

M. Scott Niederjohn, Ph.D.
Spring 2009

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EDUCATION:

May 2003	Ph.D. in Economics University of Wisconsin - Milwaukee Milwaukee, WI
May 1998	Master of Business Administration Concentration: Applied Economics Marquette University Milwaukee, WI
May 1996	B.S. in Electrical Engineering Marquette University Milwaukee, WI

FIELDS OF INTEREST:

Economic Education, Applied Microeconomics, Public Policy
Analysis

ACADEMIC APPOINTMENTS:

August 2004 to Present	Assistant Professor of Economics and Business Charlotte and Walter Kohler Chair Division of Business Administration Lakeland College Sheboygan, WI
August 2003 to May 2004	Lecturer Department of Economics University of Wisconsin – Whitewater Whitewater, WI

CONCURRENT APPOINTMENT:

May 2005 to Present	Director Center for Economic Education Lakeland College Sheboygan, WI
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EXECUTIVE EDUCATION:

October 2002

Excellence in Strategic Business and Marketing Certificate
Fluno Center for Executive Management
School of Business
University of Wisconsin – Madison
Madison, WI

TEACHING EXPERIENCE:

Courses taught include: Principles of Macroeconomics, Principles of Microeconomics, Intermediate Macroeconomics, Intermediate Microeconomics, Money and Banking, Business Information Processing, Managerial Economics (MBA), International Economics, Business Research Methods (MBA), Business and Economic Statistics, Economics of Sports, Probability and Statistics.

JOURNAL ARTICLES:

“The Economist as Dean: An Investigation of the Academic Training of Business School Deans” (with Sarah Eckenrod), forthcoming in *Eastern Economic Journal*

“Keynesian, Monetarist and Supply-Side Policies: An Old Debate Gets New Life” (with William Wood), *Social Education*, Vol. 73, No. 2, (March 2009): 65-70.

“Teaching Ethics to High School Students: Virtue Meets Economics” (with William Wood and Kim Nygard), *Social Education*, Vol. 73, No. 2, (March 2009): 76-78.

“Do part-time/full-time compensation differentials for nurses vary between the private and public sector?” (with Richard Gregory and James Peoples), *Applied Economics*, Vol. 41, No. 4, (February 2009): 537-546.

“First-Year Experience Course Improves Students’ Financial Literacy,” *Journal for College Transitions*, Vol. 6, No. 25, (September 2008): 9-11.

“New MPS Teachers Speak Out on Their Training” (with Mark Schug), *WI: Wisconsin Interest*, Vol. 17, No. 2, (Spring 2008): 37-42.

“Can Students Learn Economics in the Social Studies?” (with Mark Schug), *Journal of Private Enterprise*, Vol. 23, No. 2, (Spring 2008): 167-176.

“The Effects of Sarbanes Oxley on the Public Accounting Market” (with Sarah Eckenrod), *Journal of Business Strategies*, Vol. 25, No. 1, (2008): 31-52.

“Teaching Free Markets” (with Mark Schug), *WI: Wisconsin Interest*, Vol. 16, No. 2, (Spring 2007): 41-43.

“An Evaluation of *Learning, Earning and Investing*: A Model Program for Financial Education” (with Mark Schug), *Journal of Private Enterprise*, Vol. 22, No. 1, (Fall 2006): 196-208.

“Crunching the Numbers: The State of Economic and Financial Education in Wisconsin’s Schools” (with Mark Schug), *Wisconsin School News*, Vol. 61, No. 3, (August 2006): 6-10.

“Resources for Teaching Economics in Wisconsin Schools” (with Mark Schug), *The Journal of The Wisconsin Council for the Social Studies*, Vol. 6, No. 1, (Spring 2006): 42-46.

“The Fed’s Year of Transition” (with Mark Schug), *Social Education*, Vol. 70, No. 2, (March 2006): 62-68.

“Your Credit Counts Challenge: A Model Program for Financial Education for Low and Moderate Income Adults” (with Mark Schug and James Wood), *Journal of Private Enterprise*, Vol. 22, No. 2, (Spring 2006): 196-208.

“The \$100 Million Dollar Question: Breaking the Health Insurance Monopoly,” *WI: Wisconsin Interest*, Vol. 14, No. 1, (Winter 2005): 21-29.

“Have Wisconsin Policy Makers Forgotten Their Economics?” (with Mark Schug), *WI: Wisconsin Interest*, Vol. 15, No. 2, (Fall 2005): 33-38.

“Conflict on City Councils in Wisconsin” (with Douglas Ihrke), *Journal of Urban Affairs*, Vol. 27, No. 4, (June 2005): 453-462.

“The State of Financial and Economic Education in Wisconsin Schools” (with Mark Schug), *The Journal of The Wisconsin Council for the Social Studies*, Vol. 4, No. 1, (Spring 2005): 8-14.

“Revenue Forecasting and the State Budget in Wisconsin,” *WI: Wisconsin Interest*, Vol. 13, No. 3, (Fall 2004): 33-40.

“The Effect of Deregulation on Employment and Earnings in the U.S. Electricity Sector,” *The Electricity Journal*, Vol. 17, No. 5, (June 2004): 76-86.

“Regulatory Reform and Labor Outcomes in the U.S. Electricity Sector,” *Monthly Labor Review*, Vol. 126, No. 5, (May 2003): 10-19.

“Are Wisconsin Public School Teachers Really Underpaid?” *WI: Wisconsin Interest*, Vol. 11, No. 3, (Fall 2002): 33-39.

“Data Visualization: The New BAS Tool,” *ASHRAE Journal*, Vol. 43, No. 4, (April 2001): 23-28.

OTHER PUBLICATIONS:

“Value Added Testing: Improving State Testing and Teacher Compensation in Wisconsin” (with Mark Schug), Wisconsin Policy Research Institute Report, Vol. 22, No. 4, (May 2009).

“Mandated K-12 Testing in Wisconsin: A System in Need of Reform” (with Mark Schug), Wisconsin Policy Research Institute Report, Vol. 22, No. 3, (April 2009).

“Learning Assessment: *Teaching the Ethical Foundations of Economics*” National Council on Economic Education, (July 2008).

“A Study of the Regulatory and Business Climate: Milwaukee, Green Bay, Denver, Raleigh/Durham/Chapel Hill” (with Mark Schug), Lynde and Harry Bradley Foundation Report, (June 2008).

“Preparing Effective Teachers for the Milwaukee Public Schools: How Good a Job Do Wisconsin Schools of Education Do?” (with Mark Schug), Wisconsin Policy Research Institute Report, Vol. 21, No. 1, (February 2008).

“Learning Assessment: *Focus: Understanding Economics in U.S. History*” (with Mark Schug),

National Council on Economic Education, (March 2007).

“An Evaluation of the Wisconsin Health Plan” (with Mark Schug), Wisconsin Policy Research Institute Report, Vol. 20, No. 1, (January 2007).

“The Milwaukee Teacher Residency Requirement: Why It’s Bad for Schools and Why It Won’t Go Away” (With Mark Schug), Wisconsin Policy Research Institute Report, Vol. 19, No. 5, (June 2006).

“Learning Assessment: *Learning, Earning and Investing*” (with Mark Schug), National Council on Economic Education, (February 2006).

“Health Insurance for Wisconsin Public Schools: The Case for Competitive Bidding” (with Chad Cotti and James Miller), Wisconsin Policy Research Institute Report, Vol. 18, No. 1, (January 2005).

“State Revenue Forecasting in Wisconsin: A Critical Examination,” Wisconsin Policy Research Institute Report, Vol. 17, No. 3, (May 2004).

ECONOMIC EDUCATION MATERIALS:

“Who is Ben Bernanke?” EconEdLink Online, National Council on Economic Education, (forthcoming).

“It’s a Not So Wonderful Life,” EconEdLink Online, National Council on Economic Education, (May 2007).

“Why Does Brett Favre Make \$8.5 Million Per Year?” EconEdLink Online, National Council on Economic Education, (June 2006).

“Was Babe Ruth Underpaid?” EconEdLink Online, National Council on Economic Education, (January 2005).

“No Fireworks on the 4th of July!” EconEdLink Online, National Council on Economic Education, (January 2005).

“Why do we need money? A classroom experiment using Ebay” EconEdLink Online, National Council on Economic Education, (January 2005).

EDITORIALS:

“Will Government Spending Spree Solve Our Economic Problems?” *Sheboygan Press*, January 21, 2009.

“What We Know about The Wisconsin Health Plan”, WPRI Commentary (www.WPRI.org), June 2007.

“The Teacher Residency Rule: What a Shame”, WPRI Commentary (www.WPRI.org), May 2007.

“Health Care Proposal Offers More Questions Than Answers”, WPRI Commentary (www.WPRI.org), February 2007.

“Goodbye Dr. Friedman”, WPRI Commentary (www.WPRI.org), December 2006.

“Celebrate Money Smart Week”, WPRI Commentary (www.WPRI.org), October 2006.

SUBMISSIONS:

“Risky Business: Student Knowledge and Risky Behavior” (with William Wood), submitted to *Journal of Personal Finance*

“The Ethical Foundations of Economics: Assessing A Curriculum for High School Students” (with William Wood), submitted to *Journal of Private Enterprise*

CURRENT PROJECTS:

“Economics and Ethics: What Can Students Learn?” (for presentation at 2009 Association of Private Enterprise Education)

Learning, Earning and Investing: The Game (Developing creative content for economics and personal finance video game), National Council on Economic Education.

“A Comprehensive Study of K-12 Economic and Financial Education in Wisconsin”

PROFESSIONAL CONFERENCE PRESENTATIONS:

“Measuring Local Business Regulation and the Media Response,” Association of Private Enterprise Education, Guatemala City: April 2009.

“Teaching Ethics to High School Students: Virtue Meets Economics,” Association of Private Enterprise Education, Guatemala City: April 2009.

“Partnering to Present a Large-Scale Teacher Economic Education Conference,” National Council on Economic Education; Biloxi, MS: October 2008.

“Getting Started: Tips for New One-person Center Directors,” National Council on Economic Education; Biloxi, MS: October 2008.

“The Current State of Economics and Financial Education in Wisconsin’s Schools,” Wisconsin Bankers Association Education Conference, Wisconsin Dells, WI: September 2008.

“Panel Discussion: Teacher Effectiveness, Student Learning, and District Leadership,” Wisconsin Association of School Boards Central Region Conference, Milwaukee, WI, July 2008.

“The Economics of Health Care,” Economics for Opinion Leaders Conference: Journalists, Milwaukee, WI: March 2008.

“An Evaluation of *Risky Business*,” National Council on Economic Education; Denver, CO: October 2007.

“Getting Started: Tips for New One-person Center Directors,” National Council on Economic Education; Denver, CO: October 2007.

“An Evaluation of *Focus: Understanding Economics in U.S. History*,” Association of Private Enterprise Education; Cancun, Mexico: April 2007.

“Getting Started: Tips for New One-person Center Directors,” National Council on Economic Education; New York, NY: October 2006.

“An Evaluation of *Learning, Earning and Investing*: A Model Program for Financial Education,” Association of Private Enterprise Education; Las Vegas, NV: April 2006.

“Is the Milwaukee Teacher Residency Rule Making the District Worse?,” Association of Private Enterprise Education; Las Vegas, NV: April 2006.

“The Effects of Sarbanes Oxley on the Public Accounting Market,” (with Sarah Eckenrod) Midwest Economics Association; Chicago, IL: March 2006.

“Your Credit Counts Challenge: A Model Program for Financial Education for Low and Moderate Income Adults,” (with Mark Schug) Association of Private Enterprise Education; Orlando, FL: April 2005.

“The Case for Competition in the Wisconsin Public School Teacher Health Insurance Market,” Association of Private Enterprise Education; Orlando, FL: April 2005

“Conflict on City Councils in Wisconsin,” (with Douglas Ihrke) Western Social Science Association Conference; Las Vegas, NV: April 2003.

ECONOMIC EDUCATION PROGRAMS:

“Teachers Can Be Millionaires, Too!,” Milwaukee Messmer High School, Milwaukee, WI, October, 2008.

“Get Your Students Pumped Up on Personal Finance and Economics”, Lambeau Field, Green Bay, WI, October 2008.

“The Fed and Chicago Board of Trade: Taking Your Students on a Financial Markets Field Trip”, Lambeau Field, Green Bay, WI, October 2008.

“*Learning, Earning and Investing* Workshop,” National Council on Economic Education, Biloxi, MS, October 2008.

“Ag Teachers Can Be Millionaires, Too!”, Wisconsin Agricultural Educators Conference, Madison, WI, July 2008.

“Economics in the Wisconsin Social Studies Standards”, Lakeland College, Spring 2008.

“Teachers Can Be Millionaires, Too! and Wisconsin Stock Market Simulation Training”, DePere, WI, January 2008.

“Get Your Students Pumped Up on Personal Finance and Economics”, Lambeau Field, Green Bay, WI, October 2007.

“Teaching Economics with ABC News Video Clips”, Lambeau Field, Green Bay, WI, October 2007.

“Basic Financial Literacy for College Freshman” (with Lisa Arneson), Lakeland College Core 1 Courses, Fall 2007.

“Economics in the Wisconsin Social Studies Standards”, Lakeland College, Spring 2007.

“Money and Banking for Teachers”, 1-credit online course through Economics *Wisconsin*. Spring 2007.

“Wisconsin Stock Market Simulation Training” (with Jim Flora), Green Bay, WI, January 2007.

“Get Your Students Pumped Up on Financial Fitness”, Lakeland College, October 2006.

“The Case for Competition in Wisconsin Public School District Health Insurance”, There is No Such Thing As A Free Lunch (TINSTAAFL) Society Meeting, Milwaukee, WI, May 2006.

“Economics in the Wisconsin Social Studies Standards”, Lakeland College, Spring 2006.

“Get in the Game! Teaching Economics with Sports” (with Norm Cloutier), Wisconsin Council on the Social Studies, Madison, WI, March 2006.

“Wisconsin Stock Market Simulation Training” (with Jim Flora), Green Bay, WI, January 2006.

“Teachers Can be Millionaires, Too!” (with Mark Schug and James Kudek, Lakeland College, October 2005.

“Mystery Nations” (with Mark Schug), Lakeland College, April 2005.

“Economics in the Wisconsin Social Studies Standards”, Lakeland College, Spring 2005.

CONSULTING:

Lakeland College Certified Management Accounting Preparation (CMA) Course subject matter expert (Economics parts), 2004 to Present

Waukesha Electric Systems, 2007

Kohler Foundation, 2005

FELLOWSHIPS:

Sam Walton Free Enterprise Fellow, 2004 to Present

Governor Kohler Research Fellowship: Wisconsin Policy Research Institute, 2003-2004 and 2004-2005, 2007-2008.

BUSINESS EXPERIENCE:

April 2001 to August 2003 Market Research Director/Economist
Waukesha Electric Systems, Inc./SPX Corporation
Waukesha, WI
Responsibilities included market research, government regulation analysis, business and economic forecasting, business development, business strategy, customer survey and focus group administration, competitive intelligence and acquisition due diligence.

September 1996 to April 2001 Global Product Marketing Manager
Johnson Controls, Inc.
Milwaukee, WI
Responsibilities included strategic planning, product life cycle management, sales forecasting, pricing strategy, sales support for key customers and marketing communications

development.

PROFESSIONAL AFFILIATIONS:

Council on Economic Education
National Association of Economic Educators
Association for Private Enterprise Education
American Economic Association
Sheboygan Economics Club
Institute of Electrical and Electronic Engineers

HONORS AND AWARDS:

“Rookie of the Year Award” for the best new Center for Economic Education in the United States, National Council on Economic Education and National Association of Economic Educators, Denver, CO, October 2007.

Student Life Outstanding Academic Student Organization (Lakeland College SIFE), 2006-2007

Student Life Outstanding Advisor (Lakeland College), 2005-2006

University of Wisconsin - Milwaukee Graduate Student Travel Award, 2003

Johnson Controls Chairman’s Award for Distinguished Performance, 2000

Johnson Controls Merit Award for Superior Performance, 1999 and 2000

PROFESSIONAL SERVICE AND ACTIVITIES:

Chair, Association of Private Enterprise Education, Make Economics Cool in School session, Guatemala City, April 2009.

National Association of Economic Educators (NAEE) Awards Committee, 2008 to present

Referee and Reviewer, *Journal of Private Enterprise*

Referee and Reviewer, *Applied Economics*

Personal Financial Literacy Standards Task Force Member, Wisconsin Department of Public Instruction, 2007

Discussant, Midwest Economics Association Annual Meeting, Applied Microeconomics session, Chicago, IL, March 2006.

Chair, Association of Private Enterprise Education Annual Meeting, Economics Applied to Education session, Orlando, FL, April 2005.

Discussant, Midwest Economics Association Annual Meeting, Environmental Economics session, Milwaukee, WI, March 2005.

COLLEGE SERVICE AND ACTIVITIES:

Fine Arts and Convocation Committee, 2008-2009

Lakeland College Honors Program Coordinator, 2008-2009

Lakeland College Japan NCA Accreditation Committee, 2008

Lakeland College Scholarship Committee, 2008

Outreach Committee, 2007-2008

New Student Orientation Summer Advisor, 2007

North Central Association Accreditation Steering Committee, Lakeland College, 2007 - 2009

Associate Dean for Kellett School Search Committee, Lakeland College, 2007

Theatre and Speech Search Committee, Lakeland College, 2007

International Business Search Committee, Lakeland College, 2006

Biology Search Committee, Lakeland College, 2006

Honors Committee, Lakeland College, 2005 to Present

Advisor, Students in Free Enterprise (SIFE), Lakeland College, 2004 to Present

MBA Program Committee, Lakeland College, May 2005

Professional Development Committee, Lakeland College, 2004-2005, 2005-2006, 2006-2007

Athletics Committee (Secretary), Lakeland College, 2004-2005

STUDENT RESEARCH SUPERVISED:

“A Financial Literacy Training Program for Lakeland College Freshman”, Lakeland College Honors Project, Shawn Voelz, 2008.

COMMUNITY PRESENTATIONS:

“Current State of Economic and Financial Education in Wisconsin’s Schools”, Brookfield Rotary Club, Brookfield, WI, July 2008.

“Students Can Be Millionaires, Too!”, (with Shawn Voelz) Lakeland College Humanities Fair, May 2008.

“Healthy Wisconsin: Unhealthy for Wisconsin’s Economy”, National Federation of Independent Business and Conference of Retail Associations, Madison, WI, September, 2007.

“An Evaluation of the Wisconsin Health Plan”, Wauwatosa Taxpayers Association Meeting, Wauwatosa, WI, February, 2007.

“Economic and Financial Education in Wisconsin Schools”, CESA 7 Quarterly Curriculum Directors Meeting, Green Bay, WI, October 2006..

“The Milwaukee Teacher Residency Requirement: Life Behind the Iron Curtain”, Milwaukee, WI Board of Directors Meeting of Economics *Wisconsin*, July 2006.

“Students Can Be Millionaires, Too!”, Lakeland College Humanities Fair, May 2006.

“An Update on the Lakeland College Center for Economic Education”, Sheboygan, WI Early Bird Rotary Club, April 2006.

“Economic and Financial Education in Wisconsin Schools”, Kiel, WI School Board, November 2005.

“Are Wisconsin Public Schools an Economics Free Zone?”, Sheboygan, WI Early Bird Rotary Club, August 2005.

“Are Wisconsin Public Schools an Economics Free Zone?”, Sheboygan, WI Rotary Club, July 2005.

“Mystery Nations”, Lakeland College Humanities Fair, May 2005.

“The Case for Competition in Wisconsin Public School District Health Insurance”, Milwaukee, WI Board of Directors Meeting of Economics *Wisconsin*, April 2005

“Economic Indicators for Sheboygan County”, M&I Bank/Lakeland College Business Breakfast, April 2005.

“The Case for Competition in Wisconsin Public School District Health Insurance”, Sheboygan Chamber of Commerce, Government and Public Policy Committee, March 2005

“The Case for Competition in Wisconsin Public School District Health Insurance”, Sheboygan, WI Rotary Club, February 2005

“The Wisconsin Economy,” Sheboygan, WI Rotary Club, October 2004.

“Why Major in Business and Economics?” Learning For Life Conference, Sheboygan Falls High School, October 2004.

“Revenue Forecasting in the State of Wisconsin” Governor’s Kohler Fellowship Dinner; Sheboygan, WI: May 2004.

COMMUNITY SERVICE:

Interview with *The Milwaukee Journal Sentinel* Editorial Board and Business Reporters, *The Milwaukee Business Journal* and, *The Wisconsin Small Business Times* about the local business regulatory climate, June 2008

Guest on Wisconsin Public Television Show “Here and Now” on health care reform, June 2007

Interview with WTMJ Radio, *The Milwaukee Journal Sentinel* and *The Wisconsin State Journal* about health care reform, June 2007

Money Smart Week Sheboygan County Task Force Member, 2007

Board of Directors Member, Sheboygan County Chamber of Commerce, 2007.

Chair, Business Data and Planning Committee, Sheboygan County Chamber of Commerce, 2007.

Interview with Associated Press, Wisconsin Public Radio and WIBA-Madison on Wisconsin Health Plan study, January 2007

Money Smart Week Sheboygan County Task Force Member, 2006

Interview with WHBL radio on residency requirements for municipal employees, June 2006

Conducted major survey of economic conditions in Sheboygan and Manitowoc Counties, WI in 2005.

Interview with *Sheboygan Press* and WHBL radio on the state of economic and financial education in Wisconsin K-12 schools, September 2005

Conducted survey for Kohler Foundation on community attitudes towards fine arts series

Member, Economic Development Committee, Sheboygan Chamber of Commerce, 2005 to present

Conducted major survey of economic conditions in Sheboygan County, WI in 2004.

Interview with *Sheboygan Press* and WHBL radio on Sheboygan County Economic Indicators, April 2005

Interview with Associated Press, Wisconsin Public Radio (Ben Meren show), WHBL Radio, and *Sheboygan Press*, about Wisconsin Public School Teacher health insurance.

Interview with *Valders Journal* on Social Security Reform, January 2005

Interview with *Sheboygan Press* and WHBL radio on Wal-Mart and economic development, November 2004

Interview with WTMJ radio, *Milwaukee Journal Sentinel* and Wisconsin Public Radio on Wisconsin state government revenue forecasting, June 2004

PERSONAL:

Date of Birth: May 15, 1974

Married (Stephanie), four children; Patrick (8), Matthew (6), Elizabeth (4), Benjamin (1)
Member, Christ King Parish, Wauwatosa, Wisconsin

REFERENCES:

Professor James Peoples
Department of Economics
University of Wisconsin – Milwaukee
Milwaukee, WI

Professor Mark Schug
Emeritus Professor and Director of the Center for Economic Education
University of Wisconsin – Milwaukee
Milwaukee, WI

Mr. James Guenther
President
Economics Wisconsin
Milwaukee, WI

