
Valerie K. York, Ph.D.

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ACADEMIC DEGREES

PH.D. – SOCIAL PSYCHOLOGY

Kansas State University

2008

Manhattan, KS

Dissertation: Increasing the Effectiveness of Messages Promoting Responsible Undergraduate Drinking: Tailoring to Personality and Matching to Context

Graduate Certificate in Occupational Health Psychology

Kansas State University

2005

Manhattan, KS

M.S. – PSYCHOLOGY

Kansas State University

2004

Manhattan, KS

Thesis: Attempting to Reduce College Students' Binge Drinking Behavior: Tailoring to Others, the Behavior, and Personality

B.A. – PSYCHOLOGY (major) RELIGION (minor), *summa cum laude*

Simpson College

2002

Indianola, IA

AWARDS AND HONORS

Travel Grant (\$200), Kansas State University Graduate Student Council

2005

Epsilon Sigma

2002

Psi Chi National Honor Society

2001

Alpha Lambda Delta

1999

Cowles Fellowship, Simpson College

1998 – 2002

PROFESSIONAL EXPERIENCE

KANSAS STATE UNIVERSITY

College of Education, Office of Educational Innovation and Evaluation

2008 – Present

Manhattan, KS

♦ Senior Research/Evaluation Manager

2020 – Present

Duties:

- Develop and implement processes for office quality
- Provide mentoring to staff as they lead evaluation projects
- Review and approve evaluation deliverables
- Perform duties of senior evaluator (see below)

♦ Senior Evaluator

2018 – 2020

Duties:

- Develop and implement processes for office compliance
- Provide resources and guidance to staff on preparation of Institutional Review Board (IRB) applications
- Review IRB applications prior to submission to the Research Compliance Office
- Perform duties of evaluator (see below)

◆ Evaluator 2008 – 2017

Duties:

- Lead multiple large evaluation projects and teams
- Coordinate with clients to design and implement evaluation plans
- Document project processes and measure project outcomes
- Develop and administer instruments for hard copy and web-based data collection
- Conduct site visits, observations, focus groups, interviews, and surveys
- Analyze quantitative and qualitative data and interpret results
- Provide formative feedback and recommendations for project improvement
- Prepare technical reports and present findings
- Build evaluation capacity

◆ Research Associate 2008

Duties:

- Worked part-time (24 hours/week)
- Provided support for a variety of small and large evaluation projects
- Developed instruments for hard copy and web-based data collection
- Analyzed quantitative and qualitative data and interpreted results
- Provided formative feedback and recommendations for project improvement
- Prepared technical reports and presented findings
- Reviewed reports for colleagues

KANSAS STATE UNIVERSITY

Department of Hospitality Management and Dietetics

2004 – 2008
Manhattan, KS

◆ Research Associate – funded by USDA grant 2008

Duties:

- Worked part-time (16 hours/week)
- Assisted with wrapping up grant activities (see below) by continuing work on
 - Analysis and interpretation of research data
 - Preparation of manuscripts for peer-reviewed journals

◆ Graduate Research Assistant – funded by USDA grant 2004 – 2008

Duties:

- Conducted literature reviews and achieved certification in food safety to master literature relevant to the project
- Developed surveys for data collection, and conducted focus group interviews and behavioral observations of restaurant employees
- Recruited participants, traveled to 31 restaurants within a 300-mile radius of KSU on many occasions for data collection, and served as liaison between participating restaurant managers/employees and principal investigators at Kansas State University
- Developed coding schemes for qualitative data, and created and managed multiple databases for longitudinal project
- Analyzed data using SPSS to evaluate restaurant employees' performance and effects of food safety training
- Designed an intervention based on interpretations of data, and evaluated effectiveness of intervention
- Had leadership role in interpreting results, presenting data at national conferences, and writing manuscripts
- Was lead author on 7 manuscripts accepted for publication, co-author on 2 additional manuscripts, and had authorship on 12 presentations at national conferences
- Worked effectively in a team and independently

- ◆ Undergraduate Research Assistant

Duties:

- Maintained a small rat colony
- Designed protocols for Skinner boxes to train rats in operant conditioning
- Provided demonstrations to General Psychology students on operant conditioning and shaping with rats

PROGRAM EVALUATION

- ◆ Molecule to Ecosystem: Environmental DNA as a Nexus of Coastal Ecosystem Sustainability for Maine (Maine-eDNA), National Science Foundation; Established Program to Stimulate Competitive Research (EPSCoR) RII Track-1, 2019 – Present.
- ◆ Water Security in Delaware's Changing Coastal Environment, National Science Foundation; Established Program to Stimulate Competitive Research (EPSCoR) RII Track-1, 2018 – Present.
- ◆ Building Field-based Ecophysiological Genome-to-Phenome Prediction, National Science Foundation; Established Program to Stimulate Competitive Research (EPSCoR) RII Track-2 FEC, 2018 – Present.
- ◆ American Indian Traditional Science Experience, National Science Foundation; Inclusion across the Nation of Communities of Learners that have been Underrepresented for Diversity in Engineering and Science DDLP, 2018 – Present.
- ◆ Rural Grocery Summit VI, Kansas State University Center for Engagement and Community Development, 2018.
- ◆ G2P in VoM: An Experimental and Analytical Framework for Genome to Phenome Connections in Viruses of Microbes, National Science Foundation; Established Program to Stimulate Competitive Research RII Track-2 FEC, 2017 – Present.
- ◆ Diversifying the Water Portfolio for Agriculture in the Rio Grande Basin, U.S. Department of Agriculture; Agriculture and Food Research Initiative (AFRI), 2017 – Present.
- ◆ Meeting Delaware's 21st Century Water and Energy Needs Through Research, Education, and Innovation, National Science Foundation; Established Program to Stimulate Competitive Research (EPSCoR) RII Track-1, 2017 – 2018.
- ◆ Child Care Access Means Parents in School, U.S. Department of Education, 2017 – 2018.
- ◆ Project Prepare, Advocate, Collaborate, & Empower, U.S. Department of Education; National Professional Development, 2016 – Present.
- ◆ Mississippi Alliance for Women in Computing, National Science Foundation; Inclusion across the Nation of Communities of Learners that have been Underrepresented for Diversity in Engineering and Science DDLP, 2016 – 2018.
- ◆ Kansas Bridges to the Future, National Institutes of Health, 2016 – 2017.
- ◆ Johnson County Community College - Accelerated, Collaborative Technology Training Services, U.S. Department of Labor; Trade Adjustment Assistance Community College and Career Training (TAACCCT), 2014 – 2018.
- ◆ Increasing Healthful Food Choice and Strengthening Rural Grocery Stores through Nutritional Education and Labeling, U.S. Department of Agriculture; Agriculture and Food Research Initiative (AFRI), 2014 – 2017.
- ◆ Air Force Youth Programs Teen Evaluation, U.S. Department of Agriculture; National Institute of Food and Agriculture (NIFA), 2014 – 2016.
- ◆ Butler Community College Information Technology TAACCCT Project, U.S. Department of Labor; Trade Adjustment Assistance Community College and Career Training (TAACCCT), 2013 – 2017.
- ◆ Curriculum and Teaching Enhancement for Diseases that Threaten Food Security, U.S. Department of Agriculture; Higher Education Challenge (HEC), 2013 – 2016.
- ◆ Midwest Equity Assistance Center, U.S. Department of Education, 2012 – 2016.
- ◆ National Aviation Consortium, U.S. Department of Labor; Trade Adjustment Assistance Community College and Career Training (TAACCCT), 2012 – 2016.
- ◆ Research in Disabilities Education Synthesis Project, National Science Foundation, 2012 – 2014.
- ◆ Kan-ed, Kansas Board of Regents, 2012 – 2013.

- ♦ Business Strategies for New and Existing Rural Grocery Stores: Roles of Local Foods, Institutional Sales, and Community Food Assessment, U.S. Department of Agriculture; Agriculture and Food Research Initiative (AFRI), 2012 – 2013.
- ♦ EMResource Survey, Kansas Hospital Education and Research Foundation, 2012.
- ♦ Military Academic Advancement Program, U.S. Department of Agriculture, 2010 – 2012.
- ♦ RENEW: Leadership for Renewal and Excellence in Mathematics, Kansas State University, 2010 – 2012.
- ♦ One Health Kansas, Kansas Health Foundation, 2009 – 2014.
- ♦ K-State Olathe Acquisition, K-State Olathe, 2009 – 2012.
- ♦ Pathways to Public Health, U.S. Department of Agriculture; Higher Education Challenge (HEC), 2008 – 2011.

TEACHING

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|-----------------------------------|---------------|
| KANSAS STATE UNIVERSITY | 2002 - 2005 |
| <i>Department of Psychology</i> | Manhattan, KS |
| ♦ Instructor, General Psychology | 2005 |
| ♦ Teaching Apprenticeship Program | 2004 – 2005 |

Duties:

- Developed syllabus, learning objectives, and class activities
- Prepared, delivered, and encouraged student participation in lectures three times a week
- Evaluated student performance and assigned grades

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| ♦ Graduate Teaching Assistant: | 2002 – 2004 |
| Clinical Psychology Lab, Social Psychology, Advanced Experimental Design, General Psychology, Abnormal Psychology, Junior Seminar in Psychology, Psychology of Human Sexual Behavior, General Psychology | |

Duties:

- Videotaped classes and transferred to digital format for online access
- Provided statistical demonstrations using SPSS
- Developed exam questions, prepared class materials, and delivered lectures
- Evaluated student performance, provided feedback, and maintained grade books

SERVICE and AFFILIATIONS

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| ♦ American Evaluation Association | 2008 – Present |
| ♦ American Psychological Association | 2006 – 2008 |
| ♦ Midwestern Psychological Association | 2004 – 2008 |
| ♦ American Psychological Society | 2003 – 2008 |

PEER-REVIEWED JOURNAL PUBLICATIONS

Richardson, D.C., Freeman, L.C., **York, V.K.**, Shuman, C.A., and Middendorf, B.J. (2012). Experiences and insights from use of a design-build process in founding a new campus. *Planning for Higher Education*, 40(4): 23-31.

York, V.K., Brannon, L.A., Roberts, K.R., Shanklin, C.W., Howells, A.D., and Barrett, E.B. (2012). Effects of observing employees for food safety compliance. *Journal of Foodservice Management and Education*, 6(1): 17-24.

York, V.K., Brannon, L.A., and Miller, M.M. (2012). Marketing responsible drinking behavior: Comparing the effectiveness of responsible drinking messages tailored to three possible ‘personality’ conceptualizations. *Health Marketing Quarterly*, 29(1): 49-65.

York, V.K., Brannon, L.A., and Miller, M.M. (2012). Increasing the effectiveness of messages promoting responsible undergraduate drinking: Tailoring to personality and matching to context. *Health Communication*, 27(3): 302-309.

Reddy, S.G., **York, V.K.**, and Brannon, L.A. (2010). Travel for treatment: Students' perspective on medical tourism. *International Journal of Tourism Research*, 12(5): 510-522.

York, V.K., Brannon, L.A., Shanklin, C.W., Roberts, K.R., Howells, A.D., and Barrett, B.B. (2009). Foodservice employees benefit from interventions targeting barriers to food safety. *Journal of the American Dietetic Association*, 109(9): 1576-1581.

York, V.K., Brannon, L.A., Shanklin, C.W., Roberts, K.R., Barrett, B.B., and Howells, A.D. (2009). Intervention improves restaurant employees' food safety compliance rates. *International Journal of Contemporary Hospitality Management*, 21(4): 459-478.

Brannon, L.A., **York, V.K.**, Roberts, K.R., Shanklin, C.W., and Howells, A.D. (2009). Appreciation of food safety practices based on level of experience. *Journal of Foodservice Business Research*, 12(2): 134-154.

York, V.K., Brannon, L.A., Roberts, K.R., Shanklin, C.W., and Howells, A.D. (2009). Using the Theory of Planned Behavior to elicit restaurant employee beliefs about food safety: Using surveys versus focus groups. *Journal of Foodservice Business Research*, 12(2): 180-197.

Howells, A.D., Roberts, K.R., Shanklin, C.W., **Pilling, V.K.**, Brannon, L.A., and Barrett, B.B. (2008). Restaurant employees' perceptions of barriers to three food safety practices. *Journal of the American Dietetic Association*, 108(8): 1345-1349.

Pilling, V.K., Brannon, L.A., Shanklin, C.W., Howells, A.D., and Roberts, K.R. (2008). Identifying specific beliefs to target to improve restaurant employees' intentions for performing three important food safety behaviors. *Journal of the American Dietetic Association*, 108(6): 991-997.

Roberts, K.R., Barrett, B.B., Howells, A.D., Shanklin, C.W., **Pilling, V.K.**, and Brannon, L.A. (2008). Food safety training and foodservice employees' knowledge and behavior. *Food Protection Trends*, 28(4): 252-260.

Pilling, V.K., Brannon, L.A., Shanklin, C.W., Roberts, K.R., Barrett, B.B., and Howells, A.D. (2008). Food safety training requirements and food handlers' knowledge and behaviors. *Food Protection Trends*, 28(3): 192-200.

Pilling, V.K., and Brannon, L.A. (2007). Assessing college students' attitudes toward responsible drinking messages to identify promising binge drinking intervention strategies. *Health Communication*, 22(3): 265-276.

Pease, M.E., Brannon, L.A., and **Pilling, V.K.** (2006). Increasing selective exposure to health messages by targeting person versus behavior schemas. *Health Communication*, 19(3): 231-240.

Brannon, L.A., and **Pilling, V.K.** (2005). Encouraging responsible drinking among underage drinkers. *Health Marketing Quarterly*, 23(2): 3-30.

PUBLICATIONS IN EDUCATIONAL RESOURCES

Pilling, V.K., and Brannon, L.A. (2009). Dispositional attribution. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Pilling, V.K., and Brannon, L.A. (2009). External attribution. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Pilling, V.K., and Brannon, L.A. (2009). Internal attribution. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Pilling, V.K., and Brannon, L.A. (2009). Person-situation debate. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Pilling, V.K., and Brannon, L.A. (2009). Reciprocal determinism. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Pilling, V.K., and Brannon, L.A. (2009). Situational attribution. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Pilling, V.K., and Brannon, L.A. (2009). Subjective norms. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Pilling, V.K., and Brannon, L.A. (2009). Theory of planned behavior. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Pilling, V.K., and Brannon, L.A. (2009). Theory of reasoned action. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Brannon, L.A., and **Pilling, V.K.** (2007). Reasoned action theory. In R.F. Baumeister & K.D. Vohs (Eds.), *Encyclopedia of Social Psychology* (pp. 727-728). Thousand Oaks, CA: Sage.

Brannon, L.A., and **Pilling, V.K.** (2007). Personality and social behavior. In R.F. Baumeister & K.D. Vohs (Eds.), *Encyclopedia of Social Psychology* (pp. 655-659). Thousand Oaks, CA: Sage.

PUBLISHED PROCEEDINGS

Roberts, K.R., Shanklin, C.W., Barrett, E.B., Brannon, L.A., Phillips, W., and **Pilling, V.K.** (2005). Improving food safety practices of restaurant employees using the theory of planned behavior. [CD-ROM] *Advances in Hospitality and Tourism Research: Volume X. Proceedings of the Tenth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*.

PRESENTATIONS

Alderman, P.D., Fondjo-Fotou, F., Hettiarachchi, G.M., **York, V.**, and Welch, S.M. (October 2019). T2: Building Field-Based Ecophysiological Genome-to-Phenome Prediction. The 26th NSF EPSCoR National Conference. (Columbia, SC).

York, V.K., and Stark, W.M. (October 2018). Speaking Program Participants' Truth Using Culturally Responsive Evaluation Practices. Annual meeting of the American Evaluation Association. (Cleveland, OH). Nominated for Presidential strand.

York, V.K. (January 2018). Culturally Responsive Practices in Evaluation. Invited speaker for the National Science Foundation INCLUDES Culturally Responsive Practices webinar.

York, V.K., Teeter, A.M., and Brosius, L.M. (November 2017). Conducting Site Visits? Learn about Our Tips and Tools. Annual meeting of the American Evaluation Association. (Washington, DC)

Thurston, L.P., and **York, V.** (February 2017). Students with Disabilities in STEM: Considering the Collective Impact of a Decade of NSF Funding. NiMBioS Conference on Multi-Scale Evaluation in STEM Education. (Knoxville, TN).

Teeter, A.M., **York, V.K.**, Brosius, L.M., and Allen, K.L. (October 2016). Teen Focus Group Design and Implementation. Annual meeting of the American Evaluation Association. (Atlanta, GA).

York, V.K., Teeter, A.M., Allen, K.L., and Brosius, L.M. (October 2016). Logic Model Design and Use. Annual meeting of the American Evaluation Association. (Atlanta, GA).

Mosier, D., Green, J., Nelson, K., Hoover, M., Brown, G., Flaming, K., Hostetter, J., and **York, V.** (June 2016). Effects of Animated Content on Students' Perceptions of Learning in a Web-Based Animal Disease Course. Annual meeting of the North American Colleges and Teachers of Agriculture. (Honolulu, HI).

Mosier, D., Green, J., Nelson, K., Hoover, M., Brown, G., Flaming, K., Hostetter, J., and **York, V.** (June 2015). Didactic and Web-based Animations for Presentation of the Pathogenesis of High Impact Veterinary Diseases. Annual meeting of the North American Colleges and Teachers of Agriculture. (Athens, GA).

Soltysiak, K.A., Simmons, H.L., **York, V.**, Mosier, D., and Hostetter, J. (June 2015). iTeach: Building an Inter-University Veterinary Pathology Community of Learning. Annual meeting of the North American Colleges and Teachers of Agriculture. (Athens, GA).

York, V.K., Shuman, C.A., Middendorf, B.J., and Stark, W.M. (October 2013). Synthesis Project Utilizing Citation Analysis to Document Decade of Program Impact. Annual meeting of the American Evaluation Association. (Washington, DC).

Middendorf, B.J., Shuman, C.A., and **York, V.K.** (October 2013). Developing a Shared Understanding of Broadening Participation Research. Annual meeting of the American Evaluation Association. (Washington, DC).

Miller, M.M., **York, V.K.**, and Brannon, L.A. (August 2011). Comparing the Effectiveness of Responsible Drinking Messages Tailored to Three Possible 'Personality' Conceptualizations. Annual National Conference on Health Communication, Marketing, and Media. (Atlanta, GA).

Brannon, L.A., **York, V.K.**, and Miller, M.M. (May 2011). Tailoring to Personality and Context in Responsible Drinking Messages. Annual meeting of the Midwestern Psychological Association. (Chicago, IL).

Bradford, S.A., **York, V.K.**, Middendorf, B.J., and Cole, J.R. (November 2010). Evidence of Impact: Informing Legislators to Improve Decision-making. Annual meeting of the American Evaluation Association. (San Antonio, TX).

Middendorf, B.J., Schroeder, A.J., Bradford, S.A., and **York, V.K.** (November 2010). Improving Evaluation Quality Through Use of an Interactive Database. Annual meeting of the American Evaluation Association. (San Antonio, TX).

Roberts, K.R., Shanklin, C.W., Barrett, E.B., Brannon, L.A., and **York, V.K.** (March 2010). Lessons learned in conducting food safety research in restaurants: The problems of recruitment and retention. 2010 Food Safety Education Conference, Advancements in Food Safety Education: Trends, Tools and Technologies. (Atlanta, GA).

Thurston, L.P., **York, V.K.**, and Middendorf, B.J. (November 2009). Utilizing accepted standards to evaluate an academic leadership development program at Kansas State University. Annual meeting of the American Evaluation Association. (Orlando, FL).

York, V.K., Thurston, L.P., Middendorf, B.J., McGee, J.E., and Bradford, S.A. (November 2009). Examining the voices of stakeholders to inform the evaluation. Annual meeting of the American Evaluation Association. (Orlando, FL).

York, V.K., Hodge, S.A., and Smith, C.A. (November 2009). Using cognitive interviewing to grasp cultural context: Evidence of construct validation among under-represented populations. Annual meeting of the American Evaluation Association. (Orlando, FL).

Hodge, S.A., Smith, C.A., and **York, V.K.** (November 2009). Contextual factors in web-based surveying: A longitudinal investigation of rates of response patterns within the response window. Annual meeting of the American Evaluation Association. (Orlando, FL).

Thurston, L.P., Bailey, S., Dunn, C., Hodge, S., Middendorf, J., Smith, C., **York, V.K.**, and Bradford, S. (November 2008). Communicating with clients: An interactive demonstration of do's and don'ts for evaluators. Annual meeting of the American Evaluation Association. (Denver, CO).

Howells, A.D., Roberts, K.R., Shanklin, C.W., **Pilling, V.K.**, Brannon, L.A., and Barrett, E.B. (October 2007). Restaurant employees' perceptions of barriers to three food safety practices. American Dietetic Association Food and Nutrition Conference and Expo. (Philadelphia, PA).

Pilling, V.K., Brannon, L.A., Roberts, K.R., Howells, A.D., Olds, D.A., Phillips, W., Shanklin, C.W., and Barrett, E.B. (August 2007). Evaluating safety training in restaurants using Theory of Planned Behavior. Annual meeting of the American Psychological Association. (San Francisco, CA).

Roberts, K.R., Shanklin, C.W., **Pilling, V.K.**, Brannon, L.A., Howells, A.D., and Barrett, E.B. (July 2007). The impact of food safety training on foodservice employees' knowledge and behavior. Annual International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference. (Dallas, TX).

Brannon, L.A., and **Pilling, V.K.** (May 2007). College students react more favorably to individually tailored messages discouraging binge drinking. Annual meeting of the Association for Psychological Science. (Washington, DC).

Pilling, V.K., Brannon, L.A., Roberts, K.R., Howells, A.D., Olds, D.A., Phillips, W., Shanklin, C.W., and Barrett, E.B. (May 2007). Effects of food safety training using Theory of Planned Behavior. Annual meeting of the Association for Psychological Science. (Washington, DC).

Pilling, V.K., and Brannon, L.A. (May 2007). Tailoring to the person to increase acceptance of health communications. Annual meeting of the Midwestern Psychological Association. (Chicago, IL).

Pilling, V.K., Brannon, L.A., Roberts, K.R., Olds, D.A., Phillips, W., Howells, A.D., Shanklin, C.W., and Barrett, E.B. (May 2007). Use of Theory of Planned Behavior to improve food safety. Annual meeting of the Midwestern Psychological Association. (Chicago, IL).

Roberts, K.R., **Pilling, V.K.**, Phillips, W., Brannon, L.A., Shanklin, C.W., and Barrett, E.B. (September 2006). Influence of food safety training on students' appreciation of food safety behaviors. 2006 Food Safety Education Conference: Reaching At-Risk Audiences and Today's Other Food Safety Challenges. (Denver, CO).

Pilling, V.K., Brannon, L.A., Roberts, K.R., Phillips, W., Shanklin, C.W., and Barrett, E.B. (August 2006). Implications of Theory of Planned Behavior for workplace safety interventions. Annual meeting of the American Psychological Association. (New Orleans, LA).

Gopalan, N., Brannon, L.A., and **Pilling, V.K.** (August 2006). Increasing caregiver support by tailoring intervention messages to attachment style. Annual meeting of the American Psychological Association. (New Orleans, LA).

Selden, M.P., Brannon, L.A., and **Pilling, V.K.** (May 2006). Identifying health behavior personalities to improve health communication. Annual meeting of the Association for Psychological Science. (New York City, NY).

Pilling, V.K., Brannon, L.A., Roberts, K.R., Phillips, W., Shanklin, C.W., and Barrett, E.B. (May 2006). Theory of Planned Behavior belief elicitation: Surveys vs. focus groups. Annual meeting of the Association for Psychological Science. (New York City, NY).

Pilling, V.K., Brannon, L.A., Phillips, W., Barrett, E.B., Roberts, K.R., and Shanklin, C.W. (May 2006). Type of experience influences restaurant employees' appreciation of food safety. Annual meeting of the Midwestern Psychological Association. (Chicago, IL).

Pilling, V.K., and Brannon, L.A. (March 2006). Using the internet to present important health information. Annual Kansas State University Graduate Research Forum. (Manhattan, KS).

Pilling, V.K., and Downey, R.G. (February 2006). Reliability and validity analysis of a risk behavior survey. Annual Industrial Organizational/Organizational Behavior (IOOB) Graduate Student Conference. (Fairfax, VA).

Pilling, V.K., Phillips, W., Roberts, K.R., Shanklin, C.W., Brannon, L.A., and Barrett, E.B. (October, 2005). Students' perceptions of barriers to three food safety practices. American Dietetic Association Food and Nutrition Conference and Expo. (St. Louis, MO).

Pilling, V.K., McCabe, A.E., and Brannon, L.A. (May 2005). Preference for exposure to messages matching product's personality not limited by self-monitoring. Annual meeting of the American Psychological Society. (Los Angeles, CA).

Hatfield, J.D., **Pilling, V.K.**, and Brannon, L.A. (May 2005). Maternal employment status may influence child personality into adulthood. Annual meeting of the American Psychological Society. (Los Angeles, CA).

Pilling, V.K., and Brannon, L.A. (May 2005). Need-for-cognition affects extremity of attitudes towards mother's role. Annual meeting of the Midwestern Psychological Association. (Chicago, IL).

Hatfield, J.D., **Pilling, V.K.**, and Brannon, L.A. (May 2005). Working mothers' employment does not hinder children's secure attachment in adulthood. Annual meeting of the Midwestern Psychological Association. (Chicago, IL).

Pilling, V.K., McCabe, A.E., and Brannon, L.A. (April 2005). Preference for exposure to messages matching a product's personality. Annual meeting of the Western Psychological Association. (Portland, OR).

Gopalan, N., Brannon, L.A., and **Pilling, V.K.** (April 2005). Can you motivate them? A study focusing on family caregivers' children. Annual meeting of the Western Psychological Association. (Portland, OR).

Pilling, V.K., and Brannon, L.A. (May 2004). A survey of family life: Improving appreciation of stay-at-home mothers. Annual meeting of the American Psychological Society. (Chicago, IL).