

## ANNE M. LAVACK

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### ADDRESSES

#### HOME

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#### UNIVERSITY

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**CITIZENSHIP** Canadian

### EDUCATION

2011 *C.Dir.*, McMaster University / Conference Board of Canada – Directors College  
 1997 *Ph.D. (Marketing)*, University of British Columbia  
 1988 *Master of Business Administration (MBA)*, University of Manitoba  
 1984 *Bachelor of Science (Psychology)*, University of Toronto

### WORK EXPERIENCE

2011- Present *Provost and Vice President, Academic*, Kwantlen Polytechnic University  
 Responsibilities include overseeing all academic matters as the chief academic officer of the university. This includes directing the development and implementation of the university's academic plans and policies, as well as involvement in the university budget process.

2007-11 Present *Dean*, Faculty of Business Administration, University of Regina  
 Responsibilities included leading a group of 35 faculty members, 15 staff members, 40 sessional lecturers, 1,500 undergraduate students, and 200 graduate students.

2005-07 *Director of the Kenneth Levene Graduate School of Business & Associate Dean*, Faculty of Business Administration, University of Regina  
 Responsibilities included managing the MBA, Executive MBA, and MHRM programs, including student recruitment, strategic planning, curriculum development, and program administration.

2006 Promoted to the rank of *Full Professor* at the University of Regina

2001-06 *Associate Professor*, University of Regina, Regina, Canada  
 Responsibilities include teaching and research.

1997-2001 *Associate Professor*, University of Winnipeg, Winnipeg, Canada  
 Responsibilities included teaching and research.

1994-97 *Assistant Professor*, Concordia University, Montreal, Canada  
 Responsibilities included teaching and research.

1990-94 *Research Assistant*, University of British Columbia, Vancouver, Canada  
 Responsibilities included assisting with preparation of grant proposals, conducting data analysis, and drafting/editing research papers to assist Professors Gerald Gorn, Charles Weinberg, and Richard Pollay.

1989-90 *Account Director - Operations*, McKim Advertising Ltd., Winnipeg, Canada  
 Responsibilities included supervising several Account Managers, preparation of new business proposals, strategic marketing planning, project co-ordination, public relations, direct mail campaigns, and general communications planning for a diverse group of organizations, specializing in social marketing.

1988,1990 *Senior Research Consultant*, Western Opinion Research Inc., Winnipeg  
 Responsibilities included the management of research projects including research design and data collection, analysis and interpretation of results, client liaison and presentations, and report preparation.

- 1988 *Marketing Manager*, Vantasy Ltd., Winnipeg, Canada  
Responsibilities included development of a comprehensive marketing plan and preparation and co-ordination of marketing support programs and materials.
- 1984-87 *Media Director*, McKim Advertising Ltd., Winnipeg, Canada  
Responsibilities included preparation of advertising and media strategies for clients, coordination of marketing research projects, supervision of all media buying activities, and supervision of a staff of three persons.

## HONOURS

- 2004 Awarded an Honorary Mention in the *Best Paper* competition at the Social Marketing Advances in Research and Theory (SMART) conference.
- 2001 Awarded the *Best Paper Award* at the American Marketing Association Summer Educator's Conference.
- 1999 Awarded the R.A. Muller President's Award from the Advertising Association of Winnipeg, for outstanding contribution to the advancement of the Association's objectives
- 1999 Invited to be an affiliate of the Ontario Tobacco Research Unit
- 1999 Received an Award of Merit from the President of the University of Winnipeg
- 1986 Awarded the R.A. Muller President's Award from the Advertising Association of Winnipeg, for outstanding contribution to the advancement of the Association's objectives

## SCHOLARSHIPS & FELLOWSHIPS

- 1993 Fellow of the American Marketing Association Doctoral Consortium
- 1992-94 Social Sciences & Humanities Research Council of Canada (SSHRC) Graduate Fellowship
- 1992-94 E.D. MacPhee Graduate Fellowship
- 1990-92 Outreach Graduate Fellowship
- 1987-88 Dean's Honour Roll, University of Manitoba MBA programme
- 1981 Professor Gordon G. Blake Scholarship in Economics, University of Winnipeg
- 1981 Board of Regents Scholarship, University of Winnipeg
- 1979 Board of Regents Entrance Scholarship, University of Winnipeg

## EXTERNAL RESEARCH GRANTS (Last 10 years)

- 2010-11 Health Canada Research Grant, awarded **\$182,934** in one-year research funding as a co-applicant on a major team research project entitled, "*Chatter Box: Policy Implications for Cigarette Packaging beyond Light and Mild.*" PI: Shawn O'Connor, University of Toronto.
- 2009-15 CIHR Research Grant, awarded funding as a co-applicant/mentor on a major team research training project entitled, "Pan-Canadian Strategic Training in Population Intervention Research for Chronic Disease Prevention." The team of 6 researchers and 58 co-applicants/mentors is led by Roy Cameron from the Centre for Behavioural Research and Program Evaluation (CBRPE) at the University of Waterloo, and the research grant is valued at **\$1,950,000** over 6 years.
- 2009-12 SSHRC Standard Grant, awarded funding as Co-Investigator on project entitled, "Effects of Group-membership Status, Gender, and Community Participation on Individuals' Enforcement of Anti-Smoking Regulations," **\$77,630** over 3 years. Principal Investigator Rajesh Manchanda; co-investigator Namita Bhatnagar (both from University of Manitoba).
- 2007-08 CTCRI Policy Research Grant, awarded funding as a co-investigator on a project entitled, "Documenting the elimination of tobacco promotions at point-of-sale." Principal Investigator: Joanna Cohen (University of Toronto), **\$79,840**.
- 2007-08 Ontario Problem Gambling Research Centre, awarded funding as a co-investigator on a project entitled "Gambling Marketing at Point-of-Sale Research Study." Principal Investigator: David Korn, University of Toronto; co-investigators are Joanna Cohen (University of Toronto) and Daniel Robinson (University of Western Ontario).
- 2006-07 Saskatchewan Health Research Foundation (SHRF) Strategic Priorities Grant, awarded **\$10,000** over one year as Co-Investigator for a project entitled, "Using Protection Motivation Theory to improve public health communications." Principal Investigator: Magdalena Cismaru. Co-Investigators: Heather Hadjistavropoulos (Psychology), Kim Dorsch (Kinesiology).
- 2006-07 I.C.E. (Interdisciplinary Capacity Enhancement) Seed Grant, awarded **\$5,000** over one year as Principal Investigator to develop a book entitled, *Where There's Smoke, There's Fire: The Tobacco*

- Industry's Challenge of Canada's Tobacco Act*, with co-investigators Daniel Robinson (University of Western Ontario) and Timothy Dewhirst (University of Saskatchewan).
- 2005-06 WorkSafe BC Research Secretariat grant, "Using Social Marketing to Increase Occupational Health and Safety," awarded **\$98,750** over one year as Principal Investigator; co-investigators include Michael Basil, Debra Z. Basil, Sameer Deshpande, and James H. Mintz.
- 2005-08 SSHRC Standard Grant, "Consumer Behaviour and the Need for Social Identity," awarded **\$79,077** over 3 years as Principal (sole) Investigator.
- 2005-06 CTCRI (Canadian Tobacco Control Research Initiative) Policy Grant, "Newspaper and Magazine Advertising under the Tobacco Act," awarded **\$27,800** over one year.
- 2004-06 CTCRI (Canadian Tobacco Control Research Initiative) Policy Grant, "Tobacco Marketing at Point-of-Sale," awarded **\$128,450** over two years as a co-investigator. Principal investigator is Joanna Cohen (University of Toronto) and co-investigators are Daniel Robinson (University of Western Ontario), Shawn O'Connor, Francis Thompson, Stacy Landau, and Steven Savvaidis.
- 2002-05 SSHRC-CTCRI (Canadian Tobacco Control Research Initiative) Strategic Grant, "A Model of the Perceived Social Acceptability of Smoking: Comparing Tobacco Industry Efforts with Tobacco Denormalization Policies," awarded **\$85,667** over three years.
- 2003-04 SSHRC-CTCRI (Canadian Tobacco Control Research Initiative) Strategic Grant, "Identifying Best Practices for 'Quit and Win' Programs," awarded **\$34,668** over one year.
- 2002-03 SSHRC-CTCRI (Canadian Tobacco Control Research Initiative) Strategic Grant, "A Content Analysis of the Characteristics of Mass Media Tobacco Industry Denormalization Messages," awarded **\$26,152** over one year.
- 2000 Co-investigator on Canadian Institutes of Health Research (CIHR) grant application, "Smoking Prevention and Cessation: A National Network," awarded **\$15,000** in seed money to prepare full proposal in association with Principal Investigators A.J. Roy Cameron (U. of Waterloo), Roberta Ferrence (U. of Toronto), Paul McDonald (U. of Waterloo), and 11 other researchers across Canada.

#### REFEREED JOURNAL PUBLICATIONS

1. Cismaru, Magdalena and **Anne M. Lavack** (2011, forthcoming), "Campaigns Targeting Perpetrators of Intimate Partner Violence," *Trauma, Violence, and Abuse*. (**JCR = 2.537**)
2. Cohen Joanna E., Lynn. Planinac, **Anne M. Lavack**, Daniel Robinson, Sean O'Connor, and Jo-anne Di Nardo (2011, forthcoming), "Changes in retail tobacco promotions in a cohort of stores before, during and after a tobacco product display ban," *American Journal of Public Health*. (**JCR = 4.992**)
3. Planinac, Lynn, Joanna Cohen, Jennifer Reynolds, Daniel Robinson, **Anne M. Lavack**, and David Korn (2011), "Lottery Promotions at the Point-of-Sale in Ontario, Canada," *Journal of Gambling Studies*, Volume 27(2), 345-354. (**JCR = 1.284**)
4. Cismaru, Magdalena, Gitte Jensen, and **Anne M. Lavack** (2010), "If the Noise Coming from Next Door was Loud Music, You'd Do Something about It: Using Mass Media Domestic Violence Campaigns to Encourage Bystander Intervention," *Journal of Advertising*, 39(4). (**JCR = 1.165**)
5. Watson, Lisa, **Anne M. Lavack**, Christina Rudin-Brown, Peter Burns, and James H. Mintz (2010), "Message Content in Automotive Advertising: A Role for Regulation?," *Canadian Public Policy*, 36(Supp. 1), S49-S67. (**JCR = 0.269**)
6. Jensen, Gitte, Magdalena Cismaru, **Anne M. Lavack**, and Romulus Cismaru (2010), "Examining Prejudice-Reduction Theories in Anti-Racism Initiatives," *International Journal of Nonprofit and Voluntary Sector Marketing*, 15(2), 181-198.
7. Cismaru, Magdalena, **Anne M. Lavack**, and Gitte Jensen (2010), "'Don't Suffer in Silence': Applying the Integrated Model for Social Marketers to Campaigns Targeting Victims of Domestic Violence," *Social Marketing Quarterly*, 16(1), 97-129.
8. Cismaru, Magdalena, Sameer Deshpande, Robin Thurmeier, **Anne M. Lavack**, and Noreen Agrey (2010),

- “Preventing Fetal Alcohol Syndrome Disorders: The Role of Protection Motivation Theory,” *Health Marketing Quarterly*, 27(1), 66-85.
9. Cismaru, Magdalena, **Anne M. Lavack**, and Evan Markewich (2009), “Social Marketing Campaigns Aimed at Preventing Drinking and Driving: A Review and Recommendations” *International Marketing Review*, 26(3), 292-311. (**JCR = 1.164**)
  10. Cismaru, Magdalena, **Anne M. Lavack**, and Evan Markewich (2008), “Alcohol Consumption among Young Consumers: A Review and Recommendations,” *Young Consumers*, 9(4), 282-296.
  11. **Lavack, Anne M.**, Mrugank V. Thakor, and Ingrid Bottausci (2008), “Music-Brand Congruency in High- and Low-Cognition Radio Advertising,” *International Journal of Advertising*, 27(4), 549-568. (**JCR = 1.091**)
  12. **Lavack, Anne M.**, Sherry Magnuson, Debra Z. Basil, Sameer Deshpande, James H. Mintz, and Michael D. Basil (2008), “Enhancing Occupational Health and Safety in Young Workers: The Role of Social Marketing,” *International Journal of Nonprofit and Voluntary Sector Marketing*, 13(3), 193-204.
  13. Cismaru, Magdalena, **Anne M. Lavack**, Heather D. Hadjistavropoulos, and Kim Dorsch (2008), “Understanding Health Behavior: An Integrated Model for Social Marketers,” *Social Marketing Quarterly*, 14(2), 2-32.
  14. Cohen, Joanna E., Lynn C. Planinac, Kara Griffin, Daniel J. Robinson, Shawn C. O’Connor, **Anne M. Lavack**, Francis E. Thompson, and Joanne Di Nardo (2008), “Tobacco Promotions at Point-of-Sale: The Last Hurrah,” *Canadian Journal of Public Health*, 99(3), 166-171. (**JCR = 1.349**)
  15. Silvera, David H., **Anne M. Lavack**, and Fredric Kropp (2008), “Impulse Buying: The Role of Affect, Social Influence, and Subjective Well-Being,” *Journal of Consumer Marketing*, 25(1), 23-33.
  16. Cohen, Joanna E., Lynn C. Planinac, Kara Griffin, Daniel J. Robinson, Shawn C. O’Connor, **Anne M. Lavack**, Francis E. Thompson, and Joanne Di Nardo (2008), “Keeping the Point-of-Sale Environment at the Forefront,” Letter to the Editor in *American Journal of Public Health*, 98, 5-6. (Letters to the Editor are refereed by editorial committee.) (**JCR = 4.992**)
  17. Cismaru, Magdalena, and **Anne M. Lavack** (2007), “Social Marketing Campaigns Aimed at Preventing and Controlling Obesity: A Review and Recommendations,” *International Review on Public and Nonprofit Marketing*, 4 (1/2), 9-30.
  18. Cismaru, Magdalena and **Anne M. Lavack** (2007), “Tobacco Warning Labels and the Protection Motivation Model: Implications for Canadian Public Policy,” *Canadian Public Policy/Analyse de Politiques*, 33(4), 477-86. (**JCR = 0.269**)
  19. Cismaru, Magdalena and **Anne M. Lavack** (2007), “Interaction Effects and Combinatorial Rules Governing Protection Motivation Theory Variables,” *Marketing Theory*, 7(3), 249-70.
  20. **Lavack, Anne M.** (2007), “Using Social Marketing to De-Stigmatize Addictions: A Review,” *Addiction Research and Theory*, 15(5), 479-492. (**JCR = 0.626**)
  21. **Lavack, Anne M.**, Lisa Watson, and Julie Markwart (2007), “International Quit and Win: A Social Marketing Success Story,” *Social Marketing Quarterly*, 13(1), 31-52.
  22. **Lavack, Anne M.** and Gina Clark (2007), “Responding to the Global Tobacco Industry: Canada and the Framework Convention on Tobacco Control,” *Canadian Public Administration*, 50(1), 100-118. (**JCR = 0.132**)
  23. Cismaru, Magdalena and **Anne M. Lavack** (2006), “Marketing Communications and Protection Motivation Theory: Examining Consumer Decision-Making,” *International Review on Public and Non Profit Marketing*, 3(2, December).
  24. Charlebois, Sylvain, **Anne M. Lavack**, and Patrick Cooper (2006), “Survey Research with Cattle Producers in a Crisis Environment: Methodological Challenges and Recommendations,” *Canadian Journal of Marketing*

*Research*, 23, 38-46.

25. **Lavack, Anne M.** and Graham Toth (2006), "Tobacco Point-of-Purchase Promotion: Examining Tobacco Industry Documents," *Tobacco Control*, 15(5), 377-384. **(JCR = 3.852)**
26. Kropp, Fredric, **Anne M. Lavack**, and David H. Silvera (2005), "Values and Collective Self-Esteem as Predictors of Consumer Susceptibility to Interpersonal Influence among University Students," *International Marketing Review*, 22(1), 7-33. **(JCR = 1.164)**
27. Gabler, Joanna, Fredric Kropp, David H. Silvera, and **Anne M. Lavack** (2004), "The Role of Attitudes and Self-Efficacy in Predicting Condom Use and Purchase Intentions," *Health Marketing Quarterly*, 21(3), 63-78.
28. **Lavack, Anne M.** (2004), "Ads that Attack the Tobacco Industry: A Review and Recommendations," *Journal of Nonprofit and Public Sector Marketing*, 12(2), 51-72.
29. Kropp, Fredric, **Anne M. Lavack**, David H. Silvera, and Joanna R. Gabler (2004), "Alcohol Consumption among University Students: A Multi-Country Study of Attitudes, Values, Identity, and Consumer Influence," *Journal of Nonprofit and Public Sector Marketing*, 12(2), 1-28.
30. **Lavack, Anne M.** and Fredric Kropp (2003), "Smoking Among University Students in Canada and Korea: Linking Diffusion Theory with Consumer Susceptibility to Interpersonal Influence," *Health Marketing Quarterly*, 20(4), 3-25.
31. Thakor, Mrugank V. and **Anne M. Lavack** (2003), "Effect of Perceived Brand Origin Associations on Consumer Perceptions of Quality," *Journal of Product and Brand Management*, 12(6), 394-407.
32. **Lavack, Anne M.** and Fredric Kropp (2003), "A Cross-Cultural Comparison of Consumer Attitudes toward Cause-Related Marketing," *Social Marketing Quarterly*, 9(2), 3-16.
33. **Lavack, Anne M.** (2003), "An Inside View of Tobacco Sports Sponsorship: An Historical Perspective," *International Journal of Sports Marketing and Sponsorship*, 5(2), 33-56.
34. Katz, Sara K. and **Anne M. Lavack** (2002), "Tobacco Related Bar Promotions: Insights from Tobacco Industry Documents," *Tobacco Control*, 11(Suppl. 1), i92-i101. **(JCR = 3.852)**
35. Kim, Chung K., **Anne M. Lavack**, and Margo J. Smith (2001), "Consumer Evaluation of Vertical Brand Extensions and Core Brands," *Journal of Business Research*, 52(3), 211-222. **(JCR = 1.293)**
36. Kropp, Fredric, **Anne M. Lavack**, and Stephen J.S. Holden (1999), "Smokers and Beer Drinkers: Values and Consumer Susceptibility to Interpersonal Influence," *Journal of Consumer Marketing*, 16(6), 536-557.
37. **Lavack, Anne M.** (1999), "Message Content of Alcohol Moderation TV Commercials: Impact of Corporate versus Nonprofit Sponsorship," *Health Marketing Quarterly*, 16(4), 15-31.
38. Kropp, Fredric, Stephen J.S. Holden, and **Anne M. Lavack** (1999), "Cause-Related Marketing and Values in Australia," *Journal of Nonprofit and Voluntary Sector Marketing*, 4(1), 69-80.
39. Kropp, Fredric, **Anne M. Lavack**, Stephen J.S. Holden, and Vassilis Dalakas (1999), "Attitudes toward Beer and Tobacco Sports Sponsorships," *Sport Marketing Quarterly*, 8(3), 49-58.
40. **Lavack, Anne M.** (1999), "Denormalization of Tobacco in Canada," *Social Marketing Quarterly*, 5(3), 82-85.
41. Gorn, Gerald J., **Anne M. Lavack**, Craig R. Pollock, and Charles B. Weinberg (1996), "An Experiment in Designing Effective Warning Labels," *Health Marketing Quarterly*, 14(2), 43-61.
42. Kim, Chung K. and **Anne M. Lavack** (1996), "Vertical Brand Extensions: Current Research and Managerial Implications," *Journal of Product and Brand Management*, 5(6), 24-37.

43. Goldberg, Marvin E., Gerald J. Gorn, and **Anne M. Lavack** (1994), "Product Innovation and Teenage Alcohol Consumption: The Case of Wine Coolers," *Journal of Public Policy and Marketing*, 13(2), 218-227. (JCR = 1.660)

#### REFEREED CONFERENCE PROCEEDINGS

1. Foley, Janice and **Anne M. Lavack** (2001), "Relational Psychological Contracts and Displacement Outcomes," in Trevor C. Brown (ed.), *Administrative Sciences of Canada (ASAC) 2001 Conference Proceedings*, 22(9), 55-64.
2. Holden, Stephen J.S., **Anne M. Lavack**, Fredric Kropp, and Bongjin Cho (1999), "Smoking and Consumer Susceptibility to Interpersonal Influence: Comparing Korea and North America," in Madhu Viswanathan, Larry Compeau, and Manoj Hastak (editors), *Society for Consumer Psychology 1999 Winter Conference Proceedings*, 141-145.
3. **Lavack, Anne M.** (1999), "Consumer Psychology Lessons from the War on Tobacco," abstract published in Madhu Viswanathan, Larry Compeau, and Manoj Hastak (editors), *Society for Consumer Psychology 1999 Winter Conference Proceedings*, 117.
4. **Lavack, Anne M.** (1999), "Plugging Loopholes in Tobacco Legislation: What We've Learned," abstract published in Madhu Viswanathan, Larry Compeau, and Manoj Hastak (editors), *Society for Consumer Psychology 1999 Winter Conference Proceedings*, 119-121.
5. **Lavack, Anne M.** and Fredric Kropp (1997), "Impact of Values on Consumer Attitudes toward Cause-Related Marketing: A Cross-Cultural Perspective," in Scott Smith (editor), *Proceedings of the Sixth Symposium on Cross-Cultural Consumer and Business Studies*, 280-285.
6. **Lavack, Anne M.**, Gerald J. Gorn, and Charles B. Weinberg (1997), "Using Social Marketing Ads to Attack Maladaptive Coping Responses," *Proceedings of the 3rd Annual Innovations in Social Marketing Conference*, Boston, May 18-19, 1997, pp. 83-86.
7. Dahl, Darren and **Anne M. Lavack** (1995), "Cause-Related Marketing: Impact of Size of Corporate Donation and Size of Cause-Related Promotion on Consumer Perceptions and Participation," in David W. Stewart and Naufel J. Vilcassim (editors), *1995 AMA Winter Educators' Conference: Marketing Theory and Applications*, 6, 476-481.
8. **Lavack, Anne M.** (1993), "Using Brand Image to Compete for the Youth Market: The Case of Export 'A' and Player's," *Administrative Sciences Association of Canada (ASAC) Conference Proceedings*, 14(3), 142-51.
9. Pollay, Richard W. and **Anne M. Lavack** (1993), "The Targeting of Youths by Cigarette Marketers: Archival Evidence on Trial," in Leigh McAllister and Michael L. Rothschild (eds.), *Advances in Consumer Research*, Vol. 20, Provo, UT: Association for Consumer Research, 266-71.

#### REFEREED CONFERENCE PRESENTATIONS & POSTER SESSIONS (Last 10 years)

1. Cismaru, Magdalena, Gitte Jensen, and **Anne M. Lavack** (2011), "Bystander Intervention in Domestic Violence: Evaluating Social Marketing Campaigns," presentation at the World Marketing Congress, Reims, France, July 19-23, 2011. (full paper, refereed)
2. Bahl, Navin, Namita Bhatnagar, Rajesh V. Manchanda, and **Anne M. Lavack** (2011), "Netnographic Insights into Motivations and Practices within Online Smoker Communities," presentation at *Marketing and Public Policy* conference, Washington, DC, June 2-4, 2011. (full paper, refereed)
3. Cismaru, Magdalena and **Anne M. Lavack** (2011), "Integrated Model for Social Marketers: Examining Domestic Violence Campaigns," presentation at *Rupert's Land Consumer Behaviour Symposium*, Regina, SK, May 13-14, 2011. (abstract, non-refereed)
4. Cismaru, Magdalena and **Anne M. Lavack** (2011), "Media Campaigns that Target Perpetrators of Intimate Partner Violence," presentation at the World Social Marketing Conference, Dublin, Ireland, April 11-12, 2011. (abstract only, refereed)

5. Di Sante, Emily, Shawn O'Connor, Robert Schwartz, Joanna Cohen, **Anne Lavack**, David Hammond, Jaklyn Andrews, Timothy Dewhirst, Melodie Tilson (2011), "Communicating Luxury through Cigarette Packaging: A 'Chatter Box' Project," poster session at the 5<sup>th</sup> European Conference on Smoking or Health, Amsterdam, March 28-30, 2011. (abstract only, refereed)
6. O'Connor, Shawn, Emily Di Sante, Robert Schwartz, Joanna Cohen, **Anne Lavack**, David Hammond, Anne Philipneri, Timothy Dewhirst, Melodie Tilson (2011), "The Cigarette Pack as Communication Vehicle: Policy Implications for Tobacco Control (A 'Chatter Box' Project)," poster session at the 5<sup>th</sup> European Conference on Smoking or Health, Amsterdam, March 28-30, 2011. (abstract only, refereed)
7. Deshpande, S., **Lavack, A.**, Cismaru, M., Thurmeier, R., & Agrey, N. (2011), "Using Social Marketing Techniques to Strengthen Primary Prevention Efforts in FASD," presentation at the 4th International Conference on Fetal Alcohol Spectrum Disorder: The Power of Knowledge: Integrating Research, Policy, and Promising Practice Around the World, Vancouver, BC, March 2 – 5, 2011. (abstract only, refereed)
8. O'Connor, Shawn, Emily Di Sante, Robert Schwartz, Joanna Cohen, **Anne Lavack**, David Hammond, Anne Philipneri, Timothy Dewhirst, Melodie Tilson (2011), "Chatter Box: Cigarette Package Design Elements as Sites of Meaning," presentation at Society for Research on Nicotine and Tobacco (SRNT) Conference, February 16-19, 2011, Toronto, Ontario.
9. Cohen, Joanna, Lynn Planinac, David Korn, **Anne Lavack**, Jennifer Reynolds, Shawn O'Connor, and Daniel Robinson (2010), "Marketing Addiction at the Retail Point-of-sale," presentation at the *Canadian Public Health Association Conference*, Toronto, ON, June 13-16, 2010. (abstract only, refereed)
10. Watson, Lisa and **Anne M. Lavack** (2010), "The Role of the Environment in Consumer Vehicle Selection and Automotive Advertising Messages," presentation at the *Administrative Sciences Association Conference*, Regina, SK, May 23-25, 2010. (full paper, refereed)
11. Watson, Lisa and **Anne M. Lavack** (2010), "Message Content in Canadian Automotive Advertising: A Role for Regulation?," presentation at the *Rupert's Land Conference*, Saskatoon, SK, May 7-8, 2010. (abstract only, not refereed)
12. Cohen, Joanna E., Lynn Planinac, Shawn O'Connor, **Anne Lavack**, and Daniel Robinson (2010), "A Pre-Post Study of a Provincial Ban on the Display of Cigarettes at Retail," poster session at the annual meeting of the Society for Research on Nicotine and Tobacco (SRNT), Baltimore, Maryland, February 24-27, 2010. (abstract only, refereed)
13. Planinac, Lynn, Joanna Cohen, Shawn O'Connor, **Anne Lavack**, Joanne Di Nardo, Daniel Robinson, Francis Thompson (2009), "Banning the display of cigarettes at retail: Pre-post implementation study," presentation at the *6th National Conference on Tobacco or Health*, Montreal, QC, November 1-4, 2009. (abstract only, refereed)
14. Cismaru, Magdalena and **Anne M. Lavack** (2009), "Social Marketing Campaigns aimed at Preventing Drinking and Driving: A Review and Recommendations," presentation at the *World Marketing Congress* biannual conference, Oslo, Norway, July 21-25, 2009. (full paper, refereed)
15. Jensen, Gitte, Magdalena Cismaru, **Anne M. Lavack**, and Romulus Cismaru (2009), "Examining Prejudice-Reduction Theories in Anti-Racism Initiatives," presentation at the *American Psychological Association* annual Conference, Toronto, ON, August 5-9, 2009. (full paper, refereed)
16. Cismaru, Magdalena, Sameer Deshpande, Robin Thurmeier, **Anne M. Lavack**, and Noreen Agrey (2009), "Preventing Fetal Alcohol Spectrum Disorders: The Role of Protection Motivation Theory," presentation at the *Administrative Sciences Association of Canada (ASAC) Annual Conference*, Niagara Falls, ON, June 6-9, 2009. (full paper, refereed)
17. Cooper, Patrick and **Anne M. Lavack** (2009), "Policy Networks Applied to a Model of Agenda-Setting," presentation at the 14<sup>th</sup> World Conference on Tobacco or Health, March 8-12, 2009, Mumbai, India. (Abstract only, refereed.)

18. **Lavack, Anne M.** (2009), "Code-named Tobacco Industry Projects," poster session at the 14<sup>th</sup> World Conference on Tobacco or Health, March 8-12, 2009, Mumbai, India. (Abstract only, refereed.)
19. Lynn Planinac, Joanna Cohen, Cara Griffin, Daniel Robinson, **Anne M. Lavack**, Shawn O'Conner, Francis Thompson, and Joanne Di Nardo (2009), "Point-of-sale tobacco promotions: Four waves of data collection pre- and post-display ban," poster session at the 14<sup>th</sup> World Conference on Tobacco or Health, March 8-12, 2009, Mumbai, India. (Abstract refereed.)
20. **Lavack, Anne M.** (2008), "Tobacco Product Availability and Marketing Theory," special session at the *Tobacco Control for the 21<sup>st</sup> Century* conference, organized by Ontario Tobacco Research Unit, November 10-12, 2008, Toronto, Ontario. (Abstract refereed.)
21. Planinac, Lynn, Joanna E. Cohen, **Anne Lavack**, Shawn O'Connor, Joanne di Nardo, Daniel Robinson, and Francis Thompson (2008), "Tobacco Promotions at the Point-of-Sale Following a Display Ban," poster at the *Tobacco Control for the 21<sup>st</sup> Century* conference, organized by Ontario Tobacco Research Unit, November 10-12, 2008, Toronto, Ontario. (Abstract refereed.)
22. Rudin-Brown, Christina M., Peter C. Burns, **Anne M. Lavack**, Lisa M. Watson, James H. Mintz, and Bernie Colterman (2008), "Be driving excitement! Accelerate the future! Zoom-zoom!: Unsafe themes in recent Canadian automotive advertisements," presentation at *Canadian Multidisciplinary Road Safety Conference*, Whistler, B.C., June 8-11. (Full paper refereed.)
23. Cismaru, Magdalena and **Anne M. Lavack** (2008), "Social Marketing Campaigns Aimed at Fighting Obesity: Review and Recommendations," presentation at *Society for Consumer Psychology (SCP) Summer Conference*, Boston, MA, August 14-17, 2008. (Full paper refereed.)
24. Cismaru, Magdalena and **Anne M. Lavack** (2008), "Marketing Communications and Protection Motivation Theory: Examining Consumer Decision Making" presentation at the *37<sup>th</sup> European Marketing Academy Conference (EMAC)*, Brighton, UK, May 27-30, 2008.
25. **Lavack, Anne M.** (2007), "The Future of Tobacco Control: Tobacco Marketing and Tobacco Industry Practices," presentation at the *5<sup>th</sup> National Conference on Tobacco or Health*, Edmonton, October 1-3, 2007. (Abstract refereed.)
26. Smith, Brad and **Anne M. Lavack** (2007), "Snus in Canada: An Issue for Debate," presentation at the *5<sup>th</sup> National Conference on Tobacco or Health*, Edmonton, October 1-3, 2007. (Abstract refereed.)
27. Lynn Planinac, Joanna Cohen, Cara Griffin, Daniel Robinson, **Anne M. Lavack**, Shawn O'Conner, Francis Thompson, and Joanne Di Nardo (2007), "Factors associated with level of tobacco promotions at point-of-sale in Ontario," presentation at the *5<sup>th</sup> National Conference on Tobacco or Health*, Edmonton, October 1-3, 2007. (Abstract refereed.)
28. **Lavack, Anne M.** (2007), "Tobacco Point-of-Purchase Promotion: Examining Tobacco Industry Documents," presentation at the *5<sup>th</sup> National Conference on Tobacco or Health*, Edmonton, October 1-3, 2007. (Abstract refereed.)
29. **Lavack, Anne M.** (2007), "What the Tobacco Industry Thinks about Plain Packaging," presentation at the *5<sup>th</sup> National Conference on Tobacco or Health*, Edmonton, October 1-3, 2007. (Abstract refereed.)
30. Basil, Debra Z., Michael D. Basil, Sameer Deshpande, **Anne M. Lavack**, James H. Mintz, & Sherry Magnuson (2007), "Using the Parallel Process Model to Assess Social Marketing Communications to Young Male Workers," presentation at the *National Social Marketing Conference*, London, England, September 24-25, 2007. (Abstract refereed)
31. Cismaru, Magdalena and **Anne M. Lavack** (2007), "Tobacco Warning Labels and the Protection Motivation Model," presentation at the *Society for Consumer Psychology Research Conference*, San Francisco, August 17-20, 2007. (Full paper refereed)



32. **Lavack, Anne M.**, Patrick Cooper, Fredric Kropp, David H. Silvera (2007), "Cause-Related Marketing: Relationship with Collective Self-Esteem and Impulse Buying," presentation at the World Marketing Congress, Academy of Marketing Science, Verona, Italy, July 11-14, 2007. (Full paper refereed)
33. **Lavack, Anne M.**, Lisa Watson, and Patrick Cooper (2007), "Tobacco Advertising in Chatelaine and Macleans: A Content Analysis," presentation at *Administrative Sciences Association of Canada Conference*, Ottawa, Ontario, June 2-5, 2007. (Full paper refereed)
34. Planinac, Lynn, Joanna Cohen, Daniel Robinson, **Anne Lavack**, Shawn O'Connor, Francis Thompson, and Joanne Di Nardo (2007), "Comparisons of Point-of-Sale Tobacco Promotions at Two Time Points Prior to Restrictions of Tobacco Retail Displays," poster session at the *Society for Research on Nicotine and Tobacco 13<sup>th</sup> Annual Meeting*, February 21-24, 2007, Austin, Texas. (Abstract refereed)
35. **Lavack, Anne M.** (2006), "Magazine Advertising under Canada's *Tobacco Act*," presentation at the *Ontario Tobacco Control Conference*, Niagara Falls, Ont., December 4-6, 2006. (Abstract refereed)
36. **Lavack, Anne M.** (2006), "Code-Named 'Projects' in Canadian Tobacco Industry Documents," presentation at the *Ontario Tobacco Control Conference*, Niagara Falls, Ont., December 4-6, 2006. (Abstract refereed)
37. Di Nardo, Joanne, Joanna Cohen, Kara Griffin, Daniel Robinson, **Anne M. Lavack**, Shawn O'Connor, and Francis Thompson (2006), "A Study of Tobacco Marketing at Point-of-Sale," presentation at the *Ontario Tobacco Control Conference*, Niagara Falls, Ont., December 4-6, 2006. (Abstract refereed)
38. **Lavack, Anne M.**, Sherry Magnuson, Debra Basil, Sameer Deshpande, James H. Mintz, and Michael Basil (2006), "Using Social Marketing to Improve Workplace Safety: A Qualitative Analysis," presentation at the Social Marketing Advances in Research & Theory (SMART) Conference, Banff, AB, October 19-21, 2006.
39. **Lavack, Anne M.** (2006), "Magazine Advertising under Canada's *Tobacco Act*," poster session at the *13<sup>th</sup> World Conference on Tobacco or Health*, Washington, DC, July 12-15, 2006. (Abstract refereed)
40. Cohen, Joanna, Kara Griffin, Daniel Robinson, **Anne M. Lavack**, Shawn O'Connor, Francis Thompson, and Joanne Di Nardo (2006), "Tobacco Marketing at Point-of-Sale: The Last Hoorah," poster session at the *13<sup>th</sup> World Conference on Tobacco or Health*, Washington, DC, July 12-15, 2006. (Abstract refereed)
41. Silvera, David H., **Anne M. Lavack**, and Fredric Kropp (2006), "The Role of Subjective Well-being, Positive and Negative Affect, and Consumer Susceptibility to Interpersonal Influence in Predicting Impulse Buying Tendencies," presented at the Association for Consumer Research (ACR) Asia-Pacific Conference, Sydney Australia, June 15-17, 2006. (Full paper refereed)
42. **Lavack, Anne M.** and Lisa Watson (2006), "Consumer Values: Correlates and Current Uses," special session presentation at the Association for Consumer Research (ACR) Asia-Pacific Conference, Sydney Australia, June 15-17, 2006. (Abstract refereed)
43. **Lavack, Anne M.**, Jill Raddysh, Kelsey Beach, Gina Clark, and Peter Moroz (2006), "Using Company Documents to Understand Corporate Social Responsibility in the Tobacco Industry," presented at the *Administrative Sciences Association of Canada (ASAC) Conference*, Banff, Alberta, June 4-6, 2006. (Full paper refereed)
44. Cohen, Joanna, Kara Griffin, Daniel Robinson, **Anne M. Lavack**, Shawn O'Connor, Francis Thompson, and Joanne Di Nardo (2006), "Point-of-Sale Tobacco Marketing Prior to the Elimination of Tobacco Retail Displays," poster session at the *Society for Research on Nicotine and Tobacco conference*, February 15-18, 2006, Orlando, FL. (Abstract refereed)
45. **Lavack, Anne M.** and Gina Clark (2005), "Tobacco Control Policy in a Borderless World," presented at the *Institute of Public Administration (IPAC) Annual Conference*, Regina, August 29-31, 2005. (Abstract refereed; full paper submitted)

46. **Lavack, Anne M.**, Fredric Kropp, and David H. Silvera (2005), "Refining a Scale to Measure Need for Social Identity," presented at the *12<sup>th</sup> Biennial World Marketing Congress*, Muenster Germany, July 6-9, 2005. (Full paper refereed)
47. **Lavack, Anne M.** (2005), "Print Advertising under the *Tobacco Act*," presented at the *4<sup>th</sup> National Conference on Tobacco or Health*, Ottawa, June 19-22, 2005. (Abstract refereed)
48. **Lavack, Anne M.** (2005), "Tobacco Point-of-Purchase Promotion: What Tobacco Industry Documents Say," presented at the *4<sup>th</sup> National Conference on Tobacco or Health*, Ottawa, June 19-22, 2005. (Abstract refereed)
49. **Lavack, Anne M.** (2005), "The Future of Tobacco Marketing," presented at the *4<sup>th</sup> National Conference on Tobacco or Health*, Ottawa, June 19-22, 2005. (Abstract refereed)
50. **Lavack, Anne M.** (2005), "Tobacco Industry under Attack: Negative Attitudes and Negative Ads," presented at the Marketing and Public Policy Conference, Washington, DC, May 19-21, 2005. (Abstract refereed)
51. Kropp, Fredric, **Anne M. Lavack**, and David H. Silvera (2004), "Examining the Relationship Between Consumer Values and Positive and Negative Affect," presented at the *Association for Consumer Research* annual conference, Portland, Oregon, October 7-9, 2004. (Full paper refereed)
52. **Lavack, Anne M.** and Bronwen Thompson (2004), "A Content Analysis of Tobacco Industry Denormalization Ads," presented at the *Social Marketing Advances in Research and Theory (SMART)* conference, Kananaskis, Alberta, Sept. 16-18, 2004. (Recipient of Honourary Mention in the Best Paper competition).
53. **Lavack, Anne M.** (2004), "Tobacco Industry's Role in Maintaining the Social Acceptability of Smoking," presented at the *Ontario Tobacco Control Conference*, Toronto, May 5-7, 2004. (Abstract refereed)
54. **Lavack, Anne M.** (2004), "Best Practices for Quit & Win Contests," presented at the *Ontario Tobacco Control Conference*, Toronto, May 5-7, 2004. (Abstract refereed)
55. **Lavack, Anne M.** (2003), "Ads that Attack the Tobacco Industry: Strategies and Effectiveness," presented at the *12<sup>th</sup> World Conference on Smoking or Health* in Helsinki, Finland, August 3-8, 2003. (Abstract refereed)
56. **Lavack, Anne M.** (2003), "Tobacco Logos in Video Games," poster session at the *12<sup>th</sup> World Conference on Smoking or Health* in Helsinki, Finland, August 3-8, 2003. (Abstract refereed)
57. **Lavack, Anne M.** (2003), "Philosophical Aspects of Tobacco Denormalization," poster session at the *12<sup>th</sup> World Conference on Smoking or Health* in Helsinki, Finland, August 3-8, 2003. (Abstract refereed)
58. **Lavack, Anne M.**, Fredric Kropp, David H. Silvera, and Joanna R. Gabler (2003), "Developing a Scale to Measure Need for Social Identity," presented at the *Academy of Marketing Science World Congress* in Perth, Australia, June 11-14, 2003. (Full paper refereed)
59. Silvera, David, Joanna R. Gabler, **Anne M. Lavack**, and Fredric Kropp (2003), "The Role of Values, Collective Self-Esteem and Consumer Susceptibility to Interpersonal Influence in Predicting Attitudes Toward Drinking in Norwegians," presented at the *ACR Europe 2003 Conference* in Dublin, Ireland, June 4-7, 2003. (Full paper refereed)
60. **Lavack, Anne M.** and Sara K. Katz (2002), "Tobacco Bar Promotions: More Insights from Tobacco Industry Documents," presented at the *3<sup>rd</sup> National Conference on Smoking or Health*, Ottawa, December 1-4, 2002. (Abstract refereed)
61. **Lavack, Anne M.** (2002), "A Holiday Gift: Best Practices (for Tobacco Industry Denormalization Ads)," presented at the *3<sup>rd</sup> National Conference on Smoking or Health*, Ottawa, December 1-4, 2002. (Abstract refereed)
62. **Lavack, Anne M.** and Fredric Kropp (2002), "Consumer Values and Attitudes Toward Cause-Related Marketing: A Cross-Cultural Comparison," presented at the *Association for Consumer Research Annual Conference*, Atlanta,

Georgia, October 17-20, 2002. (Full paper refereed)

63. Kropp, Fredric, **Anne M. Lavack**, David H. Silvera, and Bongjin Cho (2002), "Consumer Susceptibility to Interpersonal Influence and Identity: An Examination of the Underlying Relationships in Korea," presented at the *Association for Consumer Research (ACR) Asia-Pacific Conference*, Beijing, May 16-18, 2002. (Full paper refereed)
64. **Lavack, Anne M.** and Jan Cote (2002), "Promotional Novelty: An Unintended Effect of Tobacco Ad Restrictions," presented at the *Ontario Tobacco Control Conference*, Toronto, March 21-23, 2002. (Abstract refereed)
65. **Lavack, Anne M.**, Mrugank V. Thakor, and Ingrid Bottausci (2001), "Music-Brand Congruency in Radio Advertising," presented at *American Marketing Association Summer Conference*, August 2001, Washington, DC. (Recipient of *Best Paper Award* at the conference.)
66. **Lavack, Anne M.**, Mrugank V. Thakor, and Ingrid Bottausci (2001), "Music-Brand Congruency in High- and Low-Cognition Advertising," poster session at *Society for Consumer Psychology (SCP) Winter Conference*, February 2001, Phoenix, AZ.

#### BOOK CHAPTERS

1. Thurmeier, R., Deshpande, S., **Lavack, A.**, Agrey, N., & Cismaru, M (2011), "Next Steps in FASD Primary Prevention," *Fetal Alcohol Spectrum Disorder – A Policy Review*, Wiley Blackwell Publishers.
2. **Lavack, Anne M.** (2002), "Disadvantaged? Not I!," in Elena Hannah, Linda Paul, and Swani Vethamany-Globus (editors), *Women in the Canadian Academic Tundra: Challenging the Chill*, McGill-Queen's University Press, p. 124-128.

#### DOCTORAL DISSERTATION

**Lavack, Anne M.** (1997), *Fear Appeals in Social Marketing Advertising*, University of British Columbia. Dissertation supervisors: Gerald J. Gorn and Charles B. Weinberg.

#### COMMISSIONED REPORTS

1. Watson, Lisa and **Anne M. Lavack** (2011), *Effective Social Marketing Smoking Cessation and Prevention Approaches*, prepared for Health Canada.
2. Watson, Lisa, **Anne M. Lavack**, James H. Mintz, and Bernie Colterman (2009), *Purchasing Fuel Efficient Vehicles in Canada*, prepared for Pollution Probe.
3. **Lavack, Anne M.**, Lisa Watson, James H. Mintz, and Bernie Colterman (2008), *Study of Positive and Negative Themes in Canadian Automotive Advertising*, prepared for Transport Canada.
4. **Lavack, Anne M.** (2006), *Synthesis Report on the Roundtable on De-stigmatizing Addictions*, prepared for the Addictions Foundation of Manitoba.
5. **Lavack, Anne M.** (2005), *Raising Public Awareness about Addictions: Creating Momentum for Action*, prepared for the Addictions Foundation of Manitoba / Canadian Executive Council on Addictions.
6. **Lavack, Anne M.** (2004), *Reducing Youth Access to Tobacco: A Strategy to Address Young Adults as Social Sources of Supply*, prepared for Health Canada -Saskatchewan/Manitoba regional office.
7. **Lavack, Anne M.** (2002), *Report on the Partners in Tobacco Enforcement Conference on Inter-Provincial Tobacco Smuggling*, prepared for Health Canada (Manitoba/Saskatchewan Region), 47 pp.
8. Thompson, Kathleen and **Anne M. Lavack** (2002), *Evaluation of Community-Based Tobacco Retailer Education and Enforcement Models Established in Moose Jaw and Regina*, prepared for Health Canada (Manitoba/Saskatchewan Region), 80 pp.
9. **Lavack, Anne M.** (2001), *Canadian Anti-Tobacco Campaigns: The Past 10 Years*, prepared for Health Canada,

20 pp.

10. **Lavack, Anne M.** (2001), *Tobacco Industry Denormalization Campaigns: A Review and Evaluation*, prepared for Health Canada, 113 pp.
11. **Lavack, Anne M.** (1999), *Denormalization of Tobacco in Canada*, prepared for Health Canada, 10 pp.
12. **Lavack, Anne M.** (1997), *The Marketing of Tobacco Products: A Review of the Academic Literature*, prepared for Health Canada, 64 pp.
13. Froese, Robert, Diane Héon, **Anne M. Lavack**, Linda Vernon, and Judith J. Madill (1996), *Marketing of Tobacco Products*, Project # 502-0049 prepared for Health Canada, 109 pp.

#### CASES

1. Sali, Nicole and **Anne M. Lavack** (2007), "5-to-10-a-day Program," in Herbert MacKenzie (ed.), *Contemporary Canadian Marketing Cases*, 3rd edition, Toronto, ON: Pearson Prentice Hall, p. 296-303.
2. Turnley-Johnston, Natalie, **Anne M. Lavack**, and Gina Clark (2007), "Literacy Partners of Manitoba," in Herbert MacKenzie (ed.), *Contemporary Canadian Marketing Cases*, 3rd edition, Toronto, ON: Pearson Prentice Hall, p. 277-293.
3. Turnley-Johnston, Natalie, **Anne M. Lavack**, and Gina Clark (2007), "SaskTel and Max Interactive Services," in Herbert MacKenzie (ed.), *Contemporary Canadian Marketing Cases*, 3rd edition, Toronto, ON: Pearson Prentice Hall, p. 15-24.
4. **Lavack, Anne M.** and Chris Brischuk (2007), "Marketing of OxyContin in Canada," in Herbert MacKenzie (ed.), *Contemporary Canadian Marketing Cases*, 3rd edition, Toronto, ON: Pearson Prentice Hall, p. 9-14. [Also presented at the *Administrative Sciences Association of Canada (ASAC) Conference*, Toronto, May 29-31, 2005.]
5. **Lavack, Anne M.** (2005), "Saskatchewan Goes Smoke-Free," *Institute of Public Administration of Canada - Case Studies in Public Administration Program* (IPAC Case Study 5.02).
6. **Lavack, Anne M.** (2005), "'Available Hours' Legislation," *Institute of Public Administration of Canada - Case Studies in Public Administration Program* (IPAC Case Study 5.03).
7. **Lavack, Anne** and Graham Toth (2004), "Selecting an Agency-of-Record for the Federal Government," *Institute of Public Administration of Canada - Case Studies in Public Administration Program* (IPAC Case Study 4.04).
8. **Lavack, Anne** and Graham Toth (2004), "Reducing the Social Acceptability of Smoking: A Role for Government?," *Institute of Public Administration of Canada - Case Studies in Public Administration Program* (IPAC Case Study 4.05).
9. **Lavack, Anne M.** (2003), "Denormalizing Tobacco," *Institute of Public Administration of Canada - Case Studies in Public Administration Program* (IPAC Case Study 3.03).

#### TEXTBOOK/ENCYCLOPEDIA CONTRIBUTIONS

1. **Lavack, Anne M.** (2002), "Consumer Evaluation of Vertical Brand Extensions and Core Brands," in Philip Kotler, Gary Armstrong, and Peggy H. Cunningham (eds.), *Principles of Marketing, 5<sup>th</sup> Canadian Edition*, Prentice Hall Canada Inc.
2. **Lavack, Anne M.** (2002), "Counter-Marketing of Tobacco," in Lester Breslow (ed.), *Encyclopedia of Public Health*, New York: Macmillan Reference.
3. **Lavack, Anne M.** (2002), "Advertising of Unhealthy Products," in Lester Breslow (ed.), *Encyclopedia of Public Health*, New York: Macmillan Reference.
4. **Lavack, Anne M.** (2001), "Denormalization of Tobacco in Canada," in *Marketing Management, Canadian 10<sup>th</sup> Edition*, Kotler, Cunningham, and Turner. Prentice Hall Canada Inc.

**RESEARCH INTERESTS**

Social Marketing; Tobacco Advertising and Sponsorship; Cause-Related Marketing; Advertising

**RESEARCH SERVICE (Last 10 years)**

- 2010 Member of SSHRC Adjudication Committee for SSHRC Research Development Initiative (RDI)
- 2008-10 Member of CIHR Adjudication Committee for Knowledge Synthesis Grants.
- 2007-09 Appointed to be the SSHRC Leader by the President of the University of Regina, with responsibility to act as a liaison between SSHRC and the University of Regina.
- 2007 Member of an Ad Hoc SSHRC Committee on Management Business and Finance (MBF).
- 2006-08 Chair of the SSHRC Standard Research Grants Adjudication Committee 410-21.
- 2005-06 Member of the SSHRC Doctoral Fellowship Adjudication Committee.
- 2004 Session Chair at the Social Marketing Advances in Research and Theory (SMART) Conference, held in Kananaskis, Alberta September 16-18, 2004.
- 2003 Session Chair at the Society for Consumer Psychology (SCP) Conference, held in New Orleans February 20-22, 2003.
- 2001 Administrative Sciences Association of Canada (ASAC) Conference, Marketing Track, Conference Session Leader for International Marketing session.
- 2000 Administrative Sciences Association of Canada (ASAC) Conference, Marketing Track, Conference Session Leader for Distinguished Speaker session.
- 1999-2000 Divisional Chair for the Marketing Track of the ASAC/IFSAM conference held in Montreal July 8-11, 2000.
- 1999-2000 Track Chair for the Not-for-Profit and Social Marketing Track at the 2000 Academy of Marketing Science Annual Conference, held in Montreal May 24-27, 2000.

**EDITORIAL REVIEW BOARD**

- 2006-09 Member of the *Ontario Tobacco Research Unit (OTRU)* Joint Review Committee, responsible for reviewing and adjudicating studentship and investigator award applications.
- 2005-09 Member of the Scientific Board for *International Review on Public and Non Profit Marketing* (published in Spanish & English).
- 2003-09 Member of the Editorial Review Board for *Journal of Nonprofit & Public Sector Marketing*

**AD HOC REVIEWER (Last 5 years)**

- 2011 Reviewer for *Canadian Journal of Administrative Studies*.  
Reviewer for 2<sup>nd</sup> *World Social Marketing Conference* (3 papers).  
Reviewer of abstracts for the *7th National Conference on Tobacco or Health*
- 2010 Reviewer for *Journal of Nonprofit and Public Sector Marketing* (2 articles).  
Reviewer for *Canadian Journal of Administrative Studies*.
- 2009 Reviewer for *Journal of Nonprofit and Public Sector Marketing* (4 articles).  
Reviewer for *International Journal of Nonprofit and Voluntary Sector Marketing*.  
Reviewer for *Tobacco Control*.  
Reviewer for *2009 ANZMAC Conference* (2 articles).
- 2008 Reviewer for *2008 ASAC Conference*.  
Reviewer for *Journal of Nonprofit & Public Sector Marketing* (2 articles).  
Reviewer for *Canadian Medical Association Journal*.  
Reviewer for *International Journal of Internet Marketing and Advertising*.  
Reviewer for *Journal of Nonprofit and Public Sector Marketing*.
- 2007 External Reviewer for Briercrest College, Saskatchewan. (Review of Business Program)  
Reviewer for *Tobacco Control*.  
Reviewer for *Journal of Nonprofit & Public Sector Marketing* (2 articles).  
Reviewer for *2007 Summer AMA Conference*.  
Reviewer for *Nicotine & Tobacco Research*.
- 2006 Reviewer for *2007 Winter AMA Conference*.  
Reviewer for *2006 Social Marketing Advances in Research & Theory (SMART) Conference*.  
Reviewer for *Journal of Advertising* (2 articles).  
Reviewer for *Journal of Nonprofit & Public Sector Marketing* (2 articles).  
Reviewer for *2006 Summer AMA Conference*.  
Reviewer for standard grant proposal for SSHRC.

## TEACHING

### TEACHING INTERESTS

Advertising; Marketing Research; Public and Nonprofit Marketing; Business Ethics; Marketing Strategy and Management

### TEACHING AWARDS/NOMINATIONS

- 2001 Nominated for Teaching Award at University of Winnipeg
- 1997 Nominated for Distinguished Teaching Award at Concordia University
- 1997 Nominated for Most Dedicated Teacher C.A.S.A. Award at Concordia University
- 1996 Nominated for Distinguished Teaching Award at Concordia University
- 1996 Nominated for Most Dedicated Teacher C.A.S.A. Award at Concordia University

### COURSES TAUGHT (Last 10 years)

- 2010-2011 *International Marketing* GBUS 841, University of Regina, Winter 2011
- 2009-2010 *Business Research Methods* EMBA 855, University of Regina, Fall 2009
- 2008-2009 *Business Research Methods* EMBA 855, University of Regina, Fall 2008
- 2007-2008 *Business Research Methods* EMBA 855, University of Regina, Fall 2007
- 2006-2007 *Marketing for Public & Nonprofit Organizations* BUS 474AB / GBUS 845AB / GSPP 836AA  
*Research Methods in Management* GBUS 838
- 2005-2006 *Management of Promotion* ADMN 414, University of Regina  
*Marketing for Public & Nonprofit Organizations* ADMN 435AM / ADMN 824AJ, Univ, of Regina  
*Strategic Marketing*  
*Advanced International Marketing*
- 2004-2005 *Quantitative Methods for Public Policy* ADMN 829, University of Regina  
*Management of Promotion* ADMN 414, University of Regina  
*Marketing for Public & Nonprofit Organizations* ADMN 435AM / ADMN 824AJ, Univ, of Regina
- 2003-2004 *Management of Promotion* ADMN 414, University of Regina.  
*Research Methods in Management* ADMN 838, University of Regina  
*Executive Leadership Program*, University of Regina, 1-day workshop on Team Work in Feb. 2003.
- 2002-2003 *Management of Promotion* ADMN 414, University of Regina  
*Research Methods in Management* ADMN 838, University of Regina  
*International Marketing* ADMN 415, University of Regina
- 2001-2002 *Consumer Behaviour* ADMN 412, University of Regina  
*Management of Promotion* ADMN 414, University of Regina

### DIRECTED STUDIES

- 2005 Supervised graduate student, Albert Lee, in a three-credit directed readings course entitled "Harm Reduction for Tobacco Products."
- 2005 Supervised graduate student, Bruce McCannel, in a three-credit directed readings course entitled "Unintended Consequences of Public Policy"
- 2002-2003 Supervised 4 students in the Queen's Business Case Competition for course credit.
- 2001-2002 Supervised 2 students in the Queen's Business Case Competition for course credit.
- 2000-2001 Supervised Sara Katz in two three-credit directed studies courses entitled "Tobacco Advertising" and "Tobacco Sponsorship."

### RESEARCH ASSISTANT SUPERVISION

- 2006-07 Supervised several graduate students (Sherry Magnuson, Patrick Cooper, Carmen Gilmore)
- 2006 Supervised 2 full-time co-op students (Andy Davalos and Brenda Yu) on various research projects.
- 2005-06 Supervised 6 part-time graduate students (Kelsey Beach, Gina Clark, Patrick Cooper, Sherry Magnuson, Peter Moroz, Jill Raddysh) on various research projects.
- 2005 Supervised 3 full-time co-op research assistants (Elva Wang, Natalie Johnston, Nicole Sali) on various research projects.
- 2004 Supervised 2 part-time graduate students (Shelley Carlson, Starry Lyon,) on various research projects.
- 2004 Supervised 5 full-time co-op research assistants (Chris Brischuk, Graham Toth, Stephanie Toth, Meagan Bernard, Heather Brothen) on various research projects.
- 2003-04 Supervised 1 part-time graduate student (Bronwen Thompson) on various research projects.
- 2003 Supervised 5 full-time co-op research assistants (Michael Hegedus, Jennifer Neiszner, Jennifer

- Wlodarczyk, Julie Markwart, Danielle Wellman) on various research projects.
- 2002 Supervised 3 full-time co-op research assistants (Tamara Bloor, Oren Hoffart, Adam Thome) on various research projects.
- 2001 Supervised 4 part-time teaching/research assistants (Saba Hasanie, Simone Clayton, Jan Cote, Andrea Creurer)

### GRADUATE SUPERVISION

- 2011 Ph.D. supervisor for Ken Atere, Athabasca University
- 2008 External examiner for Thesis defense of Marjorie Delbaere, Ph.D. candidate in Marketing at the University of Manitoba.
- 2006 Supervisor of 6-credit final Project for Kelsey Beach, MPA candidate.
- 2005 External reviewer for Thesis defense of Miichelle McCarron, MA candidate in Psychology.
- 2004-06 External Committee Member for Oral Examination/Thesis Proposal Defense for Kristine M. Kowalyk, Ph.D. candidate in Psychology.
- 2003 Chair of Oral Examination/Thesis Defense for Michael Coons, MA candidate in Psychology.
- 2003 Chair of Oral Examination/Thesis Defense for Allisson Quine, MA candidate in Psychology.
- 2003 Second reader for Robert Schultze, MBA candidate.
- 1997 Chair of Oral Examination for Jihad Mouawad Al-Bcherrawy, Concordia University.
- 1997 MBA Thesis Supervisor for Sebastian Okada.
- 1996-97 MBA Thesis Supervisor for Tjalling Hoiska.
- 1996-97 EMBA Thesis Supervisor for Jean-Daniel Cote.
- 1996 M.Sc. thesis Supervisor for Allen Gottheil, Concordia University.
- 1996 M.Sc. thesis Supervisor for Ingrid Bottausci, Concordia University.
- 1996 M.Sc. thesis Supervisor for Diane Rousseau, Concordia University.
- 1996 M.Sc. thesis committee member for Edward Grigg.
- 1995-96 EMBA Thesis Supervisor for Serge Bouchard.
- 1995 M.Sc. thesis committee member for Barney Pacheco.
- 1995-97 D.I.A. Internship supervisor for Grace Tso (1997), Marie-Helene Bernard (1996-97), Gary Isaac (1995), Shannon Webb (1995)
- 1995-97 D.I.A. Internship second reader for Ari Cohen (1996-97), Fiona Nelson (1996-97), Stephanie Rose (1996), Colleen Feeney (1995)

### UNIVERSITY SERVICE (Last 10 years)

#### FACULTY/UNIVERSITY SERVICE, University of Regina

- 2007-2011 Member of the Senate
- 2007-2011 Member of Executive-of Council
- 2007-2011 Member of the Deans' Council
- 2007-2010 Member of the Committee on Relations with Individual Colleges.
- 2007-2010 Member of the Appeals Committee for Research on Human Subjects.
- 2005-2011 Member of the Academic Freedom Committee.
- 2006-2011 Member of the Faculty of Graduate Studies and Research. – Faculty Council.
- 2005-2008 Member of the President's Research Committee.
- 2006-2008 Member of the Graduate School of Public Policy Faculty Council.
- 2006 Member of the SIAST Palliser Campus marketing program review panel.
- 2005-2006 Member of the Undergraduate Council on Admissions and Studies.
- 2004-2007 Member of the Council Discipline Committee.
- 2003-2005 Member of the Planning & Priorities Committee (PPC).
- 2003-2005 Member of the Research Ethics Committee & Reviewer of research proposals.
- 2002-2005 Member of Executive-of-Council.
- 2002-2004 Member of the Ceremonial Functions (Joint Council-Senate) Committee.
- 2002-2003 Member of UR Conversations group #6 on Administrative Streamlining.
- 2001-2005 Chair of the Faculty Undergraduate Curriculum Committee.
- 2001-2005 Coordinator of Marketing Area search committee.

#### STUDENT SERVICE, University of Regina

- 2001 Coach of University of Regina marketing team in the *Queen's University Inter-Collegiate Business Competition*.

**BOARD APPOINTMENTS**

- 2011 *Member of the Board of Directors* for the International Performance Assessment Centre for Geologic Storage of CO<sup>2</sup> (IPAC-CO<sup>2</sup>).
- 2008-2011 *Member of the Board of Directors* for the Regina & District Chamber of Commerce.
- 2008-2011 *Vice-Chair* of the Board of Directors of Saskatchewan Government Insurance (SGI), a provincial crown corporation, and *Chair* of the Audit & Finance Committee (3 year term).
- 2005-2008 *Member of Council* for the Saskatchewan Registered Nurses Association (SRNA), a provincial organization with 9,000 registered nurse members. (Public representative, appointed by Lieutenant-Governor)
- 2005-2008 *Member of the Board of Directors* and *Vice-President* of the Canadian Council for Tobacco Control (CCTC), a national organization with 8 employees and a \$1.0 million annual budget.
- 2003-2007 *Member of the Ministerial Advisory Council on Tobacco Control*, a 13-member national committee whose mandate is to advise the Minister of Health and to work with Health Canada on the design and delivery of the Federal Tobacco Control Strategy.
- 2003-2004 *Member of the Advisory Council* for the Canadian Youth Tobacco Coalition.
- 2002-2011 *Member of the Board of Directors* of the Canadian Centre on Substance Abuse (CCSA), a national organization with 25+ employees and a \$4.0 million annual budget; also *Treasurer* and *member* of the Executive Committee. (Governor-in-Council appointee from 2005-2008; *Treasurer* from 2005-2008; *Vice-Chair & Interim Chair* from 2009-2011.)
- 2000-2001 *Vice-President* and *member* of the *Board of Directors* of Literacy Partners of Manitoba, an adult literacy organization.
- 1998-2000 *Member of the Board of Directors* and *Program Chair* for the Advertising Association of Winnipeg.
- 1992-94 *Member of the Board of Directors* (and *Chairman of the Marketing Committee*) for the University of British Columbia Alumni Association.
- 1989-90 *Member of the Board of Directors* for the Advertising Association of Winnipeg.
- 1989-90 *Member of the Board of Directors* for the S.A.M. Awards for Advertising Excellence in Western Canada.
- 1988-90 *Member of the Board of Directors* for the Manitoba Youth Hostelling Association.
- 1986-87 *President* and *member* of the *Board of Directors* of the Manitoba Chapter of the Professional Marketing Research Society.
- 1984-86 *Member of the Board of Directors* for the Advertising Association of Winnipeg.
- 1984-86 *Member of the Board of Directors* for the S.A.M. Awards for Advertising Excellence in Western Canada.

**PROFESSIONAL ACTIVITIES**

- 2006 *Invited participant* in an Expert Roundtable Discussion concerning youth access to tobacco products through social (non-retail) sources, held on November 29-30, 2006 in Ottawa, Ontario.
- 2006 *Invited participant* in the 2006 Annual Invitational Symposium on Tobacco Control held in Toronto, Nov. 13-15, 2006.
- 2005 *Invited participant* in the 2nd Annual Invitational Symposium for Research to Inform Tobacco Control held in Toronto November 10-11, 2005.
- 2005 *Invited participant* in Health Canada's Round-table on Youth & Young Adult Smoking held in Ottawa June 27-28, 2005
- 2003 *Invited participant* in a consultation meeting organized by the Canadian Public Health Association (CPHA) regarding young adults and second-hand smoke, held in Ottawa on November 28, 2003.
- 2003 *Invited participant* in a roundtable discussion with the Board of Directors of the Canadian Centre on Substance Abuse and Her Excellency The Right Honourable Adrienne Clarkson, Governor General of Canada at Rideau Hall, Ottawa, February 25, 2003.
- 2002 *Invited participant* at Health Canada's Round-table on Federal Tobacco Control, held in Toronto July 8-9, 2002.
- 2002 *Invited participant* in the Canadian Tobacco Control Research Summit held in Ottawa April 19-21, 2002, organized by Canadian Tobacco Control Research Initiative (CTCRI) and Canadian Institutes of Health Research (CIHR).
- 1999 *Invited participant* in a two-day focus group/meeting at the State Archives Department of the Minnesota Historical Society to discuss the long-term value of the records held at the *Minnesota Tobacco Document Depository* (December 12-13, 1999 in Minneapolis).
- 1999 *Member of a Round Table Session on Denormalization of Tobacco* that was organized by Health



- Canada to discuss strategies designed to increase public awareness and concern about tobacco (January 18, 1999 in Ottawa).
- 1995 Member of a Workshop on *Women and Tobacco* which was organized by Health Canada to provide input and direction in four planning areas related to women and tobacco issues: social marketing, public policy, programming, and research.
- 1989-90 *Communications Committee member* for the Winnipeg Symphony Orchestra's Radiothon.
- 1987-88 *Media Co-ordinator* for the United Way of Winnipeg annual fundraising campaign.

### **SPEAKING ENGAGEMENTS (Last 10 years)**

- 2011 Panellist at the *Women Without Borders* conference in Swift Current, SK on Wednesday, May 25, on the topic of social networking.
- 2010 Guest speaker at the annual national conference of the *Canadian Public Relations Society*, June 14-15, 2010, on the topic of "Communicating with Women."
- 2009 Guest speaker at a company-wide meeting of Credential Financial Inc. on Tuesday, October 6, 2009, the topic of "Marketing Financial Services to Women."
- 2009 Guest speaker via video-conference in the course, "Tobacco and Health: from Cells to Society (CHL 5417H)" at the University of Toronto on November 1, 2006 (also in 2008, 2007, 2006, Nov. 2, 2005; Nov. 3, 2004; Oct. 1, 2003; Oct. 2, 2002).
- 2006 Guest speaker at the 3<sup>rd</sup> Annual Invitational Symposium on Tobacco Control held in Toronto, Nov. 13-15, 2006, on the topic of 'Grant-writing and Developing a Program of Research.'
- 2006 Guest speaker on "Depictions of Alcohol and Drugs in the Media: An Opportunity to Talk to Your Kids" at Deshaye Catholic School, May 3, 2006.
- 2006 Guest speaker on "Marketing Trends" at the Regional Business Women's Conference *Empowering Business Women to Take Their Businesses to the Next Level of Excellence*, sponsored by the Carlton Trail Regional Economic Development Association, April 24, 2006.
- 2006 Guest speaker at the Roundtable on *Raising Public Awareness about Addictions: Creating Momentum for Action*, organized by the Addictions Foundation of Manitoba / Canadian Executive Council on Addictions, March 2, 2006.
- 2005 Guest speaker at the University of Regina chapter of the Canadian Association of Students of Public Policy & Public Administration (CASP<sup>3</sup>A) speaking on the topic of "Tobacco Control Policy in a Borderless World" on November 24, 2005.
- 2005 Speaker at the University of Regina Faculty of Administration research seminar series, speaking on the topic of "Print Advertising under the Tobacco Act" on October 28, 2005.
- 2005 Panel member at a University of Regina workshop on SSHRC Standard Research Grants, May 12, 2005.
- 2005 Guest speaker/workshop leader on the topic of "Media Skills" at the National Forum on Tobacco Control for Youth and Young Adults held in Ottawa, Feb 27, 2005.
- 2004 Guest speaker at Women Entrepreneurs of Saskatchewan – Lunch & Learn, "Creative Advertising on a Dime," November 10, 2004.
- 2004 Panel member at a forum entitled, "Paving the Way to Internationalization: Constructive Dialogue on Academic Issues," University of Regina, October 20, 2004.
- 2004 Plenary speaker at *Draw the Circle Wide 2004: Leading from Where We Are* conference on the topic of "Taking Action: Using Leadership Skills to Foster Change in Academia," University of Regina, May 17, 2004.
- 2004 Guest speaker at Women Entrepreneurs of Saskatchewan – Lunch & Learn, "What are Demographics and What Should They Mean to You?," March 10, 2004.
- 2004 Guest speaker in ESL class discussing "Advertising and Young Adults," University of Regina, January 29, 2004.
- 2003 Guest speaker via video-conference on the topic of "Tobacco Marketing to Young Adults" for a workshop organized by Alberta's *Action on Smoking & Health* (ASH) on October 31, 2003.
- 2003 Speaker at a panel discussion entitled "Life/Work/Life" at the *Women in Leadership & Learning Conference* on May 10, 2003.
- 2003 Speaker on "Tobacco Marketing" at a *Training Seminar for Tobacco Control Inspectors* sponsored by Health Canada, held in Cornwall, Ontario on May 6, 2003.
- 2003 Speaker at a workshop on "Marketing Communications" for the Women Entrepreneurs of Saskatchewan on February 13, 2003.
- 2002 Speaker at the University of Regina - Faculty of Administration Seminar Series, discussing "A Cross-Cultural Examination of Cause-Related Marketing and Values," October 11, 2002.

- 2002 Speaker at the *Saskatchewan Leave a Legacy Annual Conference*, discussing “Marketing Your Planned Giving Program,” May 27, 2002.
- 2002 Speaker at the *Saskatchewan Exercise Science Association Annual Conference*, discussing “Marketing Your Own Business,” April 27, 2002.
- 2002 Guest speaker at Luther College High School, discussing “Advertising and Youth,” April 26, 2002 and November 29, 2002.
- 2000 Research lecture at Queensland University of Technology, Australia, discussing “Tobacco Advertising, Marketing, and Sponsorship,” April 13, 2000.
- 2000 Research lecture at Bond University, Australia, discussing “Tobacco Advertising, Marketing, and Sponsorship,” March 31, 2000.

#### **MEDIA INTERVIEWS / MEDIA APPEARANCES (Last 5 years)**

- 2011 Interviewed on CBC Radio *Blue Sky* noon show on Friday, June 3, 2011 regarding the marketing implications surrounding buildings named after corporate donors.
- 2011 Interviewed by Global TV for the 6:00 p.m. news on Friday, May 13, 2011 on the topic of rising gas prices.
- 2011 Interviewed on CBC Radio at 8:15 a.m. on Thursday, April 21, 2011 discussing the impact of the high Canadian dollar on Saskatchewan businesses.
- 2011 Interviewed by Global TV 6:00 pm news on Friday, February 4, 2011 regarding the population growth in Regina and Saskatoon and what this means for the business community.
- 2011 Interviewed by Global TV 6:00 pm news on Monday, January 31, 2011, regarding the impact of the current strife in Egypt on oil prices.
- 2011 Interviewed by CTV Regina on Wednesday, January 26, 2011 regarding the benefits of a potential future harmonized sales tax in Saskatchewan.
- 2010 Interviewed by CBC Radio on Wednesday, December 15, 2010 regarding reasons for the decline in DVD sales during the pre-Christmas season.
- 2010 Interviewed on CBC-TV on Wednesday, December 15, 2010 regarding a \$20,000 corporate donation from Best Buy to a Saskatoon school, discussing the ties between marketing and corporate philanthropy.
- 2010 Interviewed by Global TV on Friday, December 10, 2010 about the outlook for Saskatchewan retailers over the Christmas season.
- 2010 Interviewed by French CBC-TV on Monday, November 22, 2010 regarding the friendly takeover of Potash One by K&S, Europe’s largest potash producer.
- 2010 Interviewed by French CBC-TV on Tuesday, November 9, 2010 regarding BHP Billiton and the Jansen mine project.
- 2010 Interviewed by Global TV on Thursday, November 5 regarding ongoing developments in the Potash Corp. story.
- 2010 Interviewed by French CBC-TV on Thursday, November 5 regarding ongoing developments in the Potash Corp. story.
- 2010 Interviewed by Global TV on Wednesday, November 4 regarding ongoing developments in the Potash Corp. story.
- 2010 Interviewed by CTV on Wednesday, November 4 regarding ongoing developments in the Potash Corp. story.
- 2010 Interviewed by Global TV on Tuesday, November 3 regarding ongoing developments in the Potash Corp. story.
- 2010 Quoted in the *Regina Leader-Post* on Wednesday, November 3 regarding the 37<sup>th</sup> Annual Hill Business Dinner.
- 2010 Interviewed by Rawlco Radio on Friday, October 29, 2010 regarding the Hill Mentor Program.
- 2010 Guest on the CBC Radio *Blue Sky* noon show on Tuesday, October 26, 2010 discussing the recent advertising campaigns of Potash Corp. and BHP Billiton.
- 2010 Interviewed by CBC French TV on Wednesday, October 20, 2010 regarding continuing developments in the Potash Corp. situation.

- 2010 Interviewed by CBC French TV on Monday, October 18, 2010 regarding continuing developments in the Potash Corp. situation.
- 2010 Interviewed by CBC French TV on Friday, October 15, 2010 regarding the decision by Sinochem to not submit a bid for Potash Corp.
- 2010 Interviewed by CBC French TV on Friday, October 8, 2010 regarding Potash Corporation and the possibility of a friendly take-over from Sinochem in China.
- 2010 Interviewed by Global TV on September 29, 2010, discussing how the recession has impacted plans for retirement and retirement savings plans.
- 2010 Quoted in an article in the *Regina Leader-Post* on August 14, 2010 regarding the Hill-Ivey Scholarships.
- 2010 Interviewed by CBC-TV 6 pm News on Thursday, August 12, 2010 regarding the marketing of Roughrider gear.
- 2010 Interviewed on CBC Radio Saskatchewan at 8:15 a.m. on Thursday, July 29 regarding the recent increase in Saskatchewan provincial park fees for out-of-province visitors.
- 2010 Interviewed on CBC Radio Alberta at 7:40 a.m. on Friday, July 23, 2010 regarding the recent increase in Saskatchewan provincial park fees for out-of-province visitors.
- 2010 Interviewed by Global TV on Thursday, April 8, 2010 regarding Nike's new black and white TV ad featuring Tiger Woods.
- 2010 Interviewed by Global TV on Monday, March 15, 2010 regarding travel health insurance and trip cancellation insurance, and the advisability of purchasing insurance when travelling.
- 2010 Interviewed on CBC Radio on Wednesday, February 10, 2010 regarding consumer and business reaction to the opening of the new Walmart store in southwest Regina.
- 2010 Quoted in an article in the *Regina Leader-Post* on Friday, February 5, 2010 discussing the UR Business Showcase Event and student networking ("The Art of Networking," page D1).
- 2010 Quoted in an article in the *Regina Leader-Post* on January 20, 2010 regarding the JDC West student team from the Paul J. Hill School of Business and their 2<sup>nd</sup> place finish at the recent JDC West competition.
- 2009 Interviewed on CBC Radio's Blue Sky noon hour program on Friday, December 11, 2009 regarding the trend toward 24-hour opening of retail stores.
- 2009 Interviewed on the John Gormley Show on CKOM radio on Tuesday, December 8, 2009 regarding government spending and the provincial debt.
- 2009 Quoted in the *Regina Leader-Post* on Saturday, November 21, 2009 regarding executive retention and compensation ("Council to Vote on Davies' Raise," p. A3).
- 2009 Interviewed on the CBC Radio Blue Sky noon hour program on Thursday, November 19, 2010 regarding the Mid-Year Report on Saskatchewan provincial government finances and the implications for the business community.
- 2009 Interviewed by CBC Radio on Tuesday, November 10, 2009 about *The Interview* contest being run by Rock Bridge Realty, and discussing guerilla marketing aspects of the promotion.
- 2009 Quoted in an article in the November 5, 2009 issue of the *Prairie Dog* regarding 'get-rich quick' programs ("Three Days with Rich Dad, p. 15).
- 2009 Interviewed in the *National Post* on Tuesday, October 27, 2009 discussing the selling of naming rights for the undergraduate and graduate programs ("Business School & Corporate Strategies – Taking price in the 'A'").
- 2009 Quoted in the *Regina Leader-Post* on Thursday, October 15, 2009 discussing the new agreement between the University of Regina and SIAST.
- 2009 Quoted in the *Regina Sun* on Sunday, August 30, 2009 regarding the Executive MBA program at University of Regina ('MBA classes like boot camp,' p. 23).
- 2009 Interviewed on Global TV 6:00 p.m. News regarding the Statistics Canada employment figures, showing that unemployment has increased in Saskatchewan (August 7, 2009).
- 2009 Interviewed on Global TV 6:00 p.m. News regarding the First Ministers' Conference and issues relating to U.S. protectionism (August 6, 2009).
- 2009 Quoted in the *Regina Leader-Post* on July 18, 2009 regarding study on anti-drinking and driving campaigns ("Canada leads in anti-drinking and driving campaigns," p. A6). The article was picked

- up in Canwest daily newspapers across Canada, including the *Saskatoon Star-Phoenix*, *Edmonton Journal*, *Calgary Herald*, *Vancouver Sun*, *Ottawa Citizen*, and the *National Post* (“Canada’s campaigns against drunk driving steer better course: study,” p. A8).
- 2009 Quoted in *Marketing Magazine* on July 21, 2009 regarding study on anti-drinking and driving campaigns (“Canada’s anti-drunk driving ads strike effective balance: study).
- 2009 Interviewed on CBC radio regarding study on anti-drinking and driving campaigns (July 18, 2009).
- 2009 Interviewed on Golden West Radio in Moose Jaw (800 CHAB / Country 100.7 FM) on April 2, 2009, regarding the new Moose Jaw slogan, “Surprisingly Unexpected.”
- 2008 Interviewed on CBC-TV French national news regarding the economic outlook for Saskatchewan, given the recent turbulence in the financial markets (Wednesday, September 17, 2007, 6 p.m. news
- 2008 Quoted in the *Regina Leader-Post* regarding the economic outlook for Saskatchewan and its impact on housing prices (“Frenzied market ‘definitely behind us’,” Wednesday, September 17, 2008, p. A1).
- 2008 Interviewed by CBC Radio in Regina re regarding marketing factors behind rising gas prices (Monday, September 15, 2007).
- 2008 Interviewed by CBC-TV *The National* regarding cell phone usage by consumers (July 21, 2008).
- 2008 Interviewed by CBC Radio *Afternoon Edition* regarding the use of YouTube for marketing purposes (July 10, 2008).
- 2008 Interviewed by Braden Husdal, *Regina Leader-Post*, regarding MBA.com (interviewed on May 16, 2008).
- 2008 Interviewed by Jennifer Graham, *Canadian Press*, regarding the booming Saskatchewan economy (interviewed on May 6, 2008).
- 2008 Interviewed by Doug Alexander, *Bloomberg News*, regarding introduction of Family Day in Ontario. (Interviewed on February 4, 2008).
- 2008 Interviewed by Braden Husdal, *Regina Leader-Post*, regarding Showcase event (“Pressing the flesh at U of R job fair,” March 26, 2008, p. A2). Repeated in *Regina Sun* later that week (“Students meet contacts,” March 30, 2008, p. 49).
- 2008 Interviewed by Global TV (CFRE-TV) regarding the UR Business Showcase event (“Grads Hoping to Land Jobs Quickly, 6:00 p.m. news).
- 2008 Interviewed by Kerry Benjoe for the *Regina Leader-Post* regarding re-appointment to the board of directors of the Canadian Centre on Substance Abuse (“Lavack re-appointed,” February 7, 2008, p. A5).
- 2008 Interviewed by Rob Vanstone for the *Regina Leader-Post* about the ACE Regina event, Jazzing Up Regina (“ACE mandate hits the right notes,” January 31, 2008, p. B3).
- 2008 Interviewed by Neil Scott for the *Regina Leader-Post* about the JDC West student competition (“Students snag second place,” January 24, 2008, p. D1).
- 2007 Interviewed by CBC Radio for a story about marketing spin-offs from the Saskatchewan Roughriders Grey Cup win (November 29, 2007).
- 2007 Interviewed by Paddy Camen from *Canadian Business Magazine* about MHRM program (October 2007).
- 2007 Interviewed by *CBC Regina* regarding Canada-US exchange rate and impact on consumers (September 25, 2007).
- 2007 Interviewed by *CBC Radio-Canada* regarding Canada-US exchange rate and impact on consumers (September 21, 2007).
- 2007 Interviewed by *National Post* regarding Executive MBA program (September 17, 2007, p. FP5).
- 2007 Interviewed by Garth Materie on CBC the Radio *Blue Sky* program regarding the change of corporate name from Saskatchewan Wheat Pool to Viterra (August 30, 2007, 12:15 – 12:30 p.m.).
- 2007 Interviewed by Mike Sadava from the *Edmonton Journal* regarding tobacco display bans (“Display bans don’t stop tobacco-firm incentives,” June 8, 2007).
- 2007 Interviewed by Bruce Johnstone from the *Regina Leader-Post* regarding the Executive MBA program (“Executive MBA program lauded,” June 6, 2007, p. D1).
- 2006 Interviewed by Jeff Arthur from *Saskatchewan Business* magazine regarding the Executive MBA program at the University of Regina (“MBA: Three little letters provide big opportunity,” Nov/Dec 2006, p. 11-15).
- 2006 Interviewed by Paddy Camen from *Canadian Business* regarding the new distance-based MHRM program at the University of Regina (“Online Master of Human Resources,” November 12-19, 2006).
- 2006 Interviewed by Angela Hall from the *Regina Leader-Post* regarding the new Executive MBA program at

- the University of Regina (“New Program for Executives,” p. B4, August 29, 2006).
- 2006 Interviewed by Julie Folk from the *Regina Leader-Post* regarding the issue of entertainment venues being named after companies (“Corporate Name Game,” p. B1, June 24, 2006).
- 2006 Interviewed by Bruce Johnstone from the *Regina Leader-Post* regarding the new Executive MBA program at the University of Regina (May 17, 2006).
- 2006 Interviewed by Barb Pacholik from the *Regina Leader-Post* regarding the issue of businesses sponsoring school activities (“School-Business Partnerships,” p. B5, April 17, 2006).
- 2006 Interviewed by Jennifer Gibson on CBC-Radio *Noon Edition* regarding use of celebrities in marketing causes (March 30, 2006).
- 2006 Interviewed by Ed Pearce for an article in the *Globe & Mail* regarding business schools (*Report on Business Schools*, March 7, 2006, p. E2).
- 2006 Interviewed by Pamela Cowan from the *Regina Leader-Post* regarding the current health warnings on cigarette packages (“It’s Time for New Warning Labels,” p. B2, January 26, 2006).
- 2006 Interviewed by Jennifer Gibson on CBC-Radio *Noon Edition* regarding the use of negative ads during the federal election campaign (January 12, 2006).
- 2006 Interviewed for SCN special program called “Straight Talk,” discussing impact of media images on young people’s attitudes toward alcohol and substance abuse (interviewed Nov. 29, 2005; interview segments appeared as part of five different 3-minute video clips during February 2006).
- 2005 Interviewed by Tessa Vanderhart at the *Manitoban* (University of Manitoba student newspaper) about the Tobacco Act and its implications for tobacco advertising in newspapers and magazines (Nov. 2, 2005).
- 2005 Interviewed by Jennifer Gibson on CBC-Radio *Noon Edition* regarding re-naming of the Agridome to Brandt Centre and marketing implications for named facilities (July 29, 2005).
- 2005 Interviewed by Leah McLaren at the *Globe & Mail* (Toronto Edition) regarding Belmont cigarettes (June 18, 2005).
- 2005 Interviewed by CBC Radio-Canada (French television) regarding rising gasoline prices (April 5, 2005).