Professor Joseph Hair (BA '66, MA '69, PHD '71), Jr. honored as 2011 AMS Cutco/Vector Distinguished Marketing Educator

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CORAL GABLES, FL--(Marketwire - Jun 13, 2011) - Joseph F. Hair, Jr., Professor of Marketing and DBA Director at Kennesaw State University in Kennesaw, Georgia, was awarded the 2011 AMS Cutco/Vector Distinguished Marketing Educator Award at The Academy of Marketing Science's (AMS) 40th Anniversary Conference, held May 25 at the Biltmore Hotel in Coral Gables, Florida. Hair was honored for his outstanding contributions to the marketing industry, his commitment to education and mentorship and his leadership within the AMS. The award is sponsored by Vector Marketing Corporation, the single-level direct sales division of Cutco Cutlery Corporation, the largest manufacturer and direct seller of kitchen cutlery in North America.

Hair earned his Ph.D. in marketing in 1971 from the University of Florida and has made an indelible impact on the marketing profession through his leadership, teaching, research, publications and textbook authorship. He has authored more than 40 books, including "Multivariate Data Analysis," which has made a lasting contribution to research across all the social sciences.


Hair served as president of the AMS from 1996 - 1998 and has also served as program chair and chair of the Board of Governors, helping to shape AMS' strategy and grow the organization in size and prestige internationally. AMS formally recognized his achievements with the title of Distinguished Fellow and as the 2009 recipient of the Harold W. Berkman Service Award.

Hair also serves on Vector Marketing Corporation's Academic Advisory Board. The 62-year-old company sells its products almost exclusively through a network of college students, who demonstrate the benefits of Cutco during personal, in-home demonstrations. Vector Marketing works closely with college campuses to provide opportunities for students to gain valuable sales and entrepreneurial experience selling Cutco.

Vector's student sales representatives learn a wide range of skills that enrich a post-graduate resume and can be valuable in other careers, including:

- Making presentations
- Time management
- Teamwork
- Customer service
- Closing techniques
- Generating sales leads
"Joe has been an exemplary role model for marketing in both the professional and academic arenas," said James Stitt, Chairman, CEO, and President of Cutco Corporation, who presented the award to Hair. "He has set high standards for ethical practices in marketing and is regarded as one of the true leaders in this field. It was an honor to present this award and to have him affiliated with our company as a valued academic advisor."

About Cutco Cutlery and Vector Marketing
Cutco Cutlery is a 62-year-old company with headquarters and manufacturing facilities in Olean, New York. Vector Marketing is the company's sales division, coordinating all sales for Cutco Cutlery through a national network of college students who sell products through in-home personal demonstrations. More than 13 million US households have a Cutco product. For more information on CUTCO, please visit www.cutco.com or www.vectormarketing.com.

About The Academy of Marketing Science
The Academy of Marketing Science is an international, scholarly, professional organization. It is dedicated to promoting high standards and excellence in the creation and dissemination of marketing knowledge and the furtherance of marketing practice through a role of leadership within the discipline of marketing around the world. The Academy is committed to the highest of ethical standards and collegiality in the pursuit of this mission. The Academy of Marketing Science offers a wide range of services, including a series of conferences and special interest programs and symposia, a refereed scholarly journal, a quarterly member newsletter, and conference proceedings. The Academy has numerous programs that sponsor future scholars and encourage thought leadership in marketing research. For more information, visit http://www.ams-web.org/.