



**DR. CHARLES BEARCHELL PH.D
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Charles Bearchell served in the Air Force in a technical laboratory in southern Germany following World War II. Following his time in service, Charles earned his Bachelor's and Master's degrees at San Francisco State College and went on to earn his Ph.D. at Northwestern University. He served as Associate Dean of the School of Business and Economics for six years and was appointed to the post of CSUN Dean of Graduate Studies and Research in 1977. He held that post for eight and one half years after which he returned to teaching.

While on the faculty at CSUN he provided marketing management consultation to retail and manufacturing organizations and occasionally served as expert witness in legal cases. After retiring in 1992, he taught a course in International Marketing at UCLA. He authored Retailing - A Professional Approach. Harcourt Brace Jovanovich, Inc., 1975, Marketing Dictionary - English: German-German: English (published in Germany, 1976, (3rd Edition, 1997), and The San Fernando Valley: Then and Now. Windsor Publications, 1988. He wrote two hundred and sixty columns in German-language marketing journals in Hamburg and Duesseldorf, Germany for over 19 years, before retiring from his positions there last year. Presently, he serves on the Board of the Economic Research Center at CSUN, the Board of Directors on the Heidelberg Club International of Los Angeles, as well as the Board of Directors of the San Fernando Valley International Association, the Advisory Board of the Department of Marketing at CSUN, and he is currently Executive Director of the German-American Cultural Society, Inc.

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