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EDUCATION

1973-1980 Stanford University, Stanford, CA
Ph.D., Economics, March, 1980; M.A., Economics, January, 1977
Dissertation: *Inflation and the Demand for Life Insurance*
Areas of Specialization: Macroeconomics, international economics, monetary theory, econometrics

1969-1971 Harvard Business School, Cambridge, MA
M.B.A., June, 1971
Area of Specialization: Managerial economics

1965-1969 Massachusetts Institute of Technology, Cambridge, MA
B.S., Chemical Engineering, June, 1969

EMPLOYMENT

2011 – present	Professor *Emeritus* of Economics, California State University, East Bay
2015 – present	Professor *Emeritus* of Finance, California University of Management and Technology
1980 – 2011	Professor of Economics, California State University, East Bay
2010 – 2014	Professor of Finance, California University of Management and Technology
1978 – present	Principal, Tony Lima Associates, Los Altos, CA
1978-1979	Brandeis University, Waltham, MA Lecturer, Department of Economics
1976-1978	Stanford University, Stanford, CA Lecturer, Department of Economics
1971-1972	Data Resources, Inc., Lexington, MA Marketing Consultant, New York City office.

PUBLICATIONS: OP-EDS

"This Fall, California Voters Could Decide Whether To Split Their State In Three" *The Federalist*, April 20, 2018. http://thefederalist.com/2018/04/20/fall-california-voters-decide-whether-split-state-three/

"Repealing The Individual Mandate Is A Tax Break For The Poor" *The Federalist*, December 1, 2017. http://thefederalist.com/2017/12/01/repealing-individual-mandate-tax-break-poor/

"BBC Lampoons Itself By Erecting Statue Honoring George Orwell" *The Federalist*, November 10, 2017. http://thefederalist.com/2017/11/10/bbc-lampoons-erecting-statue-honoring-george-orwell/

"No, Most U.S. Gun Owners Don't Stockpile 17 Or More Guns" *The Federalist*, October 19, 2017. http://thefederalist.com/2017/10/19/no-u-s-gun-owners-dont-stockpile-17-guns/

"Cops and Robbers, All Rolled Into One" *Wall Street Journal* July 24, 2017. https://www.wsj.com/articles/cops-and-robbers-all-rolled-into-one-1500937471

"Stimulate the Economy and Spend Nothing" *Wall Street Journal* January 16, 2017. https://www.wsj.com/articles/stimulate-the-economy-and-spend-nothing-1484611175

PUBLICATIONS: ECONOMICS

MULTIMEDIA

Voiceovers for Jeffrey Perloff *Microeconomics* (8e) and James Gerber *International Economics* (7e).

Voiceover video presentations explaining graphs and concepts for Jeffrey Perloff and James Brander, *Managerial Economics* (2e) and Jeffrey Perloff, *Microeconomics: Theory and Applications with Calculus* (4e) both Pearson Publishing, 2017. Each textbook has 75 such modules and each module is from two to six minutes long. I was producer, director, writer, audio and video editor, and voice talent. Expertise in Camtasia, Adobe illustrator and Audition, Microsoft Powerpoint.

BOOKS

"Instructor's Manual" to accompany Karl Case, Ray Fair, and Sharon Oster, *Principles of Microeconomics* (11e). Prentice-Hall Publishing, Upper Saddle River, NJ, 2014. Also wrote the IM for the 7th, 8th, 9th, 10th, and 11th editions.

"Instructor's Manual" to accompany Karl Case, Ray Fair, and Sharon Oster, *Principles of Macroeconomics* (11e). Prentice-Hall Publishing, Upper Saddle River, NJ, 2014. Also wrote the IM for the 7th, 8th, 9th, 10th, and 11th editions.

"Instructor's Manual" to accompany Alan Taylor, *International Macroeconomcs* (2e). Worth Publisher, New York (2011).

Economics: An Introduction to Analysis and Policy (with G.L. Bach, R. Flanagan, F. Levy, and J. Howell), Prentice-Hall, Inc., March, 1987.

ARTICLES

"Cost Minimization Under Variable Input Prices" (with A. Agapie). Romanian Journal of Economic Forecasting 2/2013, pp. 70-86.

"The Modern American Wine Industry: Market Formation and Growth in North Carolina" (review, with N. Schroder). Journal of Wine Economics, 6:2 (2011), pp. 294-297.

"Mondovino: Turnover or Terroir" (review, with N. Schroder). Journal of Wine Economics, 4:1 (Spring, 2009), pp. 114-115.

"Ernest Gallo, 1909 – 2007: A Life in Wine" (with N. Schroder). Journal of Wine Economics, 2:2 (Fall, 2007), pp. 109-128.

"Digitized Technology and Student Learning of Macroeconomics in the Short and Long Term: Caveat Emptor" (with N. Maxwell). Perspectives on Economic Education Research, 3:1 (Spring, 2007), pp. 32 - 52.

"Price and Quality in the California Wine Industry: An Empirical Investigation." Journal of Wine Economics, 1:2 (December, 2006), pp. 176-189.

"The Evolution of Baseball's Amateur Draft" (with P. Staudohar and F. Lowenthal). NINE: Journal of Baseball, 15:1 (Fall, 2006), pp. 27 – 45.

"Book Review: *Full Count: Inside Cuban Baseball*." Journal of Sports Economics, August, 2001.

(ARTICLES, Economics, continued)

"A Game Theoretic Analysis of Owner-Player Relations." (with L. Kahane and N. Maxwell) in Paul Staudohar (ed.) *Diamond Mines: Labor and Baseball*. Syracuse University Press, 2000.

"You Can't Put a Price on an Award -- Or Can You? Do Consumers Pay More for Medal-Winning Wines?" Wine Business Monthly, September, 1999, p. 34.

"Grey Ladies: Another Consequence of San Francisco Rent Control," Challenge, September-October, 1990.

"An Economic Model of the Objectives of Education" (with A.E. Cassuto), Proceedings of Conf. on Productivity and the Schools, Far West Lab. for Ed. Research and Development, San Francisco, CA, October, 1982.

"An Economic Model of Teaching Effectiveness," American Economic Review, December, 1981.

"Inflation: Its Causes, Measurement, and Cure," The Collegiate Forum, Winter, 1981.

"Price Determination and the Transmission of Inflation in the LINK System" (with B. Hickman), in *Modeling the International Transmission Mechanism*, J. Sawyer, ed., North Holland Press, 1979.

"Optimum Lifetime Portfolio Selection Under Uncertain Inflation," Disc. Paper #8, Workshop on the Microeconomics of Inflation, Department of Economics, Stanford University, February, 1977.

Great Ideas for Teaching Economics. Case studies on the economics of the catalytic converter and the Edsel. Scott, Foresman & Co., March, 1984. Reprinted in 1988 edition.

CONFERENCE PAPERS

"The New Structure of the California Wine Industry" (with N. Schroder). Presented at first annual meeting of American Association of Wine Economists, Trier, Germany, May 23 – 25, 2007.

"A Life in Wine: Ernest Gallo, 1909 - 2007" (with N. Schroder). Presented at first annual meeting of American Association of Wine Economists, Trier, Germany, May 23 – 25, 2007.

ELECTRONIC PUBLICATIONS

LearningCurve online question bank to accompany Goolsbee, Levitt, and Syverson, *Intermediate Microeconomics*, Worth Publishers, 2013.

Electronic Lectures for Principles of Economics (Addison-Wesley, 1995). A set of 3,000 Powerpoint slides to accompany Michael Parkin's *Economics* text (third edition, Addison-Wesley, 1995).

PUBLICATIONS, COMPUTER SCIENCE AND ENGINEERING

BOOKS

Microsoft Access 2.0 Projects for Windows, Benjamin/Cummings Publishing Co., Redwood City, CA, 1994.

Developing FoxPro for Windows Applications, Addison-Wesley, December, 1993.

Developing Paradox 4.0 Applications, Addison-Wesley, July, 1993.

(PUBLICATIONS, COMPUTER SCIENCE AND ENGINEERING, BOOKS, continued)

Developing dBASE IV Applications: Programming With The dBASE Template Language, Addison-Wesley. October, 1989. (Dutch translation, August, 1990.)

Inside dBASE IV, Addison-Wesley, April, 1989. (Dutch translation May, 1990. Japanese translation June, 1993.)

Mastering dBASE III in Less Than a Day, Prentice-Hall, Inc. November, 1985 (Japanese translation, December, 1986.)

dBASE II For Beginners, Prentice-Hall, Inc., January, 1985.

Introducing VisiOn: The System, Its Concepts and Applications (with S.R. Trost), VisiCorp Publishing, December, 1983.

ELECTRONIC PUBLICATIONS

"It's Tax Time: We Review the Boxed Software." PCWorld.com, January23, 2006. Available at http://www.pcworld.com/reviews/article/0,aid,124395,00.asp

"Online Tax Prep: An Upgrade Year" PCWorld.com, February 1, 2006. Available at http://www.pcworld.com/reviews/article/0,aid,124538,00.asp

"Tax Software: The Online Options" PCWorld.com, January 31, 2005. Available at http://www.pcworld.com/reviews/article/0,aid,119471,00.asp

"Tax Software: The Scoop on Shrink-Wrap" PCWorld.com, January 31, 2005. Available at http://www.pcworld.com/reviews/article/0,aid,119380,00.asp

"Tax Software: Let the Bugs Begin." PC World.com, January 31, 2005. Available at http://www.pcworld.com/reviews/article/0,aid,119493,00.asp

"Online Tax Preparation Takes Off" PC World, March, 2004. Available at http://www.pcworld.com/news/article/0,aid,114515,00.asp

"Guide to DesktopTax Software." PC World Online, February, 2004. Available at http://www.pcworld.com/news/article/0,aid,114427,00.asp.

"Guide to Web-Based Tax Software." PC World Online, February, 2004. Available at http://www.pcworld.com/news/article/0,aid,114426,00.asp.

"The Decline and Fall of Arthur Anderson." WindoWatch, July, 2002. Available at http://www.windowatch.com

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"Click Here to Calculate That Magic Income Figure" (review). PC World Online, November 10, 2000. Available at http://www.pcworld.com/news/article.asp?aid=34644.

"Find Professional Portfolio Tools Online" (review). PC World Online, September 4, 2000. Available at http://www.pcworld.com/news/article.asp?aid=18327.

(ELECTRONIC PUBLICATIONS, Computer Science, continued)

"Web Offers a WindowOnWallStreet.com" (review). PC World Online, April 19, 2000. Available at http://www.pcworld.com/news/article.asp?aid=16344.

"On24: Not Quite Around the Clock" (review). PC World Online, September, 1999. Available at http://www.pcworld.com/news/article.asp?aid=12537.

"Shopping on the Web: A Cautionary Tale" in PC World Online, December 29, 1998. Available at http://www.pcworld.com/news/article.asp?aid=9189.

"Using RoboHELP: Parts I, II and III." WindoWatch, September, October and December, 2001. Available at http://www.windowatch.com.

"Using Framemaker: Parts I, II and III." WindoWatch, March, April and June, 2001. Available at http://www.windowatch.com.

"Developing Data Entry Forms With Pagemill 3.0: Parts I, II, III, and IV." WindoWatch, December, 1999 and January - March, 2000 (4 part series). Available at http://www.windowatch.com.

"Access 2000 On the Web: First Steps." WindoWatch, September, 1999. Available at http://www.windowatch.com.

"Using Adobe Acrobat." WindoWatch, June, 1999. Available at http://www.windowatch.com.

"Web Site Development and Management with Pagemill 3.0." WindoWatch, April, 1999. Available at http://www.windowatch.com.

"Windows 98 Disaster Recovery." WindoWatch, January, 1999. Available at http://www.windowatch.com.

"Introducing Microsoft Access" WindoWatch, July, 1997 - March, 1998. Available at http://www.windowatch.com.

"Introducing Word for Windows" WindoWatch, May, June, and July, 1997. Available at http://www.windowatch.com.

PRINT ARTICLES, Computer Science

"PAL-Edit Makes Paradox Programming Easy," (review) DBMS, March, 1992.

"The Lost Art of Indexing," .dbf, September, 1991.

"dCRYPTR: Decompilation for dBASE III Plus," (review), .dbf, July/August, 1991.

"Light-Bar Menus in dBASE III Plus" (with Micheal Hader), .dbf, July/August, 1991.

"ScriptView: Documentation and Analysis Tool For Paradox," (review), DBMS, April, 1991.

"Valkyrie Recovers dBASE Source Code From Clipper," (review), DBMS, March, 1991.

"Tiny TimeWand II For Portable Bar Coding," (review), DBMS, February, 1991.

"Using Conditional Indexes for Easy Data Entry," .dbf, January, 1991.

"Multiple Simultaneous APPENDs in a Network Environment," (with Judy Maske), .dbf, December, 1990.

(PRINT ARTICLES, Computer Science, continued)

"Using Conditional Indexes to Track Network Locks in dBASE IV," (with Judy Maske), .dbf, November, 1990.

"Multi-user Coding Tips for dBASE IV," .dbf, July, 1990.

"Optimizing Queries in dBASE IV, Part II," .dbf, June, 1990.

"An Internal Rate of Return Program for dBASE IV," (with Jay Parsons) .dbf, May, 1990.

"Optimizing Queries in dBASE IV," .dbf, April, 1990.

"EDI Makes Global Data Interchange Possible," InfoWorld, March 26, 1990.

"Tips For Using the dBASE IV Applications Generator," PC World, January, 1989.

"Using Record Values with the Multiple Choice Function, .dbf, December, 1989.

"Tips For Using the dBASE IV MailMerge Report Generator," PC World, December, 1989.

"Techniques for Converting to dBASE IV," PC Magazine, June 13, 1989 (Number 11).

"Database Roundup," PC World, June, 1989.

"Professor DBMS" regular column in DBMS, May, 1988 - October, 1989.

"Serving Up SQL Server (Product Preview)," PC World, April, 1989.

"Protecting Data in dBASE IV," DBMS, March, 1989.

"dBASE IV: The Good," DBMS, January, 1989.

"Robots That Write Programs: Four Dbase Template Languages," DBMS, December, 1988.

"Discovering dBase III Plus" regular column in the Data Based Advisor, October, 1986 - October, 1988.

"Windows and Menus in dBASE IV," Data Based Advisor, July, 1988.

"How to Hire a Consultant," Data Based Advisor, June, 1988.

"dBXL," (review), Data Based Advisor, July, 1987

"Dac Easy Base," (review) InfoWorld, March 30, 1987.

"R:Bridge" (review) PC Tech Journal, October, 1986.

"Quicksilver" (review), InfoWorld, December, 1986.

"Recovering from Accidental Erasure of Paradox Files Using the Norton Utilities," PAL Tech Journal (Ansa Software), October, 1986.

"Tas-Plus" (review), InfoWorld, October 10, 1986.

"Clipper" (review), InfoWorld, September 15, 1986.

(PRINT ARTICLES, Computer Science, continued)

"Alpha/three" (review), InfoWorld, September 9, 1986.

"File Managers for the IBM PC" (feature article), InfoWorld, September, 1986.

"The Wiley FORTRAN Scientific Subroutine Library" (review), PC Tech Journal, May, 1986.

"Embedded Blanks, Dates, and Character Fields: dBASE Programming Tips," Data Based Advisor, May, 1986.

"Dbase III Plus" (review), InfoWorld, April, 1986.

"DB-Man: Powerful Database Manager" (review), InfoWorld, March 17, 1986

"Practibase" (review), Data Based Advisor, April, 1986

"Practibase" (review), InfoWorld, February, 1986

"Enrich Stacks Up Against Dbase III" (review), InfoWorld, January 27, 1986

"Db Report Writer Easy to Handle, But Limited" (review), InfoWorld, January 27, 1986

"Difficult Dbase Reports Become Much Simpler in Quickreport" (review), InfoWorld, February, 1986.

"Commodore's Amiga Potent, But Troubled" (review), InfoWorld, December 16, 1985.

"NEC Pinwriter: Quality Shows in Dot-Matrix Market Entry" (review), InfoWorld, December 9, 1985

"Practibase: Power At a Practical Price" (review), InfoWorld, November 25, 1985

"Epson DX-35: A Sound Entry in Daisy-Wheel Printer Market" (review), InfoWorld, November 18, 1985

"The Bondwell Laptop Portable" (review), InfoWorld, October, 1985.

"The HP Portable Plus" (review), InfoWorld, October, 1985.

"The Panasonic Executive Partner" (review), InfoWorld, September, 1985.

"Tough: HP Touchscreen II" (review), InfoWorld, September, 1985.

"Saywhat?! -- A New Screen Formatter and Loader for dBASE II/III" (review), Data Based Advisor, November, 1985.

"The NEC e.l.f Printer" (review), InfoWorld, June 8, 1985.

"Using SET RELATION TO For Data Validation in dBASE III," Data Based Advisor, March, 1985.

"The Lake Avenue Accounting System" (review), Data Based Advisor, February, 1985.

"Knowledge Man: Burly, But Costly" (review), InfoWorld, April 23, 1985.

"Mind Prober" (review), InfoWorld, December, 1984.

"The IBM PCjr, Revised Version" (review), InfoWorld, November, 1984.

(PRINT ARTICLES, Computer Science, continued)

"The Mindset Personal Computer" (review), InfoWorld, July, 1984.

"Seven Utilities for dBASE II," PC Tech Journal, June, 1984.

"ABSTAT: Statistics for dBASE II," PC Tech Journal, June, 1984.

"Bank Street Speller" (review), InfoWorld, June, 1984.

The Best of IBM PC Software (S.R. Trost, ed.) Chapters on six database management programs and three accounting systems, Sybex Publishing, Berkeley, CA, January, 1984.

COMMUNITY ACTIVITIES

Contributor and editor, http://LosAltosPolitico.com
Blogs:
Economics: http://GonzoEcon.com
Technology: http://TonyLimaAssociates.com
Wine: http://CaliforniaWineFan.com
http://VirginiaWineFan.com
http://OregonWineFan.com
http://NewZealandWineFan.com

Editor, *Among Friends* (Friends of the San Carlos Library). 2004-2005.