

State of Florida  
Department of State

REQUEST FOR PROPOSALS  
FOR

SUMMARY REPORT: TAXPAYER RETURN ON INVESTMENT IN  
FLORIDA LIBRARIES

RFP # 914-190-04-09-5

RELEASED ON: May 6, 2009

\*\*NOTE: THE DEPARTMENT OF STATE HAS REVISED ITS REQUEST FOR PROPOSALS  
FORMAT \*\*

THIS COVER SHEET MUST BE SIGNED AND RETURNED WITH YOUR PROPOSAL TO  
ACKNOWLEDGE AND AFFIRM AGREEMENT TO ALL OF THE STATEMENTS AND TERMS &  
CONDITIONS CONTAINED IN THIS SOLICITATION. THE AUTHORIZED COMPANY  
REPRESENTATIVE MANUALLY SIGNING THIS COVER SHEET WARRANTS THAT THEY ARE  
DULY AUTHORIZED TO COMMIT ON BEHALF OF THEIR COMPANY TO CONTRACTUAL  
OBLIGATIONS AND PRICING.



AUTHORIZED SIGNATURE (MANUAL)

Richard S. Podemski, Ph.D.

Associate Vice President for Research

AUTHORIZED SIGNATURE (TYPED) TITLE

5/21/09  
DATED

THE DEPARTMENT IS NOT LIABLE FOR ANY AMENDMENT(S), CHANGE(S) OR ADDENDUM(S) NOT  
RECEIVED BY VENDORS FOR FAILURE OF VENDOR TO REVIEW THE VENDOR BID SYSTEM (VBS).



May 25, 2009

Kathy Hutchins, Purchasing Manager  
500 South Bronough Street – Room 428  
Tallahassee, FL 32399-0255

**Re: Proposal in Response to State of Florida – Department of State RFP# 914-190-04-09-5**

Dear Ms. Hutchins:

We are pleased to submit the following proposal and attachments in response to the request for proposals (RFP) to update the *Summary Report: Taxpayer Return on Investment in Florida Libraries* study previously funded by the State Library and Archives of Florida and completed in September of 2004.

#### *Introduction*

The Haas Center for Business Research and Economic Development of the University of West Florida (Haas Center) has as its primary mission the collection, analysis, and dissemination of information on the Florida business and economic environment. The Center provides high-quality data collection from a synthesis of multiple primary and secondary data sources and maintains over 10,000 data sets describing economic activity and workforce issues in key areas such as military, tourism, health care, construction and manufacturing. The Haas Center is a leading resource for social, economic, and demographic information for local areas across the State of Florida and has conducted numerous economic impact, target industry, and business activity studies with respect to various sectors of the economy.

Recent state level studies completed by the Haas Center include *The Economic Impact of the Florida Defense Industry* and an *Analysis of the Florida Film and Entertainment Industry*. Copies of these and other Haas Center studies are available on our website at [www.haas.uwf.edu](http://www.haas.uwf.edu). As requested, two samples of our relevant prior work are included with this proposal and a list of references is included as Attachment 3.

The Haas Center owns the REMI PI+, Version 1 model for the state of Florida. PI+, the next generation of Policy Insight, generates realistic year-by-year estimates of the total regional effects of any specific policy initiative. A wide range of policy variables allows the user to represent the policy to be evaluated, while the explicit structure in the model helps the user to interpret the predicted economic and demographic effects. The Haas Center model is a multi-regional version of REMI PI+ containing all 67 counties at the 23 sector level.

**HAAS CENTER FOR BUSINESS RESEARCH AND ECONOMIC DEVELOPMENT  
COLLEGE OF BUSINESS**

11000 University Parkway, Pensacola, FL 32514-5752 850-474-2657 FAX: 850/474-3174 SUNCOM: 680-2657  
[www.haas.uwf.edu](http://www.haas.uwf.edu)

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## *Proposal*

Libraries can be valued in many different ways, from hard dollar calculations using econometric modeling techniques to intangibles like community goodwill and historical significance. According to the work, *Worth Their Weight: An Assessment of the Evolving Field of Library Valuation* (Americans for Libraries Council, 2007), public and private funding communities are demanding more quantifiable results for their investment in libraries and public library leaders and advocates are strongly voicing the need for new and convincing arguments that link public library facts and figures to community development and social and economic prosperity. In order to do so, the study urges the organization of comparable data and the creation of credible, targeted, evidence-based briefs for diverse public library supporters, with the realization of the limitations of making the business case for libraries in traditional economic terms. The authors note that some library researchers are sensing that traditional econometric measurements are providing only limited insight into the broader social capital that libraries create and the social benefits they bestow. Consequently, researchers are beginning to turn their attention to the very difficult problem of articulating a value proposition that can be expressed in social as well as economic terms and presented in credible and evidence-based advocacy arguments.

With these factors in mind, the following proposes not only the updating of the original 2004 study as requested by the RFP, but also proposes the addition of data collection activities that will enable the final report to include an analysis on the social value of Florida public libraries.

## *Data Collection*

In addition to using secondary data provided by the project sponsor, the previous 2004 study involved the design and administration of four surveys. These included a household telephone interview of adults (18 and over) with 883 complete or partial interviews collected and an in-library survey of 1,505 adult visitors to 17 public libraries. These captured information about the cost to use the library, services used, reasons for using the services, importance of the services, ways the services were important, what visitors would do to obtain the needed information if there were no public library, and likely cost in time and money to use the alternatives. A survey was also conducted of 138 school, university and college, business and non-profit organization librarians to determine the level of use of public library services by these organizations, cost to use these services, and savings resulting from such service use. Finally, a follow-up survey of public libraries was conducted to obtain some information about use by tourists and school age children, interlibrary lending and borrowing, expenditures and income, and business-like operations run by the library, outside persons or vendors.

Because a thorough job of collecting data was done five years ago and some of these factors will not have changed in this period of time, we propose modifying and then re-administering portions of those surveys in order to examine how key responses have changed over time and to obtain updated financial information. We will primarily use telephone and Internet surveys to accomplish this task, with the Internet surveys being hosted at the Haas Center and html links provided to public libraries in order for online users to be able to access the survey via the libraries websites. Response rates should match or better those obtained in the first study.

In addition to the original questions relevant to ROI, the Haas Center will also include questions designed to elicit information on the social value placed on Florida public libraries by Florida residents. These questions will include questions asking residents to contrast the importance and value of the public library with other public services, ask residents to value the library as a community in its influence on property values, ask residents if the public library is an institution they would choose to have in their

neighborhood (versus other types of public services), and explore perceptions of the public library as an economic generator.

#### *Data Analysis*

The prior study used several analytical methods, including return-on-investment, contingent valuation, economic benefit (REMI), cost benefit and cost to use alternatives to determine how public libraries contribute to the state's economy and how taxpayer's achieve a return on their investment. We will analyze the updated data collected in this same fashion, but are proposing two additions to the analysis performed in the original study. First we will analyze the collected data, not only at the state level but also, where feasible, at the individual county level as well. This will provide individual library systems within the counties with a measure of their return on investment, cost benefit, etc. Second, we will provide an additional analysis of the social value of Florida public libraries at the statewide level, and if practicable, at the county level as well.

#### *Report Content*

As part of the final deliverables, the Haas Center will provide a separate summary report of results as well as a full report including survey results, analysis, and recommendations for communicating results to constituent groups. These reports will be developed in close consultation with the State Library and Archives while still maintaining necessary academic objectivity.

In addition, the Haas Center will develop and host a website where study results will be accessible. This site will be customizable for use by county systems and individual libraries and will include both a contingent valuation calculator for library users (see for example <http://www.olis.ri.gov/grants/gia/calculator.php>) and a calculator for estimating the economic impact of an individual library in its community. Development of both of these calculators will be contingent on sufficient information being made available from secondary sources, by the individual libraries or obtained from the surveys.

#### *Cost and Deliverables*

The Haas Center will perform all of the described work for a fixed price of \$149,977. A completed budget outlining costs is included with this proposal. Work will commence on October 1, 2009 and will be completed no later than May 30, 2010. The Haas Center will provide final reports in both printed and electronic formats. A print budget of \$2,500 is allotted for professionally printing the summary results.

#### *Timing Schedule*

Survey redesign; secondary data collection; finalize methodology: **October 2009.**

Begin online survey; develop script for telephone survey; administer telephone survey; design calculators; begin web development: **November, 2009 to February, 2010.**

Develop report layout; compile and analyze survey data; construct and run REMI models; construct calculators: **February, 2010 – March, 2010.**

Submit draft report and web design for approval: **Early to mid- April, 2010.**

Finalize report and web content; order printed copies; deliver final reports; post website, send code links to libraries: **No later than May 30, 2010.**

#### *Staffing*

Below are brief biographies for the staff that will be working on this project. Each biography also contains the staff member's role in this project. Full resumes for each member are attached to this proposal and the time each will devote to the project is included in the project budget.

**Phyllis K. Pooley**, Haas Center Associate Director, **(Principal investigator and report author)** received her law degree from Washington and Lee University School of Law in 1985. She also has a Master's in Business Administration from the University of West Florida. Prior to coming to the Haas Center, she worked in the area of worker's compensation law for both the federal government and the State of Maine. Ms. Pooley has worked extensively in data collection and analysis at the Haas Center, particularly in demographic analysis using ring studies and driving distances for businesses, economic development entities and local government. She is a contributing author to the Pensacola Business Journal and recently authored feasibility studies on the development of a wildlife park in Holmes County, Florida, the feasibility of operating a peanut processing plant in Santa Rosa County, Florida and the feasibility of manufacturing biodiesel in Santa Rosa County, Florida.

**Rick Harper**, Haas Center Director, **(methodology review and economic modeling)** received his doctorate in economics from Duke University in 1989. Prior to coming to the University of West Florida, he lectured at the University of North Carolina at Greensboro. Other academic experiences include visiting appointments at the University of Nottingham, England and University College Cork, Ireland. His career as an economist began in 1979 at the Research Triangle Institute in North Carolina where he was involved in all phases of various funded research projects. He received a bachelor's degree with majors in economics and Spanish from Guilford College in North Carolina.

Through the University of West Florida Haas Center for Business Research and Economic Development, Dr. Harper has worked with West Florida businesses and government leaders on a variety of business research and economic development issues. Dr. Harper served on Governor Jeb Bush's Council of Economic Advisors. Outside the university, he often serves as an expert witness in litigation involving valuation and other economic issues.

**Melissa Neal**, Haas Center Associate Director, Fort Walton Beach, **(survey design and analysis)** obtained her doctorate in Political Science from Florida State University. Dr. Neal is the former Tourism Research Coordinator for the Haas Center, and has returned to the center after finishing her PhD coursework at FSU. She has written economic articles for Coastlines, a monthly newsletter published by the Fort Walton Beach Chamber of Commerce and The Walton Business Journal, published by the Walton County Chamber of Commerce. In her role as Tourism Research Coordinator, she co-authored a study of the economic impact of tourism for the City of Destin, and was the principal investigator for various studies in Okaloosa, Bay, and Walton counties. More recently, she has been the Principal Investigator on projects related to secondary and post-secondary education reform across Florida. She has also worked closely with Haas Center staff to complete a study of the self-sufficiency wage for Florida's Workforce Region 2. Her current projects include a study of retired and separated military in Okaloosa County as well as a study of the economic impact of the airports in Okaloosa County. She conducts focus groups as needed for various projects. Dr. Neal regularly gives presentations on various topics ranging from regional demographics to tourism's economic impact to City Councils and other leadership groups throughout Northwest Florida.

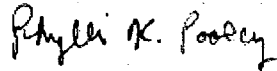
**Rod Lewis**, research analyst, **(survey administration coordinator, survey design, and analysis)** received his Ph.D. in political science from Florida State University in 2006. Having recently joined the Haas Center, he brings sophisticated statistical analysis skills and survey related project assistance to the Fort Walton Beach office. He currently serves as Director of Research for Kile Consulting, a Tallahassee based firm, and has recently completed a stint as Research Fellow in the Interdisciplinary Social Sciences at The Florida State University. In addition to his work at the Haas Center, he maintains an active research agenda in the field of political science including ongoing projects in comparative and American politics. He also routinely collaborates with colleagues on projects involving experimental design and advanced quantitative methods.

**Jennifer Whitfield**, digital media coordinator, (**web survey administrator, website developer, report formatting**) has eight years of experience in digital media projects, including web, print and other electronic media. She received her BA in Communication Arts from the University of West Florida where she concentrated her studies on computer graphics, advertising and studio art. Ms. Whitfield's career as a web programmer began at the Haas Center in 2001 with the development of a website for Opportunity Florida. She has developed web and print applications for UWF, the Florida Defense Alliance, the Florida Small Business Development Center Network, Florida's Great Northwest, TEAM Santa Rosa, the City of Milton and the national Association for University Business and Economic Research (AUBER). Ms. Whitfield is a member of the AUBER Web Advisory Committee, the International Webmasters Association, the HTML Writers Guild, and the Internet Professional Publishers Association.

**Michael Scheibe**, research manager, (**economic modeling**) earned his Management Information Systems degree from the University of West Florida (UWF) in 2002. During his four years at the Center, Mr. Scheibe completed his Master of Business Administration degree at UWF and took on the role of Research Manager. As the Research Manager, he hires, trains, and supervises the Haas Center student employees. In addition, Mr. Scheibe oversees the fulfillment of the data requests that the center receives from the public and is responsible for most of the data sources that the Haas Center houses. Mr. Scheibe has performed numerous economic impact studies at the center using both IMPLAN and REMI economic impact models.

Please feel free to contact me with any questions about this proposal. Thank you for your consideration.

Sincerely,



Phyllis K. Pooley  
Associate Director

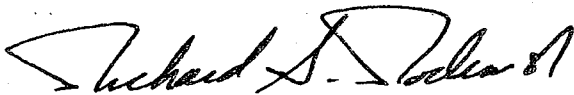
SUMMARY REPORT: TAXPAYER RETURN ON INVESTMENT IN  
FLORIDA LIBRARIES

RFP # 914-190-04-09-5

All inclusive price to update the study and report Taxpayer Return on Investment in Florida  
Public Libraries: Summary Report:

\$149,624

Authorized Institutional Official:



Richard S. Podemski, Ph.D.  
Associate Vice President for Research

## Phyllis K. Pooley

Building 53, 11000 University Parkway, Pensacola, FL 32514 ph. 850.474.3388 ppooley@uwf.edu

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### Experience:

June 2004-Present Associate Director, Haas Center for Business Research and Economic Development, University of West Florida, Pensacola Florida

Provide major contributing role in strategic planning for Center program development and function for the Director in his/her absence; contribute to development and implementation of Center policies, procedures and overall evaluation of the personnel program for professional staff and student employees; assist in the recruitment of professional staff; review submissions for grant and contract funding; draft and review Center contracts for sponsored research grants as appropriate; assist in formulation and administration of annual operating budgets; establish contracts and agreements with data vendors; interact with individuals and organizations that wish to use the services of the Center; develop relationships with individuals and organizations to promote community outreach; represent the Center and make public presentations about various economic and demographic issues.

Jan. 2003-Jun. 2004 Assistant Director, Haas Center for Business Research and Economic Development, University of West Florida, Pensacola Florida

Guided and directed recruitment, assignment, training and development of graduate assistants and professional staff; participated in strategic planning for program development; contributed to development and implementation of Center policies; acted as project manager for Center contracted research; guided and directed budget allocations and monitored expenditures; managed Center data resources; provided community outreach services.

2000-2003 Research Assistant/Coordinator, Research Programs, Haas Center for Business Research and Economic Development, University of West Florida, Pensacola Florida

Oversaw maintenance of center databases; updated existing data sources and researched new sources and suppliers. Assisted in fulfillment of Center contracted research, including economic impact studies, target industry studies and web marketing projects. Performed community outreach services and served as primary contact for data requests from public and private sector. Supervised all graduate and undergraduate student assistants.

1994-1996 General Counsel, Maine Workers' Compensation Board, Augusta Maine

Served as the primary legal counsel for the body charged with oversight of the Maine Workers' Compensation system. Researched and drafted proposed rules and amendments to the workers' compensation act. Represented the Board before courts, legislative bodies and other regulatory agencies. Supervised the Board's Abuse Investigation Unit, the entity charged with investigation allegations and complaints of



fraud, illegal or improper conduct, and noncompliance or violations of the provisions of the statute.

1987-1994 Attorney Advisor/Associate Executive Counsel  
U.S. Dept. of Labor, Benefits Review Board, Washington, DC

Supervised attorneys and paralegals responsible for the research, disposition and processing of motions and appeals before the quasi-judicial body with exclusive nationwide jurisdiction over coal miner and longshore worker's compensation laws. Assisted in reorganization of computer systems; bar coding of files; and restructuring of clerk's office. Reviewed work to assure all issues covered and appropriate dispositions recommended. Conducted formal and informal performance evaluations.

**Education:**

1998 – 2001	University of West Florida, Pensacola, Florida M.B.A., Business Administration
1982-1985	Washington and Lee University School of Law, Lexington, Virginia Juris Doctor
1980-1982	College of William and Mary, Williamsburg, Virginia B.A. Psychology
1978–1980	Richard Bland College, Petersburg, Virginia A.A. Psychology; Graduated <i>Magna cum Laude</i>

**Publications:**

Author of *The Film and Entertainment Industry in Florida*, Haas Center research report, December 2008

Author of *Santa Rosa Unlimited: The Flow of the Economy*, for TEAM Santa Rosa, 2008

Co- Author with Melissa Neal of *The Economic Impact of Amelia Island Tourism on Nassau County, Florida*, Haas Center research report, August, 2008

Co- Author of *Project Odyssey: Training the Astronaut in Everyone*, Haas Center research report, July 2008

Author of *Impact of Economic Development in Santa Rosa County*, Haas Center research report, April 2008

Author of *Pensacola Inland Port Intermodal Terminal Feasibility Study*, Haas Center research report, April 2008

Co-Author of *Florida Defense Industry Economic Impact Analysis*, Haas Center research report, January 2008.

Author of *Farmer to Vendor Manual*, Haas Center research report, February, 2007

Co-author with Angela Loiselle of *East Milton Commons – A Feasibility Study*, Haas Center research report, August 2006.

Author of *An Evaluation of Biodiesel Production Feasibility in Santa Rosa County*, Haas Center research report, January 2006

Author of *Economic Impact of a Large Boat Marina*, Haas Center research report, November 2005

Author of *Report on the Feasibility of a Peanut Processing Facility in Santa Rosa County, Florida*, Haas Center research report, November, 2005

Author of *Pensacola Weed & Seed Partnership Community Survey Results*, Haas Center research report, April 2005

Author of *The Feasibility and Economic Impact of a Wildlife Park in Holmes County*, Haas Center research report, February 2005

Co-author with Melissa Neal of *The Economic Impact of Destin Tourism on Okaloosa County*, Haas Center research report, April 2004

Co-author with Stephen Conroy of "Existing Industry Special Report – New Stats Identify Service Industry as Number One Employer!" *Business Climate*, September/October 2002.

Contributing author and editor of *The Northwest Florida Economy*

**Presentations:**

Speaker, AUBER fall meeting, Gulfport MS, October 2001.

Speaker, Gulf Coast Technology Summit and Exposition, October 2001

**Special Skills:** Proficient in the use of econometric modeling software such as IMPLAN and REMI, Microsoft Word, Access, PowerPoint and Excel, including KADD; working knowledge of various management information systems and database creation; superior legal and business research and writing skills.

**Accreditations:** Admitted to practice law in the States of Florida and Maine.

**RICHARD K. HARPER**  
**VITA**

Haas Center for Business Research  
The University of West Florida  
11000 University Pkwy  
Pensacola, Florida 32514  
Voice: (850) 474-2661, Fax (850) 474-3174  
[rharp@uwf.edu](mailto:rharp@uwf.edu)

Economic Consulting Services, Inc.  
P.O. Box 2235  
Pensacola, FL 32513-2235  
(850) 341-8908  
[RickHarperPhD@gmail.com](mailto:RickHarperPhD@gmail.com)

**EDUCATION**

Ph.D., Economics, Duke University, 1989

Areas of specialization:

Industrial Organization, International Trade and Public Choice.

M.A., Economics, Duke University, 1986.

B.A., Economics and Spanish. Guilford College, Greensboro, NC, 1978.

Facultad de filosofia y letras, Seville, Spain, 1976-77

**FELLOWSHIPS, AWARDS AND SERVICE**

Advisor to Florida Senate Select Committee on Florida's Economy, 2008 - present  
Florida Governor's Council of Economic Advisors, 2001 - 2006  
Gabor Company, UWF Faculty Member of the Year, 2002  
President, Gulf Coast Economics Club, 2000 - 2002  
Director, Association for University Business and Economic Research (AUBER), 1999 - 2001  
E.W. Hopkins Summer Research Award, 1996  
Florida Teaching Incentive Program Award, 1997, 1994  
UWF MBA Association Outstanding Graduate Program Instructor, 1994-95  
UWF Student Government Association Distinguished Teaching Award, 1994  
UWF Summer Research Award, 1993, 1990  
UWF Outstanding Undergraduate Teaching and Advising Award, 1993  
UWF Task Force on Undergraduate Education, Curriculum Development Award, 1992  
UWF College of Business, Dyson Faculty Excellence Award, 1991  
Carnegie Foundation, for study of economic sanctions, 4/86-11/87  
Center for International Political Economy, Duke University, Summer, 1987.

**EXPERIENCE**

THE UNIVERSITY OF WEST FLORIDA

Haas Center for Business Research and Economic Development  
Pensacola, FL 32514-5752

Director  
8/98 - 3/03, 8/04 - present  
Interim Director  
8/97 - 8/98

Direct activities of research center providing socioeconomic and demographic data and research studies. These include economic impact studies, regional economic research reports, labor market studies and economic forecasting, as well as survey research, marketing research and other business-related topics.

THE UNIVERSITY OF WEST FLORIDA  
Dept of Marketing and Economics  
Pensacola, Florida 32514

Associate Professor  
8/95 - present  
Assistant Professor  
8/89 - 8/95

Teaching responsibilities include undergraduate and graduate courses in economics and business.

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO  
Greensboro, NC

Visiting Lecturer  
8/1/88 - 8/89

DUKE UNIVERSITY  
Durham, NC

Research/Teaching Assistant  
8/84 - 8/89

RESEARCH TRIANGLE INSTITUTE  
Research Triangle Park, NC

Assistant Economist  
10/79 - 8/84

Duties included assisting in all phases of various funded research projects, including data collection and analysis, report writing, proposal preparation and project management. On-site courses in use of microcomputers for public budgeting taught in Spanish to municipal officials from Costa Rica, Panama, Ecuador, Peru.

## PUBLICATIONS

Richard K. Harper and Richard Hawkins. "Hurricanes and the Local Sales Tax Base: Evidence from the 2004 Florida Hurricanes," State Tax Notes. Vol 40, No 5, 2006 [Changes in sales tax collections]

Richard K. Harper, R. Hawkins, G. Martin, R. Sjolander. "Price Effects Around a Sales Tax Holiday," Public Budgeting and Finance. Vol 23, No 4, 2003, pp 108 - 113 [Who wins from sales tax holidays]

Richard K. Harper and Alfred Cuzan. "Economic Systems," in Hillman, Richard, ed., Understanding Contemporary Latin America, Lynne Rienner Publishers, 3<sup>rd</sup> ed. 2005. [Description of Latin American economic structure and issues]

Feinberg, Robert and Richard K. Harper. "Regime Effects of EU Market Integration Policies on the UK Financial Sector," Review of Industrial Organization. Vol 15, No 4, pp 357-365, 1999. [European share price response to banking market integration]

Harper, Richard K. and William Huth. "Japanese Equity Market Response to Administered Protection Decisions," Managerial and Decision Economics. Vol. 18, pp 11-26, 1997. [Effects on Japanese stock prices of being named as a respondent in a US antidumping case]

Harper, Richard K. and Stephen Adams. "CERCLA and Deep Pockets: Market Response to the Superfund Program," Contemporary Policy Issues. January 1996. [Stock price effects on businesses potentially liable at Superfund sites]

Richard K. Harper, Richard Sjolander and Snorri Gislason. "Using Export to Win! in International Business," in Karakaya, Fahri, ed. Utilizing Information Technology in International Business, Haworth Press, 1995. [Evaluation of simulation software for use in teaching international business]

Arguea, Nestor and Richard K. Harper. "Linkages in U.S. and World Sugar Futures Contracts". Managerial Finance. Vol 20, No 2, 1994. [Statistical study of sugar futures markets]

Harper, Richard K. "Intellectual Property and Unfair Trade: Market Response to ITC Decisions," International Journal of the Economics of Business. Vol 1, No 3: 343-353, 1994. [Wealth effects of International Trade Commission Decisions on intellectual property rights]

Arguea, Nestor, and Richard K. Harper. "Industry Definition and Less Than Fair Value Pricing: An Analysis of ITC Practice," Journal of Economic Integration. Vol 6, No 1: 1994. [Case study of International trade Commission practice, using commuter aircraft industry]

Harper, Richard K. and Ronald F. Bush. "Evaluation of Computer Based Information Sources for International Business," Journal of Teaching in International Business Vol 4, No 2-3., 1994. [Comparison of computer alternatives in the classroom]

Harper, Richard K. and John Aldrich. "The Political Economy of Sugar Legislation," Public Choice, v. 70: 299-314, 1991. [Study of sugar voting in the U.S. Senate, 1962-1987]

Harper, Richard K. Sugar: Market Structure and Performance. Fuqua School of Business, Background note # 1950, 1990. [Development/performance of world and U.S. sugar markets]

Harper, Richard K. "Problems in Political Economy." Syllabus and related course materials included in Tower, Edward, ed. Public Choice, Political Economy, Law and War. Volume 20, pages 70-76, Eno River Press, Durham, NC, 1990.

# MELISSA OLIVIA NEAL

453 Rush Park Circle . Mary Esther, FL 32569  
Phone: (850) 517-7260 Email: [mneal@uwf.edu](mailto:mneal@uwf.edu)

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## EDUCATION

PhD, Florida State University, Tallahassee, Florida (completion date October 17, 2008)

Dissertation Title: "Partisan Politics? The Strategic Use of Conference Committee Appointments in the United States House of Representatives"

This study analyzes the conditions under which the Speaker will utilize a party-based strategy when appointing conferees. The Speaker will take into account the preferences of the Senate, the House floor, the House majority party, and the status quo when making his selection, and his goal is to generate a conference report that is as close to the House majority party mean as possible. Additionally, the study tests the effects of a recent rules change regarding conference committee appointments on the Speaker's actions.

Committee members: Thomas M. Carsey (chair), Cherie D. Maestas, Robert Jackson, Sona Golder, Lance Dehaven-Smith

M.A. Political Science, University of West Florida, Pensacola, Florida; 2002

B.A. History/Political Science, LeTourneau University, Longview, Texas; 1998

## EMPLOYMENT

### University of West Florida

May 2007-present                      *Associate Director*, Haas Center for Business Research and Economic Development

January 2003-present                *Instructor*, Department of Government

July 2003-July 2004                *Interim Assistant Director*, Haas Center for Business Research and Economic Development, UWF, Fort Walton Beach, Florida

January 2003-July 2004            *Tourism Research Coordinator*, Haas Center for Business Research and Economic Development, UWF, Pensacola, Florida

### Florida State University

May 2006-May 2007                *Instructor*, Political Science Department  
May 2005-June 2005

August 2004-May 2007            *Research Assistant*, Political Science Department

January 2005-August 2005        *Managing Editor*, *Publius: The Journal of Federalism*

## RESEARCH INTERESTS

Congress, Institutions  
 Political Parties  
 Women in Politics  
 Campaigns, Elections, and Voting Behavior

## COURSES TAUGHT

Introduction to American Politics  
 Legislative Systems  
 Issues in American Government

## PUBLICATIONS

"Give 'Em Something to Talk About: The Influence of Female Candidates' Campaign Issues on Political Proselytizing" with Atiya Kai Stokes-Brown, *Politics and Policy*, February 2008.

"Does 'Running as a Woman' Mobilize Voters?" with Atiya Kai Stokes-Brown, in *Legislative Women: Getting Elected, Getting Ahead*, ed. Beth Reingold, 124-140. Boulder: Lynne Rienner Publishers, 2008.

## MANUSCRIPTS UNDER REVIEW AND WORKING PAPERS

"The Politics of Female Empowerment: Candidate Gender, Campaign Issues, and Political Engagement" with Atiya Kai Stokes-Brown. We are currently working on a revise and resubmit at the *Journal of Women, Politics, and Policy*.

"Advertising and Strategy in American National Elections" with Thomas Carsey, Robert Jackson, and James P. Nelson. We are currently working on a revise and resubmit at *Electoral Studies*.

"Do You See What I See? Partisan Bias, Campaign Negativity, and Turnout in the 2000 and 2004 Presidential Elections." with Thomas M. Carsey.

## GRANTS AND AWARDS

### Grants

\$60,000	Emerald Coast Technology and Research Center Educational Requirements Study
\$32,000	Evaluating the Economic Impact of Amelia Island Tourism on Nassau County, Florida
\$12,000	Estimating the Self-Sufficiency Wage for Workforce Region 2 in Northwest Florida
\$4,000	Bridgeway Center Conference Survey Analysis

**Honors and Awards**

Graduate Assistantship Florida State University  
Program for Instructional Excellence Teaching Associate, Florida State University  
Outstanding Political Science Graduate Student 2001-2002, University of West Florida  
Pace Graduate Scholarship, University of West Florida  
Political Science Scholarship for GPA, University of West Florida  
Member Pi Sigma Alpha (Political Science National Honor Society)  
Listed in the 2005 *Chancellor's List* (publishers of *Who's Who Among America's High School Students* publish this list to provide recognition for the positive academic achievements of qualified graduate level students)

**PRESENTATIONS AT PROFESSIONAL MEETINGS**

"Strategic Candidates, Campaign Dynamics, and Campaign Advertising in Gubernatorial Races in 2002." with Thomas M. Carsey, Robert Jackson, and James Nelson. Co-authored paper presented at the American Political Science Association, Philadelphia, PA. September 1-3, 2006.

"Female Candidates, Issues, and Political Proselytizing: Understanding Why Women Talk About Politics." with Atiya Kai Stokes-Brown. Co-authored paper presented at the *Women in Politics: Seeking Office and Making Policy* conference, Berkeley, CA, June 9-10, 2006.

"Do You See What I See? Partisan Bias, Campaign Negativity, and Turnout in the 2000 Presidential Election." with Thomas M. Carsey. Co-authored paper presented at the Midwest Political Science Association, Chicago, IL, April 20-23, 2006.

"Strategic Candidates, Campaign Dynamics, and Presidential Campaign Advertising in 2000." with Thomas M. Carsey, Robert Jackson, and James Nelson. Co-authored paper presented at the Southern Political Science Association, Atlanta, GA, January 2006.

"Coattails and Bedskirts: An Experiment on the Influence of Marital Affiliation in Campaigns of Political Wives." with Karen Halperin. Co-authored paper presented at the Southern Political Science Association, Atlanta, GA, January 2006.

**SERVICE AND PROFESSIONAL ACTIVITIES**

2008-present: Member of the University of West Florida Emerald Coast Dean's Council  
2007-2009: University Partnerships Committee Member, UWF  
2005-2006: Graduate student representative to the Political Science Faculty Departmental Meetings, FSU

Memberships: American Political Science Association, Midwest Political Science Association, Southern Political Science Association, Five Flags Rotary (2003-2004), Fort Walton Beach Rotary



## Christopher J. Lewis

January, 2009

1862 Stella Lane  
Apartment 123  
Fort Walton Beach, Florida 23548  
(850) 510-0771  
clewis2@uwf.edu

### Education:

- 2006 Ph.D. The Florida State University, Department of Political Science  
Dissertation Title: "The Price of Inertia: An Elite Replacement Model of Representation"  
Committee: Robert Jackson, Chair; Charles Barrilleaux, Robert Crew and Tim Salmon (Economics)
- 2003 M.S., Political Science, The Florida State University.
- 2000 B.A., *cum laude* History and Political Science, The University of Alabama, Tuscaloosa, Alabama; President's List, Dean's List

### Fellowship:

- 2001 Leroy Collins Fellow. Department of Political Science, The Florida State University.

### Relevant Graduate Coursework:

Research Design, Basic Statistics, Regression Analysis, Advanced Quantitative Analysis; Time Series Analysis, Nonparametric Statistics, Game Theory

### Software Skills:

SPSS; Stata; EViews; Microsoft Excel, PowerPoint, and Word; R; IMPLAN; REMI

### Current Appointments:

#### Research:

- 2007 – Consultant, Haas Center for Business Research and Economic Development, Pensacola Florida (May 2007 – September 2007; Research Analyst September 2007-September 2008; Senior Research Analyst and Faculty Research Associate, September 2008 to present)
- 2004 - Director of Research, Kile Consulting; Tallahassee, Florida

## **Employment History:**

### **Research:**

Graduate Research Assistant, Department of Political Science, The Florida State University, Fall 2001 – Spring 2003; Interdisciplinary Social Sciences - Summer 2005-Summer 2007.

### **Teaching:**

Instructor, The Florida State University, Introduction to American Politics; Summer 2003, Spring 2005

Instructor, The Florida State University, Undergraduate Methods, Fall 2004

Teaching Assistant, The Florida State University, Graduate Methods, Fall 2003, Spring 2004

## **Methodological and Disciplinary Skills:**

### *Methods:*

Basic Statistics  
Limited Dependent Variable Models  
Survival Analysis  
Survey Design  
Nonparametric Statistics

Regression Analysis  
Basic and Advanced Time Series  
Research Design  
Experimental Design  
Matching

### *American Politics:*

American Government  
Mass-Elite Linkages  
Public Opinion

Political Participation  
Political Psychology

## **Most Recent Publication:**

“Punishment and Reward: An Experiment on the Effects of Gender and Issues on Candidate Choice” with Mary R. Anderson and Chardie Baird. (forthcoming)

## **Referee:**

National Science Foundation, The Journal of Politics, Canadian Journal of Political Science

# JENNIFER R. WHITFIELD

HTML PROGRAMER • WEB DESIGNER • GRAPHIC ARTIST

## WORK EXPERIENCE

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**2002 - Present**                      **University of West Florida Haas Center**                      **Pensacola, FL**

***Digital Media Coordinator***

- Auber.org on EconData.net's Ten Best Sites list 2006-present
- Association for University Business and Economic Research (AUBER) Board Member 2007-2009
- Division of Academic Affairs Award of Excellence, University of West Florida Employee Excellence Awards 2007-2008
- Haas.uwf.edu/brownfields awarded 2007 Freeance Applications Awards Best Economic Development Application
- 2007 Outstanding Host Award, AUBER
- 2007 national AUBER conference coordinator
- floridasgreatnorthwest.com awarded 2002 Florida Economic Development Site of the Year
- Present on web related issues at national AUBER conferences
- Design, Implement, and Update Web Sites for Multiple Local, State and National Clients (list of sites available upon request)
- Designer/Editor and Column Writer, *Northwest Florida Economy* (Quarterly)
- HTML/Dreamweaver Trainer for the City of Milton
- Graphic Design, Photography, Photo/Video/Sound Editing, Customer Relations Management, Local Support Provider
- Member - eWeek Magazine advisory panel, International Webmasters Association, the HTML Writers Guild, and the Internet Professional Publishers Association
- Volunteerism – UWF Festival on the Green, Milton High School career shadowing program, East Milton Elementary School Media Center
- ArcIMS Geographic Information Systems Training 2003

**2004 - Present**                      **Freelancer**                      **Milton, FL**

- Graphic Design, HTML Programming, Photography, Creative Writing for various local businesses and associations from home office

## EDUCATION

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**2006**

**The University of West Florida**

**Pensacola, FL**

*Coursework in Master of Science Administration program*

- Specialization: Human Performance Technology

1999 - 2002

The University of West Florida

Pensacola, FL

*Bachelor of Arts, Communication Arts*

- Specialization: Advertising; Minor: Art
- Graduation Date: December 14, 2002
- GPA: Major 3.82/4.0      Overall 3.56/4.0

SUMMARY OF QUALIFICATIONS

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- Computer Skills: HTML programming, JavaScript programming, Web Site design, graphic design, publication layout, Flash, video editing, sound editing, photo editing, typing, scanning, electronic mail, experience with 508 compliance, limited experience with PHP and ASP.
- Programs: Adobe Dreamweaver, Adobe Photoshop, Adobe ImageReady, Adobe PageMaker, Adobe Illustrator, Adobe Acrobat, Adobe Flash, Adobe Fireworks, Microsoft Windows & Microsoft Office Suite, WS\_FTP, Quark.
- Experienced in project management, meeting deadlines and satisfying clients
- Experienced in software and HTML training
- Other Competencies: oral and written communications, business and creative writing, photography, spyware removal, problem-solving, decision-making, self-motivation, fast learner

REFERENCES AND WORK SAMPLES AVAILABLE UPON REQUEST

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# Michael B. Scheibe

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## EXPERIENCE

### Haas Center for Business Research and Economic Development – Pensacola, FL

*Research Manager, Staff – UWF* **2004 - Present**

- Calculated the economic impact for multiple projects
- Learned to proficiently operate various economic impact analysis packages
- Responsible for training new research assistants
- Managed graduate and undergraduate research staff

*Research Coordinator, OPS Staff – UWF* **2004**

- Created and maintained databases in Microsoft Access and Excel
- Coordinated data requests among graduate and undergraduate staff
- Administered ACCRA **Cost of Living Index** survey in a three county area

*Research Assistant, Graduate Assistant – UWF* **2002 - 2004**

- Wrote economic articles for the **NW Florida Economy** quarterly publication
- Performed demographic and economic research for a long list of clients
- Conducted Provider Survey analysis for annual Children Services Center contract

## EDUCATION

### *University of West Florida (Pensacola, FL)*

Master of Business Administration (M.B.A.) **2004**

Core Courses: Accounting Aspects of Business Policy Determination, Business & Public Policy, Management of Information Systems & Technology, Management & Organizational Behavior, Quantitative Methods for Business, Advanced Managerial Economics, Financial Management, Operations Management Problems, Marketing Management, Strategic Management & Policy Formulation

Bachelor of Science in Business Administration (B.S.B.A.) **2002**

Specialization: Management Information Systems

Minor: Management

## ACQUIRED SKILLS

Working in Teams

Problem Solving

Customer Service

Decision-Making

Leadership

Internet Research and Analysis

Economic Impact Modeling

- REMI
- IMPLAN
- REDYN
- Strategic Advantage - EMSI

Microsoft Office Suite:

- Access
- Excel
- PowerPoint
- Word