

Curriculum Vitae

Mark W. Olson

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EDUCATION

Academic

Ph.D. Neuroscience. University of Illinois at Urbana-Champaign. January, 1998.
M.A. Educational Psychology. University of Illinois at Urbana-Champaign. August, 1992.
B.A. Psychology. Taylor University. Upland, IN. May, 1990.

Bodywork

L.M.T. State of Oregon. October, 2006. #13437

NCBTMB. Sept 2006. National Certification Board for Therapeutic Massage and Bodywork.

Aquatic Therapy Training. January 2007. Douglas Kinnard. Portland, OR.

Licensed Watsu Practitioner. Nov 2004. Worldwide Aquatic Bodywork Association

- Watsu I (50 hours, July, 2004, Kalani Honua, Paho, HI)
- Watsu II (50 hours, July, 2004, Kalani Honua, Paho, HI)
- Watsu III Adaptive (50 hours, July, 2004, Kalani Honua, Paho, HI)
- Basic Healingdance (50 hours, Nov 2004, Kalani Honua, Paho, HI)
- Waterdance I (50 hours, Dec 2004, Paho, HI)
- Waterdance II (50 hours, Dec 2004, Paho, HI)
- Dolphindance I (50 hours, Jan 2005, Kalani Honua, Paho, HI)

L.M.T. State of Hawaii. June 2000. MAT #5771

Big Island Academy of Massage, Hilo, HI. April 2000. 827 hours.

- Swedish and Sports Massage (100 hours)
- Advanced Massage Techniques and Apprenticeship (420 hours)
 - Hawaiian Lomilomi. January 2000. (50 hours)
 - Ironman Sports Massage Training. October 1999. (30 hours)

Other Licenses and Certifications

Licensed Permaculture Teacher, La'akea Gardens, Paho, HI. March 2002.

Bicycle Safety Instructor. League of American Cyclists. 2011.

TEACHING EXPERIENCE

Summer 2011; Summer 2010; Summer 2009; Spring 2008; Fall 2007; Summer 2005; Fall 2004; Fall 2003; Summer 2003

Principal Instructor for Human Anatomy. 50 hours.

Kalani Honua Resort, Pahoia, HI.

Lectured with Powerpoint on the structure and function of all the organ systems of the human body, particularly on those aspects relevant to massage therapists.

Winter 2012, 2011, 2010, 2009

Principal Instructor for Human Anatomy. 15 hours.

Pacific Center for Awareness and Bodywork, Kilauea, HI.

Lectured with Powerpoint on the structure and function of most of the organ systems of the human body relevant to massage therapists.

Winter 2012, 2011

Principal Instructor for Kinesiology. 33 hours.

Kauai Community College, Massage Therapy Program. Puhi, HI.

Fall 2011; Fall 2010

Principal Instructor for Musculoskeletal Anatomy. 14 hours.

Kauai Community College, Massage Therapy Program. Puhi, HI.

Fall 2011

Principal Instructor for Human Anatomy.

Aloha Lomi Massage Academy, Lihue, HI.

Lectured with Powerpoint on the structure and function of most of the organ systems of the human body relevant to massage therapists.

Fall 2011

Principal Instructor for Human Anatomy. 17 hours.

Golden Lotus Massage Academy, Kapaa, HI.

Lectured with Powerpoint on the structure and function of most of the organ systems of the human body relevant to massage therapists.

Fall 2011*; Spring 2011; Fall 2010; Spring 2010; Fall 2009; Spring 2009; Fall 2008

Principal Instructor for Human Anatomy. 15-20 hours. *5 hrs

Yogalign teacher training with Michaelle Edwards. Princeville, HI.

Summer 2011

Principal Instructor for Human Anatomy. 12 hours.

Yogaworks teacher training. Kalani Honua. Pahoia, HI.

Fall 2011; Spring 2011; Fall 2009; Spring 2008*; Fall 2007; Winter 2006*; Summer 2005***

Sports-Lomi Workshop Instructor. 16-21 hours.

Kauai. *Toronto, Ontario. **Big Island Academy of Massage, Hilo, HI.

Oct/Nov 2011

Neuroscience of Sexuality, Spirituality, and Sustainable Society. 10 hrs. Kapaa, HI.

Sept 2011, May 2011***

Neuropsychology of Sexuality. 2 hrs. HI. *Princeville, HI. **Kalani Honua, Paho, HI.

Sept 2011*, April 2011**, March 2011***

Neuropsychology of Spirituality. 7 hrs. HI. *Kilauea, HI. **Princeville, HI. ***Kalani Honua, Paho, HI.

Winter 2007; Summer 2006

LMT 132 Student Clinic I, 40 hours. Pioneer Pacific College. Wilsonville, OR.

Winter 2007; Summer 2006

LMT 111 Upper Kinesiology, 40 hours. Pioneer Pacific College. Wilsonville, OR.

Fall 2006

MED 151 Structure and Function of the Human Body, 40 hours.

Urinary, Reproductive, and Digestive Systems. Pioneer Pacific College. Wilsonville, OR

Fall 2006

LMT 112 Lower Kinesiology, 40 hours. Pioneer Pacific College. Wilsonville, OR.

Fall 2006; Spring 2006

LMT 142 Student Clinic II, 40 hours. Pioneer Pacific College. Wilsonville, OR.

Summer 2006

LMT 104 Massage Theory and Practice I, 60 hours.

Pioneer Pacific College. Wilsonville, OR.

Basic massage techniques.

Summer 2006

LMT 105 Massage Theory and Practice II, 60 hours.

Pioneer Pacific College. Wilsonville, OR.

Advanced massage techniques.

Spring 2006

LMT 106 Massage Theory and Practice III, 60 hours. (co-taught)

Pioneer Pacific College. Wilsonville, OR.

Clinical massage techniques.

Spring 2006

LMT 135 Massage Methods and Styles, 40 hours.

Pioneer Pacific College. Wilsonville, OR.

Winter 2006; Fall 2005

Principal Instructor for Basic Swedish Massage. 100 hours.

Big Island Academy of Massage, Hilo, HI.

Taught basic Swedish massage techniques and professional clinic operations (ethics, record keeping, etc) for massage therapy students.

Fall 2004

Principal Instructor and course developer for **Neuroanatomy**. 30 hours.

Traditional Chinese Medicine College of Hawai'i, Kamuela, HI.

Lectured with Powerpoint on the structure and function of the nervous system, particularly on those aspects relevant to alternative health care practitioners.

Designed course and wrote course content, including course website.

Spring 2005; Fall 2004; Summer 2004

Principal Instructor for **Human Anatomy**. 50 hours.

Big Island Academy of Massage, Hilo, HI.

Lectured with Powerpoint on the structure and function of all the organ systems of the human body, particularly on those aspects relevant to massage therapists.

Summer 2003; Spring 2000; Fall 1999

Guest Lecturer in **Neuroanatomy**.

Big Island Academy of Massage, Hilo, HI.

Lectured on the structure and function of the nervous system, particularly on those aspects relevant to massage therapists.

Fall 1997

Teaching Assistant for **Neuroscience/Physiology 315: Structure and Function of the Nervous System**.

Instructor: Dr. Matilde Holzwarth. Department of Molecular and Integrative Physiology and Neuroscience Program, University of Illinois, Urbana-Champaign.

Organized and led neuroanatomy lab for undergraduate and graduate students in biological sciences, performing dissections on human and sheep brains and examining slides of rat brains. Wrote and graded lab exams.

Spring 1997; Spring 1996; Fall 1995

Teaching Assistant for **Medical Neuroscience**.

Instructor: Dr. Eve Gallman. Department of Cell and Structural Biology, University of Illinois, Urbana-Champaign.

Assisted medical students during the lab portion of the course, performing dissections on human brains and moderating discussions on neuroscientific topics of clinical relevance, such as head trauma, SDAT, CVA, seizure disorder, AIDS, headache, and so on.

Fall 1990 to Fall 1992

Teaching Assistant for **Educational Psychology 211: Introduction to Educational Psychology**. Instructor: Dr. David Zola. Educational Psychology, University of Illinois, Urbana-Champaign.

Lectured and led discussions with undergraduates in Secondary Education, applying cognitive psychology to education. Administered and graded exams and paper assignments.

Spring 1990

Teaching Assistant for Statistics and Design.

Instructor: Dr. Stephen Snyder, Psychology Department, Taylor University, Upland, IN.
Tutored undergraduate students in Statistics. Wrote and graded exams.

RESEARCH EXPERIENCE

Spring 1994 to Spring 1998

Doctoral Thesis research with Dr. Neal Cohen (Psychology) and Dr. Arthur Kramer (Psychology). Beckman Institute for Advanced Science and Technology, University of Illinois - Urbana Champaign, Urbana IL 61801.

Topic: The Perceptual Specificity of Representations of Complex Scenes for Rotation, Translation, and Reflection.

Designed and performed experiments to investigate the use of eye movements as a measure of memory for complex scenes. Captured photographic images using video cameras and 35mm cameras, digitized the images with AVID software, and edited the images in Adobe Photoshop. Collected eye movement data on ASL Series 4000 Eye Tracking System. Analyzed behavioral and eye movement data.

Spring and Summer, 1997

Collaboration with Dr. Russ Parsons, Landscape Architecture. University of Illinois - Urbana Champaign, Urbana IL 61801.

Topic: The aesthetic beauty of natural scenes and eye movements

Designed and performed experiments to investigate the use of eye movements as a measure of aesthetic preference for complex scenes. Collected eye movement data on ASL Series 4000 Eye Tracking System. Analyzed behavioral and eye movement data.

Spring 1997

Research Assistant for Dr. Arthur Kramer, Psychology. Psychology Department, University of Illinois - Urbana Champaign, Champaign, IL 61820.

Topic: 3-D Visual Attention.

Ran subjects in experiments using 3-D displays to investigate the issue of moving visual attention in depth.

Summer & Fall, 1996

Research Assistant for Dr. Arthur Kramer, Psychology Department, University of Illinois - Urbana Champaign, Champaign, IL 61820.

Topic: EEG and Spatial Attention.

Collected 24-electrode array EEG data in experiment investigating the use of EEG to determine the focus of subjects' spatial attention.

Spring 1994 to Spring 1995

Research Assistant for Dr. Neal Cohen, Neuroscience. Beckman Institute for Advanced Science and Technology, Memory and Amnesia Lab, University of Illinois - Urbana Champaign, Urbana IL 61801.

Topic: Eye Movement Monitoring and Memory.

Designed and performed experiments to investigate the use of eye movements as measure of memory for faces and complex scenes. Captured photographic images using video cameras and 35mm cameras, digitized the images with AVID software, and edited the images in Adobe Photoshop. Collected eye movement data on ASL Series 4000 Eye Tracking System. Analyzed behavioral and eye movement data.

Spring 1993

Research Collaboration with Dr. Brian Orland, Landscape Architecture. University of Illinois - Urbana Champaign, Urbana IL 61801.

Topic: The aesthetic beauty of natural scenes and eye movements

Designed and performed experiments to investigate the use of eye movements as measure of aesthetic preference for complex scenes. Collected eye movement data on ASL Series 4000 Eye Tracking System. Analyzed behavioral and eye movement data.

Fall 1992 to Spring 1993

Research Assistant for Dr. Joanne Vining, Psychology; Natural Resources and Environmental Sciences; Landscape Architecture. Environmental Psychology Lab, University of Illinois - Urbana Champaign, Urbana IL 61801.

Topic: Comprehensive Review of the Literature on Environmental Values.

Conducted a comprehensive review of the literature in environmental values as well as a nearly comprehensive review of the psychological literature on values (general). Keyword coded all articles and entered them into database. Wrote summary article.

Fall 1989 to Spring 1990

Research Assistant for Dr. Stephen Snyder, Psychology. Taylor University, Upland, IN 46989

Topic: The Effect of Instructional Design on Student Learning.

Assisted in the review of the literature, research design, and stimuli development (video). Scheduled and ran subjects. Analyzed data. Wrote introduction for publication (advisor's thesis).

PAPERS PRESENTED

- Gamble, L.A. & Olson, M. Abundance Ecovillage: Care of the Earth, Care of the People, Share the Surplus. American Solar Energy Society Conference, June, 2002, Reno, NV, USA.
- Parsons, R. & Olson, M. Eye movements and landscape aesthetics: Evidence for differential scanning as a function of aesthetic preferences. 38th Annual Meeting of the Society for Psychophysiological Research, September 23-27, 1998, Denver, CO, USA.
- Olson, M.W. Causation and Volition: A Perceptual Control Theory Perspective. Perceptual Control Theory Conference, July, 1992, Durango, CO, USA

PUBLICATIONS

- Olson, M. (2003). Optimizing the Information Garden. *Permaculture Activist*, Spring ed.
- Gamble, L.A. & Olson, M. (2002). Abundance Ecovillage: Care of the Earth, Care of the People, Share the Surplus. *Proceedings for the American Solar Energy Society Conference*, Reno, NV.
- Parsons, R., & Olson, M. (1998). Eye movements and landscape aesthetics: Evidence for differential scanning as a function of aesthetic preferences. *Psychophysiology*, 35 (Supp. 1), S63.
- Olson, M.W. (1998). The Perceptual Specificity of Representations of Complex Scenes for Rotation, Translation, and Reflection. Doctoral dissertation. University of Illinois at Urbana-Champaign.
- Olson, M.W. (1992). Causation and Volition: A Perceptual Control Theory Perspective. Masters thesis. University of Illinois at Urbana-Champaign.

MINOR PUBLICATIONS

Olson, M.W. (1998, October 16). Giving up the "Good Life" for Paradise. *The Octopus*. Champaign, IL.

[Also printed as Olson, M.W. (1998, Winter edition). From Academia to Permaculture. *Graduate Student Newsletter*. University of Hawaii, Manoa.]

AWARDS

Excellent Teachers Award. Spring 1991, Fall 1991, Spring 1992. Educational Psychology 211. University of Illinois at Urbana-Champaign.

MEMBERSHIPS

- Kauai Path, Vice President, and Chair of the North Shore Trails Committee
- Society for Neuroscience, Hawaii Chapter
- Association for Bodywork and Massage Professionals (ABMP)
- Hawaii Island Tobacco Free Partnership
- City Repair, Portland, OR

MANUSCRIPTS IN PREPARATION

- Olson, Mark W. Designing Sustainable Relationships. (in progress).
- Olson, Mark W. Causation and Volition: A Perceptual Control Theory Perspective. (in progress).
- Olson, Mark W. A perceptual control systems approach to sustainability. (in progress).

- Olson, Mark W. A synthesis of perceptual control systems theory and permaculture: blurring the line between organism and environment. (in progress).
- Olson, Mark W. A synthesis of perceptual control theory and neuroanatomy: humble beginnings. (in progress).
- Olson, M.W. & Kramer, A. Perceptual specificity of representations of complex objects and scenes for rotation. (in progress).
- Olson, M.W. & Kramer, A. Perceptual specificity of representations of complex scenes for translation and reflection. (in progress).
- Olson, M.W. & Cohen, N.J. Perceptual specificity of representations of faces for rotations in depth: an eye movement study. (in progress).
- Olson, M.W., Althoff, R.R., & Cohen, N.J. Perceptual specificity of representations of complex scenes for rotation: an eye movement study. (in progress).

SKILLS

- **Expertise or familiarity with numerous computer programs**
 - Word Processing (Word, Word Perfect, Pages)
 - Spreadsheet (Excel, Numbers)
 - Presentations (Powerpoint, Keynote)
 - Graphics/Illustration/Animation (Photoshop, Illustrator, Pagemaker, Indesign, Flash)
 - Webdesign (Golive, Dreamweaver, BBEdit, Acrobat, Drupal)
 - Database Development (FilemakerPro) and Web-database Integration (Lasso)
 - Statistics (SPSS, SAS, Superanova, Cricketgraph)
 - Multimedia (AVID, Cleaner)
 - Macro (DeBabelizer)
 - Email (Eudora, Pine, Netscape, Outlook Express, FirstClass, Mail)
 - File transfer (FTP, Fetch)
 - Computer maintenance (Norton, Techtool)
- **Expertise with numerous computer platforms**
Macintosh (OS 8.0 thru 10.7), DOS, Unix, Windows (3.1 thru XP)
- **Advanced website, graphic design, and database integration skills**
(projects listed at www.neurotrekker.com/design.html)
- **Basic Japanese** (speaking, listening), **basic German** (speaking, listening, reading, writing)
- **Certified in Adult and Child CPR** (Spring 1987 to Spring 1998, Oct 2004 to Oct 2008), **First Aid** (Spring 1987 to Spring 2000, Fall 2004 to Fall 2006, June 2007 to June 2009), **Lifeguarding** (Spring 1987 to Fall 1999)

EMPLOYMENT

- August 2009 to Present. **Massage Therapist**. Hawaiian Rainforest Spa. Kapaa, HI.
- July 2003 to Present. **Anatomy Instructor**. Various locations on the Big Island and Kauai.
- July 2000 to Present. Independent **Licensed Massage Therapist**. Hawaii and Oregon (begin 10/06).
- November 2004 to Present. **Aquatic Therapist**. Hawaii and Oregon (begin 10/06).
- Summer, 1998 to Present. Independent **Webdesigner and Computer Consultant**. Local business clients listed at <http://www.neurotrekker.com>
- January, 2008 to Present. **Information Technician**. Malama Kauai. Kilauea, HI.
 - Developed Filemaker Pro databases for business and research purposes for four Malama Kauai programs (Sustainable Design, Farm Internship Program, Malama Kauai, Soil Food Web). Developed social and environmental Triple Bottom Line indicators for businesses.
- June 2009 to October 2009. **Proof-reader/Text-editor** for Lee Joseph. Kilauea, HI.
- May 2008 to December 2008. **Massage Therapist**. Hanalei Day Spa. Hanalei, HI.
- August 2007, December 2007. **Bicycle Tour Guide**. Sustainable Energy in Motion Bicycle Tour. Portland, OR and Big Island, HI.
- March 2007 to September 2007. **Operations Manager**. Sustainable Energy in Motion Bicycle Tour, Portland, OR.
 - Located sustainability-related sites, developed bicycle routes to those locations, developed a sustainability curriculum, managed tour logistics, kept it all together.
- November 2006 to May 2007. **Program Director**. Massage Therapy Program. Pioneer Pacific College, Wilsonville, OR. Acting as Program Director from June 2006.
 - Designed and taught courses, rewrote curriculum, placed all materials into easy-to-use web format for instructor access, ordered supplies, and anything else to keep the program running. Inspired previously uninspired students.
- September 2006 to January 2008. **Massage Therapist**. Jewish Community Center. Portland, OR.
- April 2006 to April 2007. **Clinic Director**. Massage Therapy Program. Pioneer Pacific College, Wilsonville, OR.
- December 2005 to Present. **Web Developer** for Anatomy Distance Education website at www.bigislandacademy.com for Big Island Academy of Massage, Hilo, HI.
- January 2005 to April 2006. **Permaculture Farm Manager** at Surya Nagar (solarfarm.com). Hawaii.
- January 2004 to 4/06. **Apple Repair Technician** at Beachdog Internet Café, Hilo, HI.
- Summer, 2003 to 4/06. **Massage Therapist** at Big Island Academy of Massage, Hilo, HI
- Spring, 2002. **Neuroscience Consultant** for IndaSea, Inc. Kula, Hawaii (<http://www.indasea.com>)
 - Serving as consultant on a project designing computer visual recognition systems modeled after the anatomy and physiology of the human visual system.

- Fall, 2000 to 4/06. **Proof-reader/Text-editor** for Dr. Catherine Becker. Communications Department. University of Hawaii, Hilo.
- Spring, 2001. **Curriculum writer** for ‘Aha Punana Leo (Hawai’ian Language Program).
Designed curriculum for high school students on the topic of energy, with emphasis on how it is stored and utilized.
- September 2000 to Spring, 2001, **Computer technician** for ‘Aha Punana Leo (Hawai’ian Language Program).
Installed hardware (including DSL) and software on Macintosh computers at the ‘Aha Punana Leo pre-schools on the Big Island, Maui, Moloka’i, ‘Oahu, and Kaua’i.
Performed troubleshooting on hardware, system, and software problems. Advised company on computer solutions and future planning.
- Fall, 1995 to May 1998. **Figure model** for the University of Illinois Art Department. Champaign, IL.
- Summer, 1991 to Spring 1997. **Head Lifeguard** for the Department of Campus Recreation. University of Illinois at Champaign-Urbana.

INTERESTS

- Hiking, Backpacking, Camping, Bicycling, and Ultimate Frisbee
- Sustainability, Permaculture, and Gardening
- Neurospirituality, Neurosexuality, and the Neuropsychology of Sustainability
- Sustainable Relationships
- Nonviolent Communication (NVC)

REFERENCES

- **Dr. Matilde Holzwarth**, 524 Burrill Hall 407 S Goodwin Street, Dept of Molecular and Integrative Physiology and Neuroscience Program, University of Illinois - Urbana Champaign, Urbana IL 61801.
- **Dr. Ralph Page**, 373 Education Building, 1310 S Sixth St. Educational Policy Studies, University of Illinois - Urbana Champaign, Champaign IL 61820.
- **Dr. David Zola**, 210 Education Bldg, 1310 S Sixth, Educational Psychology Dept, University of Illinois - Urbana Champaign, Champaign IL 61820.
- **Dr. George McConkie**, 2251 Beckman Inst, 405 N Mathews, Educational Psychology Dept, University of Illinois - Urbana Champaign, Urbana IL 61801.
- **Dr. Jo Maynard** 808-969-7676.
- **Dr. Catherine Becker**, Communications Dept. University of Hawaii, Hilo, Kawili St. Hilo, HI 96720. 808-936-0463.

- **Michael Ceraso**, Education Director, Kalani Honua, Paho, HI 96778. 808-965-0354.
- **Michaelle Edwards**, ManaYoga. Hanalei HI, 808-652-3823.
- **Lee Joseph**, Pacific Center for Awareness and Bodywork, Kilauea, HI, 808-828-6797.
- **Chris Jaeb**, Common Ground. Kilauea, HI 96754. 808-828-0994.
- **Debbe Evans**, Hawaiian Rainforest Spa. Kilauea, HI 96754. 808-631-8471.