

Bill LaFayette, Ph.D.

Work address:

Columbus Chamber
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Key strengths:

- Synthesizing large quantities of local economic and demographic data to determine present and likely future trends and implications of those trends for public and business policy.
- Bringing to bear the insight gained from a decade of experience in Central Ohio economic development organizations.
- Explaining economic trends and their implications in speeches, written presentations, and media interviews in an effective and engaging way.
- Collaborating with decision-makers to help them convert analytical findings into action.

Experience:

Columbus Chamber, Columbus, OH, vice president, economic analysis, July 1999-present.

- Conduct economic and demographic research and analysis in support of the Chamber's economic development mission. Determine policy implications and appropriate messaging of the findings. Supervise use of economic and demographic information in all Chamber publications and communications.
- Prepare annual economic forecast for the Columbus Metropolitan Statistical Area, the only comprehensive forecast of its kind in the region. Issue monthly news releases and quarterly analyses of the Columbus regional economy.
- Conduct analysis in support of the Columbus Chamber's and the Columbus Partnership's CompeteColumbus industry cluster development initiative.
- Support a variety of initiatives of the Chamber's partners through committee service and providing analysis and resources. Notable examples: Columbus and Franklin County Workforce Investment Board, Columbus City Council, Experience Columbus, Columbus Regional Airport Authority.
- Act as Chamber's media spokesperson for economic issues; frequently speak to business and community groups.
- Taught MBA seminar at Capital University on critical issues facing Columbus in partnership with the Chamber, 2000-2002.

Rickenbacker Port Authority, Columbus, OH, research coordinator, June 1995-July 1999.

- Conducted economic and market research and analysis of both air cargo and industrial real estate markets in support of RPA's operation of Rickenbacker International Airport and U.S. Foreign Trade Zone No. 138. Provided interpretations of the analysis to inside and outside parties.
- Prepared annual forecast of airport activity for use in budgeting and airport planning; tracked and updated forecast through the year.
- Created and maintained reporting system to collect monthly airport traffic and cargo tonnage from airlines; reported results to Airports Council International and the Federal Aviation Administration (FAA).
- Served as primary media spokesperson for airport traffic developments.
- Wrote and edited technical documents and reports, news releases, and marketing materials, notably sections of the Airport Master Plan – an official document required by the FAA.

The Ohio State University, Columbus, OH. teaching and research associate, Department of Finance, September 1983-August 1988; October 1993-March 1995.

- Taught courses in Real Estate, Corporate Finance, and Investments at introductory and advanced undergraduate levels.

- Assisted faculty members with data collection, computer analysis, course teaching and administration, and grading of projects and exams.

University of North Texas, Denton, TX. lecturer in real estate, January 1990-May 1992.

- Planned and taught undergraduate and MBA-level courses in Real Estate, including Principles, Finance, and Market and Investment Analysis. Designed and taught a new MBA-level Real Estate Market and Feasibility Analysis seminar.
- Served on Department's Promotion and Tenure Committee.

Ashland University, Ashland, OH. assistant professor of business administration, August 1981-August 1983.

- Planned and taught courses in Corporate Finance, Investments, and Accounting at introductory and advanced undergraduate levels. Designed introductory course in finance for entering MBA students with no business background.
- Served as Business Department representative to University's Library Facilities Committee.

Education:

Doctor of Philosophy, The Ohio State University, Columbus, OH, June 1994.

Field of Study: Real Estate Economics, Financial Economics.

Dissertation: *Mortgage Choice, Tenure Choice, and Housing Demand in the Presence of Mortgage Qualification Constraints*. (Winner of 1994-95 Dissertation Award, American Real Estate and Urban Economics Association.)

Master of Business Administration, Wright State University, Dayton, OH, August 1981.

Field of Study: Investment Management.

Thesis: *The Pricing of Stock Options: An Empirical Investigation*.

Bachelor of Science, Summa Cum Laude, Wright State University, Dayton, OH, December 1979.

Field of Study: Finance and Accountancy.

Scholarly Publications:

P.H. Hendershott, W.C. LaFayette, and D.R. Haurin, "Debt Usage and Mortgage Choice: The FHA-Conventional Decision," *Journal of Urban Economics* 41 (1997), 202-217.

W.C. LaFayette, "A Critique of Albert and Weaver's 'A Model for the Analysis of the Components of Equity Value'," *The Appraisal Journal* 55 (April 1987), 252-59.

Association Memberships, Community Involvement, and Professional Development:

- American Chamber of Commerce Executives.
- International Economic Development Council.
- Leadership Columbus (graduate, Class of 2004).
- Mayor's Economic Development Action Committee, City of Columbus.
- City of Columbus Community Reinvestment Area Housing Council (two-year appointment by the Mayor, 2005-2007).
- Columbus Metropolitan Club (member, Program Committee).
- Merion Village Association.