Curriculum Vitae
Alison Lynn Reaser, Ph.D.
Professor of Economics (2010-Present)
(619) 849-2690
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-Spring 2018.

MBA Thesis Advisor; Fall 2011-Spring 2012 (multiple projects)

Teaching Experience – Undergraduate

University of California Los Angeles, Los Angeles, Ca.

Teaching Assistant

Professional 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.

Special Awards

"NABE Outlook Award", 2012

"San Diego Top 50 Influentials" by San Diego Daily Transcript, 2011.

"Fellow", by National Association for Business Economics, 2010.

"Spirit Medallion" by Bank of America, 2007.

"Outstanding Partnership Award" by Barnett Banks, 1997.

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

Selected Publications

San Diego Military Economic Impact Study, 2019

Naval Information Warfare Systems Command (NAVWAR): Economic Impact on the San Diego Region, 2019.

The San Diego Metropolitan Transit System: A Study of its Economic Impact, 2019.

An Economic Impacts Cost and Benefit Analysis: Coronado's Ownership of State Routes (SR) 75 and 282, 2019.

Understanding the Homelessness Journey: Insights from Individuals Living in Shelters or on the Streets, 2019.

Revising San Diego's Inclusionary Housing Policies: Costs vs. Benefits, 2019.

The Big Bay Boom Economic Analysis, 2018.

San Diego Military Economic Impact Study, 2018.

California State Job Tracker, published monthly 2015-present.

The Impact of the Proposed Soar Initiative on the City of Oceanside, 2018.

Ending the Taxation of Military Pay in California: An Analysis of the Costs and Benefits, 2018.

The Interaction between State Economic Policy and Manufacturing Competitiveness, 2017.

78 & Jefferson Medical Office Economic and Community Benefit Report , 2017.

Analytical Review of the Feasibility Study for a Community Choice Aggregation Program in the City of San Diego, 2017.

San Diego Military Economic Impact Study, 2017.

Changes, Challenges, and Choices, 2017.

SDHC's Growing Economic and Community Impact on San Diego, 2016.

Economic Outlook Forum: Harmony or Discord?, 2016.

Housing San Diego's Homeless at Greatest Risk: A Cost Benefit Analysis, 2016.

San Diego Military Economic Impact Study, 2016.

Economic Outlook Forum: Looking Back with Nostalgia or Celebrating an Innovative Future?, 2015.

Project 25: Housing the Most Frequent Users of Public Services Among the Homeless, 2015.

SDHC: Its Housing Footprint, Community Role, and Economic Impact on San Diego, 2015.

San Diego Military Economic Impact Study, 2015.

San Diego's Shipbuilding & Repair Ecosystem: Its Regional Economic Impact and Role in the Nation's Defense, 2015

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Opening San Diego's Door to Lower Housing Costs, 2015.

Can 3D Printing Unlock Bioinspiration's Full Potential?, 2014.

San Diego Military Economic Impact Study, 2014.

SPAWAR Economic Impact Study, 2014.

2014 Economic Outlook, Time to Take Off the Training Wheels?, December 2013.

Bioinspiration: An Economic Progress Report, November 2013.

San Diego's Food Bank Population: Profile, Analysis, and Solutions, 2013

Meeting Water Quality Standards for San Diego Recreational Waters: A Cost Benefit Analysis, 2013

Military Economic Impact Study, San Diego Region 2013, September 2013

San Diego's Talent Pipeline: An Analysis of Supply, Demand, and Gaps in Eight Key Occupations, June 2013.

Economic Outlook 2013: Will the Fiscal Fog Lift?, November 2012.

San Diego Military Economic Impact Study, June 2012.

2012 Economic Outlook, Rebalance or Restart?, February 2012.

A Review and Critique of "Should Green Jobs Be Outsourced?" by Peter Philips, Ph.D., January 2012.

The Sempra Baja Wind Project Energia Sierra Juarez: An Economic and Comprehensive Analysis for the Cali-Baja Mega Region, for Sempra Generation, January 2012.

Navy Broadway Complex Redevelopment Project The Economic Impact: 2012-2025, The San Diego Military Advisory Council, October 2011

Manufacturing—At Home in California?, State Controller's Summary Analysis, June 2011

Meeting Water Quality Standards for San Diego's Recreational Waters: A Cost Benefit Analysis, Commissioned by the City of San Diego Transportation and Storm Water Department, April 2011

2011 Economic Outlook. Sustaining the Expansion, March 2011

The New Economic Reality: How New and How Real?, Business Economics, January 2011

Biomimicry—A New Economic Driver for California, State Controller's Summary Analysis, December 2010

China's Role in the New Economic Reality, Chinese Academy of Social Sciences Forum, Macroeconomy and Price Reform, December 2010

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

Military Construction Spending in San Diego The Economic Impact 2007-2011, The San Diego Military Advisory Council, 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

Selected Conferences

International Society of Bionic Engineering, China, 2019

NABE Annual Meetings, various locations, 1980-2019

NABE Policy Conferences, Washington, D.C., 2000-2018

NABE international Symposium, Bank of Italy, 2017

PLNU MBA Europe trip, including meetings with senior economists, policy officials, and business leaders, November 2011

Member of NABE Economists delegation to Brazil, including meetings with leaders from government, academia, research institutes, and companies, August 2011

Leader of NABE Economists delegation to China, including meetings with leaders from government, academia, research institutes, and companies, June 2010

American Economic Association, various locations, 1995-2011

Association for University and Business Economic Research, various locations, 1990-2010

Western Economic Association International, various locations, 1990-2000

Public Policy and Professional Affiliations

Chair, California Treasurer's Council of Economic Advisors., 2014-2018

Member, California Chamber of Commerce Economic Advisory Council, 2016-Present

Chair, National Association of Business Economics Foundation, 2011-2018

Member, Chair, California Controller's Council of Economic Advisors., 2011-2013

President, National Association of Business Economics, 2009-2010

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