

Howard F. Rudd, Jr., Ph.D.
Dean Emeritus & Professor of Management
School of Business & Economics
College of Charleston
Charleston, SC 29424
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PERSONAL DATA

Wife: Vicki Hill Rudd
Daughters: Kimberly Butterfly Rudd, M.D. & Nathalie Ashley Rudd

MAJOR FIELDS OF ACADEMIC PREPARATION

| | |
|-----------------------------|-----------------------|
| Management & Human Behavior | Industrial Statistics |
| Sociology | Marketing Management |

ACADEMIC DEGREES

Doctor of Philosophy (Management), Texas Tech University (1973)
Master of Business Administration (Marketing), Syracuse University (1967)
Bachelor of Science in Mechanical Engineering, Syracuse University (1965)

COURSES TAUGHT

Management and Organizational Behavior (Undergraduate and Graduate)
Organizational Behavior and Change
Leadership and Communication in Organizations
Leadership and Management Development
Interpersonal Relations
Human Relations in Management
Management, Power, and Influence
Personnel Management (Graduate and Undergraduate)
Seminar in Mediation
Labor Relations and Collective Bargaining
Entrepreneurship (also New Venture Creation)
Small Business Management
Small Business Consulting (Graduate and Undergraduate)
Business Policy

MAJOR ACADEMIC AND ADMINISTRATIVE ASSIGNMENTS

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| College of Charleston | |
| Dean Emeritus and Professor of Management | 1997- present |
| Dean and Professor of Management | 1986-97 |
| Chair and Professor of Management | 1984-86 |
| California State College, Bakersfield | (Tenured in 1978) |
| Chair and Professor of Management | 1983-84 |
| Professor of Management | 1978-83 |
| Associate Professor of Management | 1974-78 |
| Lecturer in Management | 1973-74 |
| Texas Tech University | |
| Part-time Instructor, Behavioral Management Lab | 1972-73 |
| Research Assistant, Office of Planning & Analysis then Mental Retardation R & D Center | 1971-73 |
| USAF, 2 nd LT-CPT (Medical Service Corps) | |
| Assistant Hospital Administrator (Business Office, Squadron Cdr., Hospital Construction) | 1967-71 |

SELECTED COLLEGE OF CHARLESTON AND CSB ACADEMIC RESPONSIBILITIES

Member, College's Task Force on Communication Across the Curriculum, Spring 2003-Spring 2004

Member, Ad Hoc Committee to review Learning Strategies course, Fall 2003

Co-chair/Chair, College's Student Leadership Advisory Board, Fall 2002-**present**

Chair, Schottland Business Leadership Award Screening Committee, Spring 2004

Member, College's Student Leadership Coordinator Search Committee, Fall 2002

Member, School Faculty Development Committee, 2001-**present**

Member, Department Search Committee for IB and Communication Positions, 2003-4

Member, Department Search Committee for Entrepreneurship Position, 2000-1, 2002-3

Member, College LRP Committee – Goal 10, 2001-2

Member, President's Faculty Advisory Committee, 2000-1 and 1998-9

Member, Dept. Search Committee for Hospitality & Tourism Mgmt. Position, 2000-1

Member, President's (Faculty) Advisory Committee, 2000-1 and 1998-9

Member, School of Business & Economics Graduate Committee, 2000-1

Faculty Advisor, CofC's Student Chapter of Beta Gamma Sigma, 1997-2000

Chair, Search Committee, Director of International Education and Programs, 1996

Developer and Member, School of Business & Economics (Advisory) Board of Governors, 1992-97

Developer and Member, BA/ECON Alumni (Student) Advisory Board, 1986-9, 93-97

Volunteer, Tate Center for Entrepreneurship (review business plans), 1997-2002

Director/Interim Director, Center for Entrepreneurship, 1995-96/Jan.-Aug. 1997

Developer and Chair of the Center for Entrepreneurship Advisory Board, 1995-97

Chair, Accreditation, Budget & Planning Committee, 1986-97

Member, Council of Chairmen, 1984-91; "Council" of Deans, 1991-97
 Co-developer and Member, Policy Committee - South Carolina Economic Developers' School, 1990-97
 Co-developer/Co-Chair, Polish Initiative, 1990-2, \$1M+ USAID grant (denied)
 Co-developer and Member, International Trade Development Center (ITDC) (w/Clemson University as lead because it met primary criteria as a land grant university, and others), \$6.2M grant (denied). CofC portion was for \$1.32M while areas included Franchising, Intermodal Transportation, and Languages
 Member, Studia Humanitatis Board, 1986-87
 Co-developer of Intermodal Transportation Program, Co-Chair of Advisory Council (Steering Committee) 1985-88; Member, 1988-98. Program was initially funded by South Carolina PVE multi-year grant for \$650,000 (I was the PI)
 Member, College of Charleston's SACS Self-Study Committee on Academic Governance and Decision Making, 1985
 Co-Developer of CSB's Proposed Bachelor's Degree Program in Petroleum Land Management, May-August 1983
 Member, Drafting Team for CSB Mission & Goal Statement, 1983-84
 Chair, Dean Search Committee (BPA), 1982-83
 Member, Long Range Planning and Budget Committee of CSB, 1981-84
 Program Director and Consultant for the Small Business Institute (contract with the U.S. Small Business Administration, assistance to 18 clients/year), 1975-84
 Faculty Advisor, CSB Student Chapter of the American Society for Personnel Administration, 1982-3
 Member, CSB's Steering Committee, Center for Professional Development, 1976-9
 Resource Person, CSB's Center for Professional Development's Task Force on Leadership, 1975-76
 Board Member, CSB's Center for Business and Economic Research, 1977-80
 Secretary, School of Business & Public Admn. Curriculum Committee, 1973-77
 Business and Public Administration Representative to the Grants Committee, 1976-77
 Chair, CSB's Faculty/Staff Policy Committee of the College Council, 1975-76
 Business and Public Administration Representative to the College Council, 1974-76
 Coordinator, CSB's Undergraduate and Developer of Proposed Master's Degree Program in Health Services Administration, 1974-76
 Board Member and Secretary, CSB Center for Allied Health Sciences Studies, 1973-76
 Advisor, CSB's Student Chapter of the Administrative Management Society, 1974-80

CURRENT RESEARCH INTERESTS & AREAS OF EXPERTISE

Leadership, Management, and Personality Theory
 Entrepreneurship & Small Business Management
 International Business, Economic Development, and Business-Academic Partnerships
 Continuous Improvement and Accreditation Processes

SELECTED PROFESSIONAL ASSIGNMENTS - NON-COLLEGE RELATED

Co-Founder and Board Member of Free Enterprise Foundation, 2002-**present** & Dean/Vice President for short stint until January 2003

Member, Board of Directors, C3 Industries (now Scienda), 2001-2

Advisor to the Board of Directors of Charleston Construction Company, Steel Homes Inc., and H2 Technologies, 2001

Past General Chairman, South Carolina International Trade Conference, 1996-97; Member, 1991-**present** and 1986-9; and Member, Advisory Council of SCITC, 1985-86; Program Co-Chair, 1986-8 and Chair, 1988-9, 1995-6, and 1998-9

Member, 2001 and 2002 Federal Employee (Leaders) of the Year Selection Committee

Past President, Southern Business Administration (Dean's) Association, 1994-95; Secretary-Treasurer, 1992-94, and Member, 1990-96; Co-host of Annual Meeting in Charleston, Nov. 1999; attended SBAA quarterly board meetings and annual meeting, AACSB annual meeting, and SBAA summer professional development meetings. Participated, developed, led, or initiated a variety of programs including new dean's workshop and best practices newsletter.

Member, Board of Directors of the South Carolina World Trade Center (SCWTC), Charleston, 1993-95, 96-9 (SCWTC received President's "E" Award in 1996)

Member, Strategic Assessment Advisory Committee, BCDCOG, 1991-2

Member, Christopher Columbus Quincentenary Committee

Orchestrated and co-authored nomination of SCSPA Executive Director W. Don Welch for Salzberg Medallion ("Pulitzer Prize" for transportation professionals)

Member, Board of Directors, Junior Achievement, 1995-96

Member, Board of Directors of W.O.R.K., 1992-94

Steering Committee of TACE (Trident Area Community of Excellence), 1992-93

Member, Charleston Trident Chamber's Transportation Task Force, 1988-90

Member, Administrative Board and Building Committee of the First United Methodist Church of Isle of Palms, SC, 1988-90

Developer, Referee and selected as Chair, First Student Paper Competition for the Small Business Institute Director's Association Annual Meeting, San Francisco, CA, February 11-14, 1988

Completed Managerial Grid (workshop) training in Greenville, SC, May 1985

Member, Small Business Institute Director's Association Program Committee (also a referee) & New Concepts Committee, 1983-84

Member, Board of Directors of Davies Oil Company, 1983-84

Member, Administrative Board (1982-4) and Co-Chair, Computer Committee (1983-4) of the First United Methodist Church of Bakersfield, California

President/Owner, Howard Rudd Consultants and West Coast Professional Consultants, 1981-84

Member, Personnel Committee, Girl Scouts-Joshua Tree Council, 1981-84

Member, Active Corps of Executive (ACE), a group affiliated with the SBA to provide pro-bono management assistance to the small business community, 1980-84

Member, Board of Directors, Owner and Vice President, Ann's International Foods, Inc., Bakersfield, California, May 1979-January 1981

Past President and Member of the Small Business Advocacy Committee of Region IX,

Small Business Institute Director's Association, 1979-80
President, Region IX (Arizona, California, Hawaii, Nevada), Small Business Institute
Director's Association, 1978-79
Vice President for Publications, Region IX, Small Business Institute Director's
Association, 1977-78
Coordinator and Developer, Small Business Sessions for Western Division, American
Institute for Decision Sciences, March 2-3, 1979, and March 2-3, 1978
Meetings
USAF, MSC. Second Lieutenant-Captain, Assistant Hospital Administrator,
1967-1971. Coordinated the construction of two \$2M+ hospitals in West Texas
from 1968-71 and Squadron Commander and Business Manager from 1967-8.
Carrier Corp., Applications Engineer, Summer 1967 & Factory Planner, Summer 1965
Janitorial Service Owner/Manager, 1960-67

SELECTED PROFESSIONAL ASSIGNMENTS - COLLEGE RELATED

Co-directed and team-taught the Western European Study Abroad Program in 2002
(w/15 students) and 2000 (w/19 students) with Dr. Bill Olejniczak (History)
during our three week Maymester time frame. We traveled to three countries and
visited four multinational corporations with major investments in South Carolina;
the IT Incubator and City Economic Developer in Regensberg, Germany which
included a historic tour of the city; the Port of Antwerp including shipping,
storage, and museum; Fachhochschule Mainz University of Applied Sciences
along with a Historic Preservation (Art) lecture/presentation and a historic
tour/lecture on Mainz; the EU with visits to the Parliament, Commission, and
Council; the US Embassy in Brussels; the South Carolina Department of
Commerce representative for Europe in Munich; and historical sites and museums
associated with WWI, WWII, and other periods.

SBAA Board member, Secretary-Treasurer, President, and Immediate Past President,
from 1990-1996. Also made numerous presentations, facilitated, developed,
and chaired various program panels, and was an active participant in annual
meetings as well as summer professional development conferences.

Chair and member of numerous search committees and task forces for CofC, 1984-97,
and co-developed several interdisciplinary programs (minors and concentrations
for majors) including Language and International Business (w/Dr. Pincus), Arts
Management (w/Dr. McGuire), Hospitality & Tourism Management (w/Dr.
Rhonda Mack & Emily Marchant), and Pre-actuarial Studies (w/ Leslie Jones
and math colleagues). This bridge building gained further momentum with our
IB major that was developed mainly by Dr. Rhonda Mack and received most
of its required approvals on my watch.

Host, Southern Business Administration Association (SBAA) meeting in Charleston,
South Carolina, November 1992

Co-host, 3rd International Conference of the Information Resources Management
Association in Charleston, South Carolina, May 24-27, 1992

Participant, Strategic Assessment Advisory Committee, "A Regional Strategy for the

Future of the Region”, 1991-2 with report dated June 1992 (sponsored by COG)
 Participant, the Governor's Summit on Higher Education, November 5-6, 1991
 Participant, Delphi Study on "International Business."
 Session Chair, "B-Schools--Are We Relevant? Views of Distinguished Professors,"
 ALSB Annual Meeting, August 1991
 Program Developer and Chair, "Building Bridges Across Campus," SBAA Summer
 Professional Development Conference, July 1991
 Host, SBIDA Regional IV meeting in Charleston, South Carolina, April 3-5, 1991
 Team-taught Western European Travel/Study Program (20 students) with Dr. Jim
 Snyder during Maymester, 1990. Traveled to three countries and visited
 multinational corporations, the European Union, and major historical sites.
 Taught courses in Entrepreneurship and Small Business Management at John Cabot
 College in Rome, Italy in Summer of 1989 for a seven week period
 Assistance to "Halcyon Group," as a result CofC received free site license for "Fiscal"
 Co-developer for successful Cutting Edge Franchising Grant (\$46,000) and Intermodal
 Transportation PVE Grant (\$650,000) and Co-Chair "Polish Initiative Project" (as
 well as numerous other successful grant and fund raising efforts)
 AACSB Non-paid School/College Consulting & Visit Activities
 Facilitator, Benedict College, faculty/administration morning retreat & program
 evaluation including status vis-à-vis AACSB standards, December 2000
 Member, SUNY-Geneseo's Initial Accreditation Review, Summer-Fall 1999
 Dean Carmen Reagan, Austin Peay State University, External Reviewer for
 State Evaluation of Business Program (Tennessee) and AACSB Consult
 (w/Dean Pete Barr from Coastal Carolina University), April 4-6, 1999
 Dean Lewis Lash, Barry University, School of Business, May-June 1998, pre-
 Self Evaluation Report analysis, visit (May 12-14), and final critique
 Dean Dale Molander, Lander University, School of Business Administration,
 July, 1997, critique of School's Business Precandidacy Plan
 Dean Carl Gooding, Georgia Southern University, College of Business
 Administration, Feb. 21-22, 1997, AACSB-Continuous Improvement
 Processes Faculty Workshop (w/Dean JoAnn Jones, Georgia College)
 Dean Tim Hollingsworth, Florida Institute of Technology, School of Business,
 Winter 1996 to Winter 1997, Precandidacy Advisor, visits on January
 7-10 and April 18-19, 1996
 Dean David Hovey, State University of West Georgia, School of Business,
 Business Advisor and then Team Member, Summer 1995–Spring 1997,
 w/visits on Nov. 29 – Dec. 1, 1995, July 13-16 and in October 1996

 Dean Niren M. Vyas, USC-Aiken, School of Business Admn. & Economics,
 visit on April 28-30, 1996, and continuing consultation thereafter
 Dean Joe Horton, University of Scranton, School of Management, Business
 Advisor then Team Member, Spring 1995 – Winter 1996, visits on
 April 28-30, 1995, and February 4-7, 1996
 Dean Larry Peppers, Washington and Lee University, School of Commerce,

Economics, and Politics, Team Chair (first AACSB visit under new Standards), Fall 1993 – Spring 1994, visit on October 10-13, 1993
Dean David Long, Ithaca College, School of Business, Team Member, Fall 1993 – Summer 1994 (due to appeal), visit on Nov. 29 – Dec. 5, 1993
Dean John Miller, Valparaiso University, Valparaiso, IN (visit)
Dean Bill Word, College of Bsns., U. of Montevallo, Birmingham, AL (visit)
Dean Sam Barone, Towson State University, Towson, MD (consult & visit)
Professor Zaida Martinez, South Carolina State College (consult)
Dean Pete Barr, Coastal Carolina University (consult)
Dean Bill Baxley and Assistant Dean Bob Nole, USC Coastal (consult)
Dean Dale Molander, Lander College (consult, evaluation of faculty teaching)
Dean Karl Wright, South Carolina State College (consult)
Dean Bob David and Andy Rucks, Samford U., Birmingham, AL (consult)

Note: Numerous letters of appreciation are available for the above efforts that included extensive amounts of time on most of these campus as well as reviews of plans and progress relative to mission accomplishment and continuous improvement vis-à-vis AACSB accreditation standards.

Speaker/discussion leader of “Lead” session for Sigma Nu Fraternity, March 21, 2001
1986-1994, numerous speeches to service clubs and professional associations prior to AACSB reaffirmation visit and kick-off of the College’s first capital campaign. This includes special events which I co-developed with Cindy Hay Johnson and was one of several speakers at the announcement of the \$1.5M gift by Jack Tate for the Center for Entrepreneurship.

Speaker for Rotary Club of Charleston, in April 1996, and in May 1994 on the development of the “Center for Entrepreneurship” and “ITP” respectively

Keynote Speaker, Eastern States Women's Traffic Conference, Charleston, SC, April 12, 1986, "Intermodal Transportation Education"

Speaker for Delta Nu Alpha (September 26, 1986), Port of Georgetown, Propeller Club (November 18, 1985), Women's Transportation Club (February 4, 1986 and September 2, 1986), NDTA (April 9, 1986), and the Maritime Association (May 13, 1986), on the "Proposed Intermodal Transportation Program"

Panelist, "Refereed Proceedings: The Future?" Program for the Southeastern Regional Business Law Association Meeting in Charleston, October 31, 1985

Speaker, "Importance of the CLU and ChFC Professional Designations," to Charleston Chapter of the American Society of Chartered Life Underwriters (CLU's), November 13, 1985

Developer and Lecturer of Board Training for the Girl Scouts-Joshua Tree Council, March 19, 1983

Lecturer for Student Affirmative Action Program at East Bakersfield High School on "Time Management," February 1983

Lecturer, Administrative Management Society Seminar, "Managing Relationships in

Your Organization: A Supervisory View," November 6, 1982
 Co-Developer/Lecturer of WCPC Seminars on "Basic Supervision," September 23 and
 "Interviewing Techniques and Related Legal Considerations," August 25, 1982
 Co-Developer of WCPC Seminar on "Windfall Profits Tax and Related Oil and Gas
 Tax/Accounting Issues," June 16, 1982
 Developer and Lecturer for Workshop on Interviewing, EEO, and Performance
 Appraisal for Library (California State College, Bakersfield), December 9, 1981
 Developer of Co-sponsored Workshop (CSB, Chamber of Commerce, and Small
 Business Administration) on "Advertising for Small Business, " April 30, 1980
 Co-Developer and Consultant for Initial Phase of Management Internship Work
 Experience Program, September 1979 - June 1980 (funded for \$34,000)
 Developer and Facilitator for Student Services (California State College, Bakersfield)
 Management by Objectives Process, Spring-Summer 1978
 Keynote Speaker for Tenneco West Management Meeting, November 4, 1977
 Coordinator and Lecturer of Supervision Workshop for Bolthouse Farms,
 February 22-24, 1977
 Lecturer, Public Administration Institute:
 Labor Relations Seminar for Public Administrators, November 3, 1975
 Supervision Workshop, November 5, 1975 and May 4, 1978
 Developer and Co-Leader of Health Manpower Mgmt. Workshop, June 18 and
 25, 1974
 Coordinator and Lecturer of Supervision Workshop for CSB Staff, May 10-20, 1974
 Lecturer, American Institute of Banking, Effective Mgmt. Seminar, Winter 1974, 1975

SELECTED CONSULTING ASSIGNMENTS (IN ADDITION TO THE SBA CONTRACT)

First Security Capital, LLC and related businesses, January 1997 - December 2001
 – Consultant & Advisor to Boards of Directors and Management Teams
 Bauer International, Inc., Spring 1999 – Planning and Team Building
 Dean Carl Gooding, Georgia Southern University, February 1997 - AACSB and
 Continuous Improvement Processes
 Consultant, Kern County Council of Governments, February-May 1984 - Personnel
 and Administrative Manual
 Consultant, Sandstone Brick/Curran Corp., October-November 1983 - Personnel
 Manual

San Joaquin Data Collection, June-December 1983 - Board Development and
 Contract Administration
 Etta-Kit Enterprises, June-September 1983 - Strategic Planning and Venture Capital
 Process Consultant, Davies Oil Company, Management Team, June 1983-June 1984 -
 Strategic Planning and Operations Management
 Consultant, Followwill's Big F Market, November 1982-January 1983 - Financial and
 General Management.
 Consultant, Dairy Mart, September-November 1981 - Financial Management
 Consultant, Black Mail Express, April-June 1981 - Business Start-up

Consultant and Project Director, Kern County Board of Supervisors -
"Community Survey," June 1979-June 1980 (funded for \$336,000)
Consultant, Calcot, Ltd., August-September 1979 - Personnel Management
Consultant, Jay Dills Travel Centre, June-August 1979 - General Management
Consultant, Naval Weapons Center, May 1979 - Management Development
Consultant, Polychem International Inc., April-July, 1979 - Financial Management
Consultant and Project Director, Kern County Council of Governments/Board of
Supervisors - "Kern River Valley Status and Need Survey," June-December 1978
(funded for \$55,000)
Consultant, Kern Health Manpower Consortium, Inc., April-August 1974 - Health
Manpower Survey
Consultant, West Texas Health Systems, Inc., August 1972-August 1973 - Funds Flow
Analysis/Survey

PUBLICATIONS AND RELATED ACTIVITIES

Developed and co-presented (with Dr. Olejniczak) a Power Point presentation on
"Teacher-Scholar Abroad" in Western Europe at a campus forum on February
24, 2004 based on a request by Provost Elise Jorgens.
Book Review of Dubrin's "Leadership" for Houghton Mifflin Company in May 2004.
Editorial Board Member, Journal of Small Business Management, Fall 2003-Present
"Marketing Strategies Associated with B-School Best Practices," published in the
Proceedings of the Association of Marketing Theory and Practice annual meeting,
Hilton Head, SC, March 27-29, 2003, pp4.1, 4-9 & Reviewer.
Encyclopedia of American Business. W. Davis Folsom, editor, N.Y.: Facts on File,
Inc. Entries were to include: 1) Entropy, 2) Synergy, and 3) Life Cycle
w/related research/documentation; submitted in November 2002. #2 and #3
were published in 2004.
Book Review on "Wholehearted Leadership" by Jones and Staub for McGraw
-Hill/Irwin completed in November 2002.
"Needs Assessment of Heritage Areas in the United States," in the International
Journal of Heritage Studies, Vol. 8 (4) (w/Crotts and Muldrow)
"Conducting a Needs Assessment for Continuing Education," South Carolina
Association for Higher Education, May 16. 2002, 4 (w/Crotts and Muldrow)

"Successful Marketing Strategies associated with implementing Student Development
Processes in a Business School within a Liberal Arts Environment," published in
the Proceedings of the Association of Marketing Theory and Practice annual
meeting, Savannah, GA, March 27-31, 2002, pp4.3-10 (w/Cabot) & Reviewer.
"Organizational Needs Assessment of Multi-Jurisdictional Heritage Tourism Initiatives
in the United States," presented in South Carolina at the World Trade Centers
Association Forum on Globalization and Cultural Identity, June 8, 2001 (w/Crotts
and Muldrow)
"Successful Marketing Strategies for initiating, developing, and implementing B-School

- Curriculum in a Liberal Arts Environment,” published in the Proceedings of the Association of Marketing Theory and Practice annual meeting, Jekyll Island, GA, March 29-April 1, 2001, pp.249-54 & Reviewer.
- “Successful Marketing Strategies associated with implementing New Faculty Development Processes in a Business School,” published in the Proceedings of the Association of Marketing Theory and Practice annual meeting, Hilton Head, SC, March 30-April 1, 2000, pp.62-68 & Reviewer.
- Co-developed (including scripting) video titled “Spray Foam Insulation Technology,” for H2 Distributing, LLC. Summer, 1999.
- Co-developed print ad titled “There is a better way to insulate your home!” for ThermalSEALers and ghosted (wrote) trade article titled “Pushing the Thermal Envelope,” Summer, 1999. These were published in *Carolina Homes & Interiors*, Volume 12, Number 4 (Fall, 1999), pp. 4 and 9 respectively.
- “Successful Marketing Strategies for Developing a Business School in a Liberal Arts Environment,” presented and published in the Proceedings of the Association of Marketing Theory and Practice annual meeting, Jacksonville Beach, FL., April 15-17, 1999, pp. 47-52.
- Co-developed/presented Workshop on “Corporate Citizenship, Ethics, and Social Responsibility” (with Pete Barr) at the SBAA Summer Program, Gatlinburg, TN., July 19-22, 1998.
- “Social Responsibility of Business Schools.” Presentation as well as panel follow-on discussion on “Major Issues Pertaining to the Social Responsibility Dimension of the B School Mission: New AACSB Standards for Accreditation” at the Association of Marketing Theory and Practice annual meeting held in Charleston, SC. during March 26-28, 1998.
- “Renewing the Business School Leader”, paper presentation with panel discussion at the SBAA Summer Program, Asheville, NC., July 27-29, 1997.
- Developed/coordinated “New Deans Workshop” at the SBAA Summer Program titled “Managing the Business School”, Huntsville, AL., August 4-6, 1996.
- Reviewer, 1996 SBAA Innovative Teaching Award
- "Handling Hazardous Materials in the Small Business," SBDC Report, Connecticut Business Development Center, April 1994, No. 8 and NBDC Report, Nebraska Business Development Center, March 1994, No. 160 (with T. Brady, J. Vigen, B. McNamara)
- "Hazardous Materials in the Workplace," Supervisory Management, a publication of the American Management Association, March 1994, p. 6 (with T. Brady, J. Vigen, B. McNamara)
- "A 'First Step' Safety Audit," SBDC Report, Connecticut Small Business Development Center, October 1993, No. 7, pp. 1-4 (with T. Brady, J. Vigen, B. McNamara)
- "Small Business and Hazardous Materials," presented at the national meeting and published in the Small Business Institute Director's Association Proceedings, San Diego, CA (with T. Brady), February 1993, 7 pp.
- "Doing Business with Latin America: Some Thoughts," presented at the conference on

"Doing Business with Latin America," Charleston, SC, November 19, 1992

"Dean's Panel" at the national meeting of the Academy of Legal Studies in Business, Charleston, SC, August 1992

"Strategies of Italian Small Business Engaged in Exporting: Can We Learn Anything?"
 This was presented at the Small Business Institute Directors' Association meeting in Washington, DC, January 29-February 1, 1992, and published in Proceedings. Also was a discussant and session chair.

Continue to serve as Editorial Advisory Board member, Biomedical Marketing Newsletter, appointed May 2, 1991

"A Simplified Site Selection Model for Small Retail Businesses, International Journal of Management, 1991 (with J. Vigen and J. Snyder)

"A First Step Safety Audit for Small Business" published in the Small Business Institute Director' Association Proceedings, Orlando, FL, February 1991 (with J. Vigen, B. McNamara, and M. Marsh)

Referee, 1991 SBIDA Distinguished Paper Review Committee Selection Committee, Editor of the Journal of Small Business Strategy, 1991

Book Review, Management, 2nd edition, Richard Daft, The Dryden Press, July 1990

SWBAA - "Accrediting the Small Business School", March 1990

Editorial Board Member, Journal of Small Business Strategy, 1990-94

"Case Research: One Dean's View," Decision Line, December/January 1990

SBAA - "Accrediting the Small Business School", November 1989, Arkansas College, Presidential Inauguration, "Liberal Arts and Business", October 1989

"Project Planning Software for Small Manufacturing Firms," International Journal of Management, September 1989 (with J. Vigen, M. Ahmadi, and B. McNamara)

"Project Management and Control," published in the Proceedings and Abstracts of the Western Decision Sciences Institute, Monterey, CA, March 22-24, 1989, 9 pp., (with J. Vigen, B. McNamara, and M. Ahmadi)

"Project Management Software for Small Business Manufacturers," presented at the national meeting and published in the Small Business Institute Director's Association Proceedings, Washington, DC, February 16-19, 1989, pp 198-202 (with J. Vigen, B. McNamara, and M. Marsh)

Editorial Board Member of the Journal of Consulting (1988-89)

"Small Business Competitiveness and the Need for Planning and Control over the Human Resources Management Process," presented at the national meeting and published in the Small Business Institute Director's Association Proceedings, San Francisco, CA, Feb. 11-14, 1988, pp. 278-84 (with Aziz and Anderson)

"Accrediting the Small Business School," presentation at the AACSB meeting, New Orleans, LA, April 14, 1987 (with T. Taylor)

"Security Considerations in Small Business Computing" presented at the national meeting and published in the Small Business Institute Director's association Proceedings, San Antonio, TX, February 12-15, 1987, pp. 150-154 (with R. Azarmasa and H. Bidgoli)

Developer, Referee and Chair, first student paper competition for Small Business Institute Director's Association in San Francisco, CA, February 11-14, 1988

- Panel Chair, "Intermodalism," at the South Carolina International Trade Conference, Charleston, SC, May 20-22, 1986
- "A Conceptual Model for Design and Implementation of a Computer Based Personnel Information System," presented at the American Institute for Decision Sciences Southeastern Regional Meeting and published in the Proceedings and Abstracts, Orlando, FL, February 19-21, 1986, pp. 322-24 (co-author). Also paper referee and discussant on "Evolutionary Trends in Leadership Research".
- "Software Selection and Utilization for Small Business," presented and published in the Small Business Institute Director's Association Proceedings (pp. 60-62) at the National SBIDA Meeting, Washington, DC, February 5-8, 1986 (co-author). Also was session chair on "Consulting" and discussant on the "SBDC".
- "The Foreign Corrupt Practices Act: A Legal and Behavioral Explanation," presented at the Southeastern Regional Business Law Association Meeting in Charleston, SC, October 31, 1985 (co-author). Also a panelist on "Refereed Proceedings: The Future?"
- "Information Systems Life Cycle as a Tool for Design and Implementation of Computer-Based Management Information Systems," presented at the American Institute for Decision Science Southeastern Regional meeting and published in the Proceedings and Abstracts, pp. 316-318, February 27-March 1, 1985 (co-author)
- "Fitting the Microcomputer into Your Small Business," presented at the National SBIDA meeting in San Diego, CA, February 7-10, 1985 and published in the Small Business Institute Director's Association Proceedings, pp. 189-194 (co-author)
- "Case Writing Using Small Business Cases," presented at the Region IX, Small Business Institute Director's Association Conference, Phoenix, AZ, October 10-12, 1984
- Editorial Review Board, American Journal of Small Business (1984-1986)
- "Improving Chances of Success in Design and Implementation of Computer-Based Management Information Systems: A Behavioral Perspective," presented at the Regional Meeting and published in the Proceedings and Abstracts, Western Region American Institute for Decision Sciences, March 15-16, 1984, pp. 1-3 (co-author)
- "Folklore vs. Fact: Use of Microcomputers in Small Business," presented at the National SBIDA Meeting in Denver, February 17-19, 1984, and published in the Small Business Institute Director's Association Proceedings, pp. 33-44 (co-author)
- Reviewer/Member, Editorial Advisory Board, "Contemporary Dialysis"/ "Biomedical Marketing Newsletter" (1983-present)
- "The LMMD Model: "Choosing the Optimal Location for a Small Retail Business," Journal of Small Business Management, April 1983, pp. 45-52 (co-author)
- "Ethics in Our Profession: A Comment," Consultant's Communique, March 1983, pp.5-6
- "Girl Scouts-Joshua Tree Council: Board Member Training," training manual prepared by Howard Rudd Consultants, March 19, 1983
- "Leverage of Limited University Resources for Assistance to Small Business

- Clients: A Continuing CETA/SBI/Small Business Internship Program at California State College, Bakersfield," a paper presented at the National SBI Director's Association Meeting in Washington, D.C., February 10-13, 1983, and published in the Small Business Institute Director's Proceedings, pp. 229-235
- "Managing Relationships in Your Organization," training manual published by West Coast Professional Consultants, November 1982
- "Basic Supervision," training manual published by West Coast Professional Consultants, September 1982 (co-author)
- "Interviewing Techniques," training manual published by West Coast Professional Consultants, August 1982 (co-author)
- "Communication Breakdown: Steps to Resolution," Administrative Commentary, Summer 1982, pp. 4-7
- Editorial Board Member, Journal of Small Business Management (1982-84)
- "The Foreign Corrupt Practices Act and Its Impact on U.S. Small Business Engaged in International Trade," published in the SBIDA Proceedings (Small Business Institute Director's Association National Conference), February 10-13, 1982 (co-author)
- Reviewer of the Bank of America's Small Business Reporter - "Restaurants," 1981
- "An Analysis of CETA Program Participant Eligibility Based on a Survey of Seven Communities in Eastern Kern County," report published by the Center for Business and Economic Research, California State College, Bakersfield, Bakersfield, California, July 1980 (co-author)
- "Community Survey: Phase II," monograph published by the Center for Business and Economic Research, California State College, Bakersfield, Bakersfield, California, June 1980 (co-author)
- "An Analysis of CETA Program Participant Eligibility Based on a Survey of Eight Communities in Western Kern County," report published by the Center for Business and Economic Research, California State College, Bakersfield, Bakersfield, California, March 1980 (co-author)
- "Small Business Location Analysis," published in the Proceedings and Abstracts, Western Region, American Institute for Decision Sciences, March 12-14, 1980, p. 166 (co-author)
- "Community Survey: Phase I," monograph published by the Center for Business and Economic Research, California State College, Bakersfield, Bakersfield, California, February 1980 (co-author)
- "Kern River Valley Status and Need Survey: Part II, Statistical Analysis," monograph published by the Center for Business and Economic Research, California State College, Bakersfield, Bakersfield, California, May 1979 (co-author)
- Panel Chair at the Western Region, American Institute for Decision Sciences Meeting, Reno, Nevada, March 22-23, 1979, "Small Business"
- "The Modular Indicator Reporting System," published in the Proceedings and Abstracts, Western Region, American Institute for Decision Sciences, March 22-23, 1979, pp. 542-544 (co-author)
- Panel Chair at the Small Business Institute Director's Association National Meeting,

- Las Vegas, Nevada, February 21-23, 1979, "Using Alternative Resources for Financing Small Business Programs"
- "Kern River Valley Status and Need Survey," monograph/final report published by the Center for Business and Economic Research, California State College, Bakersfield, Bakersfield, California, December 1978 (co-author)
- CSB Research Grant for Pilot Study: "An Analysis of the Deployment of Fire-Fighting Resources of the Kern County Fire Department, Summer, 1978 (co-author)
- CSB Research Grant for Study: "Evaluating and Refining the Status of Health Care Delivery by Physicians in Medically Underserved Areas in Kern County," Summer, 1978 (co-author)
- "The SBI Program: A Developmental Strategy for the Small Business School," Small Business Institute Review, published by the Small Business Administration, Washington, DC, Spring, 1978
- Panel Chair at the Region IX, Small Business Institute Director's Association Meeting, Reno, Nevada, October 19-20, 1978, "Information Sharing"
- Book Review, The Dynamics of Organizational Communication, John E. Baird, Jr., in the Academy of Management Review, July 1978
- Panel Chair at the Western Region, American Institute for Decision Sciences Meeting, Phoenix, Arizona, March 2-3, 1978, "Small Business Applications"
- Panelist at the Region IX, Small Business Institute Director's Association Meeting, Tempe, Arizona, October 13-14, 1977, "Course Offerings in SBI Programs"
- "The Toy Shop," case listed by Intercollegiate Case Clearing House, February 1977 (co-author)
- "The Los Angeles Aztecs," case listed by Intercollegiate Case Clearing House, February 1977 (co-author)
- "An Innovative Approach to Include Handicapped Training in the Curricula of a Business School," Organization Behavior Teaching Journal, September-October, 1977, pp. 27- 29
- "Machiavellianism and Its Impact on the Individual," published in the Proceedings and Abstracts, Western Region, American Institute for Decision Sciences, March 17-18, 1977, pp. 407-409
- "What Small Business Managers Can Do To Enhance Their Operations," Administrative Commentary, California State College, Bakersfield, Center for Business and economic Research, January 1977, pp. 6-9
- "Smith's Auto Parts and Machine Shop," case listed by Intercollegiate Case Clearing House, February 1977 (co-author)
- "Transcon Parts," case listed by Intercollegiate Case Clearing House, February 1977 (co-author)
- "Supervising the Mentally Handicapped: The Procedures, the Rewards," Supervisory Management, December 1976 pp. 31-36
- "The Use of Compulsory Arbitration as an Offset to Cost Push Inflation," presented at the Western Economics Association Meeting, Las Vegas, Nevada, June 9-11, 1974 (co-author)
- "Human Behavior in Business and Industry," laboratory manual published by Texas

- Tech University, Lubbock, Texas, 1973 (co-author)
- "Employment of Mentally Retarded: The Story of a City," monograph published by Texas Tech University, Lubbock, Texas, 1973 (co-author)
- "Manual for Supervisors and Employers of Slow Learners or Mentally Retarded," published by the Research and Training Center for Mental Retardation, Lubbock, Texas, 1972
- "The Goal Formation Process of the University," report published by the Office of Planning and Analyses, Texas Tech University, Lubbock, Texas, June 1971 (co-author)
- "An Analysis of the Reorganization of the College of Business Administration, Texas Tech University," report published by the Office of Planning and Analyses, Texas Tech University, Lubbock, Texas, Summer, 1971 (co-author)

HONORS AND ASSOCIATIONS

- Who's Who Among America's Teachers, 2004 and 2002 Editions
 Honoree, Who's Who in Business Higher Education, 2004
 Sole Faculty Invitee, Super Seniors Dinner, April 25, 2002
 Honorary Inductee, Golden Key International Honor Society, April 7, 2002
 Lexington's "Who's Who" for the 2000 Millennium Edition
 Selected as Coleman Scholar, U.S. Assn. for Small Business and Entrepreneurship for 1998 and 1999 meetings and subsequent years as they have had funding.
 Selection for "Who's Who Among America's Teachers, 1998"
 Presented the Order of the Palmetto, the highest award given to South Carolina citizens, from the Governor of South Carolina for contributions to South Carolina's economic development on May 11, 1997 at the College of Charleston Graduation Ceremony
- Recognized by the School of Business & Economics Alumni Advisory Board with the naming of the Business Person of the Year Award the "Howard F. Rudd, Jr. Business Person of the Year Award" on May 9, 1997
- Recognized for leadership that has "brought great prestige and honor to the College of Charleston" by President Alex Sanders with award of "Dean Emeritus" in letter on January 20, 1997
- Fundraising for the Capital Campaign resulted in the receipt of the College's largest cash gift at that time, \$1.5M from Mr. Jack P. Tate, founder of Baby Superstores, with the School's Capital Campaign goal of \$1.8M exceeded by nearly 40% in less than two (2) years. This did not include \$1.3M secured from S.C. legislature for Entrepreneurship Center building or recent recognition by President Lee Higdon and others for my role in the \$2M Beatty family contribution our proposed new business school building.
- Appointed to Steering Committee of TACE (Trident Area Community of Excellence), January 17, 1992
- Member, SBAA Board of Directors, 1990-96; Secretary-Treasurer, 1992-94; and President, 1994-95

Member, Board of Directors, World Management Council (with John Diebold, Chair)
 Receipt of \$46,000 South Carolina Cutting Edge Grant for Franchising
 (co-developer and project investigator)
 Receipt of Initial AACSB Accreditation of Business Program, April 12, 1988, and
 Accounting Program (with reaffirmation of Business), April 11, 1994
 Receipt of \$500,000 Grant from South Carolina for Intermodal Transportation Program
 and \$150,000 extension (co-developer and project investigator)
 Receipt of funding for first Endowed Chair for School from C&S National Bank (now
 NationsBank) of SC, the first Intermodal Transportation (Tecklenburg)
 Professorship, the NAPM-C-V Purchasing Professorship, and numerous endowed
 scholarships and awards
 Appointment to the Board of Directors, South Carolina International Trade
 Conference, 1986-89, 1991-present, General Chairman, 1996-97
 Omicron Delta Epsilon Economics Honorary, 1985
 Small Business Institute Director's Association Fellow Award, 1984
 California State College, Bakersfield, First Annual Alumni Professor of the Year, 1984
 President's Incentive Award (\$1,500), 1984 (for service to the Small Business Institute
 District Best Case Award, 1979
 Beta Gamma Sigma, Business Honorary, 1976
 Sigma Iota Epsilon, Management Honorary, 1969
 Air Force Commendation Medal, 1968-71, Outstanding Unit Award, 1967-68

The Academy of Management, 1973-89
 American Society for Personnel Administrators, 1974-85
 Rotary Club of Charleston, 1988-93
 Kiwanis Club of Kern, Bakersfield, 1974-79

Small Business Institute Director's Association (now SBIA), 1975-present
 USASBE, 1998-Present
 The Decision Sciences Institute, 1976-84
 Member, Mayor's Committee for the Handicapped, 1976-77
 Administrative Management Society, 1977-79
 Charter Member, Small Business Council (Chamber of Commerce), 1979-80

ADDITIONAL LEADERSHIP ITEMS

Provided leadership that brought initial accreditation to Business School in less than four years with feedback from team as follows:

"Dean Howard Rudd provides first class leadership. He enjoys the confidence and support of the upper administration, the faculty, and the local community. Moreover, the material prepared for the accreditation process has been thorough, extensive and highly accurate."

"A number of innovative programs have been developed. The Intermodal Transportation program is an excellent example of service to the local community. It received \$500,000 in funding with a \$150,000 extension and provides an outstanding bridge to the business community. The Executive-in-Residence program, which is coordinated by George Spaulding, a retired General Motors executive, provides fine practical inputs to the instructional effort. The program is an excellent model for others to follow."

In addition to the initial accreditation and numerous professional and trade association leadership roles as well as comparable on-campus roles, the following is a concise summary:

Provided leadership that brought business reaccreditation and initial accounting accreditation to the business school (at first possible opportunity) in 1994 as well as the development of numerous high quality academic majors, minor, concentrations, and interdisciplinary programs. Fund raising leadership resulted in nearly \$5M raised during term as Dean. This includes \$1.3M provided by SC for the School's Center for Entrepreneurship building, but excludes several grants including our \$650,000 ITP grant as well as over \$1.5M in donations anticipated before returning to Professor role.

Upon informing Judge (President) Alex Sanders of Dean Rudd's decision to return to the faculty, Alex wrote the following to The Board of Trustees, the Faculty, Staff, EIRs, and the Various Advisory Board Members for the School of Business and Economics:

"Howard Rudd has announced his resignation as Dean of the School of Business and Economics effective August 1997. He will join the faculty at that time. As everybody knows, the accomplishments of the School of Business and Economics under his leadership have been enormous. He has more than met the challenges presented as its first dean.

To be the first of anything at an institution more than 225 years old is significant in and of itself. Perhaps more than anything, Howard has succeeded in bringing the world of business to the liberal arts. How did he do it? Simple. He brought the liberal

arts to business. That is, indeed something many thought was impossible. I must confess, I was not sure it was possible. But he did it. In my opinion, his other accomplishments pale by comparison.

Still, we must recognize, under Howard's leadership, the AACSB accreditation for the School of Business and Economics in 1988, reaffirmed in 1994, and for the Accounting program in 1994; the establishment of four active advisory boards; numerous new programs; the awards for teaching by the faculty; the additional student clubs and honorary associations; the endowed scholarships, partial scholarships and awards; the first endowed professorships; the great success in fund raising; the significant research carried on by the faculty; and the numerous conferences brought to Charleston, as well as his leadership and that of the faculty in many professional organizations in the community, the nation, and the world; all of which have brought great prestige and honor to the College of Charleston.

For what he has done on every level at the College of Charleston, we are all eternally grateful. Please join me in wishing our first Dean Emeritus well as he returns to his life's work, teaching and research, leaving behind a job well done."

January 20, 1997