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## Education

CITY COLLEGE OF THE CITY UNIVERSITY OF NEW YORK

*B.A., English Literature, 1961*

UNIVERSITY OF CHICAGO

*M.A., English Literature, 1962 Ph.D., English Literature, 1972*

FULBRIGHT SCHOLARSHIP

*London, England, 1966-1967*

UNIVERSITY OF LONDON, ENGLAND

*Post-graduate Study, 1966-1967*

SCHOOL OF CRITICISM AND THEORY, UNIVERSITY OF CALIFORNIA, IRVINE

*Summer Institute for International Faculty, 1978*

## Academic Experience

Lecturer, Program in Technical Communication, University of Michigan 2004-2014

Assistant Professor of English, Wayne State University, 1973-1981

Assistant Professor of English, University of California, Santa Barbara, 1967-1972

Taught literary studies, literary theory, popular culture, composition and writing; served on departmental committees; directed graduate students and teaching assistants; developed a popular culture curriculum; participated in regional and national academic conferences as session organizer and panelist; and published and read academic papers in my field. (full-time).

## University of Michigan Responsibilities

As a lecturer in the Program in Technical Communication I have participated in the design and delivery of four new Engineering 100 courses, and supported two well-established Engineering 100 courses as discussion leader. In addition I regularly teach Technical

Communication 496, Technical Communication 300, provide Technical Communication lectures and grading support to Mechanical Engineering 495 classes, and tutor graduate students in Technical Communication 610. In 2008-2011 I have taught in the Summer Engineering Bridge Program, The Professionals in Training Program, and the Michigan Science, Engineering and Technology Academy (M-STEM) and participated in the Waseda University of Japan exchange program, helping train their graduate students in oral presentation techniques.

Within the Program in Technical Communication I serve as member of the Executive Committee, the Curriculum Committee, the Classroom Visitation Committee, and as a judge for the annual Cooley writing contest for engineering students.

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## **Business/Industry Experience**

A number of the following positions were part-time (and are so-marked), and developed from my own consulting business, Northwestern Consulting Group. Full-time positions are also marked. Overlapping assignments resulted from different entrepreneurial initiatives.

**GM/UM Advanced Battery Coalition for Drivetrains** Ann Arbor, MI 2009-2010  
Consultant

Part time consultant responsible for communications documents standards, review and editing of all articles and presentation materials by organizational staff and researchers. Also involves similar work for **Sakti3**, Ann Arbor, MI, Professor Ann Marie Sastry's battery technology company.

**Ferber Midwest** Rochester Hills, Michigan 2005-2009 Marketing , Web Site and Documentation Support

Part time, providing documentation design and editing, and marketing support.

**American Income** Southfield, MI 2003-2004 Union Benefits Enroller

Involved traveling to union-affiliated families to discuss supplementary benefits programs. (part time)

**Cleveland Consulting, Inc.** Columbus, Ohio 2003 (2 months) Project Manager

Coordinate specification and implementation of database enhancements for major client's job tracking system, working with client project and technology managers and database programmer. (part time)

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## **Sojourner Truth Technical Training Center**

2001-2003

Adrian College Adrian, Michigan Technology Consultant, Technology Manager

Designed, programmed and developed database system to hold State of Michigan's Underground Railroad history, with field-level documentation of sources and contributors. Designed web site to make Terminus Underground Railroad Digital Archive project available to researchers, teachers, and students in Michigan and elsewhere. Developed curricula and user manuals and presented the project at training workshops for potential contributors and educational users. (full time)

**Unival-Applied Learning Systems** Ann Arbor, Michigan 1998-2003 Vice President, Project Manager

Project manager for Learning Management System software assessment, LMS implementation, and training design consultant for joint union-industry projects (United Auto Workers, General Motors, Ford Motor Company). Work with local training coordinators at individual auto plants to customize and implement software solutions for learning management. (part time)

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## **College of Engineering LabCorporation**

1998-2006

### **Lecturer's Annual Review Page 8**

Detroit, Michigan Trainer, Publications Coordinator

Provide 2-day Train-the-Trainer course ("Teaching Adult Learners") for skilled tradespersons as part of week-long technology training workshops. (part time)

**Ferber Midwest** Rochester Hills, Michigan 1998-2004 Marketing , Web Site and Documentation Support

Developed 1,000+ page documentation for AS400 Administration, Financial, and Distribution software; developed marketing materials, including web site design. (part time)

**Academic Outreach Program** Ann Arbor, Michigan **University of Michigan** Survey Consultant

Fall 1997

Designed and conducted surveys, created database and reports for computer and Internet

capability project. (part time)

**Lutz Information Resources** Detroit, Michigan 1993-1998 Senior Associate

Manage Internet/World Wide Web projects for major clients. Develop and write all internal marketing documents, proposals, and other materials. Help plan corporate strategy. Design and implement databases for corporate clients. Member of consortium planning evaluation support for Detroit Empowerment Zone. (full time)

**Lutz Data Systems** Farmington Hills, Michigan 1983-1991 Senior Vice President

Developed corporate internal communication programs for benefits administration, tuition assistance, health and safety, employee assistance, etc. for Ford, General Motors, United Auto Workers, AT&T and other clients. Managed creative services division of diversified communication firm. (full time)

**Northwestern Consulting Group** Ann Arbor, Michigan 1991-2003 President

Design, develop, and manage programs for communications, training, skills and educational development. Editorial, technical writing, database design and publication management services. Develop and implement database projects for non-profit organizations and small businesses. (part time)

**Advanced Center for Technology Training** Farmington Hills, Michigan 1985-1991 Senior Vice President, Director 1991-1992 Chief Operating Officer, President

Helped found and develop national technology education and training company by licensing British technology literacy program, raising capital, overseeing revision and expansion of 92-module training materials for American needs, marketing and supporting training sites. (part of my responsibilities at Lutz Data Systems)

**Educational Administrative Services, Inc.** Farmington Hills, Michigan

1988-1989 1989-1990

Vice President President

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Created new business model and developed program that enabled small businesses to provide educational benefits as a solution to employee retention; developed business and marketing programs; managed startup. (part-time)

## **Witness Publishers, Inc.**

1987-1990 1987-2006

Farmington Hills, Michigan President and Director Member, Editorial Board

*Witness* is a prize-winning literary journal published semi-annually. Raised funds, worked with editor to establish new literary journal design, editorial direction, and distribution system. (part-time)

**Center for the Study of the Child** Huntington Woods, Michigan 1986-1995 Vice President and Director, Project Administrator

Took over program management of local curriculum project; raised all funds for project; coordinated editing, graphic design, instructional design, production of teacher's manual, student workbook, and one hour video; directed national marketing and distribution; coordinated one-year national evaluation to qualify program for U.S. Department of Education National Diffusion Network; managed program as part of U.S.D.E. program for four years (until Congress terminated financial support for the National Diffusion Network); did all marketing and support of program at regional and national educational and academic conferences; conducted training sessions for educators throughout the country including 2-day satellite up-link live training. (part-time)

**LifeTime, Inc.** Seattle, Washington and Farmington Hills, Michigan 1985-1991 Vice President and Director

LifeTime, Inc. developed and marketed retirement planning programs for industry. Involved as writer, designer, developer and project manager. (part time)

## **Michigan Government Experience**

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Consultant to Michigan Underground Railroad Project at Adrian College, 2001

Michigan Board of Education School Improvement Council, 1992-1995

Michigan State Superintendent of Education's Policy and Strategy Panel, 1993-1995

The Wayne County, Michigan Mathematics/Science Network Advisory Board, 1992-1993

Ad Hoc Committee, Michigan Governor's Employability Skills Task Force. 1989-1992

Business Services and Technical Curriculum Team, Michigan Department of Education 1989-1990

Michigan Governor's Employability Skills Task Force Education Systems Development Subcommittee, 1099-1992

Michigan Governor's Employability Skills Task Force, 1998-1990

Business Education Technical Committee, Michigan Department of Education, 1988-1989

## **Neighborhood Organizing**

Co-chair North Burns Park Association, in Ann Arbor: coordinate residents in defining and implementing neighborhood planning process and representing the community to city Planning Department and City Council. (2000-present). Member of Ann Arbor Alliance of Neighborhoods, and Citizen's Committee to revise A2D2 Design Guidelines.

Member and officer in Art Center District community organization in Detroit, working with residents and Detroit's Community and Economic Development District staff on neighborhood development. (1976-1990)

## **Conference Activities**

While on the faculty at the University of California/Santa Barbara and Wayne State University I regularly participated in professional conferences by reading papers and organizing and leading sessions. Since working in the business world I also have presented at conferences and seminars. A complete listing of such follows. Attended 5-day OnLine Learning Conference, Anaheim. Attended first CD-ROM conference.

## **Publications and Professional Activities**

Numerous publications in the fields of education, training, technology, literary studies, popular culture; presentations and participation in regional and national conventions in these fields; nationwide trainings for high school educators to support U.S. Department of Education's National Diffusion Network curriculum.

## **Conference Activities**

"The Terminus Digital Archive," Workshop on Database Construction and the African Diaspora, York University, Toronto, July 5, 2002

"Introducing the Terminus Digital Archive," Adrian College, Adrian, Michigan, January 27, 2002

“Developing and Managing the Michigan Underground Railroad Project,” Battle Creek, Michigan, September 29, 2001

“A Strategy for Developing the Michigan Underground Railroad Digital Archive,” presentation to Michigan Underground Railroad Coordinating Committee, Adrian College, Adrian, Michigan, June 20, 2001

Presentation about implementing a corporate-wide training management system for the UAW-General Motors enterprise, UAW Training Conference, Las Vegas, 2001.

“Teaching the Holocaust in the Social Studies Sequence,” Montana Educators’ Convention, October 15 and 16, 1992 (satellite up-link to remote schools throughout the north west states)

“Retirement Planning and Workplace Change,” American Society for Training and Development Conference, October, 1989

“The Next Evolution: Integrated Life and Career Planning,” International Society of Preretirement Planners Annual Conference, October 1988

“Computers and the Future of the English Profession,” Wayne State University English Department Forum, April, 1981

“Computer Technology and the Future of the Humanities,” Popular Culture Association National Convention, March, 1981

“Rationales for Teaching Subjective Writing,” Michigan College English Association, Oakland University, Michigan, March, 1981

Organized seminar “Subjective Writing as a Teaching Tool,” Michigan College English Association, Oakland University, Michigan, March, 1981

Organized special session “Autobiography and Biography: Evaluating Criticism and Critical Approaches,” Modern Language Association Convention, December, 1980

“Skywriting as the Literal Iconography of Flight,” Air Flight and Travel Conference, November, 1980

Visual and Verbal Interaction in Popular Culture: Skywriting,” Popular Culture Association Annual Meeting, April, 1980

Organized session “Visual and Verbal Interaction in Popular Culture,” Popular Culture Association Annual Meeting, April, 1980

Organized session “Theory and Ideology in the Study of Popular Culture,” Popular Culture Association Annual Meeting, April, 1980

“Anything but Literature: Ideology and the Study of Popular Culture,” Popular Culture Association Annual Meeting, April, 1980

Organized special session “Autobiography and Biography: Evaluating Criticism and Critical Approaches,” Modern Language Association Convention, December, 1979

Organized seminar “The Visual Arts and Art Patrons,” Midwest Popular Culture Association and Midwest American Culture Association Joint Meeting, October, 1979

“Elite, Popular, and Mass Literature,” Midwest Popular Culture Association and Midwest American Culture Association Joint Meeting, October, 1979

“Self-Conscious Graffiti,” Popular Culture Association National Convention, April, 1979

Organized session “Reading Non-Literary and Fragmented Texts,” Popular Culture Association National Convention, April, 1979

Organized special session “Autobiography and Biography: Locating Belief in Life-Stories,” Modern Language Association Convention, December, 1978

*The Silver Pharaoh*, reading from unpublished novel and poetry, at The School of Criticism and Theory, University of California at Irvine, July, 1978

*The Silver Pharaoh*, reading from unpublished novel, at Miles Modern Poetry Reading Series, Wayne State University, May, 1978

“The Literature of Everyday Life: Graffiti, Signs, Labels, and Other Things People Read,” Popular Culture Association Annual Meeting, April, 1978

Organized section “Language as Issue, Practice, and Absence in Popular Culture, Popular Culture Association Annual Meeting, April, 1978

Organized special session “Autobiography and Biography: Self-Consciousness and Genre,” Modern Language Association Convention, December, 1977

“Conceptual Scholarship,” Wayne State University English Department Forum, November, 1977

Organized special session “Autobiography and Biography: Theoretical Issues for Authors and Critics,” Modern Language Association Convention, December, 1976

“The Legal Basis of Fielding’s Fictional Development,” Midwest Modern Language Association Convention, November, 1976

“Law in Fielding’s Novels,” Wayne State University English Department Forum, October, 1976



"The Literature of Everyday Life," Wayne State University Seminar: Culture and Technology, 1776-1976, August, 1976

"Some Problems of Literary Biography," Wayne State University English Department Forum, February, 1975

"The Inevitable Distortions of Literary Biography," Modern Language Association Annual Convention, December, 1975

## Publications

"Education for Tomorrow's Jobs," with René S. Lerche; *Michigan Technology Quarterly*, Summer, 1989 "Computers: Part of a Larger Vision," *Vocational Education Journal*, April, 1989 "Education for Tomorrow's Jobs," with René S. Lerche; *Secondary Education Today*, Summer, 1988. "Elite, Popular, and Mass Literature: What People Really Read," *Journal of Popular Culture* Summer, 1982 "Rubber Stamp Art," *Journal of Popular Culture*, Winter, 1981

"Check-List of Explication," *The Explicator*, Winter, 1980 "You save shells," *Southern Humanities Review*, Winter, 1980

Three works included in Correspondence Mail Exhibition, Center for Creative Studies, College of Art and Design, Detroit, Michigan, May, 1979

"Conceptual Scholarship," *College English*, March, 1979 "Skywriting as the Literal Iconography of Flight," *Journal of Popular Culture*, Spring/Summer, 1984 "The Basic Assumptions of Literary Biography," *Biography*, Spring, 1978 "A Neglected First in Book Publishing," *Scholia Satyrice*, Fall, 1977 "The New Pyramid," *Tracks*, Fall, 1977 "Editor's Journal," with S. Steiner, *College English*, April, 1975 "The Real Nature of Art," Pacifica Radio, Los Angeles, broadcast three times 1970-1972

*Growing Up American*, with S. Steiner; Wadsworth Publishing Co., 1972