

**RETIREMENT OF LISA R. SZYKMAN
RAYMOND A. MASON SCHOOL OF BUSINESS**

Lisa R. Szykman joined the faculty of William & Mary's Raymond A. Mason School of Business in August 1999 as an Assistant Professor of Business Administration. In the summer of 2006, she was promoted to Associate Professor of Business Administration. She earned a BS degree in Business Logistics from Penn State University, an MBA from Villanova University, and a Ph.D. in Marketing from the University of North Carolina at Chapel Hill. Prior to joining William & Mary, she taught Advertising and Promotions, and Principles of Marketing at Kenan-Flagler Business School, University of North Carolina at Chapel Hill.

Professor Szykman has taught Principles of Marketing, Consumer Behavior and Advertising. Her research focuses on consumer motivations, emotions, and product choice, with an emphasis on social marketing and public policy issues. Her research has appeared in the Journal of Public Policy and Marketing, Advances in Consumer Research and Marketing Management.

Professor Szykman received the Alumni Fellowship Award for Excellence in Teaching, the AI Page Teaching Award, the Dungan Teaching Fellow and the BBA Class of 2006, Faculty Excellence Award.

BE IT RESOLVED, That the William & Mary Board of Visitors acknowledges the retirement of Lisa R. Szykman, expresses its profound appreciation for her many contributions to William & Mary; and approves, with deep gratitude for her twenty-five years of service, a change in status from Associate Professor of Business to Associate Professor of Business, Emerita.

BE IT FURTHER RESOLVED, That this resolution be spread upon the minutes of the Board and a copy of the same be delivered to Associate Professor Lisa R. Szykman with best wishes from a grateful Board for her years of dedicated service to William & Mary.