

CONTACT INFORMATION

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EDUCATION

Ph.D., University of Idaho (2003)

- Dissertation Title: Flying Across America: The Evolving Transcontinental Airline Passenger Experience, 1927-1960

M.A., University of Idaho (1996)

- Thesis Title: The Quad Cities Regional Airport Concept: Reconciling Evolving Air Transportation Technology with Public Convenience and Necessity

B.A., Northwest Nazarene University (1993, summa cum laude)

PUBLICATIONS

Books:

Airfield of Dreams: Lambert-St. Louis International Airport and American Aviation. St. Louis: Missouri History Museum Press, under contract with manuscript submitted October 2015

Readings in Modern Railroad Management, Volumes 1-3. Co-edited with Dr. Ray Mundy. St. Louis: Center for Transportation Studies at the University of Missouri-St. Louis, 2014 (available at www.thebookpatch.com)

AEP River Operations: Legacy of Excellence. St. Louis: Center for Transportation Studies at the University of Missouri-St. Louis, 2013 (available at www.thebookpatch.com)

Flying Across America: The Airline Passenger Experience. Norman: University of Oklahoma Press, 2009. Positively reviewed in *The Wall Street Journal*, *Technology and Culture*, *Smithsonian Air & Space*, *Transportation Journal*, etc.

Articles and Book Reviews:

“In the Shadow of Tragedy: The Evolution of Safety Coregulation on America’s

Uninspected Towing Vessels” *Enterprise and Society* 15:4 (December 2014), 885-920

Review of Jenifer Van Vleck, Empires of the Air: Aviation and the American Ascendancy, *American Historical Review* 119:5 (December 2014), 1706

“AEP River Operations: Legacy of Excellence,” *Waterways Journal* 127:27 (September 30, 2013), 5, 16-25

“Lambert-St. Louis International Airport’s Alternative W-1W: A Case Study,” *Business and Economic History Online* 9 (2011), < <http://www.thebhc.org/node/648>>

“Three Questions,” *Smart Business St. Louis*, May 2009

Review of Rex Terpening, Bent Props and Blow Pots: A Pioneer Remembers Northern Bush Flying, *Canadian Historical Review* 89:2 (June 2008), 295-297

“Flight of the Spokane Sun God,” *Aviation History* 18:3 (January 2008), 48-53

“Flying Across America: the Airline Passenger Experience and the West,” *Montana: The Magazine of Western History* 57:2 (Summer 2007), 3-21

Review of Larry Tye, Rising from the Rails: Pullman Porters and the Making of the Black Middle Class, *Lexington Quarterly* (March 2006), 15-16

“Nick Mamer and the First Quarter Century of Aviation in the Inland Northwest,” *Journal of the West* 43:3 (Summer 2004), 71-77

Other Refereed Work:

Mundy, Ray; Campbell, James; Nauss, Robert; Rust, Daniel; Smith, L. Douglas; Sweeney, Donald “Management Systems for Inland Waterway Traffic Control,” 2005
<<http://www.corpsnets.us/docs/InlandNavApptSys/presentations/TitleSummaryandTOC.pdf>>

Reports:

Mundy, Ray A; Rust, Daniel L.; Koirala Phillips, Sareema; Nasser, Sidra; Rodriguea Paez, Maria Gabriela; Snowden, Elizabeth, “Mass Transit Sustainability in the Saint Louis Region,” Grant Report, U.S. Department of Transportation, February 2015

Rust, Daniel L, and the Center for Transportation Studies, “Year of the Container: Marine Highways, Intermodal Developments, Containers on Marine Highways—Where Do We Go From Here?” Report of survey results from working session at the 2014 Inland Rivers, Ports & Terminals Annual Conference, U.S. Maritime Administration, July 2014

Rust, Daniel L, “Transportation, Distribution and Logistics: A Survey of the

Industry in the State of Missouri,” Grant Report, U.S. Department of Transportation, September 2008

Rust, Daniel L, “Vehicle Camera System Technology Transfer to Public Sector,” Grant Report, Great Cities’ Universities Coalition, Birmingham, AL, December 2006

TEACHING

Courses at University of Missouri-St. Louis

Marketing 3770: “Introduction to Transportation”

- Required for Minor in Transportation Studies
- Offered asynchronous online

Marketing 3771: “Traffic and Transportation Management”

- Required for Minor in Transportation Studies
- Offered asynchronous online

Marketing 3777: “Aviation in American Life”

- Elective for Minor in Transportation Studies

Marketing 3776: “Transportation Security, Safety and Disaster Preparedness”

- Elective for Minor in Transportation Studies
- Offered asynchronous online

Individualized Courses at University of Missouri-St. Louis:

Marketing 3799: Indep. Study: “Trends in Global Passenger Aviation Industry”

Marketing 3799: Indep. Study: “Aerial Drones and Driverless Cars”

International Business 3299: Indep Study: “Trends in Global Transportation”

Marketing 3799: Indep. Study: “Challenges of Omni-Channel Marketing”

Marketing 3799: Indep. Study: “Public Transportation Issues in St. Louis”

International Business 3299: Indep Study: “International Trade Agreements”

Marketing 3799: Indep. Study: “Transportation and Professional Sports”

Marketing 3799: Indep. Study: “Information Tech. in Supply Chain Management”

Marketing 3799: Indep. Study: “Issues in Domestic Intermodal Transportation”

Marketing 3799: Indep. Study: “Intermodal Transportation: Past and Present”

International Business 3299: Indep. Study: “Global Shipping Alliances”

Marketing 3799: Indep. Study: “Issues in Inland Waterways Transportation”

Marketing 3799: Indep. Study: "Airlines/Car Rental Companies and Social Media"

Marketing 3799: Indep. Study: "Solving Traffic Congestion in St. Louis Region"

Marketing 3799: Indep. Study: "Re-regulate Commercial Airlines in the US?"

Marketing 3799: Indep. Study: "Domestic and International Logistics"

Marketing 3799: Indep. Study: "Transportation and Hurricane Preparedness"

History 6121: Directed Readings: "Car and Airplane Manufacturing in St. Louis"

Marketing 3799: Indep. Study: "Intermodal Transportation"

Marketing 3799: Indep. Study: "Future Transportation Technology"

Marketing 3799: Indep. Study: "Non-emergency Medical Transportation"

History 4001: Directed Readings: "Germany and the Origins of World War II"

History 6121: Directed Readings: "Aviation in America before World War II"

History 4001: Directed Readings: "St. Louis Transportation History"

Marketing 3799: Indep. Study: "Transportation in America"

Marketing 3799: Indep. Study: "Interstate 35: the NAFTA Highway"

History 4001: Directed Readings: "Transportation Labor History"

History 6121: Directed Readings: "American Military Aviation since 1945"

History 4001: Directed Readings: "St. Louis and TWA"

History 4001: Directed Readings: "Last Days of Amelia Earhart"

Marketing 3799: Indep. Study: "Motor Carrier Industry Driver Shortage"

History 6121: Directed Readings: "The Automobile in American Life"

Marketing 3799: Indep. Study: "Pharmaceutical Distribution Networks"

History 4001: Directed Readings: "African Americans in Aerospace"

Marketing 3799: Independent Study: "Air Cargo"

Internship Faculty Sponsor for UMSL interns at Sunset Transportation, Arch Coal, XTRA Lease, C.H. Robinson, Enterprise Fleet, Fastenal, Hub Group, etc.

FUNDED RESEARCH

Key faculty research associate for project: *Women in Transportation Field Jobs—The Hidden Asset*; funded by U.S. Department of Transportation, January 2015-present

Key faculty research associate for project: *Trucking & Rail Intermodal Hub in the Saint Louis Region*; funded by U.S. Department of Transportation, March 2014-December 2014

Key faculty research associate for project: *Mass Transit Sustainability*; funded by U.S. Department of Transportation and UMSL, March 2014-December 2014

Principal investigator for corporate book project: *AEP River Operations: Legacy of Excellence*; funded by AEP River Operations, January 2011–Spring 2013

Principal investigator for project: *Transportation, Distribution and Logistics: A Survey of the Industry in the State of Missouri*; funded by U.S. Department of Transportation, January 2007-September 2008

Principal investigator for project: *Vehicle Camera System Technology Transfer to Public Sector*; funded by Great Cities' Universities Coalition and the University of Missouri-St. Louis, September 2005-December 2006

Faculty research associate for project: *Management Systems for Inland Waterway Traffic Control*; funded by Midwest Transportation Consortium, U.S. Army Corps of Engineers, and the University of Missouri-St. Louis, March 2004-July 2005

ADMINISTRATIVE

Created Minor in Transportation Studies at University of Missouri-St. Louis under the College of Business Administration. Responsibilities include:

- Developing online program in Transportation Studies
- Establishing new courses in Transportation Studies
- Teaching courses in Transportation Studies
- Overseeing adjunct faculty teaching courses in Transportation Studies
- Marketing Transportation Studies program to potential students
- Establishing partnerships with local transportation-related businesses to foster internship program for UMSL transportation students
- Assisting program graduates find employment within the industry

Assist the director of Center for Transportation Studies in multiple aspects of the administration of the Center, including advising and working alongside graduate research assistants on their assigned funded research projects

Design and produce brochures showcasing the Center for Transportation Study's students, faculty, programs, projects and alumni

DISSERTATION AND THESIS COMMITTEES

PhD Dissertation Committee, Jill Bernard, 2015

Dissertation Title: An Investigation into the Benefits of Using Data Analytics to Examine Missouri Motor Vehicle Crash Severity Outcomes

Master's Thesis Committee, Adam T. Michalski, 2009

Thesis Title: Unfulfilled Promise: Electrification and the Chicago, Milwaukee & St. Paul Railroad

Master's Thesis Committee, Sean H. Seyer, 2009

Thesis Title: The Plan Put into Practice: USAAF Bombing Doctrine and the Ploesti Campaign (Seyer earned his Ph.D. in History [specializing in history of aviation regulation] from Auburn University in May, 2014)

RECENT PRESENTATIONS AND PAPERS

"Women in Operational Roles: The Transportation Industry's Untapped Labor Force," presentation at the Midwest Transportation Workforce Summit, Madison, Wisconsin, December 7, 2015

"All Aboard! Building Pathways for Online Non-Majors to Connect in Specialized Courses," presentation at the 14th annual Focus on Teaching & Technology Regional Conference, St. Louis, November 13, 2015

"TWA in New York," presentation at the annual meeting of the Lexington Group, Newark, New Jersey, October 30, 2015

"Asset Utilization Potential of Building a Trucking & Rail Mega Intermodal Hub in the Saint Louis Region," presentation at the 2015 Mid-Continent Transportation Research Symposium, Ames, Iowa, August 19, 2015

"Women in Transportation Field Jobs—the Hidden Asset," presentation at the 2015 Mid-Continent Transportation Research Symposium, Ames, Iowa, August 19, 2015

"The History of Lambert-St. Louis International Airport," keynote presentation at the Annual St. Louis Section of the American Institute of Aeronautics and Astronautics Awards Banquet, St. Louis, June 18, 2015

"Lambert-St. Louis International Airport," presentation at the annual meeting of the Lexington Group, St. Louis, October 2, 2014

"Lambert-St. Louis International Airport: A Microcosm of Aviation Past and Present," presentation at the annual Transportation Engineers Association of Missouri (TEAM) Fair of the Transportation Engineering Association of Metropolitan St. Louis, St. Louis, September 25, 2014

"Lambert Airport: Past, Present & Future," presentation at the joint meeting of American

Planning Association—Missouri Chapter and American Public Works Association—Missouri Chapter with Lambert Airport Deputy Director of Planning and Engineering Jerry Beckmann, St. Louis, September 24, 2014

“Overview of Lambert-St. Louis International Airport,” presentation at the monthly meeting of the American Public Works Association—Missouri Chapter, St. Louis, Missouri, March 27, 2014

“History of Lambert-St. Louis International Airport,” presentation at the monthly meeting of the Missouri Aviation Historical Society, St. Louis, Missouri, January 16, 2014

“U.S. Passenger Transportation Revolution of the 1950s,” presentation at the annual meeting of the Lexington Group, Kansas City, Missouri, October 24, 2013

“Transportation Trends--2013,” presentation to the National Defense Transportation Association Scott-St. Louis Chapter 82, O’Fallon, Illinois, May 14, 2013

“Built from Tragedy: The Emerging Safety Culture among U.S. Inland Waterways Operators,” paper presented at the Business History Conference, Columbus, Ohio, March 22, 2013

“Lambert-St. Louis International Airport’s Alternative W-1W: A Case Study,” paper presented at the Business History Conference, St. Louis, April 1, 2011

“Railroads and the Center for Transportation Studies-UMSL,” public lecture sponsored by the St. Louis Chapter National Railway Historical Society, the Gateway Division National Model Railroad Association, and the St. Louis Railway Enthusiasts, St. Louis Mercantile Library, St. Louis, Missouri, October 23, 2010

“From Elegant Adventure to Necessary Nuisance: the Evolving Airline Experience in America,” public lecture in On Science Series, sponsored by OASIS and the Academy of Science, St. Louis, Clayton, Missouri, July 30, 2010

“All Dressed Up with Somewhere to Go: Airline Passenger Fashion in 20th Century America,” paper presented at the 40th annual conference of the Popular Culture Association/American Culture Association, St. Louis, Missouri, April 2, 2010

“Flying Across America, the Airline Passenger Experience,” public lecture in Meet the Authors lecture series presented by the St. Charles City-County Library District, Kathryn Linnemann Branch Library, St. Charles, February 2, 2010

“When Flying Was Fun,” public lecture in Monday Noon Series presented by the Center for the Humanities, UMSL, funded by the Missouri Arts Council and the Regional Arts Commission of Saint Louis, St. Louis, October 19, 2009

“Flying West: William Boeing and the Start of Boeing Air Transport, 1927,” paper presented at the annual conference of the Western History Association, Denver, Colorado, October 10, 2009

“Flying Across America: the Airline Passenger Experience,” lecture via video conference with Gulf University of Science and Technology (Kuwait) Logistics Forum

attended by 20 students and representatives from Kuwait Airways, Al Jazeera Airways, and Wataniya Airways, UMSL to Kuwait via Skype, July 29, 2009

“Crossing North America by Air: The Early Commercial Transcontinental Airline Passenger Experience in the United States and Canada,” paper for conference, “International Community of Flight: A Centennial History,” sponsored by the Wright Family Foundation, National Aviation Heritage Alliance, University of Dayton, CFM, and Wright State University, Dayton, Ohio, May 9, 2008

“Taking Flight,” lecture for Perspectives on Science and History Lecture Series sponsored by the Academy of Sciences-St. Louis and the Missouri Historical Museum, St. Louis, October 16, 2007

“Logistics Solutions for Missouri Exporters,” presentation for forum, “Show Me Mexico,” sponsored by the Missouri Department of Economic Development and the World Trade Center, Jefferson City, Missouri, September 14, 2007

“Vice in the Sky: A Brief History of Passenger Cigarette Smoking and Alcohol Consumption aboard Commercial Airlines in the United States,” paper for 49th Annual Missouri Conference on History, St. Louis, Missouri, April 19, 2007

“The Future of the Interstate Highway System: Strategies for Success,” presentation that was part of panel chaired by Mary Peters (soon to become US Secretary of Transportation) at public policy forum, “Our Interstates at 50: A Midlife Crisis,” sponsored by the Missouri Department of Transportation and the Truman School of Public Affairs, University of Missouri-Columbia, June 22, 2006

“St. Louis and the Airline Passenger Experience,” presentation at Florissant Valley Community College, St. Louis, February 23, 2006

PROFESSIONAL AND HONORARY MEMBERSHIPS

Member, Transportation Research Board

Friend, Standing Committee on Aviation Economics and Forecasting (AV040)

Friend, Standing Committee on Inland Water Transportation (AW020)

Friend, Standing Committee on Marine Safety and Human Factors (AW040)

Friend, Standing Committee on Transportation Education and Training (ABG20)

Friend, Standing Committee on Transportation History (ABG50)

Friend, Standing Committee on Women's Issues in Transportation (ABE70)

Member, St. Louis Roundtable of Council of Supply Chain Management Professionals

Member, Business History Conference

Member, Missouri Aviation Historical Society

Member, American Aviation Historical Society

Member, Lexington Group

Member, Railway & Locomotive Historical Society

Member, Popular Culture Association

Member, Alpha Delta Sigma (Nazarene Academic Honorary)

SELECT SCHOLASTIC HONORS/SERVICE

Founding academic advisor for University of Missouri-St. Louis Transportation Club, fall 2014 to present

Focus group panelist for techscan process and DACUM review for Logistics/Warehousing program at St. Louis Community College, St. Louis, October 20, 2014

Moderator of two-hour work session: “Year of the Container: Marine Highways, Intermodal Developments, and Containers on Marine Highways—Where Do We Go From Here?” (approximately 100 industry participants) sponsored by US Maritime Administration at the Inland Rivers, Ports & Terminals Annual Conference, St. Louis, Missouri, April 30, 2014

Guest lecturer on topic of “Transportation Revolution of 1800s” for middle school history class at Willott Christian Academy, St. Peters, Missouri, April 11, 2014

Charter Member, Missouri Aviation Historical Society Board of Directors, February 2012 to present

Member, University of Missouri-St. Louis Senate Faculty Teaching and Service Awards Committee, August 2011 to August 2012

Reviewer of chapter in 7th edition of Coyle, et al, Transportation: A Supply Chain Perspective, South-Western—Cengage Learning, 2011

Reviewer of book manuscript, Daniel K. Bubb, Landing in Las Vegas: Commercial Aviation and the Making of a Tourist City, (book published 2012 with Daniel Rust endorsement on dust jacket) for the University of Nevada Press, 2010

Reviewer of book proposal, Craig S. Harwood and Gary B. Vogel, Quest for Flight: John J. Montgomery and the Dawn of Aviation in the West, (book published 2012 with Daniel Rust endorsement on the dust jacket) for the University of Oklahoma Press, 2010

Member, Financial Audit Committee of Harvester Church of the Nazarene, St. Peters, Missouri, 2008

Advisory panelist, Missouri Economic Research & Information Center’s development of Missouri Target Industry Competency Model: Transportation, 2008

Member, Industry Council for Transportation and Logistics, Missouri Department of Economic Development, 2008-2010

Event photographer for St. Louis Roundtable of the Council for Supply Chain Management Professionals (CSCMP), 2005 to present

Meritorious Service Award from the Students with Disabilities Association, University of Missouri-St. Louis, 2004

RECENT MEDIA APPEARANCES

Appeared on KSDK (Channel 5, St. Louis NBC affiliate) segment, "Hey Heidi! Where Does Lambert Get Its Name?" April 9, 2015

Interviewed by Tim Woodcock and quoted in his story, "Up in the Air," *St. Louis Magazine*, September 2014, pages 88-91

Interviewed by Jason Rosenbaum and audio clip aired in his news story, "Jet Linx Finishes Work on Private Airplane Terminal at Lambert," KWMU, 90.7 FM (St. Louis), May 22, 2014

Appeared on KSDK (Channel 5, St. Louis NBC affiliate) evening news broadcast commenting on voluntary layoffs at Boeing Defense, Space and Security in St. Louis, April 22, 2014

Interviewed by Alan Hoffman and quoted in his blog post, "The Effect of the '1,500 Hour Rule' and New Pilot Certification and Qualification, Requirements for Air Carrier Operations," *Husch Blackwell Technology, Manufacturing and Transportation Insider*, April 22, 2014;
<http://www.tmtindustryinsider.com/2014/04/22/the-effect-of-the-1500-hour-rule-and-new-pilot-certification-and-qualification-requirements-for-air-carrier-operations/>

Interviewed by Alison Grant and quoted in her story, "Burke Lakefront Airport: An Asset to the City or a Waste of Prime Real Estate?" *Cleveland Plain Dealer*, March 21, 2014

Interviewed by Alison Grant and quoted in her story, "Cleveland Hopkins Fees to Airlines among Uncertainties Ahead for Airport, Carriers," *Cleveland Plain Dealer*, February 24, 2014

Interviewed live on BBC Radio (5Live) in the United Kingdom, weekday late-night call-in program, "Up All Night," hosted by Rhod Sharp, about the American Airlines-US Airways merger, November 27, 2013

Appeared on KSDK (Channel 5, St. Louis NBC affiliate) evening news broadcast commenting on the affect of the American Airlines-US Airways merger on passengers at Lambert-St. Louis International Airport, November 13, 2013

Interviewed by David Nicklaus and quoted in his story, "Airline Merger Won't Hurt Fliers," *St. Louis Post-Dispatch*, February 17, 2013

Interviewed live on WLPR, FM 89.1 (Merrillville, IN) weekday morning call-in program, "Lakeshore this Morning," hosted by Steve Walsh, about proposed third commercial airport in the Chicago area near Peotone, IL, October 1, 2012

Quoted in "Quinn Keeps Suburban Airport Alive—Critics: Peotone Facility Will Flop,"

Herald & Review (Decatur, IL), September 28, 2012

Quoted in "Peotone Airport to End Up as a Boondoggle?" *Northwest Indiana and Illinois Times*, September 27, 2012

Interviewed by Laura Oleniacz and quoted in her story, "RDU-Based Flight Attendant Marks 50 Years with Airline," *The Herald-Sun* (Durham, NC), June 20, 2012

Interviewed by Kurt Erickson and quoted in his story, "Is Airport a Boon or Boondoggle?—Peotone Project Soars Ahead Despite Similarities to MidAmerica Airport," *Herald & Review* (Decatur, IL), January 15, 2012

Interviewed by Matt Joyce and quoted in his story, "AMR Bankruptcy Could Attract Suitors," *Dallas Business Journal*, December 23, 2011

Interviewed by Dale Singer and quoted in his story, "American's Flight into Bankruptcy Should Have Little Effect in St. Louis," *St. Louis Beacon*, November 29, 2011

Interviewed by Alison Grant and quoted in her story, "Post 9/11: Uneasiness Lingers for Plane Crews and Travelers Alike," *Cleveland Plain Dealer*, July 31, 2011

Interviewed for KMOX, AM1120 (St. Louis) news story about the tenth anniversary of American Airlines' purchase of TWA, April 8, 2011

Appeared on ABC's "Good Morning America Weekend" television program to discuss air travelers' frustrations, February 14, 2010

Interviewed live on KMOX, AM1120 (St. Louis) during second hour of weekly show with host Harry Hamm, for discussion of the airline passenger experience and aviation history in St. Louis, August 9, 2009

Interviewed live on KWMU, 90.7 FM (St. Louis) daily one-hour call-in program, "St. Louis on the Air," with host Don Marsh, for discussion about the evolution of commercial air travel in the United States, July 21, 2009

Interviewed live on WILL, AM580 (Urbana, IL) daily one-hour call-in program, "Afternoon Magazine," with host Celeste Quinn, for discussion of book, [Flying Across America](#), July 8, 2009

Appeared on KTVI Fox2 (St. Louis) for live 4-minute television segment on future of airline industry in America, November 22, 2008

Air transportation is now overwhelmingly dominant in transcontinental and intercontinental travel and has become more competitive for shorter trips in many regional markets. Low-cost carriers (LCCs) have been instrumental in extending aviation's reach to short-haul markets. The pioneering LCC, Southwest Airlines, sought to make flying cheaper than driving on the first markets it served in the early 1970s: the Texas "Golden Triangle" linking Dallas, Houston, and San Antonio. Since then LCCs have proliferated across developed markets and more recently in emerging markets too. In developing countries

2003 - Doctor of Philosophy (Ph.D.) - U.S. History (Transportation emphasis) - University of Idaho - Dissertation/thesis topic: Flying Across America: The Evolving Transcontinental Airline Passenger Experience, 1927-1960. 1996 - Master of Arts (M.A.) - U.S. History - University of Idaho - Dissertation/thesis topic: The Quad Cities Regional Airport Concept: Reconciling Evolving Air Transportation Technology with Public Convenience and Necessity. Dr. Daniel Rust. in the News.