

# KATHRYN ANNE CAÑAS

**Business/Management Communication | Diversity, Equity, & Inclusion | Rhetoric | Women & Leadership**

Department of Management | University of Utah | David Eccles School of Business | [kate.canas@eccles.utah.edu](mailto:kate.canas@eccles.utah.edu)

## CURRENT POSITION

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Kathryn A. Cañas, PhD  
Professor, Lecturer  
Director, Business Communication Program  
Executive Education Faculty  
Department of Management  
David Eccles School of Business  
University of Utah

## SUMMARY

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Dr. Kathryn A. Cañas is the Director of the Business Communication Program and Professor/Lecturer in the Department of Management at the David Eccles School of Business and the University of Utah. Her areas of expertise are Business/Management Communication and Diversity, Equity, & Inclusion. Dr. Cañas led the development of the Business Communication Program—including undergraduate, graduate, honors, executive, and online courses—at the David Eccles School of Business. Dr. Cañas’ teaching currently includes courses on diversity management in organizations, business/management communication, women & leadership, and pedagogy; she has taught these subjects to executives, PhDs, Executive MBAs, full-time MBAs, Professional MBAs, Online MBAs, Business Scholars/Honors students, and undergraduates. Dr. Cañas is co-author of the textbook, *Opportunities and Challenges of Workplace Diversity: Theory, Cases, and Exercises 3<sup>rd</sup> Edition* and is currently working on the 4<sup>th</sup> edition of this textbook. Her research investigates diversity management best practices, the organizational impact of the implementation of the integrated model of diversity management, the role of dominant work metaphors in constituting and influencing women’s experiences in organizations, and how leaders express the rhetoric of apology. She has presented a number of papers at both national and regional conferences, and her professional association memberships include Management Communication Association and the Association for Business Communication. Dr. Cañas earned her B.A. in English and Communication from Boston College, her M.A. in Speech Communication from Indiana University (Bloomington), and her Ph.D. in Communication from the University of Utah.

## EDUCATION

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***Doctor of Philosophy. 2002. University of Utah. Salt Lake City, Utah.***

**Major:** Speech Communication

**Emphases:** Rhetorical theory and criticism; public address; gender & communication; pedagogical studies; diversity management; and business/management communication including interpersonal communication, business writing, advanced public speaking and persuasion (Certified Mediator)

***Master of Arts. 1993. Indiana University. Bloomington, Indiana.***

**Major:** Speech Communication

**Emphases:** Rhetorical theory, rhetorical criticism, American public address

***Bachelor of Arts. 1991. Boston College. Chestnut Hill, Massachusetts.***

Junior year abroad: Universidad de Sevilla, Spain 1990

**Majors:** Communication and English

## ACADEMIC APPOINTMENTS

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### CURRENT TITLES/POSITIONS AT THE UNIVERSITY OF UTAH

**Professor, Lecturer/Department of Management**, David Eccles School of Business (2014-present)

*Courses/Graduate:* ACCTG 6910, Accounting Communication; MGT 6054, Management Communication; MGT 6052 Business Communication (PMBA); MGT 6850, Managing Diversity in Organizations; MGT 6053, Advanced Writing for Business; MGT 6054, Advanced Public Speaking for Business; MGT 6620, Managerial Writing; MGT 6600, Leadership, Team Effectiveness, and Communication Skills; MGT 6052, Business Communication; FINAN 6850, Finance Career Development; MGT 7300, Effective Teaching (doctoral seminar); MGT 7310, Writing for Publication (doctoral seminar); Management Communication (Online MBA); Diversity, Equity, & Inclusion as Business Strategy (Online MBA); Business Communication (full-time MBA)

*Courses/Undergraduate:* MGT 3680, Human Behavior in Organizations; MGT 3810, Business & Professional Communication; MGT 3815 Business and Professional Communication for Honors/Business Scholars; MGT 5810/3750, Managing Diversity in Organizations

**Executive Education Faculty**, David Eccles School of Business (2006 to present)

*Courses:* (1) Diversity and Inclusion: A Business Approach (2) Women & Leadership Program: Mastering Public Speaking Excellence; (3) Women & Leadership Program: Writing as Leadership Practice; (4) Leadership Development for Physician Executives: Mastering High-Performance Communication Skills; (5) The Articulate Executive: Mastering High-Impact Communication Skills (2006-present); (6) Elevate U Women's Workshop: "Moving Beyond the Podium: The Power of Storytelling for Leaders" co-developed and co-taught with Dr. Georgi Rausch; (7) MBA Essentials for Executive Education

**Director, Business Communication Program**, David Eccles School of Business (2010-present)

**MBA Online Faculty:** MGT 6052, Management Communication, 2015-present; MGT 6850, Diversity and Inclusion: A Business Strategy, Spring 2020-present

**Full-time MBA Faculty:** MGT 6054, Management Communication, 2010-present

### PAST TITLES/POSITIONS

**Director, Undergraduate Management Major**, David Eccles School of Business (2018-2019)  
University of Utah

**Associate Professor, Lecturer**, David Eccles School of Business (1999-2014)  
University of Utah

**Executive MBA Faculty**, David Eccles School of Business, University of Utah (2012)  
*Course:* Effective Communication

**Lecturer/Women's Studies Program**, University of Utah (1998 to 2000)  
*Course:* WS 1100, Gender and Social Change

**Adjunct Professor**, Department of Speech and Theatre (1997-1999)  
Westminster College  
*Course: Principles of Oral Communication*

**Teaching Fellow**, Department of Speech Communication, University of Utah (1993-1997)  
*Courses: COMM 120, Principles of Public Speaking; COMM 211, Interpersonal Communication; COMM 101, Elements of Communication (business emphasis); COMM 318, Communication and Social Behavior; COMM 323, Communication and Negotiation; COMM 326, Communication Criticism; Courses assisted: African American Studies and Performance Studies*

**Teaching Assistant**, David Eccles School of Business, University of Utah (1997)  
*Course: Leadership, Team Effectiveness, and Communication Skills, MBA 660.*

**Adjunct Professor**, Department of Communication, Weber State University (1994)  
*Courses: Public Speaking and Interpersonal Communication*

**Associate Instructor**, Department of Speech Communication, Indiana University (1991-1993)  
*Course: Public Speaking*

## ACADEMIC PUBLICATIONS

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### Articles Published

Georgi A. Rausch and Kathryn A. Cañas, "Lessons From Failure," *Business and Professional Communication Quarterly*, accepted for publication on December 2023.

Kathryn A. Cañas and Georgi A. Rausch, "Courageous Leadership and Diversity, Equity, and Inclusion," *Business and Professional Communication Quarterly*. Vol. 86(1), February 2023.

Georgi A. Rausch and Kathryn A. Cañas, "Opening Up to Ethics: Selections from the ABC 2021 Annual Conference, Placing Another Log on ABC's *My Favorite Assignment's* Cool Fire," *Business and Professional Communication Quarterly*, 85 (2) March 2022.

Kathryn A. Cañas and Georgi A. Rausch, "From Z to X and Beyond: How Understanding the Five Generations in the Workplace Impacts Communication Strategy," *Business and Professional Communication Quarterly*, February 2021.

Georgi A. Rausch and Kathryn A. Cañas, "Creating an Ethics Acronym to Respond to Inflection Points," *Business and Professional Communication Quarterly*, February 2020.

Kathryn A. Cañas and Georgi Rausch, "The Diversity Communication Consulting Team," *Business and Professional Communication Quarterly*, September 2019.

Georgi Rausch and Kathryn A. Cañas, "Heightening Self-Awareness via Enlightened Introspection." *Business and Professional Communication Quarterly*, June 2018.

Georgi Rausch and Kathryn A. Cañas, "Coaching the Candidate: Using Peer Mentoring Groups to Teach Interviewing Skills." *Business and Professional Communication Quarterly*, June 2016.

Georgi Rausch and Kathryn A. Cañas, "Pitch, Congratulate, Tweet: Communicating to Multiple Audiences, From Business Pitch to Boardroom to Social Media," *Business Communication Quarterly*, June 2014.

Kathryn A. Cañas, "The Systemic Approach to Managing Diversity in Organizations." *The International Journal of Organizational Diversity*, Vol. 12, Issue 2, pgs: 29-43. 2013.

Kathryn A. Cañas and Harris Sondak, "Challenging and Improving the Teaching of Diversity Management." *The International Journal of Diversity in Organizations, Communities, and Nations*, Vol. 10, Issue 2, pgs. 139-158.\*

\*The authors were nominated as finalists for the International Award for Excellence in the area of Diversity in Organizations, Communities, and Nations for the publication of this article.

Kathryn A. Cañas and Mark Lawrence McPhail, "Demonizing Democracy: The Strange Career of Lani Guinier." *New Approaches to Rhetoric for the Twenty-first Century*. Eds. Steven R. Goldzwig and Patricia A. Sullivan. Sage Publishing: 2003.

### **Articles in Progress**

Kathryn A. Cañas, "The Rhetoric of Shirley Chisholm: Employing Rhetorical Interbraiding through an Outsider-Within Stance," *The International Journal of Diverse Identities*, Status: Final Version Completed.

Kathryn A. Cañas, "Barbara Jordan as Public Servant: Crafting a Rhetoric of Democracy," *The Journal of Black Studies*, Status: Preparing for Submission.

### **Textbook Published**

Kathryn A. Cañas and Harris Sondak, *Opportunities and Challenges of Workplace Diversity: Theory, Cases, and Exercises 3<sup>rd</sup> Edition*. Pearson/Prentice Hall: 2014.

### **Textbook in Progress**

Kathryn A. Cañas and Harris Sondak, *Opportunities and Challenges of Workplace Diversity: Theory, Cases, and Exercises 4<sup>th</sup> Edition*. Sage Publishing, 2023.

### **Workbook in Progress**

Kathryn A. Cañas, *Instructors Handbook to Opportunities and Challenges of Workplace Diversity: Theory, Cases and Exercises 4<sup>th</sup> Edition*. Sage Publishing 2023.

## ACADEMIC CONFERENCE PAPERS/PRESENTATIONS

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“Enhancing Pedagogical Authenticity: Representational Proxy as Movement Beyond Allyship to Activism in the DEI Classroom” Western Association for Business Communication Conference, Tucson, AZ, accepted for presentation.

“Lessons From Failure,” Association for Business Communication Conference, Denver, CO (co-author Dr. Georgi A. Rausch) 2023.

“Strengthening Leadership Programs for Women: Challenges and Strategies,” Western Association for Business Communication Conference, Laie HI (co-authors Dr. Georgi Rausch and Dr. Jennifer Cummings), 2023.

“Courageous Leadership and Diversity, Equity, and Inclusion,” Association for Business Communication Conference, Tampa, FL (co-author: Dr. Georgi Rausch), 2022.

“Opening Up to Ethics,” Association for Business Communication Online Conference (Due to COVID 19) (co-author: Dr. Georgi Rausch), 2021.

“From Z to X and Beyond: How Understanding the Five Generations in Today’s Workplace Impacts Communication Strategy,” Association for Business Communication Online Conference (Due to COVID 19) (co-author: Dr. Georgi Rausch), 2020.

“Voices of Leadership: CEO Discourse as Embodied and Enacted,” Association for Business Communication Conference, (co-authors Dr. Aaron Phillips and Dr. Jennifer Cummings), 2020.

“Lessons Learned from the Women’s Leadership Initiative: Executive Education David Eccles School of Business,” Management Communication Association, (co-presenter Dr. Georgi Rausch), 2019.

“Ethics Acronym Activity,” Association for Business Communication Conference, (co-author Dr. Georgi A. Rausch), 2019.

“Brave, Bold, and Crazy: Analyzing Nike’s Diversity Branding Campaign,” Association for Business Communication Conference, 2019.

“Saying ‘I’m Sorry’: An Analysis of Corporate Leadership and the Rhetoric of Apologia,” Presentation delivered at the Association for Business Communication International Conference (co-presenter Dr. Aaron Phillips), 2018.

“Understanding the Multi-generational Workforce,” Presentation delivered at the Association for Business Communication International Conference (co-presenter Dr. Aaron Phillips), 2018.

"The Diversity Communication Consulting Team," Presentation delivered at the Association for Business Communication International Conference (co-presenter Dr. Georgi Rausch), 2018.

"An Examination of Leaders Apologizing: The Art of Saying I'm Sorry." Presentation delivered at the Management Communication Association Conference, 2018.

"A Moment of Triumph or Defeat for Organizational Leaders: Creating and Delivering the Speech of Apology/Remorse." Presentation delivered at the Association for Business Communication International Conference (co-presenter Dr. Georgi Rausch), 2017.

"Diversity and Sports: An Examination of the NFL, NASCAR, NHL, PGA, and NBA." Paper delivered at the Association for Business Communication International Conference, 2017.

"Mindfulness Wins and Failures." Paper delivered at the Association for Business Communication International Conference (co-presenter, Dr. Georgi Rausch), 2017.

"Blurring Margin and Center: Developing and Revising the Online and Hybrid Classroom." Presentation at the Western Association for Business Communication (co-presenters Dr. Aaron Phillips and Dr. Jennifer Cummings), 2017.

"Mindfulness Practices for Leaders When Speaking for Special Occasions." Presentation delivered at the Western Association for Business Communication," (co-presenter Dr. Georgi Rausch), 2017.

"Visionary Speaking: A Critical Leadership Skill." Paper presented at the Western Association for Business Communication (co-presenter Dr. Georgi Rausch), 2016.

"Ceremonial Speaking: A Critical Leadership Tool." Paper presented at the Association for Business Communication (co-presenter Dr. Georgi Rausch), 2016.

"How Do You Teach Diversity?" Paper presented at the Association for Business Communication, 2016.

"Interview Speed Dating: Fast-Paced Preparation to Meet Your Ideal Career-Mate." Paper presented at the Association for Business Communication (co-presenter Dr. Georgi Rausch), 2016.

"Triumphs and Challenges of Teaching Accounting Communication: An Examination and Presentation of Pedagogical Best Practices." Paper presented at the Association for Business Communication (co-presenters Dr. Georgi Rausch and Dr. Jennifer Cummings), 2015.

"Conceptualizing Ceremonial Speaking as a Critical Leadership Skill." Paper presented at the Management Communication Association Conference (co-presenter Dr. Georgi Rausch), 2015.

"The Diversity Consulting Team." Paper presented at the Association for Business Communication, 2015.

"Igniting Your Curriculum: Diversity and Community Engagement as Vehicles to Create a Relevant and Socially Impactful Business Communication Course." Paper presented at the Association for Business Communication Conference (co-presenter Dr. Georgi Rausch), 2014.

"Coaching the Candidate: Using Peer Mentoring Groups to Teach Interviewing Skills." Paper presented at the Association for Business Communication Conference (co-presenter, Dr. Georgi Rausch), 2014.

"Diversity in the 21<sup>st</sup> Century." Round table discussion and paper presented at the Association for Business Communication Conference," 2014.

"Pitch, Congratulate, Tweet: Communicating to Multiple Audiences, From Business Pitch to Boardroom to Social Media." Paper presented at the Association for Business Communication, 2013 (co-presenter, Dr. Georgi Rausch).

"Playing with *Pathos*: 'What's Your Passion' Speech Brings Cheers and Tears." Paper presented at the Management Communication Association Conference, 2013.

"Infusing Diversity into Your Business Communication Course." Paper presented at the Association for Business Communication, 2012.

"The Systemic Approach to Managing Diversity in Organizations." Paper accepted for presentation at the International Diversity in Organizations, Communities, and Nations Conference, 2012.

"Managing Ethical Identities in Business Writing: A Systemic, Practical Approach." Paper presented at the Association of Business Communication Conference, 2011.

"Challenges and Successes of Integrating Ethics into an MBA Advanced Business Writing Course." Paper presented at the Management Communication Association Conference, 2011.

"Challenging and Improving the Teaching of Diversity Management." Paper accepted for presentation at the Diversity In Organizations, Communities, and Nations Conference, 2010.

"Constructing Your Ethical Self through Storytelling." Paper presented at the Management Communication Association Conference, 2010.

"Developing Ethical and Emotional Appeal through Storytelling." Paper presented at the Association for Business Communication Conference, 2010.

*"Pathos as Power: Storytelling as Transformative Rhetorical Strategy in Business Communication."* Paper presented at the Management Communication Association Conference, 2009.

*"Women and Work: From Glass Ceiling to Labyrinth."* Paper presented at the Special Topics Conference on Business Discourse in affiliation with Association for Business Communication, 2009.

*"Storytelling as Powerful Rhetorical Strategy in Business Communication."* Paper presented at the Management Communication Association Conference, 2008.

*"Negotiating the Labyrinth: How Women Gain Knowledge, Take Control, and Achieve Success in the Workplace."* Paper presented at the Association for Business Communication Conference, 2008.

*"The Perfect Storm: Organizations Creating Accessibility in the Workplace."* Paper presented at the Association for Business Communication Conference, 2007.

*"Confessions of an Educator: Uncovering the Complexities of Teaching Diversity Management."* Paper presented at the Management Communication Association Conference, 2005.

*"The Value and Method of Teaching Diversity as Competitive Advantage in Business School."* Paper accepted for presentation at the Hawaii International Conference on Business, 2003.

*"Uses and Abuses of Race in Public Discourse in the Matter of the Nomination of Lani Guinier"* (co-author with Mark Lawrence McPhail). Paper presented at the National Communication Association, 2000.

*"Speaking Truth to Power: Re-Negotiating the Public Sphere Through a Rhetoric of Interbraiding."* Paper presented at the Feminist Studies Division of the National Communication Association, 1998.

*"Demonizing Democracy: Racial Resistance to Lani Guinier's Rhetoric of Interbraiding."* Paper presented at the National Communication Association, 1998.

*"Learning From Students in the Classroom: A Transformational Feminist Pedagogy."* Paper presented at the National Communication Association, 1998.

*"Contradiction in Academia: The Irony of Praxis."* Paper presented at the Western States Communication Association, 1998.

*"Complicating 'Positionality': Knowing Self and Other."* Paper presented at the Speech Communication Association Gender Conference, 1997.

*"An Epistemological Reframing of the Black Woman Intellectual: Constructing an Aesthetic*



of Representation through Dialogue." Paper presented for the Organization for Research on Women and Communication division at the Western States Communication Association, 1997.

"The Rhetoric of Third Cinema: Woman as Site for the Construction of Self and Nationhood as Depicted in *The Home and the World*." Paper presented at the Speech Communication Association, 1996. **Top Student Paper Award**

"The Role of Graduate Teaching Instruction in Graduate Education: A Site of Contradiction." Presentation at the Speech Communication Association summer convention, 1996.

"An Analysis of an African American Woman's Testimonio in the Classroom: Developing a Community of Coherence." Paper presented at the Western States Communication Association, 1996.

"Reconceptualizing Majority Rule: The Non-Confrontational Rhetoric of Lani Guinier." Paper presented at the Speech Communication Association, 1995.

"Mary Church Terrell and the Rhetoric of Identity Formation: Managing the Paradox of African American Womanhood." Paper presented at the Speech Communication Association, 1995.

"Subaltern Positionality and Representation: Shirley Chisholm Constituting a Rhetoric of Agency." Paper presented at the Annual Meeting of the Western States Communication Association, 1995.

"Lani Guinier and a Remedy for Race Consciousness: Reconstructing Democracy Through a Rhetoric of Conversation." Paper presented at the Speech Communication Association, 1994.

"Negotiating the Problem of Rhetorical Status for African American Women: Barbara Jordan and Shirley Chisholm Constituting A Rhetorical Contradiction of Value." Paper presented at the Speech Communication Association, 1994.

"Transcending the Problem of Rhetorical Status for African American Women: Barbara Jordan as Constituting a Rhetoric of Collaboration." Paper presented at the Western States Communication Association, 1994. **Top Four Competitive Paper in Rhetoric and Public Address**

"Rhetorical Paradox in Mary Church Terrell's 'What It Means to be Colored in the Capital of the United States'." Paper presented at the Speech Communication Association, 1993.

"Mary O'Brien and Kenneth Burke: A More Humane Perspective of Rhetorical Theory." Paper presented at the Speech Communication Association, 1993.

"Empowerment, Hegemony, and the African American Woman." Paper presented at the Speech Communication Gender Conference, 1992.

"Mary Church Terrell's Rhetorical Construction of an Ideology of Sisterhood." Paper presented at the Speech Communication Association of Ohio, 1992. **Winner of the Debut Panel Competition**

## SERVICE

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### CURRENT POSITIONS

- ❖ Faculty Advisor, Out4Business (O4B), for LGBTQ+ undergraduate and graduate students and allies, David Eccles School of Business
- ❖ Guest Panelist, multiple LGBTQ+ events at the DESB
- ❖ Video content creation: approximately 50 videos developed for online 3810 Business Communication
- ❖ Peer reviewer for *Business and Professional Communication Quarterly*, 2020-present
- ❖ Faculty, Business Scholars Program, DESB, DEI & the Inclusive Leader
- ❖ Director of Business Communication Program, David Eccles School of Business
- ❖ Member, Full-time MBA Admissions Committee
- ❖ Member, Diversity and Inclusion Initiatives Committee, Association for Business Communication
- ❖ Member, MBA Special Interest Group, Association for Business Communication
- ❖ Member, Consulting Special Interest Group, Association for Business Communication
- ❖ Lead, Online Business Communication Curriculum Development Committee (undergraduate)
  - Courses: Hybrid MGT 3810, Hybrid MGT 3815, Online MGT 3810
- ❖ Lead, Online Management Communication Curriculum Development Committee (graduate)
  - Course: Online MGT 6052 Management Communication, Online MBA Program
- ❖ Lead, Honors/Business Scholars Business Communication Curriculum Development Committee
  - Course: MGT 3815 Business and Professional Communication
- ❖ Lead, Undergraduate Business Communication Curriculum Committee
  - Course: MGT 3810 Business and Professional Communication
- ❖ Management Communication Curriculum Committee/Full-time MBA
  - Course: MGT 6054 Management Communication
- ❖ Public Speaking Coach/Extended Office Hours, extra coaching for DESB students on managing public speaking anxiety and giving persuasive business pitches

## PAST POSITIONS

- ❖ Director of Undergraduate Management Major, David Eccles School of Business
- ❖ Assistant Chair, Department of Management, David Eccles School of Business
- ❖ Hiring Committee Member, Career Line Faculty (for fall 2019)
- ❖ Elevate U Women's Symposium, DESB Executive Education (co-presenter with Dr. Georgi Rausch)
- ❖ Participant, Women MBA Association, David Eccles School of Business
- ❖ Judge, Bench to Bedside Competition at the Utah Capitol
- ❖ Presenter for Business Scholars, "Diversity and the NFL: An Examination of the Rooney Rule."
- ❖ Thesis Honors Advisor, David Eccles School of Business
- ❖ Participant, Full-time MBA Admissions Committee
- ❖ Member, Career-Line Task Force, University of Utah
- ❖ Faculty Mentor, Ascent Scholars Program, David Eccles School of Business
- ❖ Associate Editor for Common Ground Publishing, *The International Journal of Diversity in Organizations, Communities, and Nations* 2012-2014
- ❖ Career-line Senator representing David Eccles School of Business
- ❖ University of Utah Diversity Retention Committee
- ❖ Contact person/lead: Search committee for full-time Business Communication faculty position
- ❖ University of Utah Diversity Committee (decision-making committee for diversity designation)
- ❖ Out-for-Business, Faculty Advisor for LGBTQ student group, David Eccles School of Business
- ❖ Member of the Council for Women of Boston College
- ❖ MBA Field Study, Director of Communication
- ❖ MBA Field Study, Communication Consultant
- ❖ Student Commencement Address Committee Member

## AWARDS

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- ❖ Impact Your World Award, David Eccles School of Business, 2019
- ❖ Brady Teaching Award, David Eccles School of Business, 2015
- ❖ Summer Grant recipient, David Eccles School of Business, 2009-present
- ❖ Winner of the Daniels Fund Leadership in Ethics Education Award, David Eccles School of Business, 2012 (Silver)
- ❖ Winner of the Daniels Fund Leadership in Ethics Education Award, David Eccles School of Business, 2011 (Bronze)
- ❖ Finalist for the International Award for Excellence in the Area of Diversity in Organizations, Communities, and Nations, 2012
- ❖ Winner of Teaching Award for Top Graduate Student Instructor
- ❖ Top Student Paper Award at the Speech Communication Association annual convention, 1996
- ❖ Full Teaching Fellowship at Indiana University, 1991-1993
- ❖ Graduate Research Scholarship at University of Utah, 1993-1998
- ❖ Top Four Competitive Paper in Rhetoric and Public Address at Western States Communication Association Convention, 1994
- ❖ 1992-93 Indiana Speech Tradition Award for Excellence in Teaching Public Speaking
- ❖ 1992 Winner of the Debut Panel Competition at the Speech Communication Association of Ohio

## PROFESSIONAL ASSOCIATIONS

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- ❖ **ABC** | Association for Business Communication (Current member of 3 committees)
- ❖ **WABC** | Western Association for Business Communication
- ❖ **MCA** | Management Communication Association
- ❖ **SHRM** | Society for Human Resource Management

## PROFESSIONAL EXPERIENCE | COMMUNICATION CONSULTANT/BUSINESS OWNER

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### **President of Perceptions, Inc.** (Independent Consulting Company)

#### **Career Management Consultant | Salt Lake City, UT (1996 to 2008)**

Assisted individuals with résumé and cover letter design, mastering the interview process, and impression management.

#### **Consultant for Concentrate Products Incorporated (CPI) | Salt Lake City, UT (1999-2006)**

Proposal writer and editor of written material for Web site, brochures, policies & procedures, etc.

#### **Consultant for Q Lube • Salt Lake City, UT (1997-1998)**

Organized, created, and executed a development program for *Q Lube* managers; training modules included diversity, communication, motivation, creative problem-solving, leadership, and team-building; the goal was to train managers on how to communicate with the population “at-risk” youth; the purpose was to lower high turnover losses.

#### **Consultant for Flavor Brands, International • Salt Lake City, UT (1996-1999)**

Developed writing standards and provided editing assistance for company product information and general public relations material; wrote operations manual and policies and procedures manual; developed and implemented training program on customer service and interpersonal communication.

## COMMUNITY SERVICE

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- ❖ Girls 06 ECNL La Roca Soccer Team, Chaperone
- ❖ Girls 06 Soccer Olympic Development Program (ODP) Chaperone, Regionals, Colorado, California, and Arizona
- ❖ Safe Zone Certified: Certified in Safe Zone Training through the LGBTQ+ Resource Center University of Utah
- ❖ Volunteer Assistant Baseball Coach for J. E. Cosgriff Memorial Catholic School
- ❖ Volunteer, Secretary, 3<sup>rd</sup> Grade Girls Basketball team
- ❖ Development Volunteer for J. E. Cosgriff Memorial Catholic School
- ❖ Member of the YWCA Board of Directors (term: 2001-2002)
- ❖ Member of YWCA Development Committee in Salt Lake City, UT (2000 to 2002)
- ❖ Volunteer for the Peace House Women’s Shelter in Park City, UT
- ❖ Volunteer and participant in City of Hope, fundraising for AIDS and cancer research
- ❖ Chairperson—Fundraiser for Vietnamese women veterans