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Issue 11: Contributors



Dr. Daniel Butler, Thomas Walter Professor of Technology Management and Associate Professor of Marketing, College of Business, Auburn University

Dr. Butler's areas of expertise include customer service, international marketing, commercializing technology, services marketing strategy, business and market plan development, marketing management, and health care marketing strategy. Dr. Butler has published 39 refereed articles and co-authored one textbook. His research can be found in *The Journal of Retailing*, *Journal of Services Marketing*, *Journal of Professional Services Marketing*, *Marketing Health Services Journal*, *Journal of Management in Medicine*, and *Marketing Education Review* among others.

Dr. Butler is on the review board of the *Journal of Executive Education*. Winner of 17 teaching awards from the university and international organizations, he is a member of the American Marketing Association and the Council of Supply Chain Management Professionals and has held executive offices in the Society for Marketing Advances. In addition to a Ph.D from the University of South Carolina, he holds an MBA from the University of Central Florida.



Dr. Don Flournoy, Director, Institute for Telecommunications Studies, Ohio University

Dr. Flournoy is an internationally known scholar in the application of broadband telecommunication technologies to the solution of human problems in regional and rural development. He earned Ph.D. and M.A. degrees from the University of Texas and holds an Associateship from the University of London. He has held several academic positions: Dean at Ohio University; Associate Dean, State University of New York/Buffalo; and Assistant Dean, Case Institute of Technology, Cleveland, Ohio. Dr. Flournoy is author of *The Broadband Millennium: Communication Technologies and Markets* (Chicago: International Engineering Consortium, 2004). This book is the product of six years of research within the Institute for Telecommunications Studies (ITS); it examines the ways the new digital communication technologies are ushering in a new age of citizen empowerment.

Don is founding editor of *The Online Journal of Space Communication* (www.spacejournal.org), sponsored by the Society of Satellite Professionals International (SSPI) and hosted at Ohio University. He is a member of the SSPI Board as Education Vice President. From 1993 to 1996, Flournoy was Project Manager in a series of tests conducted aboard NASA's Advanced Communication Satellite (ACTS). ACTS was a new all-digital spacecraft featuring on-board data processing and switching, hopping spot beams, frequency re-use and opening of

the Ka spectrum band. Ten years later, these technologies are experiencing widespread adoption and use by commercial satellite service providers the world over.



Dr. Scott Madry, Research Associate Professor of Anthropology, University of North Carolina at Chapel Hill

Dr. Madry specializes in the applications of Geomatics technologies for regional environmental, historical, and archaeological research. He is also the founder and president of Informatics International, Inc., an international Geomatics consulting firm based in Chapel Hill. He received his Ph.D. from the University of North Carolina and then worked for three years at the Institute for Technology Development, Space Remote Sensing Center at the NASA Stennis Space Center. He then took the position of Senior Associate Director of the Center for Remote Sensing and Spatial Analysis at Rutgers University, where he taught for nine years in the Anthropology, Geography, and Natural Resources departments. He was involved in the founding of the International Space University, and was a member of the faculty for 12 years. He has conducted research in North America, Europe, Turkey, and Africa, and has given over 150 short courses and seminars in over 30 countries around the world.

Dr. Madry has acted as a consultant on satellite remote sensing for a major Hollywood film, and has been a consultant for major museum exhibitions on the subject. Some of his research was featured in the McGraw Hill 1991 Yearbook of Science and Technology. In 1997 he was awarded the Russian Tsiolkovsky Gold Medal for his international research and teaching activities. He is currently conducting work in North Carolina, Florida, Rwanda, and France. He is very active in the American Red Cross Disaster Services, and has won several awards for his activities on behalf of the Red Cross. For more information on Dr. Madry, visit: <http://www.informatics.org/madry.html>



Dr. Joseph Pelton, Director, Space and Advanced Communications Research Institute, George Washington University

Dr. Pelton is the author of 22 books or major research studies in the field that include writings on satellites and wireless telecommunications systems, advanced telecommunications technology and regulation, and the long range impact of technology on society. These include the multi-book series: E-Sphere, Future View, Future Talk, and Global Talk, for which he was nominated for a Pulitzer Prize. He has served as Chairman of the Board and Vice President of Academic Programs and Dean of the International Space University of Strasbourg, France. He also served as

Director of the Interdisciplinary Telecommunications Program at the University of Colorado at Boulder, which is the oldest graduate program in telecommunications in the world.

Outside the university setting, Dr. Pelton has held a number of management positions with COMSAT and the INTELSAT global satellite organization, and has served as a consultant to the U.S. Congress, Intelsat, AT&T, the United Nations, the World Bank, US West, Great American Broadcasting, Aegis Research Corporation and many other organizations. He has appeared on national television and radio shows as an expert on satellite communications, telecommunications, and futurism for NPR International, The Jim Lehrer News Hour, BBC, ABC and CBS Nightly News. He is on the editorial boards of Space Policy and The Journal of Space Communications. He has lectured at over 40 universities and international conferences around the world as a keynote speaker.