

**Stuart N. Robinson, Ph.D.**  
**Licensed Psychologist,**  
**drd@livemoresimply.com**

**Summary**

Dr. Robinson has a private practice focused on testing, diagnosing, and treating adults with Aspergers/Autism, ADD/ADHD, dyslexia and other learning disorders. Originally licensed in May 1980, he devoted the first phase of his career to academic, research and applied areas of psychology. His administrative and teaching experience includes serving as Dean of Students and faculty member for undergraduate and graduate programs in psychology and medicine. He has research experience in Neuropsychology, Environmental and Architectural Psychology, Consumer, Marketing and Advertising Research, Travel, Tourism and Transportation Research and Leisure and Recreation Psychology. He has over 20 years of management and consulting experience in Marketing, Advertising, Public Relations, and Promotion, Applied Neuropsychology, Engineering Psychology and Human Factors for international for-profit corporations and non-profit organizations, serving at Vice President, Director, Manager, and Engineer position levels. He has devoted the second half of his career to raising his two sons and to his clinical practice.

**Academic Experience**

**LECTURER IN PSYCHOLOGY**

Department of Psychology, Southern Methodist University, Dallas, TX

August 2006 - May 2009

- Courses: Personality Psychology, Neuropsychology and Behavioral Action Drugs, Introduction to Psychology
- Advisor: Undergraduate advisor to psychology majors
- Guest Lecturer: Attention Deficit Attention Hyperactivity Disorder, Dyslexia and Learning Disorders, Alcohol and College Drinking, Clinical Neuropsychology
- Invited Presentations: Neuropsychology and Learning Differences in the Classroom
- Awards: Awarded Extra Mile Award awarded by Students of New Learning organization for exceptional volunteer service to students with ADD/ADHD and learning disorders, 2008.

DEAN OF STUDENTS, ASSOCIATE PROFESSOR OF PSYCHOLOGY

Medical University of the Americas, San Pedro, Ambergris Caye, Belize

April 2002 - August 2004

- Courses: Psychiatry, Neuropsychology and Clinical Neuropsychology, Behavioral Medicine and Medical Psychology, Medical Law and Ethics, Epidemiology and Biostatistics
- Dean of Students: Chaired the Discipline and Honor Code Committees, headed Community Relations with police, fire and local government agencies and Parent Relations with parents and families of students.
- Advisor: Student academic advisor, faculty advisor to student government association and faculty advisor to student newspaper and media committee
- Committees: Served on Curriculum and Student Orientation committees
- Award: Awarded 2004 Faculty Award

ASSISTANT PROFESSOR -- TENURE-TRACK

Department of Advertising, Southern Methodist University, Dallas, TX

Sept 1986 – June 1988

- Courses: Campaign Strategies, Consumer Behavior and Advertising Psychology
- Advisor: Undergraduate advisor to advertising majors
- Headed Internship Program and Psychology Interdisciplinary Curriculum
- Committees: Professional Relations, Space Planning and Faculty Performance committees

GUEST LECTURER -- TOURISM

Department of Parks & Recreation, Texas A&M University, College Station, Texas

1-day seminars and 3-day workshops on the Psychology of Leisure and Recreational Psychology

1984 - 1986

ADJUNCT PROFESSOR of PSYCHOLOGY -- PART TIME

Department of Psychology, Southern Methodist University, Dallas, TX

August 1976 - May 1977

- Courses: Engineering Psychology, Human Factors Engineering and Neuropsychology and Clinical Neuropsychology
- Advisor: Undergraduate advisor to psychology majors
- Headed Internship Program

INSTRUCTOR 1973-1975

GRADUATE TEACHING ASSISTANT 1970-1973

Department of Psychology, Georgia Institute of Technology, Atlanta, Georgia

Courses:

Neuropsychology, Clinical Psychology, Physiological Psychology, Personality Psychology, Sensation & Perception, Learning and Learning Disorders, Developmental Psychology, Social Psychology, Applied Psychology, Engineering Psychology, Industrial-Organizational Psychology, ADD/ADHD Psychological Testing and Assessment, Consumer Psychology and Behavior, Environmental Psychology and Introduction to Psychology

## **Clinical Experience**

### LICENSED PSYCHOLOGIST -- PRIVATE PRACTICE

Live More Simply, Inc, Dallas, TX,

Current Position

Primary areas include Aspergers/Autism, ADD/ADHD, dyslexia and other Learning Disorders, sensory, communication and language processing disorders and anxiety disorders in adults.

### PSYCHOLOGIST -- Neuropsychology and Clinical Neuropsychology

Senior Connections, Inc, Burleson, TX,

November 2004 - July 2006

Supervisor: Dean K. Paret, Ph.D.

Clinical and counseling psychology, geropsychology, neuropsychology and clinical neuropsychology

### HEAD OF STUDENT COUNSELING -- Clinical Psychology

Medical University of the Americas, San Pedro, Ambergris Caye, Belize

Oct 2001 - August 2004

- Student Counseling: Individual and group sessions with students, faculty or parents treating mental and behavioral health issues, adjustment difficulties, ADD/ADHD and learning disorders.
- Headed medical school-sponsored, community mental health, service programs

## Corporate Management Experience

### VICE PRESIDENT OF MARKETING -- CORPORATE TURNAROUND

Greyhound Lines, Inc., Dallas, TX

Nov 1994 – December 1998

- Responsibilities: National, regional and local advertising, sales promotion, public relations, market research, strategic planning, pricing and product development
- Agency Management: Advertising, Public Relations, Product Placement, Hispanic, Military and African American
- Psychological Areas: Consumer, Advertising, Environmental, Architectural, Social, Personality and Management
- Campaigns and Departmental Accomplishments:
  - Increased revenues 25% from \$600 million to \$750 million reversing a 15+yr decline
  - Increased passengers 30% from 15.5 million to over 20 million
  - Re-established the positive Greyhound brand and corporate image
  - Cut advertising and promotion budgets from \$26 million to \$11 million by reducing funds for targeting low-income audience with no disposable income, and redirecting remaining funds to middle-income households with disposable income
  - Repositioned bus service and ad messages from price offers that promoted “cheap” transportation to emotional appeals of incremental opportunities to visit friends and family, targeting one-car households, large families, college students, military and seniors
  - Reduced and reorganized staff from 200 to 154 professionals, while increasing service 17% to over 2,365 consumer retail locations worldwide
- Awards:
  - The Travel Industry Association of America’s Odyssey award for the most innovative marketing program in the travel industry of 1996
  - The Platinum Adrian Award for outstanding advertising campaign of 1995 from the Hospitality Sales and Marketing Association

## VICE PRESIDENT OF MARKETING -- INDUSTRY TURNAROUND

BPAA -Trade Association for the Bowling Industry, Arlington, TX

July 1988 – October 1992

- Responsibilities: National advertising, public relations, market research, strategic planning and product development; Local retail, sales and event promotion
- Agency Management: Advertising, Public Relations and Product Placement
- Applied Psychological Areas: Consumer, Advertising, Environmental, Learning, Developmental, Neuropsychological, Architectural, Social, Personality, Engineering and Management
- Campaigns and Departmental Accomplishments:
  - Increased bowling industry annual sales 10% over previous years, topping \$6 billion in revenues and reversing a 20+ yr. declining trend
  - Repositioned bowling from an outdated sport with a narrow following to a contemporary form of recreation and leisure for a broad and growing market.
  - Cut advertising budget from \$20 million to \$9 million
  - Increased number of bowlers to over 20 million by targeting youth, families, seniors, and women-at-home for recreational, open-play bowling and traditional targets for league play
  - Created a sports marketing program that secured sponsorships from major corporations for tournament prize money and national TV programming
  - Established a marketing department limiting staff to 12 professionals serving over 7,000 retail customer locations worldwide
- Award: Dallas ADDY nominee 1988

## DIRECTOR OF MARKETING -- CORPORATE TURNAROUND

Trailways Division, Holiday Inns, Inc Dallas, TX

July 1978 – Sept. 1980

- Responsibilities: National advertising, public relations, market research and strategic planning; Local sales promotion and new station openings
- Agency Management: Advertising and Public Relations
- Applied Psychological Areas: Consumer, Advertising, Environmental, Learning, Developmental, Neuropsychological, Architectural, Social, Personality and Management
- Campaigns and Departmental Accomplishments:
  - Increased sales 10% reversing a 7+ year declining trend, topped \$150 million in revenues, and captured over 24% in market share
  - Established one of the first frequent traveler programs

NEW PRODUCT MANAGER -- HUMAN FACTORS, ENGINEERING AND  
CONSUMER PSYCHOLOGY and MARKETING RESEARCH for NEW CONSUMER  
ELECTRONIC PRODUCTS

Consumer Electronic Products Division, Texas Instruments, Inc, Dallas, TX

October 1976 – June 1978

- Researched, positioned, priced and planned the introduction of over 65 new, consumer electronic products
- Including home, personal and business computers and software, educational learning aids, videos and software, video games, VCRs and home entertainment systems, CB radios, portable telephones, cell phones, home communication systems and building energy, safety and security systems, digital cameras, calculators and watches

ARCHITECTURAL PSYCHOLOGIST -- ENVIRONMENTAL PSYCHOLOGY

Center for Building Technology, National Bureau of Standards, Gaithersburg, MD

August 1975 – Sept. 1976

## CONSULTING EXPERIENCE

### PRESIDENT AND FOUNDER

Marketing Support Services, Inc - Stuart N. Robinson and Associates, Inc, Dallas, TX

October 1980- August 1986

November 1992 - October 1994

January 1999 – March 2002

- Applied psychology, marketing research, strategic planning and marketing consulting in travel, tourism, transportation, leisure, recreation and consumer electronic products
- Applied Psychological Areas: Consumer, Advertising, Environmental, Learning, Developmental, Neuropsychological, Architectural, Social, Personality, Engineering and Management
- Projects included:
  - Market research and strategic planning for ATARI's video games and home computers, Warner-Amex's home shopping and interactive cable network, and American Express's Electronics-By-Design catalog mail-order business
  - Repositioning and tourism development for New Mexico "Land of Enchantment", Texas "It's a Whole Other Country", Virginia "Virginia Is For Lovers", New York "I Love NY", San Antonio and other destinations.
  - Other Clients included:
    - Best Western, Marriott, Harrah's, American, Eastern, Braniff and Continental Airlines, Greyhound, Trailways, Gray Line, Bus Lease, UBOA, DART, BART and MARTA, Texas Instruments, Lotus, Westinghouse, Warner Communications, Xerox, Docutel, Storehouse Furniture Stores, JC Penney, Smoothie King, Moto-Photo, High-Tech Signs, Texas Commerce Bank, Texas Federal Savings, First City Bank of Dallas, Johnson and Johnson, Pfizer and Searle, MGM, Turner Broadcasting, Western Union, National Girl Scouts, Am. Heart Assoc., Am. Mgmt. Assoc., Dallas Chamber of Commerce, Ogilvy & Mather, DBG & H, Needham, Harper & Steers, Neal Splece, Decision Analysts and others
  - Founded "ed vid – The Educational Video Workshop", one of the first catalog, mail-order businesses in the U.S. to sell educational VHS video cassettes direct to consumers

### MARKETING CONSULTANT

Capital Markets Groups, Dallas, TX

1997 - 2001

- Consumer psychology and marketing support for a private investment banking firm that secured capital for corporate growth and turnarounds
- Provided marketing support for mid-sized, privately-held companies established more than five years

## **Education**

### **1973-1975, Ph.D., Psychology**

The Georgia Institute of Technology, Atlanta, GA

Dissertation: Social and Environmental Influences on Littering Behavior

-- An Attention, Applied Social Psychology and Anxiety Study

### **1970-1975, M.S. Psychology - National Science Foundation Traineeship**

The Georgia Institute of Technology, Atlanta, GA

Emphasis in Neuropsychology and Clinical Neuropsychology

Thesis: The detection of low-energy, extremely low frequency (ELF) electromagnetic radiation by the pigeon and by the rat -- A Neuropsychological and Learning Study

### **1966-1970, B.A., Liberal Arts: Psychology**

The University of Virginia, Charlottesville, VA

Emphasis in Neuropsychology and Clinical Neuropsychology

## **Licensing**

### **Licensed Psychologist, State of Texas, # 2-2155**

Granted on Sept. 11-14, 1980. Voluntarily placed on inactive status, Dec. 1985, when relocated to Virginia. No complaints or violations.

### **Licensed Psychologist, State of Virginia, #496**

Granted on July 11, 1985 and Voluntarily canceled in October, 1987 when I relocated back to Texas. No complaints or violations.

### **Licensed Psychologist, State of Texas, #2-2155**

Re-activated in October, 1993 and de-activated again on January 31, 1995 after moving to a senior-level, corporate position. No complaints or violations.

### **Provisionally Licensed Psychologist, State of Texas, #32635. September, 2004.**

No complaints or violations.

### **Licensed Psychologist, Texas State Board of Examiners of Psychologists, No: 32635**

Re-activated January 2007- Current

## **Research Experience, Publications, and Presentations**

### **NEUROPSYCHOLOGY:**

#### **ADD/ADHD, DYSLEXIA AND LEARNING DISORDERS AND ETHICS**

Slow Processing Speed and Low Self-Esteem In Patients With Dyslexia, Stuart N. Robinson, Ph.D. Presentation to International Dyslexia Association - Dallas Branch, August 2015.

Lack of Empathy in Patients with Attention Deficit Disorder, Stuart N. Robinson, Ph.D. and Misty Hardin, M.S. 25th Annual Attention Deficit Association - Southern Region Conference, February 23, 2013

Fifty Signs of Unethical Therapy-From the Patient's Perspective, Stuart Robinson, Ph.D. 25th Annual Attention Deficit Association - Southern Region Conference, February 23, 2013

Low Self-Esteem in Adults with Attention Deficit Disorder, Stuart N. Robinson, Ph.D. 23rd Annual Attention Deficit Association - Southern Region Conference, February 19, 2011

Start Low, Go Slow, Think Twice Before You Say No to, Multiple and High Doses of Medications for Attention Deficit Disorder, Stuart N. Robinson, Ph.D. and Michael Kramer, M.D., 21st Annual Attention Deficit Association - Southern Region Conference, February 21, 2009

The Synergy of Integrative Primary Care: Combining Medicine and Psychology in Treating Attention Deficit Disorder, 21st Annual Attention Deficit Association - Southern Region Conference, February 21, 2009

When Dyslexia is Undiagnosed, Presentation at Student Disability Accommodations & Success Strategies Department, Stuart N. Robinson, Ph.D., Southern Methodist University, November 2008

How to Spot a Student With Attention Deficit Disorder or a Learning Difference, Stuart N. Robinson, Ph.D. Workshop on Student Disability Accommodations & Success Strategies, Southern Methodist University, March 2008

Identifying and Accommodating Learning Differences In the College Classroom, Stuart N. Robinson, Ph.D. Faculty Resource Guide published by Student Disability Accommodations & Success Strategies, Southern Methodist University, March 2008.

Attention Deficit Disorder and Learning Differences in Young Children, Teen and College Students, Stuart N. Robinson, Ph.D. Presentation at Student Disability Accommodations & Success Strategies, Stuart N. Robinson, Ph.D., Southern Methodist University, April 2007.

**NEUROPSYCHOLOGY:  
SENSATION AND PERCEPTION  
VISION, PSYCHOPHYSICS AND ANIMAL LEARNING**

**Research Assistant for  
Jack Hahn, Ph.D.**  
Head, Experimental Psychology

**University of Virginia**  
Charlottesville, Va.  
1968-1969

Cholewiak, R.N. and Hahn, J.F. Two frequency stimulation of a cutaneous mechanoreceptor. J. Acoustical Society of America, 1971, 50, 475-483.

Robinson, S.N. Two frequency stimulation of a cutaneous mechanoreceptor on the hairy skin of the wrist. 3rd Year Research Thesis.

**Research Assistant for  
E.J. Rinalducci, Ph.D.**  
Head, Engineering Psychology

**University of Virginia**  
Charlottesville, Va.  
1969-1970

Beare, A. Measurement of visibility loss due to transient adaptation at low illumination levels. Master's Thesis.

Robinson, S.N. Noise: A review of the literature of the effects of noise and vibration on work performance and leisure activities. 4th Year Research Thesis

**Master's Thesis, 1973**  
**School of Psychology**

**Georgia Institute of Technology**  
**Atlanta, Georgia**

Robinson, S.N. Effects of ELF electric and magnetic fields on operant behavior in the pigeon and in the rat. Published 1973 and presented at the SE Psych. Assoc., Hollywood, Fla., May 1974.

## NEUROPSYCHOLOGY, ENGINEERING AND ENVIRONMENTAL PSYCHOLOGY

### ENGINEERING PSYCHOLOGIST--HUMAN FACTORS Corporate Engineering Center

**Texas Instruments Inc  
Dallas, TX  
1976-1977**

- Used eye-trackers, T-scopes, pupil-dilation cameras, GSR meters, stop-action cameras and video, and similar equipment to measure how efficiently consumers perceived product style and design information.
- Used time-motion, reaction-time and other performance measures to identify product designs that were easiest and safest to operate.
- Analyzed customer complaints and warranty card information to redesign product specifications and warranties.
- Tested and evaluated product packaging, signage and point-of-purchase displays.
- Modified manufacturing line operations to maximize productivity and product quality.
- Tested the design, operation, safety and merchandising of over 200 products including for:

Calculators & Learning Aids	Home Security Systems
Digital Watches and Clocks	Home Energy Systems
Home and Business Computers	Home Entertainment Systems
Video Games and VCRs	Home Information Systems
CB Radios and Telephones	Home Communications Systems

### ENVIRONMENTAL PSYCHOLOGIST Center for Building Technology

**National Bureau of Standards  
Washington, D.C.  
1975**

- Defined occupant requirements for residential and commercial buildings
- Determined how and where consumers use energy in buildings and which floor plans help occupants conserve most.
- Identified building designs that promote industrial and home safety and security, and help prevent accidents and crime
- Channeled pedestrian flow in lobbies, restaurants, malls and shopping centers to increase retail sales and shopping activity

**NEUROPSYCHOLOGY, ENGINEERING AND ENVIRONMENTAL PSYCHOLOGY --  
Continued**

**ENVIRONMENTAL PSYCHOLOGIST  
Center for Building Technology**

**National Bureau of Standards  
Washington, D.C.  
1975**

**Continued**

Wrote architectural programs and building performance standards that specified how homeowners can conserve energy, and how building developers and owners could prevent railing accidents and falls in commercial, industrial, and residential settings.

At NBS, I conducted the following design and safety research on pre-manufactured steps and railings, and on other building products. It was funded in part by the Consumer Product Safety Commission and by the Occupational Health and Safety Administration.

Robinson, S.N. and Turner, G.E. Guardrail Accidents In Industrial Settings. National Bureau of Standards, NBS Office of Technical Publications, 1975.

Robinson, S.R. and Turner, G.E. An Anthropometric Analysis Of Slips and Fall Accidents in Industrial Settings. National Bureau of Standards, NBS Office of Technical Publications, 1975.

Robinson, S.N. and Turner, G.E. Occupational Safety Criteria For the Design and Construction Of Guardrails. National Bureau of Standards, NBS Office of Technical Publications, 1975.

Fattal, S.G., Cattaneo, L.E., Turner, G.E., and Robinson, S.N. Investigation of Guardrails for the Protection of Employees from Occupational Hazards. NBSIR 76-1139, NBS Office of Technical Publications, July 1976.

Fattal, S.G., Cattaneo, L.E., Turner, G.E., and Robinson, S.N. Personnel Guardrails for the Prevention of Occupational Accidents. NBSIR 76-1132. And A Model Performance Standard for Guardrails. NBSIR 76-1131, NBS Office of Technical Publications, July 1976.

Robinson, S.N. Understanding How Consumers Use Energy in Residential Buildings is the Key to Conservation. NBS Letter Report, National Task Force On Energy Conservation, August 1976.

Turner, G. and Robinson, S. A Safety Analysis and Performance Model. NBS Office of Technical Publications, July, 1977.

Robinson, S.N. New Opportunities in Applied Psychology: Environmental Psychology. In Willo White's Resources in Environment and Behavior, American Psychological Association, Washington, D.C., 1979

**Master's Research Program  
School of Psychology**

**Georgia Institute of Technology  
Atlanta, Georgia  
1970-1973**

I conducted the following studies as part of my masters research program. They focused on the effects of environmental conditions on Work Performance, Psycho-Physiological Systems and on Social Behavior. Many were funded by the Apollo Space Flight Moon Missions Program. I was supervised by Randal M. Chambers, Chief Life Scientist, NASA

Robinson, S.N. The effects of noise on a simple vigilance task. Paper presented to the Georgia Psychological Association, 1971.

Smith, A.D. and Robinson, S.N. Input and output order effects in categorized recall. Paper presented at the Southeastern Psychological Association, Atlanta, March 1972.

Robinson, S.N. Effects of Low-Energy, Extremely Low Frequency Electromagnetic Radiation. A masters thesis published by the School of Psychology, Georgia Institute of Technology, Atlanta, Ga., 1973.

Robinson, S.N. The effects of environmental stressors on work performance and social behavior. In R.M. Chambers Symposium on Applied Psychology, Southeastern Psychological Association, Atlanta, March 1975.

Robinson, S.N. Some effects of exterior design on building use: Presented at the Southeastern Psychological Association, Atlanta, March 1975.

## RESEARCH IN APPLIED SOCIAL PSYCHOLOGY

**Doctoral Research Program  
School of Psychology**

**Georgia Institute of Technology  
Atlanta, Georgia  
1974-1975**

Robinson, S.N. A factor analysis of the perceptions of a littered environment. Paper presented at the Georgia Psychological Association, Savannah, Ga., Oct. 1974.

Robinson, S.N. Using the "foot-in-the door" sales technique to promote anti-littering behavior. Paper presented at the Georgia Psychological Association, Savannah, Ga. Oct. 1974.

Robinson, S.N. Social and environmental influences on littering in a campus post office. Paper presented at the meeting of the Eastern Psychological Association, New York, April 1975.

Robinson, S.N. Social and Environmental Influences on Littering Behavior. A dissertation thesis published by the School of Psychology, Georgia Institute of Technology, Atlanta, Ga., 1975.

Robinson, S.N. Social psychological perspectives on behavior and the physical environment. Presented at the Southeastern Psychological Association, New Orleans, March 1976.

Robinson, S.N. Littering behavior in public places. Environment and Behavior, Vol. 8 No. 3, September 1976.

Baskett, G., Baskett, D., Robinson, S.N., Mackey, D. and Aruz, C. The Passing of a Comet: Beliefs and Personality. J. of Personality and Social Behavior. March 1977

## MEDICAL RESEARCH EXPERIENCE

**Research Assistant for  
Jack Goodrich, M.D.**  
Chair, Nuclear Medicine

**Duke University Medical Center**  
Durham, North Carolina  
Summer 1968

Goodrich, J.K. and Johnsrud, I.S. An experimental partial occlusive device for vessels delivered by arterial catheter. American Heart Journal, 1969, 77, 805-808

Robinson, A.E. Inhalation and perfusion radionuclide studies of pediatric chest disease. Radiology, Nov. 1969, 93, 1123-8.

**Research Assistant for  
Alton Sharpe, M.D.**  
Chair, Nuclear Medicine

**Medical College of Virginia**  
Richmond, Virginia  
Summer 1969

Sharpe, A.E. Unsaturated (Latent) Iron-binding capacity of serum employing radioactive iron (Fe<sup>59</sup>) along with a polyether foam sponge with a finely divided ion exchange resin, Amberlite IRA-400 type. J. Nuclear Medicine, Nov. 1971.

## **RESEARCH PAPERS AND PUBLICATIONS IN CONSUMER BEHAVIOR ADVERTISING PSYCHOLOGY, TRAVEL, TOURISM PSYCHOLOGY**

Robinson, S.N. Unobtrusive measures: Nonreactive research in Applied Psychology. One-day workshop presented at the meeting of the American Psychological Association, Washington, D.C., Sept. 1976

Robinson, S.N. (Chair). New opportunities in Applied Psychology: Consumer and Advertising Psychology. American Psychological Association, Washington, D.C. Sept. 1976.

Robinson, S.N. Methods in Consumer Research. Presented at the Consumer Product Symposium, Human Factors Society, Cincinnati, Ohio, May 1977.

LeCocq, A., Robinson, S.N., and Burnette, J. Organizing Consumer Research within a corporate structure. Presented at the Consumer Product Symposium, Human Factors Society, Cincinnati, Ohio, May 1977.

Robinson, S.N. What happens when the Bus Industry is deregulated: The role of consumer research in a dynamic market environment. In A Decade of Achievement, proceedings from the Travel and Tourism Marketing and Research Association's Tenth Annual Conference, San Antonio, June, 1979.

Robinson, S.N. Marketing bus travel during an energy crisis. Presented at Energy Crisis 1979: Survival of Texas Tourism, Travel and Tourism Research Association, Dallas, November 1979.

Spelce, N. and Robinson, S.N. Texas State Tourism Marketing Plan for 1980. Presented at TOURCON XV, 15th Annual Texas Conference on Tourist Development, Austin, September 1980.

Robinson, S.N. The outlook for bus travel: Annual travel forecast for the Bus Industry. In The Proceedings of the U.S. Travel Outlook Forum, U.S. Travel Data Center and Travel and Tourism Research Association Annual Conferences, Washington, D.C. December 1980, 1981, 1982 and 1983.

Robinson, S.N. How advertising research and advertising can work together: Trailway's case study. Presented at the Travel and Tourism Research Association Fall Conference, Dallas, Nov. 1980.

Robinson, S.N. Managing Marketing, Market Research and Advertising Departments in a transportation company. A paper presented to the United Bus Owners of America, Eastern, Mid-western, Southern and Western Regional Meetings, September, 1981.

**RESEARCH PAPERS AND PUBLICATIONS IN CONSUMER BEHAVIOR  
ADVERTISING PSYCHOLOGY, TRAVEL, TOURISM PSYCHOLOGY -- Continued**

Robinson, S.N. The Do's and Don't of conducting on-board surveys. In J. Tippet's Proceedings from the Annual Conference of In-flight Service, American Airlines, Inc. Dallas, Texas, Nov. 1981.

Robinson, S.N. Using consumer information to make marketing decisions in the travel business. Presented at Using Information for Improving Decisions in the Travel Market, Travel and Tourism Research Association, Dallas, Tx. Nov. 1981.

Robinson, S.N. Tourism and commercial recreation research: Where it's at and where it needs to be. Featured Speaker at the 1982 Congress of the National Recreation and Park Association, Louisville, Ky., October 1982.

Robinson, S.N. Marketing surface transportation. Presented at the Fifth Annual Western Tourism Conference, Western Association of Convention and Visitors Bureaus, December 1982.

Robinson, S.N. The New Mexico Travel Market. Presented at the Governor's Conference On Tourism, sponsored by The Honorable Tony Anaya, Governor of the State of New Mexico, Albuquerque, April 1984.

Robinson, S.N. Marketing and advertising festivals and events. Presented at Festivals and Events Seminar '87, Texas A & M, College Station, March 1987.

Robinson, S.N. Tourism markets and market planning. Presented at Tourism: Future of a Region, Texas A & M, Corpus Christi, May 1987.

Robinson, S.N. Research Needs in the Intercity Bus and Rail Transportation Industry. In Brent Richie's Handbook of Travel and Transportation Research. John Wiley, New York, 1987.

## PROFESSIONAL ACTIVITIES

Presented the Annual Forecast for the Intercity Bus Industry at the U.S. Travel Forum, U.S. Travel Data Center in Washington, 1980, 1981, 1982 & 1983.

Reviewed research proposals for the Division of Social Sciences, National Science Foundation, 1976-82.

Served on the Research Oversight Committee, Division of Social Sciences, National Science Foundation, 1977.

Refereed articles submitted for publication to J. Applied Social Psychology, 1977-1979.

Founding member of Association of Travel Marketing Executives, 1980.

Founding member -- APA Task Force on Environment and Behavior, 1975

Served on the Board of Directors of the Texas Chapter, American Marketing Association, 1978-79.

Served on the Board of Directors, Texas Chapter, Travel and Tourism Research Association, 1979-82.

Member U.S. Transportation Research Board, 1978-80.

Chairmen of the Board of Directors, Texas Chapter, Human Factors Society, 1977.

Program Co-Chairperson for the Consumer Products Symposium. Human Factors Society, Cincinnati, May 1977.

Associate Editor of Consumer Product News for the Consumer Products Technical Interest Group, Human Factors Society, 1977.

Served on the Steering Committee for the Sixth Congress of the International Ergonomics Association, U. of Maryland, July, 1976.

Chairman of the Membership Committee, Potomac Chapter, Human Factors Society, 1975.

Headed Citizens Advisory Committee for the planning and design of a County Courthouse and State Multi-Service Center, Frederick Maryland, 1975

## **CURRENT PROFESSIONAL MEMBERSHIPS**

Dallas Psychological Association  
Texas Psychological Association  
Attention Deficit Disorders Association - Southern Region  
International Dyslexia Association - Dallas Branch

## **PAST PROFESSIONAL AFFILIATIONS**

### **AMERICAN PSYCHOLOGICAL ASSOCIATION**

Division 23 Consumer Psychology  
Division 21 Engineering Psychology  
Division 14 Industrial & Organizational  
Division 9 Social Issues  
Division 19 Military Psychology  
Dallas Psychological Association  
Texas Psychological Association  
Virginia Psychological Association  
Georgia Psychological Association  
District of Columbia Psyc. Assoc.  
Maryland Psychological Association  
Southeastern Psychological Association  
FOUNDING MEMBER -- APA Task Force on Environment and Behavior

### **ASSOCIATION FOR CONSUMER RESEARCH**

#### **HUMAN FACTORS SOCIETY**

PAST OFFICER OF:  
HFS-- Consumer Products Tech. Interest Group  
HFS-- Environmental Design Tech. Interest Group  
HFS-- Texas Chapter  
HFS-- Potomac Chapter

#### **TRAVEL INDUSTRY ORGANIZATIONS**

U.S. Transportation Research Board  
Travel and Tourism Research Association  
U.S. Travel Data Center  
PAST OFFICER --Texas Chapter, Travel & Tourism Research Assoc.  
FOUNDING MEMBER -- Assoc. of Travel Marketing Executives

#### **AMERICAN MARKETING ASSOCIATION**

## **RADIO, TELEVISION, MAGAZINE AND NEWSPAPER INTERVIEWS**

Robinson, S.N. Travel Business: Bumpy Road. The New York Times, December 1979.

Robinson, S.N. Energy Shortage Fuels Bus Expansion. The Travel Agent, December, 1979.

Robinson, S.N. American Express Co. Sees Travel Recovery Early in 1981. Travel Management Daily, December 1980.

Robinson, S.N. Taking Vacations "Right Around the Corner." The Christian Science Monitor, January 1981

Robinson, S.N. Taking Vacations "Right Around the Corner." The Christian Science Radio News Network, February 1981.

Robinson, S.N. The U.S. Market for Videogames: Boom or Bust. PM Magazine Program, February, 1981.

Robinson, S.N. Restaurants: Do The Colors Say Linger Or Flee? The Dallas Morning News, March 1981.

Robinson, S.N. The Eyes of Tourists Are On Texas. AdWeek, February 1982.

Robinson, S.N. Special Report: Travel and Tourism -- Charting a Course For New Market Realities. Advertising Age, April 1983.

Robinson, S.N. Travel Weekly's Reference Guide to New Mexico. Travel Weekly, April 1984.

Robinson, S.N. Women in Advertising. Meeting News, February 1985.

Robinson, S.N. Business Development in the Travel Industry, Nightly Business Report, January 1995.