

# DIANE M. GAYESKI, PH.D.

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*Dr. Gayeski is an internationally-recognized thought leader, speaker, consultant, and educator in corporate communications and learning. She's led more than 350 projects for clients worldwide, helping them to analyze, adopt, and assess new strategies and technologies for improving organizational performance. She's known for unconventional and candid consulting recommendations, de-mystifying technologies and trends and for developing efficient and creative solutions to business performance challenges. Her groundbreaking work on communications and learning systems analytics positions her as a unique bridge between theory and practice, between academe and business, and between the "hard" and "soft" sides of managing and measuring the impact of training, marketing, branding, and collaboration interventions. The author of 14 books, she's a frequent speaker at conferences, professional workshops, and executive briefings.*

## EDUCATION

- **Ph.D. Educational Administration, Supervision, & Curriculum** (Educational Technology emphasis; minors in Communications and Journalism) University of Maryland, 1979
- **M.A. Educational Technology**, minor in Communications, University of Maryland, 1975
- **B.S. Radio & Television** Summa cum Laude Ithaca College, 1974

## PROFESSIONAL EXPERIENCE

### GAYESKI ANALYTICS (PREVIOUSLY OMNICOM ASSOCIATES) 1979-PRESENT

**Founder and Principal Partner.** Have led more than 350 projects for clients worldwide, including strategic planning, analytics, communications campaigns, instructional design, and professional workshops. Clients include General Electric, US Air Force, Cornell University, Abbott Diagnostics, City of Sacramento Department of Public Works, Fiat, Ministry of Education of Turkey, Tompkins Financial, Intel, Centers for Medicare and Medicaid.

### ITHACA COLLEGE ITHACA, NY 1979-PRESENT

- **Dean & Professor of Strategic Communications, Roy H. Park School of Communications March 2010 - present**
- Interim Dean, Roy H. Park School of Communications June 2009-March 2010
- Interim Dean of Graduate and Professional Studies July 2008 - May 2009
- Associate Dean of Faculty, Roy H. Park School of Communications 2006 - 2008
- Director of the Online Certificate programs in Strategic Communications Management and Performance Improvement Management. 2005 - present
- Professor of Strategic Communication, Roy H. Park School of Communications 1999-present
- Chair, undergraduate program 1994-1997 Chair, graduate program 1985-1993; 2006-07
- Associate Professor 1983- 1999 Assistant Professor, 1979-1983

**Areas of expertise:** Future models for media economics, genres, and platforms; Communications analytics; Organizational communication and learning; Organizational performance improvement consulting; Higher education administration; Educational technology

### BOISE STATE UNIVERSITY 1999-2011

**Adjunct Graduate Professor**, College of Engineering, Department of Instructional and Performance Technology: Developed and occasionally teach online graduate courses: Introduction to Human Performance Technology, Managing Learning and Performance Systems as a Business Asset, Working, Learning and Communicating in Global Organizations, Performance Consulting

HANKEN SCHOOL OF ECONOMICS & BUSINESS ADMINISTRATION,  
HELSINKI, FINLAND 2002

**Professor & Distinguished Visiting Fellow**

Developed and taught doctoral course in integrated marketing, communication, and training systems and made major presentations to corporate research sponsors.

UNIVERSITY OF MARYLAND COLLEGE PARK, MD 1975-1979

- **Instructional Designer and Project Co-director**, Ethnic Studies Project, 1977- 1979
- **Acting Director**, Educational Technology Center, and Instructor in Educational Technology, 1977-1978
- **Graduate Assistant**, Educational Technology Center 1975-1977

MONTGOMERY COLLEGE ROCKVILLE, MD 1977

**Instructor, Department of Visual Communications**

**MAJOR INVITED WORKSHOPS AND PRESENTATIONS**

“The Art and Science of High Performing Organizations”. Keynote address at Society for Human Resources Management Tompkins County. Ithaca, NY. June 2014. (with Evan Williams).

“Past, Present, and Future of the Communications Profession”. Keynote panel for the Communications Leadership Exchange annual conference. Philadelphia, PA. April, 2014.

“Six solutions for too much content /too little money & time”. Presentation at Training '14 annual conference. San Diego, CA. February, 2014.

“Fast, Cheap, AND Good: Using Free Tools to Build Quick Mobile Apps”. Half-day clinic presented at Online Learning Conference. Chicago, IL. September 2013.

“Generational Diversity”. Half-day workshop for Borg-Warner executives. Ithaca, NY. August 2013.

"Fasten Your Seatbelts: My Students Today are Your Top Talent Tomorrow" keynote address at Corporate Learning and Development One2One Summit" Bonita Springs, FL. July 2013.

“Not Your Dad’s Schoolhouse: Partnering with Today’s Universities” Keynote address at Partnering for Performance Conference. Raleigh, NC May 2013

“Think Tank” session leader, identifying major trends and research needs for the business communications profession. International Association of Business Communicators annual conference, Chicago IL. June 2012.

“Learning 3.0: How to leverage new tools and techniques to engage millennials” keynote address for National Human Services Assembly. New York City. April, 2012.

“Disabilities in the Workplace: What communicators need to know” National webinar for Communications Leadership Exchange. March 2012.

“Learning 3.0”. Webinar for the Canadian Defense Academy. December 2011.

“Less is More: The Threat of Information Overload”. Keynote address at National Association of Government Communicators Communications School. St. Paul, MN. May 2011.

"Positioning Communications as a Business Asset". Keynote address at the Society for Technical Communications Rochester Chapter, Rochester, NY. April 2011.

"Managing a Virtual Workforce". Two national webinars for the Employer Resource Institute. March and April, 2011.

"Re-wiring Training for Today's Demanding Workforce". Training '11 conference, San Diego, CA. February 2011.

"Re-thinking Training for the Workforce of the Future". Featured speaker, Canadian Society for Training and Development. Toronto, Canada. November 2010.

"Connecting with Nexters". Keynote presentation for Public Relations Society of America Rochester Chapter. September, 2010.

"My Students Today = Your Learners Tomorrow: What Can Performance Improvement Practitioners Learn from Higher Ed? Invited keynote presentation for the International Society for Performance Improvement "Back to School" online conference. September 2010.

"The Boyer Model in Tenure and Promotion" invited workshop presentation to Hartwick College faculty. Oneonta, NY. September 2010.

"Creativity, Technology and Gender in Advertising". Panel discussion facilitator. Association of Educators in Journalism and Mass Communication conference. Denver, CO. August 2010.

"The Future of Communication in Networked and Virtual Organizations". Invited plenary seminar for the Council of Communication Management annual conference. Philadelphia, PA. May 2010.

"New Design Models for New Media: Why ADDIE Doesn't Work for e-Learning" ISPI Charlotte chapter. Charlotte, NC. April 2010.

"Engineering Safe Performance" keynote speaker for DTE Energy Safety Summit. Detroit, MI. April 2010.

"Re-Wiring Learning for Today's Demanding Workforce" Training '10. San Diego, CA. February 2010.

"Managing Across Generations". Abbott Nutrition University conference San Diego, CA. February 2010.

"Training Strategies for the Workforce of the Future" Three one-hour Live + Online webinars presented by Training Magazine. Sept / October 2009.

"Engaging the Millennial Workforce". Presentation at the International Association of Business Communicators Employee Communications Conference, Toronto, Ontario, Canada, October 2009.

"What makes Nexters Tick?" invited keynote address, US Coast Guard Human Performance Technology Conference, Williamsburg, VA. September 2009

"Leading Virtual Teams for the Emerging Economy" Clinic presented at the International Society for Performance Improvement fall conference, St. Louis, September 2009.

"Communicating Across the Generations" Workshop for Human Resources Managers of Kendal Corporation, Ithaca, NY, July 2009.

"Communicating with Gen-Y" IABC World Conference. San Francisco, CA: June 2009. (with Shailey Motial)

"Instructional Design 2.0: Inventing a new playbook for training design and delivery". Training Leadership Summit. San Diego, CA: May 2009.

"Generational Differences". Tompkins County Diversity Council. Ithaca, NY. May 2009.

"Leading Virtual Teams" Best Practice Institute web conference April, 2009.

"What Makes Nexters Tick?" IABC Employee Communications Conference. Washington, DC. May 2009 "ISD 2.0" Training '09 Conference Atlanta, GA. February 2009.

"Connecting with Nexters" Invited top speaker, IABC Employee Communications Conference, Chicago, IL November 2008.

"Communicating With Generation-Y" Invited web seminar, Insurance Marketing Communication Association, October 2008.

"A new mandate for corporate communication: Performance consulting to change employee behavior". Invited 90 minute webinar presentation. International Association of Business Communicators. October 2008.

"Winning the war for talent" Invited 90 minute webinar presenter, Best Practice Institute, October 2008.

"What will you do after graduation?" Panel host and presenter, First annual student conference of the International Association of Business Communicators. Hartford, CT. October 2008.

"Mobility and Other Trends in Performance Improvement". Invited executive briefing for the board of Advocates, International Society for Performance Improvement. Albuquerque, NM, September 2008.

"Building and Aligning Strategy with Online Collaborative Tools" invited symposium at the fall conference on Achieving Business Results sponsored by the International Society for Performance Improvement, Albuquerque, NM, September 2008.

"Managing Virtual Teams" Crackerbarrel presentation at the fall conference on Achieving Business Results sponsored by the International Society for Performance Improvement, Albuquerque, NM, September 2008.

"Connecting with Tomorrow's Workforce - Performance Strategies and Technologies for a Global, Mobile, Intergenerational Workforce". Invited "Skillcast" 90 minute webinar hosted by the International Society for Performance Improvement: September 2008.

"What Makes Nexters Tick?" Presentation at the annual conference of the Insurance Marketing Communication Association Cincinnati, OH June 2008. (with Shailey Motial).

"Communicating Across the Generations" workshop for communication managers at Metropolitan Life Insurance offsite retreat Orlando, FL May 2008

"Connecting with the Workforce of the Future" invited Master's Series presentation at the annual conference of the International Society for Performance Improvement, New York City, April 2008.

“Demonstrating the Business Value of Communication” two one-hour teleseminars provided internationally by the International Association of Business Communicators. December 2007.

“Managing the Workforce of the Future” half-day workshop for executives of the Center for Medicare and Medicaid, Baltimore, MD . December 2007.

“The Future of Communications” executive conference for communicators for the US Internal Revenue Service Washington, DC August 2007

“Training Nexters” workshop for trainers and training managers at TAP Pharmaceuticals. Keystone, CO, July August 2007.

“Speed Experting” panel presentation at the international conference of the International Association of Business Communicators. New Orleans. June 2007.

“Managing Across the Generations” workshop for leaders of TAP Pharmaceuticals. Atlanta, GA. May 2007.

“Beyond ROI: Measuring the Value of Communications as a Business Asset. Keynote speech for Corporate Communications 2007. Sydney, Australia February 2007

“How to Become a Performance Consultant: The Next Practice Model for Communicators”. One-day workshop at Corporate Communications 2007. Sydney, Australia. February 2007 (with Michael Petrillose)

“Mobile e-learning: What Happens in Las Vegas Won’t Stay in Las Vegas”. Presentation at Techknowlege, American Society for Training and Development Conference, Las Vegas. February 2007. (with Michael Petrillose).

“Designing Training for Nexters” presentation at Training Solutions 06 conference Denver, CO, October 2006

“Beyond ROI: Positioning Learning and Performance as Business Infrastructure Assets” presentation at Training Solutions 06 conference Denver, CO, October 2006.

“Using Mobile Technologies for Rapid Instructional Design, Development, and Delivery” half-day symposium presented at the ISPI Instructional Systems conference, Orlando, FL, September 2006.

“Communicating with Gen-Next. Web conference sponsored by Ragan Communications. August, 2006.

“Using Online Survey and Group Decision Support Tools for Organizational Development” session at the Conference Board Leadership in Corporate Communications Conference. New York City, April 2006.

“Beyond ROI: Managing and Measuring the Business Value of Communications” two-week online continuing education seminar sponsored by the International Association of Business Communicators and Ithaca College. March-April 2006.

“Demonstrating the Business Value of Communications” international tele-seminar sponsored by the International Association of Business Communicators February 2006.

“Employee Communications and the New Workforce” international web / telephone conference for Hewlett Packard Communications Group November, 2005.

"Guess Who's Coming to Work?" presentation for New Faces: Forces symposium sponsored by the New York State Grantmakers Alliance. Albany, NY November 2005 (with Michael Petrillose)

"Communicating to the New Workforce" national web conference presentation for corporate communication professionals sponsored by Communitelligence November, 2005.

"Communicating with the Workforce of the 21<sup>st</sup> Century" Chair of 3-day conference sponsored by Ragan Communications. Delivered Keynote address "The Demographics are Coming!" and post-conference workshop

"Making the Pitch: Selling a New Workforce Communication Strategy". Chicago, September, 2005.

"Mobile Learning and Performance Support" in-house workshop for Walgreen Company Learning Services Department. Deerfield, IL: September, 2005.

"The Demographics are Coming!" luncheon keynote for the Albany chapter of the American Marketing Association. August, 2005.

"Managing Gen-Next". National audio conference for M. Lee Smith, publishers of human resources materials and training. July 2005.

"When the Name is the Brand... What are the Issues?" presenter and co-organizer of conference sponsored by the State University of New York, Delhi, NY, March 2005.

"The Demographics are Coming" Keynote speech at the Ragan Communications Leadership Conference, Chicago, March 2005.

"Demonstrating the Value of Employee Communications". Keynote speech for Symon Corporation annual sales and client conference. Dallas, TX, February, 2004.

"IM, BLOG & LOL! (What's it all mean to those of us who remember 8 tracks?)" Council of Communication "hot topics" teleconference session. September 2003.

"E-Learning: Trends and Issues" Finger Lakes Gerontology Consortium. Watkins Glen, NY: August, 2003.

"Measuring and Managing the Communication Function as an Intangible Asset" TargetVision conference on Crisis Communication. Rochester, NY: March 2003.

"Capturing Mindshare: Gaining Attention, Commitment, and Performance in the Hyper-Networked Workplace". Keynote Speaker, Master of Arts in Human Services Visiting Practitioners Series, St. Edward's University, Austin, TX. November 2002.

"Beyond Level 4: Measuring, Developing, and Managing Intangible Assets". Half-day workshop for the Austin Chapter of the International Society for Performance Improvement. November 2002.

"Learning Unplugged" presentation at the First Virtual University Conference, Teachers College, Columbia University, New York. July 2002.

"Measuring, Developing and Managing Intangible Assets". Presentation for the Southern Tier Chapter of the American Society for Training and Development, Binghamton, NY. June 2002.

"Managing the Communication Function as an Intangible Asset". Keynote presentation for the CERS Center for Relationship Marketing and Service Management workshop on Relationship Communication: The role of communication in customer relationships. Hanken School of Economics and Business Administration Helsinki, Finland, May 21, 2002

"Measuring, Developing, and Managing HR Systems as Intangible Assets". Keynote presentation for the ROI Network conference, Toronto, Canada, April 2002.

"Beyond Level 4: Measuring, Developing, and Managing Intangible Assets" presentation for the Toronto chapter of the International Society for Performance Improvement. November, 2001.

"Communication, Vision, Voice and Values" keynote speech for Manomet Center for Conservation Sciences staff retreat, Manomet, MA. May 2001.

"Communication and Learning System Analysis" executive briefing and professional development workshop for Intel Corporation, Rio Rancho, NM, May, 2001.

"Is ISD RIP?" panel presentation at Training 2001, Atlanta, GA, March 2001.

"Capturing Mindshare: How to Measure and Manage Your Organization's Information Assets" keynote speech for Spectrum, the annual conference of the Rochester Chapter of the Society for Technical Communications, Rochester, NY, March 2001

"Capturing Mindshare: Moving from Communications Delivery to Performance Analytics" one day workshop for International Quality and Productivity Center conference on Restructuring Internal Communication To Drive Radical Change conference, Scottsdale, AZ: February 2001.

"Enhance Business Performance Using the Next Generation in E-Communications" pre-conference workshop for 2000 Technology for Communicators Conference, Chicago, IL: December 2000.

"Capturing Mindshare: Communicating with Patrons and Employees" workshop for North Suburban Library System, Wheeling, IL, October 2000.

"Performance Improvement in Organizations: New Skills, Roles, and Partnerships" half-day workshop sponsored by the American Society for Training & Development Buffalo Chapter and Medaille College, Buffalo, NY, October 2000.

"Computers: Boon or Constraint to Clear Technical Communication: Symposium for the Central New York Chapter of the Society for Technical Communication, Ithaca, NY, October 2000.

"High-Tech Gizmos for Performance Improvement" presentation for the New Jersey chapter of the International Society for Performance Improvement, August 2000.

"New Media NOW! Creating Online Instruction and Performance Support on Internet Time" one day workshop for the Toronto chapter of the International Society for Performance Improvement, June 2000.

"New Skills and Partnerships for Human Performance Improvement" one day workshop for the Western NY Chapter of the International Society for Performance Improvement, May 2000.

"New Media Now" two-day workshops for training managers and designers at Intel Corporation, Rio Rancho, NM, February and June 2000.



"Capturing Mindshare" presentation at Southern Tier NY Chapter of the American Society for Training and Development, Binghamton, NY, March, 2000.

"Capturing Mindshare: A New Way to Look at Performance Improvement" graduate colloquium presented at Florida State University, Tallahassee, FL, February 2000.

"Jump-Start Your Online Communications With the Latest Interactive Tools" 1999 Ragan Communications Technology for Communicators Conference Chicago, IL December 1999

"Designing and Managing Web-based Training and Performance Support" one day workshop for training designers and managers at Liberty Mutual Life Insurance, Boston, MA, October 1999.

"Capturing Mindshare: The Applications and Implications of New Communication and Learning Technologies for Higher Education" keynote presentation for leadership strategy meeting of Lakeland Community College, Pundersen, OH. October 1999.

"Re-Wiring Executive Learning" one-day workshop for General Electric, Fairfield, CT. September 1999.

"One Minute Webmaster" Ohio State High Performance Workplace Conference Columbus, OH . September 1999.

"Designing and Managing Web-based Training" one day workshop for training staff of Intel Corporation, Albuquerque, NM July 1999.

"New Models for Training and Performance Improvement Consulting" one day workshop for Telcordia Corporation, Piscataway, NJ. July 1999.

"Rapid Prototyping For New Learning Technologies" one day workshop for training staff at Walgreens, Inc. Chicago, IL July 1999.

"New Skills, Roles, and Partnerships for Human Performance Technology" one day workshop for ISPI Potomac Chapter. Silver Spring, MD. June 18, 1999

"Mindshare: Gaining Attention and Commitment in the Hyper-Networked Workplace" keynote presentation for ISPI Montreal Conference, Montreal, Quebec, June 11, 1999

"Out of the Box: Designing Instructional and Non-Instructional Solutions to Improve Performance: presentation at the American Management Association Human Resources conference, Anaheim, CA, April, 1999.

"Managing the Cost and Time of Multimedia" presentation at the American Management Association Human Resources conference, Anaheim, CA, April, 1999.

"Executive Briefing: Legal and Ethical Aspects of Training, Communication, and New Media". one day briefing sponsored by OmniCom Associates. Ithaca, NY. April 1999.

"Barriers and Enablers to the Adoption of Human Performance Technology". presentation at the annual conference of the International Society for Performance Improvement, Long Beach, CA, March, 1999.

"The Future of Human Performance Technology" presentation at one day retreat for doctoral students at University of Southern California, Long Beach, CA, March 1999.

"Rapid Design and Execution for Collaborative Online Learning Systems" two day briefing and workshops for US Department of Labor, Washington, DC. September 1998.

"Re-Wiring Your Communication Department: Strategically, Philosophically, Structurally, and Technically". International Association of Business Communicators District 5 Annual Conference, San Antonio, TX, September, 1998.

"The 30-minute Webmaster: How to Develop Interactive Media for Rapid Results Today". International Association of Business Communicators District 5 Annual Conference, San Antonio, TX, September, 1998.

"New Approaches to Organizational Learning" half-day briefing for Johnson Controls, Milwaukee, WI. August, 1998.

"Re-Wiring Learning, Communication, and Performance Systems" half-day briefing for First Chicago NBD Bank, Chicago, IL, August, 1998.

"Best Practices and New Visions for Corporate Leadership Programs" half-day briefing for General Electric corporate leadership development staff. Hartford, CT. July, 1998.

"Senior Communicators Forum" half-day presentation at annual conference of the International Association of Business Communicators, New Orleans, June 1998.

"How to Get Your CEO to Listen" presentation at annual conference of the International Association of Business Communicators, New Orleans, June 1998 (with Ralph Meyer, CEO of Guthrie Healthcare)

"Computer-mediated Learning" one day workshop for Bellcore, Inc. Learning and Performance Organization staff, Piscataway, NJ, June, 1998.

"Out of the Box: New Instructional Design Theory and Practice" one day workshop for Bellcore, Inc. Learning and Performance Organization staff, Piscataway, NJ, June, 1998.

"New Skills, Roles, and Partnerships for Human Performance Technology" one day workshop for Bellcore, Inc. Learning and Performance Organization staff, Piscataway, NJ, May, 1998.

"Performance Improvement: An Integrated Communication Approach". Presentation for the New Jersey Chapter of the International Society for Performance Improvement, Piscataway, NJ, May, 1998.

"Integrated Online Communications" presentation for the annual conference of the Automotive Communications Council, Hilton Head, SC, May, 1998.

"The Manager as Performance Consultant". half-day workshop for Tompkins County Training and Development, Ithaca, NY, May 1998.

"Being Strategic: How Communicators Can Earn A Seat At the Table" presentation to Yankee (greater Boston area) chapter, International Association of Business Communicators, Cambridge, MA, May, 1998.

"Performance Improvement: An Integrated Approach" Southern Tier Chapter of the American Society for Training and Development, Johnson City, NY, March 1998.

"Creating Learning Systems that Sustain Strong Organizational Cultures" Leadership Meeting of the Kendal Corporation, Kennett Square, PA. March, 1998.

"The 30-Minute Webmaster: Good, Fast, and Cheap Methods for Creating Your Own Web-based Learning Resources". Conference on Winning Implementation Strategies for Self-Directed Learning. Boston, MA: International Quality and Productivity Center, October, 1997.

"Re-Wiring Your Learning Environment for Self-Directed Learning: Tools for Rapid and Sustainable Change". pre-conference workshop at Conference on Winning Implementation Strategies for Self-Directed Learning. Boston, MA: International Quality and Productivity Center, October, 1997.

"Using Technology to Rewire Organizational Learning" Technology Performance Management Conference and Expo. Nashville, TN: September 14. 1997

"Re-Wiring Organizational Communication and Learning Systems" executive briefing sponsored by OmniCom Associates, Ithaca, NY, August, 1997.

"Bridging the "Islands of Communication": Creating the Landscape of the Future for Organizational Communication" keynote address for management track for the Target Vision Annual Users' Exchange Conference, Panama City Beach, FL, June, 1997.

"Getting Executive Buy-In for Communication Initiatives" session facilitator for the Target Vision Annual Users' Exchange Conference, Panama City Beach, FL, June, 1997.

"Re-Wiring Your Organization's Learning and Communication System" keynote address for New York State Training Council, Albany, NY: June, 1997.

"De-mystifying Multimedia" workshop for New York State Training Council, Albany, NY: June, 1997.

"Navigating the Journey from Training to Learning and Performance Improvement" executive briefing sponsored by OmniCom Associates, Ithaca, NY: May, 1997

"Re-Wiring Your Organization's Learning and Communication System — Technically and Philosophically" Master's Series invited presentation for the International Society for Performance Improvement annual conference, Anaheim, CA: April, 1997.

"Business Networking in the 21<sup>st</sup> Century" Panel moderator and presenter for the "Networking the Future" conference sponsored by Networking Tompkins County IthacaNet Group., Ithaca, NY: March, 1997.

"Re-Wiring Corporate Communications: Technically and Philosophically" plenary address at Communication Media Managers' Association annual conference, Albuquerque, NM, October, 1996.

"Bridging the Islands of Communication" - presentation at the Canadian conference of the International Association of Business Communicators, Regina, Saskatchewan, Canada, September, 1996.

"Integrated Communication" half-day workshop for professional staff in corporate communication, audiovisual production, and human resources of Guthrie Healthcare, Sayre, PA, September, 1996.

"Bridges to the Future: Corporate Communication in the Coming Decade" — director of this one-day conference; also presenter of endnote address "The Renaissance Communicator in the Next Decade". Ithaca College, Ithaca, NY. July 1996.

"Executive Briefing: Redesigning Organizational Learning and Communication Systems" one-day briefing for CEOs, and managers responsible for human resources, corporate communication, and management training. OmniCom Associates, Ithaca, NY, June, 1996.

"The Learning Organization and Human Performance Technology: New Frontiers for Organizational Development" Leadership Conference presentation for Guthrie Healthcare System, Sayre, PA, February, 1996.

"Designing Multimedia for Instruction" custom workshop for Cummins Engine training personnel, Ithaca, NY, January, 1996.

"High-Tech Instructional Design" Lakewood Conferences "Total Trainer" conferences, Toronto and Chicago, August & September, 1995 and "Training '96" Conference, Atlanta, January, 1996.

Designing Training for Learning Styles" Lakewood Conferences "Total Trainer" conferences, Toronto and Chicago, August & September, 1995 and "Training '96" Conference, Atlanta, January, 1996.

"Re-framing Training: From 'Delivering Courses' to Managing your Organization's Communication System" Conference on Redesigning Training & Education for Financial Service Organizations, International Quality and Productivity Center, Chicago, IL, May, 1995.

"Ten Tools for Reengineering Training Systems" presentation at the American Management Association Human Resources Conference, Chicago, IL, April, 1995. (with David Williams)

"How to Launch Multimedia Without Becoming a Target" presentation at American Management Association Human Resources Conference, Chicago, IL, April, 1995.

"The Renaissance Communicator" keynote speech at the Edison Institute Visual Communication Conference, Atlanta, GA, February, 1995.

"Re-Framing Training: Becoming the Renaissance Communicator in Your Organization" Training '95, Atlanta, GA, February, 1995.

"Re-engineering Training" Southern Tier Chapter, American Society for Training and Development, Owego, NY, October, 1994. (with David Williams)

"Designing Training and Information in the Context of Performance Technology" workshop for Blue Cross & Blue Shield of Western New York, Ithaca, NY, October, 1994.

"Launching Multimedia in your Organization" presentation for Fairchester, CT chapter of National Society for Performance & Instruction, Norwalk, CT, October, 1994.

"Electronic Performance Support Systems" site discussion leader for national teleconference sponsored by American Society for Training and Development and Binghamton University, Binghamton, NY, October, 1994.

"From Training to Performance Technology" two-day workshop for project managers at ISVOR Fiat, Turin, Italy, June, 1994. (with David Williams)

"Newspaper Services in the Multimedia Era" panel presentation for New York State Society of Newspaper Editors Syracuse, NY, June, 1993.

"The Three A's of Corporate Communication: Alignment, Assessment and Achievement" staff workshop for IBM Federal Systems Company Owego, NY, May, 1993.

"Is There Life After Training?" presentation for Southern Tier Chapter, American Society for Training & Development Owego, NY, February, 1993.

"Corporate-Instructional Multimedia" two-day faculty development workshop for Eastern Kentucky University Richmond, KY, September, 1992. (with David Williams)

"The Renaissance Communicator" staff workshop for Amway Corporation Ada, MI, August, 1992.

"Interactive Multimedia for Training and Performance Support" two-day workshop, and "Design Standards for Multimedia" and "Executive Briefing on Ethical and Managerial Issues in Implementing New Technologies" half-day briefings for Intel Corporation, Chandler, AZ, June, 1992. (with David Williams)

"Multimedia: Pitfalls to Avoid" faculty and staff workshop sponsored by the Schuyler - Chemung - Tioga Board of Cooperative Educational Services, Elmira, NY, May 1992. (with Rob Gearhart, Ithaca College)

"Corporate-Instructional Multimedia" two-day faculty development workshop for Eastern Kentucky University Richmond, KY, September, 1992. (with D.V. Williams)

"The Desktop Trainer" presentation at Lakewood Publications Best of America conference, Tampa, FL, February, 1992.

"Moving Up in Your Organization: Linking Training with TQM and Corporate Communication" crackerbarrel session leader at Lakewood Publications Best of America conference, Tampa, FL, February, 1992.

"Multimedia: Is It Worth It?" panel presentation at New York State Consortium for Instructional Computing Syracuse, NY, October, 1991.

"Local Production of Multimedia" panel presentation at COMDEX Spring '91 Atlanta, GA, May, 1991.

"What is Hypertext?" Central NY Chapter, International Association of Business Communicators, Syracuse, NY, April, 1991.

"Technology in Corporate Training: Assessment and Control" endnote plenary session at the Conference on Video and Computers in Corporate Training Lugano, Switzerland, November, 1990

"What Factors Promote Successful Adoption of Interactive Media for Corporate Knowledge" Conference on Video and Computers in Corporate Training Lugano, Switzerland, November, 1990.

"New Technologies for Training" National Society for Performance and Instruction Western New York chapter meeting, Ithaca, NY, August, 1990.

"Developing and Managing Interactive Media" three-day workshop for leaders in the Turkish Ministry of Education, Ithaca, NY., July, 1990. (with David Williams and Rob Gearhart)

"Developing Hypertext Systems with Linkway" Conference on Computers in Communication Syracuse, NY, February, 1990.

"Using Business TV for Instruction" (simulated teleconference interview) Xerox Corporation Learning Center, Leesburg, VA., September, 1989.

"Training Into the Next Decade: What Can We Learn from our Past Mistakes?" AT&T Training Leadership Conference Somerset, NJ, September, 1989.

"Using Technology to Create Results" one-day training management workshop for AT&T, Hopewell, NJ, August, 1989. (with David Williams)

"Interactive Video in Education", one-day workshop at Maryland Conference on Interactive Video, Towson State University, Towson, MD, April, 1988. (with David Williams)

"The Interactive Desktop" keynote presentation for the Computer Graphics Workshop, Marywood College, Scranton, PA February, 1987.

"Getting Into Interactive Video" Baltimore Chapter, International Television Association Interact Communications Day conference, Baltimore, MD, October, 1986. (with David Williams)

"A Comprehensive Curriculum for Corporate Media" University Film and Video Association Annual Conference Athens, OH, August, 1986.

"Using Microcomputers in Video" Central NY Chapter, International Television Association Ithaca, NY, May, 1986.

"Interactive Media Solutions to Computer Training" Baltimore-Washington Information Systems Educators "Training Magic" Conference Baltimore, April, 1986. (with David Williams)

"Designing and Producing Interactive Video" for New York Life Insurance New York City, November, 1985. (with David Williams)

"Interactive Media in the Schools" Cortland Chapter of Phi Delta Kappa Cortland, NY, 1985.

"Interactive Media and Technical Information" workshop for Southern Tier Society for Technical Communication Ithaca, NY, October, 1985. (with David Williams)

"Interactive Media for the Health Professions" one-day workshop for Health Management Corporation Ithaca, NY, August, 1985. (with David Williams)

"Selling Interactive Video" two-day workshop for interactive specialists at NCR Corporation Ithaca, NY, July, 1985. (with David Williams)

"Interactive Media for Developing Countries" seminar for Development Communications course sponsored by Cornell University Ithaca, NY, July, 1985. (with David Williams)

"Interactive Media for the Hospitality Industry" seminar for the Food Advisory Council of Cornell University Ithaca, NY, July, 1985. (with David Williams)

"Computer Graphics and the Video Market" seminar for key training and marketing staff at Genigraphics Corp. Ithaca, NY, July, 1985. (with David Williams)

"Interactive Media Design and Production" two-day workshop for University of Helsinki Continuing Education Institute Lahti, Finland, April, 1985. (with David Williams)

"Interactive Media" two-day workshop for producers and clients in conjunction with AVSet, Helsinki, Finland, April, 1985. (with David Williams)

"Interactive Media Design and Production for Bank Training" two-day workshop for RaboBank, Eindhoven, The Netherlands, March, 1985. (with David Williams)

"The Future of Interactive Video" International Foundation for Computer-based Education in Banking World Conference Amsterdam, the Netherlands, March, 1985. (with David Williams)

"Interactive Video: Getting Into It" one-day workshop for Cleveland Chapter of International Television Association Cleveland, OH, January, 1985. (with David Williams)

"Interactive Media for Training and Simulation" two-day workshop for Tektronix, Inc. Beaverton, OR, November, 1984. (with David Williams)

"CBT and Interactive Video: Why You Should Do It Yourself" and "CBT and Interactive Video: Development Techniques and Tools" Data Training Conference Philadelphia, PA, November, 1984. (with David Williams)

"Design Considerations for Interactive Video" teleconference presentation for Northwest Council for the Management of Educational Technology Moscow, ID, October, 1984. (with David Williams)

"Career Opportunities in Corporate Media" for University of Texas School of Communications Austin, TX, October, 1984.

"Fifth Annual Interactive Video Workshop" (conference director) Ithaca College Ithaca, NY, August, 1984.

"Corporate Video Scriptwriting" two-day workshop for course developers and trainers at Wang Labs Burlington, MA, June, 1984.

"Interactive Video and CAI Design and Programming" two-day workshop for faculty Troy State University Troy, AL, June, 1984. (with David Williams)

"Interactive Media in Training and Education" three-day workshop for University of Helsinki Summer University Lahti, Finland, June, 1984. (with David Williams)

"Video in Training" Training Technology Conference Washington, D.C., June, 1984.

"Interactive Video in Higher Education" for SUNY Media Directors Middletown, NY, June, 1984. (with David Williams)

"Interactive Video in Education" one-day workshop for Southern NY Public Schools Newburgh, NY, May, 1984. (with David Williams)

"The New Interactive Media Technologies: Impacts and Implications" keynote address for national audio teleconference for Agricultural Communicators in Education carried nationally, March, 1984. (with David Williams)

"Interactive Systems Become Intelligent" one-day workshop at Association for Educational Communications and Technology conference Dallas, TX, January 1984. (with David Williams)

"Interactive Media" two-day workshop for Eastman Kodak Marketing Education Center Rochester, NY, October, 1983. (with David Williams)

"High-Tech, Low-Cost Information Systems" High Technology in Industry and Education conference Utica, NY, October, 1983.

"Interactive Video Overview" Marist College Poughkeepsie, NY, September, 1983. (with David Williams and Lynn Hessinger)

"Fourth Annual Interactive Video Workshop" (conference director) Ithaca College Ithaca, NY August, 1983.

"Interactive Media for Interpersonal Skills Development" International Congress on Audiovisuals and Mental Health Helsinki, Finland, June, 1983. (with David Williams)

"Interactive Video Design and Production" one-day workshop for graduate faculty at the University of Pittsburgh Pittsburgh, PA, May, 1983.

"Instructional Design for Interactive Media" Learning Designs International, Inc. Boca Raton, FL, January, 1983. (with David Williams)

"Interactive Video Workshops" sponsored by Panasonic Corporation for end-users in Chicago, San Francisco, Los Angeles, Seattle, Atlanta, and New York, 1982-1983. (with David Williams, Lynn Hessinger, and Steven Andrade)

"Corporate Produced Television Programs for Employee Training and Public Relations" respondent and critic for panel at the Speech Communications Association Annual Meeting Louisville, KY November, 1982.

"Interactive Video Production" for Xerox Corporation Rochester, NY October, 1982. (with David Williams)  
"Interactive Video: Tape and Disc" VIDCOM '82 Cannes, France, October, 1982. (with David Williams)

"Interactive Video in Education" keynote address and technical session Workshop on Computers and Education East Stroudsburg State University, PA August, 1982.

"Classroom Video Production" in-service one-week workshops for U.S. Department of Defense Dependent Schools England, Belgium, and Bermuda, August - October, 1982. (workshop designer)

"Third Annual Interactive Video Workshop" (conference director) Ithaca College Ithaca, NY, August, 1982.

"Workshop on Interactive Video" World Future Society Fourth General Assembly Washington, D.C., July, 1982. (with David Williams)

"Interactive Video Workshops" two-day workshops for Panasonic Corp. New Jersey and Dallas, TX, Summer, 1982. (with David Williams and Lynn Hessinger)

"Corporate Video" and "Computer-Assisted Instruction" Using Resources conference, International Program in Training and Development, Cornell University Ithaca, NY, May, 1982.



- "Interactivity: What Is It?" Public Relations Society of America conference, New York, NY., March, 1982. (with David Williams)
- "Media in the Health Professions" Finger Lakes Health Practitioners Continuing Education Workshop Ithaca, NY February, 1982.
- "Interactive Video for Community Information Programs " Upstate Cooperative Extension Meeting Ithaca, NY February, 1982.
- "Interactive Video Workshop" (conference director) Ithaca College Ithaca, NY, August, 1981.  
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- "Selecting A-V Formats" South Central Research Library Council Continuing Education Seminar Dryden, NY, July, 1980.
- "Instructional Systems Design for Higher Education," Regional Faculty Development Workshop Kings' College, Wilkes-Barre, PA November, 1979.
- "The Ethnic Image and the Media" keynote address at a public forum sponsored by the Virginia Committee on the Humanities, Richmond, VA, October, 1978.

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- Gayeski, D. (1997, May). "Managing Communication During Changing Times". CCM Communicator. (newsletter of the Council of Communications Management) (14)5. 6-8.
- Gayeski, D. (1996, January). "Managing Communication in Era of New Technology" CCM Communicator. . (newsletter of the Council of Communications Management) (13) 1. 5-7.
- Gayeski, D. (1992, November). "Moving Up in the Media Business: The Renaissance Communicator". Atlanta ITVA Monitor (newsletter of the Atlanta Chapter of the International Television Association). 11-13.
- Gayeski, D. (1985, September). "In-House vs. Out-of House: A Case for Interaction" Chicago Performance and Instruction . (newsletter of the Chicago chapter of the National Society for Performance and Instruction). 7-10.
- Gayeski, D. (1983, April). "Computers as Instructional Tools" The Seminar.(newsletter of Macmillan Publishing). 2.
- Gayeski, D. and Williams, D.V. (1983, March). "New Applications for Interactive Video". International Television News. (newsletter of the International Television Association). 8.
- Gayeski, D. (1982, Summer). "Just What IS Interactive Video?" Newsletter of ITED Division of the Association for Educational Communications and Technology.3-4.
- Williams, D.V. and Gayeski, D. (1981, September). "Public Broadcasters Have the Stuff for Interactive Productions" Current. (newsletter of the National Association of Educational Broadcasters). 6-9.

## CONFERENCE WORKSHOPS AND PRESENTATIONS – SELECTED BY BLIND / PEER REVIEW

- “White Space Rafting: Understanding and Improving Collaboration Within and Between Organizations” presentation at the ISPI international conference, Orlando, April 2009.
- “Managing Communication as a Business Asset” presentation at the IABC international conference, New Orleans, June 2007
- “The Demographics are Coming!” presentation at the IABC Heritage Region conference, Washington, DC, October, 2006.
- “Demonstrating the Value of Communications as a Business Asset” session at the annual conference of the International Association of Business Communicators, Vancouver, BC, June 2006.
- “Turning Training Departments into Profit Centers” session at the annual conference of the International Society for Performance & Improvement, Dallas, TX, April 2006.
- “Who Needs HPT?” session at the annual conference of the International Society for Performance Improvement, Dallas, TX, April 2006. (with Deborah Wagner and Shaunda Paden).
- “Think Tank: Demonstrating the Value of Communications” Session at the annual conference of the International Association of Business Communicators, Washington, DC, June 2005.
- “Hit the (Hot) Spot: Using Wireless Computing for Training and Performance Solutions”. Presentation at the annual conference of the International Society for Performance Improvement, Vancouver, BC, April 2005 (with Michael Petrillose)
- “Positioning Training and Performance Systems as Business Assets”. One day pre-conference workshop at the annual conference of the International Society for Performance Improvement, Vancouver, BC, April 2005.
- “How to Protect and Generate Revenue from your Existing Intellectual Assets” at the annual conference of the International Society for Performance Improvement, Vancouver, BC, April 2005 (with Michael Petrillose)
- “Las Vegas - no strings attached: Leveraging the mobile computing infrastructure.” Presentation at the American Society for Training & Development Techknowledge conference, Las Vegas, February 2005. (with Michael Petrillose)
- “Practice Safe Performance”. Presentation at the annual conference of the International Society for Performance Improvement, Tampa, FL April 2004 (presented by Michael Petrillose, co-authored by me and Dr. Petrillose).
- “Learning Unplugged”. Presentation at the annual conference of the International Society for Performance Improvement Tampa, FL. April 2004). (presented by Michael Petrillose, co-authored by me and Dr. Petrillose).
- “Beyond Level 4: Measuring, Developing, and Managing Intangible Assets”. One day pre-conference workshop at the annual conference of the International Society for Performance Improvement, Boston, MA, April 2003.

"Can organizational citizenship be engineered?" Presentation at the annual conference of the International Society for Performance Improvement, Boston, MA, April 2003. (with Michael Petrillose).

"Learning Unplugged: A Hands-On Lab in Using New Gizmos for Training and Performance" Presentation at the annual conference of the International Society for Performance Improvement, Boston, MA, April 2003

"Casinos, Call Centers, and Car Manufacturers: How They Aligned Performance Measurement with the Culture" The Third International Conference on Theory and Practice in Performance Measurement and Management. Boston, MA: July 2002.

"Measuring and Managing "Mindshare" as an Intangible Asset" The Third International Conference on Theory and Practice in Performance Measurement and Management. Boston, MA: July 2002

"Third Generation Online Education Environments: Six Critical Issues in Workplace-Centered Learning". Second International Conference on New Educational Environments May 2002 Lugano, Switzerland

"Beyond Level 4 Measuring, Developing, and Managing Intangible Assets". One day pre-conference workshop at the annual conference of the International Society for Performance Improvement, Dallas, TX, April 2002.

"Five fun, fast feedback formats". Presentation at the annual conference of the International Society for Performance Improvement, Dallas, TX, April 2002. (with Verity Seldon Dimock).

"Webs of Learning: Student and Instructor Perspectives on Online Distance Education" panel presentation at the annual conference of the International Society for Performance Improvement, San Francisco, CA, April 2001.

"New Media Now! Creating Interactive Instruction and Performance Support on Internet Time" one day preconference workshop at the annual conference of the International Society for Performance Improvement, San Francisco, CA, April 2001.

"New Media Now! Creating Interactive Instruction and Performance Support on Internet Time" one day preconference workshop at the annual conference of the International Society for Performance Improvement, Cincinnati, OH, April 2000.

"Selling Human Performance Technology to Management" panel discussion at the annual conference of the International Society for Performance Improvement, Cincinnati, OH, April 2000.

"Using New Media to Re-wire Organizational Learning and Communication" half day pre-conference workshop at the annual conference of the International Society for Performance Improvement, Long Beach, CA, March 1999.

"Using New Media to Re-wire Organizational Learning and Communication" half day pre-conference workshop at the annual conference of the International Society for Performance Improvement, Chicago, March, 1998.

"Getting Your CEO to Change (And Keep Your Job)" presentation at the annual conference of the International Society for Performance Improvement, Chicago, March, 1998. (with Ralph Meyer, CEO of Guthrie Healthcare)

"Demystifying Multimedia" one day preconference workshop at the International Society for Performance Improvement annual conference, Anaheim, CA: April, 1997.

"Integrated Communication" presentation at the International Society for Performance Improvement annual conference, Anaheim, CA: April, 1997. (with Barbara Woodward, Training Manager, Abbott Diagnostics)

"Integrated Communication: From Theory to Performance" selected as "top paper" by the IABC Research Foundation and presented at the annual conference of the International Association for Business Communicators, Dallas, TX, June, 1996. (with Barbara Woodward, Abbott Diagnostics)

"Demystifying Multimedia" one-day pre-conference workshop for the International Society for Performance Improvement, Dallas, TX, April, 1996.

"Transforming Classroom Instruction and Manuals to Performance Systems" presentation at the annual conference of the International Society for Performance Improvement, Dallas, TX, April, 1996. (with Dede Hill, OmniCom Associates and Lisa Wroblewski, Blue Cross and Blue Shield of Western NY)

"Demystifying Multimedia" one-day preconference workshop for international conference of the National Society for Performance & Instruction, Atlanta, GA, March, 1995.

"Tools for Reengineering Training and Communication" presentation at the international conference of the National Society for Performance & Instruction, Atlanta, GA, March, 1995. (with David Williams)

"Moving from Training to Performance" presentation at the international conference of the National Society for Performance & Instruction, Atlanta, GA, March, 1995.

"Demystifying Multimedia: Promises and Pitfalls" one-day workshop at the annual conference of the National Society for Performance and Instruction San Francisco, CA, April, 1994.

"Reengineering Communication and Training Systems: The Next Performance Frontier" at the annual conference of the National Society for Performance and Instruction San Francisco, CA, April, 1994. (with Thomas Devane, CEO of Premiere Consulting)

"How We Make Discoveries" invited panel presentation at the annual conference of the National Society for Performance and Instruction San Francisco, CA, April, 1994.

"Running Simulations on Auto-Pilot" presentation (via computer simulation and teleconference) for North American Simulation and Gaming Association conference Bloomington, IN, October, 1993. (with Thomas Devane of Premiere Consulting)

"Aligning Training Policies and Technologies with the Corporate Culture" for American Society for Training and Development Technical & Skills Training Conference St. Louis, MO, October, 1993.

"De-mystifying Interactive Technologies" one-day workshop at annual conference of National Society for Performance & Instruction Chicago, IL, April, 1993.

"Looking into the Crystal Ball: Is There Life After Training?" panel presentation at annual conference of National Society for Performance & Instruction Chicago, IL, April, 1993.

"Communicating Change: Changing Communication" workshop for spectrum '93 conference of Society for Technical Communication Rochester, NY, March, 1993.

"De-Mystifying Multimedia" two-day workshop at the National Society for Performance & Instruction international conference, Miami Beach, FL, April, 1992.

"International CBT" National Society for Performance & Instruction international conference, Miami Beach, FL, April, 1992. (with Edward Nathan, International Training Director, Lederle International)

"Rapid Prototyping of Interactive Media" one-day pre-conference workshop at the Association for the Development of Computer-based Instructional Systems international conference, St. Louis, MO, November, 1991. (with William Kealy, University of Texas at Austin)

"Enhancing the Acceptance and Cultural Validity of Interactive Multi-Media" presentation for NATO Conference on Interactive Multimedia Quebec City, Canada, June, 1991.

"Introduction to Multimedia" one-day pre-conference institute International Television Association Boston, MA, May, 1991. (with David Williams and Rob Gearhart, OmniCom Associates)

"Update on New Training Technologies" American Society for Training and Development Region II Conference Washington, D.C., September, 1990.

"Concepts and Tools for Enhancing Interactive Media Development" Society for Applied Learning Technology pre-conference workshop, Washington, D.C., August, 1990. (with David Williams)

"Creating Your Own CBT -- In A Day" American Society for Training and Development one-day workshop, Orlando, FL, May, 1990 (with David Williams)

"Using New Information and Performance Technologies to Transform the Small Organization" National Society for Performance and Instruction Toronto, Canada, March, 1990.

"Building Your Own CBT: Using The Interactive Toolkit" one-day workshop, National Society for Performance and Instruction Toronto, Canada, March, 1990. (with David Williams)

"Designing 'Tutors' Instead of 'Tutorials'" Association for the Development of Computer-based Instructional Systems Washington, D.C., November, 1989. (with David Williams)

"Turning Novices into CBT Designers - In One Day" Association for the Development of Computer-based Instructional Systems Washington, D.C., November, 1989.

"Designing an Integrated Lab for Interactive Media" Eastern Small College Computing Conference Ithaca, NY, October, 1989.

"The In's and Out's of Corporate Media" Conference on Corporate Communication Fairleigh-Dickinson University Florham, NJ. May, 1989.

"Building Your Own Computer-Based Training: Using the Interactive Toolkit" one-day workshop presented at the annual conference of the National Society for Performance and Instruction Denver, CO. March, 1989. (with David Williams)

"Videodisc and the Teflon Factor: Does it Stick" Society for Applied Learning Technologies Orlando, FL. February, 1989. (with David Williams)

- "Automating 'Intelligent' Assistance in the Development and Management of Computer-based Instruction"  
Association for the Development of Computer-based Instructional Systems Philadelphia, PA., November 5, 1988. (with David Williams)
- "Modeling Cognitive Processes in Interactive Media Development" Learning Technology Institute 4th  
Conference on AI and CD-ROM in Education and Training Arlington, VA., October 25, 1988. (with David Williams)
- "A Decision Model for Selecting Intelligent Interactive Media Strategies" National Society for Performance and  
Instruction Annual Conference Washington, D.C., April, 1988. (with David Williams)
- "Assessing Information Technologies for Older Audiences" Society for Applied Learning Technology Sixth  
Conference on Interactive Instruction Delivery Kissimmee, FL., February, 1988.
- "The Interactive Toolkit: Techniques and Job Aids for Developing Effective CBT and Interactive Video"  
Association for Educational Communications and Technology 1988 Annual Conference New Orleans, LA., January,  
1988
- "Designing INSTRUcTION ... or an INSTRUcTOR?: Developing Intelligent Interactive Media" Learning Technology  
Institute 3rd Conference on Applications of Artificial Intelligence and CD-ROM in Education and Training  
Arlington, VA., October, 1987. (with David Williams)
- "Developing Your Own Interactive Media for Instruction" Eastern Small College Computing Conference  
Poughkeepsie, NY., October, 1987.
- "Interactive Tools for Developing Interactive Instruction" Society for Applied Learning Technology Conference on  
Interactive Instruction Stamford, CT, June, 1987. (with David Williams)
- "Interactive Video Using Existing Resources" International Television Association Annual Conference Dallas, TX,  
April, 1986. (with David Williams)
- "Interactive Instructional Design Tools and Techniques" National Society for Performance and Instruction  
Conference San Francisco, April, 1986. (with David Williams)
- "Developing Interactive Media Within Your Own Organization" one-day workshop at National Society for  
Performance and Instruction Conference San Francisco, March, 1986. (with David Williams)
- "Introduction to Interactive Programming" workshop and panel presented at International Television Association  
conference New Orleans, LA, June, 1985. (with David Williams)
- "Interactive Video: Getting Into It" one-day workshop for Austin Chapter of International Television Association  
Austin, TX, October, 1984. (with David Williams)
- "Interactive Video: Getting Into It" one-day workshop International Television Association conference Las Vegas,  
NE May, 1984. (with David Williams)
- Interactive Video: Getting Into It" one-day workshop at International Television Association conference Toronto,  
Canada, May, 1983. (with David Williams)

"Interactive Video on a Budget" one-day workshop Association for Educational Communications and Technology Conference New Orleans, LA, January, 1983. (with David Williams)

"Interacting with New Technology" Broadcast Education Council, National Association of Educational Broadcasters, New Orleans, LA, November, 1981.

"Interactive Media" International Conference on Improving University Teaching Tsukuba, Japan, July, 1981. (with David Williams)

"Interactive Video in Industry" one-day workshop at Association for Educational Communications and Technology conference Philadelphia, PA, April, 1981. (with David Williams)

"The Education of the Training Professional: A Model Curriculum " American Educational Research Association Los Angeles, CA, April, 1981.

"An Instructional Television Design and Production Curriculum " Broadcast Education Council, National Association of Educational Broadcasters, Chicago, IL November, 1979.

"Representation of Community Diversity in Public Broadcasting" Maryland Chapter, National Association of Educational Broadcasters, Baltimore, MD, December, 1978.

## GRANTS

New Initiatives Funding Grant from Ithaca College to research the feasibility of an executive master's program in communication innovation. 2008 - 2010.

Center for Faculty Research and Development grant, Ithaca College, for reassigned time to archive and develop a website chronicling Ithaca College's pioneering work in interactive media. Fall 2004.

Pendleton Instructional Development grant to fund research and development of a course on event and conference management. August 2003-May 2004.

Pendleton Research grant to fund research on the management valuation of intangible assets. June 2001 - May 2002.

Research grant from the International Society for Performance Improvement to fund benchmarking in business process improvement and performance consulting (group includes Intel, Compaq, Arthur Andersen, and ANC Corporation) October 2000- May 2001.

Research grant from the International Society for Performance Improvement to develop research digest on best practices in the adoption of human performance technology. September 1998 - March 1999.

Instructional Development Fund Grant from Ithaca College to develop model distance learning programs using videoconferencing and web-based learning in corporate communication and in physical therapy. May - December, 1997. (with Michael Pagliarulo)

Research grant from the International Society for Performance Improvement and the Academy of Human Resource Development to research and write a monograph in collaboration with 24 scholars nationwide to recommend the research agenda for human performance technology.



Consortium of College and University Media Centers research grant for "Benchmarking Faculty Development in Multimedia Implementation and Development". August 1993 - May 1994.

Lodestar Grant from Ithaca College to support interdisciplinary research and professional development in integrated strategic communication and marketing. September 1993 - May 1994.

United States Office of Education, Ethnic Heritage Studies Branch, State University of NY at Albany. "Ethnic Heritage Video Project" Developed needs assessment, wrote grant proposal, designed instructional development system, served as production advisor for series of broadcast videotapes, and wrote users' guide. September 1979-September 1980.

United States Office of Education, Ethnic Heritage Studies Branch, University of Maryland Ethnic Studies Project, "Mosaic: America's Ethnic Experience" wrote grant proposal, served as producer and instructional designer for four one-hour documentaries. December 1977-January 1979.

## SCHOLARLY / PROFESSIONAL ASSOCIATIONS / ACTIVITIES

### EDITORIAL ACTIVITY

Editorial Board, Performance Improvement Quarterly, a journal of the International Society for Performance Improvement. 1993-present. Invited guest editor for issue on the future of human performance technology published in 1995.

Contributing Editor to Educational Technology 1988-present; editor of special issue on multimedia, May 1992.

Editorial Board, International Journal of Training and Development 2000-2009.

Online community leader for Communications Management for Communintelligence.com (an online community of practice for professionals and scholars in corporate communications. 2004-2006.

Senior Editor and columnist for Strategic Training Report newsletter published by Ragan Communications March - September 1999.

Section editor for "Future Directions of Human Performance Technology" for 2<sup>nd</sup> edition of The Handbook of Human Performance Technology published by Jossey-Bass. August 1997 - September 1998.

Editorial Board, Journal of Interactive Instruction Development, a publication of the Society for Applied Learning Technologies. 1991-1996

## SCHOLARLY AND PROFESSIONAL ASSOCIATIONS

International Association of Business Communicators

- December 2011-June 2012. Principal investigator and think tank leader, IABC Research Foundation study to assess research needs and develop topics for RFPs
- 2007-present Ithaca College student chapter advisor and founder

- 2008 Co-Chair of first IABC Student Conference
- 2012, 2005, 2006 Leader of Think Tanks at annual conferences and participant in think tanks in 2006, 2002, 2000, 1999, and 1998
- 2002-03 Research Committee 2002-2003
- Invited expert columnist on mergers and acquisitions for TalkingBusinessNow.com, IABC's co-sponsored website for management advice on strategic communications issues
- 1998-2000 Member, Research Foundation Board of Trustees Judge for 1997 "Top Paper" award from the IABC Research Foundation
- October 1997 "Expert of the Week" for online edition of Communication World magazine, October 1997
- 1991-1999 Member of on-line "HyperSpace" special interest group 1991-1999

International Society for Performance Improvement: (formerly known as National Society for Performance & Instruction)

- 1994 Co-chair of Awards Committee
- 1992 Conference track chair
- 1991 Chair of Special Interest Area in Computers in Performance Technology
- 1991-92 Publications Committee member
- 1989-1990 Chair of Awards Committee for Instructional Communications

Institute for Public Relations board member of research council

Communications Leadership Exchange (formerly Council of Communication Management) member 1992-present

International Television Association member from 1989 - 1995

- Central NY Chapter President 1984
- Judge, International Golden Reel Awards 1984
- Developer of Judging Guidelines for Interactive Video Entries for Golden Reel Awards 1985
- Education Committee 1985
- Host and judge for regional Golden Reel Award panels, 1986, 1989
- ITVA Foundation review panel member, 1993-94.

## ADVISORY WORK FOR OTHER UNIVERSITIES

Communications program reviewer, Roger Williams University 2011.

Chair, Program review team, Simmons College Communications program. 2010.

Dissertation Committee Member: Capella University 2008-9.

Program Reviewer, Business and Hospitality Division, State University of New York at Delhi March 2008 Perkins Grant Committee, State University of New York at Delhi March 2007 - present.

Dissertation Committee Member, Florida State University Department of Instructional Systems July 2001-2003.

Dissertation Committee Member, Hanken Swedish School of Economics, Helsinki, Finland 1997-2001.

Professional Advisory Board, Graduate Program in Corporate Communications Management, University of Salford, Salford, England. 1996-present

Dissertation Committee Member, Fielding Institute, Santa Clara, CA 1996-1998

## COMMUNITY SERVICE

Cayuga Addiction Recovery Services, Board of Trustees November 2012- present

Tompkins County Public Library Community Advisory Board September 2012-present

Pro bono communications consulting: Family & Children's Service, Cayuga Addiction Recovery 2004-09. United Way of Tompkins County, 1982

Guthrie Healthcare System Sayre PA: Member, Community Advisory Board, 1997- 1999

Guthrie Education and Research Foundation Board of Directors 1997-1999.

## AWARDS AND HONORS

Lifetime Achievement Award, International Association of Business Communicators, 2012

Distinguished Professional Achievement Award, International Society for Performance Improvement, 2008

Selected to present in the highly selective "Master's Series" at the annual conferences of the International Society for Performance Improvement in 2008 and 1997.

Excellence in Scholarship award, Ithaca College, May 2004.

Quoted and featured in articles appearing in the Wall Street Journal, Careerbuilder.com, xpatrica.com, Strategic HR Management, Human Resource Executive, Employee Communications Management, Training Magazine, Training & Development, Corporate University Review, Computer World, Business Week, and other business publications.

Named one of 50 "High profile higher education administrators on Twitter" by BestCollegesOnline.com May 2012

Featured as one of 10 "industry leaders" in the corporate training field in a February 1999 article "Is There A Learning Curve in This Business?" in Training Magazine.

Featured as a "Name to Drop in Multimedia " in a 1996 article on interactive media in Training Magazine acknowledging my pioneering work in research, writing and development of new media.

"Top Paper" award - 1996 from the International Association of Business Communicators Research Foundation for research paper: "Integrated Communication: From Theory to Performance"

"Faculty Leadership Award 1994" from Ithaca College for outstanding contributions to teaching and research "1993 Research Award" from the Consortium for College and University Media Centers

"Outstanding Journal Article in Instructional Development - 1992" from the Association for Educational Communications & Technology for "Software Tools for Empowering Instructional Designers"

"Excellence Award" from the National Society for Performance and Instruction for Performance Improvement Quarterly article in 1991, "Software Tools for Empowering Instructional Designers".

"Outstanding Instructional Communication Award, 1988" from National Society for Performance and Instruction Leadership Award, National Society for Performance & Instruction, 1992, 1994  
Service Award, National Society for Performance & Instruction, 1992, 1990.

Listed in: Who's Who in the Media and Communications, Who's Who in the East, International Who's Who of Women; Who's Who Among Women; Who's Who Among Future Business Leaders; Who's Who in Finance and Industry, Who's Who in Advertising., Outstanding Young Women of America

Dana Fellowship for Excellence in Research, Ithaca College, 1981 - 1982.

Elected to The Oracle Society, Phi Kappa Phi, Phi Delta Kappa, and Kappa Delta Pi, national honor societies.  
Winner, competitive papers contest, National Association of Educational Broadcasters, 1979.