

GERALD L. SCHMAEDICK

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SUMMARY

Successful university educator with thirteen years experience teaching international business and economics. Bilingual (English-Spanish) teaching ability with ample experience in diverse, cross-cultural environments facilitating successful student advisement. Results of research and work have been published in books, monographs and teaching cases. Proven record of success in conceptualizing and developing methodologies to promote economic and social development of communities in the U.S., Latin America, and Africa. Expertise in writing and supervising the preparation of proposals to fund research and program implementation.

EXPERIENCE

1993 to present NORTHERN ARIZONA UNIVERSITY, Yuma, AZ

Senior Lecturer, International Business and Economics

Principle courses: Strategic Planning, International Management, and Comparative Economic Systems. Developed and taught new, innovative course in "Comparative Business Practices: Mexico & the U.S." which enrolled both Mexicans and Americans and was offered with simultaneous Spanish/English interpretation. Also have taught Introduction to Marketing, Business Communication, and Small Business Management. Designed and implemented a program of internships in Mexican businesses consisting of work experience, intensive language training, and the "Comparative Business Practices" course. During AY2003-2004 carried out a case study of the \$1 billion Yuma fresh produce industry with my Strategic Management class. The class researched the industry with the full support of the Yuma Area Ag Council.

2005 Consultant/Manager of Economic Development & Environment Program in Mexico

Restructured team of ten Mexican professionals and launched an economic development and environmental preservation program in the Mexican states of Oaxaca and Chiapas. The budget of \$8.2 million was funded by U.S. Agency for International Development. The program identified and implemented new marketing linkages for small-scale producers of coffee, cacao, forest products, and irrigated vegetables as well as eco-tourism facilities. The participants received training and technical assistance to reduce negative environmental impacts and increase income earned from sales through more attractive marketing outlets.

2004 Consultant to Land O'Lakes, Honduras

Assisted Land O'Lakes formulate its strategic plan to market an expanded program of training and technical assistance services in Honduras. Assignment required country-wide travel across Honduras to see and evaluate current Land O'Lakes activities, program, staff, and effectiveness in light of US Agency for International Development and Government of Honduras needs. The assessment included a possible expansion of services beyond Land O'Lakes traditional area of dairy and livestock into other areas of economic development including forest products exploitation, production and export of exotic fruits and vegetables, and the promotion of ecotourism. My recommendation to pursue these new areas in a joint venture with firms experienced in these ventures was accepted and implemented.

2002 to 2003 Sabbatical year granted by Northern Arizona University

Served as “Chief of Party” for team of six analysts evaluating aspects of the U.S. foreign aid program in Peru. Study focused on the “Poverty Reduction and Alleviation” (PRA) activities which involves identifying and creating marketing channels for products from the interior of Peru. Designed evaluation and led team visiting ten PRA offices strategically located in the mountains and jungles of Peru. Evaluation team recommended continuation of the PRA activities with changes in impact indicators and greater autonomy for local offices. Additional sabbatical activities included the “pro bono” delivery of a seminar on entrepreneurship to subsistence farmers in the Dominican Republic and participation in the first European conference of the Association for Borderlands Studies. Expanded previous research on unemployment in U.S. border counties to include all twenty-five counties along the U.S.- Mexico border.

1980 NATIONAL UNIVERSITY, San Diego, CA

Visiting Instructor

Taught MBA course (“Analysis of Business Feasibility”) in Spanish to a diverse student population from San Diego and northern Mexico during a Leave of Absence from Technoserve. Course covered feasibility analysis, business plan preparation and market analysis, and employed the case study approach.

1975 to 1993 TECHNOSERVE, Norwalk, CT

Vice President, Research and Development (1991-93)

Researched and prepared publications on educational and training programs for an international nonprofit, economic development organization. Represented company at scholarly, professional and international meetings, disseminating company's economic and business development methodologies. Managed a \$500M research budget and a staff of 13.

- o Edited and wrote first chapter book entitled, "Cost Effectiveness in the Nonprofit Sector: Methods and Examples from Leading Organizations" published in March 1993 by Quorum Press.
- o Wrote an innovative teaching case on Agrarian Reform and other professional works investigating impact of TechnoServe.
- o Supervised publication of 9 Harvard-type teaching cases sold to 75 colleges and universities.
- o Coordinated all areas of company's Business Management training Program in Poland including budget administration, international staffing and business planning.

Vice President, Latin America (1979-1991)

Directed Business Management Education and Training Programs in Latin America. Managed \$2.5MM budget and a staff of 100.

- o Managed the successful start-up of new programs in Nicaragua, Costa Rica, Panama and Peru. Developed relationships with donor sources such as USAID, The World Bank, InterAmerican Development Bank and negotiated operating agreements with local, regional and federal agencies and governments.
- o Trained local business management trainers in both formal classroom and informal field settings. Conducted follow-up evaluative research indicating training programs resulted in a 7 to 1 rate of return.
- o Through locally hired program managers, supervised the selection, staffing and training of farmer-owned enterprises, guiding 70% of participants to profitability within 3 years.

- o Continuously assessed business start-up and assistance methodologies and designed and introduced improvements to facilitate the transfer of knowledge and capabilities to semi-literate business owners.

Director of Project Development, Latin America (1976-1979)

Assisted in formulating world-wide company policies for developing and promoting education and training programs while focusing on developing new curriculum items for Business Management Education and Training Programs in Latin America.

- o Developed and continuously evaluated training programs including preliminary screening of projects, pre-investment and feasibility studies, business planning, business start-up and on-going business operations.
- o Programs emphasized on-the-job training of farmers as a means to facilitate learning of business management skills and expedite the development of a profitable enterprise.

Manager, Technical Training Team (1975-1976)

Conducted training seminars in all aspects of business analysis for host country' professional staff. Revised project development procedures and supervised staff. Prepared investment and feasibility studies and performed financial analyses. Integrated assessment of financial, economic and social impact factors of all projects into high-level management reports.

**1970 to
1975**

CHECCHI & CO., Washington, DC

Consulting Economist

Designed and directed field studies for assessing the economic impact of development programs in Third World countries. All projects focused on economic and financial analysis of proposed investments including internal rates of return and cost/benefit determinations.

- o Directed economic analysis phase of a World Bank study of agricultural development in a frontier region of Ethiopia. Analyzed credit mechanisms and performed extensive analyses of marketing systems for crops.
- o Directed feasibility and impact study of 2 rural penetration roads in Liberia.
- o Held short-term assignments in Nepal, South Vietnam, South Korea, Guatemala and Guyana.

**1969 to
1970**

UPLANDS, INC., Colorado/Utah

Project Manager

Created organization and hired and trained first staff of Regional Economic development Corporation funded by US Office of Economic Opportunity. Wrote successful proposal obtaining \$500M to assist 11 impoverished counties with business management training and start-up capital.

**1968 to
1969**

UNIVERSITY OF SOUTHERN COLORADO, Pueblo, CO

Regional Economist

Analyzed feasibility of regional economic development projects in a 17 county region.

1965 to **PEACE CORP**, El Salvador
1967 Volunteer
Trained and assisted local leaders in the economic development of rural villages.

EDUCATION

1968 to Course work towards Ph.D. in Economics
1969 **UNIVERSITY OF WISCONSIN**, Madison, WI

1964 MA in Economics, **UNIVERSITY OF MARYLAND**, College Park, MD
1962 BA in Economics, **CREIGHTON UNIVERSITY**, Omaha, NE

Gerald L. Schmaedick

PUBLICATIONS, REPORTS & PRESENTATIONS – a/o Sept, 2004

“Unemployment Statistics: Is there a Border Bias? Evidence from the US/Mexico and German/Poland Borders,” paper presented at the 46th Annual Meeting of the Western Social Science Association to the Association for Borderlands Studies, Salt Lake City, UT, April 2004.

“Census vs. BLS Unemployment Statistics: A Perplexing Riddle for Border Counties,” paper presented at the 45th Annual Meeting of the Western Social Science Association to the Association for Borderlands Studies, Las Vegas, NV, April 2003.

“A Qualitative Assessment of the Poverty Reduction and Alleviation Program of USAID/Peru,” report in two volumes edited by Schmaedick, written by team of five analysts under contract to the U.S. Agency for International Development office in Lima, Peru. January, 2003.

“New Regional Authority May Aid Arizona Border Communities,” article published in the “Greater Arizona Economic Monitor”, Second Quarter, 2002.

“Understanding Arizona’s Unemployment Statistics,” article published in the “Greater Arizona Economic Monitor”, First Quarter, 2002.

“Seeking a Solution to Border Communities’ Unemployment Statistics Riddle: the Case of Yuma County, Arizona and Imperial County, California,” paper presented at the 44th Annual Meeting of the Western Social Science Association to the Association for Borderlands Studies, Albuquerque, N.M, April 2002.

“U.S.-Mexico Border Communities in the NAFTA Era,” Co-authored with Norris Clement, Serge Rey, Noe Aron Fuentes, and Alejandro Bruges, published by the Southwest Center for Environmental Research and Policy, San Diego, CA, 2002.

“A Description of the Economy of Yuma County, Arizona and San Luis Rio Colorado, Sonora, Mexico,” chapter written for book entitled, “Economy, Environment, and Development in the Imperial Valley-Mexicali Region” to be published by the California Center for Border and Regional Studies, San Diego State University, Calexico, CA, 2002.

Discussant for Panel 2: Maquiladoras and Binational Economic Integration at the First International Research Forum of the Network of Border Economics/Red de la Economía Fronteriza, Tijuana, B.C., Mexico, June 2001. Comments to be published in the proceedings of the meeting.

“Integration of Cross-border Communities: the Case of San Luis Rio Colorado, Sonora and Yuma County, Arizona,” paper presented at the 43rd Annual Meeting of the Western Social Science Association to the Association of Borderland Studies, Reno NV, April, 2001.

“Summary of Findings of a Study on Border Communities in the NAFTA Era,” article published in the Lower Colorado River Economic Report, July, 2000.

“The Impact of NAFTA on the Yuma County Economy,” article published in Lower Colorado River Economic Report, June, 2000.

“Capacitación en la Industria Maquiladora de Mexico,” paper presented (in Spanish) jointly with Scott Roberts, Ph.D. of NAU in Yuma, to the Fifth Binational Conference on Education, Mexicali, Baja California Norte, Mexico, May, 2000.

“Teaching Immigration as an Economic Phenomenon,” paper presented at the Twenty-fifth Annual Conference of The Association of Private Enterprise Education, Las Vegas, NV, April, 2000.

“Compensation, Inflation, And Purchasing Power in the Mexican Maquiladora Industry since the Devaluation Of 1994,” paper presented at the annual meeting of the Western Economics Assoc., International, San Diego, July, 1999.

“Maquiladora Compensation Compared to U.S. Manufacturing: Evidence from 1997-98 Research,” paper presented to the annual meeting of the Western Economics Assoc., International, Lake Tahoe, July, 1998.

“Maquiladoras: Pro & Con based on 1997 Research”, Paper presented at the Conference of the Pacific Coast Council on Latin American Studies, Fullerton, Calif., Feb., 1998.

“Globalización de la Economía Mundial,” paper presented in Spanish to Second Annual Symposium on Management & Accounting at the Centro de Estudios Superiores del Estado de Sonora, San Luis Rio Colorado, Sonora, Mexico, October, 1997.

“Arizona Business Students Experience the Global Economy Working in Mexican Businesses”, article published(Spanish & English) in Horizontes, a bilingual publication of the Arizona-Mexico Commission, fall, 1997.

"Coping with Growth: Expanding a Year-round Economy", research document for the Yuma County Town Hall, May 4-6, 1995

"Cost Effectiveness in the Nonprofit Sector: Methods and Examples from Leading Organizations", Quorum Press (1993)

"If They are Poor, Give Them Money?" TechnoServe (1993)

"Pre-Investment Feasibility Study for the Humera Region of Ethiopia", The World Bank (1973)

"The Place for Sesame in Today's Oilseed Market", The World Bank (1973)

"An Evaluation of the Food for Peace Program", Checchi & Co. for USAID (1972)

"Southern Colorado Vocational Training Needs", Southern Colorado Development District (1968)

"Southern Colorado Manpower Profile", Southern Colorado Development District (1968)

"The World Food Budget - 1970" with the staff of the Foreign Regional Analysis Division of the Economic Research Service, United States Department of Agriculture (1965)