

VITA

I. Name: Richard E. La Near

Rank: Professor

Tenure/Nontenure: Tenure

Year Joined the Institution: 1987

Teaching Experience:

1973	Memphis State University
1974-1978	University of Mississippi
1978-1981	Murray State University*
1981-1983	University of Arkansas*
1983-1987	Mercer University*
1987-present	Missouri Southern State University
1998-present	Southwest Missouri State University*

*denotes teaching at Graduate level

Areas of Involvement (in teaching)

Corporate Finance
Investments
Economics

II. Education Background (include fields of specialization)

<u>Institutions</u>	<u>Fields of specialization</u>	
Joplin Junior College	A.A., Pre-Engineering	1964-66
Pittsburg State University	B.S., Math	1966-68
Memphis State University	M.B.A., Finance	1971-74
University of Mississippi	Ph.D., Finance	1974-78

III. Prior Experience not in Education

U.S. Army Infantry officer 1968-1971
Credit Analyst - Union Planters National Bank 1971-1974

IV. Professional memberships

Omicron Delta Epsilon
Delta Sigma Pi
Alpha Chi - Advisor
Southern Finance
Eastern Finance
Midwest Finance
Financial Management Association
Mid-South Academy of Economics and Finance
Missouri Valley Economic Association
Omicron Delta Kappa

V. Professional meetings attended (include dates)

Alpha Chi National Convention (St. Louis, MO), April 7-9, 2005.
Missouri Valley Economics Association (Kansas City, MO), February 26-28, 2004.
Missouri Valley Economics Association (Kansas City, MO), February 22-24, 2001.
Missouri Valley Economics Association (St. Louis, MO), February 24-26, 2000.
Missouri Valley Economics Association (Memphis, TN), February 25-27, 1999.
Missouri Valley Economics Association (Kansas City, MO), February 26-28, 1998.
Midwest Finance Association (Chicago, IL) March 21-23, 1995.
Financial Management Association (St. Louis, MO), Oct. 12-15, 1994.
Western Finance (Santa Fe, NM), June 19-22, 1994.
Midwest Finance (Indianapolis, Ind.), April 1-3, 1993.
Financial Management Assoc. (San Francisco, CA), Oct. 21-24, 1992.
Alternate Perspectives on Finance (Bucknell Univ.), June 10-12, 1992.
Southwest Finance Assoc. (San Antonio, TX), March 4-7, 1992.
Financial Management Assoc. (Chicago, IL), Oct. 9-12, 1991.
Eastern Finance Assoc. (Hot Springs, VA), April 3-7, 1991.
Southern Finance Assoc. (Savannah, GA), Nov. 29-Dec. 1, 1990.
Missouri Valley Econ. Assoc. (Memphis, TN), Feb. 22-24, 1990.

VI. Papers presented (include dates)

“A Price Performance Comparison of Fundamental Screening Techniques Versus Stock Market Efficiency,” Mid South Academy of Economics and Finance, Feb. 18-21, 1987, Mobile, AL.

“An Empirical Price/Performance Test of Two Fundamental Analysis Techniques,” Mid South Academy of Economics and Finance, Feb. 17-20, 1988, Hot Springs, AR.

“Can You Beat the Market?,” Missouri Valley Economics Association, Feb. 22-24, 1990, Memphis, TN.

“Can You Beat the Market?” Alternate Perspectives in Finance, June 10-12, 1992, Bucknell University.

“How to Analyze an Equity Mutual Fund by Using Morningstar,” Missouri Valley Economics Association, Feb. 26-28, 1998, Kansas City, MO.

“High Dow-Now Fluke,” paper presented at Missouri Valley Economics Association, Feb. 25-27, 1999, Memphis, TN.

“What is Wrong With Small Stocks,” Missouri Valley Economics Association, Feb. 24-26, 2000, St. Louis, MO.

“New Economy vs. Old Economy Stocks,” Missouri Valley Economics Association, Feb. 22-24, 2001, Kansas City, MO.

“Holy Grail. High Return, Low Risk,” Missouri Valley Economic Association, Feb. 26-28, 2004, Kansas City, MO.

“Holy Grail. High Return, Low Risk,” Missouri Valley Economic Association, Oct. 14-16, 2004, Nashville, TN.

VII. Publications

- “A Price Performance Comparison of Fundamental Screening Techniques Versus Stock Market Efficiency,” paper published in proceedings of Mid South Economics and Finance, Feb., 1987.
- “Crashes of 1929 vs. 1987--A Comparison,” published in summer 1988 edition of Southern Business and Economic Review.
- “Can You Beat the Stock Market?,” published in winter 1988 edition of Southern Business and Economic Review.
- “The Savings and Loan Problem--What Went Wrong?,” published in summer 1990 edition of Southern Business and Economic Review.
- “U.S. Tax System--Past, Present, and Future,” published in winter 1991 edition of Southern Business and Economic Review.
- “Debt and Deficits--Past, Present, and Future,” published in Joplin Globe, August, 1992.
- Publish regular “Investment Corner” column in Southern Business and Economic Review.
- “Value of the Work Ethic,” published in Joplin Globe, Sept. 1993.
- “Direct versus Indirect Democracy,” published in Joplin Globe, Dec., 1993.
- “What to Make of a Weak Dollar,” published in Joplin Globe, Dec. 1994.
- “Expressionism, Intellectual Brilliance, and Wisdom Are Seldom the Same,” published in Joplin Globe, June, 1995.
- “What to Make of the 94 Election,” series published in Joplin Globe, November 12-14, 1995.
- “Economics 101,” series published in Joplin Globe, February 19-20, 1996.
- “When Everyone Wins, We All Lose,” published in Joplin Globe, June 7, 1996.
- “Medicare,” series published in Joplin Globe, August 25-28, 1996.
- “Stock Market,” series published in Joplin Globe, October 10-11, 1996.
- “Education, Past, Present, and Future,” five part series published in Joplin Globe, February 9-13, 1997.
- “High Dow, No Fluke,” series published in Joplin Globe, Summer 1997.
- “Vietnam's Veterans Sacrifice Not in Vain,” published in Joplin Globe, November 11, 1997.
- “Perceived Crisis: Population, AIDS, and Global Warming,” series published in Joplin Globe, February 22-23, 1998.
- “To Dream the Impossible Dream,” series published in Joplin Globe July 5-6, 1998.
- “What Independence Day Should Mean” published in Joplin Globe, July 4, 1999.
- “Tech Wreck of 2000,” published in Joplin Globe, January 7, 2001.

“Economic Lessons of the Bible,” published in Joplin Globe, August 2-3, 2001.

“Missouri Business Climate,” first regular column published monthly in “Regional Business Review” section of Joplin Globe.

“New vs. Old Economy Stocks,” paper presented at Missouri Valley Economic Association meeting on February 22-24, 2001, in Kansas City, MO.

“Venue Shopping Should Be Banned,” column published in Regional Business Review (RBR) section of Joplin Globe, March 2003.

“Tobacco Addiction Unhealthy for Business,” RBR- Joplin Globe, July 2003.

“Bear Market Doldrums Had Seeds in Tech Bubble,” RBR- Joplin Globe, June 2003.

“Updating Bear Market Doldrums,” RBR- Joplin Globe, August 2003.

“Job Destruction, A.K.A Worker’s Comp,” RBR- Joplin Globe, September 2003.

“Why Drilling for Alaska Oil Helps Missouri,” RBR- Joplin Globe, October 2003.

“7.2% Growth Textbook Answer for Economy,” RBR- Joplin Globe, November 2003.

“Columnist Looks Back Over 2003,” RBR- Joplin Globe, December 2003.

“Columnist Shares Experience of His Excellent Return Investments,” RBR- Joplin Globe, February 2004.

“Malpractice Reform, a Return to Common Sense,” RBR- Joplin Globe, February 2004.

“Investing in Holy Grail Revisited,” RBR- Joplin Globe, March 2004.

“Job Creation Springs Eternal,” RBR- Joplin Globe, May 2004.

“Bear Market Doldrums,” RBR- Joplin Globe, May 2004.

“Stock Market Doldrums,” RBR- Joplin Globe, July 2004.

“Accrual and Tax Code Effects on Stock Market,” RBR- Joplin Globe, August 2004.

Now publish a once monthly editorial in Joplin Globe.

VIII. Consulting

Have spoken to eight local Investment Clubs from September of 1998 thru Spring of 2004.
Seminar presentations to area “Investment Clubs”
Personal Finance Advisor to several clients
Investment Advisor to several clients
Advisor to Trust Fund for one client

IX. Professional growth activities

Prepared syllabus for new course entitled Financial Management II to be incorporated in Economics and Finance emphasis.

Served as article reviewer the last three years for Journal of Business Strategies, published by Sam Houston State Univ., Huntsville, Texas.

Currently serving as reviewer for new 9th edition of Principles of Managerial Finance, by Larry Gitman.

Currently serving as reviewer for new edition of Economics by Roger Leroy Miller.

X. Seminars, training programs, etc., conducted for business and Industry

“Retirement Anyone,” Dec. 5, 1991 for MSSU faculty.

“How to Analyze Financial Statements,” April 10, 1992 for SBA.

“Retirement/Investment Seminar,” Jan. 29, 1992 for MSSU Young Professionals.

“How to Analyze a Stock,” seminar presented to public in Fall of each year.

“Personal Financial Planning” seminar to public on May 11, 1993.

“How to Analyze a Mutual Fund” seminar presented to faculty and staff on December 9, 1993.

Speech to Missouri Society of CPA's on “Rise and Decline of Great Nations,” Sept. 22, 1994.

Speech to MSSU “Brown Bag” Luncheon on “What to Make of Weak Dollar,” Oct. 7, 1994.

Speech to Webb City, MO, Chamber of Commerce on “Rise and Decline of Great Nations,” Nov. 1, 1994.

Speech to United Methodist Women on “Rise and Decline of Great Nations,” Nov. 9, 1994.

Speech to S.W. Missouri Chapter of Life Insurance on “Rise and Decline of Great Nations,” Jan. 19, 1995.

“How to Analyze Financial Statements” seminar for SBA on March 9, 1995.

Speech to MSSU “Brown Bag” Luncheon on “How is WalMart Doing?,” October 13, 1995.

Seminar on “Personal Finance” to employees of Leggett & Platt, March 7, 1996.

Seminar on “Interest Rates and Banking” to Joplin Chapter of American Institute of Banking, June 11, 1996.

Speech to MSSU “Brown Bag” Luncheon on “How to Analyze a Mutual Fund”, September 20, 1996.

“How to Analyze Financial Statements” seminar for SBA on October 10, 1996.

Program on “How to Analyze a Stock” to area insurance agents, April 1, 1997.

Speech to MSSU “Brown Bag” Luncheon on “What is a Mutual Fund and Why Should I Have One?,” May 9, 1997.

“How to Analyze Financial Statements” seminar for SBA on November 11, 2004.

“How to Analyze Mutual Fund” for SBDC on February 9, 2005.

XI. Professional presentations, speeches, etc.

Speech to S.W. MO Roundtable on “S & L Fiasco,” Jan. 9, 1991.

Speech to Joplin Exchange Club on “S & L Fiasco,” Feb. 13, 1991.

Speech to Joplin Jaycees Leadership Conference on “Whither Goest the Stock Market,” Mar. 21, 1991.

Speech to Tri-State Chapter of Accountants on “S & L Fiasco,” Dec. 12, 1990.

Speech to Alphi Chi Banquet on “Scholarship,” April 18, 1993.

Speech to Webb City Chamber of Commerce on “What is Right With America?” on October 13, 1992.

Speech to Management Accounting Association on “Debt and Deficits” on April 20, 1993.

Speech to Phi Beta Lambda group on “History of Taxation” on October 19, 1993.

Speech to Kiwanis Club on “Debt and Deficits” on August 17, 1993.

Speech to Phi Beta Lamda on “How to Get Rich,” October 30, 1995.

Speech to Kiwanis on “Medicare,” December 26, 1995.

Speech to Exchange Club on “Medicare,” February 14, 1996.

Speech to Rotary Club on “Medicare,” April 25, 1996.

Speech to Christian Men’s Committee on “The Ethics of Thrift,” July 18, 1996.

Speech to State Line Pachyderm Club on “Economic Education,” November 7, 1996.

Speech to Leggett & Platt Investment Club on “Whithor Goest the Stock Market,” February 17, 1997.

Took “free trade” side of NAFTA debate. Sponsored by State Line Pachyderm Club and held at Joplin Women's Club. September 4, 1997.

Presented “Financial Statement Analysis” to USDA employees at Joplin Chamber of Commerce. September 24, 1997.

Presented “How to Analyze Financial Statements” as SBA seminar in Mathews Hall. October 14, 1997.

Presented workshop on “Education: Past, Present, and Future” to Concerned Women of America (CWA) at 1st Baptist Church in Branson, MO. November 8, 1997.

Presented one hour program on “Exchange Rates” to Institute of Management Accountants (IMA) at Holiday Inn in Joplin, Mo. January 13, 1998.

Presented six week program every Tuesday night at Joplin Chamber of Commerce, entitled “Best of Investments and Security Analysis Courses.” February 10-March 17, 1998.

Speech to Southwest Society of CPA’s on “High Dow-No Fluke,” September 24, 1998.

Speech to Kiwanis Club of Joplin on “Euro,” March 9, 1999.

Speech to Kiwanis Club of Joplin on “High Dow-No Fluke,” April 6, 1999.

Speech to Missouri Society of CPA’s on “High Dow-No Fluke,” April 29, 1999.

Speech to Crest Drive Association on “What Independence Day Should Mean,” July 4, 1999.

Speech to Institute of Management Accountants on “Euro,” May 9, 2000.

Speech to Kiwanis Club of Joplin on “Thank God for Two Party System,” November 7, 2000.

Election Day Commentator on KSN (NBC), November 8, 2000.

Speech to Webb City Korean Veterans on “Veteran’s Sacrifice,” November 12, 2000.

Speech to Kiwanis Club of Joplin on “Economic Freedom and Economic Growth,” April 24, 2001.

Speech to Kiwanis Club of Joplin on “State of the Economy,” November 20, 2001.

Speech to Daybreak Rotary on “Stock Market,” June 7, 2002.

Speech to Tri State Estate Planners on “Stock Market,” September 18, 2002.

Speech to Tri State Accountants on “Stock Market,” September 19, 2002.

Speech to Institute of Management Accountants on “Stock Market,” October 8, 2002.

Speech to Southwest Missouri Insurance Agents on “Stock Market,” October 15, 2002.

Speech to Webb City Kiwanis on “Stock Market,” January 3, 2003.

Speech to Seroptimists on “Stock Market,” February 27, 2003.

Speech to Tri State Accountants on “Stock Market,” November 9, 2004.

Speech to Kiwanis Club of Joplin on "The Economy," July 19, 2005.
Speech to Joplin High School class on "Iraq War," November 3, 2005.
Speech to Institute of Management Accountants on "Tax Reform," December 12, 2006.

XII. Institutional services performed

Presented demo on Market Base computer assisted stock selection to MSSU faculty.
Served on Honors Convocation Committee the last five years.
Have directed Ind. Studies the last four yrs. in summer session. (no pay).
Served as judge on MSSU's Academic Challenge the last three yrs.
Served as founder and advisor to FMA student organization.
Served as advisor to Alpha Chi the last three years.
Served as chairman of Student Research Grant Committee the last three years.
Participated in MSSU's Phon-a-thon the last 5 years.
Presented mutual fund seminar to faculty and staff.
Serving on Viewers Advisory Council of Ozarks Public TV.
Hosted and taped show for Ozarks Public TV, on "Beardstown Ladies," October 21, 1996.
Continue to serve as chairman of MSSU's Student Research Grant Committee.
Continue to publish regular column, "Investment Corner" in the School of Business-Business and Economic Review.
As part of "Legacy Day," presented "Stock Market" seminar to two groups of alums at MSSU. September 21-22, 1997.
Served as moderator for "Brown Bag" luncheon. Topic was Student Research Grant Proposals. May 7, 1998.
Continue to offer seminars on How to Analyze Financial Statements and Mutual Funds in Fall and Spring of each year respectfully.
Served as moderator for "Rising and Setting Sun," the Japan Semester at MSSU in Fall of 2000.
Appeared on MSSU's TV show, "Newsmakers," on January 31, 2004.
Served as a speaker at MSSU program entitled "How to Respond to Terrorist Attacks," on September 27, 2001.
Continue to serve on the following MSSU committees: Alpha Chi, Honors Convocation, Chairman of Student Research Grant Committee.

XIII. Recognition and honors

Received letter of commendation from FMA for serving as FMA advisor.
Received recognition from Chairman of MSSU's Writing Program, stating the instructors whose courses, assignments, and tasks were most beneficial to them. May 18, 1998.

XIV. Professionally related community activities

Served on Board of Directors at Commerce Bank
Served on Finance Committee of the Board of Directors at St. John's Regional Medical Center
Presented retirement discussion to several local Sunday School classes
Member of PTO at Columbia Elementary School
Coach in Boy's Club Girls Soccer League
Editorial contributor to Joplin Globe
Served on Vision Joplin team in 1991
Member of Kiwanis Club of Joplin
Board member at YMCA
Viewers Advisory Council member of Ozarks Public TV.
Hosted two presentations of "Beardstown Ladies" at MSSU on May 4-5, 1995.
Appointed to Financial Development Committee of the Board of Directors at St. John's Regional Medical Center.
Continue to advise City of Joplin on "Derivative" losses.

Program chairman for the four Kiwanis meetings(Tuesdays) and utilized Iwona Drozedek (Poland) and Slyvain Hotchart (France) as two of MSSU's foreign students. Also utilized Jennifer Yazell (Career Placement Director).

Presented program to Kiwanis Club entitled "High Dow, No Fluke," May 19, 1998.

Presented program to Libertarian discussion group entitled "High Dow, No Fluke," June 15, 1998.

Hosted Gary Nodler's radio program from 7-8 a.m., August 20, 1998.

Served on Finance Committee for Jasper County in summer of 1999.

Conducted Personal Finance Class at Joplin Senior High School in Fall of 2001.

Presented program to local discussion club entitled "Economic Freedom and Economic Growth," on November 15, 2001

Presented program to Kiwanis Club entitled "The Economy," on November 20, 2001.

Presented program to Rotary Club entitled "What to Make of the Stock Market," on June 7, 2002.

Presented program to Kiwanis Club entitled "The Constitution," on July 2, 2002.

Presented program to Tri-State Accountants entitled "Stock Market," on September 18, 2002.

Presented program to Institute of Management Accountants entitled "Stock Market," on October 8, 2002.

Presented program to S.W. Missouri Insurance agents entitled "Stock Market," on October 15, 2002.

Spoke to "Veteran's Day" parade ceremony at Joplin's Memorial Hall on November 11, 2002.

Presented program to Webb City Kiwanis Club entitled "Stock Market," on January 28, 2003.

Presented program to Seroptimist's Club entitled "Stock Market," on February 27, 2003.

Presented program to the Airfest Aviation Show entitled "Aviation and Veterans," on June 28, 2003.

Presented program to Kiwanis Club entitled "Stock Market," on September 16, 2003.

Appointed to Board of Directors at Commerce Bank in October of 2003.

Presented program to Rotary Club entitled "Stock Market," on October 10, 2003.

Featured speaker at "Veteran's Day" Liberal, MO. High School on November 11, 2003.

Presented program to S.W. MO. Insurance Agents entitled "Stock Market," on December 9, 2003.

Presented program to Kiwanis Club entitled "The Myth of the Jobless Recovery," on January 27, 2004.

Presented program to Webb City Kiwanis Club entitled "Stock Market," on April 6, 2004.

Testified on "Privatization" to Missouri legislature subcommittee chaired by State Senator, Gary Nodler in Springfield, MO., on August 6, 2004.

Since September of 1998 thru Spring of 2004, have been interviewed by all three local television affiliates and newspapers (Joplin Globe and Springfield News Leader) on such topics as: the "Stock Market," Iraq and Oil Prices, Euro, Wal-Mart and it's effect on supermarket competition, Annexation, "Cyber Traders," Unemployment, Bank Deregulation, Cost of Living, Minimum Wage, Title Loans, Bank Mergers, Education Reform, Election Spending, Credit Card Usage, Holiday Retail Sales, Tax Cuts, Terrorism and Recession, Productivity, Enron, Taft/Hartley, and Manufacturing vs. Services.