

# Curriculum Vitae

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Benjamin Schultz  
1643 Maple Crest Dr. Bloomington, IN 47408  
E-mail: schultzb@indiana.edu  
Office phone: 812.855.5665

## Education

### *Indiana University*

Required coursework for PhD in Linguistics; no dissertation (1976-1979)

### *University of Akron*

Master's Degree, Communication and Mass Media (1977)

### *University of Akron*

Bachelor of Arts Degree, Modern Languages (1972)

### *University of Paris, Sorbonne*

Diplome Superieur  
French Literature and Culture (1969)

## Academic Positions

### *Senior Lecturer*

August 2001 - Present

Indiana University Kelley School of Business  
1309 E. Tenth St.  
Bloomington, IN 47405-1701

### Courses taught:

- X/C104 Business Presentations
- X/C204 Business Communication
- M344 Creativity and Communication
- M300 Introduction to Marketing
- Z255 Sustainable Businesses
- X255 Topics in Business – Sustainable Businesses
- X255 Topics in Business – Preparing to be Creative
- M311 Introduction to Marketing Communication

### *Lecturer*

August 1999 – August 2001

School of the Arts  
Indiana University South Bend  
1700 Mishawaka Ave  
South Bend, Indiana 46634-7111  
(219) 237-4381

Course development, teaching, and related instructional research in electronic, contemporary, and traditional business and media issues. Some courses taught as Distance Education (synchronous/asynchronous). Advised 35 students.

Courses taught:

- Visual Communication
- Business and Professional Communication
- Topical (senior) Seminar in Telecommunication
- Media as Social Institutions
- Public Relations (Introduction and Advanced)
- Nonverbal Communication
- Public Speaking

*Acting Instructional Strategies Consultant*  
University Center for Excellence in Teaching  
Indiana University South Bend  
1700 Mishawaka Ave  
South Bend, Indiana 46634-7111  
(219) 237-4137

August 1998 – July 1999

Consultant to IUSB faculty in developing and implementing instructional projects and presentations. Implement technology and instructional design aspects of UCET program. Liaison to Information Technology Dept.

*Associate Faculty*  
School of the Arts  
Indiana University South Bend  
1700 Mishawaka Ave  
South Bend, Indiana 46634-7111  
(219) 237-4381

January 1997 – July 1999

Course development, teaching, and related instructional research in electronic; contemporary, and traditional business issues. Courses taught during 1996/99 academic years:

- Public Relations
- Business and Professional Communication
- Public Speaking
- Nonverbal Communication

*Instructor*  
Business Management Division  
Michiana College  
1030 E. Jefferson Blvd  
South Bend, Indiana 46617  
(219) 237-0774

November 1996 – September 1997

Instructional development and teaching. Courses taught:

- Human Resource Management
- Business Organization & Management
- Business Law
- Oral Communications
- Principles of Marketing
- Business Math I and II

***Part Time (Adjunct) Faculty***

August 1973-August 1976

Dept. of Speech and Mass Communication  
University of Akron  
Akron, Ohio

Courses taught:

- Public Speaking
- English as a Second Language.

**Awards**

Kelley School of Business Innovative Teaching Award, December, 2007.  
The Beth Wood Distinguished Service-Learning Faculty Award, 2012 and 2013.

**Grants**

Teaching and Learning with Technology Grant (Podcasting), Summer 2008  
Service-Learning Project Course Development Grant, Summer 2009.

**Classroom Technology Integration**

Authored electronic texts for M344 and Z255 classes:

**Honorary Associations**

Invited to join IU Faculty Colloquium on Excellence in Teaching (FACET),  
May, 2010.

**Business Experience**

Architect/Builder  
Storyville Builders, Inc.  
P.O. Box 68  
Culver, IN 46511

November 1978-July 1998

Developed business from startup. Designed, built, and remodeled homes and small businesses. Supervised/coordinated full and part time employees and sub-contractors; handled relationships with customers, banks, and governing authorities.

Restaurateur and Innkeeper  
Story Group, Inc.  
P.O. Box 6483  
Bloomington, IN 47407

November 1978 - June 1994

Developed business from startup. Renovated historic Story General Store into critically acclaimed restaurant and inn. Business had 30 employees, over \$700,000 in annual sales, and was featured 84 magazines and newspapers. Won several travel and tourism awards before it was sold in 1994. Responsibilities included:

Prospectus/business plan development  
Financing and budget projections  
Real estate development  
Integrated marketing (brochures, menus, and promotional videos)  
Personnel management  
Travel and tourism representation (boards and committees)

Import/Export Coordinator  
Goodyear International Corp.  
International Sales Office  
Akron, Ohio

Responsible for day-to-day coordination of international shipments including verification of letters of credit and customer and warehouse communications.

## **Publications**

Business Documents Don't Have to be Boring, Business Communication Quarterly, Vol. 69, No. 4, December, 2006.

Blogs: Getting Started, Business Communication Quarterly, Vol. 68, No. 1, March, 2005.

Ability to communicate most important quality to employers, Indiana Daily Student Career and Internship Guide, Fall 2002.

## **Conference Presentations**

Association for Business Communication Annual Convention, Portsmouth, VA., November 5-November 7, 2009. Presented paper entitled Communication Models for Green Companies: Building the Sustainable Brand.

Association for Business Communication Annual Convention, Portsmouth, VA., November 5-November 7, 2009. Presented paper entitled Business Documents Don't Need to be Boring.

Association for Business Communication Annual Convention, Lake Tahoe, NV.,

October 30-November 1, 2008. Presented paper entitled Using Electronic Texts in the Course Curriculum.

Association for Business Communication Annual Conference, Lake Tahoe, NV., October 30-November 1, 2008. Presented paper entitled Employing Podcasting and Electronic Texts to Increase Student Engagement.

Association for Business Communication Annual Conference in New Orleans, LA., October, 2005. Paper accepted for presentation but not given due to Hurricane Katrina: Using Visuals to Enhance Business Documents.

Association for Business Communication Annual Conference in Cambridge, MA., October, 2004. Presented paper entitled Blogging for Business Communication.

Association for Business Communication Annual Conference in Cambridge, MA., October, 2004. Presented paper entitled The Codetalkers, Part 2.

Association for Business Communication Annual Conference in Albuquerque, NM., October, 2003. Co-presented paper entitled Is Electronic Communication Affecting the Language of Communication?

Association for Business Communication Annual Conference in Cincinnati, OH., October, 2002. Co-presented paper entitled Are Your Students Ready to Communicate Effectively Using Technology?

Central States Communication Association Annual Conference in Cincinnati, OH., April, 2001. Presented paper and participated in panel discussion on The Role of Writing in the Business and Professional Course.

## **Service**

Worked with Indiana University Bloomington, Office of Service-Learning to partner with area non-profit companies and small, local businesses to provide marketing assistance through sections of M344. Clients have included:

- Bloomington Women's Writing Center (Summer 2006)
- Monroe County Historical Society (Fall 2006)
- Bloomington Area Birth Services (Fall 2006)
- Communities United to Strengthen America (Fall 2006)
- Twisted Limb Paper Company (Spring 2007)
- Fair Trade Bloomington (Spring 2007)
- Indiana Recycling Coalition (Spring 2007)
- Cutters Soccer Club (Fall 2007)
- My Sister's Closet of Monroe County (Fall 2007)
- City of Bloomington, Volunteer Network (Spring 2008)
- Local chapter of Court Appointed Special Advocates (CASA) (Spring 2008)
- Southern Indiana Cooperative Weed Management Area (Spring 2009)
- City of Bloomington Parks and Recreation Department, Citizen Scientist Program (Spring 2009)

- Hoosier Hills Food Bank of Monroe County (Fall 2009)
- Bloomington Environmental Commission, Green Building Retrofit Project (Fall 09)
- Bloomington Commission on Sustainability – Water Team (Spring 2010)
- Middle Way House Food Works/New Wings (Spring 2010)
- Bloomington Housing Authority (Spring 2010)
- People and Animal Learning Services of Monroe County (PALS) (Fall 2010)
- Monroe County Public Library (Fall 2010)
- Pinnacle School (Fall 2010)
- Shalom Center (Spring 2011)
- Kilimanjaro Education Outreach (Spring 2011)
- Monroe County United Ministries (Spring 2011)
- Martha's House (Fall 2011)
- Richland Bean Blossom School System (Fall 2011)
- Bring Hanah Home (Spring 2012)
- Playground Ideas USA (Spring 2012)
- Equanimity Spot Message Therapy (Spring 2012)
- Bloomington Commission on Sustainability (Fall 2012)
- Monroe County History Center (Fall 2012)
- Bloomington Cohousing
- Brown County Humane Society (Fall 2013)
- Bloomington Playwrights Project (Fall 2013)
- Monroe County Share the Ride Program (Fall 2013)
- City of Bloomington, Rent Rocket Project (Spring 2014)
- Buskirk-Chumley Theater (Spring 2014)
- Habitat for Humanity Restore (Spring 2014)
- ReStore (Spring 2014)
- Bloomington Center for Global Children (Fall 2014)
- Uel Zing Coffee Company (Spring 2015)
- Downtown Bloomington Recycling Center (Spring 2015)
- Bloomington Certified Technology Park, a joint project the IU Office of the Vice President for Engagement and the City of Bloomington (Spring 2015)
- Keith Romaine – Commercial Micro Bakery (Fall 2015)
- Local Growers Guild (Spring, 2016)
- Nourishing Heart Yoga (Spring 2016)
- Lotus Music Festival; Lotus Blossoms (Spring, 2016)
- ReStore (Fall 2016)
- The Deer Cage Company (Fall 2016)
- Kilroy's (Spring 2017)
- Bloomington Community Orchard (Fall 2017)
- Arts Alliance of Greater Bloomington (Spring, 2018)
- I Fell Building (Community art space), (Spring, 2018)
- WFHB Bloomington Community Radio (Spring, 2018)

Worked with Indiana University entities to provide marketing assistance through sections of M344. Partners have included:

- Indiana University Alumni Association (summer and fall 2004)

- Hilltop Garden and Nature Center - a unit of the Recreation and Park Administration Department, Indiana University School of Health, Physical Education, and Recreation - (spring 2005)
- Indiana University Continuing Studies Department (spring 2006)
- Hilltop Garden and Nature Center (spring 2008)
- Residential Programs and Services (RPS Dining) (spring 2008)
- IUB Child Care Services (fall 2008)
- Kelley/SPEA Library (spring 2009)
- Hilltop Garden and Nature Center (summer 2009)
- Organization Committee for Conference on Sustainable Food (fall 2009)
- Asian Cultural Center (Fall 2011)
- IU Office of Sustainability (Fall 2012 and Spring, 2013)
- Jacobs School of Music Reimagining Opera for Kids (ROK) Program (Spring 2014)
- IU Theatre Department (Fall 2014)
- Basic French Language Program, IU College of Arts and Sciences (Spring 2015)
- Bloomington Certified Technology Park, a joint project of the IU Office of the Vice President for Engagement and the City of Bloomington (Spring 2015)
- IU Conservation Law Center (Fall 2016)
- IU Office of Sustainability (Fall 2016)
- Jacobs School of Music Reimagining Opera for Kids (ROK) Program (Fall 2017)
- Department of Slavic and East European Languages and Cultures (Spring, 2018)

Served as Faculty Advisor :

Valerie Sokolovia: Senior Honors Thesis (Spring 2013)

Served on the following committees:

- Indiana University Sustainability Task Force (appointed by V. P. Clapacs, January, 2007). Authored Sustainable Food Model portion of Campus Sustainability Report.
- Council for Environmental Leadership (2004/05 and 2005/06).
- Kelley School Environmental Policy Committee (2003/04, 2004/05, 2005/06).
- Business Communication Department Public Relations Committee, 2003-2006.
- Business Communication Department Technology Committee, 2001-present. (chair, 2002-2006).
- Business Communication Department Text Book Committee, 2003-2004.
- Business Communication Department Electronic Text Committee, 2005-2009
- Kelley School Academic Fairness Committee (2008- present)

Served on the following Boards:

- Culver, Indiana, Chamber of Commerce; Vice-President (1999-2003).
- Indiana University Service-Learning Project (2009-2012)
- Local First Indiana (community 501c3 organization); Board Chair. (2012-2017)
- Slow Foods Bloomington; Treasurer (2011 to 2017)

Served as Faculty Advisor for the following IU student groups:

- Americans United for the Separation of Church and State, 2005–2007
- Sustainable Food Group, 2007–2009
- Civic Leadership Development Board (non-profit marketing consulting committee) 2010-present
- Kilimanjaro Education Outreach (KILEO), 2011-2015