

AUTHOR DETAILS

David Conrad is Assistant Professor and Associate Director for the Augsburg College MBA program. He is also an independent business consultant working with companies in the areas of sales and marketing, management, and leadership development. Dave was successful in sales and marketing management for public and private companies in the wine and spirits, industrial, and medical supply industries. David has an Ed.D. in Leadership (organizational) from Saint Mary's University of Minnesota. He has a Master's Degree in Management from Saint Mary's and a B.A. in Psychology from Winona State University.

Robert Newberry is Professor of Marketing at Winona State University. Education includes a PhD (Marketing) from the University of Wisconsin-Milwaukee (1997) and an MBA from the University of Wisconsin-La Crosse (1979). Dr. Newberry has published numerous articles relating to teaching pedagogy and curriculum development. He consults with several companies in the area of personal selling and promotional strategy. Dr. Newberry regularly teaches Marketing Management, Professional Selling and Sports Marketing.

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Mia Moody is a professor of journalism at Baylor University. She is the author of *Black and Mainstream Press' Framing of Racial Profiling: A Historical Perspective*. She teaches courses in public relations, minorities and women in the media and reporting.

Francine Edwards has been with Delaware State University for five years. Her primary research areas of interest include use of social media and nonprofit public relations. Before joining DSU, Professor Edwards worked in the Public Affairs Department for NASA. Dr. Edwards has published several articles in the Faculty Resource Network Journal. Professor Edwards holds a BS from James Madison University, Master's Degree from Bowie State University, and a Doctorate in Organizational Communication from Howard University. Edwards is a member of the Delaware Press Association, NABJ, Delta Sigma Theta and The National Council of Negro Women.