

Name: Michael Wayne Wakefield
Rank: Professor
Tenured: Yes
Primary Teaching Field(s): Director, Healy Center, since October 2012
Management/Strategy/Entrepreneurship

Education

Highest Degree/Year: Ph.D., 1995
Major Field(s): Strategic Management/Business Policy.
Degree-Granting Institution: University of Nebraska – Lincoln

Dissertation Title: Antecedents of Conflict in Family Firms: An Empirical Study

Other degrees: MBA 1990; BA 1988 (Both New Mexico State U.)

Intellectual Contributions in the previous five years (January 1, 2013 through December 31, 2017)

PUBLICATIONS:

Peer-reviewed journals (Category A):

“Energize Teaching: Get Back to Basics and Get Real.” With Lia Sissom.
Business Education Innovation Journal, December 2013, 5(2), 114-119. (L&P)

Applied Research (Category B), Directed Research to Benefit Southern Colorado

Funded Research:

Economic Impact of Adult-Use Retail Cannabis in Pueblo County, with Aun Hasan. Delivered to Pueblo County Commissioners as part of a University-Wide research project, 12/1/17

In support of our mission to engage in outreach, and in response to the encouragement by the Provost and HSB Dean, who have, on more than one occasion, each articulated the importance of outreach activities that support our community, I am actively engaged in projects that defy routine categorization of faculty output, in both my capacity as Director of the Healy Center and as a faculty member. The projects listed below are results of those efforts. Each of these projects is a result of my personal outreach to community members, offering a service that also provides a learning application and network opportunity for our students. I provide significant guidance based on my research skills and expertise for all projects adopted by the Healy Center and live-client projects developed within the context of a course. In addition to directed research, most projects

require significant amounts of editing so that each final project would be acceptable to present to clients, and reflect HSB in a positive light. My contribution and involvement in these projects frequently extends far beyond my involvement in other, more traditional, academic courses, such as a typical strategic management course, or international business course. Most student groups lack adequate personal skill development and professionalism to design and complete the project independently, thus requiring expert assistance. Many projects require survey development, data input, statistical analysis and interpretation.

Feedback from clients indicate that they believe the value of this consultation to their organization ranges from \$500 to \$10,000, or more. The average value of projects as determined by surveys of clients is consistently about \$3,000. Given the 30 projects completed under my direction during this time period, our region's business community has received approximately \$90,000 worth of consultative expertise through the combined efforts of my students, Service Corp of Retired Executives, and myself. Not included in this value to the community are the projects undertaken by MGMT 585 classes: NEIGHBORWORKS, LATINO CHAMBER, FREMONT COUNTY BUSINESS INCUBATOR. Because of the amount of work required, each of the 54 projects produced in my courses should receive the weight of a Category "B" publication (**CP**), as should the Downtown Building Survey, The One Community Pueblo Feasibility Study, and the Economic Impact Study of CSU-Pueblo Athletic Programs.

Healy Center Projects

- Strategic Analysis and Economic Impact, Sangre de Cristo Arts Center (Paid consulting, directed student work)
- Economic Forum – Pueblo County Research and Co-presenter October 2018
- Entrepreneurship Competition – April 6-7, 2018
- Economic Forum – Pueblo County Research and Co-presenter October 2017
- Entrepreneurship Competition – April 14-15, 2017
- Economic Forum – Pueblo County Research and Co-presenter October 2016
- Entrepreneurship Competition – April 8, 2016
- Economic Forum – Pueblo County Research and Co-presenter October 2015
- Entrepreneurship Competition – February 28, 2015
- Economic Impact Study of CSU-Pueblo Athletics – Completed Summer 2014
- Entrepreneurship Competition held April, 2014
- Survey of Historic 4th Street Businesses, East of I-25 – Completed Summer 2013
- Downtown Building Survey – Completed Spring 2013
- Grant Investigation - Ongoing

- Algae Biodiesel Research, 2010 - 2013 – Suspended
- One Community Pueblo 501c3 Feasibility Study for Data Fusion Center – Fall 2012 - Spring 2013
- Planning for Alumni telephone fundraising – Fall 2013
- Support for survey development for community engagement survey through President’s Leadership Program – Spring 2013
- Aegis Center for Excellence – Feasibility Planning and Marketing Support Fall 2013 – Spring 2014
- Entrepreneurship Competition – Sponsorship and Coordination – Fall 2013 – Spring 2014
- Historic East Side/4th Street surveys – Survey of businesses completed Summer 2013, Residential survey in process, completion expected Spring 2014
- CSU-Pueblo Water Center business plan development – Summer 2013 – Spring 2014
- HSB promotional video – Spring, Summer, Fall 2013
- iBot reintroduction – business plan development – Fee for service – Completion expected November 2013

PAID CONSULTING (Category B)

- Southwest Chief (AMTRAK) Economic Impact Study, with Kevin Duncan, Spring 2014. Contracted by Pueblo Council of Governments and Sal Pace.
- Strategic Planning Facilitator. Transportation Technology Center Incorporated, Leadership Team Retreat, May 8 – 10, 2013. Contracted by CEO, Lisa Stabler.

Additional Scholarly Work

- Editorial – “*CSU Pueblo’s Business? Relationships.*” Pueblo Chieftain, October 17, 2017
- Fall 2016 – Working Paper: *Is it “Only Rock and Roll?” What Rock and Rollers and Their Experiences Can Teach Us About the Family Dynamics in Family-Owned SMEs.* With Jose Castillo.
- Fall 2016 Proposal for CSU-Pueblo cannabis research: Primarily economic and entrepreneurial.

PRO-BONO CONSULTING – Through supervised student groups

Spring 2018

- Pueblo Model Railroad Club – Website development
- Active Armor- Promotional video creation
- Census of Pueblo Not-For-Profit Businesses
- CSU-Pueblo Master of History Program – Feasibility analysis

Fall 2018

- Runyon Field Expansion – Business Plan

- HealthTrac Systems – Business Plan
- Al’s Joy of Music Studios – Business Plan
- CSU-Pueblo K-12 Music Academy – Business Plan
- Pueblo Infused Spirits – Business plan
- SOCO Harm Reduction - – Business plan
- PDI – For-profit manufacturing – Business plan
- Vertigo Recreational Device – Business plan

Fall 2017

- EPIC Loan Fund – Business Plan
- Pueblo Model Railroad Club – Business Plan
- Perpetual Harvest Sustainable Indoor-Grown Produce – Business Plan

Spring 2017

- Half-Baked Pie – Marketing Plan
- Selfless Service Rounds – Business Plan
- CSU Pueblo Alumni Office – Marketing Plan
- Expirimac – Location Analysis
- The Hand Truck Company – Marketing Plan

Fall 2016

- Creative Auto – Business Plan
- The Shifter – Business Plan
- JR Homes – Business Plan
- Knit Flops – Business Plan

Spring 2016

- Emergicare – 3 Consulting Projects
- Incanna – 2 Consulting Projects
- Pueblo Country Club – 4 Consulting Projects

Fall 2015

- ARC Vitamin Fundraising Project – Business Plan
- Be Sharp – Business Plan
- Launch Pad (Section 1) – Homeless Youth Shelter – Business Plan
- Launch Pad (Section 2) – Homeless Youth Shelter – Business Plan
- Start-Up Pueblo – Business Plan
- Vertigo – Trainer – Business Plan
- University Station – Marketing/Business Plan

Spring 2015

- Black Hills Energy – Image/Public Relations Assessment
- Center for American Values – Geographic Expansion Plan
- C&O Window and Door – Marketing Plan, Succession Issues

- Independent Hearts – Home Health Care – Staffing Assessment
- Lots of Love – Marketing Plan
- Westwind Manufacturing – Inventory/Production Management program assessment

Fall 2014

- Intero Office Supply – Business Plan - Update
- Local DJ – Marketing Plan
- Pueblo RTD – Business Plan

Spring 2014

- Cultura Restaurant – Business Plan
- Intero Office Supply – Business Plan

Fall 2013

- Regional Transit Authority – Market Assessment
- Vey Laces – Business Plan
- Nature’s Canvas – Business Plan
- Grupo Folklorico

Spring 2013

- El Pueblo History Museum/City of Pueblo – Design survey instrument to evaluate condition of sidewalks in Pueblo
- Center for American Values – Marketing study
- Incendant – Business Plan
- Pantaleo Farms – Feasibility study/business plan
- Electronics recycling – Business Plan
- Open Studio Yoga – Business Plan
- Mirasol Mexican Food – Marketing Plan
- Bands of Glory – Marketing Plan

Teaching Assignments

Fall 2018	BUSAD 475; MGMT 414; MGMT 585 Online
Summer 2018	MGMT 201; MGMT 591- Special Topics
Spring 2018	BUSAD 480; MGMT 201
Fall 2017	MGMT 201; MGMT 414; MGMT 585 Online
Summer 2017	MGMT201; MGMT591 Graduate Management - Special Topics
Spring 2017	BUSAD 480; MGMT 201;
Fall 2016	MGMT 201; MGMT 414
Summer 2016	MGMT201; MGMT591 Graduate Management - Special Topics
Spring 2016	BUSAD 480; MGMT 201;
Fall 2015	MGMT 414 (2 Sections)
Summer 2015	MGMT201; MGMT591 Graduate Management - Special Topics

Spring 2015	BUSAD 480; MGMT 201; MGMT 491 <i>NEW COURSE and PREP</i>
Fall 2014	MGMT414 (2 Sections)
Summer 2014	MGMT 201; Graduate Management - Special Topics
Spring 2014	BUSAD 480; BUSAD 591 Independent Study; MGMT 201
Fall 2013	MGMT414 (2 Sections)
Summer 2013	MGMT201; MGMT591 Graduate Management - Special Topics
Spring 2013	BUSAD 480; MGMT 201; MGMT 591 Independent Study

Other Teaching Leadership Certificate Program – Helped plan curriculum Summer 2015, delivered Strategic Leadership module, Fall 2015

Service and Outreach Activities:

Community Service/Outreach:

- Volunteer – HSB member for Tom and Louie’s Cupboard, November 2014, 2016, 2017
- Volunteer – HSB member, Pueblo City Park Clean-up, April 2015, 2016, 2017, 2018
- Founding Board Member Start-Up Pueblo – (Entrepreneurship facilitation) - Since Fall 2015
- Participant – Community Participation for Pueblo Plex Planning, facilitated by Matrix Consulting – Fall 2015
- Small Business Development Center Advisory Council – Since Fall 2015
- Facilitator – Rural Economic Development Round Table with Senator Cory Gardner – August 10, 2015
- Committee to Market Pueblo/Aid Economic Development – convened by City Council President Chris Kaufman Spring/Fall 2015
- Advisory Board Member - CSU Pueblo Nursing Department - Fall 2013 - Present
- Board Member, Junior Achievement - Fall 2013 – Present
- Steering Committee – One Community Pueblo Spring 2011 – Spring 2014
- Board Member, Catholic Charities Virtual Business Incubator – Fall 2011 – Spring 2013

- Diocesan Pastoral Council. Advisory committee for the Bishop, conducting strategic analysis, preparing recommendations. December 2010 – December 2013

University/School Service:

- Director, Healy Center for Business and Economics Research and Services – Fall 2011 to Present
- University Strategic Visioning Task Force, Summer 2018
- Speaker, Latino Chamber Student Business Conference, June 31, 2018. Topic: Writing a business plan
- Speaker, D70 Student Business Summit, June 7, 2018. Topic: Writing a business plan.
- Speaker, Swallows Charter Academy, May 21, 2018. Topic: College Success.
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- HSB Undergraduate Committee – Fall 2015 – Fall 2016
- Arranged 2 student trips to tour American Furniture Warehouse Facility and meet Jake Jabs – Summer and Fall 2015, Spring 2016
- Speaker, Latino Chamber Student Business Conference, July 31, 2017. Topic: Writing a business plan
- Speaker, Latino Student Business Summit, July 18, 2017. Topic: Writing a business plan.
- Speaker, Swallows Charter Academy, May 10, 2017. Topic: College Success.
- Faculty Marshal Spring 2015, 2016
- Speaker – CSU Pueblo Foundation meeting, February 26, 2015
- Hasan School of Business PRC – Fall 2014 – Spring 2015
- Experiential Education Committee – Spring 2014 - Present
- Community Engagement Committee (CORE) – Coordinated through RAGE office Fall 2012 – Spring 2014
- Enactus Faculty Advisor – Fall 2013 – Spring 2015

- Member, Academy of Management – 1995 - Present

Awards

Junior Achievement – Top Provider of Volunteers, 2016-2017
Junior Achievement – Top Provider of Volunteers, 2015-2016
CSU Pueblo University Excellence in Service Award, 2014-2015
Junior Achievement – Top Provider of Volunteers, 2014 -2015
HSB Board of Director's Inaugural Service Recognition Award, December 2014
Junior Achievement – Bright Idea Award, Fall 2014

Professional Membership

Rotary International - Spring 2012 - Present
Academy of Management – Spring 1995 – Present