

Fred Guzek, Ph.D.  
Assistant Professor  
College of Technology and Aviation  
Department of Arts, Sciences, and Business  
Kansas State University

**Faculty Senate President-Elect Candidate, 2008-2009**

Fred Guzek was approved for promotion to Associate Professor and for tenure this spring semester, to take effect for the 2008-2009 academic year. He graduated from Ontonagon Area High School (Ontonagon, Michigan 1972). He earned a B.S. in Earth Science (1977), from Lake Superior State University, a Masters in Public and Private Management from Yale University (1995) and a Ph.D. from the University of Kansas (2003). He has served as visiting faculty at ESC-Clermont Graduate School of Management in Clermont-Ferrand, France.

Following a career of over 25 years in retail management, sales and marketing, and consulting, Fred joined the faculty of the KSU College of Technology and Aviation in 2003. He teaches Marketing, Management Concepts, Introduction to Operations Management, Professional Selling and Sales Management, Self Motivation and Time Management, and International Business Experience. He is an academic advisor, as a Sam M. Walton Fellow he serves as advisor to Students in Free Enterprise, and he has led study-abroad tours to France and Italy.

A university Faculty Senator for 3 years, he was recently elected to a second three-year term and is about to begin his third term as caucus chair and representative to the Executive Committee. He served one year on the Faculty Affairs Committee, and two years as chair of the College of Technology and Aviation's College Advising and Planning Council (CAPC). As listed on page three of the attached CV, Fred serves on numerous university, college, department, and outside committees and organizations.

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Kansas State University  
College of Technology and Aviation  
Dept. of Arts Sciences and Business  
2310 Centennial Road  
Salina, Kansas 67401-8196

**Experience:** **Kansas State University – College of Technology and Aviation;** Salina, Kansas

2003-Present *Assistant Professor* – Department of Arts, Sciences, and Business  
*Promotion to Associate Professor and tenure approved, will take effect July, 2008.*

Courses: Marketing, Professional Selling and Sales Management, Management Concepts,  
Introduction to Operations Management, Self Motivation and Time Management,  
and International Business Experience

Traditional classroom environment, hybrid delivery, distance learning through video  
conferencing, and faculty-led study abroad

### **Current and Past Research;**

Doctoral Dissertation - *Understanding the Role and Value of Marketing Communications  
by a Regulated, Monopoly Firm* – (2003) University of Kansas

Technical publication - Electric Power Research Institute report (TR-109189): *Electric  
Lift Trucks: Market Description and Business Opportunities* co-author and sole  
author of update - 2002

### **Presentations/Proceedings:**

*Employee Stock Ownership Plans: Incentive Pay or Equity Enhancement?* (with  
Prof. Kissan Joseph, presented at and published in the Proceedings of the  
1998 Nebraska Doctoral Symposium).

*Applying Business to Life, as an Aid to Encouraging Students to Internalize a  
Language* (Presented at and published in the Proceedings of the 29<sup>th</sup>  
Congress of UPLEGESS at Clermont-Ferrand, France, in June of 2001)

*The Role and Value of Marketing Communications in the U.S. Electric Utility  
Industry* (presented at and published in the Proceedings of the  
Annual International Week Research Workshop – ESC Clermont - 2004)  
Also presented at the 2005 COTA Professional Day

*Collaborative Scholarship - A Success Story*, Barnard, Guzek, Simmonds, Collins,  
Leite, and Oh (presented by co-author Jung Oh and published in the  
Proceedings of the American Society for Engineering Education Midwest  
section conference at Pittsburg State University – 2004)

*The Use of Virtual Teams as an Instructional Tool: Learning Enhancement and  
Technological Skill Building*, Guzek, Barnard, Collins, Leite, Oh, and  
Simmonds (presented at and published in the Abstract and Presentation  
Booklet for the 2005 Semaine International Research Seminar)  
Also presented at the 2006 COTA Professional Day

### **Research in Progress (in collaboration with co-authors):**

*Teaching Business as a Second Language*

- 2000-Present **Groupe ESC Graduate School of Management;** Clermont-Ferrand, France.
- 2002-2008 *Visiting Professor*  
International week, annually taught two 9-hour seminars “Sales Training in the U.S.”
- 2000-2001 *Visiting Assistant Professor of Marketing*  
Developed and taught courses and seminars in:  
     Business to Business Marketing  
     English as a Foreign Language  
     Personal Development (Cultural Elective)  
     Sales Management  
     Sports Marketing (International Week)  
     Co-taught International Business with Hartmut Reineke and Jean-Pierre Ubaud
- 1994-1999 **Kansas Electric Utilities Research Program;** Topeka, Kansas  
A seven-member consortium of electric utilities (disbanded).
- 1994-1999 *Research Associate*  
Wrote and directed training video for utility customer service representatives.  
With Pinnacle Technology, Inc., designed web site to promote battery powered industrial vehicles.  
Developed national seminar series under the auspices of Electric Power Research Institute.  
    Taught seminars over three-year period for member utilities.  
Speaker at Edison Electric Institute national marketing conference.  
Speaker at Nissan Fork Lift Company national dealer meeting.  
Various other promotional and consulting projects.
- 1983-1993 **Berry Material Handling, Division of Berry Companies** Wichita, Kansas
- 1993 *Branch Manager/Sales Trainer*  
Managed all aspects of equipment dealership branch.  
Involved company in State of Kansas program showcasing alternative fueled vehicles.
- 1983-1993 *Sales Representative*  
Received special recognition for largest sale in company history.
- 1980-1982 **Xerox Corporation** Overland Park, Kansas  
  
*Senior Major Account Representative, Office Products Division*  
Placed first Xerox Ethernet LAN from Kansas City Branch.
- 1977-1980 **Miami County Broadcasting** Sault Ste. Marie, Michigan  
  
*Advertising Sales Representative, WSOO-AM/WSUE-FM Radio*  
Sold advertising in Canada and U.S. border cities.
- 1976-1977 **Holiday Stationstore** Sault Ste. Marie, Michigan  
  
*Assistant Manager* – Retail store.

**Current and Recent Community Involvement:**

- Board of Directors – Shawnee County Fire District Number 4.  
 Parade Chairman and Board Trustee – Dover Heritage Day Association.  
 Board Chairman – Dover Community Foundation (Manhattan CF component)  
 Enrollment Projections Committee Chairman – USD 330 Wabaunsee East  
     Managed market assessment for consolidated school district.

## **College and University Committee Experience:**

Entrepreneurship Studies Task Force  
Salary Task Force  
College Pandemic Flu preparedness committee  
Provost's Pandemic Plan sub-group  
University Honor Council  
Committee to revise College of Technology and Aviation by-laws  
College Kickoff Committee – chair  
College Advising and Planning Council – chair  
Numerous search committees and departmental committees

## **Education: University of Kansas; Lawrence, Kansas**

Ph.D. in Business Administration, with major concentration in Marketing and minor concentrations in Strategic Management and Research Methods - 2003  
Graduate Teaching Assistant (Mentor GTA for V. Parker Lessig).  
Marketing Research – Spring 1996, Spring 2000.  
Graduate Teaching Assistant (Full responsibility for core course).  
Marketing Management – One section for each of ten semesters.  
Teaching Award – Undergraduate Business Council – “Exceptional Graduate Teaching Assistant” for 1999.

## **Yale School of Management; New Haven, Connecticut**

Master's degree in Public and Private Management (MPPM), 1995  
Concentration in Marketing, included ten three-credit courses in:  
Marketing Management, Political and Economic Marketing, Consumer Behavior, Marketing Strategy, Advertising, International Marketing, Tools for Brand Management, Product Planning and Development  
Marketing Research (Letter of Commendation – Prof. R. Arjunji)  
Pricing Policies (Letter of Commendation – Prof. Subrata Sen)  
Graduate Teaching Assistant – Political Analysis for Management (for Prof. Douglas Rae).  
Research Assistant – Deregulation of Electric Utilities (for Prof. Paul MacAvoy).  
Tutor – Retained by the university to assist Master's degree students in:  
Financial Accounting (Prof. Rick Antle).  
Marketing Management (Prof. William Putsis).

## **Lake Superior State University; Sault Ste. Marie, Michigan**

Bachelor of Science, Earth Science, 1977.  
Full tuition scholarship - Michigan Competitive Scholarship Examination

## **Ontonagon Area High School; Ontonagon, Michigan**

Diploma, 1972. National Merit Letter of Commendation