

CURRICULUM VITAE

CAREER OBJECTIVE

To continue my career and professional development within a progressive higher education academic institution where I might serve as a valued colleague by fulfilling all or a requested combination of responsibilities such as:

- Delivering teaching excellence based on “best practices” in undergraduate and/or graduate instruction.
- Service in leadership capacities that are commensurate with my skills and interests.
- Consulting, economic development, and related outreach services to businesses and a growth oriented community at large.
- Presentations and workshops within the program, in coordination with an institution as a whole (e.g., through a continuing education division), and as an independent speaker addressing topics pertaining to my fields of expertise.
- Contributions from the pursuit of a diverse research and dissemination agenda, which includes scholarly publishing, Web content development, creative projects, and contemporary business books.

HIGHER EDUCATION TEACHING EXPERIENCE

Western Carolina University – Cullowhee, NC

College of Business

[Center for Entrepreneurship and Innovation](#)

Associate Professor of Entrepreneurship – Fall 2008 (Current).

Western Carolina University’s College of Business is fully accredited by AACSB and houses the Center for Entrepreneurship and Innovation as well as a regional office of The North Carolina Small Business and Technology Development Center (SBTDC). It offers an undergraduate minor and a major in entrepreneurship (B.S.B.A.).

The Master of Entrepreneurship Program (M.E.) has been recognized as one of the five best online entrepreneurship programs in the nation by *Fortune Small Business* magazine. Students and faculty are actively engaged in community and regional outreach through consulting and other projects.

Middle Tennessee State University – Murfreesboro, TN**Jennings A. Jones College of Business*****Entrepreneurship Intern Program Coordinator and Entrepreneurship Faculty Member – Fall 2004 to Spring 2008.***

Located in the Nashville area, Middle Tennessee State University serves approximately 23,000 students and plays a vital role in the community. MTSU has a regional [economic impact](#) that included \$680 million in business revenue and 9176 jobs in the Nashville MSA. The Jones College of Business is one of the nation's largest AACSB International accredited colleges of business.

As an entrepreneurship faculty member, responsibilities included the design, development, and delivery of cutting-edge classroom instruction, research, consulting, and significant community interaction.

Entrepreneurship Internship Program Coordinator — Responsible for the design and development of communications materials, presentations, and building relationships within the business community to create opportunities for entrepreneurial internship experiences. Also advised, placed and supervised internship students.

- The MTSU College of Business Entrepreneurship Internship Program now has an established [online presence](#), and enjoyed record enrollments.

Public, University, College of Business, and Department Service and Committees

- Tennessee Small Business Development Centers (TSBDC) Web Development Committee Chair — Committee is charged with redesigning statewide TSBDC Website to enhance outreach and communications efforts, 2007-2008.
- University Relations Committee — Committee is charged with advising and assisting in the development of programs to enhance the image of the University. The committee also reviews and makes recommendations to assist departments in their public relations efforts, 2005-2007.
- [Entrepreneurship Week Committee Chair](#), 2007-2008.
- Jones College of Business Undergraduate Curriculum Committee — Committee is charged with reviewing undergraduate curriculum proposals made by College of Business academic departments, 2007-2008.
- Jones College of Business Assessment Committee — Committee is charged with ensuring that appropriate outcomes assessment measures are employed for continuous improvement and compliance with AACSB standards, 2004-2007.
- Department of Business Communication and Entrepreneurship (BCEN) Undergraduate Curriculum Committee — Committee is charged with reviewing undergraduate curriculum proposals made by BCEN Department faculty, 2007-2008.
- BCEN Entrepreneurial Studies Committee Chair, [Destination Rutherford](#) (Chamber of Commerce) — Destination Rutherford is the result of a public/private initiative to promote the economic development of Rutherford County through the funding and implementation of a proposed four-year strategic action plan, 2004-2008.

- [Collegiate Entrepreneurs' Organization](#) (CEO) Executive Board — Faculty advisor for [MTSU Chapter](#) of “the premier global entrepreneurship network,” 2004-2008.
- Entrepreneurial Studies Advisory Board, 2004-2008.
- Entrepreneurial Studies Student Committee.
- Student Awards and Scholarships Committee.
- BCEN Web Communications — Responsible for maintenance of Entrepreneurial Studies, Internship Program, and Entrepreneurship Week websites (initially created and launched the latter two sites), 2004-2008.
- BCEN Publications Committee.
- BCEN Faculty Development and Performance Evaluation Committee.
- Department of Business Communication and Entrepreneurship (BCEN) Outcomes Assessment Committee — Committee is charged with reviewing departmental assessment methods and making recommendations as necessary to meet both SACS and AACSB reporting standards.
- Business Systems Technology Occupational Advisory Committee, Tennessee Technology Center at Murfreesboro, 2005-2008.

Dakota State University – Madison, SD

Assistant Professor of Business Administration – Fall 2001 to Spring 2004

Teaching responsibilities involved the delivery of undergraduate courses across a variety of management disciplines made possible through skills and knowledge from professional experiences; graduate education in a multidisciplinary policy program that differed from prior career pursuits; ongoing research; and numerous new course preparation efforts:

Organization and Management
Business Policy and Strategy
Human Resource Management
Personal Selling
Business Communications

Entrepreneurship
Small Business Management
Small Business Consulting
Business of Consulting
Management of Technology and Innovation

- Gained experience in instructional delivery through state-of-the-art videoconferencing technology (using a statewide system known as DDN — Dakota Digital Network); also supported all courses with internet-based instructional resources on university as well as personally developed websites.
- ERP Committee — Participated in a College of Business feasibility evaluation for an Enterprise Resource Program academic major and/or courses (PeopleSoft is a major Dakota State supporter).
- Freshman Success Seminar (series) — Served as faculty co-advisor within a DSU orientation program for incoming freshmen.
- Phi Beta Lambda — Initiated a planning process to create and implement a variety of opportunities for students such as visits to businesses, speakers, special interest and discussion groups, and career workshops.

Piedmont College – Demorest and Athens, GA***Assistant Professor of Business Administration – Academic Year 2000-2001.***

Taught undergraduate courses in business communication, entrepreneurship, and human resource management; also assisted with the development of Piedmont's new MBA program and served on a committee charged with developing standards for scholarly research within Piedmont's School of Business.

Keller Graduate School of Management – Atlanta, GA***MBA Program Senior Faculty – February 1996 to June 2000.***

(While concurrently enrolled in my own doctoral program.)

Selected for this position after a former Georgia State University GRA faculty advisor left to join Keller Graduate School, and subsequently recruited me as an instructor. Delivered practitioner oriented instruction for MBA courses in change management, marketing management, channels of distribution, and advertising.

- Promoted to Senior Faculty based on teaching excellence, longevity, and service to the program.

CONSULTING & ENTREPRENEURIAL EXPERIENCE

MARKETING—STRATEGIC PLANNING—COMMUNICATIONS

Marketing Executive — Lahm & Associates, Inc., Birmingham, AL; Atlanta, GA.

(Active as a full-time enterprise from 1988-1992; service projects as required, to Present.)

Founded this entrepreneurial firm to service the strategic planning, research and marketing communications consulting needs of a broad-based clientele, including numerous other organizations, which were also entrepreneurial. This firm was started from scratch (no clients, capital, or portfolio) and leveraged into a multi-location business with subsidiary enterprises and interests, e.g., a graphic production business, a career service, and a promotional publishing company (City Prints, USA).

- Serviced numerous individual assignments for over 30 small, medium and large business and public sector clients in banking, real estate, retailing, publishing, technology, higher education and other markets (client list and sample work products are available for review); examples include:

Client	Line of Business	Nature of Service/Engagement(s)
American Home Services	Home remodeling services.	• Direct marketing; identity; business start-up consulting (consumer).
Babush, Nieman, Kornman & Johnson	Public accounting firm.	• Creation and placement of association advertising.

First Real Estate	Commercial Division; commercial real estate.	• Advertising; identity, and collaterals.
InteGroup, Inc.	Diversified management consulting services.	• Joint venture consulting projects: aerospace, education; telecommunications.
Koenig Art Emporium	Retail artist supplies, art and custom framing.	• Local consumer promotions; and joint venture.
One-to-One Fitness	Personal fitness training facilities.	• Identity; consumer advertising.
South Haven Corporation	Nursing homes.	• Real estate and venture capital presentations.
Sherman International	Concrete, masonry and specialty products.	• Trade shows; advertising; collaterals.
Samford University	Cumberland School of Law.	• Endowment fund.
SouthTrust Bank	Trust Division; banking and financial services.	• Strategic planning; collaterals; quarterly investor reports; proposal and sales processes.
University of Alabama	School of Health Services; continuing education and graduate programs.	• Degree program collaterals; symposia and seminars; alumni communications; advertising.
W & H Investments	Oil and gas investments and energy management.	• Business advertising.

SELECTED CONSULTING FIRM ACCOMPLISHMENTS IN HIGHER EDUCATION

The University of Alabama at Birmingham

Consulted in the development of strategy and created promotional materials for:

Center for Health Services Continuing Education

- Health Services Administrators Development (HSAD) Program, a ten-month continuing education course for health services managers.
- The annual Health Care Employment Law & Labor Relations program.
- The 10th Annual Symposium for Healthcare Executives, a major four-day conference.

Department of Health Services Administration, School of Health Related Professions

- Promoted a new specialized graduate MSHA degree program.
- Provided creative services to completely revamp and subsequently publish a quarterly alumni newsletter, “FYI – For Your Information.”

Samford University, Endowment Fund Development

Cumberland School of Law

- Developed strategies, identity, and collateral materials to establish a new scholarship endowment fund.

SELECTED CONSULTING FIRM ACCOMPLISHMENTS, CORPORATE CLIENTS

- Provided planning assistance, collaterals, identity development, and PR to launch a new OCR storage and retrieval technology division (\$25,000+ systems) for a large computer systems integrator.
- Introduced 4 new business magazines and other publications from initial concept stage (e.g., utilizing advisory boards) to the development of media kits, internal AE training, and supporting promotions, thereby generating over \$1 million in new advertising revenue potential.
- Created advertising campaign to successfully differentiate the Commercial Division of a leading Realtor, repositioning the firm as #1 in recognizing quality of life issues among corporate site locators throughout the Southeastern U.S.
- Developed a 5-year strategic marketing plan for the Trust Division of SouthTrust Bank (\$13 billion in assets); overhauled RFP response process, creating a “*breakthrough*” for adding \$100,000,000+ employee pension and benefit accounts to the Division’s account load.

CORPORATE MANAGEMENT & ADDITIONAL EXPERIENCE

MARKETING RESEARCH AND ECONOMIC DEVELOPMENT

Director, Market Research — *The Birmingham News*, Birmingham, AL (A top-50 metro area newspaper)
Directed research addressing consumer preferences, demographics, shopping behaviors, and life-style choices of interest to local and national advertisers such as Circuit City, Wal-Mart, and Macy’s.

- Delivered over 100 research-based presentations for associations, chamber and civic groups, banks, health care providers, department stores, supermarkets, and a variety of specialty retailers.
- Worked closely with chamber and business organizations, real estate developers and site locators, and other community leaders to aid the recruitment of businesses and support desirable economic growth.
- Wrote an award winning “*Market Profile*” publication, praised by community leaders as a tool to encourage economic development.

ADDITIONAL ENTREPRENUERIAL AND CORPORATE EXPERIENCE

Earlier Positions of Increasing Responsibility — High technology advertising agency account management; a commercial photography business; GE Lexan products regional representative; and computer peripherals industry (start-up) marketing management.

ACADEMIC CREDENTIALS

Georgia State University, Atlanta, GA

Andrew Young School of Policy Studies

Ph.D. in Human Resource Development, August 1999 – 4.0 GPA.

M.S. in Human Resource Development, December 1994 – 4.0 GPA.

Academic interests in the human resource development field draw upon numerous business, social science and policy disciplines, which are international in scope and include:

Change Management

Organizational Work Cultures

HRM/Training and Development

Organizational Behavior, Theory, and Development

Needs Assessment and Management Development

Organizational Learning (e.g., Action Learning)

SPECIAL ACADEMIC PROGRAM ACHIEVEMENTS

- Honored as a recipient of the Georgia State University, Andrew Young School of Policy Studies, *2000 Award for Distinguished Contribution to HRD Research*, for original doctoral dissertation research on the role of interpersonal “chemistry” in hiring.
- As a graduate student project consultant (utilizing Action Learning), serviced the directory publishing subsidiary of a Regional Bell Operating Company (RBOC) and facilitated a process change to eliminate duplicate directory distribution, thereby saving in excess of \$1 million, *annually*.

Kean University, Union, NJ

B.S. in Management Science – Marketing, Cum Laude, June 1985.

CONCURRENT EXPERIENCE WHILE IN GRADUATE SCHOOL

TEACHING

Keller Graduate School of Management (as detailed above).

STRATEGY AND CHANGE MANAGEMENT

Georgia State University, Atlanta, GA (While concurrently a full-time graduate student, 1992-1999.)

Project Consultant

Project consulting to justify “*ROI from Training and Development*” in response to a major corporation’s RFP (valued at \$250K/year and involving a multi-year contract), 1999.

Organizational Redesign/Change Agent Division of Continuing Education, Professional and Technical Training

Following a graduate internship, was hired as an internal change agent and management consultant for unit to create a self-supporting operation (core business was in providing customized and programmed corporate training and development services), 1993-1994.

- Mission Planning**
 - Served as facilitator of staff meetings to establish mission, goals, objectives, budget, strategic, and tactical plans.
- Implementation**
 - Recruited trainers and consultants (including major speakers), and created strategic partnerships with corporations and business associations; redesigned programs and negotiated new program topics, terms, conditions, and fees.
 - Created and implemented communications campaign, including identity, PR, direct marketing, developing standards for proposal processes, and internal training in consultative selling techniques.
- Results**
 - Identified undervalued programs and increased fees by an average of 350% and reversed operational losses.
 - Increased registrations in several programs with a history of attracting 5 participants to as many as 50 participants.

- Assisted in the promotion of major speakers such as W. Edwards Deming and Tom Peters.

Strategic Planning Facilitator Human Resource Development Center

Facilitation of strategic process to create Executive Master's Degree and related programs, including customized degree programs serving major corporations, seminars, and training, 1993-1997.

- Initiated and designed a feasibility study responsible for the identification of opportunities with an estimated revenue potential in excess of \$2 million; solicited corporate partnerships; developed strategic plan, and identity program.

RESEARCH AND PUBLICATIONS

EXPERT TESTIMONY

Lahm, R. J., Jr. (2008). [Testimony](#) (concerning social entrepreneurship) for a hearing of the Tennessee Senate, Environment, Conservation and Tourism Committee, Tommy Kilby, Chair, considering a proposed, "Tennessee Bottle Bill." 12 Legislative Plaza, Nashville, TN, April 29, 2008.

Lahm, R. J., Jr. (2008). [Testimony](#) for a hearing of the U.S. House of Representatives, Committee on Small Business, Nydia M. Velázquez, Chairwoman, entitled, "[The Role of Credit Cards in Small Business Financing](#)." 1539 Longworth House Office Building, Washington, DC, April 3, 2008.

ACADEMIC RESEARCH

Lahm, R. J., Jr. A stratified organizational culture model. Manuscript in preparation.

Lahm, R. J., Jr. & Heriot, K. C. Entrepreneurship internships differ from traditional business and management internships: A framework for implementation. Manuscript in preparation.

Lahm, R. J., Jr. & Anderson, W.S. Career and Technical Education gets left behind. Manuscript in preparation.

Stowe, C.R.B. & Lahm, R. J., Jr. (2007). A framework for installing innovation into a small enterprise. *Proceedings of the 15th Annual Conference of American Society of Business and Behavioral Sciences (ASBBS), Las Vegas, NV, February 21 to 24, 2008.*

Stowe, C.R.B. & Lahm, R. J., Jr. (2007). Needed: More research on marketing through Internet strategies for small entrepreneurial firms. *Proceedings of the Small Business Institute (SBI) Annual Conference, San Diego, CA, February 14-16, 2008.*

Lahm, R. J., Jr. & Geho, P.R. (2007). Holes in the corporate veil: Confronting the “myth” of reduced liability for small businesses and entrepreneurs under corporate forms. Journal article accepted for publication in *Entrepreneurial Executive*.

Lahm, R. J., Jr. (2007) Bootstrap marketing: an analysis of constructs and implications. *Proceedings of the Association for Small Business and Entrepreneurship (ASBE) 2007 Annual Conference, Austin, Texas, October 10-13, 2007.*

Lahm, R. J., Jr. & Geho, P.R. (2007). What entrepreneurship educators need to know about the limitations of corporate forms and the “nitty-gritty” of veil piercing. *Proceedings of the Allied Academies International Conference, Reno, NV, October 3-6, 2007.*

Lahm, R.J., Jr. (2007). More trouble than it is worth? Detecting and prosecuting plagiarism in business plans. Manuscript accepted for publication in *The Journal of Academic Administration in Higher Education*.

Lahm, R. J., Jr. (2007). Plagiarism and business plans: A growing challenge for entrepreneurship education? *Journal of Entrepreneurship Education, 10, 73-84.*

Lahm, R. J., Jr. (2007) Entrepreneurial startups and the importance of bootstrap marketing. *Proceedings of the Allied Academies International Internet Conference, July 17 through July 31, 2007.*

Lahm, R.J., Jr. (2007). More trouble than it is worth? Detecting and prosecuting plagiarism in business plans. *Proceedings of the Academic Business World International Conference, Nashville, TN, May 28-30, 2007.*

Lahm, R.J., Jr. (2007). The Development and use of a business plan grading rubric. *Georgia Business Education Journal*, 25(1).

Clouse, W., Nickerson, I., Stowe, C., Aniello, J., Helbig, J. Roberts, J. & Lahm, R.J., Jr. (2007). Cases that Develop the Entrepreneurial Spirit. *Proceedings of the United States Association for Small Business (USASBE) Annual Conference*, Orlando, FL, January 10-14, 2007.

Lahm, R. J., Jr. (2006) Are we on the lookout for plagiarism in business plans? *Proceedings of the Allied Academies International Conference*, Reno, NV, October 19-21, 2006.

Lahm, R. J., Jr. (2006). Decreasing duplicate directory distribution: A case study in action learning within the telecommunications industry. *Proceedings of the Allied Academies International Conference*, Reno, NV, October 19-21, 2006.

Lahm, R. J., Jr. (2006). State of the entrepreneurial blogosphere. *Entrepreneurial Executive*, Volume 11, pp. 27-37.

Lahm, R. J., Jr. (2006). Movie making as a metaphor for teaching the business planning process. *Georgia Business Education Journal*, 24(1), 10-13.

Lahm, R. J., Jr. (2006). State of the entrepreneurial blogosphere. *Proceedings of the Allied Academies International Conference*, New Orleans, LA, April 12-15, 2006.

Lahm, R. J., Jr. (2006). Growing an undergraduate entrepreneurship internship program: Some lessons learned. *Proceedings of the United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference*, Tucson, AZ, January 12-15, 2006.

Lahm, R. J., Jr. (2005). Let's "do" a business plan. *Georgia Business Education Journal*, 23(1), 13-15.

Lahm, R. J., Jr. & Little, H.T., Jr. (2005). Bootstrapping business start-ups: Entrepreneurship literature, textbooks, and teaching practices versus current business practices? *Journal of Entrepreneurship Education*, 8, 61-73.

Lahm, R. J., Jr. (2005). Just say "charge it": The use of credit cards in entrepreneurial start-ups. *Proceedings of the Association for Small Business and Entrepreneurship (ASBE) Conference*, Albuquerque, NM, October 7, 2005.

Lahm, R. J., Jr. (2005). Bootstrapping: Methods entrepreneurs really use to start a business; A holistic view. *Proceedings of the Annual Eastern Small Business Institute (SBI) Conference*, Pittsburgh, PA, September 16, 2005.

Cole, J.D., Lahm, R.J., Jr., Little, H.T., Jr. & Siepel, S. (2005) Credit cards as a source of start-up capital and ongoing capital management. *Proceedings of the International Council for Small Business (ICSB) 2005 50th World Conference*, Washington, DC, June 17, 2005.

Lahm, R. J., Jr. (1999). The phenomenon of interpersonal chemistry in the hiring process: Toward the development of a theory. Doctoral dissertation, Georgia State University, Atlanta.

Lahm, R. J., Jr. (1996). HRD in a land down under: Australia. In *Readings In International Human Resource Development*, Atlanta, GA: HRD Center.

Lahm, R. J., Jr. (1995). [Review of the book *The end of work: The decline of the global labor force and the dawn of the post-market era*]. *Journal of Vocational Education Research*, 20(4), 75-82.

Lahm, R. J., Jr. (1994). "Service-focused education": An investigation of education policies and practices, and their effect on public perceptions about the "quality" of the United States education system. Master's thesis, Georgia State University, Atlanta.

EDITING AND REVIEWER ROLES

Reviewer. (2007). [Southern Journal of Entrepreneurship](#).

Reviewer. (2006). SBI Papers: Global Business Issues Track. United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference, Orlando, FL, January 11-14, 2007.

Reviewer. (2005). Small Business Institute-SBI. Eastern Annual Conference, Pittsburgh, PA, September 16-17, 2005.

Associate Editor – MERLOT

Business Discipline Editorial Review Board

The [MERLOT](#) project (Multimedia Educational Resources for Learning and Online Teaching) is supported by a consortium of institutions and university systems; its primary objective is to create one of the world's largest collections of online learning resources.

As associate editor, worked with an editorial review team to evaluate posted submissions (e.g., instructional units and learning modules).

PUBLISHED INTERNET ARTICLES

Articles appear on multiple Internet sites as syndicated content (the following are examples):

Lahm, R. J., Jr. (2006, September 5). Public speaking for "scaredy cats." *SpeakingExcellence.com*. Retrieved October 7, 2006, from http://speakingexcellence.com/index.php?option=com_content&task=view&id=151&Itemid=26

Lahm, R. J., Jr. (2006, September 4). Writing your business plan? Don't forget your own professional development. *EzineArticles.com*. Retrieved September 6, 2006, from <http://ezinearticles.com/?Writing-Your-Business-Plan?-Dont-Forget-Your-Own-Professional-Development&id=290298>

Lahm, R. J., Jr. (2006, January 22). Starting a business? Reasons why you may need to recruit an advisory board. *EzineArticles.com*. Retrieved January 27, 2006, from <http://ezinearticles.com/?Starting-a-Business?-Reasons-Why-You-May-Need-to-Recruit-an-Advisory-Board&id=132798>

Lahm, R. J., Jr. (2005, October 26). Entrepreneurs (or anybody else): If you must use credit cards, practice 'safe swiping.' *WomensArticles.com*. Retrieved October 28, 2005, from http://www.womensarticles.com/article_13309_15.html

Lahm, R. J., Jr. (2005, October 26). Starting your entrepreneurial business: Climb a different career ladder. *ArticleAlley.com*. Retrieved October 28, 2005, from http://www.articlealley.com/article_13313_36.html

Lahm, R. J., Jr. (2005, October 24). Marketing your business: Make your promotional tools work smarter. *EntrepreneurshipClearinghouse.com*. Retrieved October 28, 2005, from <http://www.entrepreneurshipclearinghouse.com/articles/maketoolsworksmart.html>

Lahm, R. J., Jr. (2005, October 24). Starting your business: Avoiding the "me incorporated" syndrome. *IdeaMarketers.com*. Retrieved October 28, 2005, from <http://www.ideamarketers.com/library/article.cfm?articleid=62042&from=PROFILE>

Lahm, R. J., Jr. (2005, October 19). Starting your business: It all boils down to making money and saving money. *ZeroMillion.com*. Retrieved October 24, 2006, from <http://www.zeromillion.com/financial-services/starting-your-business-it-all-boils-down-to-making-money-and-saving-money-by-dr-robert-j-lahm.html>

Lahm, R. J., Jr. (2005, October 10). Before you take the entrepreneurial plunge, consider various business models. *EntrepreneurshipClearinghouse.com*. Retrieved October 15, 2005, from <http://www.entrepreneurshipclearinghouse.com/articles/businessmodels.html>

Lahm, R. J., Jr. (2005, October 10). Starting your business: 3 tips for bootstrapping your way to the top. *Sole Proprietor Magazine*. Retrieved October 18, 2005, from <http://www.soleproprietormagazine.com/articles/EntrepreneurCorner/bootstrapping.asp>

Lahm, R. J., Jr. (2005, October 5). "Tiny" entrepreneurship: Most entrepreneurial businesses are very small -- We might accurately call them "tiny." *GoArticles.com*. Retrieved October 28, 2005, from <http://www.goarticles.com/cgi-bin/showa.cgi?C=83339>

Lahm, R. J., Jr. (2005, October 5). More entrepreneurs say 'charge it' when starting their businesses. *OnlineOrganizing.com*. Retrieved October 8, 2006, from <http://www.onlineorganizing.com/NewslettersArticle.asp?newsletter=ol&article=612>

CONTENT AND WEB DEVELOPMENT

Utilizing (self-taught) software skills in Adobe GoLive, Macromedia Fireworks, and additional applications, have created commercial websites such as:

- ArticlesontheWeb.com
- DoctorLahm.com
- EntrepreneurshipClearinghouse.com
- WebPreneurship.com

Current projects under development, utilizing complex content management systems (CMS), include:

- BootstrappingStories.com
- EntrepreneurshipArticles.com

Academic website projects include:

Worked with the editor and launched the initial site for an established journal, [Business Education Digest](http://BusinessEducationDigest.com). July 2007 to Present.

Development of site for the new [Southern Journal of Entrepreneurship](http://SouthernJournalofEntrepreneurship.com), which is to be listed in the forthcoming 11th Edition of *Cabell's*. February 2007 to Present. Also responsible for the graphic design of the printed journal cover.

Received training from the web development company that recently created a new content management system-based site for the [Small Business Institute®](http://SmallBusinessInstitute.com) (SBI), November 16, 2007.

GRANTS AND PROPOSALS

Lahm, R. J., Jr. (2007). National Entrepreneurship Week 2008: public service grant proposal. *College of Continuing Education and Distance Learning, Middle Tennessee State University, Murfreesboro, TN.*

Lucks, J. & Lahm, R. J., Jr. (2007). Research on bootstrap marketing proposal: Undergraduate Research, Scholarship, and Creative Activity (URSCA) research assistant award. *Undergraduate Research Center, Middle Tennessee State University, Murfreesboro, TN, October 31, 2007.*

Talley, et al. (2001). Bush Grant proposal. Participated in an evaluation of “best practices” at other campuses (e.g., wireless, laptop enabled) in support of a \$300,000 (approved for FY 2002-2005). *Dakota State University Madison, SD*.

PRESENTATIONS AND EVENTS

CONFERENCE AND WORKSHOP PRESENTATIONS

Research articles published in conference proceedings (detailed above) have also been presented and are not duplicated here.

Stowe, C.R.B. & Lahm, R. J., Jr. (2008). A workshop on business plans, detecting plagiarism and academic integrity. *United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference, San Antonio, TX, January 10-13, 2008*.

Clouse, W., Nickerson, I., Stowe, C., Aniello, J., Helbig, J. Roberts, J. & Lahm, R.J., Jr. (2007). Cases that develop the entrepreneurial spirit. *United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference, San Antonio, TX, January 10-13, 2008*.

Lahm, R. J., Jr. (2007). A plagiarism pandemic. *Southern Business Education Association (SBEA) Conference, Little Rock, AR, October 24-27, 2007*.

Lahm, R. J., Jr. (2007). Marketing Session. *State Farm Summer Business Camp, Murfreesboro, TN, July 13, 2007*.

Lahm, R. J., Jr. (2007). How to market the most important person in the world: You! Tips, tools, and techniques to impress others with your knowledge, skills, ideas, and attitude. *International Association of Administrative Professionals (IAAP), Murfreesboro, TN, April 4, 2007*.

Lahm, R. J., Jr. (2007). How to find an entrepreneurship internship. Entrepreneurship Week USA at MTSU. *Murfreesboro, TN, February 28, 2007*.

Lahm, R.J., Jr. (2006). Entrepreneurship awareness. *Collegiate Entrepreneurs' Organization (CEO) 2006 National Conference, Chicago, IL, November 2-4, 2006*.

Minor, D., Lahm, R.J., Jr., Spencer, J.A., & Mattison, J. (2006). Just learn it!: Entrepreneurship intern for the day. *Collegiate Entrepreneurs' Organization (CEO) 2006 National Conference, Chicago, IL, November 2-4, 2006*.

Lahm, R. J., Jr. (2006). Entrepreneurial bootstrapping: How businesses are really started most of the time (and how to help students prepare). *Tennessee Business Education Association (TBEA), Manchester, TN, September 22-23, 2006.*

Lahm, R. J., Jr. (2006). Marketing Session. *State Farm Summer Business Camp, Murfreesboro, TN, July 14, 2006.*

Lahm, R. J., Jr. (2006). Education Careers. *Scales Elementary School Career Day, Murfreesboro, TN, May 12, 2006.*

Lahm, R. J., Jr. (2006). Designing a faculty course Website from scratch: Some lessons learned. *Faculty Showcase, Middle Tennessee State University, Murfreesboro, TN, April 6, 2006.*

Lahm, R. J., Jr. (2006). Proper interviewing etiquette. *Tennessee Technology Center Job Preparation Workshop, Murfreesboro, TN, March 27, 2006.*

Lahm, R. J., Jr. (2006). Preparing and conducting oral presentations. *Tennessee Technology Center, Murfreesboro, TN, February 2, 2006.*

Lahm, R. J., Jr. (2005). Lights, camera, action: Taking a director's view in the business plan development process. *Southern Business Education Association (SBEA) Conference, Franklin, TN, October 28, 2005.*

Lahm, R. J., Jr. (2005). The fine art of attracting employers. *Tennessee Vocational Education Conference, Murfreesboro, TN, July 20, 2005.*

Lahm, R. J., Jr. (2005). Career skills for students: From survival to success. *Tennessee Vocational Education Conference, Murfreesboro, TN, July 20, 2005.*

Lahm, R. J., Jr. (2005). Marketing Session. *State Farm Summer Business Camp, Murfreesboro, TN, July 15, 2005.*

Lahm, R. J., Jr. (2002). Lead Presenter. *2002 MERLOT International Conference, Atlanta, GA, September, 2002.*

INVITED PROFESSIONAL ORGANIZATION PRESENTATIONS

Roundtable Expert. *Human Resource Executive Forum, Atlanta, GA, October, 2002.*

The role of "interpersonal 'chemistry' in hiring." *Exec-U-Net, Atlanta, GA, December, 2000* (invited for encore performance) and December, 1999.

Prior to my academic career, have frequently served as a guest speaker in college classrooms; as a roundtable discussant; on various business advisory boards; as a judge of academic work (as a business community representative); and in like capacities (especially while with *The Birmingham News*). I have addressed numerous business, chamber, and civic organizations.

INVITED CAREER PRESENTATIONS

What a former advertising executive can tell you about the fine art of persuasion and your career. *Society for Technical Communication*, December 4, 2002.

How to make at least 52 new friends per year, drink all you want [bottled water], and get the job of your dreams (even in a tough market), Dakota State University, October 17, 2002.

The role of interpersonal “chemistry” in hiring. *Society for Technical Communication*, February 13, 2002.

The TOP SECRET lives of the people you work with (workshop), *Career Service Association, Mundt Foundation*, January 28, 2002.

FACILITATION AND DISCUSSANT ROLES

Lahm, R. J., Jr., Pirtle, M., Murphee, M., Klika, B., & Young, D. (2008). Entrepreneurship Program Panel Discussion. *Rutherford County Chamber of Commerce Business Education Partnership, Counselor Leadership Institute, Murfreesboro, TN*, April 24, 2008.

Session Chair. (2007). *Allied Academies Fall 2007 Conference: Interdisciplinary Session, Reno, NV*, October 3-6, 2007.

Wildman, P. (2007). Adapting Action Learning for Constant Change! Participant/Invited Discussant. *Second Enlightenment Conference, Columbia, SC*, March 4-6, 2007.

Session Chair. (2006). *Allied Academies Fall 2006 Conference: Interdisciplinary Session, Reno, NV*, October 19-21, 2006.

Clouse, W., et al. (2006). “Think Tank” Participant/Discussant. *Entrepreneurs in Action! Conference, Vanderbilt University, Nashville, TN*, August 7-8, 2006.

Johnson, V. (2005). Accounting firms’ preferences for resumes received from accounting graduates. Session Coordinator. *Southern Business Education Association Annual Conference, Franklin, TN*, October 26-29, 2005.

Lahm, R. J., Jr. & Selladurai, R.S. (2006). A new, digitally enabled, small business frontier. Facilitator and Lead Panel Discussant. *United States Association for Small Business and Entrepreneurship Annual Conference, Tucson, AZ, January 13, 2006.*

Ernst, G. & Lahm, R.J., Jr. (2004). Challenges faculty face to be a great advisor. Session co-chair. *Collegiate Entrepreneurs' Organization (CEO) 2004 National Conference, Chicago, IL, November 2004.*

COMPETITIVE EVENTS JUDGING AND EVALUATION

Competitive Events Judge. *Region III DECA Conference, Murfreesboro, TN, February 5, 2008.*

Competitive Events Judge. *Region III DECA Conference, Murfreesboro, TN, February 7, 2007.*

Competitive Events Judge. *Business Professionals of America: BPA South Middle Regional Conference, Murfreesboro, TN, January 24, 2007.*

Competitive Events Judge. *DECA Conference, Murfreesboro, TN, November 28, 2006.*

Competitive Events Judge. *Business Professionals of America: BPA South Middle Regional Conference, Murfreesboro, TN, January 25, 2006.*

Competitive Events Judge. *Region III DECA Conference, Murfreesboro, TN, January 24, 2006.*

Competitive Events Evaluator. *2005 Blackman High School "Virtual Enterprise" Competition, Murfreesboro, TN, January 27, 2005.*

Competitive Events Judge. *Business Professionals of America: BPA South Middle Regional Conference, Murfreesboro, TN, January 27, 2005.*

Competitive Events Judge. *Region III DECA Conference, Murfreesboro, TN, January 26, 2005.*

CORPORATE COMMUNICATIONS

- Have written, created, designed and/or directed numerous corporate communications projects including brochures and other collaterals, corporate and public service advertising, newsletters, and media releases.

SPECIALTY PUBLISHING (AS CREATOR AND PUBLISHER)

- “*Birmingham: The Poster*” (24” x 36” 4 color process plus PMS spot color and varnish).

MAGAZINE PUBLISHING (CREATIVE CONSULTANT)

Aided by input from assembled groups of industry and subject matter experts (Advisory Boards) and additional research, served as creative consultant for the development and publication of the following:

Business First (monthly magazine)
Birmingham Commercial Real Estate Review and Forecast
Birmingham’s Best (city guide book)
Alabama Banking and Finance Review and Forecast

CREATIVE WORKS

Have previously received formal training in 16mm motion picture production (lighting, sound, filmmaking; the Film School, Half Moon Bay, CA). Background also includes creating additional artistic works utilizing large format (4 x 5), medium format, and 35mm studio and field photography skills; and other works rendered through traditional mediums such as paint on canvas, drawings, and the like.

- Creative works have been displayed in gallery exhibitions.

PROFESSIONAL DEVELOPMENT

TRAINING AND DEVELOPMENT (ATTENDEE)

Desire2Learn system: “Web-based platform for the delivery of online teaching and learning.” Middle Tennessee State University, Murfreesboro, TN, November, 2007.

Preventing sexual harassment. Mastery Test Certificate score of 100% (MTSU employees – annually online). Middle Tennessee State University, Murfreesboro, TN, Recertified October, 2007.

Success starts now! Seminar for executives and managers. Southwestern Corporation Conference, Nashville Convention Center, Nashville, TN, April 17, 2007.

Developing and writing cases in entrepreneurship (UASBE Pre-conference Workshop). United States Association for Small Business and Entrepreneurship (USASBE), 21st Annual Conference, Orlando, FL, January 10-15, 2007.

Faculty Development – Dreamweaver. Middle Tennessee State University, Murfreesboro, TN, October 31, 2006.

Faculty Leadership Academy (orientation to administrative roles and responsibilities for future campus leaders). Middle Tennessee State University, Murfreesboro, TN, Consecutive Fridays in February 2006.

News and public affairs seminar. Middle Tennessee State University, Murfreesboro, TN, February 23, 2006.

Preventing sexual harassment. Mastery Test Certificate score of 100% (MTSU employees – annually online). Middle Tennessee State University, Murfreesboro, TN, Recertified on February 23, 2006.

Foundation and corporate funding. Middle Tennessee State University, Murfreesboro, TN, January 31, 2006.

Advising training-A development approach to faculty advising. Middle Tennessee State University, Murfreesboro, TN, October 24, 2005.

Opportunities for research in instructional activities. Middle Tennessee State University, Murfreesboro, TN, October 21, 2005.

Grants 101. Middle Tennessee State University, Murfreesboro, TN, September 23, 2005.

External funding 1010. Middle Tennessee State University, Murfreesboro, TN, April 20, 2005.

February 2005 assessment seminar. AACSB International, Tampa, FL, February 21-23, 2005.

Faculty development: Advising seminar. Middle Tennessee State University, Murfreesboro, TN, October 11, 2004.

Faculty training and support workshop: Business Computer Lab. Middle Tennessee State University, Murfreesboro, TN, September 10, 2004.

Preventing sexual harassment. Mastery Test Certificate score of 100% (MTSU employees – annually online). Middle Tennessee State University, Murfreesboro, TN (Certified on August 31, 2004).

ACADEMIC CONFERENCES AND WORKSHOPS (ATTENDEE)

15th Annual Conference of American Society of Business and Behavioral Sciences (ASBBS), Las Vegas, NV, February 21 to 24, 2008.

Small Business Institute (SBI) Annual Conference, San Diego, CA, February 14-16, 2008.

United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference, San Antonio, TX, January 10-13, 2008.

Southern Business Education Association (SBEA) Annual Conference, Little Rock, AR, October 24-27, 2007.

Association for Small Business and Entrepreneurship (ASBE) Conference, Austin, TX, October 10-13, 2007.

Allied Academies Fall 2007 International Conference, Reno, NV, October 3-6, 2007.

State Farm Summer Business Camp, Murfreesboro, TN, July 5 and July 13, 2007.

Academic Business World International Conference, Nashville, TN, May 28-30, 2007.

Second Enlightenment Conference, Columbia, SC, March 4-6, 2007.

“The Wide World of Entrepreneurship.” United States Association for Small Business and Entrepreneurship (USASBE), 21st Annual Conference, Orlando, FL, January 10-15, 2007.

Collegiate Entrepreneurs’ Organization 2006 National Conference (CEO), Chicago, IL, November 4-6, 2006.

Allied Academies Fall 2006 International Conference, Reno, NV, October 19-21, 2006.

MTSU Regional Economic Outlook Conference, Middle Tennessee State University, Murfreesboro, TN, September 29, 2006.

Tennessee Business Education Association (TBEA), Manchester, TN, September 22-23, 2006.

Entrepreneurs in Action! Conference, Vanderbilt University, Nashville, TN, August 7-8, 2006.

State Farm Summer Business Camp, Murfreesboro, TN, July 14, 2006.

Allied Academies Spring 2006 International Conference, New Orleans, LA, April 12-15, 2006.

"The Changing Entrepreneurial Landscape." United States Association for Small Business and Entrepreneurship (USASBE), 20th Annual Conference, Tucson, AZ, January 12-15, 2006.

Southern Business Education Association (SBEA) Annual Conference, Franklin, TN, October 26-29, 2005.

Association for Small Business and Entrepreneurship (ASBE) Conference, Albuquerque, NM, October 7, 2005.

Annual Eastern Small Business Institute (SBI) Conference, Pittsburgh, PA, September 16, 2005.

Tennessee Vocational Education Conference, Murfreesboro, TN, July 20, 2005.

State Farm Summer Business Camp, Murfreesboro, TN, July 15, 2005.

International Council for Small Business (ICSB) 2005 50th World Conference, Washington, DC, June 17, 2005.

"Entrepreneurship in a Diverse World." United States Association for Small Business and Entrepreneurship (USASBE), 19th Annual Conference, Indian Wells, CA, January 13-16, 2005.

CEO "Electing to be an Entrepreneur." Collegiate Entrepreneurs' Organization 2004 National Conference, Chicago, IL, November 4-6, 2004.

"Linking Business and Technology in the Bluff City." Tennessee Business Education Association Conference, Memphis, TN, September 24-25, 2004.

MTSU 2004 Regional Economic Outlook Conference. Middle Tennessee State University, Murfreesboro, TN, September 24, 2004.

2002 MERLOT International Conference, Atlanta, GA, September, 2002.

BUSINESS (TRADE) PUBLISHING

Have attended several book marketing and development workshops in support of business trade publishing objectives (self-funding these initiatives), e.g., the 2003 and 2006 [BookExpo America](#)

Events (publishing industry annual convention) in Los Angeles, CA, May 28-June 1, 2003, and May 15-21, 2006 in Washington, DC. Programs have included:

- [A Day with Dan Poynter](#). Writing & Publishing Nonfiction. Books 101: The Full New Book Model Program, Atlanta, GA, October 10, 2006.
- Publishers Marketing University (PMA), Washington, DC, May 16-18, 2006.
- 12th Annual Harriet Austin Writer's Conference, Athens, GA, July 15-16, 2005.
- Jumpstart your PR, MX-The Matrix Workshop, Marketability, Inc. (book publicity firm), Arvada, CO, July 11-13, 2003.
- Meet the media 2003. Radio-TV Interview Report (RTIR): Bradley Communications, BEA, Los Angeles, CA, June 1, 2003.
- [Mark Victor Hansen's](#) "*How to Create a Best Selling Book*" (*Chicken Soup for the Soul* co-author), BEA, Los Angeles, CA, May 30, 2003.
- Writer's Conference. Writer's Digest Books, BEA, Los Angeles, CA, May 28, 2003.
- John Kremer's Book Marketing Blast-Off Seminar, Fairfield, IA, August 9-11, 2002.

PROFESSIONAL MEMBERSHIPS

Recent professional membership organizations have included:

- ASBE – Association for Small Business and Entrepreneurship.
- CEO – Collegiate Entrepreneurs' Organization – *Faculty Advisor*, Fall 2004 to Present.
- DPE – Delta Pi Epsilon National Honorary Professional Graduate Society – *Gamma Eta Chapter. President*, (effective November 2007); *Vice President*, 2006-2007; *Member*, November 2004 to Present.
- ICSB – International Council for Small Business.
- MRAL – Murfreesboro-Rutherford Art League
- NBEA – National Business Education Association.
- PMA – Publishers Marketing Association.
- SBEA – Southern Business Education Association.
- SBI – Small Business Institute.
- TBEA – Tennessee Business Education Association.
- USASBE – United States Association for Small Business and Entrepreneurship. *Vice President of Electronic Publications and Member of the Board of Directors*, 2008; *Member*, November 2004 to Present.

Previous professional membership organizations have included:

- IICS – International Interactive Communications Society.
- AAF – American Advertising Federation.
- AECT – Association for Educational Communications & Technology.
- AHRD – Academy of Human Resource Development.

- AMA – American Marketing Association – *Chapter Treasurer two terms.*
- ASTD – American Society for Training and Development.
- MERLOT – Multimedia Educational Resource for Learning and Online Teaching – *Associate Editor, Business Discipline Editorial Review Board.*
- NAITA – North Alabama International Trade Association.
- NSPI – National Society for Performance and Instruction.
- SHRM – Society for Human Resource Management.

RECOGNITION & HONORS

DISTINGUISHED RESEARCH AND COMPETITIVE AWARDS

Lahm, R. J., Jr. & Geho, P.R. (2007). Holes in the corporate veil: Confronting the “myth” of reduced liability for small businesses and entrepreneurs under corporate forms. **Distinguished Research Award.** *Allied Academies, Academy of Entrepreneurship Education.*

Lahm, R.J., Jr. (2007). More trouble than it is worth? Detecting and prosecuting plagiarism in business plans. **Best Paper Award.** *Academic Business World International Conference, Nashville, TN, May 28-30, 2007.*

Lahm, R. J., Jr. (2006). Plagiarism and business plans: A growing challenge for entrepreneurship education? **Distinguished Research Award.** *Allied Academies, Academy of Entrepreneurship Education.*

Lahm, R. J., Jr. (2006). State of the entrepreneurial blogosphere. **Distinguished Research Award.** *Allied Academies, Academy of Entrepreneurship Education.*

Lahm, R. J., Jr. (2006). Designing a faculty course Website from scratch: Some lessons learned. **Faculty Showcase Award.** *Middle Tennessee State University, Murfreesboro, TN, April 6, 2006.*

Lahm, R. J., Jr. & Little, H.T., Jr. (2005). Bootstrapping business start-ups: Entrepreneurship literature, textbooks, and teaching practices versus current business practices? **Distinguished Research Award.** *Allied Academies, Academy of Entrepreneurship Education.*

Lahm, R. J., Jr. (2000). Honored as a recipient of the **2000 Award for Distinguished Contribution to HRD Research**, for original doctoral dissertation research on The role of interpersonal “chemistry” in hiring. *Georgia State University, Andrew Young School of Policy Studies.*

ADDITIONAL RECOGNITION

- Middle Tennessee State University's Business Communication and Entrepreneurship Department Recognized as a Kauffman Platinum Award Recipient (following Entrepreneurship Week, 2007, as Committee Chair).
- Honorary Lt. Colonel, Alabama State Militia.
- Prior businesses featured in *The Birmingham News*, *Birmingham Magazine*, and WCEO Radio.

Recognized in several *Who's Who* publications, including:

- *Who's Who Among America's Teachers & Educators* (11th edition)
- *Who's Who in Business Higher Education*
- *Who's Who Worldwide*
- *Who's Who in the South and Southwest*
- *Who's Who Among Young American Professionals*
- *Who's Who in Advertising*

REFERENCES, EXHIBITS & WORK SAMPLES

Academic (e.g., transcripts, reference letters, writing samples) and professional work samples from various businesses and career positions are available for review, with several represented [online](#). Recent activities may be found [here](#).