**Terry D. Roach, Ph.D.**

Associate Professor for Business Communication

Consultant in Business Protocol and Business Etiquette

Management and Marketing ASU ADTEC University Center

PO Box 59 2000 West Broadway

State University, AR 72467 West Memphis, AR 72301

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[tdroach@astate.edu](mailto:tdroach@astate.edu)

**Positions held with Arkansas State University:**

Associate Professor for Business Communication, 1990 – 2009

Director of Graduate Business Programs, January 1995 – July 2000

Director of Business Programs ASU-Fort Smith, July 2001 – August 2002

Coordinator of Business Degree Programs ASU-ADTEC, January 2009 – present

**Degrees:**

Ph.D. University of Mississippi

M.S.E. Arkansas State University

B.S.E. Arkansas State University

Additional undergraduate course at PCC/UA, 18 hours

Additional undergraduate courses at ASU-J, 36 hours

Additional graduate courses at ASU-J, 15 hours

Additional graduate courses at U. Memphis, 3 hours

**Professional Experience:**

1990 – 2008 Arkansas State University—Jonesboro

2005 – 2008 Baptist College of Health Sciences, Memphis, adjunct

1985 – 1990 University of Central Arkansas—Conway

1981 – 1985 Phillips County Community College, Helena

1980 – 1981 University of Mississippi, Oxford

1978 – 1980 Phillips County Community College, Helena

1976 – 1978 South Georgia College, Douglas

1973 – 1975 De Soto Schools, Inc., West Helena

1972 – 1973 Crowley’s Ridge Voc./Technical College, Forrest City, adjunct

1971 – 1973 Clarendon Public Schools, Clarendon

**Professional Business Positions:**

Self-Employed Massage Therapist 2002 – 2008 Jonesboro

Self-Employed Consultant 1990 – 2008 Jonesboro

Tom Choate Ford, Inc., Business Manager 1975 – 1976 Helena

Merchants Refrigeration Company, loader/clerk 1978 Douglas, GA

Safeway Grocery Inc. Cashier/clerk 1973 – 1975 West Helena

Cash & Carry Grocery, cashier/clerk/meat market 1963 – 1971 Manila, AR

**Undergraduate and graduate courses taught these last five years:**

BCOM 2563 Business Communication

BCOM 3573 Managerial Communication

BTEC 6683 Seminar in Business/Technology

BTEC 2513 Keyboarding for Professionals

**Teaching Honors, Awards, and Recognition:**

2008 Best Paper Award, Allied Academies

2008 Outstanding Leadership Award, Southern Business Education Association

2008 College of Business Faculty Award for Excellence Service

2003 College of Business Special Service

2006 Collegiate Business Teacher of the Year Arkansas Business Education Association

1993 Collegiate Teacher of the Year, Southern Business Education Association

1992 Business Teacher Educator of the Year, Arkansas Business Education Association

**Publications:**

**Peer Reviewed Journals Refereed**

Social networking web sites and human resource personnel: Suggestions for job searches

Business Communication Quarterly. V. 1, 2009

Authors: Sherry Roberts and Terry Roach

To tattoo or not to tattoo: That is the Question.

Authors: Larry Dale, Sandra Bevill, Terry Roach, and Susan Glasgow

Academy of Economics and Economics Education/Allied Academies

V. 10, No. 2, 2007

Educator internships: A view from the trenches

Authors: Bill McPherson, Terry Roach, Harriet Rogers, and Carolyn Rainey

National Association for Business Teacher Education Review, 2002

Perceptions and attitudes of school personnel toward educator externships

Authors: Bill McPherson, Terry Roach, Harriet Rogers, and Carolyn Rainey

Academic Exchange Quarterly, 2002

Perceptions of Wisconsin educators toward workplace skills and competencies through educator externships

Authors: Bill McPherson, Terry Roach, Harriet Rogers, and Carolyn Rainey

Wisconsin Business Education Journal, 2002

Proactive corporate relationships with proactive business education programs

Author: Terry Roach

1999 NBEA Yearbook No. 37

Administering a keyboarding course on the world wide web (the Georgia experiment)

Authors: Jim Johnson and Terry Roach

Journal of Distance Learning Administration, 1999

Business teacher preparation

Authors: Clarence White and Terry Roach

1997 National Business Education Association Yearbook, No. 35

Organizational behavior: Coping with difficult co-workers

Authors: Vanessa D. Arnold and Terry Roach

Journal of Education for Business V. 65, No. 3

January-February, 1992

The role of credibility in persuasive speech communication

Terry Roach

The International Journal of Business Disciplines, V. 2, No. 1. Fall 1992

Give your secretarial science program a medical transfusion

Terry Roach

Journal of Business Education, V. 59, No. 2, November 1983

**Editorial Peer Reviewed Refereed**

A communication scenario: Effectively communicating online benefit system practices to employees

Authors: Terry Roach, Sandra Bevill, and Sherry Roberts

Business Education Forum. V. 61, No. 1, October, 2006

A team project for a training program

Authors: Terry Roach and Sandra Bevill

Business Education Forum, V. 59, No. 4, April, 2005

Managing human resources

Authors: Vanessa D. Arnold and Terry Roach

Business Education Forum. V. 49. No. 3, February, 1995

Supervising in a legalized work environment

Authors: Terry Roach and Vanessa D. Arnold

Business Education Forum. V. 48, No. 3, April, 1994

Reach out and write someone

Authors: Vanessa D. Arnold and Terry Roach

Business Education Forum, V. 47, No. 3, February, 1993

The power of expectations

Authors: Vanessa D. Arnold and Terry Roach

Business Education Forum. V. 47, No. 2, October, 1991

Communication in marketing education

Authors: Terry Roach and Joe Arn

Business Education Forum. V. 45, No. 2, November, 1990

Teaching: A nonverbal communication event

Authors: Vanessa D. Arnold and Terry Roach

Business Education Forum, V. 44 No.1, October 1989

Decision-making skills developed through computerized simulation

Authors: Deborah Holderfield, Joseph Arn, and Terry Roach

Business Education Forum, V40, No. 7, April 1986

**Peer Reviewed Proceedings Refereed:**

Perceptions of online résumés by human resource personnel and instructors of business communication

Author: Sherry Roberts, Terry Roach, and Randall Wells

Delta Pi Epsilon Proceedings, 2004

Formatting business letters: Who cares anymore?

Authors: Sandra Bevill and Terry Roach

2002 Refereed Proceedings of the Association of Business Communication, Southwest Regional

Conducting and designing a high value, low cost business etiquette dinner

Authors: Sandra Bevill and Terry Roach

2002 Refereed Proceedings Association of Business Communication, Southwest

Regional

Crisis communication: Just for the public relations staff?

Authors: Sandra Bevill, Terry Roach, and Jane McDaniel

2001 Refereed Proceedings of the Association for Business Communication, Southwest Regional

Attitudes toward teaching: Business communication teachers versus other business teachers

Authors: Vanessa Arnold and Terry Roach

1998 Refereed Proceedings Association for Business Communication, Southeast Regional

Students’ ability to find and correct errors in written communication

Authors: Fay Beth Gray, Sandra Bevill, and Terry Roach

1998 Refereed Proceedings Association for Business Communication, Southwest Regional

Integrative management: Proposed new course offering

Authors: Farhad Moeeni and Terry Roach

1996 Decision Sciences Institute Annual Meeting Proceedings

Business ethics using a teaching model

Author: Terry Roach

1995 Atlantic Coast Business and Marketing Education Conference Proceedings

Positive disciplining for business and marketing students

Author: Terry Roach

1994 Atlantic Coast Business and Marketing Education Conference Proceedings

Handwriting: A hidden employment criterion

Authors: Terry Roach and Sandra Bevill

Refereed Proceedings Association for Business Communication Southwest Region 1993

Evaluation and grading methods of word processing faculty

Authors: Sandra Bevill and Terry Roach

1993 Southwest Administrative Services Association Proceedings and Directory

Are business communication teachers preparing students to face the issue of sexual harassment in the workplace?

Authors: Sandra Bevill and Terry Roach

The Association of Management Proceedings Organizational Management V. 10 No. 2 1992

The relationship between classical rhetoric and modern writing principles

Authors: Vanessa D. Arnold and Terry Roach

1991 Southeast Regional Conference of the Association for Business Communication Proceedings

The hidden messages that teachers send

Authors: Gregory B. Arnold and Terry D. Roach

1989 Proceedings Academy of Management, Southwest Division

Bit by bit changes in written communications as a result of office technology

Terry D. Roach

1989 Proceedings Southwest Administrative Services Association

**Non-referred Publication**:

Policy Statement No. 65 This we believe about distance learning in business education

Authors: Terry Roach/members of the PCBEE, 1999

Policies Commission for Business and Economic Education

Policy Statement No. 64 This we believe about the role of business education at all educational levels

Authors: Terry Roach lead writer/members of the PCBEE, 1999

Policies Commission for Business and Economic Education

Policy Statement No. 63 This we believe about the relationship between business education and students’ transition to work

Authors: Terry Roach/members of the PCBEE, 1998

Policies Commission for Business and Economic Education

Policy Statement No. 62 This we believe about role of standards for business education

Authors: Terry Roach/members of the PCBEE, 1998

Policies Commission for Business and Economic Education

Policy Statement No. 61 This we believe about the delivery of business education

Authors: Terry Roach lead writer/members of the PCBEE, 1997

Policies Commission for Business and Economic Education

Policy Statement No. 60 This we believe about the professional development of business educators

Authors: Terry Roach/members of the PCBEE, 1997

Policies Commission for Business and Economic Education

Policy Statement No. 59 This we believe about assessing student achievement in business education.

Authors: Terry Roach/members of the PCBEE, 1996

Policies Commission for Business and Economic Education

Policy Statement No. 58 This we believe about the emerging role of business education in human resource development.

Authors: Terry Roach lead writer/members of the PCBEE, 1996

Policies Commission for Business and Economic Education

Delta Pi Epsilon in Arkansas

Author: Terry Roach

Arkansas Business Educator. V. 34, No. 1, March, 1992

**Newspaper Articles**

Art of business conversation

Terry D. Roach

Sunday, June 9, 2002 Jonesboro Sun

Work enhanced by ergonomics

Terry D. Roach

Sunday, February 24, 2002 Jonesboro Sun

Stress not confined to holidays

Terry D. Roach

Sunday, December 23, 2001

‘Tis the season for gift giving

Terry D. Roach

Sunday, December 16, 2001 Jonesboro Sun

Principle of least effort seen, but rarely overcome today

Terry D. Roach

Sunday, September 9, 2001 Jonesboro Sun

A casual week or casual weak

Terry D. Roach

Sunday, August 27, 2001 Jonesboro Sun

Ethics

Terry D. Roach

Sunday, June 10, 2001 Jonesboro Sun

Every office has its own rules

Terry D. Roach

Sunday, March 11, 2001 Jonesboro Sun

Simple rules can help in any social setting

Terry D. Roach

Sunday, February 4, 2001 Jonesboro Sun

It is called being repetitively redundant

Terry D. Roach

Sunday, July 23, 2000 Jonesboro Sun

Phone manners create image

Terry D. Roach

Sunday, October 15, 2000 Jonesboro Sun

Entertaining calls for a plan

Terry D. Roach

Sunday, November 26, 2000 Jonesboro Sun

More businesses are using team concept

Terry D. Roach

Sunday, June 28, 1998 Jonesboro Sun

Meeting Management

Terry D. Roach

Sunday, December 14, 1997 Jonesboro Sun

Preventive approach

Terry D. Roach

Sunday, July 13, 1997 Jonesboro Sun

Coping with co-workers

Terry D. Roach

Sunday, January 12, 1997 Jonesboro Sun

Disciplinary Interview

Terry D. Roach

Sunday, December 11, 1994 Jonesboro Sun

Handwriting

Terry D. Roach

Sunday, November 8, 1992 Jonesboro Sun

**“In Press” and “Accepted for Publication” works**

Body Adornment: A comparison of the attitudes of business people and students in three states

Authors: Larry Dale, Sandra Bevill, Terry Roach, Courtney Bracy, and Susan Glasgow

Allied Educational Leadership Journal

May or June 2009

**Presentations**:

Dealing with difficult people

Terry Roach

Tennessee Alliance for Continuing Higher Education

November, 2008

Body adornment: A comparison of the attitudes of business people and students in three states

Larry Dale, Sandra Bevill, Terry Roach, Courtney Bracy, and Susan Glasgow

Allied Academies

March, 2008: Las Vegas, Nevada

To tattoo or not to tattoo: Student perceptions

Larry Dale, Sandra Bevill, Terry Roach, and Susan Glasgow

Allied Academies

October, 2007: Reno, Nevada

Preparing good résumés: Have students gotten the message?

Terry Roach and Sandra Bevill

Association for Business Communication, Southwest Regional

March, 2007: San Diego, California

So happy together or un-break my heart.

Sandra Bevill, Terry Roach, and Georgia Hale

Association for Business Communication, Southwest Regional

March, 2006. Oklahoma City, Oklahoma

Business etiquette: A proper dinner

Terry Roach

Southern Business Education Association Conference. Regional

October, 2006. Atlanta, Georgia

Workplace bullying: Are organizations being proactive

Sandra Bevill, Dana Bevill, Terry Roach, and Georgia Hale

Association for Business Communication, Southwest Regional

March, 2005. Irvine, California

Preparing students to manage workplace bullies

Sandra Bevill and Terry Roach

Association for Business Communication, Southwest Regional

March, 2005. Dallas, Texas

Business etiquette and protocol

Terry Roach, Sandra Bevill, and Carolyn McNeeley

Southern Business Education Association Conference

October, 2005. Franklin, Tennessee

Business etiquette/business protocol: it’s the little things that work best

Terry Roach

Teaching Tomorrow’s Leaders 3rd. Annual Conference.

August, 2005. Conway, Arkansas

Crisis management for the classroom teacher

Terry Roach

Teaching Tomorrow’s Leaders 2nd. Annual Conference

August, 2004. Conway, Arkansas

Managerial communication training program

Sandra Bevill and Terry Roach

Association for Business Communication, Southwest Regional

March, 2004. Orlando, Florida

Business attire: What is appropriate in today’s business environment

Sandra Bevill and Terry Roach

Association for Business Communication, Southwest Regional

March, 2004. Orlando, Florida

Crisis management for business and education

Terry Roach

Association for Career and Technical Education, Region IV. Regional

April, 2004. San Antonio, Texas

Perceptions of online résumés by human resource personnel and instructors of business communication

Bill McPherson, Terry Roach, Harriet Rogers, and Carolyn Rainey

Delta Pi Epsilon National Research Conference

November, 2004. Columbus, Ohio

Formatting business letters: Lessons from the business world

Sandra Bevill and Terry Roach

Association for Business Communication, Southwest Regional

March, 2003. New Orleans, Louisiana

Conflict management

Terry Roach

Association for Career and Technical Education, Regional IV

August, 2003. Conway, Arkansas

Formatting business letters: Who cares anymore?

Sandra Bevill and Terry Roach

Association for Business Communication, Southwest Regional

March, 2002. Orlando, Florida

Designing and conducting a high value, low cost business etiquette dinner: One university’s experience

Sandra Bevill and Terry Roach

Association for Business Communication, Southwest Regional

March, 2002. Orlando, Florida

Business attire: What is appropriate in today’s business environment

Sandra Bevill and Terry Roach

Association for Business Communication, Southwest Regional

March, 2002. Orlando, Florida

E-communication is more than business communication

Sandra Bevill and Terry Roach

Southern Business Education Association

October, 2001. Mobile, Alabama

Sexual harassment policies: A defining human resources issue

Terry Roach

Mountain Plains Business Education Association Convention

June, 1999. Colorado Springs

Distance learning: An alternative for promoting business education

Terry Roach

Eastern Business Education Association Convention

October, 1999. Saratoga Springs, New York

The bridge to the next millennium

Terry Roach

Alabama Business Education Association Conference

North Carolina Business Education Association Conference

Louisiana Business Education Association Conference

Ozark Mountain Business Education Conference

Kentucky Business Education Association Conference

West Virginia Business Education Association Conference

Mississippi Business Education Association Conference

January, 1999. Birmingham

February, 1999. Raleigh

March, 1999. Alexandria

June, 1999. Fayetteville, Arkansas

July, 1999. Little Rock

August, 1999. Charleston, West Virginia

September, 1999. Cleveland, Mississippi

Laughter and effective uses of humor in the classroom

Terry Roach

Kentucky Vocational Association Convention

July, 1999. Louisville

Business education’s next phase

Terry Roach

West Virginia Business Vocational Association Convention

August, 1999. Charleston

Critical issues in business education

Terry Roach

West Virginia Vocational Association Convention

August, 1999. Charleston

Discipline: What to include in a unit on employee discipline

Terry Roach

Focus on Learning Conference

April, 1999. Hope, Arkansas

The future of business education

Terry Roach

North Central Business Education Association

October, 1997. Springfield, Missouri

Netiquette

Sandra Bevill and Terry Roach

Arkansas State FBLA Conference

April, 1997. Little Rock, Arkansas

What’s new in business education

Terry Roach

Ozark Mountain Business and Marketing Education Conference

July, 1997. Fayetteville, Arkansas

Positive workers—positive attitudes

Terry Roach

Washington State Business Education Association

October, 1996. Spokane, Washington

Business etiquette teaching module

Sandra Bevill and Terry Roach

Arkansas Business Education Association

November, 1996. Little Rock, Arkansas

Employee disciplining techniques

Terry Roach

Arkansas Vocational Education Association

August, 1996. Little Rock, Arkansas

Ethics: A business dilemma

Terry Roach

East Arkansas Business Education Conference

April, 1996. Helena, Arkansas

Working with conflict

Terry Roach

East Arkansas Business Education Conference

April, 1996. Helena, Arkansas

Communication trends for the ‘90s

Terry Roach

Atlantic Coast Business and Marketing Education Association

February, 1996. Raleigh, North Carolina

Business ethics

Terry Roach and Sandra Bevill

American Vocational Association Regional IV

April, 1996. Hot Springs, Arkansas

Integrative management: Proposed new course offering

Farhad Moeeni and Terry Roach

Decision Sciences Institute Annual Meeting

April, 1996. Orlando, Florida

The newest trends in business education

Terry Roach

Gamma Chi chapter of Delta Pi Epsilon—University of Missouri

October, 1996. Columbus, Missouri

Process: From admission statement to assessment

Roger Roderick, Georgia Hale, and Terry Roach

American Assembly of Collegiate Schools of Business

October, 1995. Philadelphia, Pennsylvania

Sexual harassment: Are we teaching our students how to deal with it?

Terry Roach

Southeast Business Education Conference

February, 1995. Athens, Georgia

Business ethics using a teaching model

Terry Roach

Atlantic Coast Business and Marketing Education Conference

February, 1995. Raleigh, North Carolina

A model for teaching ethics

Terry Roach

Mid-America Education for Business and Marketing Education Conference

February, 1995. Jonesboro, Arkansas

Communication on campus: Lessons learned from business

Sandra Bevill and Terry Roach

Association for Business Communication, Southeast Regional

November, 1995. Orlando, Florida

Business education at the teacher education level

Terry Roach

Arkansas Vocational Education Association

August, 1995. Little Rock, Arkansas

Quakers and Christians: Another look at business ethics

Terry Roach

Arkansas Business Education Association

July, 1994. Little Rock, Arkansas

Positive disciplining for business and marketing students

Terry Roach

Atlantic Coast Business and Marketing Education

February, 1994. Raleigh, North Carolina

Sexual harassment: what are we teaching our students?

Sandra Bevill and Terry Roach

Southern Business Education Association

October, 1993. Baton Rouge, Louisiana

Are we being fair to our word processing students through the evaluation process?

Sandra Bevill and Terry Roach

Southwest Administrative Services Association

March, 1993. New Orleans, Louisiana

Handwriting: A hidden employment criterion

Terry Roach and Sandra Bevill

Learned forum: Association for Business Communication, Southwest Regional

March, 1993. New Orleans, Louisiana

First-day activities for business communication students

Terry Roach

Association for Business Communication, West Regional

March, 1993. San Francisco, California

Attitudes toward teaching: BC teachers vs. other business teachers

Vanessa D. Arnold and Terry Roach

Association for Business Communication, West Regional

March, 1993. San Francisco, California

Marketing vocational education community concerns

Terry Roach

American Vocational Association, Region IV

April, 1993. Biloxi, Mississippi

Advertising vocational education

Terry Roach, Sandra Bevill, and Estella Gorecki

Arkansas Vocational Association

August, 1993. North Little Rock, Arkansas

Business etiquette Tips and traps for diners, introductions, and conversations

Terry Roach and Sandra Bevill

Arkansas Business Education Association

November, 1993. Little Rock, Arkansas

Business communication activities

Terry Roach

Arkansas Business Education Association

November, 1992. North Little Rock, Arkansas

Business communication: The brighter side

Terry Roach

Kentucky Business Education Association

October, 1992. Owensboro, Kentucky

Positive discipline techniques for students

Terry Roach

Arkansas Vocational Association

July, 1992. Little Rock, Arkansas

The way we were: A reincarnation of ideas

Terry Roach and Vanessa D. Arnold

Association for Business Communication--International

November, 1992. New Orleans, Louisiana

Are business communication instructors addressing the issue of sexual harassment through classroom discussion...and should they?

Sandra Bevill and Terry Roach

Association for Business Communication, East/Southeast/Canadian conference

April, 1992. Alexandria, Virginia

What business communication teachers like about their jobs

Vanessa D. Arnold and Terry Roach

Association for Business Communication, East/Southeast/Canadian conference

April, 1992. Alexandria, Virginia

Publicize Some Good Things Happening in Business Education

Terry Roach

American Vocational Association

December, 1992. St. Louis, Missouri

Direct mail advertising: The message on the envelope

Vanessa D. Arnold and Terry Roach

Association for Business Communication, West/Canada

April, 1991. Vancouver, British Columbia, Canada

The relationship between classical rhetoric and modern writing principles

Terry Roach and Vanessa Arnold

Association for Business Communication, Southeast Regional

April, 1991. Tuscaloosa, Alabama

Communication Skills: What Teachers Need to Know

Southern Business Education Association

Terry Roach

October, 1991. Louisville, Kentucky

Positive disciplining: How to whip your students without touching them

Terry Roach

Arkansas Vocational Association

August, 1990. Little Rock, Arkansas

**Professional Services:**

Monsanto, Inc. Business Etiquette workshop

Stress Management seminar: Hytrol Conveyor, Jonesboro

Thomson Publishing Company. Consultation with sales representative on Managerial Communication syllabus

Caffé Bruno. Wrote and advised Dale Thomas, owner, in his advertising, menu options/design, signage, and product development

La Panche Boutique. Advised Nancy Christman, owner, on certain product displays, advertising/market, and product lines

Ryboid Industries, Time Management consultant

HealthSouth, Business Dress presentation

McGraw-Hill Book Review, Leadership Communication

McGraw-Hill Publishing. Book review, Business Communication

McGraw-Hill Publishing. Book review. Computer software

Downtown Jonesboro Association, member

Whirlpool Corporation. Panel for product improvement

Thomas Publishing. Reviewed Business Communication textbook

South-Western Publishing. Reviewed textbook: Write for Results by Richard Lauchman

Hytrol Conveyor Corp. Two training sessions in communication

Hytrol Conveyor Corp. Two training sessions in communication