

CURRICULUM VITAE

Matthew P. Normand

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I. PROFESSIONAL HISTORY

A. Degrees

2003 Ph.D., The Florida State University, Psychology (Cognitive and Behavioral Sciences)

Major Professor: Jon Bailey

Dissertation: "The use of job aids to facilitate accurate visual analysis of graphed within-subject data."

2002 M.S., The Florida State University, Psychology (Cognitive and Behavioral Sciences)

Major Professor: Jon Bailey

Thesis: "The effects of celeration lines on visual data analysis."

1999 M.A., Western Michigan University, Psychology (Behavior Analysis)

Major Professor: Alan Poling

Thesis: "Publication trends in *The Analysis of Verbal Behavior*: 1982-1998"

1997 B.A., Western New England College, Psychology

Advisor: Henry Schlinger

B. Certification

- Board Certified Behavior Analyst® (Doctoral Level; BCBA-D®) #1-02-0832

C. Academic Positions

- Associate Professor (2010-present) University of the Pacific, Department of Psychology
- Director of Graduate Studies (2010-present) University of the Pacific, Department of Psychology
- Assistant Professor (2007-present) University of the Pacific, Department of Psychology
- Assistant Professor (2003-2007) Florida Institute of Technology, School of Psychology
- Directed Independent Study Supervisor (2000-2002) The Florida State University
- Senior Teaching Assistant (2001-2002) The Florida State University
- Adjunct Instructor (2001) Tallahassee Community College
- Graduate Teaching Assistant (1997-1998) Western Michigan University

D. Clinical Experience

- Practicum Supervisor (2007-present) University of the Pacific – Stockton, CA
- Practicum Supervisor (2003-2007) Florida Institute of Technology – Melbourne, FL
- Behavioral Consultant (2001-2002) Tallahassee Memorial Hospital- Tallahassee, FL
- Behavioral Consultant (1999-2002) Behavior Management Consultants, Inc.- Tallahassee, FL
- Behavioral Consultant (1999-2000) Appalachee Center for Human Services- Tallahassee, FL
- Lead Teacher (1999) Child Development Center- Portage, MI
- Behavior Analyst Intern (1996) Riverside Industries- Easthampton, MA

E. Professional Associations

- Association for Behavior Analysis, International
- California Association for Behavior Analysis
- Psi Chi – National Honor Society in Psychology

II. SCHOLARSHIP

A. Publications (bold indicates student author)

1. **Hustyi, K. M.**, Normand, M. P., **Larson, T. A.**, & **Morley, A. J.** (in press). The effect of outdoor activity context on physical activity in preschool children. *Journal of Applied Behavior Analysis*.
2. **Hustyi, K. M.**, Normand, M. P., & **Larson, T. A.** (2011). Behavioral assessment of physical activity in obese pre-school children. *Journal of Applied Behavior Analysis*, 44, 635-639.
3. Normand, M. P., & **Beaulieu, L.** (2011). Further evaluation of response-independent delivery of preferred stimuli on child compliance. *Journal of Applied Behavior Analysis*, 44, 665-669.
4. **Larson, T. A.**, Normand, M. P., & **Hustyi, K. M.** (2011). Preliminary evaluation of an observation system for recording physical activity in children. *Behavioral Interventions*, 26, 193-203.
5. Normand, M. P., **Machado, M. A.**, **Hustyi, K. M.**, & **Morley, A. J.** (2011). Infant sign training and functional analysis. *Journal of Applied Behavior Analysis*, 44, 305-314.
6. Normand, M. P., & Kohn, C. S. (2011). Teach your children well: A review of Chance's *The Teacher's Craft: The Ten Essential Skills of Effective Teaching*. *Journal of Applied Behavior Analysis*, 44, 417-420.
7. Normand, M. P., **Kestner, K.M.**, & **Jessel, J.** (2010). An analysis of treatment failure with the high-*p* instruction sequence. *Journal of Applied Behavior Analysis*, 43, 735-738.
8. Normand, M. P., & **Osborne, M. R.** (2010). Promoting healthier food choices by college students using individualized dietary feedback. *Behavioral Interventions*, 25, 183-190.
9. **Lafrance, D.**, Wilder, D. A., Normand, M. P., & **Squires, J. L.** (2009). Extending the assessment of functions of vocalizations in children with limited verbal repertoires. *The Analysis of Verbal Behavior*, 25, 19-32.
10. Normand, M. P. (2009). Much ado about nothing? Some comments on B.F. Skinner's definition of verbal behavior. *The Behavior Analyst*, 32, 185-190.
11. **Donaldson, J. M.**, & Normand, M. P. (2009). Using goal setting, self-monitoring, and feedback to increase calorie expenditure in obese adults. *Behavioral Interventions*, 24, 73-83.
12. Normand, M. P. (2008). Increasing physical activity through self-monitoring, goal setting, and feedback. *Behavioral Interventions*, 23, 227-236.

13. Normand, M. P. (2008). Science, skepticism, and applied behavior analysis. *Behavior Analysis in Practice, 1*, 42-49.
14. **Zuluaga, C. A.**, & Normand, M. P. (2008). Evaluation of the high-probability instruction sequence with and without programmed reinforcement. *Journal of Applied Behavior Analysis, 41*, 453-457.
15. Normand, M. P., **Severtson, E.S.**, & **Beavers, G. A.** (2008). A functional analysis of non-vocal verbal behavior of a young child with autism. *The Analysis of Verbal Behavior, 24*, 63-67.
16. Normand, M., & Dallery, J. (2007). Mercury rising: Exposing the vaccine-autism myth. *Skeptic, 13*, 32-36. [also published electronically in *e-Skeptic* on June 20, 2007 at www.skeptic.com/eskeptic/07-06-20.html]
- Reprinted in:** Daniel, E. L. (2010). *Taking sides: Clashing views in health and society* (9th Ed.). New York: McGraw-Hill Ryerson.
17. Martinez-Diaz, J., Freeman, T., Normand, M., & Heron, T. (2007). Ethical practice of applied behavior analysis. In J. Cooper, T. Heron, & W. Heward, *Applied Behavior Analysis* (2nd Ed.). Upper Saddle River, NJ: Pearson/Merrill-Prentice Hall.
18. **Bullock, C.**, & Normand, M. P. (2006). The effects of a high-probability instruction sequence and response-independent reinforcer delivery on child compliance. *Journal of Applied Behavior Analysis, 39*, 495-499.
19. Normand, M. P., & **Knoll, M.** (2006). The effects of a stimulus-stimulus pairing procedure on the unprompted vocalizations of a young child diagnosed with autism. *The Analysis of Verbal Behavior, 22*, 81-85.
20. Normand, M. P., & Bailey, J. S. (2006). The effects of celeration lines on visual analysis. *Behavior Modification, 30*, 295-314.
21. Normand, M. P. (2005). Buckle up for safety: A comment on Reynolds & Schiffbauer (2004). *The Behavior Analyst, 28*, 161-162.
22. Wilder, D. A., Normand, M. P., & **Atwell, J.** (2005). Noncontingent reinforcement as treatment for self-injury and food refusal and associated self-injury. *Journal of Applied Behavior Analysis, 38*, 549-553.
23. Palmer, D., Eshelman, J., Brandon, P., Layng, J., McDonough, C., Michael, J., Schoneberger, T., Stemmer, N., Weitzman, R., & Normand, M. (2004). Dialogue on private events. *The Analysis of Verbal Behavior, 20*, 111-128.
24. Normand, M. (2002). Verbal behavior: History and future. *The Behavior Analyst Today, 3*, 41-44.
25. Normand, M. (2001). Discussion of Williams' "Service review: Increasing consumer benefits by linking service outcome data to direct-care staff's decision making." In L. Hayes, R. Fleming, J. Austin, & M. Alavosius (Eds.), *Organizational Change*. Reno, NV: Context Press.

26. Normand, M., Fossa, J., & Poling, A. (2000). Publication trends in The Analysis of Verbal Behavior: 1982-1998. *The Analysis of Verbal Behavior*, 17, 167-173.
27. Byrne, T., & Normand, M. (2000). The demon-haunted sentence: A skeptical analysis of reverse speech. *The Skeptical Inquirer*, 24, 46-49.
28. Poling, A., Dickinson, A. M., Austin, J., & Normand, M. (2000). Basic behavioral research and organizational behavior management. In J. Austin & J. E. Carr (Eds.), *Handbook of applied behavior analysis*. Reno, NV: Context Press.
29. Poling, A., & Normand, M. (1999). Noncontingent reinforcement: An inappropriate description of time-based schedules that reduce behavior. *Journal of Applied Behavior Analysis*, 32, 237-238.
30. Normand, M., Bucklin, B., & Austin, J. (1999). The discussion of behavioral principles in JOBM. *Journal of Organizational Behavior Management*, 19, 45-56.

B. Manuscripts In Prep / Under Review (bold indicates student author)

Larson, T. A., Normand, M. P., Morley, A. J., & Hustyi, K. M. (in prep). The effect of outdoor activity context and group composition on physical activity in preschool children.

Larson, T. A., Miller, B. G., Morley, A. J., & Normand, M. P. (in prep). A comparison of interval recording methods for assessing physical activity.

Larson, T. A., Miller, B. G., & Normand, M. P. (in prep). Validation of the NL-200 pedometer for measuring physical activity in young children.

C. Presentations (bold indicates student author)

1. Normand, M. P. (2011, August). Battling the bulge: Future directions for behavioral research on obesity. Invited address presented at the 119th Annual Convention of the American Psychological Association, Washington, D.C.
2. **Hustyi, K. M., Normand, M. P., Larson, T. A., & Morley, A. J.** (2011, May). A functional analysis of physical activity in preschool children. Paper presented at the 37th Annual Meeting of the Association for Behavior Analysis, International, Denver, CO.
3. **Larson, T. A., Miller, B. G., Morley, A. J., & Normand, M. P.** (2011, May). A comparison of interval recording methods for measuring physical activity levels. Paper presented at the 37th Annual Meeting of the Association for Behavior Analysis, International, Denver, CO.
4. Normand, M. P. (2011, May). Current research in the functional analysis and treatment of problem behavior. **Discussant** for symposium conducted at the 37th Annual Meeting of the Association for Behavior Analysis, International, Denver, CO.
5. **Machado, M. A., Kohn, C. S., & Normand, M. P.,** (2011, May). Picture this: Smoking cues as elicitors of compensatory responses in smokers. Poster presented at the 37th Annual Meeting of the Association for Behavior Analysis, International, Denver, CO.

6. **Larson, T. A., Normand, M. P., Morley, A. J., & Hustyi, K. M.** (2011, April). A functional analysis of physical activity in preschool children. Poster presented at the Cambridge Center for Behavioral Studies: Applied Behavior Analysis: Evidence-based Solutions for Helping People conference, Fresno, CA.
7. **Machado, M. A., Normand, M. P., Morley, A. J., & Hustyi, K. M.** (2011, April). Infant sign-language training and functional analysis. Poster presented at the Cambridge Center for Behavioral Studies: Applied Behavior Analysis: Evidence-based Solutions for Helping People conference, Fresno, CA.
8. **Machado, M. A., Kohn, C. S., & Normand, M. P.,** (2011, February). Picture this: Smoking cues as elicitors of compensatory responses in smokers. Paper presented at the 29th Annual Meeting of the California Association for Behavior Analysis, Burlingame, CA.
9. **Miller, B. G., & Normand, M. P.,** (2011, February). Be healthy: Behavioral assessment of physical activity. Paper presented at the 29th Annual Meeting of the California Association for Behavior Analysis, Burlingame, CA.
10. **Machado, M. A., Larson, T. A., White, H., & Normand, M. P.,** (2011, February). Using functional analysis methodologies in preschool classrooms. Paper presented at the 29th Annual Meeting of the California Association for Behavior Analysis, Burlingame, CA.
11. Normand, M. P., **Machado, M. A., Hustyi, K. M., & Morley, A. J.** (2011, February). Infant sign-language training and functional analysis. Paper presented at the 29th Annual Meeting of the California Association for Behavior Analysis, Burlingame, CA.
12. **Hustyi, K. M., Normand, M. P., Larson, T. A., & Morley, A. J.** (2011, February). Functional analysis of physical activity in preschool children. Paper presented at the 29th Annual Meeting of the California Association for Behavior Analysis, Burlingame, CA.
13. Normand, M. P. (2011, February). Verbal behavior analysis at California State University, Los Angeles. **Discussant** for symposium conducted at the 29th Annual Meeting of the California Association for Behavior Analysis, Burlingame, CA.
14. Normand, M. P. (2011, February). Current research in the functional analysis and treatment of problem behavior. **Discussant** for symposium conducted at the 29th Annual Meeting of the California Association for Behavior Analysis, Burlingame, CA.
15. **Miller, B.G., Larson, T. A., & Normand, M. P.,** (2011, February). Validation of the Fitbit® fitness tracking device. Poster presented at the 29th Annual Meeting of the California Association for Behavior Analysis, Burlingame, CA.
16. **Miller, B.G., Larson, T. A., & Normand, M. P.,** (2011, February). A comparison of interval recording methods for measuring physical activity levels. Poster presented at the 29th Annual Meeting of the California Association for Behavior Analysis, Burlingame, CA.
17. Iwata, B. A., & Normand, M. P. (2010, July). Current issues in functional assessment and analysis. Workshop conducted at the University of the Pacific, Stockton, CA.

18. Normand, M. P. (2010, May). Much ado about nothing: Skinner's analysis of verbal behavior. Paper presented at the 36th Annual Meeting of the Association for Behavior Analysis, International, San Antonio, TX.
19. **Husty, K. M.**, Normand, M. P., **Larson, T.**, & **Greenberg S. B.** (2010, May). Shaping physical activity in overweight and obese children. Paper presented at the 36th Annual Meeting of the Association for Behavior Analysis, International, San Antonio, TX.
20. **Kunnavatana, S. S.**, & Normand, M. P. (2010, May). A rapid treatment analysis of compliance in young children. Paper presented at the 36th Annual Meeting of the Association for Behavior Analysis, International, San Antonio, TX.
21. Normand, M. P., Rehfeldt, R., & Dymond, S. (2010, May). Verbal behavior: Where should we go from here? Member of **invited panel** discussion at the 36th Annual Meeting of the Association for Behavior Analysis, International, San Antonio, TX.
22. Normand, M. P. (2010, May). Recent research on child behavior management. Discussant for symposium (D. Wilder, Chair) conducted at the 36th Annual Meeting of the Association for Behavior Analysis, International, San Antonio, TX.
23. **Machado, M.**, **Husty, K. M.**, **Morley, A.**, & Normand, M. P. (2010, May). Infant sign training and functional analysis. Poster presented at the 36th Annual Meeting of the Association for Behavior Analysis, International, San Antonio, TX.
24. Everett, D. (2010, May). Cognitive fire: Language as a cultural tool. Chair of invited B. F. Skinner Lecture presented at the 36th Annual Meeting of the Association for Behavior Analysis, International, San Antonio, TX.
25. Normand, M. P. (2010, March). Nature and nurture: Heritability, selection, and behavior. **Invited address** presented to the Department of Psychology, Fresno State University.
26. **Kunnavatana, S.**, & Normand, M. (2010, February). A rapid treatment analysis of compliance in young children. Paper presented at the 28th Annual Meeting of the California Association for Behavior Analysis, Irvine, CA.
27. Normand, M. (2010, February). Behavior analysis in health and fitness: Promoting physical activity. Paper presented at the 28th Annual Meeting of the California Association for Behavior Analysis, Irvine, CA.
28. **Larson, T.**, Normand, M., **Husty, K.**, & **Greenberg, S.** (2010, February). The development and validation of physical activity measurement systems. Paper presented at the 28th Annual Meeting of the California Association for Behavior Analysis, Irvine, CA.
29. **Husty, K.**, Normand, M., **Larson, T.**, & **Greenberg, S.** (2010, February). Shaping physical activity in obese and overweight children using percentile schedules. Paper presented at the 28th Annual Meeting of the California Association for Behavior Analysis, Irvine, CA.
30. **Kunnavatana, S.**, Normand, M., **Larson, T.**, & Jensen, S. (2010, February). Assessing the effectiveness of a parent-training model through direct measures. Poster presented at the 28th Annual Meeting of the California Association for Behavior Analysis, Irvine, CA.

31. **Kestner, K.**, Normand, M., & **Jessel, J.** (2010, February). Functional analysis and treatment of escape-maintained noncompliance. Poster presented at the 28th Annual Meeting of the California Association for Behavior Analysis, Irvine, CA.
32. **Machado, M., Hustyi, K.**, & Normand, M. (2010, February). Infant sign training and functional analysis. Poster presented at the 28th Annual Meeting of the California Association for Behavior Analysis, Irvine, CA.
33. Vollmer, T., & Normand, M. P. (2010, January). Differential reinforcement: Some things your textbook forgot to tell you. Workshop conducted at the University of the Pacific, Stockton, CA.
34. Normand, M. P. (2009, November). The nature-nurture debate and behavior analysis: Heritability, heredity, and behavior. **Keynote Address** presented at the Fresno State University Applied Behavior Analysis Conference, Fresno, CA.
35. Schlinger, H. D., & Normand, M. P. (2009, October). Understanding verbal behavior. Workshop conducted at the University of the Pacific, Stockton, CA.
36. Normand, M. P. (2009, October). Behavior analysis in health and fitness: Promoting physical activity. Paper presented at the 30th Annual Meeting of the Berkshire Association for Behavior Analysis and Therapy, Amherst, MA.
37. **Larson, T. A.**, Normand, M. P., **Hustyi, K. M.**, & **Greenberg, S.** (2009, October). The development and validation of physical activity measurement systems. Paper presented at the 30th Annual Meeting of the Berkshire Association for Behavior Analysis and Therapy, Amherst, MA.
38. **Hustyi, K. M.**, Normand, M. P., **Larson, T. A.**, & **Greenberg, S.** (2009, October). Shaping physical activity in obese and overweight children using percentile schedules. Paper presented at the 30th Annual Meeting of the Berkshire Association for Behavior Analysis and Therapy, Amherst, MA.
39. **Hustyi, K. M., Machado, M.**, & Normand, M. P. (2009, October). Infant sign training and functional analysis. Poster presented at the 30th Annual Meeting of the Berkshire Association for Behavior Analysis and Therapy, Amherst, MA.
40. **Kunavatana, S. S.**, & Normand, M. P. (2009, October). Rapid treatment analysis for compliance. Poster presented at the 30th Annual Meeting of the Berkshire Association for Behavior Analysis and Therapy, Amherst, MA.
41. **Kunavatana, S. S.**, Normand, M. P., **Larson, T.**, & Jensen, S. (2009, October). Assessing the effectiveness of a parent-training model through direct measurement of parent behavior change. Poster presented at the 30th Annual Meeting of the Berkshire Association for Behavior Analysis and Therapy, Amherst, MA.
42. Hanley, G., & Normand, M. (2009, June). Reinforcement in clinical practice: Identifying and evaluating reinforcing items and activities. Workshop conducted at the University of the Pacific, Stockton, CA.

43. **Kestner, K. M.**, Normand, M., & **Jessel, J.** (2009, May). An analysis of treatment failure with the high-p instruction sequence. Poster presented at the 35th Annual Meeting of the Association for Behavior Analysis, International, Phoenix, AZ.
44. Cowie, F. (2009, May). Guess what? Language is learned. Chair of invited B. F. Skinner Lecture at the 35th Annual Meeting of the Association for Behavior Analysis, International, Phoenix, AZ.
45. Baum, W., Normand, M., Schlinger, H., & Sidener, D. (2009, May). Behavior analysis of rule-governed behavior: Contrasting views. Moderator of panel discussion at the 35th Annual Meeting of the Association for Behavior Analysis, International, Phoenix, AZ.
46. Normand, M. (2009, March). Treatment integrity: Methods for effective behavioral intervention. Workshop conducted at the 27^h Annual Meeting of the California Association for Behavior Analysis, Burlingame, CA.
47. Normand, M. (2008, November). Science, pseudoscience, or just plain crazy? **Invited address** presented at the Fresno State University Applied Behavior Analysis Conference, Fresno, CA.
48. Normand, M. (2008, September). Treatment integrity: Methods for effective behavioral intervention. Workshop conducted at the 28^h Annual Meeting of the Florida Association for Behavior Analysis, Bonita Springs, FL.
49. **Donaldson, J.**, & Normand, M. (2008, September). Increasing calorie expenditure through task clarification, goal-setting, self-monitoring, and feedback. Paper presented at the 28^h Annual Meeting of the Florida Association for Behavior Analysis, Bonita Springs, FL.
50. Normand, M. (2008, May). Increasing physical activity through self-monitoring, goal-setting, and feedback. Paper presented at the 34th Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
51. **Donaldson, J.**, & Normand, M. (2008, May). Increasing calorie expenditure through task clarification, goal-setting, self-monitoring, and feedback. Paper presented at the 34th Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
52. **Osborne, M.**, & Normand, M. (2008, May). Reducing calorie and fat consumption through task clarification and individualized feedback. Paper presented at the 34th Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
53. Normand, M. (2008, May). Behavioral interventions for health and fitness. Chair of symposium conducted at the 34th Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
54. Johnson, F. (2008, May). Brain pathways for behavioral variation and selection in a vocal-learning songbird. **Chair** of B. F. Skinner Lecture delivered at the 34th Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
55. Normand, M., Fox, E., Madden, G., & Miltenberger, R. (2008, May). How to give effective oral presentations. **Member of invited panel** conducted at the 34th Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.

56. Normand, M., **Severtson, E.**, & **Beavers, G.** (2008, May). A functional analysis of non-vocal verbal behavior of a young child with autism. Paper presented at the 34th Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
57. **Severtson, E.**, & Normand, M. (2008, May). A functional analysis of verbal behavior in children with developmental disabilities. Paper presented at the 34th Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
58. **LaFrance, D.**, **Squires, J.**, Wilder, D., & Normand, M. (2008, May). Assessing the functions of vocalizations in children with limited vocal-Verbal repertoires. Paper presented at the 34th Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
59. Normand, M. (2008, February). Science, pseudoscience, and autism. **Invited address** presented at the 26th Annual Western Regional Conference of the California Association for Behavior Analysis.
60. Normand, M. (2008, February). Verbal behavior, functional independence, and rule-governed behavior. Paper presented at the 26th Annual Western Regional Conference of the California Association for Behavior Analysis.
61. **LaFrance, D.**, **Squires, J.**, Wilder, D., & Normand, M. (2008, February). Assessing the functions of vocalizations in children with limited vocal-verbal repertoires. Paper presented at the 26th Annual Western Regional Conference of the California Association for Behavior Analysis.
62. Vargas, J., & Vargas, E. (2007, May). Tutorial: The Evolution of Skinner's Thinking about Verbal Behavior. Chair of invited tutorial presented at the 33rd Annual Meeting of the Association for Behavior Analysis, San Diego, CA.
63. Normand, M. (2006, October). Why nature vs. nurture should just go away. **Invited Address** at the 11th Annual Meeting of the Tennessee Association for Behavior Analysis, Nashville, TN.
64. Normand, M., **Beaulieu, L.**, Wilder, D., **Marcus, A.**, & **Zonneveld, K.** (2006, October). Improving child compliance: An evaluation of antecedent-based interventions. In D. Wilder (Chair), Recent Research on Improving Child Compliance. Symposium Conducted at the 11th Annual Meeting of the Tennessee Association for Behavior Analysis, Nashville, TN.
65. Normand, M. (2006, May). Why nature vs nurture should just go away. Paper presented at the 32nd Annual Meeting of the Association for Behavior Analysis, Atlanta, GA.
66. Schlinger, H., & Normand, M. (2006, May). Not so fast, Mr. Pinker: Making the case for human nurture. Paper presented at the 32nd Annual Meeting of the Association for Behavior Analysis, Atlanta, GA.
67. Normand, M. (2006, May). Old wine in new bottles: Science, quackery, and autism. Paper presented at the 32nd Annual Meeting of the Association for Behavior Analysis, Atlanta, GA.
68. Shermer, M., Bailey, J., Dallery, J., Iwata, B., Michael, J., Normand, M., Sidman, M., & Vollmer, T. (2005, September). Skepticism in behavior analysis: A panel discussion. Panel

conducted at the 25th Annual Meeting of the Florida Association for Behavior Analysis, Sarasota, FL.

69. Wilder, D., Normand, M., & **Atwell, J.** (2005, September). Noncontingent reinforcement as treatment for food refusal and associated self-injury. Paper presented at the 25th Annual Meeting of the Florida Association for Behavior Analysis, Sarasota, FL.
70. **Lafleur, A.**, & Normand, M. (2005, September). Increasing bank teller referrals with a token economy. Paper presented at the 25th Annual Meeting of the Florida Association for Behavior Analysis, Sarasota, FL.
71. Normand, M., & **Knoll, M.** (2005, May). Effects of Stimulus-Stimulus Pairing on Vocalizations of a Child Diagnosed with Autism. Paper presented at the 31st Annual Meeting of the Association for Behavior Analysis, Chicago, IL.
72. Normand, M. (2005, February). Science-based practice and OBM. **Invited address** given at the 23rd Annual Meeting of the California Association for Behavior Analysis, Dana Point, CA.
73. Michael, J. (2004, September). Positive and negative reinforcement and other forms of positivity- Some possible conceptual confusions. Chair of invited address presented at the 24th Annual Meeting of the Florida Association for Behavior Analysis, Orlando, FL.
74. Normand, M. (2004, September). Skinner's analysis of verbal behavior and autism: A look at three special cases. **Discussant** for symposium conducted at the 24th Annual Meeting of the Florida Association for Behavior Analysis, Orlando, FL.
75. Normand, M., Partington, J., & Reeve, C. (2004, September). Talk to the experts on autism. **Member of invited panel** conducted at the 24th Annual Meeting of the Florida Association for Behavior Analysis, Orlando, FL.
76. Normand, M., & Bosch, S. (2004, May). Refining the tact: Essential features of a useful repertoire. Paper presented at the 30th Annual Meeting of the Association for Behavior Analysis, Boston, MA.
77. Bosch, S., & Normand, M. (2004, May). Receptive language: Some important distinctions between component repertoires. Paper presented at the 30th Annual Meeting of the Association for Behavior Analysis, Boston, MA.
78. Bosch, S., Normand, M., Saltzman, M., & Granpeesheh, D. (2003, September). Autism: A behavior analytic comprehensive treatment package. **Workshop** conducted at the 23rd Annual Meeting of the Florida Association for Behavior Analysis, St. Petersburg, FL.
79. Normand, M., & Bailey, J. (2003, September). The effects of job aids on the behavior of visual data analysts. Paper presented at the 23rd Annual Meeting of the Florida Association for Behavior Analysis, St. Petersburg, FL.
80. Green, G., Normand, M., Partington, J., & Wagner, K. (2003, September). Talk to the experts on autism. **Invited member of panel discussion** conducted at the 23rd Annual Meeting of the Florida Association for Behavior Analysis, St. Petersburg, FL.

81. Green, G., & Normand, M. (2003, September). Autism and the dissemination of behavior analysis: A call to arms. **Member of panel discussion** conducted at the 23rd Annual Meeting of the Florida Association for Behavior Analysis, St. Petersburg, FL.
82. Normand, M., & Bosch, S. (2003, June). Language as behavior. **Invited presentation** at the Lovaas Institute for Early Intervention, Los Angeles, CA.
83. Normand, M. (2003, May). Using protocol analysis in behavior analysis: Two methods to the madness. Paper presented at the 29th Annual Meeting of the Association for Behavior Analysis, San Francisco, CA.
84. Bailey, J., Normand, M., & Wallander, R. (2003, May). Application of protocol analysis in verbal behavior research: Theoretical and practical issues examined. **Member of panel discussion** conducted at the 29th Annual Meeting of the Association for Behavior Analysis, San Francisco, CA.
85. Normand, M. (2003, May). Some issues and current research concerning visual data analysis. **Chair** of symposium conducted at the 29th Annual Meeting of the Association for Behavior Analysis, San Francisco, CA.
86. Normand, M., & Bailey, J. (2003, May). The effects of celeration lines on the visual analysis of graphed within-subject data. Paper presented at the 29th Annual Meeting of the Association for Behavior Analysis, San Francisco, CA.
87. Bosch, S., Normand, M., Saltzman, M., & Granpeesheh, D. (2003, May). Autism: A behavior analytic comprehensive treatment package. **Workshop** conducted at the 29th Annual Meeting of the Association for Behavior Analysis, San Francisco, CA.
88. Normand, M. (2001, September). Some methodological considerations for the visual analysis of behavioral data. Paper presented at the 21st Annual Meeting of the Florida Association for Behavior Analysis, Sarasota, FL.
89. Palmer, D. (2001, May). The acquisition of intraverbal frames through modeling. Chair of invited address at the 27th Annual Meeting of the Association for Behavior Analysis, New Orleans, LA.
90. Normand, M., & Reiss, M. (2001, May). Developing a brief functional assessment of attention-to-task behavior: A preliminary analysis. Paper presented at the 27th Annual Meeting of the Association for Behavior Analysis, New Orleans, LA.
91. Normand, M. (2001, May). Collecting concurrent verbal reports: Some considerations and methodological refinements. Paper presented at the 27th Annual Meeting of the Association for Behavior Analysis, New Orleans, LA.
92. Normand, M. (2001, April). Applied behavior analysis in business and industry: Some basic principles. **Invited tutorial** conducted at the "Performance Toolbox: Solutions for Workplace Success with Dr. Aubrey Daniels" workshop at Florida State University, Tallahassee, FL.
93. Normand, M., & Reiss, M. (2000, September). A brief functional assessment of attention-to-task behavior. Paper presented at the 20th Annual Meeting of the Florida Association for Behavior Analysis, Daytona Beach, FL.

94. Normand, M., Fossa, J., & Poling, A. (2000, May). Publication trends in The Analysis of Verbal Behavior: 1982-1998. Paper presented at the 26th Annual Meeting of the Association for Behavior Analysis, Washington, DC.
95. Normand, M. (2000, May). Verbal behavior: Where we've been and where we're going. Chair of symposium conducted at the 26th Annual Meeting of the Association for Behavior Analysis, Washington, DC.
96. Normand, M. (2000, May). Applications of verbal behavior. Chair of symposium conducted at the 26th Annual Meeting of the Association for Behavior Analysis, Washington, DC.
97. Normand, M. (1999, September). Behavioral cusps and cumulative repertoires: Some comments on language development. Paper presented at the 19th Annual Meeting of the Florida Association for Behavior Analysis, Tampa, FL.
98. Normand, M., & Miguel, C. (1999, March). The effects of cumulative-hierarchical learning on language development. Paper presented at the 13th Annual Meeting of the Behavior Analysis Association of Michigan, Ypsilanti, MI.
99. Normand, M. (1998, June). Service review: Improving consumer benefits by increasing control of outcome data over front line human service activity (Larry W. Williams). **Invited Discussant** at the 1st Nevada Conference on Organizational Change, Reno, NV.
100. Normand, M., Bucklin, B., & Austin, J. (1998, March). The analysis of behavioral mechanisms in JOBM. Paper presented at the 12th Annual Meeting of the Behavior Analysis Association of Michigan, Ypsilanti, MI.

D. Funding

- 2010 First-5 San Joaquin County Grant. (Not Funded – Amount requested: \$50,000)
- 2009 Pacific Fund Grant. (Funded: \$5,625)
- Robert Wood Johnson Foundation Pioneer Grant for Childhood Obesity. (Not Funded – Amount requested: \$296,360)
- 2009 University of the Pacific Faculty Development Grant. (Funded: \$2,000)
- 2009 University of the Pacific Scholarly Activity Grant. (Funded: \$2,219)

E. Honors and Awards

- 2011 B. F. Skinner Young Researcher Award, American Psychological Association (Div. 25)
- 2009 Thomas J. Long Fellowship
- 2009 University of the Pacific Center for Teaching and Learning Fellowship

F. Editorial Activities

Journals

- Associate Editor (2010-present) *The Behavior Analyst*
- Associate Editor (2010-present) *The Analysis of Verbal Behavior*
- Associate Editor (2009-2011) *Behavior Analysis in Practice*
- Associate Editor Mentorship Program (2010-present) *Journal of Applied Behavior Analysis*
- Guest Associate Editor (2010, 2011) *Journal of Applied Behavior Analysis*
- Editorial Board Member (2010-present) *Behavioral Interventions*
- Editorial Board Member (2009-2010; 2011-present) *Journal of Applied Behavior Analysis*
- Editorial Board Member (2008-2010) *The Behavior Analyst*
- Editorial Board Member (2003-2009) *The Analysis of Verbal Behavior*
- Editorial Board Member (2008-2009) *Behavior Analysis in Practice*
- Editorial Board Member (2003-2008) *Journal of Early Intensive Behavior Intervention*
- Guest Associate Editor (2008, 2009) *Behavior Analysis in Practice*
- Guest Associate Editor (2009) *The Analysis of Verbal Behavior*
- Ad Hoc Reviewer (2009) *Behavioral Interventions*
- Ad Hoc Reviewer (2004, 2006, 2008, 2009, 2011) *Journal of Applied Behavior Analysis*
- Ad Hoc Reviewer (2005, 2006, 2008) *Journal of Organizational Behavior Management*
- Ad Hoc Reviewer (2007) *The Behavior Analyst*
- Ad Hoc Reviewer (2003) *Research on Social Work Practice*

Other

- Chair (2011-2012) American Psychological Association, Div. 25 Dissertation Award (Applied)
- Reviewer (2009) Routledge (publisher)
- Reviewer (2009) California Association for Behavior Analysis Student Research Awards
- Reviewer (2008) American Psychological Association, Div. 25 Dissertation Award (Applied)
- Reviewer (2006 – 2009) Verbal Behavior Special Interest Group Student Research Awards
- Reviewer (2006) Organizational Behavior Management Network Student Research Awards
- Reviewer (2006) Lawrence Erlbaum Associates (publisher)
- Grant Reviewer (2005) Research Foundation- City University of New York
- Reviewer (2002) Thompson / Wadsworth Publishers

G. Media

- Featured Interview (May 2011) Association for Behavior Analysis, International *BAPcast*: http://www.abainternational.org/journals/bap_podcast.asp
- Featured in February 2011 cover story of *Scientific American* (“How to fix the obesity crisis”)
- Featured Interview (July 2010) *Everyday Change* podcast: <http://aboutbehavior.com/podcasts/>
- Featured Interview (Winter 2008) *The Current Repertoire* (Vol. 24, Issue 1) – Cambridge Center for Behavioral Studies – Boston, MA.
- Feature Story (November 2006) *Florida Today* newspaper – Melbourne, FL
- Interview (April 2005) WFIT Radio – Melbourne, FL
- Feature Story (July 2005) *Florida Today* newspaper – Melbourne, FL
- Interview (1999) Shrink Rap Radio Show - Vancouver, BC

III. TEACHING ACTIVITIES

A. Courses Taught

GRADUATE – Behavioral Assessment; Applied Behavior Analysis; Radical Behaviorism; Research Methods in Behavior Analysis; Basic Concepts and Principles of Behavior Analysis; Behavioral Medicine; Behavior Analysis in Developmental Disabilities.

UNDERGRADUATE – General Psychology; Applied Behavior Analysis; Psychology of Learning; Learning and Motivation; Learning; History and Systems of Psychology; Behavioral Medicine; Psychology of Personal and Social Adjustment; Pseudoscience, Voodoo Science, & Junk Science

B. Thesis Committees Chaired

University of the Pacific

Kristin Hustyi (M.A., 2010)	Tracy Larson (M.A., in progress)
Shanun Kunnavatana (M.A., 2010)	Bryon Miller (M.A., in progress)
Stephany Crisolo (M.A., in progress)	Ella Sargent (M.A., in progress)

Florida Institute of Technology

Erica Severtson (M.S., 2008)	Jessica Snider (M.S., 2006)
Jeanne Donaldson (M.S., 2008)	Sophie Laurent (M.S., 2006)
Matthew Osborne (M.S., 2007)	Kristen Rost (M.S., 2006)
Lauren Beaulieu (M.S., 2007)	Theresa Yakich (M.S., 2006)
Erica Hess (M.S., 2007)	Katie Sias (M.S., 2005)
Chad Kinney (M.S., 2007)	Chyrstin Bullock (M.S., 2005)
Carlos Zuluaga (M.S., 2006)	Cherish Twigg (M.S., 2005)

Thesis Committees Served

University of the Pacific

Mychal Machado (M.A., 2010)	Carmen Steele-Abundez (M.A., 2011)
Cindy Lyon (Ed.D., 2009)	Jori Andrus (M.A., in progress)

Florida Institute of Technology

Danielle LaFrance (M.S., 2007)	Christina Gingras (M.S., 2005)
Josh Pritchard (M.S., 2005)	Manuel Rodriquez (M.S., 2004)
Kristin Farr (M.S., 2005)	

IV. UNIVERSITY SERVICE

University of the Pacific

- Member (2011-present) College of the Pacific Facilities Committee
- Member (2011-present) Committee for Academic Planning and Development (CAPD)
- Member (2010-present) College of the Pacific (COP) Council Executive Committee
- Member (2009-present) College of the Pacific (COP) Council
- Member (2008-present) Human Subjects Institutional Review Board
- Member (2008-2011) College of the Pacific Courses and Standards Committee
- Presenter (2011, Fall) Chemistry Department Undergraduate Peer Tutor Training
- Presenter (2010, Fall) McGeorge School of Law Faculty Development Lunch

- Presenter (2010, Summer) Office of Research & Graduate Studies New Student Orientation
- Advisor (2010, Summer) Freshmen Advising
- Presenter (2010, Spring) University of the Pacific Profile Day
- Chair/Member (2009, Fall) New Faculty Orientation “New Faculty Panel”
- Member (2009, Spring) Open Source VLE Evaluation Committee
- Member (2009, Spring) e-Portfolio Development Group
- Advisor (2008, Summer) Freshmen Advising
- Presenter (2008, Fall) Chemistry Department Undergraduate Peer Tutor Training
- Presenter (2008, Fall) Graduate Student Teaching Assistant Orientation
- Presenter (2008, Summer) Arthur A. Dugoni School of Dentistry Faculty Development Day
- Presenter (2008, Spring) University of the Pacific Profile Day
- Volunteer Member (Spring 2008) College of the Pacific Courses and Standards Committee
- Webmaster (2007-2009) Department of Psychology Behavior Analysis Program website

Florida Institute of Technology

- Member (2006-2007) Florida Tech Faculty Senate
- Chair (2006-2007) Florida Tech School of Psychology Technology Committee
- Chair (2006) Florida Tech President’s Quality of Life Sub-Committee on Campus Housing
- Member (2005-2007) Florida Tech President’s Quality of Life Committee
- Webmaster (2004-2007) Florida Tech Behavior Analysis Programs website
- Co-Advisor (2003-2007) Florida Tech Society for Performance Management
- Member (2003-2006) Florida Tech School of Psychology Research Committee
- Member (2006) Florida Tech Experimental Psychology Faculty Search Committee
- Member (2006) Florida Tech Applied Behavior Analysis Faculty Search Committee
- Member (2005) Florida Tech Academic Information Technology Committee Grants Committee
- Member (2004) Who’s Who Among American University and College Students Selection Committee

V. PROFESSIONAL SERVICE

- Board of Advisors (2009-present). Cambridge Center for Behavioral Studies.
- Public Relations Task Force Chair (2008-2010). Association for Behavior Analysis, International.
- Conference Committee Member (2008-2009, 2010-2011). California Association for Behavior Analysis.
- Senior Conference Coordinator, Verbal Behavior Area (2008-2010). Association for Behavior Analysis, International.
- Conference Co-Coordinator, Verbal Behavior Area (2006-2008). Association for Behavior Analysis, International.
- Member-at-Large (2004-2007). Florida Association for Behavior Analysis Executive Committee.
- Host (2007). Florida Association for Behavior Analysis Monthly Podcast.

VI. OTHER

- Editor (2010-present) *Current Directions in Behavioral Science* website.
<http://www.behavioral-science.org>
- Host (2008) *Current Directions in Behavioral Science* podcast.
<http://www.theskinnerbox.com/CDBS>

VII. REFERENCES

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