

ATTACHMENT 12

Fred Guzek

Candidate for Faculty Senate President-Elect

Dear Colleagues,

I am submitting my candidacy for this office for three reasons. First, I want the faculty senate to have good leadership, second, I have great respect for the leaders who have approached me with the suggestion that I should serve, and third, I believe that I have the appropriate skills and experience to do the job well.

We need strong leadership, especially at this time, because we are nearly five years into our fifteen-year strategic plan, because we are struggling with a difficult political climate in Topeka, because we are in the midst of a transition to a multi-campus model, and because higher education is being changed from the outside by rapidly evolving technology. This confluence of issues will require leaders who think strategically, negotiate capably, have intimate knowledge of the issues surrounding the management of remote campuses, and are well informed regarding the opportunities and risks surrounding technological change.

Regarding Vision 2025, I feel that we must change the conversation around our strategic plan. We must take ownership of our future, and focus our efforts and passion on the things we are in control of, and the strengths each of us bring to our institution's growth and development. I believe that Kansas State University can make the strides that we committed to while we were designing our long-term strategy by remembering that the Kansas Board of Regents cannot stop us, the legislature cannot stop us, and the voting public cannot stop us. We are the only group of people who can stand in the way of our intended progress. If we pursue our vision with enthusiasm we will become the university we wish to be.

I wrote above that I believe I have the appropriate skills and experience to do this job well. Prior to my life in higher education, I spent nearly two decades in industrial sales, successfully negotiating contracts and managing projects and implementation plans with executives in a wide variety of industries. I spent roughly three years in information technology with Xerox Corporation, and throughout my business career helped a wide variety of clients, solving problems in many areas.

Academically, I have earned interdisciplinary degrees at all levels. As an undergraduate, my Earth Science degree exposed me to chemistry, physics, geology, calculus, biology, ecology, and many other areas. My Master of Public and Private Management degree from Yale presented each of the traditional MBA courses from three perspectives: the business manager, the government regulator, and the non-profit manager. During my Ph.D. program I earned the necessary credits for a degree in Business Administration with major concentration in marketing and minor concentrations in strategic management and research methods.

For the past eleven years, I have been privileged to serve K-State Salina, and my record here is presented in the following C.V. I sincerely thank you for the opportunity to serve you, as a fellow senator or as your President-Elect.

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

Education:

B.S; Earth Science, Lake Superior State University, Sault Ste. Marie, MI, 1977
MPPM; Yale University, New Haven CT, 1995
Ph.D; University of Kansas, Lawrence, KS, 2003

Experience: Kansas State University – College of Technology and Aviation; Salina, Kansas
2014 Promoted to *Professor*, effective in the summer of 2014
2008-Present *Associate Professor* – Department of Arts, Sciences, and Business; Graduate Faculty

Teaching awards –

2013 Presidential Award for Excellence in Undergraduate Teaching
2013 Marchbanks Memorial Award for Teaching Excellence
2010 Rex McArthur Family Faculty Fellow Award, K-State Salina

Sam M. Walton Free Enterprise Fellowship – multiple years

Courses: Marketing, Professional Selling and Sales Management, Management Concepts, Introduction to Operations Management, Self Motivation and Time Management, International Business Experience/Study Abroad – France; Italy; Mexico, and Applications in International Project Management – Germany; Switzerland, and Concepts in Global Logistics – England; France

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

2003-2008 *Assistant Professor* – Duties similar to above; early promotion and tenure

Publications and Proceedings;

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, Nebraska Doctoral Symposium, 1998.

Applying Business to Life, as an Aid to Encouraging Students to Internalize a Language, 29th Congress of UPLEGESS Clermont-Ferrand, France, 2001.

The Role and Value of Marketing Communications in the U.S. Electric Utility Industry, International Week Research Workshop – ESC Clermont, 2004.

Collaborative Scholarship - A Success Story, Barnard, Guzek, Simmonds, Collins, Leite, and Oh, 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, Semaine International Research Seminar, 2005.

Teaching SPIN[®] Through Practical Application: The Impact on Students' Lives, Global Sales Science Institute, 2009

It is Time for Sales Educators to Take SPIN[®] Seriously, Global Sales Science Institute, 2010.

Broadening STEM Students' Perspectives, and Recruiting with Blended Learning and Study Abroad, with Brockway, Brockway, and Guzek, 2nd Place Outstanding Paper, ASEE Midwest, 2013.

Groupe ESC Graduate School of Management; Clermont-Ferrand, France.

2010-2012 *Visiting Professor*
2000-2001 *Visiting Assistant Professor of Marketing*

College and University Committee Experience - Kansas State University:

Office of Assessment Award for “Outstanding work revising and updating ...plan”
October, 2012
University Faculty Senate – 7 years
College Faculty Senate Caucus Chair – 5 years
Professional Titles Work Group
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

Prior professional experience (non-academic):

1994-1999 **Kansas Electric Utilities Research Program;** Topeka, Kansas, *Research Associate*

1983-1993 **Berry Material Handling, Division of Berry Companies** Wichita, Kansas
1993 *Branch Manager/Sales Trainer*

1983-1993 *Sales Representative*

1980-1982 **Xerox Corporation** Overland Park, Kansas
Senior Major Account Representative, Office Products Division

1977-1980 **Miami County Broadcasting** Sault Ste. Marie, Michigan
Advertising Sales Representative, WSOO-AM/WSUE-FM Radio

1976-1977 **Holiday Stationstore** Sault Ste. Marie, Michigan
Assistant Manager – Retail.

Current and Recent Community Involvement:

Board of Directors – Shawnee County Fire District Number 4.
President; Parade Chairman; Board Trustee – Dover Heritage Day Association.
Past Board Chairman – Dover Community Foundation (Manhattan CF component)
Enrollment Projections Committee Chairman – USD 330 Wabaunsee East