

USCA

UNIVERSITY SALES CENTER ALLIANCE

Advancing the Sales Profession Through Teaching, Research and Outreach

Annual Report 2024-2025



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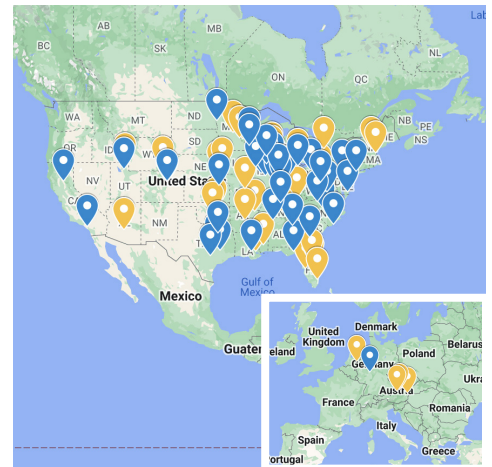


MEMBER UNIVERSITIES

FULL

Ball State University
Baylor University
Bloomsburg University
Bradley University
California State University - Chico
California State University - Fullerton
DePaul University
Elon University
Florida State University
Georgia Southern University
HAN University of Applied Sciences
Illinois State University
Indiana State University
Indiana University
James Madison University
Justus-Liebig University
Kansas State University
Kennesaw State University
Louisiana State University
Metropolitan State University
of Denver

Middle Tennessee State University
North Dakota State University
Northern Illinois University
Purdue University
Salisbury University
St. Ambrose University
Texas A & M University
Texas State University
University of Akron
University of Central Florida
University of Nebraska - Lincoln
University of North Alabama
University of North Carolina-
Wilmington
University of Texas -Dallas
University of Toledo
University of Wisconsin
- Eau Claire
University of Wisconsin
- Whitewater



University of Wyoming
Virginia Tech
Weber State University
West Virginia University
Western Kentucky University
William Paterson University
Winona State University

ASSOCIATE

Arizona State University
University of Arkansas, Fayetteville
Arkansas State University
Asbury University
Bryant University
Eastern Kentucky University
Eastern Michigan University
Florida International University
LaSalle University
Marquette University
Northwood University
Oklahoma State University
Pennsylvania State, Harrisburg
Point Park University
Purdue University Northwest

Robert Morris University
University of Tennessee-
Chattanooga
Toronto Metropolitan University
Southeastern Louisiana University
St. Cloud State University
Stetson University
University of Applied Sciences
Upper Austria
University of Applied Sciences,
Weiner Neustadt
University of Arkansas, Fayetteville
University of Arkansas, Little Rock
University of Central Oklahoma
University of Denver

University of Minnesota
University of Missouri
University of Nebraska - Omaha
University of New Hampshire
University of South Florida
University of Southern Mississippi
University of Tampa
University of Tennessee,
Chattanooga
University of Texas
University of Wisconsin - Parkside
University of Wisconsin, River Falls
Utah State University
Virginia Commonwealth University



Mission

To advance the selling profession through setting and monitoring sales program standards, sharing best practice, enhancing sales curricula, and preparing students for a career in sales.

Vision

Our vision is to be recognized as the international leader and standard bearer for increasing the prestige and credibility of the sales profession.

Who We Are

The University Sales Center Alliance (USCA) is a consortium of sales centers connecting university faculty members with many different backgrounds and areas of expertise. Together, these credible and innovative educators advocate for the continuing advancement of the sales profession through teaching, research and outreach.

PRESIDENT'S LETTER

Dear USCA Members,

It has been my honor and pleasure to serve as the President of the University Sales Center Alliance. As my term draws to a close, I want to reflect on our progress together. Over the past year, our focus has been clear: to expand our footprint, resources, and impact. I'm proud to share the many initiatives and accomplishments that reflect our commitment to growth, collaboration, and excellence.

EXPANDING OUR FOOTPRINT

Our efforts to broaden USCA's reach have seen great success.

Membership Recruitment Committee's Contribution

- Held a membership reception in Europe, introducing USCA to a broader international audience.
- Increased the number of Full & Associate Members.

Associate members: UT Chattanooga, Texas, Missouri, Arkansas, Penn St., Harrisburg, Northwood U, Bryant U, and Asbury U

Full Members: U of Nebraska, Lincoln; U of Wyoming; U of Central Florida

External Relations Committee's Contribution

- Launched Best Companies to Sell for Out of College, obtained copyright for the term and developed an extensive application process.
- Provided competitive analysis upon request
- Townhall featuring companies recognized as Best Companies to Sell For Out of College"
- Selected five companies as the 2025 Best Companies to Sell for Out of College: IGS Energy, Adobe, Papé Group, Cvent, and National Corporate Housing.

Thought Leadership Committee Contribution

- Welcomed corporate presentations from an AI company, Second Nature, to educate members on the latest innovations in AI Role Play
- Conducted a research survey to identify common themes and interests in the field.
- Sponsored AMA New Horizon Conference
- Hosted the Third Annual Research Symposium, featuring industry leaders and key thought leaders in sales research.
- Established a Doctoral Student Travel Fund, funded five doctoral students

- Supported doctoral consortium at the U of Nebraska-Lincoln and Indiana University.
- Funded two new awards in collaboration with Sales SIG: Best Teaching and Best Research.
- Sponsored a \$1,000 Best Conceptual Paper award via the *Journal of Personal Selling & Sales Management*.
- Established a Doctoral Student Travel Fund, five doctoral students studying sales received the award

EXPANDING RESOURCES

Providing value to our members remains a top priority. This year, we expanded access to tools, collaboration opportunities, and support:

- Introduced a Google Drive resource hub.
- Responded to industry demand with an RFP for AI.
- Introduced the "Hub" concept for hosting Fall Meeting- Indiana and Texas were the first two Hubs
- Increased Corporate sponsorship and participation in Fall and Spring Meetings
- Re-vamped website to enhance accessibility, usability.
- Formalized the application process for hosting Spring Meetings.
- Developed an RFP for classroom resources with AI companies

Cultural Competence and Inclusion Committee Contribution

- Launched "Best Teaching Moments."
- Instituted the "Teacher Exchange" program the initial exchange occurred between Arizona State and North Dakota State
- Launched High School Outreach through Brotherhood Mission — Arizona St., Utah St., and the U of Wisconsin Eau-Claire. Students traveled to California to conduct a workshop and awarded JR. USCA Certificates to participants.

Treasurer Contribution

- Set- up USCA Finances on Quickbooks
- Improved invoicing / accounting systems for USCA

Membership Engagement Committee Contribution

- Fostered informal member engagement through "Check-in Happy Hours."
- Honored Dr. Jimmy Peltier for outstanding service with the inaugural USCA Lifetime Achievement Award
- Awarded Outstanding USCA Full Member of the Year to Texas State U (Inaugural recipient)
- Awarded Outstanding Associate Member of the Year to Middle Tennessee State U and Toronto Metropolitan U (Inaugural recipients)
- Created and updated the Membership Directory
- Re-accredited Five Full Members for USCA under Membership Recruitment

Marketing Committee Contribution

- Increased social media engagement on social media
- Filmed and published USCA Membership profiles
- Created consistent stream of engagement for USCA Programming
- Developed marketing collateral for Best Companies to Sell For Out of College for winners to use
- Developed collateral promoting USCA Research Grant

Sales Competition Committee Contribution

- Launched a Sales Competition Certification. The University of Toledo had the first certified competition
- Surveyed schools concerning their attitudes toward sales competitions
- Developed a logo that members can use to indicate their school has been certified

None of these accomplishments would have been possible without your continued support, engagement, and shared commitment to advancing sales education and research. Serving alongside such a dedicated community of professionals has been a privilege.

Thank you for the opportunity to lead. I look forward to all that USCA will continue to achieve in the years ahead. Thank You to the USCA Board for their dedication and commitment to the USCA mission.

USCA BOARD 2023-2025

President

Lenita Davis

President-Elect

Andrew Loring

Past President

Scott Inks

Treasurer

Charlie Ragland

Secretary

David Brauer

Membership Acquisition Chair

April Schofield

Sales Thought Leadership Chair

Ravi Sohi

External Relations Chair

Andrea Dixon

Cultural Competence & Inclusion Chair

Detra Montoya

Marketing and Communications Co-Chairs

Brian Collins & Mark Leach

Member Engagement Chair

Thom Coats

Sales Competition Chair

Richard Tate



Warm regards,

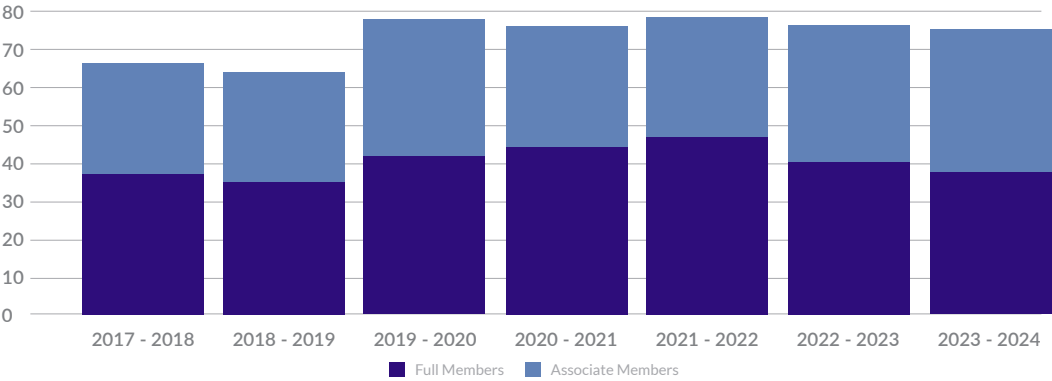
Lenita Davis

President

University Sales Center Alliance

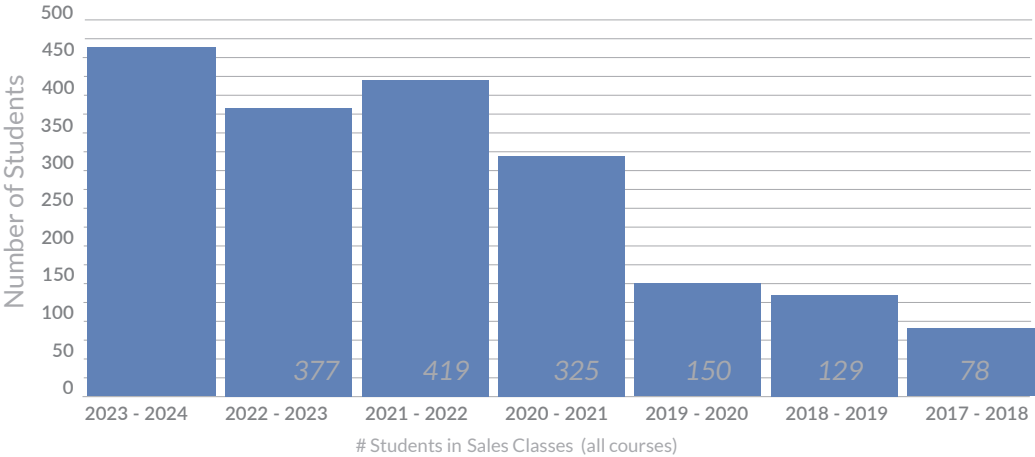
THE USCA AT A GLANCE

76 USCA Member colleges/universities



USCA Member colleges/universities 454 students in sales classes

All courses, CY, may include duplicates



Financial Support



16
number of corporate partners per USCA Member University

\$30K
average amount of funding from their college or department

\$120K
average amount of funding from corporate partners

\$7K+
amount from government funding or grants

Membership Growth

New Associate Members

- UT Chattanooga
- U of Texas, Austin
- U of Missouri, Columbia
- U of Arkansas, Fayetteville
- Penn State, Harrisburg
- Northwood U
- Bryant U
- Towson U

New Full Members

- U of Nebraska, Lincoln
- U of Wyoming
- U of Central Florida
- Toronto Metropolitan U



Placement



Placement rate of sales students at USCA Member Universities.



Graduate Courses Available



USCA Member Universities have graduate level courses in sales.



Sales Courses Available Online



On average, USCA Member Universities offer 3 online courses in sales.



Research



Average number of peer reviewed journal articles published by USCA Members.

BEST COMPANIES TO SELL FOR

Celebrating the Inaugural Best Companies to Sell for Out of College

USCA is proud to announce the winners of the inaugural Best Companies to Sell for Out of College awards. This initiative recognizes organizations that provide exceptional opportunities for recent graduates entering the sales profession. The winners were selected through a rigorous application process, evaluated on key criteria such as internship programs, recruitment and selection processes, compensation and benefits, career advancement opportunities, and training and development programs.

These companies have demonstrated a commitment to nurturing young talent and providing environments conducive to professional growth.

Looking Ahead:

The application process for the 2026 Best Companies to Sell for Out of College awards will open on June 1, 2025, with applications due by October 1, 2025. The winners will be announced in December 2025. This initiative continues to bridge the gap between top-tier sales organizations and the next generation of sales professionals, ensuring a strong and dynamic future for the sales industry.



2025 Winners

1. IGS Energy

IGS Energy stands out for its comprehensive training programs and strong mentorship culture, ensuring new hires are well-prepared for success in the energy sector.



2. Adobe

Adobe offers a dynamic work environment with robust career development pathways, making it an attractive destination for sales professionals seeking growth and innovation.



3. Papé Group

Papé Group's commitment to employee development and its supportive sales culture provide a solid foundation for recent graduates embarking on their sales careers.



4. Cvent

Cvent excels in offering structured onboarding and continuous learning opportunities, fostering a culture of excellence in the event technology industry.



5. National Corporate Housing

National Corporate Housing is recognized for its leadership development programs and a strong emphasis on customer service, providing a comprehensive start for new sales professionals.



Notable Companies:

In addition to the top five, several companies were recognized for their outstanding contributions to early career sales development:

- Double A Solutions
- Fastenal
- Fischer Homes
- Marcus & Millichap
- TD SYNEX



To watch the BCTSFOOC Townhall and learn more, visit universitiesales.org/awards/best-companies-to-sell-for-out-of-college



DEADLINE:
October 1st, 2025

BCTSFOOC Townhall

The Inaugural USCA Town Hall for the Best Companies to Sell for Out of College was a great bonus for USCA Member Universities. The program was well received. Arizona State University had the most participants.



Representatives from the five award winners addressed the audience. Speakers included including (l-r) Grant Salisbury from Papé Group, Joe Meyers of Cvent and Misty Gregarek of National Corporate Housing.

SALES RESEARCH SYMPOSIUM

USCA hosted its annual virtual Sales Research Symposium, “Unlocking Sales Potential Strategies for Growth, Alignment and Enablement” featured sales research stars, great info and wonderful! Over 100 participants tackled some of sales research’s hot topics in the virtual symposium. As a result, the symposium fostered connections between scholars across the globe and industry leaders. The Research Symposium keynote speaker, Gartner’s Managing Senior Media Executive, Brendan Condon, shared insight into **Driving Growth: The DNA of Top Sales Organizations**.



Keynote Speaker
Brendan Condon, Gartner

The keynote address discussed the most consequential issues in elevating sales performance, which involves organizational design, role definition, culture and application of technology.

Speaker Panels included:

- **Bridging the Chasm Between Marketing and Sales: Practitioner Perspectives.**

Bill Burkart, VML, President – B2B Practice
Chair, WPP Global B2B Council

- **Helping Sales and Marketing Work Together: Academic Research Perspectives.**

Avinash Malshe, Professor of Marketing,
U of St. Thomas

- **Sales Enablement**

Ellen Pullins and Katy Gilstrap, Edward Schmidt School of Professional Sales, The University of Toledo

After the presentations, breakout sessions allowed participants to interact with the speakers in a smaller group setting.



Bill Burkart
VML, President –
B2B Practice
Chair, WPP Global
B2B Council



Ellen Pullins
Schmidt Research Professor
of Sales & Sales Management
and Professor of Marketing &
International Business,
U of Toledo



Katy Gilstrap
Associate Professor of
Marketing & Schmidt Fellow
of Professional Sales & Sales
Management,
U of Toledo



Avinash Malshe
Professor of Marketing,
University of St. Thomas



To find the bios for
all of our symposium
speakers visit
universitiesales.org

2026 DEADLINE:
October 1st, 2025



USCA Research Grant winners tackle The Sales Cycle, Cross-Selling

The USCA Research grant program recognizes sales research that has potential applications for industry and sales curriculum.

A selection committee chose these scholars to receive a \$5,000 research grant. The University Sales Center Alliance is pleased to announce the winners of the 2024 USCA Research Grant:

Nicole M. Boylan-doctoral candidate at the University of Alabama, Curtis S. Schroeder-doctoral candidate at the Oklahoma State University, Sebastian Forkmann-Associate Professor of Marketing at the University of Alabama, Clay M. Voorhees-Professor of Marketing at the University of Alabama, and Bryan Hochstein-Associate Professor of Marketing at the University of Alabama with their proposal titled “Driving Sales Cycle Progression in Videoconferencing: How Salesperson Camera and Screen Share Decisions Impact Customer Outcomes” and

2024 Award Winners

Driving Sales Cycle Progression in Videoconferencing: How Salesperson Camera and Screen Share Decisions Impact Customer Outcomes



Nicole M. Boylan
Doctoral Candidate
University of Alabama



Curtis S. Schroeder
Doctoral Candidate
Oklahoma State University



Clay M. Voorhees
Professor of Marketing
University of Alabama



Bryan Hochstein
Associate Professor of Marketing
University of Alabama



Sebastian Forkmann
Associate Professor of Marketing
University of Alabama

Networking with Coworkers: Its Impact on Cross-Selling and Performance at the Salesperson Level



Boas Bamberger
Post-doctoral Researcher
University of Cologne



Sebastian Hohenberg
Professor of Digital Transformation
University of Muenster



Robin-Christopher M. Ruhnau
Assistant Professor
Catholic University of Eichstaett-Ingolstadt



Dominik Wahlig
Independent Researcher

Robin-Christopher M. Ruhnau-Assistant Professor at Catholic University of Eichstaett-Ingolstadt, Boas Bamberger-Post-doctoral researcher at the University of Cologne, Sebastian Hohenberg (Professor of Digital Transformation at the University of Muenster), and Dominik Wahlig (independent researcher) with their proposal titled “Networking with Coworkers: Its Impact on Cross-Selling and Performance at the Salesperson Level”



To learn about past winners, how you can apply and more, visit [universitysales.org](https://www.universitysales.org)

2026 DEADLINE:
November 15th, 2025



2024-2025 USCA Research Travel Grant winners

New for 2024-2025. USCA gave 10 PhD students \$1,000 to present their research. We had a wonderful group this year!

Aritra Bhattacharya - Indian School of Bus.
Donovan Gordon - U of Mississippi
Allison Smith - U of Southern Florida
Hanyang Wang - Indiana University
Bella Yoon - U of Minnesota

Nicole Boylan - U of Alabama
Renato Fernandes - U of Rhode Island
Jerry Jin - U of new South Wales
KB Kim - Emory University
Yupal Shukla - U of Memphis

USCA MEETINGS

Fall 2024 | Indianapolis

The 2024 Fall Meeting of the University Sales Center Alliance was a milestone event, filled with innovation, collaboration, and connection. Due to record-breaking attendance, we moved to the iconic NCAA Hall of Fame in Indianapolis.

This meeting marked the debut of the USCA's new hub concept, bringing members together in regional clusters to share in hosting costs and responsibilities. We were hosted by four outstanding Indiana-based member institutions: Ball State University, Purdue University, Indiana University, and Indiana State University. A special thank you to Dr. Cathy DuBois, Bryan Dean of the Miller College of Business at Ball State, for her warm welcome.

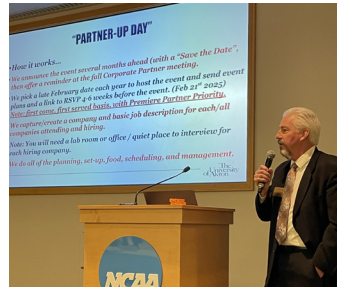
The agenda featured conversations around USCA initiatives, including the Best Companies to Sell For Out of College, Sales Competition Accreditation, and the enhanced re-accreditation process.

A standout component of the meeting was the Best Practice Session, where members shared innovative strategies and impactful programming:

- **Sales Week at MSU Denver** – April Schofield, Metropolitan State University of Denver
- **Sales Innovation Presentations** – Detra Montoya, Arizona State University
- **Sales Management Project** – Claudia Mich, Purdue University Northwest
- **Partner-Up Day** – Dave Payne, University of Akron
- **Student-Led Sales Podcast: Power to Sell** – Eric Gjerdevig, North Dakota State University
- **Annual Topgolf Event** – Greg Accardo, Louisiana State University

We are grateful to Bill Yetman of Gartner for leading an engaging session on Quantitative Analytics and Data Science, bringing real-world insights to our members. We also extend sincere thanks to Emily McCombs and Kellen Glover of Pella Corporation for their time as well as Spot Freight's sponsored lunch, helped make the meeting a success.

To close out the experience, members enjoyed an evening at the ballpark catching an Indianapolis Indians game.



USCA Fall Meeting Speakers include Emily McCombs and Kellen Glover, Pella; Claudia Mich; April Schofield, MSU Denver; Bill Yetman, Gartner; Dave Payne, U of Akron. Members were able to gather at an Indianapolis Indians game.



Spring 2025 Meeting | Atlanta

The Spring 2025 USCA Meeting, hosted by Insight Global and Dr. Lenita Davis, USCA President was centered on the integration of data, AI, and industry partnerships to better prepare students for the evolving sales landscape.

We extend our sincere thanks to DeWayne Griffin, Chief Digital & Information Officer at Insight Global, for opening the event with his presentation on leading-edge sales curriculum through data and AI.

COO Tim Stutz followed with insightful remarks on the company's history, industry trends, and strategies for creating classroom opportunities that reflect DEIB values.

A special thank you to the Insight Global University Team for leading the "Bridging Classroom and Industry" best practice session, showcasing innovations in training processes and modern sales technology.

Academic and industry perspectives were further enriched by research presentations from Jimmy Peltier and David Brauer, and hiring insights from Chief Talent Officer Eli Doster.

Additional highlights included sessions from Andrew Loring and Robin Garewal on AI and USCA member engagement, Andrea Dixon's update on the Best Companies to Sell For, and faculty-led innovations presented by Detra Montoya.

It was the first time we implemented the bidding and application process.

We appreciate Insight global and Dr. Lenita Davis for hosting our spring meeting.

USCA Members who are interested in hosting a spring meeting must submit their proposals to the USCA Vice-President by July 15th



Eli Doster, Chief Talent Officer for Insight Global spoke to the group. The meetings are always a great time of fellowship and thought exchange.



SALES COMPETITIONS

USCA Member University Sales Competition Winners

ICSC



2024

- 1st Toronto Metropolitan University
- 2nd Iowa State University
- 3rd Kennesaw State University
- 4th University of Georgia
- 5th Florida State University

Rookie of the Year:
University of Georgia

NCSC 2025

1. Illinois State U
2. Bradley U
3. Kennesaw State U
4. Kansas State U
5. U of Wisconsin, Whitewater



CHALLENGER SALES COMP

SP25

Overall Team Placings (tie for 1st)

1st Team: University of Texas - Arlington
Coach: Greg Wicklman
Students: Blossom Nguyen, Luis Miguel Lopez, Matthew Logan, Alva Maria Garcia Zamora, Gabriela Godinez



1st Team: US Airforce Academy
Coaches: Lt Col Wellman and Lt Col Potter
Students: Bridge Bach, Nathan "Gil" Hay, Will French, Kamryn Jones

GREAT NORTHWOODS SALES WARMUP

Overall Champion:
Ashleigh Stuck,
Baylor University

First Runner-Up:
Karina Kimery,
Arizona State University

Second Runner-Up
Walter Sieggreen,
Louisiana State University



UTISC

**Top 10 University Teams
(role play + engagement)**

**First Competition to be USCA
Sales Competition Certified*

1. U of Wisconsin, Whitewater
2. University of Toledo
3. Kansas State University
4. Asbury University (tie)
4. Florida State University (tie)
6. Capital U (tie)
6. U of Cincinnati (tie)
8. Baylor U
9. Clemson U
10. Duquesne U



CANADIAN UNIV. SALES COMPETITION

Overall University Rankings: Toronto Metropolitan University
University of Guelph
HEC Montréal
Queen's University
Ivey Business School



Peltier Wins USCA Lifetime Achievement for life of sales service

Dr. Peltier has shaped the landscape of university level sales education for over three decades. He has accomplished this by publishing research while leading and mentoring other sales academics.



a model for sales education nationwide, a powerhouse in national sales competitions.

Peltier's influence extends well beyond a single institution. He is a Past President of the USCA, where he played a key role in shaping the strategic direction of collegiate sales education. Additionally, he has served twice as President of the American Marketing Association's Collegiate

In 2012, Peltier spearheaded the creation of the Institute for Sales Excellence at the University of Wisconsin–Whitewater, which under his direction has grown into a nationally prominent program. Known for its rigorous training, strong industry partnerships, and highly successful competition teams, the institute stands as

Chapters Council, demonstrating his commitment to advancing marketing and sales education on a national scale.

To learn more about the new USCA Awards visit universitiesales.org

2026 DEADLINE:
October 1st, 2025



Dr. Peltier's research has significantly impacted the sales academy, as demonstrated by over 12,000 citations. Colleagues, students, and industry partners recognize him for his academic contributions, mentorship, vision, and unwavering dedication to preparing students for successful and fulfilling careers in sales.

USCA Announces Inaugural Outstanding Member Awards

The University Sales Center Alliance has introduced two new honors to recognize outstanding contributions from individual USCA Sales Programs: the Outstanding Full Member of the Year and the Outstanding Associate Member of the Year. Through the application and awards process, other members are inspired to set ambitious goals and a clear vision for their programs.

Texas State University was named the Outstanding USCA Full Member of the Year, becoming the inaugural recipient of this prestigious award. Their dedication to enhancing professionalism and innovative programming has benefited both students and corporate partners.

In the Associate Member category, Middle Tennessee State University and Toronto Metropolitan University were both recognized as the Outstanding Associate Members of the Year. As inaugural honorees, they



have each demonstrated impressive engagement, growth, and collaboration within the USCA network.

These new awards celebrate institutions that go above and beyond in fostering excellence in sales education. Congratulations to all of our inaugural recipients!

OUTSTANDING DEAN

Dr. Robert T. Burrus, Jr. Named 2024 USCA Outstanding Dean

USCA is proud to announce Dr. Robert T. Burrus, Jr., Dean of the Cameron School of Business at the University of North Carolina Wilmington, as the recipient of its 2024 Outstanding Dean Award. The award was presented during the USCA Fall Meeting in Indianapolis and recognizes Dean Burrus' exceptional leadership, strategic vision, and unwavering commitment to advancing sales education.



Each year USCA members decide whether their dean is eligible to be nominated. The award is given to deans that have made a transformative impact on their USCA Sales Program. The award honors deans who not only champion innovation in curriculum and programming, but who also serve as tireless advocates for student success, industry engagement, and academic excellence. Dr. Burrus exemplifies all of these qualities and more.

"We are honored to recognize the work of Dean Burrus at UNCW," said Lenita Davis, President of the University Sales Center Alliance. "His support of the sales program has been vital to its growth and success, and he sets a powerful example for what deans can achieve when they believe in the value of sales education."

Dean Burrus' impact at UNCW has been both strategic and deeply personal. Following the construction of the original Sales Center, he approved the hire of a second sales professor to support growing student demand—and just two years later, he authorized a third faculty position. In 2023, recognizing the ongoing success and expansion of the program, he allocated additional physical space to the Sales Center. Most recently, he has secured university funding for the construction of a new, state-of-the-

art facility featuring increased space and updated technology, with plans to begin construction in 2026.

But Dean Burrus' support extends well beyond bricks and mortar or faculty lines. He is an active presence in the program, regularly attending sales competitions, corporate partnership events, and student-focused functions. He meets personally with students headed to national competitions to offer encouragement and support, and he has committed the business school to co-fund a guest speaker each semester focused on professional sales, enhancing the educational experience for all students.

Dr. Burrus has served as Dean of the Cameron School of Business since 2014, after previously leading as Chair of the Department of Economics and Finance beginning in 2007. A member of the UNCW faculty since 1998, he began his academic career as a Visiting Assistant Professor at Kenyon College from 1996 to 1998. Alongside his administrative leadership, Dean Burrus has been an innovator in economic education. In 2000, he and colleague Dr. Peter Schuhmann co-founded the Teaching Economics Workshop, a professional development event that has grown steadily in participation and influence over the years and continues to serve educators across the country.

Dean Burrus' dedication to academic excellence, student development, and faculty support has made the Cameron School of Business a leader in sales education and an invaluable member of the USCA. His efforts continue to elevate the role of university-based sales programs and provide a model for other institutions seeking to grow in this vital area of business education.



To see past winners and learn more visit [universitysales.org](https://www.universitysales.org)

2026 DEADLINE:
October 15th, 2025

FALL MEETING 2026



September 25-26
We'll see you in DALLAS!

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Member Mondays

USCA
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TALBERT**

— Chandler Family
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UNIVERSITY SALES CENTER ALLIANCE
Advancing the Sales Profession Through Teaching, Research and Outreach

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