

City Council Application

Reference #	11818254
Status	Complete
First Name	Glenna
Last Name	Pendleton
Phone Number	[REDACTED]
Cell Phone Number	[REDACTED]
Email Address	[REDACTED]
Street Address	[REDACTED] Meadowbrook Blvd., Cleveland Heights, OH, 44118-2866
Place of Employment	Indiana Wesleyan University
Position	Adjunct in Business
Length of residence in Cleveland Heights	4 years currently (lived here in the early 70s also)
Are you a registered Cleveland Heights voter?	Yes
What special qualities, abilities, skills, insights or perspectives do you possess which would be of value in serving on Cleveland Heights City Council?	Having served as a council woman on the Brady Lake Village Council in the mid-90s, I have gained a solid understanding of the process of governing. While the issues for such a small Village of under 300 residents are mainly roads, garbage disposal, and spraying for mosquitoes in the summers, the actual process of creating committees and preparing for council meetings (i.e. by speaking with residents on current issues) remains the same. The skills and insights I have learned are of value for serving on the Cleveland Heights City Council.

What educational training (formal or informal), employment and other life experiences have helped you develop the qualities, abilities, etc., described above?

My employment with the very small Village of Brady Lake allowed me to gain the solid understanding of the process of governing I now possess. I learned governing requires not only finding out what individuals in the community want and need, but also working with other government agencies and council members to provide services to constituents. This position required me to work on building alliances with agencies throughout the county in securing services for our small community, agencies such as the Portage County Planning Commission, the Kent City Council, and the Portage County Department of Sanitary Engineers.

Please list your recent community, professional or charitable involvements. List the most recent first.

I teach one graduate online course at Indiana Wesleyan University in the field of Marketing Management Strategy. As an academic I am expected to contribute volunteer time to activities outside of the university environment. I am currently intensely involved in reviewing two papers on the effects of different cultures on international entrepreneurship. This will help the authors of the two manuscripts present at the annual meeting of the Academy of International Business held June of this year in Copenhagen, Denmark.

What are your goals for our community and are there areas in which you believe the City needs improvement? How would your service on City Council help achieve those goals and improve the City?

Before determining goals for the community and where the City needs to improve, I would like to (1) have more direct feedback from citizens in the community and (2) learn which strategic issues are currently being addressed by the City of Cleveland Heights Council. As an individual resident I am concerned my daughter experienced many problems when the water services switched over to the City of Cleveland with the records in Cleveland not matching those in Cleveland Heights for her duplex. (We permanently lost the water meter on one side of the duplex.) When I do develop specific strategic goals, along with other council members, my past Village Council experience, Lordstown policy consulting experience, as well as other government-related activities will help me to reach these goals and improve the City of Cleveland Heights.

Do you have other responsibilities which would prevent you from participating in City Council and Council Committee work during certain hours or on certain days?

I am currently teaching online and do not have other responsibilities which could prevent me from fully participating in Committee work and City Council meetings. I can conduct my online teaching duties at my chosen time since there is no requirement to interact in synchronous time.

State any additional information you would like to have considered.


I have always been very actively involved in politics and government institutions. I served as a policy consultant to Mayor Arno Hill in Lordstown Ohio when the Village was trying to brace for the possible closing of its GM plant there. They were well aware of the devastation this would bring to their local economy. As another example, I earned a Masters in Regional Planning and Resource Development from the University of Waterloo. In one of my positions based on that training I worked with the community of Etobikoko to deal with the problems of citizens and developers disagreeing over land use for a prized land area of the City. Finally, I served as a poll worker at the Canterbury School location for the last November election.

Would you like to upload a Resume?

Yes

Resume or CV Upload (5 MB Limit)

[Glenna_Mack_Pendleton_Short_Resume.doc](#)
(48k)

Item # 23	I agree to electronically sign this form.
Signature	Glenna C. Pendleton
Last Update	2019-01-14 17:00:42
Start Time	2019-01-14 16:39:03
Finish Time	2019-01-14 17:00:42
IP	
Browser	IE
OS	Windows
Referrer	https://www.clevelandheights.com/1085/City-Council-Application

**Glenna Carolyn Mack Pendleton
Indiana Wesleyan University
Independence, Ohio**

Home Address:

█ Meadowbrook Blvd, Cleveland Heights, Ohio 44118-2866

Cell phone: █

EDUCATION

- (1) DBA in Marketing, Cleveland State University, Cleveland, Ohio.
- (2) M.B.A., Finance concentration; Graduate School of Management, Kent State University, Kent, Ohio.
- (3) MA, Regional Planning and Resource Management; University of Waterloo, Ontario.
- (4) B.A. in Psychology, Kent State University; Kent, Ohio.

HONORS, SERVICE, AND ACTIVITIES

- (1) DBA Graduate Association Secretary for 2004-2007, Cleveland State University.
- (2) GMA Vice-President for 2000-2001.
- (3) Finalist, KSU MBA 2001 Student of the Year Award.
- (4) KSU University President's fall 2000 Roundtable.
- (5) Two yearly Canada Mortgage and Housing Scholarships (CMHC).
- (6) Member of the American Marketing Association.
- (7) Member of Composers, Authors, and Publishers Association of Canada (SOCAN).
- (8) Member of the Academy of Marketing.
- (9) Member of the Academy of International Business and Women in AIB.
- (10) Reviewer for the Academy of Marketing/AMA Conference 2005.
- (11) Reviewer for the Academy of International Business Conference starting in 2007.

PROFESSIONAL INTERESTS

Government Consulting · International Marketing Strategy · Marketing Communications
· Structural Equation Modeling/Invariant MACS Analysis · Experiential Marketing
· Brands and Promotions · Cross-cultural Identity · Consumer Behavior · Ethics · E-
marketing

EXPERIENCE

- (1) Currently: Adjunct professor, Indiana Wesleyan, Marketing Management Strategy
- (2) Adjunct professor, Lake Erie College, Painesville, Ohio, MGT. and MKT.
- (3) Adjunct professor, Notre Dame College, South Euclid Ohio, MGT. and MKT.
- (4) Assistant Professor of Marketing, Northern Michigan University, MQT. MI.
- (5) Adjunct professor, John Carroll University, University Heights, Ohio, capstone course
- (6) Adjunct professor, Kent State University, MBA global business class
- (7) Part-time adjunct faculty; Cleveland State University; business and marketing ethics;
one year over the 2005-2006 time period part-time.
- (8) Visiting professor and term instructor, CSU; business ethics, spring 2004, full-time.

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- (9) Lecturer, CSU West Center Campus; WEB-CT, business ethics; fall 2003, part-time.
- (10) Substitute Teacher, City of Kent, Stow-Monroe Falls, Field, and Rootstown; 1998-2006; certified to teach high school Psychology/Sociology as a substitute.
- (11) Council person, Brady Lake Village, mid-90s.

RESEARCH

- (1) Research Assistantship; CSU; economic models in marketing management; spring 2006.
- (2) Research Assistantship; CSU; consumer behavior, Internet marketing, and CRM; fall 2005.
- (3) Strategic planning; Village of Lordstown; Kent State University; December 1995 to May 1996, part-time contract position.
- (4) Internship, environmental scanning and strategic planning; City of Barberton; University of Akron; summer 1988.
- (5) Research Assistantship, evolving planning systems in Madrid, Rome, and Athens; University of Akron, spring 1988.
- (6) Research Assistantship, rail systems in Europe; University of Akron; fall 1988.
- (7) Research Associate; Wadsworth's Environmental Assessment Plan; University of Akron, spring 1987, full-time contract position.

PUBLICATIONS

- (1) "Sustainable Competitive Advantage of Internet Firms: A Strategic Framework and Implications for Global Marketers," International Marketing Review, Special Issue, June 2005, along with Rajshekhar G. Javalgi, Lori Radulovich, and Robert F. Scherer.
- (2) An Economic Profile of Wadsworth, Ohio, Center for Urban Studies, University of Akron, April 1987, along with Edward Hanton and Elizabeth Dahl Voth.
- (3) "Comments on the Prospects for Planning Report", Plan Canada, Canadian Institute of Planners, Number 22, March 4, 1983.
- (4) Design and Marketing Trends, Ontario Regional Office, CMHC, 1981, along with Jane Zaidman, Gillian Godfrey, Mohamed Mamiche, Delus Lus, Ralph Beder, and Lawrence Franklin.
- (5) "Evolving Planning systems in Madrid, Rome, and Athens", GeoJournal, An International Journal of Physical, Biological, Social, and Economic Geography and Applications in Environmental Planning and Ecology, Kluwer Academic Publishers, 24.3 293-303 July 1991, along with Dr. Frank Costa and Dr. Allen Noble.
- (6) "Infill Housing in downtown Toronto", Special issue, Plan Canada, April 1983.

PAPERS

- (1) Current working paper submitted to the Journal of Advertising September 4, 2007: "Problems and Solutions in Developing Models for the Empirical Analysis of the Experiential Dimensions of Goods and Services."
- (2) "International Market Segmentation: Problems and Solutions", Competitive Session: Global Branding and Segmentation Issues, Bringing the Country Back In: The Importance of Local Knowledge in a Global Community; AIB annual meeting,

Glenna Carolyn Mack Pendleton

Indianapolis, Indiana, June 25-28, 2007.

- (3) “International Market Segmentation: Problems and Solutions”, Northeast Annual AIB Conference; Cleveland; October 2005.
- (4) “Brand Attitude Affects from Corporation Premium Sponsorship in the United States of America”; AMA/Academy of Marketing Joint Biennial Conference; Dublin Ireland; July 2005.
- (5) “Approaches to Small City Economic Development: A Comparative Perspective”. Canadian Institute of Planners; Toronto, Ontario; 1987.
- (6) “Infill Housing in Downtown Toronto”, in Prospects for Planning: Coming to Grips with New Realities, Proceedings of the 1982 National Conference of the Canadian Institute of Planners, 1982.