

## CATHY L. DENISON, PH.D.

700 6<sup>th</sup> Street,  
Lake Charles, LA 70601  
(337) 540-2735  
[cathydenison@suddenlink.net](mailto:cathydenison@suddenlink.net)

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### EDUCATION

**Post-Doctoral Bridge to Business Program (PDB) Graduate** – University of Florida,  
Hough Graduate School of Business, Warrington College of Business  
Administration, Gainesville, FL, September 2008.

**\*\*AACSB International provided the oversight, approval, and endorsement of the PDB Program. PDB graduate is classified by AACSB as Academically Qualified (AQ) in Management and Marketing disciplines.**

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

**M.S. in Vocational Education (Human Resource Ed.)** - 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. Completed 18 hours of graduate Management courses in MBA Program.**

**B.S. in Agricultural Sciences, Agribusiness concentration** – McNeese State  
University, Lake Charles, LA, 1985.

**Distance Learning Leader Certificate Program** - Nova Southeastern University,  
Fischler Graduate School; On-site classes in Miami, Florida, and five weeks online.  
Endorsed by United States Distance Learning Association, 2004.

### RESEARCH and PROGRAM INTERESTS

Strategic Management and Business Policy

Entrepreneurship

Small Business Hurricane Recovery – *Currently in Progress*

Organizational and Management Communication

Management/Staff Development and Training

Workforce Development Reform – *Currently in Progress*

Economic Impact of Hurricanes on LA Agriculture & Fisheries – *Currently in Progress*

Global Management and Marketing after Disaster

Marketing Innovations

LA Wetlands and Coastal Erosion Educational and Business Programs – *In Progress*

### PROFESSIONAL EXPERIENCE (Employment, Grants, and Contracts)

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

Department of Management, Marketing, and General Business,

Visiting Lecturer/Adjunct Faculty, Fall 2007- Present.

**Cathy Denison, PhD and Associates Professional Services, Inc., Lake Charles, LA**

President and Senior Consultant - Roles and Positions: Administrator; HR Director; Business Operations Manager; Project and Grants Manager; Program Planner; Disaster Recovery Research Analyst; Community Development Specialist; Marketing, Public Relations, and Outreach Specialist; Trainer; Instructional Designer; Governmental Affairs Coordinator; Workforce/Economic Development Consultant; Technology and Distance Education Instructor. **Nationally Certified Woman-Owned Business Enterprise, LA Small and Emerging Business, and LA Certified Small Entrepreneurship**, January 2003 – Present. Grant and Contract Awards:

- **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 Small Businesses; Contract Award - Approximately (approx.) \$968,000; Subcontract Award – approx. \$435,000, 2007-2008.
- **Recovery Workforce Training Program (RWTP) LOGIC Workforce Training**, LA Oil and Gas Industry Collaborative (LOGIC) Workforce Training Project received a \$1.5 million grant from LA Workforce Commission, LRA, OCD, and HUD CDBG funds; Subcontract Award - \$361,626, 2007-2008.
- **LA Small Business Technical Assistance Program**, The program is a collaborative initiative that is funded by a grant from HUD, LED, OCD, and LRA. Business Consultant representing Southwest LA for LA Small Business Development Center at McNeese; Subcontract Award - \$16,000, 2008.
- **InverAndino Land and LA Green Fuels, Lacassine, LA** Agricultural Land Management and Government Agency Consultant, Contract Award - \$10,000, Fall 2007.
- **ICF International, Fairfax, VA** Business Development Specialist for Hurricane Recovery Projects in LA and Gulf Coast; Consulting Contract - \$37,500, Fall 2006.
- **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 Award - \$10,000, Summer 2006.  
\*\*Research Study Published.
- **Kids' Technology and Enrichment Summer Camps** – Directed and Coordinated by Denison and Associates, Inc. in conjunction with southwest LA partners, organizations, college students, and business associates; Director and Lead Instructor; Grant Award - \$7,500, 2004 and 2005.
- **USDA RUS Distance Learning and Telemedicine (DLT)** - Kona Hospital Foundation in Hawaii and Hawaii Health Systems Foundation in conjunction with John Burns School of Medicine, University of Hawaii at Manoa, and Clinical Labs of Hawaii was connected via Distance Ed Network to Denison and Associates, Inc. in Southwest LA; Grant Award - \$500,000, 2004.
- **USDA RUS DLT** - St. Joseph Healthcare Foundation and Northern Maine Healthcare Consortium; Grant Award – \$500,000, 2003.

**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; Planner for Health, Human Services, and Education sectors; Assisted with Planning for Economic/Workforce Development,

Coastal Restoration, Housing, Infrastructure, and Public Safety projects; Community Meeting Facilitator (Temporary employment for Hurricane Rita 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; 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 - \$494,750, 2002.
- **Kentucky Foundation** – Distance Medicine, University of Louisville Kentucky, Department of Pediatrics; Grant Award – approx. \$85,000, 2002.
- **USDA RUS DLT** - Hawaii Health Systems Foundation (State of Hawaii); Telemedicine Network; Grant Award - \$372,650, 2001.
- **USDA RUS DLT** - The Texas A&M University System Health Science Center Research Foundation and Alliance; Grant Award - \$349,500, 2001.

**Southwest LA Hospital Association, d.b.a. Lake Charles Memorial Hospital, Lake Charles, LA**

Director, Project Development, and Grants Management; TeleMedicine/Telehealth Distance Education Director; Adult/Continuing Education Instructor; Strategic Planner; Coordinator for Community Outreach and Public Relations; February 1997 – January 2000; Grant Awards:

- **U.S. Department of Defense** – Community Hospital TeleHealth and Distance Education Consortium; LA and Mississippi; Grant Award - \$990,000, 1999.
- **The TeleHealth Network of Louisiana**, NTIA, TIIAP Grant Project; Grant Award - \$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 - \$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 and Special Projects' Director - Parish, Regional and Statewide consortium; Director of projects, adult education seminars/workshops, community outreach; 1994 – 1997. Grant Awards:

- **State of LA Office of Rural Development**; South Cameron with Connectivity to W.O. Moss Regional and 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 Program; Grant Award - \$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.
- **US 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; Grant Award - \$1,110,000, 1994 – 1997.

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

Extension Associate; Rural Health State Coordinator and Educator; Federally funded LA Agri-Ability Project in conjunction with USDA and National Easter Seals; Grant Award – approx. \$100,000 per year, 1992-1994.

**Other University and Technical/Community College Experience (1980 - 1990):**

**LSU** - University and Engineering College Recruitment Coordinator; Student Graduate Placement Specialist; Faculty Advisor for Student Organizations; Scholarship Director; Short Courses, Conferences, and Continuing Education Coordinator.

**McNeese State University** – University Recruiter; Graduate Assistant for Management and Marketing Department Chair; Management Text Book Test Bank Writer; Instructor of Professional Development courses in Continuing Education.

**Baton Rouge College** – Lead Business Instructor; Business Curriculum Designer; Career and Professional Development Instructor; Typing and Accounting Instructor.

**Clark College** – Business Instructor for Business Law and Accounting courses.

**Calcasieu Parish and Jeff Davis Parish Schools** – Substitute Teacher.

**PRESENTATIONS, PUBLICATIONS, and REVIEWER (abridged)**

- Reviewer for the 2009 Academy of Management Annual Meeting, Chicago
- Hurricane Rita 2<sup>nd</sup> Anniversary Press Conference and Media Event- Governor Blanco announced Recovery Workforce Training Program and LOGIC Project launch. Co-Event Program Planner and Workforce Training Program Presenter.
- 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 NY and the Public Affairs Research Council of LA (2006). Published.
- Cathy L. Denison-Wicke, PhD, Jerry G. Whatley, Bruce Schultz, Kurt M. Guidry, PhD, *Forum Indicates Sugarcane Farmers Wanted in Southwest Louisiana*. Calcasieu Parish Ag Extension Service, LSU AgCenter, Lake Charles, LA. (2007).
- FOX TV, KVHP, Talk show about Workforce Training and Development Project, Cathy Denison-Wicke, PhD, Maureen Stewart and Mike Brignac (2007).
- KPLC TV, Multiple TV Interviews and Presentations on various topics.
- TV and Radio interviews with GUMBO.
- Cathy Denison-Wicke, PhD, Amy Morris, William P. Gunter, *Abstracts from the American Telemedicine Association Fifth Annual Meeting*. Telemedicine Journal. Phoenix, AZ. (2000).
- Reviewer (Paid by U.S. HRSA) for Federal Grant Proposals – 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.
- Cathy Denison-Wicke, PhD, Jeff Kidder, *Telehealth Project Development: The Role of Strategic Planning and Needs Assessment*. American Telemedicine Association (ATA) annual meeting & exposition, Orlando, Florida (2003).
- National Health Services Corps, U.S. Health and Human Services, Expert representing the U.S. Telemedicine and Distance Education industry at four national conference presentations.
- LA Rural Health Association, Speaker and Panelist at State Conferences.
- Congressional Testimony in Washington DC for Small Businesses (2005).
- Cathy Denison-Wicke, PhD, Monique R. Ruffin, Janet Brewster. *Gulf Coast Business Owners Travel to Capitol Hill; Discuss Struggles Following Hurricane Katrina and Rita* (2005).
- Cathy Denison-Wicke, PhD, *NASE Women in Business*, NASE – Women’s Resource Center, Professional Profile on Website (2005).
- Cathy Denison-Wicke, PhD, Nancy K. Dugan, Trina Hoefling and others - *NASE Announces New Women’s Advisory Council Members*, Press Releases and articles published, (2004).

## **ORGANIZATIONS and AFFILIATIONS**

- Academy of Management, Business Policy and Strategy and Entrepreneurship
- Southern Management Association
- United States Association for Small Business and Entrepreneurship
- Marketing Educators’ Association
- LA Association of Business and Industry (LABI), Member of Small Business and Education and Workforce Development Councils
- SWLA Economic Development Alliance, Chamber of Southwest LA; Former member of Small Business and Education committees
- Jeff Davis Business Alliance
- U. S. Women’s Chamber of Commerce
- National Association for the Self-Employed; National Women’s Advisory Council
- American Society of Training and Development (ASTD)
- LA Small and Emerging Business certification, LA Economic Development
- Women’s Business Enterprise National Council (WBENC), Women’s Business Council South; Nationally Certified Woman-Owned Business Enterprise
- Former Member of United States Distance Learning Association
- McNeese State University Alumni Association and McNeese Ag Alumni Association
- LSU Alumni Association
- McNeese State University Women of Faith prayer group
- Volunteer Parent Coach for sports and recreation teams
- Former Member of Administrative Board of Wesley Foundation at McNeese