

Curriculum Vitae
Alison Lynn Reaser, Ph.D.
Professor of Economics (2010-Present)
4276 Coronado Avenue, San Diego, Ca. 92107
(619) 255-6819
lynnreaser@pointloma.edu

Education

B.A. Economics, University of California Los Angeles, Los Angeles, Ca.,
May 1969. Cum Laude.

M.A. Economics, University of California Los Angeles, Los Angeles, Ca.,
May 1972.

Ph.D. Economics, University of California Los Angeles, Los Angeles, Ca.,
May 1974.

Doctoral dissertation: Relationship between Advertising, Profitability, and Competition.

Doctoral fields: Micro and Macroeconomics; Finance; Industrial Organization; and Econometrics.

Teaching Experience – Graduate

Fermanian School of Business, Point Loma Nazarene University, San Diego, Ca.

Managerial Economics (Bus. 630); MBA Program, Fall 2010.

Teaching Experience – Undergraduate

University of California Los Angeles, Los Angeles, Ca.

Teaching Assistant

Special Awards

NABE Fellow, 2010

“Spirit Medallion” by Bank of America, 2007.

“Outstanding Partnership Award” by Barnett, 1997.

Plague of Appreciation, by the City of Los Angeles, 1996.

Selected Publications

San Diego's Water Sources: Assessing the Option, The Equinox Center, July 2010

Military Construction Spending in San Diego The Economic Impact 2007-2011, SDMAC, May 2010

2010 Economic Outlook The New Economic Reality, FBEI, March 2010

Weekly Economic Blogs, fbei.wordpress.com

Economic Projections, published weekly, 1997-2009, including
"U.S. Mints Drastically Fewer Jobs," February 9, 2009
"Little Break in the Weather," February 16, 2009
"Future Remains Bleak—Either in Analog or Digital," February 23, 2009

Investment Perspective, published monthly, 1999-2009, including
"More Dark Numbers," February 2009

Economic Update, published periodically following major economic or market events, such as policy announcements by the Federal Reserve, 2004-2009

Economic Outlook, (chart form) published monthly, 2004-2009

Analyst Survey, published monthly, 2004-2009

Strategic Outlook, published quarterly, 1998-2004

"Retirement Planning: Facing the Challenges," published 2008

"Am I Saving Enough?" published 2008

Forecast, published annually, 1974-1995

Forecast Update, published quarterly, 1992-1998

The Armchair Economist, published monthly, 1994-1998

Member of the Editorial Advisory Board, *Contemporary Policy Issues* (now *Contemporary Economic Policy*), published by the WEAI, 1988-91

Conferences

NABE Annual Meeting; October 2009, St. Louis, Missouri.

AUBER; October 2009, Austin Texas

NABE Policy Conferences; March 2009, Washington, D.C.

NABE Annual Meeting; October 2008, Washington, D.C.

Business Experience

Chief Economist and Professor of Managerial Economics, Fermanian Business & Economic Institute, Point Loma Nazarene University 2009-Present. Leads Institute's economic studies and initiatives, providing research, analysis, modeling, and forecasting for firms, non-profit institutions, government organizations, and other entities. Engages in contract research covering a wide range of issues, writes various reports and papers, and makes presentations at various speaking engagements throughout the country and abroad.

Chief Economist and Managing Director, Investment Strategies Group, Bank of America 1998 2009. Responsible for analyzing and forecasting the macroeconomic U.S. and global environments as a basis for portfolio design and strategy. Adviser on asset allocation, fixed-income markets, and equity strategies. Consultant for other parts of the bank, including real estate, commercial banking, and consumer finance.

Chief Economist for Barnett Banks (Bank of America) 1996-1998. Responsible for economic assumptions used in asset and liability management and other Treasury functions. Helped design deposit and other product pricing strategies. Developed market potential models for commercial and consumer banking divisions.

Economist Analyst; Senior Vice President and Chief Economist for First Interstate Bank (Wells Fargo) 1974-1996. Provided key advice for senior management and the Asset and Liability Committee. Responsible for industry and country risk assessments and models. Conducted regional economic studies and forecasts. Developed assumptions for budget forecasting and strategic planning.

Public Policy and Professional Affiliations

President of National Association of Business Economics, 2009-2010.

Member, California Controller's Council of Economic Advisors.

Chairman of American Bankers' Association's Economic Advisory Council for two terms

Member, Boston Economics Club.

Member, National Association of Business Economics; St. Louis Chapter.

Member, Leadership Florida.

President of Economic Roundtable of Jacksonville

Member, California Governor's Council of Economic Advisors and State's Economic Strategy Panel

Fiscal advisor to cities of San Francisco and Los Angeles

Chairman of Board of Economic Advisors for Los Angeles Area Chamber of Commerce

Presentations

St. Louis Economic Forum, St. Louis, Mo, October 2010

NABE Presidential Address, Denver, CO, October 2010

Bangor Savings Bank, Portland Maine, October 2010

Leader of Economists Delegation to China, including meetings with leaders from government, academia, research institutes, and companies, June 19-27, 2010

San Diego Military Advisory Council, San Diego, CA, June 2010

Southwest Energy Industry Forum, San Diego, June 2010

National Association for Business Economics, New York Chapter, May 2010

National Economists Club, Washington, D.C., May 2010

California CPA Women's Leadership Forum, San Francisco, May 2010

San Diego Daily Transcript, Executive Roundtable, May 2010

California Controllers' Meeting, Sacramento, CA, May 2010

California Bankers' Association, Bank Officers and Directors Meeting, Laguna Niguel, CA, April 2010

Project Labor Agreement Forum, Moderator, San Diego, CA, April 2010

Dallas Association for Business Economics, Dallas, TX, March 2010

National Association for Business Economics, Houston Chapter, Houston, TX, March 2010

California Air Resources Board, Sacramento, CA, March 2010

Venture Capital Forum, San Diego, CA, March 2010

2010 Economic Outlook Forum, San Diego, CA, March 2010

International Facility Management Association, San Diego, CA, January 2010
CEO Roundtable, San Diego, CA, January 2010

Economic Roundtable, San Diego, CA, January 2010

Strategic Trusted Advisors Meeting, San Diego, CA, December 2009

Institute of Real Estate Management, San Diego, CA, December 2009

National Association for Business Economics, Los Angeles Chapter, Los Angeles, CA, November 2009

National Association for Business Economics, Richmond Chapter, Richmond, VA, November 2009

National Education Associating Meeting, New Orleans, LA, November 2009

PLNU Economic Outlook Luncheon, Fresno, CA, October 2009

PLNU Economic Outlook Event, Porterville, CA, October 2009

San Diego Zoo, Biomimicry Conference, San Diego, CA, October 2009

Beacon Economics Forecast Event, San Jose, CA, September 2009

Dealmakers' Award Breakfast, San Diego, CA, September 2009

PLNU Executive Network Luncheon, Sacramento, CA, August 2009

PLNU Executive Network Luncheon, San Diego, CA, July 2009

UCLA Anderson Forecast Quarterly Conference, Los Angeles, CA, March 2009

Financial Executives Institute, San Diego, CA, February 2009

Government Treasurers' Organization of Texas, San Antonio, December 2008

Private Wealth Management Summit, Boca Raton, FL, December 2008

Presentation to Delegation from China Post, Boston, MA, November 2008

Economic Roundtable of Jacksonville, November 2008