DEBORAH LYNN OWENS, Ph.D.

GENERAL INFORMATION

Business Address and Telephone:
Associate Professor of Marketing and International Business
Department of Marketing
The University of Akron
Akron, Ohio 44325-4804
(330) 972-8079
(330) 972-5798 (FAX)

EDUCATION AND TRAINING

Doctoral Degree:
Kent State University
Kent, Ohio
Doctor of Philosophy, Graduated, December 1995
Major: Marketing
Minor: International Business
Dissertation: "The Effects of Integrating Information from Advertising and Word of Mouth on Consumer Processing and Response to Product Information"

Masters Degree:
Kent State University
Kent, Ohio
Masters in Business Administration
August, 1991

Bachelor's Degree:
The Ohio State University
Columbus, Ohio
B.S. Industrial and Systems Engineering
August, 1978

ACADEMIC EXPERIENCE

Teaching Experiences:

Associate Professor of Marketing and International Business
Department of Marketing
The University of Akron
2002 to present

Undergraduate courses taught: Marketing Principles, Buyer Behavior, Marketing Research, International Marketing, Honors Project, Marketing Practicum, Honors Section Marketing Principles, Honors Business Colloquium [Interdisciplinary Team Format]

Graduate courses taught: Business Research Methods, Innovative Marketing Strategy

Visiting Instructor
Huron University
London, England
Summer 2007

Undergraduate courses taught: International Marketing and Marketing Practicum

Assistant Professor of Marketing and International Business
1996 to 2002

Undergraduate courses taught: Marketing Principles, Buyer Behavior, Marketing Research, Promotional Campaigns, Career Management, Workshop: Free Enterprise

Graduate courses taught: Marketing Concepts, Business Research Methods

Visiting Instructor of Marketing
Department of Marketing
The University of Akron
1995 to 1996

Undergraduate courses taught: Marketing Principles, Buyer Behavior

Kent State University
Kent, Ohio
Part-time Instructor of Marketing

Undergraduate courses taught: International Marketing, Logistics

Walsh University
Canton, Ohio
Part-time Instructor in Graduate Program
1993

Graduate courses taught: Graduate Marketing Management

BUSINESS EXPERIENCE

Children's Hospital Medical Center of Akron
Akron, Ohio
Assistant Director, Nursing Administration
1989 to 1993
Responsible for capital and operational budgets in all inpatient nursing units, emergency room, ambulatory clinics, surgery and renal dialysis unit. Coordinated planning, training and implementation of new information systems, renovation and construction work, including a new renal dialysis center, and outpatient clinics. Reported to the Vice President of Nursing.

Management Engineer
1980 to 1989
Responsible for the establishment of a new in-house management engineering concept, serving as the project leader for studies and workflow redesign in the areas of systems analysis and computerization, staff productivity, space utilization and overall enhancement of customer service. Reported to the Chief Operating Officer.

Ohio State University Hospitals
Columbus, Ohio
Management Engineer
1979 – 1980
Application of systems analysis, mathematical modeling, and computer simulation to improve workflow, productivity, and overall hospital operations and customer satisfaction. Reported to Chief Operating Officer.

RESEARCH AND PUBLICATIONS

Refereed Journal Articles:

Owens, Deborah, Jessica Kocaj and Douglas Hausknecht (2007), "International Diffusion Research: A Propositional Inventory for Future Research", *Marketing Management Journal*, Volume 17 (Fall 2007) pages 120-133.

Keillor, Bruce D., William Hauser and Deborah L. Owens (2006), "Kotler's 'Mega Marketing', Political Activities and Firm Performance in the Domestic Marketplace", *Marketing Management Journal*, Volume 16, Issue 1 (Spring 2006), pages 19-31.

Keillor, Bruce D., Timothy J. Wilkinson and Deborah L. Owens (2005), "Threats to International Operations: Dealing with Political Risk at the Firm Level," *Journal of Business Research*, 58 (5), 629-635.

Keillor, Bruce , Deborah L. Owens, and Timothy Wilkinson (2004), "Antecedents of Firm Level Political Behavior in the Global Marketplace: A Framework for Understanding Public Policy Implications," *Review of Business Research*,

Keillor, Bruce D., Tomas M. Hult, and Deborah L. Owens (2002), "An Empirical Investigation of Market Barriers and the Political Activities of Individual Firms," *International Journal of Commerce and Management*., 12 (2), 89-106.

Keillor, Bruce and Deborah L. Owens (2001), "Influencing Factors and Socially Desirable Responses Biases in an International Context," *Journal of International Marketing and Exporting*,

Owens, Deborah L., Michael Hardman, and Bruce D. Keillor (2001), "The Differential Impact of Price Related Consumer Promotions on Loyal versus Non-Loyal Users of the Brand: A Field Study Investigation," *Journal of Promotion Management,* 6 (2), 113-131.

Keillor, Bruce D., Deborah L. Owens and Charles E. Pettijohn (2001),"A Cross-Cultural/Cross-National Study of Influencing Factors and Socially Desirable Response Biases," *International Journal of Market Research,* 43 (1), 63-84.

Owens, Deborah L. and Jon M. Hawes, (2000), "Advanced Elastomer Systems," *Case Research Journal,* Volume 20, Issue 1, February 2000. 20 (1), Winter, 69-96.

Owens, Deborah L., Wilkinson, Timothy J. and Bruce D. Keillor (2000), "A Comparison of Product Attributes in a Cross-Cultural/Cross-National Setting," *Marketing Management Journal,* 10, (2),*1-11*. Formerly knows as the *Journal of Marketing Management*.

Hawes, Jon M., James T. Strong, and Deborah Owens, (1999), "Business Marketing Sales Interactions," *Advances in Business Marketing and Purchasing*, 9, pp. 167-180.

Owens, Deborah, Jon M. Hawes, and Michael F. d'Amico (1999), "Evaluating a Firm's Customer Service Department," *Journal of Professional Marketing and Management,* 19 (2), 115-127.

Owens, Deborah L. and Douglas R. Hausknecht, (1999), "The Effect of Simplifying The Complaint Process: A Field Investigation," *Journal of Consumer Satisfaction and Complaining Behavior*, Volume 12.

Peer-Reviewed Conference Papers:

"Marketing Ohio's Universities to Global Talent: Current Perceptions and Future Possibilities" (with Prashant Srivastava Ph.D., and Aniqa Feerasta, Undergraduate Honors Student) **.** Best Paper in Track: Not-for-Profit Marketing and Social Marketing Track. *Association of Collegiate Marketing Educator's 37th Annual Conference (affiliated to Federation of Business Disciplines*) Dallas, Texas, March 2-6, 2010.

"Preference for Consistency and It's Relationship with Brand Commitment: An Empirical Investigation" (with Prashant Srivastava Ph.D), *Association of Collegiate Marketing Educators' 37th Annual Conference, Houston Texas, March 5, 2008.*

Cases, Games and Exercises:

Owens, Deborah (2008), "Country Pure Foods: Delivering Juice to a Thirsty World", in Basic Marketing, 16th ed., William D. Perreault, Jr., Joseph P. Cannon and E. Jerome McCarthy, 2008 McGraw-Hill Irwin.

Owens, Deborah and Jon Hawes, (2007), Advanced Elastomer Systems: Market Strategy for a New, Technical Product," in Business Marketing Management, Ninth Edition, Michael D. Hutt and Thomas W. Speh, (Mason, OH: South-Western, a division of Thompson Learning, 2007), 600-624.

Owens, Deborah and Jon Hawes, (2004), "Advanced Elastomer Systems: Market Strategy for a New, Technical Product", in Business Marketing Management, Eighth Edition, Michael D. Hunt and Thomas W. Speh., Thompson, South-Western .

Owens, Deborah (2004), "Clean Shower: New Product Development and Launch Strategy", in Basic Marketing, 15th ed., William D. Perreault, Jr. and E. Jerome McCarthy, 2004, McGraw-Hill Irwin.

Prough, George, Deborah Owens, and John Montgomery (1999), "Goodyear's Aquatred Tire: An Integrated Marketing Campaign History: A Case History." in Basic Marketing, 13th ed., William D. Perreault, Jr. and E. Jerome McCarthy, 1999, McGraw-Hill Irwin.

Books/Book Chapters and Supplemental Book Material:

Owens, Deborah and William J. Hauser, (2007), "Chapter 2: Customer Analysis: The Right Behaviors", in Direct Marketing in Action, Andrew R. Thomas, Dale M. Lewison, William J. Hauser, and Linda M. Foley editors, Praeger, Westport, CT.

Owens, Deborah and Cathy Martin (2007), "Chapter 6: Target Marketing", in Direct Marketing in Action, Andrew R. Thomas, Dale M. Lewison, William J. Hauser, and Linda M. Foley editors, Praeger, Westport, CT.

Owens, Deborah and Douglas Hausknecht, (2007) Integrated Marketing Communication Volume 4, Marketing in the 21st Century, Bruce Keillor, Editor, Praeger, Westport, CT.

Owens, Deborah (2005), Business Plan Project Workbook, Glencoe McGraw-Hill, New York, New York.

RESEARCH GRANTS AND AWARDS

Summer 2008
Undergraduate Faculty Research Mentor Award
Supervising Aniqa Feerasta
College of Business, Undergraduate Summer Scholars Award

2007-2008
GAR Foundation – Minority Business Development Grant
Data Base Marketing, Positioning and Applications
with Annie Marie Hauser, PhD. the Taylor Institute for Direct Marketing , CBA (COD)
November 2007, February 2008, April 2008

Summer 2006
Faculty Advisor, McNair Summer Scholar Program

Proposal Submitted but not Funded
Spring 2006
Healthy Eating Research: Building Evidence to Prevent Childhood Obesity
The Robert Wood Johnson Foundation
Proposed Grant = $ 99,048
Principal Investigator: Deborah L. Owens, Ph.D.
In Conjunction with the University of Akron, Department of Marketing, College of Nursing and the Akron Public Schools

Funded Research
Fall 2001 $ 3,500
"An Evaluation of Abstinence
Only Sex Education Programs in Ohio"
(with Douglas Hausknecht, Ph.D.)
Abstinence the Better Choice, Inc. and
Ohio Department of Health

Fall 2001 $ 1,500
"A Revision of Data Collection System for
Evaluation of Abstinence Only Sex

Education Programs in Ohio"
(with Douglas Hausknecht, Ph.D.)
Abstinence the Better Choice, Inc.

Fall 2000 $ 3,500
An Evaluation of Abstinence
Only Sex Education Programs in Ohio"
(with Douglas Hausknecht, Ph.D.)
Abstinence the Better Choice, Inc. and
Ohio Department of Health

Summer 2000 $ 6,500
Word-of-Mouth versus Advertising: An Empirical Investigation of
Comparative Effects within a Political Marketing Context
Summer Research Grant, the University of Akron

PROFESSIONAL ACTIVITIES

Academic Paper Presentations:

Owens, Deborah [presenting], "Changing Student Behaviors in the Educational Environment: An Ohio Perspective," Calories In- Calories Out", NASBE Wellness Policy Symposium**,** Louisville, Kentucky, October 11-12, 2006.

Owens, Deborah [presenting], "Getting Students Excited About Marketing; Tactics and Strategies", Mc-Graw-Hill Irwin, Marketing Symposium, Las Vegas, February, 2005.

Owens, Deborah [presenting], ,"Antecedents of Firm Level Political Behavior in the Global Marketplace: A Framework for Understanding Public Policy Implications," authored by Bruce Keillor, Timothy Wilkinson and Deborah l. Owens, at 2004 International Academy of Business and Economics, Las Vegas, Nevada. October 17-20.

Owens, Deborah, [presenting], "Meeting Consumer Needs through School Choice: A Marketing Theory Perspective", The Association of Private Enterprise Education International Convention, Las Vegas, Nevada, April 6-8, 2003.

Owens, Deborah L., Stephen C. Brooks, and Rick Farmer ,"WOM Communication Versus Negative Political Advertising: A Study of Comparative Effects: Has the Miracle of WOM finally met its match ?" Consumer Satisfaction and Dissatisfaction Conference, Jackson Hole Wyoming, June 2001.

Brooks, Stephen C., Rick Farmer, and Deborah L. Owens, "The Personal Touch: Word of Mouth Marketing in a Political Campaign Context, Poster Board Session at American Political Science Association Conference, Washington, D.C., August 31- September 3, 2000.

Brooks, Stephen C., Rick Farmer, and Deborah L. Owens, "Speaking to Voters: An Experimental Study of Word-of-Mouth vs. Print Campaign Communication". Presented at the 2001 meeting of the Midwest Political Science Association, Chicago, IL., April 18-22, 2001.

Owens, Deborah L., Stephen Brooks, and Rick Farmer, "Word of Mouth: Myth or Miracle ? A Study of Comparative Effects: WOM vs. Print Advertising within a Political Campaign Context", presented at International Association of Business Disciplines, Las Vegas, Nevada, April 1, 2000.

Owens, Deborah L. and Douglas R. Hausknecht, "The Effect of Simplifying the Complaint Process: A Field Experiment," presented at 1999 Consumer Satisfaction and Dissatisfaction Program, Bi-annual meeting, Las Vegas, Nevada, June 1999.

Owens, Deborah L. and Larry Marks, "Word of Mouth Personal Influence versus Advertising: An Investigation of Comparative Influence, Kent State Research Forum, October 1996.

Owens, Deborah L. and David Frease, "The Pediatric Operating Room Suite: Automation as a Partner in Change," National Association for Children's Hospitals, Annual Meeting, Boston, MA, October 1989.

Owens, Deborah L., Keith Klafehn and Nancy Voneman, "A Computer Simulation Model to Improve Flow within a Hospital Emergency Room," Conference for Computer Applications in Medical Care, Washington, D.C., November 1987.

Owens, Deborah L., "Productivity: Its Measurement and Applications for Managers," presented to Northern Ohio Association for Hospital Dieticians, April 1986.

Owens, Deborah L. and Joan Patton, "Zero Base Budgeting: A Tool for Health Care," presented at Ohio Hospital Association Conference, February 1980.

Program Appearances:

"Word-of-Mouth Marketing: Connecting with your Customers", Summit County Library Staff Development Day, November 11, 2009.

Business Boot-Camp: An Entrepreneurial Marketing Perspective – Project GRAD Akron, Summer Institute, The University of Akron, Taylor Institute for Direct Marketing. Developed, organized and staged a 2 week summer marketing camp fo 50 inner-city high school students. June, 2009

Marketing Research Principles for Continuous Improvement,– 28th FirstEnergy Business Management Seminar, *Continuous Improvement & Value Creation,* College of Business Administration, The University of Akron, April 14 – 18, 2008

Marketing Research and Applications – 27th FirstEnergy Business Management Seminar, *Execution and Growth,* College of Business Administration, The University of Akron, April 16 – 20, 2007,

"Research Perspectives and Tactics, Essentials of Direct Marketing", Interaction 2006: The Great Lakes Direct Marketing Day, The University of Akron, Akron, Ohio, May, 2006.

"Consumer Behavior: Theory and Application: Professional Development for the Suarez Corporation", The Taylor Institute, The University of Akron, Akron, Ohio, October, 2005.

"Buyer Behavior: A Hands on Workshop for Direct Marketers: Professional Development for the Suarez Corporation", The Taylor Institute, The University of Akron, Akron, Ohio, August 2005.

"What's Her Line? Exploring Career Options and Choices", Buchtel High School, Project GRAD Akron, Akron, Ohio, May 2005.

"What's Her Line: To Tell The Truth: [educating students on female stereotypes]", The University of Akron, Women's History Month, March 2005.

"Model Curriculum Requires Students to Critically Analyze Evolution", Channel One, National Broadcast to Schools Program , March 2004

"Teaching Evolution Fairly and Objectively", Focus on the Family, National Public Broadcast, Deborah Owens Fink with Stephen Meyer, March 2003.

"The Importance of Education and Your Future", Perkins Middle School, Akron, Ohio, September, 2002

"Establishing a Marketing Culture in Your Organization", Americhem Industries, Cuyahoga Falls, Ohio, July 2002

"Evolution, Intelligent Design and Public Education", Deborah Owens-Fink, with David Haury and Michael Behe, Talk of the Nation (TOTN) on National Public Radio, February 13, 2002

"Comparative Perceptions for Business Re-Location Analysis", Wadsworth City Council, and Local area Broadcast, Wadsworth, Ohio with Timothy Wilkinson**,** October 2001.

"Pierce my Ear: Are We Really Hearing Our Customers ? The Use of Qualitatative Research Methods" , Ligget-Stashower Advertising Firm, Cleveland, Ohio, August, 2001

"Customer Satisfaction Research: A Conversation with your Market", Wadsworth Chamber of Commerce, Wadsworth, Ohio, January, 2001.

"Buyer Behavior: The Crystal Ball to Your Customers", Wadsworth Chamber of Commerce, Wadsworth, Ohio, April 26, 2000.

"Advertising as Propaganda: The Pro's and Con's", Revere Middle School 7th Graders, Akron, Ohio (250 pupils), April, 2000.

"Market Based Education Reform: Where are We ?", Tallmadge Rotary Club, Tallmadge, Ohio, April 27, 2000.

"Marketing Basics and Applications within the Polymer Industry", Sri Lanka Coalition of Polymer Executives, Holiday Inn, Fairlawn, Ohio, September 1999

"The Benefits of Marketing: A Consumer Perspective", Revere Middle School, 7th graders, (250 pupils), Bath, Ohio, May 1999

"Market Based Education Reform: The Why and How", Downtown Rotary Club, Martin Center, University of Akron, Akron, Ohio, April 1999.

"Free to Try: The Impact of the Free Market on School Reform", The University of Akron Spring Educators' Conference, Akron, Ohio, April 1998.

"Ethics in Corporate America: A Panel Discussion, Panel Member, E.J. Thomas Performing Arts Center, Akron, Oh., October 1998

Editorial Activities: Reviewer:

April, 2008, Marketing the Core, by Kerrin, Hartley and Rudelius, 2e, McGraw-Hal Irwin, Text Reviewer

May 2005, *Marketing Research*, by Don Cooper and Pamela Schindler's, Mc-Graw-Hill Irwin, Reviewer, 5 chapters.

May 2005, *Basic Marketing*, Glencoe McGraw-Hill, New York, New York. Reviewed and edited 3 chapters.

April 2000, Advertising and Promotion Track of *The Society for Marketing Advances Conference* November 8-11, Orlando Florida,

November 1999, Track Reviewer, *Journal of Consumer Satisfaction and Complaining Behavior*, Winter 2000

June, 1999, Consumer Behavior, Hanna/Wozniak, Prentice Hall, Reviewer for 6 chapters.

Professional Organizations:
American Marketing Association
Midwest Marketing Association

PROFESIONAL RECOGNITIONS

Teaching Awards:
Faculty Award, National Residence Hall Honorary, L. Hansford Chapter, 2005
Lone Star Fraternity, Faculty of the Year, 2001-2002
Outstanding Educator Award, Panhellenic Council, 2000
Outstanding Educator Award, Panhellenic Council, 1999

Research Awards:
Best Paper in Track: Not-for-Profit Marketing and Social Marketing Track**.**

"Marketing Ohio's Universities to Global Talent: Current Perceptions and Future Possibilities" (with Prashant Srivastava Ph.D., and Aniqa Feerasta, Undergraduate Honors Student) **.** *Association of Collegiate Marketing Educator's 37th Annual Conference (affiliated to Federation of Business Disciplines*) Dallas, Texas, March 2-6, 2010.

Service Awards:
Volunteer of the Year Award, 2009
Project Grad Akron,
"For Dedication and Commitment of Time which have significantly benefitted Project Grad Akron Schools and Service".

"Making A Difference Award" 2005
Ohio Policy Roundtable,
"For Leadership to encourage open discussion on evolution within the Public School Classrooms in Ohio"

INTERNAL SERVICE CONTRIBUTIONS

Department Service:

September 2004- 2005	Chair, Retention, Tenure and Promotion Committee
September 2005-2006	
September 2008-2009	

September 2008-Present	Chair, Student Recognition Banquet
September 2008-Present	Chair, Student Mock Interview Night
September 2009-Present	Coordinator, Departmental Curriculum Review Committee
March 2009 – Dec. 2009	Chair, Faculty Search Committee, International Business
August 2009- Dec. 2009	Member, Marketing Chair Search Committee
September 2008 - Present	Honors Advisor, Marketing
September 2004-Present	Coordinator, Donald L. Kaufman, Business Speaker Series
September 2005-2007	Coordinator, Donald L. Kaufman, Business Ethics, Scholarship Competition
May 2000- Present	Selection Committee, Acme, Scholarship Fund
February 2006-Present	Chair, Student Assessment and Development Committee
September 2004-Present	Interviewer, Honors Program Visitation Day
September 1999-Present	Fisher Institute for Professional Selling, Faculty Advisory Board The University of Akron
September 1998-Present	Lead Sponsor, Senior Students Honors Research Project
August 2005- Sept. 2006	Chair, Faculty Search Committee, Marketing Faculty
September 1999-May 2008	Student Affairs Committee Department of Marketing,
September 1999- 2002	External Relations Committee Department of Marketing, Subcommittee on Marketing Academic Programs
September 1998 – Sept. 2009	Advisor, Mu Kappa Tau, Marketing Honorary
September 1999-2004	Coordinator, Marketing Research Forums, with Douglas Hausknecht

November 1995-January 1996 September 2007-January 2009	Advisor, Students In Free Enterprise

College Service:

September 2009-Present	Chair, CBA Strategic Planning Committee
September 2008-Present	Member, CBA Strategic Planning Committee
September 2008 - Present	Honors Committee Advisor, Marketing
April 2009 - Present	Member, College- Wide RTP Committee
January 2005-May 2009	Graduate Curriculum Committee
September 2005-April 2009	Recording Secretary, College of Business Administration
1996-2004	Instructional Responsibilities Committee College of Business The University of Akron

University Service:

April 2009-Present	University , Tenure Review Committee
April 2009-Present	Supplier Diversity Committee
September 2007- Present	ZPN Faculty Advisory Board
September 2007- Present	New Student Orientation, Faculty Advisory Board
September 2007- June 2009	Presidents Faculty Advisory Board
June 2006-August 2006	*Donald E. McNair , Post Baccalaureate Achievement Program* Research Mentor In conjunction with University of Akron, Graduate School and McNair Scholars Program
August 2005-2007	Participant, Guest Lecturer, English Language Institute
September 2005 –May 2008	Graduate Committee, Student Policy
December 2003-Present	Women's History Month – Planning Committee

1998- 2007	University Hearing Board Pool
2000-2001	Service Learning Task Force

EXTERNAL SERVICE CONTRIBUTIONS

Public and Community Service:

Project GRAD, Akron
Board Member
January 2008-Present

- Chair, Marketing Committee
- Member, Retreat Planning Committee
- Faculty Coordinator, Summer Institute , Business Boot-Camp

Co-Chair, Ohio Center Right Coalition
April, 2007- Present

Chair, State of Ohio, Physical Fitness and Wellness Advisory Council,
Appointment, July 2005 – December 2005.

The State Board of Education of Ohio, Representative 7th District
Representing Summit, Portage, Trumbull and Ashtabula Counties
Appointed by Governor - November 1999
Elected January 2000 –present
Co-Chair, Quality High Schools, Sub-Committee,
Chair Student Wellness Taskforce,
Appointment, May 2005-Present
Member, State Accountability Task Force,
Appointment, January 2006-Present

Ernst and Young, North East Ohio,
2005 Entrepreneur of the Year Award
Judging Panel
May-June, 2005

Youth Motivation Task Force, Akron, Ohio
Participant, Speaker
2004-2008

Buckeye Center for Public Policy Solutions
Columbus, Ohio
Board Vice President, 1998-2000

Advisory Board, 1994- 1998 and 2007- Present

Summit County Board of Education
President 1995
Vice President 1994
Member 1993-1999

Abstinence the Better Choice
Advisory Member
1991-2006

Math Tutor
Revere Schools
1995-1999

Student Trustee
Kent State University
Board Of Trustees
Student Representative
Governor Appointee
1991-1993

Girl Scout Leader
Western Reserve Council 1989-1993

Advisory Board Member
Canal Square - Downtown YMCA
1990-1992

Energy Management Committee Member
United Way of Summit County
1982-1983

Business Community Service: [Pro Bono Work]
Better Business Bureau of Akron
Assisted in improving the Consumer Complaint Process, [with Douglas Hausknecht]
Developed, conducted, analyzed and presented results of simplifying the complaint process.

Marketing Project Outreach Coordinator to Non-Profits, Start Ups, and Area Businesses
1996-Present
Supervise and oversee free marketing research consulting to numerous non-for profits in the greater Summit County area. Have assisted over 40 non-for-profit agencies and start up business groups through this project, ranging from the Akron Urban League, and the American Red Cross**,** to Fox Creek Outdoors**,** and Main Street Gourmet, Filter-Hot Inc., Cuyahoga Valley National Park Association, Go-Jo Industries, Myers Motors, Goodyear Commercial Truck Tire Division, among many others.