

# Mary Judene Nance

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## Professional Experience

### RESEARCH SERVICES, President. 1986 - Present

Research Services is a consulting company dedicated to providing marketing services and solutions to companies so they may attain their corporate goals. Work is completed with the president and management group in the following areas:

- Assess potential for new products and services and recommend marketing strategies for successful implementation.
- Assist with financing as part of the marketing strategy.
- Develop strategic (or long-range), marketing and business plans.
- Conduct primary research, which includes the development of questionnaires, use of all survey platforms (i.e. internet; e-mail; telephone; mail; etc.), one-on-one interviews and focus groups.
- Analyze the effectiveness of businesses' current marketing efforts.
- Conduct secondary research.
- Review, if necessary, alternative methods of marketing the business.

### PITTSBURG STATE UNIVERSITY, Adjunct Professor, 2006 - Present

As an adjunct professor in the Department of Management and Marketing, my teaching responsibilities include:

- Introduction to Business.
- Principles of Marketing.
- Marketing Research.
- Business Strategy.

### PITTCRAFT PRINTING, INC., Director of Marketing, 1998 – 2001.

Pittcraft Printing is a commercial printer providing comprehensive service from creative design to full-service printing. As Director of Marketing my responsibilities included:

- Developed long-term strategic plans and short-term operational plans.
- Implemented the annual marketing plan.
- Developed trade show displays, direct mail campaigns, and on-going communication with customers and potential customers.
- Responsible for all primary and secondary research for existing and potential markets, customer service surveys and financial analysis of acquisition candidates.

### CITY NATIONAL BANK OF PITTSBURG, Director of Marketing, 1994 – 1998.

Responsible for the development and implementation of the long-term marketing goals of the Bank. As a member of the Bank's management team I oversaw the yearly marketing plan and developed the Bank's advertising and public relations, including in-bank promotions and trade shows. Other functions included:

- Researched customers and non-customers.
- Interviewed stakeholders as to how the Bank could assist them.
- Reviewed and maintained the Bank's identity within the local community.
- Reviewed products and services to maintain current customers and attain new customers.
- Conducted market research regarding new markets, products and services and presented the results to the President and Board of Directors.
- Responsible for the implementation and on-going marketing program for City National Bank's grocery store branch, this was the first of its kind in the four-state region.

One of the programs I implemented while at City National Bank was Generations Gold (a club checking account). Within the first three (3) months of introduction, the account brought in 150 new accounts. Awareness of the Bank was enhanced and deposits increased by 10% within one year. Usage of additional services, such as safe-deposit boxes, was increased as well.

THE BUSINESS AND TECHNOLOGY INSTITUTE, Small Business Consultant, 1987 – 1994.

I advanced the development and continued existence of businesses in the private sector. I worked with owners, presidents and top-level management of businesses to develop a strategic plan and was responsible for assisting clients in the following areas:

- Reviewed all aspects of the start-up phase of creating a business.
- Increased market share and profitability of existing businesses.
- Consulted with clients regarding various aspects of their business. This included, but was not limited to, preparing business plans and pro forma financial statements, assisted in obtaining financing, primary and secondary market research, and market share analysis.
- Worked closely with municipalities and counties to enhance their economic development efforts.

I was responsible for the initial organization and on-going facilitation of the Manufacturers' Forum, an 11-county organization in southeast Kansas. The Forum delivered quarterly educational and training opportunities to the manufacturing community within the service area.

MCNALLY PITTSBURG, INC., Corporate Division, Market Research Analyst, 1983 – 1986.

McNally Pittsburg, Inc., an international manufacturing Company with over 2,500 employees and operations in the United States, India and Australia was a world-wide leader of material handling equipment for the coal industry, coal fired power plants and the rock industry. Located in the Company's corporate headquarters, I was responsible for the following:

- Researched information for competitor analysis, merger and acquisition analysis and new industry analysis.
- Conducted primary and secondary research which included formulating questionnaires and conducting surveys.
- Evaluated public relations efforts and made recommendations in these programs.
- Prepared reports for the President, CEO and division managers and participated in numerous public speaking engagements, including the Company's annual sales meetings.
- Assisted in all facets of the advertising department.

## Education

Pittsburg State University, Pittsburg, KS

Graduated: May, 1993

Degree: Master of Business Administration with Finance emphasis.

GPA: 4.00; Graduated with Academic Honors

Pittsburg State University, Pittsburg, KS

Graduated: May, 1983

Degree: Bachelor of Business Administration Major: Marketing

GPA: 3.9 overall on a 4.0 scale; 4.0 major; Graduated Cum Laude

Designated as an outstanding female in the graduating class and an outstanding senior in the Kelce College of Business.

## Research, Analysis and Publication Experience

### **Publication:**

"Enterprise Zones Provide Local Economic Incentives," Pittsburg State University Business and Economic Review, Fall 1989 issue.

### **Presentations:**

- "The Nitty Gritty of Advertising."
- "How to Prepare a Business Plan."
- "How Can My Business Obtain Financing?"
- "Small Business Opportunities – The Institute for Economic Development," Elected Officials Conference; Kansas County Government Officials Conference (S.E. Kansas Chapter); Leadership Pittsburg.
- "Starting and Managing Your Own Business," Small Business Administration Seminar.
- "What is Market Research?"
- Series of seminars including topics on advertising, marketing, time management.

(Additional listing of presentations available upon request).

### **Research and Analysis:**

- Researcher for an economic feasibility analysis of the downsizing of the Kansas Army Ammunition Plant, K.A.A.P. Regional Development and Economic Impact Task Force.
- Research analyst for 10 Community Development Block Grants (CDBG), for the State of Kansas.
- Facilitator, "Crawford County Strategic Plan," Crawford County Commission.
- Facilitator, "Labette County Strategic Plan," Labette County Commission.
- Researcher, "Feasibility Analysis: Juvenile Detention Center" for Crawford County Board of Commissioners.
- Researcher, "Feasibility Analysis: Seniors' Housing Facility."
- Researcher, "Camptown Greyhound Park," Feasibility Study.
- Principal Researcher for a proprietary feasibility study on out-shopping patterns in the four-state area.
- Principal Researcher for a proprietary study on banking services.
- Principal Researcher for a proprietary study on architectural service firms.
- Principal Researcher for a feasibility study of a proposed wellness center.
- Researcher, feasibility study for a proposed renovation of a historic hotel.
- Researcher, "Analysis of the Economic Feasibility of a Proposed Renovation of the Santa Fe Depot," Chanute, Kansas, for the City of Chanute.

## Organizations

### **Education Related:**

- Alpha Kappa Psi - Honorary Business Fraternity
- Alpha Sigma Alpha
- Delta Mu Delta
- Omicron Delta Epsilon - Honorary Economics Society
- Omicron Delta Kappa
- Phi Kappa Phi National Honor Society

### Civic Related:

- Pittsburg State University Alumni Association: Board of Directors; Financial Investments Committee; Long-Range Planning Committee; Planning & Review Committee, National President.
- Pittsburg Area Chamber of Commerce: Board of Directors (Treasurer); Business & Industry Committee (Chairperson); Finance Committee.
- United Way: Major Gifts Section (Chairperson).
- Pittsburg NOW!
- Revolving Loan Fund, City of Pittsburg: Chairperson.
- Rotary International.
- Pittsburg Main Street: Steering Committee.
- Friends of Axe Library: Board of Directors.
- Our Lady of Lourdes: Communication Committee (Chairperson); Finance Committee; Memorial Fund Committee.
- City Commissioner, Pittsburg, KS.

### Awards

- Pittsburg State University, "Outstanding Alumni Award," 1995.
- Who's Who in America, 2001.
- Who's Who of Emerging Leaders in America, 1992.
- Who's Who Among American Women, 1989.
- Selected as the "Young Careerist," for the Pittsburg BPW chapter and District Three in Kansas.
- Graduate, Leadership Pittsburg Class of 1986.
- Elizabeth Bird Small Award. The highest national award signifying outstanding leadership, personal attributes and service to the community.
- One of the first women initiated into the Pittsburg Noon Rotary Club.

