

**Gini Graham Scott, Ph.D., J.D.**  
6114 La Salle, #358, Oakland, CA 94611  
(510) 339-1625; FAX: (510) 339-1626; GiniS@aol.com

## **EDUCATION**

California State University, Hayward, 2003-present. M.A. Program in Organizational, Consumer, Audience Behavior/Mass Communications.  
California State University, Hayward. 2001-2003. M.A. Anthropology  
Merritt College, Oakland. Anthropology/Social Science, AA. 1999-2000.  
Merritt College, Oakland. Certificate in Administration of Justice. 1996-1999.  
University of San Francisco Law School, San Francisco. 1986-90. J.D.  
University of California, Berkeley. 1979-82. Post-doctoral study in Anthropology.  
University of California, Berkeley. 1973-76. Ph.D. Sociology.  
University of Pennsylvania, Philadelphia. 1964-65. M.A. Sociology.  
University of California, Berkeley. 1961-63. B.A. Sociology.

## **RESEARCH, PLANNING, CONSULTING, AND TEACHING EXPERIENCE**

- 12/1/02 present Developing Courseware and Web Site Articles. Have been developing classes on conflict resolution, consumer behavior, marketing, sales and other topics for Digital Think, a division of EDS. Have written materials for a variety of sites, including MedioCom.Net, HR.Com, Behavior Research.net.
- 6/1/02 present Ethnographic and Social Science Research. Have conducted various types of research using ethnographic, qualitative and quantitative techniques, including evaluation and survey research for Pro Arts, a non-profit organization of about 1000 Bay Area artists, and studies of the homicide, canine, and vice units at the Oakland police.
- 1/1/99 present Part-Time Teaching at Colleges and Post-Secondary Programs. For College of Notre Dame and American Institute of Business and Technology (affiliated with Woodbury University and Chicago State University): taught classes on Internet and business, marketing principles, global marketing, business law, organizational behavior, management principles, and American government. For the Investigative Career Program in San Francisco: taught classes on civil law, privacy, ethics, confidentiality, psychological profiling, and evidence.
- 6/1/83 present Leading Seminars and Workshops. For various groups on these topics: creativity, innovation, leadership, group dynamics, management, conflict resolution, organizational behavior, ethics, legal issues, privacy, criminal justice.
- 1/1/84 present Organizational Development and Management Training Consultant/Speaker. Helped various organizations set up marketing, leadership, and management programs, and redesign organizational structures. Have developed training, organizational, marketing, and research materials, including survey forms and interview guides. Clients have included Livermore Laboratories, International Home Shopping (Cincinnati, Ohio); etc.

- 11/22/65  
4/19/68;  
1/1/70  
12/31/79
- Market Research Project Director, Analyst, Writer. Worked for Foote, Cone & Belding Advertising, New York and San Francisco. Designed, implemented, and analyzed quantitative and qualitative research; wrote reports and proposals; did interviewing; led group sessions; supervised interviewers and suppliers. Also, freelance quantitative and qualitative research for Lennen & Newell; Nova Research, and the San Francisco Study Center. Analyzed data, wrote reports.
- 4/1/68  
1/1/93
- Designing/Marketing Games; Consultant on Game Design and Development. Involved in game design, production, marketing, promotion, public relations, and consulting. Over 2-dozen commercial and educational games marketed. Worked with major companies including Hasbro Industries, Pressman Toy, Mag-Nif. Developed association of game inventors and players. Led workshops on game design and marketing. Made presentations to manufacturers.

### **PROGRAM EVALUATION, LEGAL/CRIMINAL JUSTICE, AND INVESTIGATIVE RESEARCH**

- 1/15/95  
5/1/99
- Completed an Administration of Justice Certificate Program. Took part in a two-year program at Merritt College. Took courses, did research in crime and criminal justice, including participating in Oakland's Citizen Police Academy and doing a research study on Homicide Patterns and Investigations in Oakland published by the Oakland Police and distributed to police and city officials.
- 9/1/90  
12/15/90
- Investigative Researcher on Political Issues for Consumer Organization. Worked for Consumer's Union as an intern doing investigative research on several political issues, including a milk bill, banking, and insurance. Did research on other consumer organizations. Work included checking public records, contacting legislators and members of political action groups, reviewing bill histories, analyzing data, writing reports, etc.
- 5/15/89  
10/15/89
- Law Clerk Intern in Criminal Justice Agencies. Worked as an intern during law school at the U.S. Attorney's Office in San Francisco for three months and at the San Francisco District Attorney's Office for two months.
- 1/1/89  
5/15/89
- Investigative Research for Private Investigators. Worked with investigators Sam Brown and Dee Moody doing investigative research on a part-time basis. Work included interviewing, checking public records, taking photographs, etc.
- 9/1/77  
12/31/80
- Proposal Writer and Researcher on Government Projects. Worked for Corporate and Urban Design Associates in Berkeley, California researching, developing and writing proposals on learning systems, citizen attitudes, city services, youth programs, medical training, and energy. Also, a researcher for a funded project evaluating mental retardation programs for the President's Commission on Mental Retardation. Work included site visits, interviewing, writing reports.
- 6/1/75  
11/1/77
- Evaluation Researcher and Project Director for Criminal Justice Projects. Worked for the Contra Costa Criminal Justice Agency, Concord, California on several projects funded by the Law Enforcement Administration Act. Evaluated projects on probation, police, and crime prevention, using quantitative, qualitative, and process approaches. Wrote reports and training film scripts.

## WRITING EXPERIENCE

- 7/1/01  
present      Columnist on Work and Business Topics. Have written a weekly column for 11 East Bay papers, including the Oakland Tribune, and the L.A. Downtown News on improving relationships in the workplace. Columns to be published as A SURVIVAL GUIDE TO WORKING WITH HUMANS by AMACOM in 2003.
- 9/1/77  
present      Writing for Clients on Business Topics. Have written dozens of book proposals, books, and articles for clients on various business topics. Recent projects include summarizing over 350 books on management, marketing, professional development, leadership, strategy, and relationships in business. Wrote course outlines for about 50 classes for an investigative careers program at a college of business management, where I am currently teaching several courses.
- 1/1/80  
present      Author of Books on Creativity, Innovation, Conflict Resolution, Other Topics  
Published over 35 books on various topics with national publishers, including:  
Creativity and Innovation  
DO YOU LOOK LIKE YOUR DOG? (Broadway/Random House 2004)  
THE EMPOWERED MIND (Prentice Hall 1994)  
MIND POWER: PICTURE YOUR WAY TO SUCCESS (Prentice Hall 1987)  
THE POWER OF FANTASY (Citadel 1994)  
THE CREATIVE TRAVELER (Tudor 1989)  
Conflict Resolution and Organizational Behavior  
THE SURVIVAL GUIDE TO WORKING WITH HUMANS! (AMACOM 2003)  
WORK WITH ME! RESOLVING EVERYDAY CONFLICT IN YOUR ORGANIZATION (Davies-Black 2000)  
RESOLVING CONFLICT (New Harbinger 1990)  
MAKING ETHICAL CHOICES (Paragon 1998)  
THE TRUTH ABOUT LYING (Smart Books 1994)  
Marketing and Sales  
BUILDING A WINNING SALES TEAM (Probus 1991)  
SUCCESS IN MULTI-LEVEL MARKETING (Prentice-Hall 1991)  
GET RICH IN MULTI-LEVEL SELLING (Self-Counsel 1989, 4<sup>th</sup> ed, 1996)  
Legal Issues  
MIND YOUR OWN BUSINESS: Battle for Personal Privacy (Insight 1995)  
PRIVATE EYES (Paladin 1994, Citadel 1991)  
YOU THE JURY: A Recovered Memory Case (Seven Locks 1996)

## OTHER TEACHING EXPERIENCE

- 3/22/93      Teaching Class on Ethnic Cultures and Violence in America. At the EF  
5/25/93      International School of English at Mills College, Oakland. Taught a class on ethnic cultures and violence in the U.S. to foreign students.
- 9/1/90      Teaching Class on Everyday Law. Taught "street law" class to students at  
11/30/90      at Lincoln High School in SF, as part of a teaching program in law school.
- 1/29/79      Lecturer. Sociology Department, Dominican College, San Rafael, CA. Taught  
5/25/81      classes on urbanization and urban sociology/anthropology.

2/1/80      Lecturer. (Assistant Professor Level). Sociology Department, San Francisco  
5/21/81      State University, San Francisco. Taught classes on deviance and the family.

### **OTHER COMMUNITY RELATIONS, MANAGEMENT AND TRAINING EXPERIENCE**

1/1/87      Trainer, Workshop/Seminar Leader, Group Facilitator, Mediator and Writer on  
9/1/93      Conflict Resolution. Was a trainer and panelist for the Community Boards  
neighborhood dispute resolution program, and participated in numerous trainings  
on conflict resolution techniques. Led workshops and seminars and spoke on  
this topic to numerous groups, including the Commonwealth Club in San  
Francisco. Author of the book: RESOLVING CONFLICT (New Harbinger 1990),  
and a guest on several dozen radio talk shows on this subject.

4/1/82      Sales Group Organizer, Trainer, and Program Materials Developer for Direct  
1/1/87      Sales Techniques. Involved in marketing and in creating several direct sales  
organizations, some network marketing and multi-level marketing organizations.  
Organized several sales organizations in the travel field. These experiences led  
to the development of five books on sales and sales management techniques  
published by various publishers: Building a Winning Sales Team (Probus 1991),  
Effective Selling and Sales Management (Brick House 1987), Success in Multi-  
Level Marketing (Prentice Hall 1991), Get Rich Through Multi-Level Selling (Self-  
Counsel Press 1989), and Strike It Rich in Personal Selling (Avon 1985, New  
World Books 1988). Prepared marketing and promotional materials, including  
marketing plans, presentation books, slide shows, and training manuals.

### **COMMUNICATIONS, MEDIA, FILM, AND PHOTOGRAPHY EXPERIENCE**

6/1/02      Photography for Pro Arts, Websites, and Book. Took photographs as an intern  
present      in Applied Anthropology for Pro Arts, and have since had photos accepted in  
two shows, most recently New Visions from July 2-August 6, 2003. Provided  
about 50 photos for a book of 100 photos I published with Random House:  
*Do You Look Like Your Dog?*. Have contributed photos to many Web sites I  
designed, including www.doyoulooklikeyourdog.com and artsandphotos.com.

4/1/91      Radio Talk Show Host. Have been the host of an interview program called  
9/1/93      CHANGEMAKERS on social issues and trends, focusing especially on business,  
law and society, lifestyles, and new technologies. It aired weekly on KUSF-  
FM in San Francisco and was broadcast internationally on short wave radio to  
over 100,000 listeners in 70 countries, while on the air.

1/1/80      Guest on Television and Radio Talk Shows. Have been featured on various  
present      television and radio talk shows to talk about the topics in some of my books,  
and most recently on conflict resolution and ethics. Programs have included  
appearances on Oprah Winfrey, Montel Williams, CNN Talk Back Live, etc.

5/7/74      Radio Talk Show Host on Business Topics. From 5/74-6/75 hosted program for  
7/1/83      KPFA in Berkeley, California on games and the games industry and did  
occasional interviews on other topics.