

***12416 E Sioux Circle South University Rd.
Spokane, WA. 99206
(509) 362-8086***

EDUCATION:

1990 - Spokane Community College
Spokane, WA
Associate of Liberal Arts
Deans List
Graduated with honors

1993- Eastern Washington University
Cheney, WA.
B.A. Business Administration
Marketing and Economics
Summa Cum Laude
Beta Gamma Sigma
Dean's List/Alumni Award

1995 - Eastern Washington University
Cheney, WA
MBA Marketing and International Marketing emphasis
Graduated in top five percent of class

2004- Private and commercially rated helicopter pilot rated on both R22 and R44 aircraft.

PROFESSIONAL EXPERIENCE:

Eastern Washington University – Cheney and Spokane Campuses

1995-Present

Instructor Senior/Lecturer - Duties include all aspects of course development and facilitation with emphasis placed on preparing and presenting quarterly curriculum including evaluating students' progress and grade presentation. Courses taught include DSCI 245, DSCI 346, DSCI 446, BADM 503, BADM 520, MIS 311, Marketing Research 420 and Sales Force Management MKTG 416.

Received most outstanding adjunct faculty award in 2006

Recommended by students for inclusion in 1998 edition of Who's Who Among America's Teachers[®].

Consistently rated well above average by students on IDEA and EWU rating systems conducted quarterly.

Honorary member ALPHA BETA PSI at request of student committee

Member Beta Gamma Sigma

1996-2011

President and CEO The Focus Group Marketing and Creative Services Inc
–Designed hybrid marketing and advertising agency as start up and guided growth to multi-million dollar organization. The Focus Group received the Catalyst Magazine's "Favorite Advertising Agency for the 2006 readership survey in addition to fifteen Addy awards. Distinctive competencies include

ability to complete primary research and utilize both primary and secondary research to create and implement marketing plans for client accounts. Primary and secondary research provides the foundation for marketing communications implemented on behalf of client accounts. Account portfolio includes local, national, and international accounts which utilize our research capacities to guide marketing direction and advertising expenditures. The Focus Group also specializes in developing marketing programs for the medical community.

The Focus Group advocates the liaison between the business community and the EWU's CBPA. We have invited students to take part in four marketing studies and including a "goodness of fit" study designed to compare the fit of Scarborough data with data gathered by a client organization. Results of the study identified market segments not currently frequenting the retail establishment and were instrumental in the development of a new marketing strategy designed to target non-responsive segments. The Focus Group employed seven EWU marketing interns over an eight year period. Five interns were offered and accepted positions within the Focus Group thereby allowing them to utilize their educations and develop their skills.

2007-2012

Co-owned and operated Inland Helicopters - Provide marketing planning and develop marketing communications for flight school. Currently rated as commercial helicopter pilot and rated to fly both R22 and R44 helicopters. The Focus Group was responsible for developing research which identified the demographic most likely to respond to the schools vocational training endeavors thereby increasing enrollment to the point where the school qualified for Sallie Mae student loans.

PQ Description for Mr. Jeffrey N. Culver MBA CMC

Current Position: Lecturer AIS/MIS

Courses: DSCI 245, DSCI 346, DSCI 446, BADM 503, BADM 520, MKTG 416, MKTG 420

Research Projects Listed Below Limited to Last Five Years

2015- Promoted to senior lecturer currently instructing DSCI 245, 346, and 446 at EWU-CBPA. Completed research consultations for Clearwater Paper Company and PICC Inc. Currently working on research project with Dr. Tsegay and Dr. Birch on selection criteria for mobile phone contracts.

1995-2013: EWU Instruction: Began instructing in decision sciences at EWU in 1995 and have instructed at least one class at adjunct level every quarter since fall of 1995. Accepted position as full time lecturer in 2009.

2013 – Research Paper - Working with Dr. Djatej and Dr. Birch on analysis of Eastern and Southern Europe. Study examines effects on changes in differences in net income between 2007 and 2011 according to governmental policy regarding role in private business.

2013- Completing organizational design for CADMAR Research LLC. Organization will offer research services to small businesses for the purposes of developing consumer profiles for small business unable to afford large scale research studies. Organization will utilize database and website to collect information and provide timely reports to organizations on a subscription basis.

2013-2014 Board Member of Honor Point Military and Aerospace Museum 501C3 Organization – Antoine Delateur Chairman of Capital Development -Advise board on development of marketing program for museum including researching corporate grants and the development of capital program.

1996 – 2011- Co-Owned and Served as President of Focus Group Marketing and Creative Services Inc. Description of duties included providing marketing research services for client organizations. Services included researching markets for the purposes of guiding the marketing strategies of client organizations. Research was instrumental in guiding the development and placement of advertising and evaluating the return on the advertising investment. Research services also included developing consumer profiles for new and existing products and services for clients in a variety of industries. Developed and funded non-profit 501C3 Focus Spokane to assist children afflicted with cancer realize their wishes in concert with the Wishing Star program. As president, I administrated all aspects of corporate operations including managing client billings of nearly 2.5 million dollars annually.

2011 -Hugos On the Hill – Mr. HT Higgins - Conducted site analysis study utilizing demographic profiles to determine the viability of locations for the expansion of operations into the Seattle metropolitan area. Project required compiling statistical analysis of twenty locations in three metropolitan areas utilizing demographic reports and site analyses from different sources.

2009-2011- Hugos on the Hill: (Spokane, WA) Utilized consumer satisfaction data provided by Hugos on the Hill and Players and Spectators entertainment centers to develop real world analysis opportunity for Professor Nancy Birch's graduate research students. Results were prepared for Mr. Higgins thereby providing students with real world assessment and presentation experience.

2011 Quality Floors and Interiors – Prepared and implemented marketing campaign on very restricted budget for the purposes of garnering market share for Quality Floors and Interiors. Required intensive research to profile existing customers and target market segments for the organization's products and services. I Served company owners Bruce and Sue Wisor as marketing consultant for over ten years.

2011- Medical Oncology Northwest (Spokane, WA) - Arvind Chaudhry MD PhD - Provided research services for the purposes of developing marketing communications program and for the assessment of the quality of care provided by MOA also, developed communications program for Magrit a treatment program for rare cancers. Managed monthly advertising campaign for TV and print advertising including message development based on the psychological aspects of selecting an Oncology treatment provide. Developed

and conducted annual MBAT campaign sponsored by Dr. Chaudhry which was utilized as therapy for cancer patients.

2011- Ajuva Med Spas (Spokane, WA) Prepared demographic profile for the purposes of placing advertising on a monthly basis. Results of profile for aesthetic services were used to match advertising message to TV, radio and print campaign.

2011- Ajuva Med Spas: Prepared direct mail campaign which was utilized on a quarterly basis by Ajuva Med Spas for the purpose of communicating with existing patients and clientele of Ajuva Med Spas. Prepared profile questionnaire for client to be used to measure customer satisfaction and intent to return to Women's Health Center and Ajuva Med Spas for additional services. Designed but never implemented to budget restrictions.

2011 - Northwest Specialty Hospital (Post Falls, Idaho) Catherine Layton CFO – Utilized literature search to develop understanding of challenges faced by physicians who were part owners in a physician owned hospital. Also, developed and implemented patient profiles for a variety of elective surgeries provided by physicians at NWSH. Utilized results of research to develop and implement market communications program for 15 surgeons practicing at NWSH and for the purposes of creating awareness of NWSH in Kootenai County. Produce eleven feature pieces published in CDA Press Journal of Business. Used Department of Public Works traffic data to develop and place billboard messages.

2007-2011 Surgical Bariatrics NW - John Pennings MD FACS – Provided extensive range of marketing services including developing new non-surgical weight loss program “Optifit”. Prepared trademark registration paperwork for Department of Commerce and conducted in-depth research including focus groups of weight loss patients. Developed and implemented marketing communications program over four year period including TV, radio, and national print advertising. Developed image for program and assisted in design of packaging for products. Assisted with fulfillment program for mail order program for ease of ordering products associated with Optifit. Advised and assisted with all aspects of marketing program including statistical analysis of results of messaging and development of consumer profiling.

2005 and 2010 - Developed media communications for and participated in media planning for the campaign to elect and reelect Sheriff Ozzie Knezovich.

2010- Aslin Finch Pet Stores -Conducted data analysis for for the purposes of preparing a demographic customer profile and descriptive analysis of customer satisfaction. Prepared grand opening of new facility on Sprague Avenue in Spokane, Washington which required analysis of companion pet market for the purposes of developing a marketing communications plan.

2010- United Health Services Credit Union (Spokane, WA) – Mrs. Pamela Pace, Marketing Director- Developed and conducted membership study and utilized results to analyze deficiency in loan rates. Study included focus groups which were utilized to develop mail questionnaire. Questionnaire was sent to members. Completed study required coding and analyzing data from questionnaires and developing report to board of directors.

2010- LeMaster and Daniels LLC Accounting Firms (Spokane, WA) – **Pam Pyrc, Marketing Director** - Client was considering growth into agricultural accounting which required examination of the magnitude of deciduous tree farms in twenty-two counties. Conducted research and developed results for presentation to board of directors. Also provide advertising services.

2010-Numerica Credit Union (Spokane, WA) – Heidi Cleveland, Marketing Director - Consumer profile included conducting a series of focus groups to better understand the financial needs of members. Results of focus groups were used to develop consumer satisfaction surveys and provide guidance for in-depth market research study.

2008- Spokane Tribe of Indians (Spokane, WA) – Developed profile of gaming enthusiasts in Idaho and Washington. Study was developed and implemented by EWU students using funds granted by the Tribe. Study consisted of developing a three stage mailer including a questionnaire. The questionnaires were coded and analyzed by student under the supervision of Mr. Culver. Results were presented to Tribal Council members.

2008 Nez Perce Tribe- Lewiston, Idaho - Developed profile of gaming enthusiasts in Idaho and Washington. Conducted research on “rubber tire market” for purposes of introducing new resort under construction at that time including preparation and implementation for marketing communications based on analysis of target audiences reached by area radio stations. Especially challenging due geographical aspects of market area and highly fragmented vendor operations. Also developed and maintained billboard campaign.

2008- Deaconess and Valley Hospitals – Teri Mathis, Foundation Director - Developed and implemented series of focus groups to examine patient satisfaction and analyze satisfaction levels of family members of who had received treatment at the hospital. Developed fundraising program for children’s’ oncology center at Deaconess Hospital