

RANDALL A. (RANDY) CANTRELL, PhD
Assistant Professor and Housing & Community Development Specialist
University of Florida, Gainesville, Florida
http://fyics.ifas.ufl.edu/Faculty_Staff/faculty_profiles/Cantrell.php

FOCUS

- Producing “discovery” research that assists homeowners to make upgrades
 - [Decision-Ade™](#) (video) and abstract (<http://goo.gl/2A11mJ>)
- Improving capacity within communities so they can function more effectively
 - <http://goo.gl/6l2qOH>
- Adapting homes for aging-in-place

TRAINING

- PhD University of Washington: Seattle, WA (emphases in Marketing Research and Engineered Wood Products), College of the Environment (2004)
<http://www.sefs.washington.edu/>; <http://www.cintrafor.org/>
- MS Illinois State University: Normal, IL (emphases in Applied Economics and Community Development), College of Arts and Sciences (2000) - Peace Corps Fellows Program
<http://stevensoncenter.org/programs/>
- BS University of Central Florida: Orlando, FL (emphases in Industrial Engineering and Pre-Medicine), College of Arts and Sciences (1993)
<http://www.is.ucf.edu/about/history.php>

EXPERIENCE

Manager of Innovation Research: NAHB Research Center (Home Innovations Research Lab)

Awarded and managed more than \$1M in government and industry research contracts
<http://www.nahbrc.com/>

Adjunct Research Professor: Virginia Tech’s Center for Housing Research

Responsible for conducting research to accelerate technologies into residential housing
<http://www.vchr.vt.edu/people/>

Research Forester: Human and Natural Resource Interactions USDA Forest Service
Responsible for conducting research to promote underutilized forest products/technologies
<http://www.fs.fed.us/pnw/about/programs/gsv/cfm.shtml>

Doctoral Research Assistant: University of Washington

USDA, \$100K grant: *Marketing Innovations Derived from Underutilized Resources*
<http://www.fpl.fs.fed.us/research/units/fpmu/>

Program Manager: Junior Achievement

School-to-Work, \$250K grant: *Economics Education for Public Schools in Rural Appalachia*
<https://goo.gl/m5FNvZ>

Mathematics Instructor: US Peace Corps

Taught secondary mathematics in the French Language to African students in Niger, W. Africa
<https://goo.gl/ttZnAm>

Mathematics Instructor: Florida Public Schools (Gulf County and Hillsborough County)

Taught secondary mathematics to gifted populations as well as at-risk populations

Engineer-In-Training: Cardinal Industries

Worked in the Industrial Engineering Department of a modular-housing manufacturing facility

EXAMPLES OF INDUSTRY PROJECTS

Role	Funding Agency	Title
PI	HUD*	Planning for Hurricane Katrina Reconstruction
Co-PI	HUD	Establishing Housing Facilities Outside Disaster Areas
Co-PI	HUD/NSF**	New Product Adoption of Residential Building-Materials
Co-PI	HUD/NSF	Path to Commercialization
Co-PI	HUD	Factory-Built Construction Perceptions/Opportunities

* US Department of Housing and Urban Development

** National Science Foundation

EXAMPLES OF ACADEMIC PROJECTS¹

Role	Funding Agency	Title
PI	UF/IFAS Office of Research	Early-Career Research Award
Co-PI	UF Center for Landscape Conservation & Ecology	Understanding High-Consumption Home Irrigation Users
Co-PI	National Endowment for the Arts	Citizens' Institute on Rural Design
Co-PI	USDA/NIFA*	Florida Tribal Healthy Homes
Co-PI	USDA/AFRI**	Green Residential Construction Programs

* US Department of Agriculture/National Institute of Food and Agriculture

** US Department of Agriculture/Agriculture and Food Research Initiative

CURRENT AFFILIATIONS

- Central FL Community Action Board of Directors
- Housing Education and Research Association
- National Consortium of Housing Research Centers
- Returned Peace Corps Volunteers of Gainesville

PAST AFFILIATIONS

- Alachua County, FL Board of County Commissioners Poverty Reduction Committee
- UF Faculty Assembly (FYCS Department)
- UF Preservation of Historic Buildings Committee
- UF Sick-Leave Pool Committee

¹ I am in the third year of the tenure and promotion process.

EDITORIAL REVIEW

- Journal of Forest Products Business Research
- Journal of Product Innovation Management
- Journal of Management in Engineering
- Journal of Housing and Society
- Forest Products Journal

AWARDS

- 2014 NACDEP 1st-Place National Team Award for Excellence in Community Development

MENTORING

Graduate Committee Chair:

MacLachlin, S. (MS, Completed: May 2014). Drivers of philanthropic behaviors for student organizations. University of Florida, Gainesville, Florida.

Sewell, C. (MS, projected date: December, 2015). Hurricane preparedness of homeowners in the southeast United States.

Monroe, R. (MS, projected date: December, 2015). Organizational volunteer recruitment in underserved areas.

Graduate Committee Member:

Dorvil, P. (MS, Completed: June 2013). Examining the expectations and benefits of the beneficiaries of Heifer International's "From the Ground Up" project for the development of "Rural Entrepreneurs of Agricultural Cooperation in Haiti" (R.E.A.C.H.) project. University of Florida, Gainesville, Florida.

Wherry, G.D. (MS, Completed: June 2009). Trends and diversification in the factory-built home industry. Virginia Polytechnic Institute and State University, Blacksburg, Virginia.

Research Assistant Supervisor:

Clark, K. (BS, Completed: May 2014). University of Florida, College of Agriculture and Life Sciences; Supervised Summer Internship Program

Sewell, C. (BS, Completed: December 2013). University of Florida, Design, Construction & Planning; Supervised Early-Career Scientist Seed Funding Grant

Beall, K. (BS, Completed: August 2013). University of Florida, College of Agriculture and Life Sciences; Supervised Summer Internship Program

Stafford, A. (BS, Completed: August 2012). University of Florida, College of Agriculture and Life Sciences; Supervised Summer Internship Program

PUBLICATIONS (please contact me if you cannot access/obtain any listed publication)

Books:

Berns-Cadle, H.; Cantrell, R.; ...and Spranger, M. (2013). Florida Homeowners Handbook to Prepare for Natural Hazards. ShorterChilds, Gainesville, Florida.

Peer-Reviewed, Refereed Publications:²

* denotes a research assistant under my supervision

- Cantrell, R. and Sewell, C.* (2015). Decision-Ade™: An innovative process for segmenting U.S. homeowners by utility-bill "botheredness" and budget constraints, *Journal of Architectural Engineering*. [http://dx.doi.org/10.1061/\(ASCE\)AE.1943-5568.0000176](http://dx.doi.org/10.1061/(ASCE)AE.1943-5568.0000176).
- Cantrell, R. and Beall, K.* (2015). Homeownership drivers in the post-housing bubble era, *Housing and Society*. 10.1080/08882746.2015.1020692.
- Nahmens, I., Joukar, A., and Cantrell, R. (2015). Impact of Low-Income Occupant-Behavior on Energy Consumption in Hot-Humid Climates, *Journal of Architectural Engineering*, 21(2), 1-10.
- Warner, L., Lamm, A., Rumble, J., Martin, E., and Cantrell, R. (2015 – in press). The Effect of Strategic Message Selection on Residents' Intent to Conserve Water in the Landscape, *Journal of Agricultural Education*.
- Cantrell, R. (2013). Homeflow: An analysis of the home-living situation. *Housing and Society*, 40 (1), 25-50.
- Cantrell, R. and Stafford, A.* (2013). The introduction and development of the community-flow measurement instrument. *Journal of Community Development*, 44(3), 305-322.
- Ganguly, I, Bowers, T., Eastin, I, and Cantrell, R. (2013) Role of green building programs in enhancing the usage of environmentally certified wood in the US residential construction industry. *International Journal of Construction Education and Research*, 9(3), 183-202.
- Cantrell, R. (2012). Comparisons between green homebuilders and traditional homebuilders. *Journal of Forest Products Business Research*. (http://fyics.ifas.ufl.edu/faculty_pages/Cantrell/Green_Builder_Publication.pdf)
- Ganguly, I., Koebel, T., Cantrell, R. (2010). A Categorical Modeling Approach to Analyzing New Product Adoption and Usage in the Context of the Building-Materials Industry. *Technological Forecasting & Social Change*, 77(4), 662-677.
- Cantrell R. and Paun D. (2004). An Empirical Analysis of an Innovative Application for an Underutilized Resource: Small-Diameter Roundwood in Recreation Buildings. *Forest Products Journal*, 54(9), 28-35.
- Paun, D., ..., Cantrell, R., and Cross J. (2001). A Performance Assessment of the North American Paper Industry. *Solutions Journal (formerly TAPPI Journal)*, 84(12), 1-27.

Peer-Reviewed, Non-Refereed Publications:

- Cantrell, R. (2015). Improving savings and health through minor conservation measures in the home. <http://edis.ifas.ufl.edu/fy1320>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Cantrell, R. (2015). Improving savings and health by maintaining your home at a ready-to-sell level. <http://edis.ifas.ufl.edu/fy1321>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Cantrell, R. (2015). Improving savings, health, and happiness by modifying how the family operates the home. <http://edis.ifas.ufl.edu/fy1322>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Cantrell, R. (2015). Improving savings, health, and happiness by making small modifications to your home. <http://edis.ifas.ufl.edu/fy1323>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Cantrell, R. (2015). Differences between green homebuilders and traditional homebuilders. <http://edis.ifas.ufl.edu/fy1285>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.

² Three additional 2015 publications have been submitted and currently are in review.

- Cantrell, R. and Harris, V. (2015). Improving health and happiness in the home by being an energy giver rather than energy taker. <http://edis.ifas.ufl.edu/fy1339>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Cantrell, R., Ganguly, I., Eastin, I., and Bowers, T. (2015). The association between one particular green building program and the use of environmentally certified wood by US homebuilders. <http://edis.ifas.ufl.edu/fy1301>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Ruppert, K., Cantrell, R., and Lee, H. (2015). Saving Water and Energy with an ENERGY STAR® Certified Dishwasher. University of Florida, Gainesville, FL. http://www.floridaenergy.ufl.edu/wp-content/uploads/FESC_
- Ruppert, K., Cantrell, R., and Lee, H. (2015). Refrigerators & Freezers, University of Florida, Warner, L.A., Martin, E., Lamm, A., Rumble, J., and Cantrell, R. (2015). Encouraging landscape water-conservation behaviors: Tailoring programs to Florida residents who use irrigation in the home landscape. <http://edis.ifas.ufl.edu/wc199>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Owens, C., Warner, L., Rumble, J., Lamm, A., Martin, E., and Cantrell, R. (2015). Encouraging landscape water-conservation behaviors: Information seeking preferences of Florida residents who use irrigation in the home landscape. <http://edis.ifas.ufl.edu/wc204>. Gainesville: University of Florida Institute of Food and Agricultural Sciences. Gainesville, FL. http://www.floridaenergy.ufl.edu/wp-content/uploads/FESC_
- Cantrell, R., Warner, L., Rumble, J., and Lamm, A. (2015-In press). Using the Decision-Ade™ segmentation strategy to better understand extension audiences. <http://edis.ifas.ufl.edu/fy>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Ruppert, K., Cantrell, R., Lee, H., and Building a Safer Florida. (2015-In press). Home Inspections Related to Energy Efficiency. <http://edis.ifas.ufl.edu/fy>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Ruppert, K., Porter, W., Cantrell, R., and Lee, H. (2015-In press). Energy Efficient Homes: Laundry Area. <http://edis.ifas.ufl.edu/fy>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Ruppert, K., Porter, W., Cantrell, R., and Lee, H. (2015-In press). Energy Efficient Homes: Compact Fluorescent Lamps. <http://edis.ifas.ufl.edu/fy>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Ruppert, K., Porter, W., Cantrell, R., Lee, H and Prescott, T. (2015-In press). Energy Efficient Homes: Appliances and Electronics. <http://edis.ifas.ufl.edu/fy>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Ruppert, K., Porter, W., and Cantrell, R. (2015-In press). Energy Efficient Homes: Ceiling Fans. <http://edis.ifas.ufl.edu/fy>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Ruppert, K., Porter, W., Cantrell, R., and Lee, H. (2015-In press). Energy Efficient Homes: Indoor Air Quality and Energy. <http://edis.ifas.ufl.edu/fy>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Ruppert, K., Porter, W., Cantrell, R., and Lee, H. (2015-In press). Energy Efficient Homes: Windows and Skylights. <http://edis.ifas.ufl.edu/fy>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Haldeman, B., Porter, W., Ruppert, K., and Cantrell, R. (2015-In press). Energy Efficient Homes: Introduction to LED Lighting. <http://edis.ifas.ufl.edu/fy>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.

- Cantrell, R.; Corbus, J.; and Spranger, M. (2014). Dealing with a Florida winter weather event. <http://edis.ifas.ufl.edu/fy1407>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Griffin, A. and Cantrell, R. (2014). Homemade household cleaners. <http://edis.ifas.ufl.edu/fy1449>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Harrison, M.; Cantrell, R.; and Griffin, A. (2014). Keeping it clean: Controlling mildew. <http://edis.ifas.ufl.edu/fy796>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Harrison, M.; Griffin, A.; and Cantrell, R. (2014). Keeping it clean: Plan your cleaning. <http://edis.ifas.ufl.edu/fy787>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Harrison, M.; Griffin, A.; and Cantrell, R. (2014). Keeping it clean: A healthy house. <http://edis.ifas.ufl.edu/fy786>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Porter, W.; Lee, J.; Ruppert, K.; and Cantrell, R. (2014). Energy efficient homes: the duct system. <http://edis.ifas.ufl.edu/fy1024>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Porter, W.; Ruppert, K.; and Cantrell, R. (2014). *Energy Efficient Homes: Water Heaters* <http://edis.ifas.ufl.edu/fy1025>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Cantrell, R. (2013). Improving savings, health, and happiness by making small modifications to your community. <http://edis.ifas.ufl.edu/fy1371>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Cantrell, R. (2013). Improving community performance by re-examining the neighborhood. <http://edis.ifas.ufl.edu/fy1372>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Cantrell, R. (2013). Improving community performance by re-examining public schools. <http://edis.ifas.ufl.edu/fy1374>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Cantrell, R. (2013). Improving community performance by re-examining public services. <http://edis.ifas.ufl.edu/fy1373>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Cantrell, R. (2013). How to hire and manage residential contractors. <http://edis.ifas.ufl.edu/fy1380>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Brennan, M; Cantrell, R.; Kumaran, M.; and Spranger, M. (2013). Effective community response to disaster: a community approach to disaster preparedness and response. <http://edis.ifas.ufl.edu/fy840>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Brennan, M; Cantrell, R.; Spranger, M.; and Kumaran, M. (2013). Effective community response to disaster: exploring the role of community emergency-response teams. <http://edis.ifas.ufl.edu/fy841>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Brennan, M; Spranger, M.; Cantrell, R.; and Kumaran, M. (2013). IFAS community development: enhancing community through social interaction. <http://edis.ifas.ufl.edu/fy717>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Brennan, M; Spranger, M.; Cantrell, R.; and Kumaran, M. (2013). IFAS community development: cooperatives as tools for community and economic development in Florida. <http://edis.ifas.ufl.edu/fy728>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.

- Brennan, M; Spranger, M.; Kumaran, M.; and Cantrell, R. (2013). IFAS community development: in search of a common understanding of community. <http://edis.ifas.ufl.edu/fy715>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Brennan, M; Spranger, M.; Kumaran, M.; and Cantrell, R. (2013). IFAS community development: toward a consistent definition of community development. <http://edis.ifas.ufl.edu/fy722>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Brennan, M; Kumaran, M.; Spranger, M.; and Cantrell, R. (2013). The importance of incorporating local culture into community development. <http://edis.ifas.ufl.edu/fy773>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Brennan, M; Regan, C.; Kumaran, M.; Spranger, M.; and Cantrell, R. (2013). IFAS community development: empowering your community, stage 2, organization of sponsorship. <http://edis.ifas.ufl.edu/fy763>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Brennan, M; Kumaran, M.; Cantrell, R.; and Spranger, M. (2013). IFAS community development: empowering your community, stage 3, goal setting and strategy formulation. <http://edis.ifas.ufl.edu/fy764>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Brennan, M; Kumaran, M.; Spranger, M.; and Cantrell, R. (2013). IFAS community development: empowering your community, Stage 4, recruitment. <http://edis.ifas.ufl.edu/fy765>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Brennan, M; Kumaran, M.; Cantrell, R.; and Spranger, M. (2013). IFAS community development: empowering your community, Stage 5, implementation. <http://edis.ifas.ufl.edu/fy766>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Brennan, M; Kumaran, M.; Spranger, M.; and Cantrell, R. (2013). IFAS community development: the importance of local community action in shaping development. <http://edis.ifas.ufl.edu/fy729>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.
- Brennan, M; Kumaran, M.; Cantrell, R.; and Spranger, M. (2013). IFAS community development: empowering your community, stage 1, initiation. <http://edis.ifas.ufl.edu/fy740>. Gainesville: University of Florida Institute of Food and Agricultural Sciences.

Technical Reports:

- Cantrell, R., Nahmens, I., Peavey, J., Bryant, K., and Stair, M. (2012). *Strategy for Establishing Housing Production Facilities Outside Disaster Areas*, U.S. Department of Housing and Urban Development Office of Policy Development & Research and the Partnership for Advancing Technology in Housing, Washington, D.C. (February), 71 pages.
http://www.huduser.org/portal/publications/pre_disasterplanning.html
- Cantrell, R.; Davis, L.; Hong, G.; Hudson, E.; and K. Temkin (2007). *Factory-Built Construction and the American Homebuyer: Perceptions & Opportunities*, U.S. Department of Housing and Urban Development Office of Policy Development & Research and the Partnership for Advancing Technology in Housing, Washington, D.C. (April), 131 pages.
- Cantrell, R.; Martin, S.; Heitzmann, R.; Fuller, R.; and A. Duran (2007). *Preliminary Planning in Hurricane Katrina Reconstruction: Strategic Roadmaps for Addressing Identified Barriers*, U.S. Department of Housing and Urban Development Office of Policy Development & Research and the Partnership for Advancing Technology in Housing, Washington, D.C. (May), 80 pages.
<http://www.huduser.org/portal/publications/destech/perception.html>
- Cantrell, R. (2006). *Why Manufacturer Participation Matters In The Building-Code Development Process*, American Real Estate And Urban Economics Association Mid-Year Meeting, Washington, D.C. (May), 17 Pages.

Cantrell, R. (2005). *Assessing the Market Potential of Alaskan Wood Products Substitution for Use in Building and Maintaining the Tongass National Forest*. Portland, Oregon: USDA Forest Service Report PNW-GTR-621, 12 pages, January, 2005.

http://www.fs.fed.us/pnw/pubs/pnw_gtr621.pdf

Wade, C. and R. Cantrell (2005). *The National Older Adult Housing Survey: A Secondary Analysis of Findings*, Prepared by the NAHB Research Center in collaboration with The Joint Center for Housing Studies of Harvard University, 73 pages.

Paun, D.; Cantrell, R.; and S. LeVan-Green (2004). *Assessing the Market Potential for Small Diameter Roundwood Recreational Buildings*. Madison, Wisconsin: USDA, Forest Service Report FPL-GTR-144 (January), 9 pages.

http://www.fpl.fs.fed.us/documnts/fplgtr/fpl_gtr144.pdf

Paun, D.; Cantrell, R.; et al. (2001). *An End of the Millennium Performance Review of the North American Paper Industry*, Seattle, Washington: Center for International Trade in Forest Products, Special Paper 39, 33 pages.

PRESENTATIONS³

Cantrell, R., Warner, L., Lamm, A., and Rumble, J. (2015). Segmenting Florida residential irrigation users by utility-bill 'botheredness' and household budgetary constraints." *Housing Education and Research Association 49th Annual Conference*. Springfield, IL.

Owens, C., Warner, L., Cantrell, R., Rumble, J., and Lamm, A. (2015). Understanding community preference as a means of changing irrigation water-usage practices. 21st International Symposium on Society and Resource Management. Charleston, SC.

Kumar Chaudhary, A., Warner, L., Rumble, J., Lamm, A., and Cantrell, R. (2015). Change in water conservation behavior of Florida residents as predicted by theory of planned behavior change. 21st International Symposium on Society and Resource Management. Charleston, SC.

Warner, L., Kumar Chaudhary, A.*, Lamm, A., Cantrell, R., and Rumble, J. (2015). Exploration of the relationships between residents' current and future water conservation behaviors. *21st International Symposium on Society and Resource Management*. Charleston, SC.

Cantrell, R. and Sewell, C.* (2014). Decision-Ade™: Using Predictive Analytics to Segment U.S. Homeowners by Utility-Bill "Botheredness" and Budget Constraints. *Housing Education and Research Association 48th Annual Conference*. Kansas City, MO.

Allen, K. and Cantrell, R. (2014). Extension Guides Community Redevelopment. *Housing Education and Research Association 48th Annual Conference*. Kansas City, MO.

Spranger, M.; Cantrell, R.; and Allen, K. (2014). Post-disaster recovery in Live Oak, Florida. *National Association of Community Development Professionals National Conference*. Grand Rapids, MI.

Cantrell, R. and Beall, K.* (2013). Homeownership Drivers in the Post-Housing Bubble Era, *Housing Education and Research Association Annual Conference*. Tulsa, OK.

Cantrell, R. and Beall, K.* (2013). Home Modifications and Adaptations, *Extension Professionals Annual Forum*. Ponte Vedra Beach, FL.

Cantrell, R. and Kumaran, M. (2013). Needs and Opportunities for Building Organizational Capacities of CCELAs to Serve Florida's Growing Senior Population. *Florida Conference on Aging*, Orlando, FL.

³ Two additional 2015 presentation proposals have been submitted and currently are in review.

- Cantrell, R. (2012). The Introduction and Development of the Homeflow Measurement Instrument. *Housing Education and Research Association Annual Conference*. Roanoke, VA.
- Cantrell, R. and Stafford, A.* (2012). Implementing Minor-Conservation Measures in the Home. *Extension Professionals Annual Forum*, Orlando, FL.
- Cantrell, R.; Pearce, A.; Smith, T. (2009). Green is Gold: Latest Findings of the National Consortium of Housing Research Centers. *International Builders' Show*. Las Vegas, NV.
- Cantrell, R. (2008). Commercialization Tools for Innovators and Inventors. *Re-inventing "Made in USA" Conference*. NASA Glenn Research Center, Cleveland, OH.
- Cantrell, R. (2008). How to Get Your Product to Market and Keep it There. *International Builders' Show*, Orlando, FL.
- Cantrell, R. and Hudson, E. (2007). Achieving Success with New Building Products: Improving Your Firm's Performance in the Fuzzy Front End of Innovation. *International Builders' Show*. Orlando, FL.
- Cantrell, R. (2006). Why Manufacturer Participation Matters In The Building-Code Development Process. *American Real Estate and Urban Economics Association Mid-Year Meeting*. Washington, D.C.
- Cantrell, R. and Hudson, E. (2006). Increasing Success in Introducing New Home Building Technologies. *International Builders' Show*. Orlando, FL.
- Cantrell, R., Paun, D., LeVan-Green, S., and Knaebe, M. (2004). Profiles of Successful Small-Diameter Roundwood Entrepreneurs. *Forest Products Society Small Wood Conference*. Sacramento, CA.