

Dr. Twyla J. Cummings

**11 Hunters Dr. South
Fairport, NY 14450-8604
585-377-9126 (Home)
585-475-5567 (Office)
tjcp@rit.edu
www.cias.rit.edu/~tjcp/**

EDUCATION

Ph.D., The Union Institute, Cincinnati, OH
Major: Management

M.S., Wright State University, Dayton, OH
Major: Business and Industrial Management

B.S., Wright State University, Dayton, OH
Major: Chemistry

AREAS OF SUBSTANTIVE KNOWLEDGE

Media distribution, business management, management development, marketing, product management, project management, research methods, strategic planning

RESEARCH INTERESTS

Graphic communication markets and applications, print industry structure and strategy, diversification of services in the graphic communication industry, media distribution, diversity, customer relationship marketing, future management trends and women's studies

SELECTED PUBLICATIONS

Cummings, T. (in press). A newspaper transformed: the Rochester Democrat & Chronicle. In P. Sorce, *Personalization - Data-Driven Print and Internet Communications*. (pp XX), Rochester, NY: RIT Cary Graphics Arts Press.

Cummings, T. Vogl, H., Borlado, J. & Alvarez, C. (January 2009). An examination of business and workflow models for U.S. Newspapers. A Research Monograph of the Printing Industry Center at RIT, PICM-2009-02.

Alvarez Casanova, C. and Cummings, T. (July 2008). A Study of production workflows, technology and hybrid printing models in small newspapers. Newspaper Association of America. <http://www.naa.org/Resources/Articles/Tech-Ops-Hybrid-Printing-Models.aspx>

Cummings, T., with LeMaire, B. (2008). *Print media distribution: A look at infrastructure, systems, and trends*. Rochester, NY: RIT Cary Graphic Arts Press.

Cummings, T. (Spring 2007). Print on the Move: SPM faculty focuses on the physical distribution of printed products. Scholarship@RIT.

Cummings, T. (April 2007) Print Media Distribution – A Closer Look. GATFWorld, Vol. 19(2).

Cummings, T., Cummings, M. and LeMaire, B. (Nov 2006). Print Media Distribution: Process, Profitability and Challenges. A Research Monograph of the Printing Industry Center at RIT, PICM-2006-01.

Cummings, T. (September/October 2006). Workflow In the End: Output and Fulfillment. IPA Bulletin.

Przelski, M. and Cummings, T. (August 2006). Women in the Pressroom: A Status of Women Press Operators in the Printing Industry. Printing News.

Cummings, T. and Lemaire, B. (Oct 2005). Media Distribution in the US Printing Industry. A Research Monograph of the Printing Industry Center at RIT, PICM 2005-03.

Cummings, T. and Lemaire, B. (Oct 2005). Utilization of Electronic Commerce in the Printing Industry. A Research Monograph of the Printing Industry Center at RIT, PICM 2005-04.

Cummings, T. and Chhita, K. (Dec 2004). Industry Trends in Finishing, Distribution and Fulfillment. A Research Monograph of the Printing Industry Center at RIT, PICM 2004-03.

Brown, A. and Cummings, T. (Oct 2004). Comparison of Cognitive and Academic factors between a Distance Delivered and an On-Campus Class. Proceedings of the 2004 SAM International Conference, USA.

Cummings, T. (Oct 2004). Women in Graphic Communication Industry: An Exploratory Research Study. Proceedings of the 2004 SAM International Conference, USA

Cummings, T. (Nov/Dec 2003). Beyond Print on Paper: CD/DVD Replication and Duplication. Binding, Finishing and Distribution Magazine, vol. 6(6), pp. 20-23.

Cummings, T. (2003, October). Competition in the Graphic Communication Industry. Proceedings of the 2003 SAM International Conference.

Cummings, T. and Gallagher, N. (2003, Jan/Feb). An Update on Fulfillment. Binding, Finishing and Distribution Magazine, vol. 6(1), pp. 26-29.

Cummings, T. (2002, August 29). It's Time for a Mentor. *ViewPoints* in RIT News and Events.

Cummings, T. (2002, August 14). Mentors are needed for Local Returning Collegians. Democrat and Chronicle, pp. unknown.

Cummings, Twyla J., Ph.D. (2002, March 23). Women Celebrate History and Change. *ViewPoints* in RIT News and Events.

Cummings, T. (Ed. and contributing author). (2001, January). Women in Graphic Communication: An Industry Status Report. Rochester Institute of Technology, Digital Publishing Center, Rochester, NY.

Cummings, Twyla J., Ph.D. (April, 1998) Women and Mentoring: An Exploration into the Current Mentoring Models for Women. Proceedings from SAM International management Conference.

PATENTS

Number 5,244,496 "Rub-Resistant, Water-Fast Ink for Ink-Jet Printers," September 14, 1993

SELECTED PRESENTATIONS

2009

Panel Moderator, "News Media Today: A Look at Emerging Career Opportunities", Paul & Louise Miller Lecture Series, Rochester Institute of Technology, April 15, 2009.

Panelist,"[title here]", Expressions of Diversity Conference, Rochester Institute of Technology, March 30, 2009.

2008

Presenter, "Trends and Opportunities in the Envelope Printing Industry," Center for Technology & Trends, EMA Foundation for Paper-Based Communications, Envelope Manufacturers Association Fall Meeting, Philadelphia, PA, October 24, 2008.

Panel Moderator, "News media transformed, but who's the audience?", Paul & Louise Miller Lecture Series, Rochester Institute of Technology, October 21, 2008.

Presenter, "An Examination of Business and Workflow Models for US Newspapers," 9th Technical Day *Technical processes integration: Trends and Opportunities*, Tajamar Institute, Madrid Spain, October 10, 2008.

Keynote Speaker, "Mailing, Fulfillment and Distribution: Value Added Services for In-Plants?", Xerox Public Sector In-Plant Customer Meeting, Rochester, NY, June 2008.

2007

Panelist, Diversity Day, RIT Inn and Conference Center, April 2007.

Presenter, "Print Media Distribution: Delivering Through the Postal Channel," 82nd IGAEA Conference, RIT, July 2007.

Presenter, "Newspaper Program Strategy RIT School of Print Media," International Newspaper Group Conference, Kansas City, MO, September 2007.

Proposal presentation, "An Examination of U.S. Newspaper Business and Workflow Models," PIC Symposium, Rochester, NY, November 2007.

2006

Opening Remarks, Expressions of Diversity Conference, RIT, May 2, 2006.

Presenter and Panel Moderator, "Construction Zone Ahead! Building an Education Bridge to Your Future," RWN 11th Annual Businesswomen's Conference, November 3, 2006.

Presentation, "Print Media Distribution: Process, Profitability and Challenges," PIC Symposium, Rochester, NY, November 2006.

Presentation and Panel Moderator, "Diversity in the Workplace," NAPL HR Conference, Pewaukee, WI, November 2006.

2005

Presentation, "47th Annual BFD in Review," R&E Steering Committee Meeting, Waukasha, WI, April 8, 2005.

Conference Chair, "R&E Council of NAPL's 47th Annual Binding, Finishing and Distribution Seminar," April, Chicago, IL.

2004

Presentation, "Industry Trends in Finishing and Distribution," PIC Symposium, Rochester, NY, Nov. 2004.

Presentation, "Industry Growth Trends in Finishing and Distribution," Chicago Print Production Club, Chicago, IL. June, 2004.

Conference Chair, "R&E Council of NAPL's 46th Annual Binding, Finishing and Distribution Seminar," April, Chicago, IL.

Paper Presenter, "Women in Graphic Communication Industry: An Exploratory Research Study," 2004 SAM International Conference, March, Baltimore, MD.

Paper Co-Presenter, "Comparison of Cognitive and Academic factors between a Distance Delivered and an On-Campus Class," SAM International Conference, March, Baltimore, MD

Paper Presenter, "Competition in Graphic Communications," NAPL Top Management Conference, February, Naples, FL, Feb 2004.

2003

Presenter, "7 Critical Trends in Finishing and Distribution." R&E Council of NAPL Steering Committee Meeting, September, Central Missouri State University, Warrensburg, MO.

Paper Presenter, "Competition in Graphic Communication," SAM International Conference, April, Orlando, FL.

Panel Moderator, "Training Our Most Valuable Assets – Human Resources," R&E Council of NAPL, 45th Binding, Finishing and Distribution Seminar, April, Chicago, IL.

2002

Panel Moderator, "Retaining Our Most Valuable Asset – Human Resources", R&E Council, 44th Binding, Finishing and Distribution Seminar, April, Chicago, IL

2001

Panel Moderator, "Human Resources, Our Most Valuable Asset," R&E Council, 43rd Binding, Finishing & Distribution Seminar, April, Chicago, IL.

Panel Presenter, "Training, Retaining and Maintaining Human Resources," R&E 51st Annual conference, May, Baltimore, Md.

2000

Presenter, "Women and Mentoring: How the Game is Played," RIT Women's' Conference, March, Rochester, NY.

Guest Lecturer, "Markets and Applications for Digital Print," London College of Printing, October, London, England.

Guest Lecturer, "The Future of Digital Print," London College of Printing, October, London, England.

Guest Lecturer, "Marketing to Printers and Publishers", London College of Printing, October, London, England.

1999

Presenter, "Women and Mentoring", RIT Mentoring Conference, January, Rochester, NY.

1998

Panel Moderator, "Digital Productivity", R&E Council 40th Binding, Finishing and Distribution Seminar, April, Chicago, IL.

Panel Presenter, "Trends in the Bindery", R&E Critical Trends Breakfast at GraphExpo, September, Chicago, IL.

1997

Presenter, "High Resolution Ink Jet Printers," R&E Council, 39th Binding, Finishing and Distribution Seminar, April, Chicago, IL.

Panel Presenter, "Critical Trends in the Bindery", Print '97, R&E Council Critical Trends Breakfast, September, Chicago, IL.

1996

Presenter, "High Volume Digital Printing" International Ink Jet Conference, March, Dusseldorf, Germany.

EMPLOYMENT HISTORY

1998 – Present

Rochester Institute of Technology, Rochester, NY

*Paul and Louise Miller Distinguished Professor
Graduate Program Chair, School of Print Media, College of Imaging Arts and Sciences
(Dec 2006-present)*

Graduate Program Chair and Associate Professor, School of Print Media, College of Imaging Arts and Sciences (Sept 2005-Dec 2006)

Graduate Program Chair and Assistant Professor, School of Print Media, College of Imaging Arts and Sciences (Sept 2002-Sept 2005)

In addition to teaching responsibilities the Graduate Program Chair plays an active role in recruiting scholarly graduate students for the School of Print Media's on-campus and on-line Master's degree programs. Additionally, chairs the school's graduate admissions and curriculum committee and shares responsibility for faculty and thesis advising.

Assistant Professor, College of Imaging Arts and Sciences (March 1999-Sept 2002)

Faculty for School of Print Media (SPM) degree programs. Principal responsibilities include: undergraduate and graduate instruction of graphic media management courses, course development, student advising, research thesis advising and committee work (RIT, CIAS & SPM). Committees include: SPM-Graduate Admissions and undergraduate curriculum committee; RIT – Graduate Council, Reporter Advisory Committee, Women's Advisory Board, and North Star Center Advisory Board. Additional responsibilities include: program coordinator for the 4+1 MBA program.

Adjunct Professor, College of Imaging Arts and Sciences (1998-1999)

Instructor for SPMS teaching Marketing in the Graphic Arts and Print Planning Concepts. Designed special topics course entitled "Digital Print Marketing Concepts" for SPMS.

Adjunct Professor, College of Applied Science and Technology (1998-2002)

Instructor for Department of Environmental Management and Department of Multi-disciplinary Studies. Responsibilities include teaching undergraduate and graduate level project management courses. Responsible for both in-class and distance learning formats.

Course Development: *Undergraduate – Digital Print Marketing Concepts and Women in Graphic Media and Publishing, Graphic Media Finishing and Distribution, Distribution and Electronic Communication (w/M. Watts) and New Media Team Project I&II (w/T. Hannigan and S. Jacobs); Graduate – Graphic Communications Case Development*

Course Redevelopment: *Undergraduate – Graphic Communication Distribution Systems; Graduate - Research Methods in Graphic Arts (w/F. Frey); Project Design (on-line)*

1999-2002

Union Institute & University, Cincinnati, OH

Adjunct Faculty, Learner Doctoral Committee

Adjunct Faculty on a six member doctoral Committee. Assists learner with development of learning agreement, research instrument and doctoral dissertation. Also responsible for reviewing and evaluating selected course documentation.

1979-1997

Scitex Digital Printing, Inc., Dayton, OH

Rapidly promoted to levels of increasing responsibility throughout various divisions of this major producer of digital printing equipment. Reported to Vice President of Business Development with a dotted line reporting structure to the President.

Manager, Business Development (1996 -1997)

- Managed new business alliances and partnership opportunities.
- Responsible for business analysis for new and existing business units, joint venture relationships, mergers and acquisitions.

Business Unit Manager, Commercial Printing Systems (1994-1996)

- Managed \$26 Million operating unit, which consistently achieved 20% annual revenue growth.

Marketing Manager, Commercial Printing Systems (1990-1994)

- Developed, implemented and managed five key marketing programs that produced \$6 Million in incremental revenue.
- Analyzed market trends and customer needs and developed highly focused, successful product marketing programs.

Marketing manager, Fluid Products (1988-1990)

- Established fluids as a new and separate product line.
- Increased market share 30% and revenue 25% by creating and implementing strong marketing programs.

Staff Scientist, Fluids Development (1986-1988)
Quality Assurance Engineer (1985-1986)

Scientist, Core Technology (1982-1985)
Engineering Technician, Core Technology (1979-1982)

- Saved the company in excess of \$1 Million by implementing several fluid cost reduction programs.
- Developed new inks and maintained existing product lines.
- Established company's first Quality Control ink testing facility.

PROFESSIONAL MEMBERSHIPS

- Association of University Women (2000 – 2003)
- National Association for Printing Leadership (NAPL), Board of Directors (2005-present)
- Project Management Institute (2002-2003)
- Research and Engineering Council of NAPL – VP Binding, Finishing and Distribution, Steering Committee, Conference Chair for Binding, Finishing and Distribution Seminar (2004, 2005)
- Rochester Women's Network – Bd of Directors & Executive Committee (2002, 2003, 2004)
- Society for the Advancement of Management (2003 – 2005)
- Union & University Institute Alumni Association
- Who's Who Among American Female Executives
- Wright State University Alumni Association

COMMUNITY SERVICE

- Steering Committee, Rochester Area Business Ethics Foundation (December 2006-present); Chair Judging Committee for Rochester Business Ethics Award (December 2007-present); Member Governance Committee for RABEF (September 2008-present)
- Friends of Sheila Gaddis Campaign Committee Member (August 2007-November 2007)
- Rochester Women's Network – Chair of 2009 "W" Award Committee
- Rochester Women's Network – Bd of Directors & Executive Committee (2002, 2003, 2004)
- Rochester Women's Network – Nominating Committee (2004); Chair (2005)
- Women's Foundation of Genesee Valley – 2001 Tribute Book Committee
- YWCA Working Woman's Luncheon Co-Chair (1999, 2000, 2001)
- YWCA Bd. of Directors Chair (2002-2003, 2003-2004, 2004-2005)
- YWCA Nominating Committee Chair (2000-2001)
- YWCA Nominating Committee (1999-2000)
- YWCA Legislative Liaison (2006-present)

HONORS/AWARDS

Industry/Professional

- Nominee for 2008 Isaac L. Jordan Award in Pluralism
- Inducted into Walter E. Soderstrom Society, October 2006
- Inducted into RE Council of NAPL Nonpareil Society, January 2004
- Recipient of FEAD Grant, October 2005
- Recipient of FEAD Grant, December 2003
- Recipient of FEAD Grant, November 2002
- RIT Inventors Honoree, April 2002
- Gamma Epsilon Tau Fraternity, Teacher of the year Nominee, April 2002, 2003
- Honorary Member Gamma Epsilon Tau Fraternity (RIT), May 2001
- Recipient of FEAD Faculty Development Grant, April 2001
- Provost Excellence in Teaching Award nominee, January 2001

Community

- Recipient of Rochester Women's Network 15 Up and Coming Award, Oct 2004
- Recipient of Urban League of Rochester Community Leadership Award, April 2004
- Nominated for ESL Jefferson Award March 2004
- YWCA (Dayton, Ohio) Tribute to Mentors Award, May 1995