

2002 Walter F. Ulmer, Jr. Applied Research Award Recipient Center for Creative Leadership Presents Ulmer Award to Dr. Bernard Bass

The Center for Creative Leadership (CCL®), a nonprofit educational institution devoted to leadership research and training worldwide, today announced that Dr. Bernard Bass, distinguished professor emeritus of organizational behavior at the State University of New York (SUNY) at Binghamton, has received the Center's prestigious Walter F. Ulmer Jr. Award for Applied Research.

Established in honor of a former Center president, the Ulmer Award recognizes outstanding, career-long efforts in applied leadership research. Dr. Bass is well-known for his research and writing on the topic of "transformational leadership" and has worked closely with military, education and business organizations to incorporate transformational leadership principles into real-world settings.

"Bernie Bass has made transformational leadership one of today's most popular and practical frameworks for leadership," said John Alexander, president of CCL. "He has helped us establish the important role that leaders have in establishing an organizational vision that can motivate and align employees and help an organization sustain itself over time."

To commemorate the Ulmer award, Dr. Bass will present the results of one of his research studies during a colloquium scheduled for 1:30 to 3:00 p.m. Tuesday, March 4, at CCL headquarters in Greensboro. His talk will center on the leadership dynamics within a U.S. Army platoon under near-combat conditions.

Dr. Bass is a graduate of Ohio State University where he received his B.A. and M.A. degrees and a Ph.D. degree in Industrial Psychology. In 1994 he was honored by the Society for Industrial and Organizational Psychology with its Distinguished Scientific Contributions Award, and in 1997 received the Society of Psychologists in Management award for Distinguished Practice in Psychology.

Dr. Bass is a founding editor of *Leadership Quarterly* and has served as a senior scientist for Gallup. He is a Ford Faculty Fellow and a Fellow of both the Society of Industrial and Organizational Psychology and the Academy of Management. He is a member of the Board of Governors of the KRAVIS Leadership Institute.

The Walter F. Ulmer, Jr. Applied Research Award is named in honor of Walter F. Ulmer, Jr., retired president, for his contributions to CCL and the leadership field, to demonstrate CCL's commitment to applied research, and to build connections with other professionals whose work and commitments are congruent with CCL's. An internal committee (Dave Altman and John Ryan) determines the winner. He or she receives \$1,500 and a trip to the Center to attend the Research Awards Event.