CA, January 21, 2011.

“Wind Uprising” documentary screening with panel discussion for American Wind Energy Association’s “Small and Community Wind Conference and Expo,” Portland, OR, December 9, 2010.

“Wind Uprising” documentary screening and discussion for Renewable Energy course, Jack Greene (instructor), Bridgerland Applied Technology College, Logan, UT, December 1, 2010.

“Wind Uprising” documentary screening and discussion for Global Marketing Strategy courses (two sections), Jon M. Huntsman School of Business, Utah State University, Logan, UT, December 1, 2010 (two screenings).

“Wind Uprising” documentary screening and discussion for Bioneers Conference, Utah State University, Logan, UT, November 6, 2010.

“Wind Uprising” documentary screening and discussion for University of Utah, Bill E. Daniels Ethics Initiative, Salt Lake City, UT, November 4, 2010.

“Wind Uprising” documentary screening and discussion for Windustry’s “Community Wind Across America Conference,” Denver, CO, October 26, 2010.

“Wind Uprising” documentary screening and discussion for Nora Eccles Harrison Museum of Art (for art teachers), Utah State University, Logan, UT, October 9, 2010.

“Wind Uprising” documentary screening and discussion for Nora Eccles Harrison Museum of Art (for general public), Utah State University, Logan, UT, October 5, 2010.

“Wind Uprising” documentary screening and discussion with Cathy Hartman for Utah State University – Tooele Campus, Tooele, UT, September 24, 2010 (two screenings).

“Wind Uprising” documentary screening and discussion with Cathy Hartman for Utah Interfaith Power & Light, St. Mark’s Cathedral, Salt Lake City, UT, September 23, 2010.

“Wind Uprising” documentary screening and discussion with Cathy Hartman for Marketing Doctoral Seminar, Debbie Scammon, instructor, University of Utah, Salt Lake City, UT, September 23, 2010.

“Wind Uprising” documentary screening and discussion with Cathy Hartman for Utah League of Cities and Towns Conference, Salt Lake City, UT, September 17, 2010 (three screenings).

“Wind Uprising” documentary screening and discussion with Cathy Hartman for Jon M. Huntsman School of Business, Utah State University, Logan, UT, September 16, 2010.

“Wind Uprising” documentary screening and discussion with Cathy Hartman for St. John’s Episcopal Church, Logan, UT, August 24, 2010.

“Wind Uprising” documentary screening and discussion for Summer Citizens Series, D’s Bridgerland Apartments Club House, Logan, UT, August 3, 2010.

“Wind Uprising” documentary screening and discussion for Summer Citizens Series, Lundstrom Student Center, Logan, UT, July 7, 2010.

“Wind Uprising” documentary screening and discussion with Cathy Hartman for Western Governors’ Association meeting, Whitefish, MT, June 27, 2010.

“Wind Uprising” documentary screening and discussion for Principles of Marketing, MGT 3500, Lynne Pettit (instructor), Jon M. Huntsman School of Business, Utah State University, May 19, 2010.

“Wind Uprising” documentary screening and discussion for Business Science Global Society, BUS 2100, David Clark (instructor), Jon M. Huntsman School of Business, Utah State University, May 13, 2010.

“Wind Uprising” documentary screening and discussion with Cathy Hartman, Tracy Livingston and other panelists for the Swaner Eco-Center, Park City, Utah, May 1, 2010.

“Wind Uprising” documentary screening and discussion with Cathy Hartman and Tom Wilkerson at the Wayne Theater, Bicknell, Utah April 30, 2010.

“Wind Uprising” documentary screening and discussion with Cathy Hartman for 2nd Milford Renewable Energy Fair, Milford High School, Milford, Utah, April 29, 2010.

“Wind Uprising” documentary screening and discussion with Cathy Hartman for Earth Day Celebration, Jon M. Huntsman School of Business, Utah State University, Logan, Utah, April 22, 2010.

“Wind Uprising” documentary (official premiere) screening and discussion with Cathy Hartman, Tracy Livingston, Christine Watson Mikell and Joe Thomas for the First “Renewable Energy, Cleantech, and Sustainable Business” Partners in Business Seminar, Jon M. Huntsman School of Business, Utah State University, Logan, Utah, April 8, 2010.

“Wind Uprising” documentary (rough cut) screening and discussion with Cathy Hartman for Renewable Energy and Energy Efficiency course, Jack Greene (instructor), Bridgerland Applied Technology College, Logan, Utah, February 25, 2010.

“Prospecting Canyon Winds” documentary (rough cut) screening and discussion with Cathy Hartman for Physics Colloquium, College of Science, Utah State University, Logan, Utah, February 9, 2010.

“Wind Power in Utah,” for First Grade Class, Mrs. Peterson (instructor), Wilson Elementary School, Logan, Utah, November 12, 2009.

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“Wind Power,” with Victoria Stafford and Cathy Hartman, for Fourth Grade Class, Mrs. Blair, Wilson Elementary School, Logan, Utah, May 4, 2009.

“Building a ‘Near Zero Energy’ Home: Our Continuing Journey,” for Sustainability Inside & Out Conference, Landscape Architecture and Environmental Design Department, Utah State University, Logan, Utah, April 9, 2009.

“Harnessing the Winds at Spanish Fork Canyon: Four-Year Struggle and Economic Analysis,” with Cathy Hartman, for Western Extension Directors Conference, Thanksgiving Point, Utah, April 1, 2009.

“Reflections on Building a Near-Zero Energy House,” for Meet the Faculty Seminar, Sean Michael, instructor, Landscape Architecture and Environmental Planning, Utah State University, December 3, 2008.

“Reflections and Connections,” Inaugural Lecture, President Stan Albrecht, Utah State University, November 19, 2008.

“A Marketing Primer,” for BA 1350 Introduction to Business, Lynne Pettit, instructor, Jon M. Huntsman School of Business, Utah State University, November 4, 2008.

“Green Marketing and Policy: How Can Clean go Mainstream?” for Summer Citizens Lecture Series, Utah State University, Logan, Utah, June 13, 2008.

“Building Green: From High Performance to Zero-Energy Homes,” Summer Citizens Lecture Series, Utah State University, Logan, Utah, June 12, 2008.

“Your Next Car – Plug Ins Anyone?” Summer Citizens Lecture Series, Utah State University, Logan, Utah, June 11, 2008.

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“Anatomy of America’s Energy Crisis,” for USU Conference Services Summer Citizens Lecture Series, Utah State University, Logan, Utah, June 9, 2008.

“How to Avoid Green Marketing Myopia: Positioning Green to Become Mainstream,” with Cathy Hartman, for Huntsman Scholars Program, Junior Year Experience 2007-08, Stacey Hills, instructor, Huntsman School of Business, Utah State University, Logan, Utah, April 14, 2008.

“How to Avoid Green Marketing Myopia: Positioning Green to Become Mainstream,” with Cathy Hartman, for Utah Advertising Federation, Keynote Luncheon Address, Marriott City Center Hotel, Salt Lake City, April 8, 2008.

“Energy in Utah: Dispelling the Myths about Wind,” with Cathy Hartman, for Logan Kiwanis Club, Keynote Luncheon Address, Copper Mill Restaurant, Logan, February 6, 2008.

“Market and Policy Factors Driving Wind Energy Development in Utah,” panel presentation with Cathy Hartman for Focusing Cache/Focusing the Nation Conference, Business and Agriculture panel, Utah State University, January 31, 2008.

“Energy in Utah: Dispelling the Myths about Wind,” with Cathy Hartman, for Applied Science, Sharon Atwood, instructor, Thomas Edison Charter School, January 16, 2008.

“Wind Energy in Utah: Dispelling the Myths” with Cathy Hartman, for JCOM 1130 Beginning News Writing class, Jay Wamsley, instructor, Journalism and Communication Department, Utah State University, November 20, 2007.

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“Wind Energy in Utah: Opportunities and Market Barriers,” for Science class, JaDean Frehner, InTech Colligate High School, Logan, October 29, 2007.

“Social Influence in Marketing,” for History 4990 Seminar, Robert Cole, instructor, Utah State University, September 10, 2007.

“Wind Energy in Utah: Opportunities and Market Barriers,” with Cathy L. Hartman, for Science class, JaDean Frehner, InTech Colligate High School, Logan, March 30, 2007.

“2007 JEDI Report for Utah County Spanish Fork,” with Sandra Reategui and Cathy Hartman, for Utah Wind Working Group, Utah Department of Natural Resources, Salt Lake City, March 22, 2007.

“The Three C’s for Avoiding ‘Green Marketing Myopia,’” for Honors 2100 Inquiry Seminar, Clifford Skousen, instructor, Utah State University, March 5, 2007.

“Social Influence in Marketing,” for History 4990 Seminar, Robert Cole, instructor, Utah State University, January 24, 2007.

“Wind Energy in the West: Opportunities and Market Barriers,” with Cathy L. Hartman, for Honors 2100 Inquiry Seminar, Clifford Skousen, instructor, Utah State University, March 6, 2006.

“Alternative Fuel Vehicles: Opportunities and Challenges,” for Mt. Logan Middle School Debate Team, Gail Buxtum, advisor, February 7, 2006.

“Wind Energy in the West: Opportunities and Market Barriers,” with Cathy L. Hartman, for visitors from Schlumberger, Utah State University, January 2006.

“Anatomy of ‘Buzz’ Marketing,” with Cathy L. Hartman, Cache Chamber of Commerce Business Expo 2006, Logan, Utah, January 11, 2006.

“Marketing in the New Age of ‘CleanTech’ – How to Avoid ‘Green Marketing Myopia’ to Deliver Consumer Value,” with Cathy L. Hartman, 15th Annual Customer Service & Marketing Seminar, Partners in Business, Utah State University, November 9, 2005. (presented twice)

“Social Influence in Marketing,” for History 4990 Seminar, Robert Cole, instructor, Utah State University, September 19, 2005.

“Market Diffusion of Cleaner Technology: Connecting Theory and Practice,” with Cathy L. Hartman, for Honors 2100 Honors Inquiry Seminar, Clifford Skousen, instructor, Utah State University, March 7, 2005.

“Business Diffusion of Cleaner Technologies, Deceptive Green Marketing, and Eco-Labeling,” with Cathy L. Hartman, for ENVS 4950 Sustainable Living, Leona Hawkes, instructor, Utah State University, February 15, 2005.

“Utah’s Progress on Wind Power Development and the Anatomy of a ‘Buzz Marketing’ Campaign for Wind Power,” with Cathy L. Hartman, for the Cache County Senior Center Friday Luncheon Series, September 10, 2004.

“The Anatomy of a ‘Buzz Marketing’ Campaign for Wind Power,” with Cathy L. Hartman, for Department of Sociology Brown Bag Series, Utah State University, February 13, 2004.

“The Anatomy of a ‘Buzz Marketing’ Campaign for Wind Power,” with Cathy L. Hartman, for Environmental Studies Class, Jack Greene, instructor, Logan High School, December 5, 2003.

“Perspectives on Sustainable Production and Consumption,” with Cathy L. Hartman, for Environmental Studies 5550/6550 Seminar, Rob Lilieholm, instructor, Utah State University, April 7, 2003.

“Multi-Sector Collaboration for the Diffusion of Cleaner Technologies and Practices,” with Cathy L. Hartman, for College of Natural Resources Graduate Seminar Series, Utah State University, March 21, 2003.

"From Footprinting to Leapfrogging: Finding a New Ecological Balance," with Arthur Caplan, for Logan High School Environmental Action Force (LEAF) Club, Jack Greene, advisor, Logan High School, February 22, 2003.

"Marketing the Wind: Entrepreneurial Opportunities for Diffusion Renewable Energy in Utah," with Cathy L. Hartman, 12th Annual Customer Service & Marketing Seminar, Partners in Business, Utah State University, February 20, 2003. (presented twice)

"Understanding the Marketing Process: Auditing and Designing Marketing Programs for Library Services," for Utah Library Association's Fall Workshop, September 27, 2002.

"Social Influence in Marketing," for History 4990 Seminar, Robert Cole, instructor, Utah State University, September 25, 2002.

"Understanding the Marketing Process: Auditing and Designing Marketing Programs for Library Services," for Utah State University Library's Professional Development Workshop, June 5, 2002.

"A Primer on Marketing," for ECE/MAE 3820 Junior Design Course, Carl Wood and Cynthia Furse, instructors, Utah State University, April 4, 2002.

"Understanding the Marketing Process: Auditing and Designing Marketing Programs for Library Services," for Weber State University Library Workshop (Ogden, Utah), March 13, 2002.

"Marketing America's Message to the Middle East," for History 4990 Seminar, Robert Cole, instructor, Utah State University, January 29, 2002.

"Super Efficient Refrigerator Program: Implications for Marketing Strategy," with Cathy L. Hartman for Marketing Management Seminar, Keith Coulter, instructor, Clark University (Worcester, MA), April 10, 2001.

"Green Alliances: Building Community Through Environmental Collaboration" (visiting scholar) with Cathy L. Hartman for the Environment & Society Colloquium Series, Kurt Fischer, Director, Clark University (Worcester, MA), April 9, 2001.

"Marketing-Finance Interface... or lack thereof," for BA 4460 Investments Seminar, Alan Stephens, instructor, Utah State University, March 7, 2001.

"Marketing-Finance Interface... or lack thereof," for BA 4460 Investments Seminar, Alan Stephens, instructor, Utah State University, October 31, 2000.

"Environmentalist-Business Collaboration: Paradoxes, Challenges, and Future," with Cathy L. Hartman for Rangeland Resources Graduate Seminar, John Malecheck, instructor, Utah State University, October 16, 2000.

"Building Bridges Over Raging Waters: Exploring the Currents Beneath the Surface of Environmental Collaborations," with Cathy L. Hartman, Utah Society for Environmental Education, December 8, 1999.

"Social Influence in Marketing," for History 4990 Seminar, Robert Cole, instructor, Utah State University, September 1999.

Faculty Panel Member, Survival 99 Workshops on Faculty and Student Relations, Utah State University, August 24, 1999.

"Environmentalist and Business Relations," with Cathy L. Hartman, for Environmental Studies Class, Jack Greene, instructor, Logan High School, May 1999.

"Environmental NGO-Marketer Collaboration and Strategic Bridging: A Case Analysis of the Greenpeace-Foron Alliance," Business Administration Research Colloquium, Utah State University, April 1999.

"Case Research: A Demonstration of the Pattern-Matching Approach," with Cathy L. Hartman, Qualitative Research Interest Group, Utah State University, March 1999.

"Green Alliances: Business/NGO Partnerships," with Cathy L. Hartman, for Natural Resources 6430 Open Space/Critical Land Issues Seminar, Joanna Endter-Wada, instructor, Utah State University, March 2, 1999.

"Social Influence in Marketing," for History 4990 Seminar, Robert Cole, instructor, Utah State University, September 1998.

"Environmentalism and Business Relations," with Cathy L. Hartman for Environmental Studies Class, Jack Greene, instructor, Logan High School, May 1998.

"Environmentalists, Marketers Join in Blissful Union?" Keynote Address, with Cathy L. Hartman, 7th Annual Customer Service and Marketing Seminar, Partners in Business, Utah State University, April 9, 1998.

"Green Alliance Research: A Case Study Approach," with Cathy L. Hartman, Qualitative Research Interest Group, Utah State University, March 11, 1998.

"Social Influence in Marketing," for History 499 Seminar, Robert Cole, instructor, Utah State University, January 1998.

"Saving the Environment is Really Saving Business," Commencement Address for Graduating Class of 1997, College of Business, Utah State University, June 6, 1997.

"Environmentalism and Business Relations," with Cathy L. Hartman for Environmental Studies Class, Jack Greene, instructor, Logan High School, May 1997.

"Social Influence in Marketing," for History 499 Seminar, Robert Cole, instructor, Utah State University, January 1997.

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"Social Influence in Marketing," for History 499 Seminar, Robert Cole, instructor, Utah State University, January 1996.

"How to Conduct a Promotion Audit," 1995 Applied Technology Conference, Marketing Education Division, Utah State University, June 12, 1995.

"Marketing versus Finance," with Alan Stephens, Finance Club, Utah State University, May 4, 1995.

"Social Influence in Marketing," for History 499 Seminar, Robert Cole, instructor, Utah State University, January 1995.

"Qualitative Research in Marketing and Consumer Behavior," with Cathy L. Hartman, Qualitative Research Interest Group, Utah State University, October 25, 1994.

“Qualitative Research in Marketing and Consumer Behavior,” with Cathy L. Hartman, Business Administration Research Colloquium, Utah State University, March 7, 1994.

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KUSU 89.5 FM (Logan, Utah), Access Utah, Lee Austin, host, October 4, 2006 (with Cathy Hartman to discuss “Wind Power Development in Utah”)

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KVNU 610 AM (Logan, Utah), Cross Talk with Jennie Christensen, November 3, 2003 (with Cathy L. Hartman and Christine Watson to discuss “Winds of Opportunity for Utah” campaign).

KUSU 89.5 FM (Logan, Utah), Access Utah, Tom Williams, host, May 1, 2003 (with Cathy L. Hartman and Christine Watson to discuss “Winds of Opportunity for Utah” campaign)

KKDS AM1060 (Salt Lake City), Tracy in the Radio Show, December 8, 2001 (Op-ed article from *Deseret News* [December 2] was discussed).

KCPW 88.3 FM (NPR affiliate, Salt Lake City, Park City), Don Gomes, host, November 3, 2000 (To discuss Sydney’s “Green Games” Olympics).

KIQ 1010 AM News (Salt Lake City), Danielle Lin Show, May 22, 2000 (To discuss Ford’s green strategy).

KUSU 89.5 FM (Logan, Utah), Access Utah, Lee Austin, host, August, 1996 (With Cathy L. Hartman to discuss green alliance research).

Education Outreach – Television Interviews/News Features

Aggie TV (Logan, Utah), “2023 Utah High School Clean Air Marketing Contest State Winners Announced,” February 16, 2023, <https://www.youtube.com/watch?v=AAmgYk8Rz6U&t=967s>.

Utah Education Network (Salt Lake City, Utah), “Air Connection: Air” September 6, 2022, <https://www.youtube.com/watch?v=KXYeqmQ9z5Y&t=3s>.

PBS Utah “Utah Insight” (Salt Lake City, Utah), “Air Quality,” RaeAnn Christensen, anchor, July 2, 2020, <https://www.youtube.com/watch?v=cFypcGwJDgo>.

KSL Channel 5 Eye Witness News (Salt Lake City, Utah), “Wind Project Generates Economic Windfall for Utah,” Sam Penrod, reporter, January 27, 2009, <http://www.ksl.com/?nid=148&sid=5436853>.

Aggie TV (Logan, Utah), “Near Zero Energy Home,” Kenny Reid, reporter, September 25, 2008. <http://www.usu.edu/atvnews/>

KSL Channel 5 Eye Witness News (Salt Lake City, Utah), “Geothermal Pioneer Builds Green House,” Jed Boal, reporter, September 22, 2008, <http://www.ksl.com/index.php?nid=148&sid=4331802>.

Education Outreach – Miscellaneous

Professor Palooza, Jon M. Huntsman School of Business, USU, April 10, 2023 (engaged incoming freshman students with advice about their majors and student success).

Juror, Designing Your Energy Lifestyle, June Flora, director, Stanford University, August 21, 2021 (via Zoom).

Service Program

General Citizenship/Service Awards and Recognitions

Community Engaged Faculty Award, Utah State University, 2023.

Sustainability Collaboration Award, Intermountain Sustainability Summit, Weber State University, 2023.

USU Presidential Award for Community Engagement, Faculty, Utah State University Office for Community Engagement, 2022.

Lifetime Achievement Award, Jon M. Huntsman School of Business, USU, 2022.

Lifetime Achievement Award, Department of Marketing & Strategy, Jon M. Huntsman School of Business, USU, 2022.

Green Business Award, Utah Business Magazine <https://www.utahbusiness.com/meet-the-2021-green-business-honorees/> (October 21, 2021).

Utah Statesman's "2021 50 Most Influential Aggies" <https://usustatesman.com/50-aggies/> (April 26, 2021).

Huntsman School of Business Service Award Nominee for University, January 2016

Utah Statesman's "2015 50 Most Influential People" <http://usustatesman.com/the-statesmans-50-most-influential-people-2/> (December 10, 2015).

"Honorary Board" appointment, Utah Chapter American Marketing Association Chapter (October 2011 to July 2013). *Resigned from Board in July 2013.*

University, College, and Department Committee Service

University Committees/Initiatives

Institute for Land, Water, and Air, faculty expert (January 2021 to present)

Research Landscapes, faculty affiliate (2019 to present)

Sustainability Council, member (2015 to present)

Hiring/Tenure Committees

Dr. Susan Madsen (Spring 2020)

Dr. Teppo Felin (Fall 2020)

Promotion & Tenure

Dr. Aaron Brough (MSLE), member (2020 to 2020)

Dr. Deanne Brocato (MSLE), chair (2020 to 2020)

Dr. Antje Graul (MSLE), member (2018 to 2020)

Dr. Jared Hansen (MSLE), chair (2018 to 2020)

Dr. Chad Albrecht (MSLE), chair (2018 to 2019)

Dr. Justin Lawrence (Management), member (2017-2018)

Dr. Merideth Thompson (Management), member (2017-2018)

Dr. Matthew Meng (Marketing & Strategy), member (2017-2020)

Dr. Julena Bonner (Marketing & Strategy), chair/member (2016-2020)

Dr. Gary Thurgood (Management), member (2016-2018)

Dr. Alexander Romney (Marketing & Strategy), member (2016-2020)

Dr. Cassandra Davis (Management), chair (2016-17)

Dr. Cynthia Gibson (Management), chair (2016-17)

Ms. Melissa Schaeffer (Engineering Education), member (2016-17)

Dr. Chris Hartwell (Management), member (2015-2018)

Dr. Brett Crane (Management), member (2015-2020)

Dr. Deanne Brocato (Management), chair (2013 – 17)

Dr. Aaron Brough (Management), chair (2013 – 17)

Dr. K Li (Management), member (2013-17)

Dr. Tim Gardner (Management), chair (2012 – 2017)

Dr. Carlos Licon (Landscape Architecture and Environmental Planning), member (2011 – 17)

Ms. Brittney Fagerheim (Library), member (2014-2016)

Dr. Kristal Ray (Management), chair (2013 – 2016)

Dr. Brian Warnick (Applied Science, Technology & Education), member (2014-2016)

Dr. Brad Winn (Management), chair (2013-16)

Dr. Merideth Ferguson (Management), member (2012- 2015)

Dr. Sterling Bone (Management), chair (2012 – 2015)

Mr. John Ferguson (Management), chair (2014-15)

Mr. Dan Allen (Management), chair (2014-15)

Dr. Haiyan Hu (Business Administration/Management), chair (2003 – 2009)

Dr. Stacy Barlow Hills, (Business Administration), member (2003 – 2008)

Recent Search/Hiring Committees

Dr. Susan Madsen (Spring 2020)

Dr. Teppo Felin (Fall 2020)

Marketing Instructor/Executive-in-Residence Search committee – Open position, chair (Fall 2018-19)

Marketing Search committee – Open Positions (2), member (Fall 2017)

Marketing Search committee – Open Positions (2), member (Fall 2016)

Marketing Search committee – Open Position, chair (Fall 2015)

Marketing Search committee – Full Professor Position, chair (Fall 2015)

Management Strategic Leadership search committee, member (2014)

Marketing Search committee – RCDE positions, Ephraim and Roosevelt, chair (2013)

Operations Management Search Committee, member (2012 – 2014)

Marketing Search committee—Logan campus, chair (2012); resulted in two hires

Marketing Search committee – Brigham City position, chair (2012)

Marketing Search Committee, co-chair (2012)

Other Recent General Committees

Program Affiliate Faculty, Climate Adaption Science Center, Utah State University (2016 – present)

Teaching Excellence Committee, Management Department (2015 – 2016)

Curriculum Committee, Huntsman School of Business (2015 –2016)

Sustainability Council, USU (2012 – present)

Sustainability Marketing Outreach Work Group (2012 – present)

Utah State University Alumni Association, Faculty Representative on Executive Board (2011 to 2013)

University Department Teaching Excellent Award Committee (2008 to 2012; Chair 2010)

Library Accreditation Preparation Committee, Utah State University (2006 to 2007)

Academic Freedom and Tenure Committee (Grievance Committee), Utah State University (2005 to 2007)

“Connections” Freshman-orientation, Utah State University (2004-6)

Library Advisory Council, Utah State University (2003-5)

MBA Committee, Member, College of Business (2002-3)

Curriculum Committee, Member, College of Business (2002-3)

“Utah House” Advisory Committee, Utah State University Extension (2001-4)

Graduate Program Committee, Member, College of Business (2001-2)

Curriculum Committee, Member, College of Business (2000-01)

Strategic Planning Committee, Member, College of Business (2000-01)

Scholar of the Year Selection Committee, Chair, College of Business (1999-2000)

MBA Program Committee, Member, College of Business (1999-2000)

Teacher of the Year Selection Committee, Chair, College of Business (1999-2000)

Scholarship and Awards Committee, Chair, College of Business (1998-99)

Faculty Relations Committee, Member, College of Business (1998-99)

Teacher of the Year Selection Committee, Chair, College of Business (1998-99); resigned after being nominated for the award by my department.

Teacher of the Year Selection Committee, Chair, College of Business (1997-98)

Research Committee, Member, College of Business (1997-98)

Curriculum Committee for Semester Conversion, Department of Business Administration (1997-99)

Research Committee, Member, College of Business (1995-96)

Dunk-a-Professor, Participant, Aggie Day, Utah State University (May 1995)

Library Committee, Member, College of Business (1994-95)

Professional Service

The Western Way (2021 – present)

- Advisory Council member

Utah American Marketing Association (2011 – 2013)

- Honorary Board Member; serving to organize and establish Utah American Marketing Association in the state of Utah and Cache Valley
- Keynote speaker

American Wind Energy Association (2005 – 2013)

- Public Affairs Committee member; advising the trade association's messaging

Academic Service

Ad-hoc Reviewer for a variety of journals. Most recently, I reviewed for *Energies*, *Policy Sciences*, *Sustainability* and *the Journal of Advertising*. I have reviewed also for *Sloan Management Review*, *Journal of the Academy of Marketing Science*, *Journal of Macromarketing*, *Journal of Nonprofit & Public Sector Marketing*, American Marketing Association, Academy of Marketing Science Conference, American Marketing Association International Conference, Association for Consumer Research Conference, Decision Sciences Institute Conference, Western Decision Sciences Institute Conference, Australian Catholic University dissertation, and various textbooks.

Conference Organizer for the Second Annual Intermountain Harvesting Energy Summit (with Cathy Hartman), February 26-28, 2007, Salt Lake City, UT. Served as organizer, moderator for panel session, financial sponsor (via Renewable Energy for Rural Economic Development), and drafted “white paper” of outcomes.

Track co-chair for The Natural Environment and Marketing Track (with Easwar Iyer), Academy of Marketing Science Annual Conference, May 29-June 2, 2001, San Diego, CA. Invited Corin Millais, Greenpeace Australia, Campaign Coordinator and Director of Green Games Initiative for the Sydney 2000 Olympics, and John Mate, Greenpeace International, Ozone and Greenfreeze Project Director, to be guest speakers at a special session about environmentalist-business collaboration and diffusion of environmental innovation.

International Planning Board member for Greening of Industry Network (1999-2006), helped organize conferences, review papers, and outreach of Greening of Industry Network.

Guest co-editor for journal, *Business Strategy and the Environment* (Vol. 8, September, 1999 issue), Special Issue on “Environmental Partnerships,” (with Cathy L. Hartman and Peter S. Hofman) based on the 7th International Greening of Industry Network Conference, Rome, Italy.

Theme co-chair for *Environmental Issues* Track (with Cathy L. Hartman), Decision Sciences Institute Conference, November 21-24, 1998, Las Vegas, NV.

Other Related Community Service

Judge for the State 4-H Consumer Decision Making Contest, Logan, Utah (July 16, 2002)

Judge for the 2002 “Spirit of the Land” Environmentalism Awards, Salt Lake Organizing Committee for the Olympic Winter Games of 2002 (December 2001).

Judge for the 2001 "Spirit of the Land" Environmentalism Awards, Salt Lake Organizing Committee for the Olympic Winter Games of 2002 (February 2001).

Non-Academic Experience

Positions Prior to Academia

Junior Consultant, RMC Group, Santa Clara, CA (1988-89)

Customer Service Representative, Great Western Bank, San Jose, CA (1987-88)

Opera Singer (Chorus/Secondary Roles), Opera San Jose, San Jose, CA (1984-86)

Apartment Manager, Stafford Properties, Saratoga, CA (1985-89)

Apartment Manager, Shelley Williams & Associates, Saratoga, CA (1983-85)

Salesperson, Builders Emporium (Wicks Corporation), San Jose, CA (1982-83)

Recreation

Cross-fit and yoga, Classical Music enthusiast, Community engagement, Gardening, Family activities