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EDUCATION

1990> **Continuing education** after completing Ph.D. in writing, music, movement programs at participatory arts workshops and various experiential learning centers, including: Stanford University Dance Division's three waltz weeks, Chautauqua Assembly (fiction writing), Esalen Institute, numerous Omega Holistic Studies Institute workshops from 1988-2006, folk piano at Augusta Heritage Center, folk dance at John C. Campbell Folk School, dance choreography at Pilobolus Institute, modern dance at Barking Legs Theater, Paris/Prague Historical Dance seminars and numerous traditional music and dance weeks and weekends, including a variety of workshops at my own Split Tree Farm studio in Chickamauga, GA. All work is related to diversity and participatory issues/themes, both for personal growth, enjoyment, and as source material for pending books: The Idea of Festival (©) and Difference and Sameness in the Political Theater(©), and articles and audiovisual formats. Extensive video and still documentation of experiences/materials. The "participatory" interest began in 1967 with BU professor A. J. Sullivan's work in this field (see Information, Influence and Communication, "Values in Public Relations," 1965, Lerbinger and Sullivan, editors).

1990 Emory University, Graduate Institute of Liberal Arts (1985-90)

Ph.D., theories of interpretation (semiotics, urban history, and drama). Course work: 1/85-7/88. Dissertation: "Two Town Festivals: Signs of a Theater of Power," a study of the language of diversity, the political

character of festivals, and the meaning making mechanisms of and relationships between art and power. See festival book info below or www.splittree.org.

1985: Emory Summer Humanities Program at University College, Oxford, England (Shakespeare and British Social History, 15th -18th centuries); festival research continued.

1986, 87: Two summer sessions, University of Toronto and Northwestern University, International Summer Institutes for Semiotic Studies; seminars with semiotician Thomas Sebeok and UT semiotician/anthropologist Paul Bouissac (informal dissertation committee member; festival research continued. Bouissac's dissertation comment: "...original and ground breaking...."

1968 Boston University, School of Public Communication

M.S., public communication/public relations, corporate concentration (degree awarded 1973).

Thesis: "The Feedback Factor in the Communication Process," a study of one Southern city's racial attitudes in summer 1968 and efforts to improve communication between its black and white communities. Based on city-wide racial integration project employing students and co-directed by author; supported by \$30,000 grant from several local foundations via Chattanooga Chamber of Commerce. Work and materials being submitted for civil rights archives.

Graduate assistant to Professors Otto Lerbinger and Albert Sullivan

Internship: Reporter, Quincy Patriot-Ledger

1965 Foreign Service Institute, Washington, D.C., Communist Strategy seminar, two weeks

1964 Boston University, School of Public Communication, U.S. Air Force Information Officers' Short Course (two months); integrated multi-disciplinary executive communications program; ten hours

graduate credit. Taken during four-year tour as USAF staff information officer. One officer's haiku in A. J. Sullivan's writing class: "None noticed the smell / walking to mass in the snow / burghers of Dachau."

1962 **U. S. Air Force Officer's Training School**, Lackland AFB, TX; commissioned 2nd Lt.

58-62 **Vanderbilt University**

B.A., English literature; philosophy and psychology minors.

Sigma Nu Fraternity, chaired chapter's 75th anniversary observance; photographer. Represented chapter at national conference in Seattle and voted/spoke against "waiver with honor" anti-integration clause—liberal comments printed in national fraternity magazine.

Part-time work: Vanderbilt development office; copy boy, Nashville Tennessean daily

55-58 **The Baylor School**, Chattanooga, TN. Activities: Director, Marching Band; choral society

ACADEMIC POSITIONS

1992 **Union Institute of Cincinnati degree program at the Atlanta Ford plant**, seminar instructor in "Business and Society" for the students, all senior plant supervisors enrolled in B.A. program.

1988 **Shorter College**, Rome, GA (adjunct instructor in journalism; temporary during Ph.D. studies)

1988 **Berry College**, Rome, GA, Assistant Professor of Communication, PR, writing and advisor, college yearbook and newspaper, Department of English, (temporary during Ph.D. studies)

78-82 **University of Tennessee at Chattanooga**, Coordinator/Assistant Professor of Communication. First coordinator of new undergraduate communications degree program based on strong liberal arts foundation;

instructor in communication theory, journalism, and public relations; supervised internships; created new curriculum and sequences; appointed adjunct faculty; recruited full-time faculty. Initial position in English department, then Interdisciplinary Studies, then Department of Communication. (See attached program).

Developed "**News for Beginning Readers**" column, a teaching aid printed in the Chattanooga Times for UTC communication majors; used by area literacy teachers.

President, Chattanooga chapter, **Sigma Delta Chi Professional Journalism Society**. Chaired first Gridiron Dinner to raise funds for journalism scholarships.

74-76 **Boston University, School of Public Communication**, Assistant Professor of Public Relations; instructor for courses/seminars in corporate communication, urban communication (new course), lobbying, consumerism issues, basic public relations, various writing courses for journalism and public relations, and internships at times. Summer magazine writer in BU alumni office.

U.S. Conference of Mayors; new COM urban communications course led to invitation as lecturer on public information and municipal public relations at Institutes for New Mayors at San Juan, Tampa, St. Louis, and Harvard University's John F. Kennedy School of Government. Workshop remarks published in USCM handbook.

Boston Public Schools; designed workshop and with co-leader BU COM Prof. Carol Hills directed racial desegregation black/white teacher training; based on materials in new BU course, proposed and taught by author, on urban communication processes.

PROFESSIONAL COMMUNICATIONS EXPERIENCE

1994-2007 **Split Tree Participatory Arts Center**, Chickamauga, GA.
Owner/Director; create exploratory productions in participatory and

experiential learning process with workshops in writing, various movement forms, social dance, poetry, yoga, music -- taught by regional, national and international teachers and artists. See: www.splittree.org.

1976-2007 **Hetzler Brokerage Co.**, Chattanooga, TN. 1976 to present; owner of industrial food brokerage firm in Southeast (see additional information at "related professional experience). Firm founded in 1905.

See www.hetzler.com

1971-73 **Chattanooga Mayor's Office**, Public Affairs Director, speech writer, press secretary and issues advisor. Wrote major policy addresses for mayor, wrote and directed three hour-long State of the City movie scripts, wrote frequent mayoral press statements, and other PR/media duties. Chaired and hosted local TV station public affairs program, Point of View, for Adult Education Council.

1970-71 **Baylor College of Medicine**, Development and PR Office, Director of Public Relations, Houston, TX. Job changed to fund raising and left to return to Chattanooga.

1968-70 **Exxon USA.**, Houston, TX. Started at company's U.S. headquarters in Houston as national media spokesperson and later magazine writer. Coordinated national policy statements with directors and senior management. Created and sustained international press interest in story of the tanker, U.S. Manhattan, and its strengthening for trip across the historic, icy Northwest Passage in August 1969. In my copy of the cover on the New York Times reporter's book on the project, the Exxon marine project manager wrote: "The reporter doesn't know it but you caused this book to be written." Researched and wrote employee magazine articles on oil field automation, getting lead out of gasoline, refueling jumbo jets, and other issue articles, some later used as themes of national advertising

campaigns. Participant in Exxon-sponsored leadership seminars for college groups. BU COM alumnus J. K. Kansas sponsored Exxon appointment.

1967 **CHATTANOOGA TIMES**, general assignment and features reporter and beat reporter for health and urban issues. Paper owned by NY Times at that period.

1962-66 **U.S. AIR FORCE**, Staff Information Officer, Griffiss AFB, NY; Osan AB, Korea. For three years at Griffiss, served on commanding major general's staff of USAF electronics logistic depot and also base commander's staff; supervised 12 information specialists with responsibilities including weekly base newspaper, press relations, guest protocol, annual history, community relations projects. During period much of logistics depot was closed and positions transferred. Also held additional duties as junior officer retention program director and served as the base Boy Scouts leader.

For one year at Osan AB, Korea, reported to commanding general and served as general division staff IO and base IO working with Korean AF counterparts; supervised 20 personnel with duties including weekly base newspaper (regular USAF award winner), community relations projects, press relations and publicity, annual history, base radio station, and comprehensive photo laboratory.

Awarded USAF commendation medals at end of each assignment and returned to civilian life after required four-year term was completed. Held top secret security clearance.

PUBLICATIONS/PRODUCTIONS

2001 "**The Riverbend Festival after 20 Years,**" guest commentary with photo in Chattanooga Time and Free-Press daily newspaper. Several columns written on Riverbend subject.

2000 "**The Waltzes: Live at Split Tree Studio,**" 14-tune CD produced

as fund-raiser for studio.

- 1996 Book in progress: **The Idea of Festival**, Split Tree Electronic Press (personal), see at www.splittree.org/STFPpress.htm. This work is an ongoing revision of Emory festival dissertation (also linked on same web page) and is an electronic book in progress, pending completion and publication by juried academic press, such as Smithsonian Institution or University of Toronto press, which has expressed interest periodically if completed. Turning this into a first class original scholarly book is a primary reason for returning to the university.

Numerous other professional pieces of work are available for review, including newspaper articles, policy speeches and statements for Chattanooga Mayor, Exxon pieces, and special projects, including short movies about festivals, such as Burning Man in Nevada, food business operations for educational purposes, and historical dance events. Apple software used in much of this work.

- 1996 Paper presented at University of Toronto, "**Festivals and Multiculturalism**," Semiotic Society popular culture conference; proceedings not published as planned.
- 1979 "**The New Mayor and the Media**," media chapter in U.S. Conference of Mayors handbook for newly elected mayors and leaders of municipal government.

PUBLIC SERVICE and LEADERSHIP ACTIVITIES

- 2000-06 **Atlanta Waltz Society**, founder and past president. General leadership, choose teachers, play recorded music for bi-monthly dance, teach waltzing and fundamentals of social dance partnering. Related draft article/book: "In Search of the Lost Art of Waltzing," a humorous review of 225 years of waltz history and of author's late-90s visits to Vienna, Austria and of waltzing's curious social and cultural history. Project includes occasional trips

organized for Americans to visit Vienna, Austria and participate in the ball season. Efforts underway to create an international waltz society to promote and expand waltzing.

1991-2 **Dancer's Collective**, Atlanta: board member of modern dance company.

1982 **Chattanooga Opera and Symphony Association**, board member

1981-2 **Founder and First President, Friends of the Festival** planning committee for the Chattanooga Riverbend Festival (while teaching at UT Chattanooga); received \$23,000 Coca-Cola foundation grant to explore feasibility of major arts festival in Chattanooga and later \$60,000 administrative production grant; now a multi-million-dollar music festival held for 10 days at the city's downtown riverfront park. Research material for Emory Ph.D. dissertation. Festival is considered instrumental in the revitalization of downtown Chattanooga.

1977 Listed in Who's Who in Public Relations, 1977

1973 Founder and First President, Chattanooga Chapter, **Public Relations Society of America**. Member, national PRSA urban task force. PRSA Accreditation, 1971.

PROFESSIONAL AFFILIATIONS

Toronto Semiotic Circle (inactive)

Semiotic Society of America (inactive)

Society of Professional Journalists, Sigma Delta Chi (inactive)

Public Relations Society of America (Accredited, inactive)

Association for Education in Journalism and Mass Communication (inactive)

Country Dance and Song Society, as Split Tree Participatory Arts Center
International Food Technologists Association

OTHER PERSONAL INTERESTS and SKILLS

Built 2,300 square foot modern/social dance studio using volunteers, personal and donated funds, adjacent to home on 200 acres of scenic farm land in NW Georgia as center for participatory arts.

Atlanta Seed and Feed Marching Band, Trumpet/Mellophone.

Classical and blues piano amateur.

Use both Windows and Macintosh computer platforms with many popular software applications for publishing, web page design, office management, sales administration, email with emphasis on traveling office wireless capacity

Multi-media studio for sound and video digital recording, editing, production.

Analog and digital photography.

Hay and horse farm operations

OTHER PROFESSIONAL EXPERIENCE

1976-2004

Hetzler Brokerage Co., Chattanooga, TN. 1976 to present; owner of industrial food brokerage firm in Southeast.

General history, nature of business and client and customer list

Territory: Southeastern United States, selected national accounts.

Customers: Bakeries, candy and snack manufacturers, dairies, beverage processors, bulk food distributors.

Special Services: Shooting/editing short digital movies for

suppliers/customers.

History: Founded in 1905 in Chattanooga as E. L. Cook Brokerage. Purchased in 1948 by S. N. Hetzler Sr. and operated as Cook-Hetzler Brokerage Co. Inc. until 1984, when the retail and food service divisions were sold, and the late Neal Hetzler retired. Previous retail and food service principals included Clorox, Coca Cola Foods, Heublein, Shasta, Coldwater Seafood, A&W Root Beer, Starkist, and Georgia Pacific. The ingredient division was retained and expanded to the Southeastern region. Offices are maintained in Atlanta and Chattanooga. The company is owned by Sidney N. Hetzler, Jr., who joined the firm in 1976. His education includes: B.A. 1962, Vanderbilt University; M.S. 1973, Boston University; Ph.D. 1990, Emory University. More information: www.hetzler.com.

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Updated: 04/18/2007