

CATHY L. DENISON-ROBERT, PH.D.

9655 Perkins Road, Suite C-123
Baton Rouge, LA 70810
(337) 502-1911
cdenison@denisonassociates.com

EDUCATION

Post-Doctoral Bridge-to-Business Program Graduate (Post-Doctorate in Business) –

University of Florida, Hough Graduate School of Business, Warrington College of Business Administration, Gainesville, FL, September 2008. Classified by AACSB International as “Academically Qualified” (AQ) in Management and Marketing disciplines. Received course documentation in Entrepreneurship and International Business.

Ph.D. in Vocational/Adult Education (Human Resource Education/Training and Development) - Louisiana State University (LSU), Baton Rouge, LA, 1993.

M.S. in Vocational/Adult Education (HR Education) - LSU, Baton Rouge, LA, 1992.

M.B.A. in College of Business - McNeese State University, Lake Charles, LA, 1988.
MBA Program is nationally accredited by AACSB International.

B.S. in AgriBusiness - McNeese State University, Lake Charles, LA, 1985.

Distance Learning Leader Certificate Program - Nova Southeastern University, Fischler Graduate School; Endorsed by United States Distance Learning Association, 2004.

PROFESSIONAL EXPERIENCE (Employment, Grants, and Contracts)

Our Lady of the Lake College, Baton Rouge, LA

Assistant Professor of Business in the Division of Health Administration; Health Service Administration and MHCA Program; Health Administration, Marketing, Management, and Business Administration disciplines; Teaching classes via Online, Blended Learning, and Face-to-Face Methods; Feasibility Study development for potential Integrated Business Program at OLOL College; Service-Learning incorporated into courses; August 2015 – Present.

Cathy Denison, Ph.D. and Associates Professional Services, Inc., Baton Rouge, LA

President and Senior Consultant - Roles and Positions: Program Director; Strategic Planner; Business, Marketing, and Management Consultant; Telemedicine/Telehealth Expert Consultant; Continuing Education Instructor; Project and Grants Manager; Technical Assistance Provider; Online Educational/Instructional Designer; Professional Trainer; Entrepreneurship, Healthcare, Distance Education, and Economic Development Consultant; Facilitator; Evaluator; and Community Education Instructor. LA Economic Development Certified Small Entrepreneurship; LED Small and Emerging Business; January 2003 – Present; Select Grant and Contract Awards:

- **Acadian Ambulance Service, Inc. /Acadian Companies, Louisiana and Texas**
Consultant for Government Procurement & Grants Division - April 14 – August 2015.
- **Louisiana State University (LSU) Continuing Education, Baton Rouge, LA and Academic Partnerships, Dallas, TX**
Faculty Member developing new "Entrepreneurship and Innovation" Specialization Certificate Program and teaching online Entrepreneurship and Business Certificate Program being marketed around the world; January 2015 – June 2015.

- **Cameron Local Enterprise Assistance and Recruiting Center - The CLEAR Project**, Subcontract with Winrock International and grant funded by Delta Regional Authority - Cathy Denison, PhD and Associates provided a twofold approach to technical assistance and training for business clients located in Cameron Parish and in Southwest LA. Over 50 business owners and aspiring entrepreneurs participated in the training programs and/or consulting and professional assistance initiatives. Four Continuing education and training workshops were held in May, 2014; Grant Subcontract was from April 28, 2014 to June 6, 2014.
- **Trade Adjustment Assistance (TAA) for Farmers and Fishermen**, USDA Foreign Agricultural Service, University of Minnesota, Center for Farm Financial Management - Business Consultant/Trainer for over 135 Louisiana, Gulf Coast, and Northeast Farmers and Commercial Fishermen businesses from 2011 until 2013; Contract and Grant Program ended September 2013.
- **School-Based Health Center Capital Grant**, Affordable Care Act, HHS, Health Resources and Services Admin. grant award to Seton Healthcare and Dell Children's Hospital in Austin, TX with Polycom PGAP; Grant Award approx. - \$286,374, 2011.
- **Business Recovery Grant and Loan (BRGL) Program**, LA Economic Development (LED), LA Recovery Authority (LRA), LA Office of Community Development (OCD), U.S. Department of Housing and Urban Development (HUD). Southwest and South Central LA Hurricane Recovery Grants and Loans for area businesses; Provided technical assistance training, instruction, and consultation to over 400 Businesses - hundreds in SW LA; Award - approx. several million dollars; Project Contract Award approx. - \$968,000; Subcontract Award approx. - \$435,000, 2007-2008.
- **Recovery Workforce Training Program (RWTP) Grant**, LA Oil and Gas Industry Collaborative (LOGIC) Workforce Training Project team received a \$1.5 million grant from LA Workforce Commission, LA Recovery Authority, OCD, and HUD CDBG funds; Subcontract approx. Award - \$361,626, 2007-2008.
- **LA Small Business Technical Assistance Program**, Grant from/with LA Economic Development, OCD, LRA, and HUD. Business and Entrepreneurship Consultant and Trainer representing Southwest LA for LA Small Business Development Center at McNeese State University; Subcontract approx. Award - \$16,000, 2008.
- **Public Affairs Research Council (PAR), Baton Rouge, LA** Field Research Analyst – PAR and Nelson A. Rockefeller Institute of Government, State University of New York; Contract approx. Award - \$10,000, Summer 2006.
- **USDA RUS Distance Learning and Telemedicine (DLT)** - Kona Hospital Foundation and Hawaii Health Systems Foundation in conjunction with John Burns School of Medicine, University of Hawaii, and Clinical Labs of Hawaii; Telepathology and Telehealth Grant Award approx.- \$500,000, 2004.
- **USDA RUS DLT** - St. Joseph Healthcare Foundation and Northern Maine Healthcare Consortium – Telemedicine project; Grant Award approx. – \$500,000, 2003.

Business Disaster and Recovery Case Management International, Inc., Baton Rouge, LA
Executive Director and Founder of a non-profit organization that is a one-stop shop to guide and counsel business clients through disaster or personal crisis; September 2013 - Present (Start-up non-profit organization is dependent on non-profit donated operating funds).

Louisiana State University at Alexandria (LSUA), Alexandria, LA

Assistant Professor of Management in the Department of Business Administration; Marketing, Management, Business Administration, and Entrepreneurship disciplines; Taught classes via Online, Blended Learning, and Face-to-Face Methods; J.H. Johnson Endowed Professorship; LA State Outstanding Faculty Adviser for Phi Beta Lambda; August 2010 – May 2012.

McNeese State University, College of Business, Lake Charles, LA

Department of Management, Marketing, and General Business -
Visiting Lecturer/Adjunct Faculty for Business and Marketing, Fall 2007- Summer 2010 (Adjunct Professor Position, as needed).

U.S. Department of Homeland Security, FEMA ESF-14 Long-Term Community Recovery, Calcasieu Parish and Southwest LA Planning Teams

Community Outreach and External Affairs Liaison; Recovery Planner for Health and Education sectors; Assistance with other economic sectors including Entrepreneurship, Economic Development, and Coastal Restoration; Community Meeting Facilitator; (Temporary employment for Hurricane Rita/Katrina Disaster Recovery), November 2005 – March 2006.

Trestle Corporation, Newport Beach, CA; **Med Diversified**, Newport Beach, CA; **e-MedSoft.com**, Jacksonville Beach, FL; **VidiMedix**, Austin, TX -- Director, Project Development and Grants Management – Telemedicine, Telehealth, Telepathology; Strategic Management Consultant, Trainer; February 2000 – November 2002; Grant Awards:

- **USDA RUS DLT** - St. Joseph Healthcare Foundation and Northern Maine Regional Consortium; Distance Education, Telehealth, and Virtual Medicine; Grant Award approx. - \$494,750, 2002.
- **Kentucky Foundation** – Distance Medicine, University of Louisville Kentucky, Hospital Department of Pediatrics; Grant Award approx. - \$85,000, 2002.
- **USDA RUS DLT** - Hawaii Health Systems Foundation (State of Hawaii); Statewide Telemedicine Network; Grant Award approx. - \$372,650, 2001.
- **USDA RUS DLT** - The Texas A&M University System Health Science Center Research Foundation & Alliance; Telemedicine Grant Award approx. - \$349,500, 2001.

Southwest LA Hospital Association, d.b.a. Lake Charles Memorial Hospital, Lake Charles, LA – Director of Telemedicine – Roles: Project Development and Grants Management; TeleMedicine/Telehealth Program Coordinator; Continuing/Professional Education Instructor/Trainer; Strategic Planner; Community Outreach and Public Relations Specialist; February 1997 – January 2000; Grant Awards:

- **U.S. Department of Defense** – Community Hospital TeleHealth and Distance Education Consortium; LA and Mississippi; Grant Award approx.- \$990,000, 1999.
- **U. S. Department of Commerce**, NTIA, TIIAP Project; The TeleHealth Network of Louisiana; Grant Award approx. - \$515,332, October 1997 – December 1999.
- **U.S. Department of Commerce**, NTIA, Technology Opportunities Program (TOP), Distance Education Project; Nicholls State University and Southwest LA; Grant Award approx.- \$549,805, 1998.
- **Lake Charles Memorial Hospital Auxiliary Foundation**, Lake Charles Memorial TeleHealth Consortium; Grant Award approx. - \$85,000, 1998.

South Cameron Memorial Hospital, Cameron, LA

Telemedicine, Distance Education, and Special Projects' Director and Instructor - Parish, Regional, and Statewide consortium; 1994 – 1997. Grant Awards:

- **State of LA Office of Rural Development**; South Cameron, W.O. Moss Regional Medical & Lake Charles Memorial Hospital, Grant Award approx. - \$100,000, 1998.
- **U.S. Health Care Financing Administration (HCFA)**; South Cameron Memorial Hospital and Southwest LA Rural Health Transition Grant, Cameron Parish Wellness Education Program; Grant Award approx. - \$100,000, 1998.
- **USDA RUS DLT**; Lower Cameron Hospital Service District; Cameron, Southwest LA and New Orleans area Telemedicine; Grant Award approx. - \$299,200, 1997.
- **U.S. Department of Health, Health Resources Services Administration (HRSA), Office of Rural Health Policy, Office for the Advancement in Telemedicine (OAT)**; South Cameron Memorial Hospital Telemedicine and Distance Education/Training; Grant Award approx. - \$1,110,000, 1994 – 1997.

LSU AgCenter, LA Cooperative Extension Service, Baton Rouge, LA

Extension Associate; Rural Health State Coordinator and Educator; Federally funded Partnership with National Easter Seals; Grant Award approx. - \$100,000 yr., 1992-1994.

Other University, Teaching, Training, Continuing/Adult Education, and Technical/Community College Experience (1980 - 1990):

LA State University (LSU) - Short Courses, Conferences, and Continuing Education Coordinator and Trainer; University and Engineering College Recruitment Coordinator; Student Graduate Placement Specialist; Faculty Advisor for Student Organizations; Scholarship Director; Faculty and Staff Committees.

McNeese State University – University Recruiter; Graduate Assistant for Management and Marketing Department Chair; Management Test Bank Writer; Continuing Ed. Instructor.

PRESENTATIONS, PUBLICATIONS, AWARDS, and REVIEWS (abridged)

- USASBE San Diego National Conference, Roundtable Session Presenter, Jan. 2016.
- LSUA J. H. Johnson Endowed Professorship in Business, 2011 and 2012.
- Louisiana Phi Beta Lambda Outstanding Local Adviser 2012, National recognition.
- National Phi Beta Lambda Gold Seal Chapter Award 2011 and 2012 for LSUA and LA.
- LA Phi Beta Lambda Leadership Conference, Mgmt. /Marketing Workshop Facilitator.
- LA Phi Beta Lambda Leadership Conference - Management/Marketing Workshop Instructor, Forum Moderator, Service-Learning Leader, & Co-Coordinator, March 2011.
- Reviewer for the 2009 Academy of Management Annual Meeting, Chicago.
- Karen Rowley, Principal Author. Cathy Denison-Wicke, PhD and other Field Research Associates. *GulfGov Reports: One Year Later, First Look at the Recovery Role & Capacity of Status and Localities Damaged by the 2005 Karina and Rita Hurricanes*. The Nelson A. Rockefeller Institute of Government of New York and the Public Affairs Research Council of Louisiana (2006). Published.
- Cathy Denison-Wicke, PhD, Monique R. Ruffin, Janet Brewster. *Gulf Coast Business Owners Travel to Capitol Hill; Discuss Struggles Following Hurricane Katrina and Rita – Federal Congressional Testimony on behalf of Entrepreneurs* (Fall 2005).
- Cathy Denison-Wicke, PhD, Jeff Kidder, *Telehealth Project Development: The Role of Strategic Planning and Needs Assessment*. American Telemedicine Association (ATA) Annual Meeting and Exposition, Orlando, Florida (2003).
- Cathy Denison-Wicke, PhD, Amy Morris, William P. Gunter, *Poster Presentation and Abstracts from the American Telemedicine Association Fifth Annual Meeting*. Telemedicine Journal. Phoenix, AZ. (2000).
- Reviewer for Federal Telemedicine and Distance Education Grant Proposals (Paid by U.S. Health Resources, HRSA) – Office for the Advancement of Telehealth.
- Cathy Denison-Wicke, PhD, Dale Archer, MD, *Telepsychiatry: Case Studies on Improving the Lives of the Developmentally Disabled*. Selected Presentations from the 2000 ATA Annual Meeting, Portland, Oregon.

ORGANIZATIONS and AFFILIATIONS (abridged)

- Association of University Programs in Health Administration (AUPHA)
- Baton Rouge Area Chamber (BRAC), Small Business and Entrepreneurship Council
- U.S. Association for Small Business and Entrepreneurship (USASBE)
- American Telemedicine Association
- Louisiana Economic Development, Certified Small Entrepreneurship - Hudson Initiative
- Association of Talent Development and ATD Baton Rouge, LA, Chapter
- Louisiana State University and McNeese State University Alumni Associations