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EDUCATION

Ph.D. Economics, University of California at Davis, 1998
Dissertation: Consumption Effects of Economic Sanctions
MA Economics, University of California at Davis, 1994
BA Economics, California State University, Chico, 1992, Magna Cum Laude

FIELDS OF SPECIALIZATION

Macroeconomic/Monetary Theory
Applied Microeconomics
Wine Industry Economics

Regional Economics
Econometrics
Economic History

EXPERIENCE

June 2004 -Present **Chair, Economics Department**, Sonoma State University.
Aug 1998 - Present **Associate Professor**, Sonoma State University (Aug 1998 – June 2003, Assistant)
Courses: Money and Banking, Managerial Economics, Seminar in Monetary Theory, International Economics, Introduction to Microeconomics, Intermediate Microeconomics, Intermediate Macroeconomics, Introductory Business Statistics, Industrial Organization, Mathematical Economics, Seminar in Econometrics, Statistics for the Social Sciences, Seminar in Money and Capital Markets (MBA).

June 2001- Present **Director**, Center for Regional Economic Analysis, Sonoma State University
Duties: Generate regional analyses for Marin, Sonoma, and Napa Counties as requested by public, coordinate data dissemination to public through website maintenance and contact with the press, engage with community through speaking at conferences, educational forums, clubs, etc., participate in various conferences and seminars as a speaker and presenter.

Jan 2000 - June 2003 **Lecturer**, University of San Francisco-North Bay Campus, Santa Rosa, CA.
Courses: Introduction to Macroeconomics, Introduction to Microeconomics, International Economics.

SCHOLARLY ACTIVITIES

Journal Articles and Contributions Accepted and In Academic Press:

Money and Banking: An International Text (2009) Routledge Publishers, forthcoming.

“Desperately Seeking Serendipity: Exploring the Impact of Country Location on Innovation in the Wine Industry” (2008) with Armand Gilinsky, Cristina Santini, and Luciana Lazzeretti, International Journal of Wine Business Research, forthcoming.

“Financial Aspects of Wine”, (2008) with Tony Correia, in Wine: A Global Business 2nd ed, Liz Thach and Tim Matz editors, Miranda Press, Elmsford, New York, forthcoming.

Economic Sanctions: International Political Economy in Theory and Practice, (2007) Palgrave/Macmillan, New York, ISBN = 1-4039-7463-2.

Instructor’s Manual: Economics (2006) Von Allmen, Leeds, and Schming, Addison/Wesley Publishers, (author of macro split, co-author of micro split).

“Brand Damage Valuation: Theory and Practice”, (2005) Journal of International Wine Marketing, Vol. 17, no. 2, pp. 21-29.

“Financial Aspects of Wine”, (2004) with Tony Correia, in Wine: A Global Business, ed. Liz Thach and Tim Matz, Miranda Press, Elmsford, New York, pp. 121-136.

“Direct Shipping Laws in the Wine Industry”, (2003), International Journal of Wine Marketing, vol. 15, no. 2, pp. 25-36.

“Hedonic Demand Functions and Equity Prices: The Case of Wine Tasting Scores”, in Quantity and Quality in Economic Research, 6th edition, ed. Vladislav Shvyrkov, forthcoming.

"Competing in the US Wine Market: Australian Imports and Tasting Scores", (2001) Journal of International Wine Marketing, Vol. 13, no. 2, pp. 32-42.

"Does Size Matter: An Empirical Investigation into the Competitiveness of the Small Firm", (2001) with Armand Gilinsky, Richard McCline, and Elizabeth Stanny, Journal of Small Business Strategy, Fall/Winter, vol. 12, no. 2, pp. 1-13.

"Best Practices Along the Life Cycle of Northern California Wine Businesses", (1999) with Armand Gilinsky, SSU, and Richard McCline, SFSU, Australian and New Zealand Wine Industry Journal, Vol. 15, no. 4, pp. 42-49.

“Imported Wine Demand and Stock Market Returns” (1999) with Eric N. Sims, Motto, Kryla, and Fisher, Journal of International Wine Marketing, Vol. 11, No. 3, pp. 64-84.

SCHOLARLY ACTIVITIES (cont.)

Conference Presentations:

- “Is Monetary Policy Optimal for U.S. Cities”, with Robert Sonora, to be presented at Western Economic Association International conference, Vancouver, BC, June 29, 2009.
- “Asymmetric Monetary Policy Effects: Does the Federal Reserve Push on Strings?”, presented at Western Economic Association International conference, Honolulu, HI, July 1, 2008
- “Adverse Selection and Wine Branding”, presented at Western Economic Association International conference, San Francisco, CA, July 6, 2005.
- “Economic Sanctions and the Middle East: Theory vs. Practice”, presented at AEA 2005, Philadelphia, PA.
- “Foundations of Economic Sanction Analysis”, presented at Global Conference on Business and Economics, Amsterdam, NL, July 9, 2004.
- “Event Studies and Tasting Scores: Using Finance Theory in the Wine Industry”, presented at the Western Economic Association International conference, Vancouver, BC, June 29, 2004.
- “Market Segmentation in the Wine Industry”, with Steven S. Cuellar. to be presented at Western Economic Association, Vancouver, BC, June 29, 2004.
- “Foundations of Economic Sanction Analysis”, presented at the Hawaii International Conference on Business, June 19, 2003. (published in proceedings)
- “Strategies in Real Time: An Exploratory Investigation into Styles and Situation Perceptions of Wine Businesses via Content Analysis of Case Studies” presented at the Hawaii International Conference on Business, June 18, 2003, with Armand Gilinsky and Richard McCline.
- “Regional Effects of Monetary Policy: The Italian Case” presented at the Hawaii International Conference on Business, June 20, 2002.
- "Granger Causality and Wine Production", with Eric Sims, Mondavi Inc., presented to VDQS Econometrics Conference, Napa, May 21, 2001.

PROFESSIONAL ACTIVITIES

Consultant, Horizons Foundation, Sept. 2008

- Produced an economic impact analysis concerning the defeat of Prop 8 on the tourism industry in Sonoma County.

Consultant, North Bay Bail Bonds Association, Oct. 2008

- Produced an econometric report on the connection between the use of bail and pre-trial failure rates in Sonoma County (failure to appear and re-arrest while awaiting trial)

Consultant, City of Napa, Oct. 2008

- Produced an economic impact analysis of the hospitality industry's expansion in the City of Napa.

Expert Witness, *The Grateful Palate, LLC vs. Joshua Tree Imports, LLC*, January 2008 – Present

- Provided a report for case and deposition for expert testimony
- Asked to perform business valuation

Consultant, County of Marin, June 2005 to January 2006

- Produced a supplemental, economic impact analysis for Marin County's Targeted Industries Study from 2004.

Expert Witness, *McDowell Valley Vineyards vs. Sabate USA*, Nov 2004 –Nov 2005

- Produced a forensic economic report of potential damages due to trademark and reputation loss.

Consultant, Motto, Kryla, and Fisher, *Economic Impact of the California Wine Industry 2004*

- Assisted in calculations of economic impact using IMPLAN software and methodology.
- Compiled macroeconomic data for report and co-wrote text for various sections.

Expert Witness, *B.R. Cohn vs. Sabate USA*, Feb 2004 – April 2004

- Produced a forensic economic report of potential damages due to trademark and reputation loss.

Expert Witness, *Parducci, et al. vs. Sabate USA*, Oct 2002 – Jan 2003

- Produced a forensic economic report of potential damages due to trademark and reputation loss.

Expert Witness, *Swedenburg vs. Kelly*, State of New York, Oct 2000 - June 2001.

- Produced report on the societal losses from direct shipping bans as analogous to non-tariff trade barriers

UNIVERSITY AND COMMUNITY SERVICE

- Oct 2006 – Present **Member, Fund Advisory Board, Blood Bank of Redwoods**, Santa Rosa, CA
- Aug 2004 – Present **Member, University Scholarship Committee**, Sonoma State University
- Dec 2000 – Aug 2008 **Volunteer**, Catholic Charities of Santa Rosa, Santa Rosa, CA
- Aug 2004 – Dec 2005 **Faculty Advisor, Student Ambassadors**, Sonoma State University
- Oct 2003 – Mar 2004 **Member, Dean Search Committee**, School of Business and Economics, SSU
- Aug 1998 – Jan 2004 **Member, GE SubCommittee of EPC**, Sonoma State University
- Jan 2000 – Jan 2002 **Chair, GE SubCommittee of EPC**, Sonoma State University
- Aug 1998 – June 2002 **Volunteer**, Boys and Girls Club of Santa Rosa, Santa Rosa, CA
- Aug 1998 – May 2000 **Member, University Scholarship Committee**, Sonoma State University

AWARDS AND RECOGNITION

- 2008 Recognized as one of Top 40 business people under 40, North Bay Business Journal:
<http://www.northbaybusinessjournal.com/article/20080317/BUSINESSJOURNAL/506352235>
- 2004-05 **Outstanding Economics Professor**, School of Business and Economics
- 1999 **Order of Omega Award**, Excellence in Teaching
- 1999 **Outstanding Club Advisor, Sonoma State University.**

PROFESSIONAL AFFILIATIONS

Faculty Member, Omicron Delta Epsilon, Economics Honor Society
Member, American Economic Association,
Member, Western Economic Association