
De'Arno De'Armond, Ph.D.
Professor
Accounting, Economics, and Finance
College of Business
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Academic Background

Ph.D. Texas Tech University, 2008.

M.B.A. West Texas A&M University, 2001.

B.B.A. West Texas A&M University, 1998.

Certifications

Cisco Certified Digital Media Specialist, 2010, Dallas, Texas.

Work Experience

Academic Experience

Associate Dean of Graduate Business Programs and Paul Engler Professor of Business & Financial Planning, West Texas A&M University (2019 - Present), Canyon, Texas.

Associate Dean of Graduate Business Programs and Edwards Professor of Financial Planning, West Texas A&M University (2018 - 2019), Canyon, Texas.

Associate Professor of Finance, Director of Accreditation, and Edwards Professor of Financial Planning, West Texas A&M University (2014 - 2018), Canyon, Texas.

Director of Undergraduate Programs, Assistant Professor of Finance, and Edwards Professor of Financial Planning, West Texas A&M University (2008 - 2014), Canyon, Texas. Oversee and manage undergraduate college of business program initiatives as related to the college strategic management plan, mission, and university. Teach financial planning, risk management, MBA portfolio, and financial services/sales management.

Instructor of Marketing, West Texas A&M University (2003 - 2008), Canyon, Texas.

Part Time Instructor, West Texas A&M University (2000 - 2002), Canyon, Texas. Taught management and marketing courses in a part time capacity.

Non-Academic Experience

National

Manager, eMarketing, NEC Unified (December, 2000 - July, 2003), Irving, Texas. Worked within Marketing Division in effort to coordinate enhancement of companywide communications process via electronic media. Developed working practices with new technology to enhance department effectiveness within company umbrella.

Marketing Consultant, NEC Business Network Solutions (April, 2000 - December, 2000), Irving, Texas.

Promoted and provided consultation and overview of marketing processes for large scale telephony provider. Formed and implemented strategies for seeking new and emerging markets.

Proposal Coordinator, NEC Business Network Solutions (October, 1999 - April, 2000), Irving , Texas. Coordinated all efforts of multi-million dollar complex telecommunications proposal productions. Generated marketing collateral as needed in a sales support role.

Technology Instructor, Comp USA (March, 1999 - October, 1999), Addison, Texas. Taught a variety of technology courses: Microsoft Platform, Adobe Platform, HTML and Web Mastering, Graphic Design.

Student Researcher, West Texas A&M University (August, 1997 - March, 1999), Canyon, Texas. Developed and maintained web-site for publishing findings for the Texas Transportation Institute Research Grant, Economics Department. Developed Access database to manage field data for area safety problems.

Intellectual Contributions:

Refereed Articles

Terry, N., De'Armond, D., & White, M. (in press, 2020). Auto Insurance Rating Impact on Price and Complaint Index in West Texas. *Journal of Finance and Accountancy*, 27 (1).

Terry, N., Macy, A., De'Armond, D., & Mitchell, L. (2018). Market-Informed Education: Responsiveness of Graduate Business Programs. *Southwestern Economic Review*, 45 (1), 125-134.

De'Armond, D., & Patterson, R. (2018). Assessing Learning at the Graduate Level: An Innovative Roadmap for MBA Program Assessment. *Research in Higher Education Journal*.

De'Armond, D. (2018). Financial Literacy: Can we really impact individual student outcomes? *Journal of Finance and Accountancy*.

Berry, A., De'Armond, D., Gross, E., Terry, N., & Webb, J. (2016). Integrating Apple TV into a Digital Media System in Higher Education. *Journal of Retail Analytics*, 12 (3), 7-10.

Babb, J., De'Armond, D., Kinsky, E., Drumheller, K., & Gerlich, R. N. (2015). Multi-screen environments and Social Media Triggers: Uses and Gratification. *Journal of Retail Analytics*, XII (3), 13-19.

Gerlich, R. N., Drumheller, K. D., Babb, J., & De'Armond, D. (2015). App Consumption: An Exploratory Analysis of the Uses and Gratifications of Mobile Apps. *Academy of Marketing Studies Journal*, 19 (1), 69-79.

De'Armond, D., Terry, N., Macy, A., & Black, A. (2014). Determinants of Compensation for Financial Planners. *Southwestern Economic Review*, 41 (1), 53-62.

De'Armond, D., Pulliam, D., & Patterson, R. (2014). Portability of Deceased Spouse Unused Exclusion: A Pedagogical Example. *Financial Services Review: Journal of Individual Financial Management*, 23 (3), 239-49.

Womble, L., De'Armond, D., & Babb, J. (2014). A Model for Designing Faculty-Led Study Abroad Programs in the Business Curriculum. *Academy of Educational Leadership Journal*, 18 (3), 93-110.

Babb, J., Womble, L., & De'Armond, D. (2014). Embedding International Experiences in Business Curriculum Design: Cultivating a Study Abroad Program. *Research in Higher Education Journal*, 18 (3), 93-110.

De'Armond, D., Brock Baskin, M., Kinsky, E., Drumheller, K., & Gerlich, R. N. (2014). The Impacts of Social Media Interaction on Stakeholder Outcomes: An Examination of Lowe's Home Improvement Store. *Journal of Retail Analytics*, 10 (1), 28-34.

Terry, N., Pjesky, R., & De'Armond, D. (2013). Rural Development: The Case Of Canadian, Texas. *Journal of Business Case Studies*, 9 (1), 35-42.

- De'Armond, D., & Webb, J. (2013). The Impact of Video Collaboration and Digital Signage on Course Evaluation Scores. *Journal of Retail Analytics*, 8 (4), 23-27.
- Bridges, K., De'Armond, D., & Dean, L. (2013). The Effect of Human Capital on the Income of Divorced Women. *Journal of Financial Planning*, 26 (11), 40-47.
- Babb, J., De'Armond, D., Drumheller, K., & Gerlich, R. N. (2012). GenMobile: An examination of the I2S-M relationship and how college students utilize mobile apps. *Journal of Retail Analytics*, 8 (3).
- De'Armond, D., & Terry, N. (2011). Digital Media Systems in Higher Education: The Case for Engaging and Retaining Students. *Journal of Retail Analytics*, 7 (2), 33-38.
- De'Armond, D., & Zhu, D. (2011). Determinants of consumer debt: An examination of individual credit management variables. *Journal of Finance and Accountancy*, 7 (1), 1-17.
- De'Armond, D., & Durband, D. (2011). Financial planner behavior impact on success in financial planning. *Journal of Behavioral Studies in Business*, 4 (1), 63-75.
- De'Armond, D. (2011). An empirical examination of preference for numerical information and need for emotion within financial planning. *The Journal of American Academy of Business, Cambridge*, 16 (2), 287-293.
- De'Armond, D. (2011). Contributing success factors within the financial planning profession: Inside financial planner perceptions. *Academy of Accounting and Financial Studies Journal*, 15 (3), 31-52.
- De'Armond, D. (2010). An empirical examination of financial literacy message theme effectiveness among college students: Debt or saving? *Journal of Global Business Management*, 6 (2), 52-57.
- De'Armond, D. (2010). An assessment of financial literacy communication among college students. *The Business Review, Cambridge*, 16 (2), 262-267.
- Terry, N., De'Armond, D., & Zachary, M. (2009). The determinants of opening weekend box office revenue for movies. *Journal of Academy of Business and Economics*, 9 (4), 193-201.
- Terry, N., & De'Armond, D. (2008). The determinants of movie rental revenue earnings. *Academy of Marketing Studies Journal*, 12 (2), 35-47.
- Terry, N., Butler, M., & De'Armond, D. (2005). The determinants of domestic box office performance in the motion picture industry. *Southwestern Economic Review*, 32 (1), 137-48.
- Terry, N., Butler, M., & De'Armond, D. (2004). Critical acclaim and the box office performance of new film releases. *Academy of Marketing Studies Journal*, 8 (1), 61-74.

Book Chapters

Non-Refereed

- Bell, M., McGarraugh, J., & De'Armond, D. (2012). Marketing Financial Planning Programs in University Settings. *Student Financial Literacy: Campus-Based Program Development*. Springer Publishing Group.

Refereed Proceedings

Full Paper

- De'Armond, D., & Terry, N. (2011). Digital Media Systems in Higher Education: The Case for Engaging and Retaining Students. 2011 EDUCAUSE Annual Conference.
- De'Armond, D. (2010). Contributing Success Factors Within the Financial Planning Profession: Inside Financial

Planner Perceptions. Allied Academies.

De'Armond, D., & Durband, D. B. (in press, 2009). Contributing Success Factors within the Financial Planning Profession: Objective and Subjective Factors. 2009 Academy of Financial Services.

De'Armond, D. (in press, 2007). Effective Themes Measurements: Financial Literacy Messages among College Students. 21st Annual Meeting of The Academy of Financial Services.

De'Armond, D. (2006). Financial Literacy Message Effectiveness: An assessment of financial literacy communication vehicles among college students. 20th Annual Meeting of The Academy of Financial Services.

Zhu, D., & De'Armond, D. (2005). The Factors of Consumer Debt: A look at demographic, economic, and credit management variables among participants of the 2001 Consumer Expenditure Survey. Association for Financial Counseling and Planning Education, 115-25.

Terry, N., De'Armond, D., & Butler, M. (in press, 2005). The Determinants of Worldwide Box Office Performance in the Motion Picture Industry. 2005 Academy of International Business-U.S. Southwest Chapter Conference, 16 (1), 195-204.

Terry, N., Butler, M., & De'Armond, D. (2003). Critical Acclaim and the Box Office Performance of New Film Releases. 2003 Allied Academies International Conference, 8 (2), 23-27.

Abstract Only

Terry, N., & De'Armond, D. (2008). The Determinants of Movie Rental Revenue Earnings. Academy of Marketing Studies, 10 (1), Allied Academies Organization, 96.

Presentation of Refereed Papers

International

De'Armond, D. & Webb, J. (2013). The impact of video collaboration and digital signage on course evaluation scores. Digital Signage Expo Conference, Las Vegas, Nevada.

De'Armond, D. & Terry, N. (2011, October). Digital Media Systems in Higher Education: The Case for Engaging and Retaining Students. 2011 EDUCAUSE Annual Conference, Philadelphia, Pennsylvania.

De'Armond, D. (2010, April). Contributing Success Factors Within the Financial Planning Profession: Inside Financial Planner Perceptions. Allied Academies, New Orleans, Louisiana.

De'Armond, D. (2009). Contributing factors within the financial planning profession: Objective and subjective factors. 2009 Academy of Financial Services, Anaheim, California.

De'Armond, D. (2007, October). Effective Themes Measurement: Financial Literacy Messages among College Students. 21st Annual Meeting of The Academy of Financial Services, Orlando, Florida.

De'Armond, D. (2006). Financial Literacy Message Effectiveness: An assessment of financial literacy communication vehicles among college students. 20th Annual Meeting of The Academy of Financial Services, Salt Lake City, Utah.

Terry, N., De'Armond, D., & Butler, M. (2005, March). The Determinants of Worldwide Box Office Performance in the Motion Picture Industry. 2005 Academy of International Business-U.S. Southwest Chapter Conference, Dallas, Texas.

Terry, N., Butler, M., & De'Armond, D. (2003, November). Critical Acclaim and the Box Office Performance of New Film Releases. 2003 Allied Academies International Conference, Las Vegas, Nevada.

National

Zhu, D. & De'Armond, D. (2005). The Factors of Consumer Debt: A look at demographic, economic, and credit management variables among participants of the 2001 Consumer Expenditure Survey. Association for Financial Counseling and Planning Education, Scottsdale, Arizona.

Presentation of Non-Refereed Papers

National

De'Armond, D. (2008, September). Success within the financial planning profession. Invited presentation at Financial Planning Association Corporate Relations Council, Amarillo, Texas.

Cases

Terry, N., De'Armond, D., & Butler, M. (2013). The Determinants of Domestic Box Office Performance in the Motion Picture Industry. In Press, Practical Econometrics by C. Hilmer & M. Hilmer.

Research Grants

Funded

2011: De'Armond, D. Adoptions of Innovation in Financial Planning, Principal Investigator. I proposed the use of iPad innovation to be utilized in the classroom setting allowing students to 'engage' the technology as applicable to predetermined curricular activities. This study attempts to collect information about differences in individual perception of innovation in the higher education environment. This project will assess the impact of technology, innovation, pervasive video, adoption and usage of students within the classroom and around the campus. Students enrolled in the SPRING 2011 semester FIN3350, Financial Planning, sections 61 and 62 will be integrating iPad applications in conjunction with course curriculum, and be measured (pre and post test measurements) along different construct dimensions: Technology Adoption, Application Integration, Risk Aversion, Mobile Self-Efficacy, Privacy Concerns, Quality, Usefulness, Ease of Use, Intent to Adopt and Social Networking Collaboration. Standard demographic factors will be examined as potential moderators or criterion as applicable to the constructs.

Other Research Activities

Teaching and Learning Scholarship

2013: , , . This article looks at the use of digital media systems in higher education with respect to engagement and retention of students.

Service:

Service to the University

Department Assignments

Faculty Advisor:

2009-2010: MKT4398, Student Internship Faculty Advisor

Department Assignments

Member:

2016-2017: Department of Communication, Tenure and Promotion Committee Member

2010-2011: AEF Search Committee

Department Assignments

Member:

2015-2016: Department of Mass Communication Tenure and Promotion Committee

Department Assignments

Mentoring Activities:

2009-2010: New Student Orientation Dinner and Panel Discussion Member June 25, 2009

Department Assignments

Student placements:

2013: COB Etiquette Dinner

College Assignments

Chair:

2016-2017: Accreditation Engagement, Innovation, and Impact Committee

2012-2013: COB Outreach Committee

2010-2011 – 2011-2012: Curriculum Committee

2009-2010: Curriculum Committee

2007-2008 – 2008-2009: Faculty Development and Recognition Committee

Faculty Advisor:

2016-2017: Beta Gamma Sigma

2012-2013: Beta Gamma Sigma

College Assignments

Faculty Advisor:

2009-2010: Student Research Sponsor

College Assignments

Member:

2019-2020: Strategic Planning & Assessment Committee

2018-2019 – 2019-2020: Scholarship Committee

2014-2015 – 2019-2020: Administrative Committee

2018-2019: Strategic Planning and Assessment Committee

2017-2018: Strategic Planning & Assessment Committee

2017-2018: College of Business Curriculum Committee

2016-2017 – 2017-2018: Retention, Tenure, and Promotion Committee
2015-2016 – 2016-2017: Strategic Planning and Assessment Committee
2014-2015 – 2016-2017: Curriculum Committee
2015-2016: Retention, Tenure, and Promotion Committee
2014-2015: Retention, Tenure and Promotion Committee
2013-2014 – 2014-2015: Strategic Planning & Assessment Committee
2013-2014: Marketing and Public Relations Committee
2012-2013 – 2013-2014: Curriculum Committee
2012-2013 – 2013-2014: Administrative Committee
2012-2013: COB Assessment Contribution
2012-2013: Strategic Planning & Assessment Committee
2012-2013: Marketing and Public Relations Committee
2010-2011 – 2011-2012: Marketing and Public Relations Committee
2010-2011 – 2011-2012: Graduate Business Admissions Committee
2010-2011 – 2011-2012: Administrative Committee
2010-2011: Strategic Planning & Assessment Committee (Includes Departmental Strategic Meetings)
2009-2010: Administrative Committee
2008-2009 – 2009-2010: Strategic Planning & Assessment Committee
2008-2009 – 2009-2010: Marketing and Public Relations Committee
2007-2008: Marketing and Public Relations Committee

College Assignments

Mentoring Activities:

2009-2010: Event Host: Amarillo High School Future Business Leaders
2008-2009 – 2009-2010: SIFE Advisory Board Member
2007-2008: SIFE Advisory Board

College Assignments

Other Institutional Service Activities:

2012-2013: Lunch, Learn, Appreciate, Concern.

College Assignments

Chair:

2008-2009: College of Business Institutional Review Board

Member:

2003-2004 – 2005-2006: Alpha Kappa Psi and Pickens College of Business Leadership Symposium Committee

University Assignments

Committee Member:

2015-2016: Blackboard Advisory Group

University Assignments

Committee Member:

2016: College of Fine Arts and Humanities, University Promotion and Tenure Committee

University Assignments

Committee Member:

2006-2007 – 2008-2009: Experiential Education Program Committee

University Assignments

Committee Member:

2014-2015: Quality Enhancement Plan

2013-2014: LEAD WT Advisory Committee

University Assignments

Committee Member:

2006-2007: Quality Enhancement Planning Committee

University Assignments

Committee Member:

2015-2016: Strengthsquest Steering Committee

University Assignments

Committee Member:

2008-2009 – 2009-2010: Student Research Committee

2008-2009: Student Email Task Force

University Assignments

Committee Member:

2015-2016: WTAMU Intern of the Year Selection Committee

2015-2016: System Employees Benefits Advisory Nominating Committee (SEBAC)

2013-2014: Vice President Student Affairs Search Committee

Member:

2019-2020: Enterprise Information Systems Group (CIO)
2017-2018 – 2019-2020: Learning Management System Advisory Group
2017-2018 – 2019-2020: Strategic Planning - Steering Committee
2017-2018 – 2019-2020: Graduate Advisory Council
2016-2017: Blackboard Advisory Group
2013-2014: FACULTY SENATE
2010-2011 – 2012-2013: CURRICULUM COMMITTEE
2007-2008 – 2011-2012: FRESHMAN CONVOCATON COMMITTEE
2007-2008 – 2008-2009: PARKING COMMITTEE

University Assignments**Mentoring Activities:**

2009-2010: New Faculty Panel Member

University Assignments**Other Institutional Service Activities:**

2015: 'The Balancing Act' Interview
2010-2011: Cisco Virtual Forum for Education Leaders: The connected learning society: Inspire, Engage, Empower

University Assignments**Other Institutional Service Activities:**

2015: Fidelity Campus Immersion Program

University Assignments**Other Institutional Service Activities:**

2016: Mediator appointed by the VP of Academic Affairs

University Assignments**Other Institutional Service Activities:**

2016: The Balancing Act Interview

University Assignments**Other Institutional Service Activities:**

2003-2004 – 2004-2005: West Texas A&M University Alumni Association Board of Directors

State-wide Assignments

Other Institutional Service Activities:

2012-2013: Texas A&M University College of Business Conference

2012-2013: University Representative for TAMU Board of Regents Reception

Service to the Profession**Academic Conference: Discussant**

2007: 21st Annual Meeting of The Academy of Financial Services, Orlando, Florida.

Academic Conference: Moderator / Facilitator

2005: 20th Annual Meeting of The Academy of Financial Services.

Academic Conference: Panelist

2014: Texas Tech University Personal Financial Planning Research Symposium, Lubbock, Texas. I was honored to serve as a panelist for the Texas Tech Personal Financial Planning Research Symposium, helping to answer questions for a Ph.D. Student, Practitioner, Faculty and Administrative audience.

Advisor

2012: SIFE Regional Competition, Dallas, Texas.

2011: SIFE National Competition, Minneapolis, Minnesota.

Assurance of Learning - Professional Service

2013: Amarillo College Collaborative Faculty Meeting, Amarillo, Texas. On March 22, 2013, I organized WTAMU COB faculty to meet with Amarillo College Faculty from business and CIS in an effort to unify our curriculum and ensure learning standards compatibility via directed articulation agreement. This was the first of many subsequent meetings and collaborations by our COB and AC faculty.

Board of Directors: Moderate Involvement

2018: West Texas A&M University Alumni Association Board of Directors, Canyon, Texas.

Chair: Committee / Task Force

2006: 2006 Financial Planning Association (FPA) Meeting.

Reviewer - Book / Textbook

2016: McGraw-Hill/Irwin Publishing. I reviewed the Hunt/Mello/Deitz personal selling and sales management text to be published by McGraw Hill.

2015: 'Marketing'. I was invited to review *Marketing by Shane Hunt and John Mello*. This project provides an opportunity to ensure I keep my diverse business background current as applied to FIN4350/FIN5350, Sales Management of Financial Services.

2015: Statistics for People Who Think They Hate Statistics, 6th ed., Salkind. SAGE Publications, Canyon, Texas. I was selected by SAGE publications to review Neil Salkind's Statistics for People who Think They Hate Statistics, 6th edition. To have the opportunity to contribute and review one of the best introductory statistics books in the marketplace was an honor.

2014: McGraw-Hill/Irwin Publishing. I was delighted to be selected by McGraw Hill Irwin to review

'Marketing' 1st edition by Hunt/Mello.

2013: Statistics for People who Think They Hate Statistics, 5th ed. SAGE Publishers, Canyon, Texas. I was selected by SAGE publications to review Neil Salkind's Statistics for People who Think They Hate Statistics, 5th edition. To have the opportunity to contribute and review one of the best introductory statistics books in the marketplace was an honor.

2011: McGraw-Hill/Irwin Publishing. I reviewed the book, Personal Finance: Building Your Future, by Walker and Walker.

2006: Reviewer for Principles of Management, 1st ed., by Charles W. Hill and Steven L. McShane.

2006: Reviewer panel member for Marketing: Real People, Real Choices, 4th ed., by Solomon et. al..

2005: Review Panel Member for Selling Today, 9th ed., by Gerald Manning and Barry Reece.

Invited Lecture

2018: Student Government Workshop, Canyon, Texas. I conducted a two hour workshop for WTAMU Student Government leaders on the application of Strengths Based Leadership in managing people.

2014: Region 16 ESC Workshop, Amarillo, Texas. As part of the WT Center for Economic Education, I was asked to present a lecture on credit and credit reports to regional area educators who are currently preparing lessons to address teaching the personal literacy TEKS in 6-8th mathematics courses.

2014: Founders Hall Residents CashCourse Presentation, Canyon, Texas. I was invited to speak to the residents of WTAMU Founders Hall on the topics of financial literacy, financial planning, and I presented a new website, www.wtamu.edu/cashcourse. I provided a presentation on the benefits of a business education and the need for financial literacy in our society.

2014: WTAMU Accounting and Finance Association (WTAMU AFA), Canyon, Texas. I was invited to speak to the WTAMU Accounting and Finance Association on 2/12/2014 on the topics of financial literacy, financial planning, and I presented a new website, www.wtamu.edu/cashcourse.

2013: Opportunity Days--Texas Tech University, Lubbock, Texas. March 1, 2013. I was invited to serve on an open panel discussion for financial planning academic scholars.

2013: SIFE 'Motivation in Motion', Amarillo, Texas. March 25, 2013. Provided lecture on planning, budgeting, credit, and the value of a college degree.

2012: SIFE 'Motivation in Motion', Amarillo. I was asked to lecture on budgeting and credit for a SIFE project, Motivation in Motion. This project provides information and life skills for single mothers in the Texas Panhandle who lack educational access.

2011: SIFE: Leading the Way Leadership Training Conference, Canyon, Texas. SIFE invited me to lecture to area high school students as part of the SIFE Leadership Program.

2010: Cisco Systems Interview November 2010, Canyon, Texas. In October of 2010, WTAMU was nominated by Cisco Systems for excellence in technology usage. I was asked by WTAMU OIT to represent WTAMU in a video that was filmed on campus in November. For more information and to watch the results of the video interview effort, please visit:

http://www.cisco.com/en/US/products/ps9901/Products_Sub_Category_Home.html

2010: Texas Society of Professional Engineers & IEEE, Amarillo, Texas. I was invited to speak to TSPE & IEEE on September 14, 2010 about the MBA program at WTAMU.

2010: Amarillo Young Professionals, Amarillo, Texas. I was invited by the Amarillo Young Professionals

group to provide a luncheon lecture regarding the MBA program at WTAMU.

2009: Guest Lecture: Financial Budgets and Spending Diaries, Canyon, Texas. This presentation entitled financial budgets and spending diaries, was presented to an IDS course on February 24, 2009. The presentation served to engage the first and second year student on the basis of financial budgeting and credit information.

2008: Guest Lecture: Financial Budgets, Credit, and YOU!, Canyon, Texas. This presentation entitled financial budgets, credit, and you, was presented to an IDS course on September 11, 2008. The presentation served to engage the first and second year student on the basis of financial budgeting and credit information.

Keynote Address

2016: President's Ambassadors Fall Kickoff Retreat, Ceta Canyon, Texas. I was invited to present the keynote to the 2016 President's Ambassadors Fall Kickoff Retreat. I spoke on leadership and personal branding. A great deal of time was spent synthesizing materials and building the one hour presentation.

Member: Committee/Task Force

2012: Cisco Systems Executive Briefing Center Educational Meeting, San Jose, California. In July, 2012, members from WTAMU were invited by Cisco Systems corporate offices to evaluate new technology and provide feedback on current technology leveraged in the classroom. The particular focus of this meeting was to gain access and information on lecture capture tools, WebEx Social (AKA QUAD), and other tools for student connectivity and collaboration.

Other Professional Service Activities

2017: Career Services Etiquette Dinner Faculty Host.

2014: WTAMU Enterprise Center Pitch Submission Judge, Amarillo, Texas. I was asked by David Terry of the Enterprise Center to serve as a business Pitch Submission Judge responsible for evaluating approximately 25 business ideas and scoring each successively. The criteria utilized is as follows:

- On a scale of 1 to 10, does the applicant clearly communicate the problem, need, or want that the customer is having?
- On a scale of 1 to 10, does the applicant clearly communicate how they will solve the customer's problem, need or want?
- On a scale of 1 to 10, is their target market well thought out and defined?
- On a sale of 1 to 10, did the applicant consider the cost of their product/service and explain how they will recover their cost and make a profit?
- On a scale of 1 to 10, does the applicant clearly state how they are different from alternative products/services or their competitors?
- Based on the idea presented, would you want to hear this applicant pitch at the Pitch Competition event?

2013: Amarillo College Paralegal Studies Mock Interviews. Bruce Moseley, the business department chairman of Amarillo College asked for assistance conducting Mock Interviews for students enrolled in AC's Paralegal Program on December 10. This particular activity extends the networking efforts made by our

college Amarillo College.

2012: WTAMU Homecoming 2012 Parade Float Judge, Canyon, Texas. On October 13th, 2012, I had the honor of working with the WTAMU Office of Communications and Donor Development to assist in judging the homecoming parade floats. This activity was a great deal of fun, and helped build relationships between our college of business, donors, and the community.

2008: 2008 SIFE Presentation Speaker Competition, Canyon, Texas. For this event, I served as a judge to the annual SIFE presentation speaker competition.

Presentation

2017: Education on Demand/Staff Council Brain Break Presentation: 'Saving for your future: Putting yourself on the payroll.'. I presented information to WTAMU Education on Demand/Staff Council's sponsored 'Brain Break' on the topic of 'retirement: 'saving for your future.'" This event involved several days of planning and the development of a customized presentation.

2016: Accounting and Finance Association. In the Fall of 2016, I was honored to have an opportunity to be the kickoff speaker for the College of Business Accounting and Finance Association. The presentation over CashCourse took much preparation and was delivered within a 1 hour time window on September 14th, 2016.

2016: Education on Demand/Staff Council Brain Break Presentation: 'Protecting against common types of fraud'. I presented information to WTAMU Education on Demand/Staff Council's sponsored 'Brain Break' on the topic of 'protecting against common types of fraud: recognizing and responding to ID theft, credit card fraud, and online fraud.'" This event involved several days of planning and the development of a customized presentation.

2016: Chancellor's Summit on Academic Technology.

I was asked by Education on Demand to represent WTAMU on a faculty panel at the 2016 Chancellor's Summit on Academic Technology. The panel, Faculty Insights to Online Instruction or Incorporating Technology, focused on best practices throughout the college of business and university highlighting successful strategies in the online classroom. This opportunity was funded fully by the university.

2016: WTAMU Sponsored Research Services Professional Skills Development. This professional service opportunity was requested by Steve McLean of Sponsored Research Services. I presented a presentation *on Budgeting for efficient debt repayment on March 23, 2016. This presentation lasted one hour and materials consisted of a custom power point presentation, a debt recovery worksheet and a 3 part spending plan worksheet. Building the materials took several hours over the course of a few days to create.*

2015: Spring Faculty Address: Quality Enhancement Plan (Campus to Community), Canyon, Texas. I presented the QEP, Campus to Community, to the faculty body during the 2015 Spring Faculty Address.

2014: WTAMU Career Services. On 12/4/2014, I presented 'The Missing Link: LinkedIn,' to our career services area. In this presentation I educated the WT Career Services staff on the WTAMU Main Campus and WTAMU College of Business LinkedIn education pages. Topics included a concept I created utilizing data aggregation to 'hotlist' and identify potential employers in certain areas around the country.

2014: New Faculty Orientation Sessions (Teaching/Research/Service topics). I was invited by the WTAMU Teaching Excellence Center to present at a new faculty orientation session focusing on research on April 17th, 2014.

2013: Highland Park ISD, Amarillo, Texas. On March 29, 2013, I was invited to make a presentation on behalf of WTAMU and the COB at Highland Park ISD. This outreach activity concentrated on providing university and program information for HPISD students in grades 6-12.

2012: MBA Program Presentation to Bell Helicopter, Amarillo, Texas. Presented an overview of the WTAMU MBA to 50 employees at Bell Helicopter.

2008: New Faculty Panel Member, Canyon, Texas. I was asked to serve on a panel providing information for new WTAMU faculty members. This was a fun informational interchange among some really excited new faculty members over lunch.

2008: Faculty Development 2008, Canyon, Texas. Building community in the classroom: Check your ego at the door.

2008: Graduate Teaching Assistants Panel Member, Canyon, Texas.

Reviewer: Book / Textbook

2005: Survey Panel Member for Management, 8th ed., by Ricky W. Griffin.

2004: Reviewer for Marketing Research Project Manual Final Edition by James M. Molinari.

2004: Reviewer for Marketing Research Project Manual by James M. Molinari.

2004: Reviewer for Marketing: An Introduction by Gary Armstrong and Phillip Kotler.

Service to the Community

Member of a Committee

2013: Lone Star Ballet Guild (since 2009),

The purpose of this volunteer organization is to work together to support and promote the interests of Lone Star Ballet in greater Amarillo and the surrounding communities through fundraising and special events. The Lone Star Ballet Guild is a fundraising group of dedicated volunteers who support Lone Star Ballet with style and enthusiasm. Lending their diverse talents and business acumen, the Guild volunteers seek support from deep within the greater Amarillo Area. The mission of LSBG is to provide a vital link between Lone Star Ballet, its artistic and executive leadership, its board of directors, and the Amarillo community. It exists to support the mission of LSB and provide the necessary assistance to organize all performances. Through its activities and fundraising, the Guild is by nature philanthropic, creative, entrepreneurial, and industrious. LSBG is the major support group of LSB. Guild membership is open to all who wish to participate in the support of Lone Star Ballet.

Other Community Service Activities

2016: WTAMU COB CashCourse Resource,

I am pleased to facilitate a relationship with WTAMU and the National Endowment for Financial Education (NEFE) bringing CashCourse to our university and community. For the year, 2016, CashCourse at WTAMU placed in the **Top 20 of 1000 schools** (based on use; listing provided via NEFE). CashCourse is utilized, not only by students, faculty, staff, etc., it is used by our community as well.

A customizable online tool for nonprofit universities and colleges, CashCourse® offers a wealth of financial education resources for schools and their students. Through worksheets, calculators, quizzes and articles, CashCourse provides students the resources to build the financial skills they need to get through the college and prepare for their future financial lives.

The website contains:

- Information that is easy to understand and continually updated
- Helpful content such as articles, videos, and a financial dictionary
- An e-learning center with quizzes, worksheets, calculators, and a **Budget Wizard**

Topics addressed on CashCourse include:

- Budgeting and using credit and debit cards
- Understanding financial aid and repaying student loans
- Renting an apartment and studying abroad
- Understanding employee benefits and filing taxes

Additional features include:

- A coursework feature that helps track what students learn
- Workshop kits on key financial topics
- Marketing materials for sharing the program on campus

2010: Customer Advisory Board: The Ground

Speech / Presentation at a Community Meeting

2008: Navy Family Readiness Weekend, Prepared and delivered a presentation for pre-deployment military personnel regarding the marketing caveats of finding personal financial planning.

Memberships

Academy of Financial Services, 2015-16

Association for Financial Counseling, Planning, and Education (AFCPE), 2015-16

Financial Planning Association, 2015-16

Society of Financial Service Professionals, 2015-16

ACUTA-The association for information communication technology professionals in higher education., 2011-12

Faculty Development

Assurance of Learning - Professional Development

2015: AACSB Accreditation, Dallas, Texas. Dallas, Texas, May 6-8, 2015, AACSB Accreditation Retreat with focus on accreditation reaffirmation and strategic planning.

2014: Texas A&M University System College of Business Assessment Seminar, Dallas, Texas. In February, 2014, I represented the WTAMU College of Business at a TAMUS seminar focusing on DQP and assessment best practices. This event was attended by the system business schools and very beneficial from a benchmarking perspective.

2009: AACSB Applied Assessment Seminar, Tampa, Florida. June 18-19, 2009

Research-Related Conference/Seminar

2016: Texas Tech Personal Financial Planning Research and Teaching Development Symposium, Lubbock, Texas. The Symposium provided opportunities to present research and ideas, as well as find creative ways to bring research into the classroom. I attended panels on ways to support emerging research and development projects, which I found particularly helpful and encouraging. This symposium was a great opportunity to connect with financial planning colleagues and the CFP Board, to discuss research collaborations, course content and development, and program development. I also served on an alumni panel and worked with doctoral students regarding their research ideas in a classroom environment.

2014: Texas Tech University Personal Financial Planning Research Symposium, Lubbock, Texas. The TTUPFP Research Symposium held February 5th - 7th, 2014, provided an opportunity to learn from and with financial planning scholars from all over the country. I attended many learning tracts and served with a presentation for a symposium Ph.D. Alumni Panel.

2011: American Economics Association Annual Conference, Denver, Colorado. January

Instructional-Related Conference

2017: Blackboard World 2017, New Orleans, Louisiana. Blackboardworld (Bbworld) is a premier education technology training, networking, and professional development event for Blackboard users from around the globe. I attended multiple learning opportunities and key note presentations in an effort to enhance my experience and human capital with Blackboard. The goal of this conference was to take away key elements that will enhance my pedagogy, delivery and course offerings at WTAMU.

2016: Blackboard World, Las Vegas, Nevada. In addition to Blackboard World sessions, serving as a Blackboard Advisory Group member, I attended a preconference exemplary course event on July 11-12 specifically for developers, system administrators, and the technology focused. Participants shared how they've enhanced Blackboard solutions to enable unique experiences for students, faculty, administrators.

2015: Enhancing Diversity in Financial Planning: Certified Financial Planning Program Development, College Station, Texas. The focus of this conference opportunity centers on efforts to unify TAMU system personal financial planning initiatives and diversity within the financial planning profession. Through various breakout sessions, participants discussed topics and learned best practices for the classroom. Curriculum was examined in depth to find system wide collaboration opportunities via the Texas A&M University Course Exchange Program. Ideas were also exchanged regarding research collaboration and publication opportunities. A particular highlight of the conference was a keynote presentation by Dr. Charles Chaffin, CFP Board of Governors regarding the future of CFP education, challenges, issues, threats and opportunities.

2015: Blackboard World, Washington, District of Columbia. Blackboardworld (Bbworld) is a premier education technology training, networking, and professional development event for Blackboard users from around the globe. I attended multiple learning opportunities and key note presentations in an effort to enhance my experience and human capital with Blackboard. The goal of this conference was to take away key elements that will enhance my pedagogy, delivery and course offerings at WTAMU.

2015: EduComm Expo, Atlanta, Georgia. EduComm Expo provides the attendee an opportunity to see the technologies of tomorrow's classrooms and learn how to implement those technologies in the classroom environment through workshop presentations.

Other Professional Development

2018: WTAMU Technology Briefing at Apple Corporation, Cupertino, California. WTAMU leaders met with

Apple Corporation in Cupertino for a one day technology briefing gaining knowledge on iPad usage within selected courses.

2017: Applying the Quality Matters Rubric Workshop, Canyon, Texas. In this one day, eight hour workshop on January 10th, 2017 workshop sponsored by WTAMU Education on Demand in conjunction with WTAMU ITSC, I learned the underlying principles behind the Quality Matters Rubric, and the critical elements of the Quality Matters assurance process. Information was shared and learned regarding how to draft helpful recommendations as one applies the rubric to an actual course.

2017: AACSB International Conference and Annual Meeting, Houston, Texas. April 2017

2016: Harvard Management Development Program, Boston, Massachusetts. The Management Development Program (MDP) prepares you to become a better leader of your unit, department, or college, as well as a more valuable contributor to broader institutional goals. MDP teaches you to think beyond your own administrative area and lead in ways that support larger institutional objectives. You will gain a deeper understanding of how different units function and will be able to incorporate broader strategic considerations into your management decisions. The program is designed to help increase the managerial skills of academic administrators and is targeted at administrators with a wide range of experience levels, as well as deans, directors, and department heads. In December, 2015 after a substantial application and selection process, I was notified of early admission to begin June 4th-June 18th, 2016.

2013: AACSB International Conference and Annual Meeting, Chicago, Illinois. April 2013

2010: Cisco Digital Media Specialist Certification, Dallas, Texas. With the roll out of the 21st century data center at WTAMU, the office of information technology funded my professional development at a Certified Cisco Training Program where I attended a 3 day course, tested, and earned Cisco Digital Media Specialist Certification. This development opportunity has helped me to better understand and assist individuals around the university who are currently working with or utilizing the Cisco Digital Media Systems.

2010: Cisco LIVE Net Worker's Conference, Las Vegas, Nevada. At the Cisco Net Worker's Conference, I was able to work with vendors in the networking space in an effort to identify future opportunities, products, and methods of integrating 21st Century Learning tools into our classrooms. I was asked by the office of Information Technology to serve as a faculty representative at this conference.

Professional Seminars / Workshops

2012: Cisco Systems Executive Briefing Center Educational Meeting, San Jose, California. I was asked to represent faculty interests and development at Cisco in June, 2012. This briefing entailed learning about today's technology and how to deploy it most efficiently in and out of the classroom.

2009: 2009 Angel User's Conference June 12-16, Chicago, Illinois. This conference focused on leveraging Angel user platforms within the WTClass environment.

2005: CFP Board Meeting, Denver, Colorado. 2005 Firm meeting and program director's conference. Explore the future of financial planning: synergies and opportunities.

Technology-Related Training

2015: WT Blackboard Quickstart Workshop, Canyon, Texas. **Description:** How will you post your syllabus? How will you communicate with your students? How do you setup a basic gradebook? How do you add files for your students to download and view? How do you put deadlines and events on the calendar? Learn the very basics for what every instructor needs to know for WTClass (Blackboard).

2015: WT Blackboard Reorganizing your Migrated Course, Canyon, Texas. **Description:** What happened to my course? Where is my stuff? **RECOMMENDED FOR ONLINE FACULTY:** We will help you "clean-up" after the move from ANGEL and show you how to verify that all content successfully made the move.

2015: Blackboard Assignments Dropboxes, Canyon, Texas. This training focused on utilization of assignments and dropboxes within the Blackboard Learn 9.1 environment.

2015: Blackboard Advanced Grade Center, Canyon, Texas. This professional development activity focused on the utilization of the advanced features and functions of Blackboard Learn 9.1 Grade Center.

2013: 2013 Educause Conference, Anaheim, California. I was asked by WTAMU Administration to represent the university at Educause 2013. Of particular interest, I attended training seminars and gathered information on best practices and emerging technologies in the classroom.

2012: What's New in Angel 8.0? What's New in Angel 8.0?, Canyon, Texas. I attended a training meeting regarding the roll out of Angel 8.0.

Honors-Awards-Grants

Award

2017: National Financial Educators Day Award, National Financial Educators Council. I was nominated and won a Financial Educators Day Award, recognized by the National Financial Educators Council on April 28th, 2017. Financial Educators Day takes place on the last Friday of each April, annually, and represents recognition and celebration for financial literacy advocacy. .

2011: , Texas A&M University System. Texas A&M University System Teaching Excellence Award.

2010: , College of Business Faculty Assessment Recognition Award. College service award for advancing assurance of learning process..

2010: , Academy of Accounting and Financial Studies. I received the Allied Academies 'Distinguished Research Award' at the Allied Academies Spring 2010 International Conference for my work 'Contributing Success Factors Within the Financial Planning Profession: Inside Financial Planner Perceptions.' This article will be featured in an upcoming edition of Academy of Accounting and Financial Studies..

2009: , West Texas A&M University, College of Business Service Excellence Award. Annual award for the best professional service in the College selected by peers and approved by dean..

2009: , Academy of Financial Services Best Paper. On October 9th, 2009, I was awarded the Academy of Financial Services Best Paper award for 'Contributing Success Factors within the Financial Planning Profession: Objective and Subjective Factors.' For more information, please see this link:
<http://www.academyfinancial.org/asf.html>.

2007: , West Texas A&M University, College of Business Teaching Excellence Award. Annual award for the best teacher in the College selected by peers and approved by dean..

2007: , West Texas A&M University College of Business. Recipient of the 2007 WTAMU COB Teaching Excellence Award. .

2003: , Allied Academies. 2003 Distinguished Research Award for "Critical Acclaim and the Box Office Performance of New Film Releases," with Michael Butler and De'Arno De'Armond. Recognized by Allied Academies Organization in conjunction with the Academy for Marketing Studies. .

Honor

2017: Apple Polishing Honor, WTAMU Mortar Board. Every year the members of Mortar Board select professors whose teaching, mentoring, and positive influence has made significant impacts on student's lives. Professors selected for this award show true compassion, dedication, and motivate our members to achieve excellence. .

2016: Apple Polishing Recognition, WTAMU Mortar Board. Every year the members of Mortar Board select professors whose teaching, mentoring, and positive influence has made significant impacts on student's lives. Professors selected for this award show true compassion, dedication, and motivate our members to achieve

excellence. .

2014: WTAMU Faculty Member of the Week, Senior Day, WTAMU Men's Football. The West Texas A&M football team has named Dr. De'Arno De'Armond as the Faculty Member of the Week for Senior Day Saturday against Texas A&M-Kingsville at 3 p. m. at Kimbrough Memorial Stadium.

www.gobuffsgo.com/news/2014/10/24/FB_1024143740.aspx .

2014: Mortar Board Outstanding Apple Polishers--College of Business, WTAMU Mortar Board. Every year the members of Mortar Board select professors whose teaching, mentoring, and positive influence has made significant impacts on student's lives. Professors selected for this award show true compassion, dedication, and motivate our members to achieve excellence. The 'Outstanding Apple Polishers' honor is given to only five professors on campus each year.

2013: Edwards Professor of Financial Planning, WTAMU College of Business. The Edwards Professorship was established in 2013 by friends of Gene Edwards to provide an endowment for funding the Edwards Professorship of Financial Planning. The professorship is in honor of Gene Edwards, a distinguished Texas banker who enhanced both business and community development through his leadership at the First National Bank of Amarillo.

2009: , Hickman Professor of Marketing. The Hickman Professorship was established in 2008 by Happy State Bank to provide an endowment for funding the Hickman Professorship of Marketing and Business. The professorship is in honor of Mr. J. Pat Hickman, a Texas Panhandle banker that provides leadership to Happy State Bank with a spirited entrepreneurial vision.

2007: , The Scribes Chapter of the Mortar Board National Honor Society. Outstanding Professor, November 2007.

2004 – 2005: , Student Athlete Advisory Board. Student Athlete Advisory Board Award. Presented for service excellence to student athletes as a part of National Student Athlete Day.

Scholarship

2016: Faculty Development Leave--Summer Leave Travel Grant, WTAMU. On May 2nd, 2016, I received \$1250 for travel to the Harvard Management Development Program. The funds were recommended by the WTAMU Faculty Development Leave Committee. .

Teaching Activities

2014 -

Courses Taught

Courses taught, but not in the Schedule:

FIN 1307: Personal Finance

FIN 3335: Risk Management

FIN 3350: Financial Planning

FIN 4350/5350: Sales Management for Financial Services

FIN 6350: Financial Planning Finance 4350

Other Teaching Activities

Course (New) - Creation/Delivery: Online

2014 - Course (New) - Creation/Delivery: Online.
