

**Faculty Senate Resolution 2007-08
for Dr. Lisa Spiller
SCHEV Outstanding Faculty Award Nominee
Christopher Newport University**

Whereas Dr. Spiller has created and developed a national reputation as evidenced by her award as the Outstanding Educator of the Direct Marketing Foundation, and,

Whereas she was recognized as the first-ever recipient of the CNU Alumni Society Faculty Award for Excellence in Teaching and Mentoring, and,

Whereas the high quality of Dr. Spiller's student mentoring in direct marketing campaigns has earned her CNU teams a record three National Collegiate Gold ECHO Awards (2003, 2005, 2007), one Silver (2002), and three Honorable Mentions (2004, 2006, 2007), and,

Whereas Dr. Spiller's student teams have competed in the Collegiate Marketing Award for Excellence & Innovation (MAXI) and achieved unprecedented regional success by earning the Gold award four times (2004, 2005, 2006, 2007), the Silver twice (2002, 2003), and,

Whereas Dr. Spiller student marketing teams have received the prestigious Guy Youlton Creative Direct Mail Award four times (2002, 2004, 2005, 2007), and,

Whereas Dr. Spiller has co-authored the leading direct marketing handbook textbook, which is used at over 84 colleges and universities in seven countries, and,

Whereas Dr. Spiller's outstanding scholarship has produced foundational research contributions in eleven high-level marketing journals, two textbook chapter contributions and over 40 published abstracts, and,

Whereas Dr. Spiller's service to the university and surrounding community as Director of the Small Business Institute and Producer and Host for the CNU "Let's Talk Business" Television Series,

Therefore let it be resolved that the Faculty Senate of Christopher Newport University recognizes and commends Dr. Lisa Spiller's contributions as a teacher, scholar and colleague and deems her a highly meritorious and integral member of our academic community.