

**Profile of
Lois J. Smith
Professor of Marketing, University of Wisconsin-Whitewater
2007 Regents Teaching Excellence Award Recipient**

Background and Experience (Selected)

- Joined the UW-Whitewater faculty initially in 1982, then returned as an Assistant Professor in 1988.
- A.B. in English from the University of South Dakota (1972); M.A. in English from the University of Illinois-Chicago (1974); MBA from the University of Wisconsin-Whitewater (1982); and PhD. Management Science and Marketing from the University of Wisconsin-Milwaukee (1989).
- Chair of Department of Marketing, 1996-1999 and 2002-2005.
- Recipient of the 2006 H.P. Roseman University Teaching Award, the 2005-2006 University Faculty Advisor Award, the 2005 College of Business & Economics Advising Award, and the 2001/2002 and 2000/2001 College of Business & Economics Service Award Excellence.
- President of Pi Sigma Epsilon, a national Sales and Marketing organization.
- National Immediate Past President of MU Kappa Tau, a nationally recognized marketing honorary organization.
- Co-Coordinator of Undergraduate Assessment program in the College of Business & Economics.
- Member, LEARN Center Board of Directors (UW -Whitewater teaching excellence center).
- Leader of College of Business & Economics Teaching Mentoring Program.
- Faculty exchange coordinator with Arnhem University, Netherlands, for the past 10 years.

In Professor Smith's own words:

- “As an advisor and president of Pi Sigma Epsilon, a national sales and marketing organization, I participate in national and regional conventions, coach the group for competitions, celebrate when they do well, and hold their hands when they falter.”
- “Separating the concepts of teaching from learning is difficult for me. Every location, every subject, and every group of students has taught me something and made my life wider and richer.”

In the words of her students:

- “She has taught me and so many others not only the items you find in books, but about real world matters that really benefit students upon graduation. Dr. Smith's passion for teaching shines in the classroom, but also shows as she continues to teach us outside the classroom as members of an organization or even Alumni.”
 - Jenny Maglio, 2003 graduate of the Marketing program at University of Wisconsin-Whitewater.

- “I approached Dr. Smith with many questions and some serious fears [about planning to study in the Netherlands program]. Dr. Smith was responsible for answering my questions, but she responded to me with so much more than what her simple job requirements called for. Always patient, she used her extensive knowledge and firsthand experiences to reassure me. Both before and during the study abroad process, Dr. Smith was invested in my academic and emotional well-being.”
 - Elisa M. Gilbertson, undergraduate student, Student President of Pi Sigma Epsilon.

In the words of her colleagues:

- “She excels in both online and traditional face-to-face instruction, fostering active learning in all her courses. Lois’ conception of teaching is that it involves much more than just what occurs in the classroom. She exemplifies this conception.”
 - Richard J. Telfer, Interim Chancellor, UW-Whitewater.
- “Dr. Smith’s efforts outside normal teaching responsibilities are truly extraordinary. She was among a handful of faculty to be involved in a 1990’s campus initiative to offer advising hours in the residence halls, and she was a leader in establishing our first College of Business & Economics Learning Community, taking on both advising and teaching responsibilities. In addition, she is co-directing the development of effective and systematic assessment of student learning in the College [. . .] All these efforts are oriented toward maximizing student learning opportunities.”
 - Christine Clements, Dean, College of Business and Economics, UW-Whitewater.