**Lee R. Cerling, Ph.D.**

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***Education*** *The University of Iowa*

Ph.D. Communication Studies (Rhetoric), 1995

M.A. Communication Studies (Rhetoric), 1987

B.A. English, 1982

Dissertation: *The Fate of Eloquence in American Higher Education, 1892-1925*

***Experience***

**Associate Professor** of Clinical Management Communication, 2012-present

**Assistant Professor** of Clinical Management Communication, 2003-2011

**Lecturer,** Business Communication, 1999 - 2002

*Center for Management Communication*

*Marshall School of Business*

*University of Southern California*

*Los Angeles, California*

**Communication Consultant**, 1996-2003

*Thousand Oaks, California*

**Proposal and New Business Coordinator**, 1998-1999

*Gibson, Dunn & Crutcher LLP*

*Los Angeles, California*

**Writer**, University Advancement, 1995-1998

**Adjunct Faculty**, Communication Division, 1996

*Pepperdine University*

*Malibu, California*

**Assistant Professor**, Department of English, 1991-1995

*Northwestern College*

*Orange City, Iowa*

**Graduate Instructor**, Rhetoric Program, 1985-1987; 1988-1991

*University of Iowa, Iowa City, Iowa*

**Director of Communications**, Summer, 1988

*Christ House, Washington, DC*

**Visiting Instructor of Speech**, Department of Speech, 1987-1988

*University of Dubuque, Dubuque, Iowa*

***Professional/Academic Presentations and Papers***

2015. October 30. Presentation. “Crossing Boundaries: Business Communication as Interdisciplinary Linchpin.” Association for Business Communication, annual convention. Seattle.

2015. May 22. Presentation. “Will Business Communication Still Need Rhetoric in 2020? A teaching Demonstration.” Association for Business Communciation, Western Region Conference. Los Angeles.

2015. May 21. [Facilitator]. Randy Hill, speaker. “Teaching Business Communication with Technology in 2020.” Association for Business Communciation, Western Region Conference. Los Angeles.

2015. May 20. Moderator. Noelia Rodriguez, speaker. “Navigating the New Work Place.” Association for Business Communciation, Western Region Conference. Los Angeles.

2014. October 24. Panelist. “My Favorite ESL Assignment.” Association for Business Communication, annual convention. Philadelphia.

2013. October 25. Panelist. “Do We All Teach ESL Now?: Advice for Seizing a Critical Professional and Educational Opportunity.” Association for Business Communication, annual convention. New Orleans.

2013. October 25. Presentation. “Big Data: Challenges and Opportunities for Business Communication.” Association for Business Communication, annual convention. New Orleans.

2011. April 7. Moderator. John Lennox, “Same Evidence, Different Beliefs: Is ‘Objective Belief’ an Oxymoron?” Veritas Forum, USC.

2010. November 15. “Language, Higher Education, and Christian Spirituality.” Talk for Trojan Christian Fellowship.

2010. June-August (13 sessions). Short course on Language, Ethics, and Spirituality. First Presbyterian Church, Hollywood, CA.

2009. February 29. Conference speaker, “On Integrating Faith and Teaching.” Winds of Change conference at Pomona College. (talk attended by approximately 100 faculty representing multiple disciplines from approximately 30-40 California universities and colleges)

2008-2011. August. “J.R.R. Tolkien as an Ethical Guide: The *Lord of the Rings* as Spiritual Journey.” USC Student Orientation Microseminars.

2008. Oct. 30. “Public Morality, Moral Ecology, and Business Ethics: Toward an Improved Rhetoric of Corporate Social Responsibility.” Paper presented at the Association for Business Communication, Incline Valley, NV.

2008. Nov. 20. “’Imagine There’s No Heaven’: Philip Pullman and the Death of Liberal Toleration.” Paper presented at the Religious Communication Association/National Communication Conference, San Diego, CA.

2006. Nov. 10. “Imagining the Decline of the West: The Achievement of J.R.R.Tolkien.” Paper delivered at the 2006 Pruit Memorial Symposium and Lilly Fellows Program National Research Conference, The World and Christian Imagination. Baylor University, Waco, TX.

2006. June 2. “Speech in the Rule of Benedict.” Talk delivered at the Congress for the Study of the Rule of Saint Benedict, Symposium 2006: Church, Society and Monasticism. Rome, Italy.

2005. Feb. 23. “The Soul and American Politics.” Veritas Forum, USC.

2005. March 31. “The Soul and American Politics.” Trojan Christian Fellowship, USC.

2004. November. Respondent. “Talk that Matters: Response to John Lyne’s ‘Flight from Orality’” National Communication Association. RCT Pre-Conference on the History of the Field. Chicago, IL.

***Courses Taught***

Advanced Writing for Business.

College Writing.

Introduction to Communication.

Public Speaking.

Advanced Public Speaking.

Rhetoric.

Principles of Rhetorical Criticism.

Contemporary Literature and Problems of Christian Faith.

Accounting Ethics.

Communication for Doctoral Students: Foundations of Academic Writing.

Communication for Doctoral Students: Writing a Journal Article for Publication.

Communication for Doctoral Students: Career Planning and Development.

Communication for Doctoral Students: Preparing for the Academic Job Market.

Communication for Doctoral Students: Succeeding as a Teacher.

***Departmental Service*** *(partial listing)*

PEG Committee, promotion committee for Jerry Giaquinta, 2016.

Course Coordinator, Advanced Writing for Business. 2015-present.

PhD prospective international student interviewer, 2011-present.

PhD Program Communication Coordinator, 2011-present.

***Teaching Modules & Microseminars***

Ethics for Accounting Students. [1-3 presentations per semester, 2008-2013]

JRR Tolkien as a Spiritual Guide: The Ethics of *The Lord of the Rings.* [2003-2011]

***Miscellaneous Writing and Editing (partial listing)***

Successful grant proposals, $100,000 and above:

$25 million, to George Graziadio, for the Graziadio School of Business and Management.

$6 million, to Beckman Foundation, regarding Graziadio School of Business and Management.

$1 million, to Weingart Foundation, for Natural Science Building.

$500,000, to Fletcher Jones Foundation, to augment the Chair in the Great Books endowment.

$450,000, to Olin Foundation, for visiting professorship in public policy.

$400,000, to Parsons Foundation, for Natural Science Division.

$100,000, to GTE Foundation, for teleconferencing center.

*(Note: I also produced numerous successful proposals for Gibson, Dunn & Crutcher worth tens or hundreds of millions of dollars to the firm. These are, however, confidential.)*

Independent Consulting

[Paid Reviewer.] Book proposal. *How to Write Journal Articles: A Casebook for International Writers.* Cambridge University Press, 2016.

[Paid Reviewer.] *Style: Lessons in Clarity and Grace*. Pearson Education. 2014.

[Communications Consultant.] Dynamic Domain. 1999.

[Communications Consultant.] SmartNews.com. 1999.

[Communications Consultant.] Bill Hudson, Peoplesoft. 1999.

[Speech Writing Consultant.] Communication Excellence Institute, San Dimas, California. 1996-present.

[Speech Writer.] “Managing Diversity,” for Willie Williams, former Los Angeles Chief of Police (July, 1998).

[Editor.] “Rethinking Public Policy,” by Joel Kotkin. Malibu: Pepperdine University Institute for Public Policy (April 1998).

[Guest Lecturer.] “Writing the Effective Business Presentation,” for Southern California Edison-California Lutheran University workshop on creating and presenting business plans to secure venture capital (March 1998).

[Editor.] “Orange County: The Fate of a Post-Suburban Paradise,” by Joel Kotkin. La Jolla: The La Jolla Institute (October, 1997).

[Speech Writer.] “American Policing: Challenges for the Next Century,” for Willie Williams, former Los Angeles Chief of Police (September, 1997).

[Editor.] “Back to the Renaissance? A New Perspective on America’s Cities,” by Joel Kotkin. Malibu: Pepperdine University Institute for Public Policy and the La Jolla Institute (September, 1997).

[Speech Writer.] Campaign Speech, for Shaaron Bangs, Vice-Presidential candidate for National Association for Women in Construction (August, 1997).

[Editor.] “Southern California in the Information Age,” by Joel Kotkin. Malibu: Pepperdine University Institute for Public Policy and the La Jolla Institute (June, 1997).

Presidential Keynote Addresses (for David Davenport, President, Pepperdine University):

“The Idea of a Christian University,” Freshman Seminar (September 30, 1997).

“Navigating the Future,” Pepperdine Associates Dinner (May 23, 1996).

“A Spirit of University,” Pepperdine University faculty (September 16, 1996).

“Virtue in the Virtual Age,” Los Angeles Rotary Club (June 21, 1996).

“A World Split Apart: Reflections on the Media and Morality in the Virtual Age,” Scripps-Howard editors convention (February 6, 1997).

Miscellaneous:

“On the Wings of Honor,” *Pepperdine People* (Spring 1997), 12-14.

“Remembering the Magic of Moore Haus,” *Pepperdine People* (Summer 1996), 20-22.

Copyeditor. *Pepperdine People* (Fall 1997).

***Honors/Awards***

2016-2017. $1,000 grant award, Teaching Innovation Funds, a competitive grant awarded by the Vice Deans of Graduate and Undergraduate Programs at USC to proposals that will advance the strategic priorities of the Marshall School teaching mission: innovation, leveraging Southern California, and enhancing global impact.

2011. Fall. $5,000 grant award, Course Continuity in a Crisis, awarded by USC’s Center for Scholarly Technology.

2011. Spring. One of my student teams was the 1st place winner (one of two awards) for the CIBER (Center for International Business and Research) competition dealing with transportation and sustainability issues in the Pacific Rim. The winning team won gift certificates worth $2,000.

2010. Fall. One of my students won 3rd place for a paper she wrote for my class and entered in the Undergraduate Writer’s Conference, sponsored by USC.

2010. Fall. One of my student teams was the 1st place winner (one of two awards) for the CIBER (Center for International Business and Research) competition dealing with water and sustainability issues in the Pacific Rim. The winning team won gift certificates worth $2,000.

2010. December 4. 3rd place winner, APPE (Association for Professional and Practical Ethics) Regional Competition. My student team won 3rd place in the APPE California Regional Intercollegiate Ethics Bowl.

2010. November 13. 1st place winner, Levan Institute of Ethics APPE local competition. My team won 1st place at this event, open to all students in the University.

2010. October. 2nd place winner, Eller Ethics Bowl competition, Service, University. My students won 2nd place in this national competition, a $500 cash prize.

2010. Spring. Write On! My students won two of the five cash prizes in this Marshall School-sponsored competition, including the grand prize.

2009. October. 2nd place winner, Eller Ethics Bowl competition, Service, University. My students won 2nd place in this national competition, a $500 cash prize.

1995. One of five faculty nominated by students for “Teacher of the Year” award, Northwestern College.

1989. Graduate Instructor, Professional Development Program, University of Iowa.

***Professional Memberships***

International Society for the History of Rhetoric

Association for Business Communication

***Professional Development/Training*** *(partial listing)*

2016. Workshop on Diversity and Inclusion - Building Awareness and an Action Agenda. Museum of Tolerance, Los Angeles. September 23.

2015. Presenting Data and Information, by Edward Tufte. San Jose, California. February 13.

***Church/Community Service*** *(partial listing)*

Chair and Instructor, School of Christian Learning, Brentwood Presbyterian Church, Los Angeles, California; 1996 - 2000.

Guest Speaker, Pepperdine Alumni Association Career Fair; 1997.

Work Crew Volunteer, house-building, AMOR Ministries, Tijuana, Mexico; 1997.

Lay Reader, St. George’s Episcopal Church, Le Mars, Iowa; 1994-1995.

Chapel Speaker, Northwestern College, Orange City, Iowa; 1992, 1994.

International Student Host Family, Northwestern College, Orange City, Iowa; 1991-1992.

Homeless Feeding Volunteer, Iowa City, Iowa; 1985-1991.

Instructor, Trinity Christian Reformed Church, Iowa City, Iowa; 1983-1990.

Member, Geneva Lecture Series Forum, Iowa City, Iowa; 1984-1986.