

Dr. David Zeitler
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Statistics
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Education

Doctor of Philosophy (PhD), Western Michigan University, 2001.
Major: Statistics
Dissertation Title: Empirical Spectral Analysis of Random Number Generators

Master of Science (MS, MSc), Western Michigan University, 1988.
Major: Applied Statistics

Master of Science (MS, MSc), Michigan State University, 1983.
Major: Operations Research/Systems Science

Bachelor of Science (BS, BSc), Michigan State University, 1978.
Major: Statistics

Professional Positions

Academic

Associate Professor, Department of Statistics, Grand Valley State University. (August 2009 - Present).

Assistant Professor, Department of Statistics, Grand Valley State University. (August 2004 - August 2009).

Visiting Assistant Professor, Department of Statistics, Grand Valley State University. (August 2003 - August 2004).

Adjunct Instructor, Department of Statistics, Grand Valley State University. (January 2003 - April 2003).

Professional

Owner, Foundation Stochastics, LLC. (January 2014 - Present).

Consultant - AGV Systems Development, Savant Automation, Inc. (June 2005 - December 2014).

Consultant AGV Systems and Control Development, Siemens Logistics and Automation. (June 2004 - June 2005).

Principle Engineer, Controls Department, Siemens Dematic. (October 1998 - April 2004).

Senior Technical Engineer, Integrated Systems Group, Siemens Dematic. (October 1994 - October 1998).

Group Staff Engineer, Analysis and Simulation Department, Smiths Industries. (1988 - 1994).

Section Manager, Software Verification and Validation, Smiths Industries. (1985 - 1988).

Senior Engineer, Lear Siegler Avionics Systems. (1981 - 1985).

Statistical Programmer, Computer Laboratory, Michigan State University. (1979 - 1981).

Professional Memberships

American Statistical Association.

Big Data and Hadoop Users Group of West Michigan. (January 2015 - Present).

Co-organizer, West Michigan R Users Group. (December 2015 - Present).

SCHOLARSHIP

Contracts, Grants, and Sponsored Research

Contract

Zeitler, D. (Principal), "Savant Automation Consulting," Sponsored by Savant Automation, Inc., Local. (January 1, 2013 - December 31, 2014).

Zeitler, D. (Principal), "Savant Automation Consulting," Sponsored by Savant Automation, Inc., Local. (January 1, 2011 - December 31, 2012).

Zeitler, D. (Principal), "Savant Automation Consulting," Sponsored by Savant Automation, Inc., Local. (January 1, 2004 - December 31, 2010).

Grant

Zeitler, D., Standridge, C. R. (Principal), & Choudhuri, S. A., "Management and Analysis of Michigan Intelligent Transportation Systems Center Data with Application to the Detroit Area I-75 Corridor," Sponsored by MIOH University Transportation Center, State. (September 2009 - April 2010).

Sponsored Research

Sozen, M. (Supporting), Rahman, M. M. A. (Supporting), Standridge, C. R. (Co-Principal), & Zeitler, D. (Supporting), "Lake Michigan Offshore Wind Energy Feasibility Assessment," Sponsored by DOE, Michigan Public Services Commission, Other. (2010 - August 2013).

Intellectual Contributions

Refereed Journal Articles

Not Accepted

Zeitler, D., Standridge, C. R., Georgescu, L., Masselink, R., & Nathaniel, Z. "Real Time Traffic Prediction with Sparse Data".

Published

Standridge, C. R., Zeitler, D., Nordman, E., Boezaart, T. A., Edmonson, J., Nieves, Y., Turnage, T. J., Howe, G., Meadow, G., Cotel, A., & Marsik, F. (2015). A Case Study of Laser Wind Sensor Performance: Validation by Comparison to an Existing Gage. *International Journal Of Renewable Energy Research*, 5(2)

Georgescu, L., Zeitler, D., & Standridge, C. R. (2012). Intelligent transportation system real time traffic speed prediction with minimal data. *Journal of Industrial Engineering and Management*, 5(2), 431-441

Conference Proceedings

Published

Standridge, C. R., Nieves, Y., Zeitler, D., & Nordman, E. (2012). Evaluating offshore wind resources, aerial ecology, and aquatic conditions in Lake Michigan using a dedicated Nomad buoy platform with LiDAR. WINDPOWER 2012 Conference Proceedings.

Zeitler, D., McKean, J., & Kapenga, J. (2007). Empirical Spectral Test (EST) for Random Sequences. *Proceeding of the Joint Statistical Meeting*.

Zeitler, D. (2005). Phased Projects to Reinforce DOE and Statistical Quality Methods. *Proceedings of the Joint Statistical Meeting, Minneapolis*.

Zeitler, D., McKean, J., & Kapenga, J. (2002). Empirical Spectral Analysis of Random Number Generators. *Proceeding of the 34th Symposium on the Interface. Montreal, Quebec, Canada*.

Zeitler, D., & Kapenga, J. (1993). Assuring the Validity of Random Number Generation for Parallel Computation. *Proceedings of the Quality & Productivity Section, American Statistical Association*.

Zeitler, D. (1991). Statistical Methods in Software System Testing. *Proceedings of the 23rd Symposium on the Interface Computing Science and Statistics. Seattle, Washington*.

Zeitler, D. (1991). Realistic Assumptions for Software Reliability Models. *Proceedings of the Second International Symposium on Software Reliability Engineering. Austin, Texas*.

Journal Articles

Accepted

Standridge, C. R., Zeitler, D., Nieves, Y., Turnage, T.J., & Nordman, E. (2012). Validation of a buoy-mounted laser wind sensor and deployment in Lake Michigan.

Not Accepted

Standridge, C. R., Nieves, Y., Zeitler, D., & Nordman, E. Validation of a buoy-mounted laser wind sensor and deployment in Lake Michigan. *Wind Energy*

Submitted

Zeitler, D., McKean, J. W., & Kapenga, J. An Empirical Spectral Test (EST) for Random Sequences. *Journal of Statistical Computation and Simulation*

Standridge, C. R., Zeitler, D., Nordman, E., Boezaart, A., Edmonson, J., Nieves, Y., Turnage, T. J., Phillips, R., Howe, G., Meadows, G., Cotel, A., Marsik, F., & Neel, D. A Case Study of Laser Wind Sensor Performance Validation by Comparison to an. *International Journal of Energy and Environmental Engineering*

Other

Published

- Gabrosek, J., & Zeitler, D. (2016). Data, Data Everywhere: R You Ready? Allendale: InterChange. 1 Campus Drive
- Zeitler, D. (2008). Decision Bonsai Provide Students a Glimpse of Structure. *GVSU Department of Statistics Technical Paper #806*.
- Zeitler, D. (2007). Advantage GTS. *Savant Automation white paper*.
- Zeitler, D. (2007). Laboratory QC Statistics for EQG08-022.01 2005-2006 QC Project Report. *Ford Motor Company white paper*.
- Zeitler, D. (2001). Empirical Spectral Testing of Random Number Generators. *Doctoral Dissertation, Western Michigan University*.
- Zeitler, D. (1990). Advanced Avionics Verification and Validation. *SI Proposal to The Avionics Laboratory (WRDC/AAAF)*.
- Zeitler, D. (1990). SI Internal Report. *A Reliability Framework Including Software*.

Book Review

Published

- Zeitler, D. (2016). Review of the book *Applied Multivariate Statistics with R Book*, by Daniel Zelterman. *Journal of Statistical Software*.
- Zeitler, D. (2015). Review of the book *Graphical Data Analysis with R*, by Antony Anwin. *Journal of Statistical Software* 68.

Presentations Given

- Zeitler, D., "Lessons from Brain Research for Big-Data Practitioners," Big Data and Hadoop Users Group of West Michigan. (March 8, 2017).
- Zeitler, D., Statistics Department Seminar, "GVSU Cloud Computing." (November 10, 2016).
- Zeitler, D., October 2016 Meeting WMRUG, "RStudio Notebooks," West Michigan R Users Group, GVSU DeVos. (October 2016).
- Zeitler, D., July 2016 Meeting WMRUG, "Running R from SAS," West Michigan R Users Group, GVSU DeVos. (July 2016).
- VanOeveren, S. (Presenter & Author), Testori, M. (Author Only), Zeitler, D. (Author Only), Kovar, D. (Author Only), & Clifford Hart, D. (Presenter & Author), American Society of Cell Biology Annual Meeting, "Fission yeast Mid1 Pleckstrin Homology (PH) domain regulates filamentous actin polymerization and cooperates with bundling proteins Fim1 and Ain1," ASCB, San Diego, CA. (December 12, 2015).
- Zeitler, D., August meeting, "Using Tesseract with Hadoop and Spark for Big-Data Analysis!," West Michigan Big Data and Hadoop Users Group, GVSU DeVos. (August 12, 2015).

Zeitler, D., May meeting, "Statistical Visualization," Big Data and Hadoop Users Group of West Michigan, Global Forex Trading 618 Kenmoor Ave SE Ste 110, Grand Rapids, MI. (May 13, 2015).

Gabrosek, J. (Presenter & Author), Kapitula, L. R. (Presenter & Author), Stephenson, P. (Presenter & Author), & Zeitler, D. (Presenter & Author), GVSU Data Analytics Workshop, "Introductory Data Analytics Workshop," Dept. Statistics, Big Data Initiative, FTLC, Idema Library, Allendale. (April 4, 2015).

Zeitler, D., Big Data and Hadoop Users Group of West Michigan, "Introduction to R," Big Data and Hadoop Users Group of West Michigan, Van Andel. (February 11, 2015).

Zeitler, D., February Meeting, "Introduction to Analysis with R," West Michigan Big Data and Hadoop Users Group, Van Andel Institute. (February 11, 2015).

Zeitler, D., WMU Statistics Department Colloquium, "Literate statistical software development with Rstudio," WMU Statistics, Kalamazoo, MI. (January 31, 2014).

Stephenson, P., Plouff, C. J., Reischman, D., Gabrosek, J., & Zeitler, D., Joint Statistical Meetings (JSM), "Teaching Measurement, Data Analysis, Experiments, and Modeling for Engineering Students," American Statistical Association, Montreal, Canada. (August 7, 2013).

Sozen, M. (Presenter & Author), Zeitler, D. (Presenter & Author), & Standridge, C. R. (Presenter & Author), Big Data Conference, "A Study of Motion Compensated Laser Pulse Technology Using a Mobile Buoy Platform," GVSU, Allendale, MI. (April 26, 2013).

Leidig, P. M., Stephenson, P., Leidig, J. P., Scripps, J. A., Tusch, G., & Zeitler, D., GVSU Big Data Conference 2013, "Curricular Initiative Regarding a Minor in Data Science," Grand Valley State University, Allendale, MI. (April 26, 2013).

Zeitler, D. (Presenter & Author), Standridge, C. R. (Presenter & Author), & Sozen, M. (Presenter & Author), GVSU "Big Data" Conference 2013, "Reflections on Lake Michigan Wind," Grand Valley State University, Allendale, MI. (April 26, 2013).

Zeitler, D. (Presenter & Author), & Fairbourn, C. (Presenter & Author), USCOTS 2011, "Making the transition to online teaching," CAUSE, Raleigh, NC. (May 20, 2011).

Zeitler, D., Joint Statistical Meetings, "The Best of Both Worlds: Merging Ground and Online Pedagogy Into the Hybrid Course," American Statistical Association, Washington, DC. (August 2009).

Zeitler, D., Joint Statistical Meetings, "Losing the Distinction: From Traditional to Online to Hybrid Instruction," American Statistical Association, Washington, DC. (August 2009).

Everson, M., & Zeitler, D., U.S. Conference on Teaching Statistics (USCOTS), "Letting go of the face-to-face classroom: Creating effective statistics courses for the online generation," American Statistical Association, Columbus, OH. (June 26, 2009).

Gabrosek, J., & Zeitler, D., "Instructional Strategies for Student Success", Math in Action, "Introducing Significance Testing Through Randomization," Regional Math Science Center - GVSU, Grand Rapids, MI. (February 25, 2009).

Zeitler, D., Joint Statistical Meetings, "Empirical Spectral Test (EST) for Random Sequences," American Statistical Association, Salt Lake City, UT. (August 2007).

- Zeitler, D., U.S. Conference on Teaching Statistics (USCOTS), "Interactive knowledge resources: Concept Maps, TiddlyWiki's and Hypergraphs," American Statistical Association, Columbus, OH. (May 19, 2007).
- Zeitler, D., Department of Statistics Seminar Series, "An Approach to Quality Control for Environmental Testing Labs," Grand Valley State University, Allendale, MI. (April 12, 2007).
- Zeitler, D., Teaching and Learning with Technology Fair, "Concept Maps, TiddlyWiki's and Hypergraphs," Grand Valley State University, Devos Hall - GVSU. (March 2007).
- Zeitler, D., Teaching and Learning with Technology Fair, "Decision Bonsai for Introductory Statistics," Grand Valley State University, Mackinac Hall - GVSU. (March 2006).
- Zeitler, D., Joint Statistical Meetings, "Phased Projects to Reinforce DOE and Statistical Quality Methods," American Statistical Association, Minneapolis, MN. (August 2005).
- Zeitler, D., U.S. Conference on Teaching Statistics (USCOTS), "Decision Bonsai," American Statistical Association. (May 2005).
- Zeitler, D., & Stephenson, P., Department of Statistics Seminar Series, "Phased Project Sequences to Reinforce DOE and Statistical Quality Methods," Grand Valley State University, Allendale, MI. (November 9, 2004).
- Zeitler, D., 23rd Symposium on the Interface Computing Science and Statistics, "Statistical Methods in Software System Testing," Interface Foundation of North America Inc, Seattle, WA. (April 1991).

Intellectual Property

- Zeitler, D., Olinger, M., Werner, M., Black, A., Patent, "Advanced Navigation and Guidance System for AGV's", Application #61421788, Regular, United States, Savant Automation. (application: December 9, 2011).
- Zeitler, D., Patent, "Conveyor Induct System", 7,631,747. (approve: December 15, 2009).
- Zeitler, D., Patent, "Conveyor induction subsystem and method of inducting articles using feedback-gappers", 7,413,071. (approve: August 19, 2008).
- Zeitler, D., Patent, "Tiered Control Architecture for Material Handling", 7,284,652. (approve: October 23, 2007).
- Zeitler, D., Patent, "Conveyor Induct System with Probability Estimator", 7,191,895. (approve: March 20, 2007).
- Zeitler, D., Patent, "Positive displacement shoe and slat sorter apparatus and method", 7,086,519. (approve: August 8, 2006).
- Zeitler, D., Patent, "Tiered control architecture for material handling", 6,951,274. (approve: October 4, 2005).
- Zeitler, D., Patent, "Positive displacement shoe and slat sorter apparatus and method", 6,866,136. (approve: March 15, 2005).
- Zeitler, D., Patent, "Material handling systems with high frequency radio location devices", 6,799,099. (approve: September 28, 2004).

Zeitler, D., Patent, "Conveyor induction system", 6,629,593. (approve: October 7, 2003).

Zeitler, D., Patent, "AGV position and heading controller", 6,721,638. (approve: November 7, 2002).

Zeitler, D., Patent, "Automated guided vehicle (AGV) with bipolar magnet sensing", 6,345,217. (approve: February 5, 2002).

Zeitler, D., Patent, "Automated Guided Vehicle Having Ground Track Sensor", 5,764,014. (approve: June 9, 1998).

Research in Progress

"An Introductory Workshop in Data Analytics in R". (January 2015 - April 2015).

In 2015 John Gabrosek, Laura Kapitula, David Zeitler and I spent significant time developing materials for a workshop on Data Analytics. This workshop provided members of the GVSU community with the opportunity to learn how R can be used to conduct data analysis. The workshop was offered on April 4, 2015.

"Lake Michigan Wind Energy Assessment Project" (Writing Results). (September 2014).

Was a participant in this project sponsored by the US DOE, State of Michigan Public Services Commission and others.

TEACHING

Teaching Experience

Grand Valley State University

STA 215, Intro Applied Statistics, 29 courses.

STA 216, Intermediate Applied Statistics, 1 course.

STA 220, Statistical Modeling for EGR, 7 courses.

STA 313, Prob and Stochastic Proc, 1 course.

STA 314, Statistical Quality Methods, 6 courses.

STA 380, Special Topics in Statistics, 6 courses.

STA 418, Computing and Graphics with R, 1 course.

STA 421, Bayesian Data Analysis, 1 course.

STA 426, Multivariate Data Analysis, 2 courses.

STA 518, Computing and Graphics with R, 1 course.

STA 526, Multivariate Data Analysis, 2 courses.

STA 580, Selected Topics in Statistics, 5 courses.

STA 590, Independent Study - R, 1 course.

STA 610, Appl Stats for Health Prof, 21 courses.

STA 615, Design of Experiments for Egrs, 6 courses.

STA 622, Stats Methods for Biologists, 2 courses.

Non-Credit Instruction

Workshop, Big Data Ignite, 40 participants. (September 2016).

Workshop, Zoetis, 20 participants. (June 2016).

Workshop, Provost's Office -Big Data Initiative, 40 participants. (April 4, 2015).

Directed Student Learning

Master's Thesis Committee Member, "TBD," Engineering. (December 2015 - Present).
Advised: Allysa Schaeftbauer

Master's Thesis Committee Member, "TBD," Engineering. (December 2015 - Present).
Advised: Richard Gross

Master's Thesis Committee Member, School of CIS. (March 2015 - December 2016).
Advised: Phillip Davis

Dissertation Committee Member, Biomedical Sciences. (2015 - 2016).
Advised: Katherine Hekstra

Dissertation Committee Member, Engineering. (November 2015 - August 2016).
Advised: Rakibul Hasan

"Health Sciences Assistantship," Statistics. (August 2015 - April 2016).
Advised: Kayleah Groeneveld

Supervised Teaching Activity, "Statistical Visualization Honors Project," Statistics. (August 2015 - December 2015).
Advised: Jesse Holwerda

Supervised Teaching Activity, "Stochastic Processes," Engineering. (August 2015 - December 2015).
Advised: Richard Gross

Supervised Teaching Activity, "Bayesian Statistics," Cell and Molecular Biology. (August 2015 - December 2015).
Advised: Sarah VanOeveren

Dissertation Committee Member, Other (Within Grand Valley State University). (January 2015 - December 2015).
Advised: Elizabeth Kirsch, Alyssa Sherd, & Hilary Snyder

Dissertation Committee Member, Other (Within Grand Valley State University). (January 2015 - December 2015).
Advised: Erin Stauffer, Amy Bashore, & Sara Hess

Dissertation Committee Member, Other (Outside Grand Valley State University). (January 2015 - December 2015).
Advised: Stefanie Younce, Katie Anderson, & Jillian Hilliard

Dissertation Committee Member, Biomedical Sciences. (2014 - 2015).
Advised: Emma Popma-Metsaars

Supervised Teaching Activity, "Statistical Visualization," Statistics. (June 2015 - August 2015).
Advised: Mitchell Suing

Supervised Teaching Activity, "Bayesian Statistical analysis," Statistics. (January 2015 - April 2015).
Advised: Daniel Kosten & Alec White

"Big Data Graduate Assistantship," Statistics. (August 2014 - April 2015).
Advised: Shannon McCormick

Dissertation Committee Member, Other (Within Grand Valley State University). (2014).
Advised: Amanda Tunget

Master's Thesis Committee Member, "Media influence on student attitudes and knowledge of HPV infection," Other (Within Grand Valley State University). (May 2013 - 2014).
Advised: Jamie Phillipich & Margaret Webb

Master's Thesis Committee Member, "GVSU Student Sleep Study," Other (Within Grand Valley State University). (May 2013 - 2014).
Advised: Mary Walter

Master's Thesis Committee Chair, "COMPARING LEVELS OF SUPERVISION ACROSS OCCUPATIONAL THERAPY INTAKE AND DISCHARGE FOR INDIVIDUALS RECEIVING POST-ACUTE TRAUMATIC BRAIN INJURY REHABILITATION," Other (Within Grand Valley State University). (May 2013 - November 2013).
Advised: Joe Grubaugh

Master's Thesis Committee Member, "Cognitive Perceptual Motor Retraining (CPM) battery subtest re-norm," Other (Within Grand Valley State University). (May 2013 - November 2013).
Advised: Corinne Viscogliosi, Marissa Knight, & Jacklyn Ward

Directed Individual/Independent Study, "High statistical performance computing," Statistics. (January 2013 - April 2013).
Advised: Daniel Hodges

Supervised Research, "Lake Michigan Wind Data Analysis," Statistics. (September 2012 - April 2013).
Advised: Daniel Hodges & Andrew Borgman

Directed Individual/Independent Study, "Introductory R programming," Statistics. (September 2012 - December 2012).
Advised: Emily Ludtke

Dissertation Defense Committee Member, "Lean Analytics," Other (Within Grand Valley State University). (May 15, 2012 - December 12, 2012).
Advised: Kelly Cotter, Trisha Thompson, & Amanda Ward

Supervised Teaching Activity, "STA215 Hybrid materials development - GA," Statistics. (September 2010 - April 2011).
Advised: Katie Schurr

Supervised Teaching Activity, "STA216 Grader/Lab Assistant - GA," Statistics. (September 2010 - December 2010).
Advised: Prabha Narayanaswamy

Supervised Teaching Activity, "Grader." (January 2010 - December 2010).
Advised: Lena Drake

Undergraduate research assistant, "Research aide - MIOH transportation study," Other (Within Grand Valley State University). (January 2010 - April 2010).
Advised: Ryan Masselink

Supervised Teaching Activity, "JMP/R materials development - GA," Statistics. (January 2010 - April 2010).
Advised: Katie Schurr

SERVICE

Department Service

System Admin, Statistics Analytics Server. (September 2012 - Present).

Committee Chair, Assessment Committee. (September 2011 - Present).

Committee Member, SAS Installation Help. (2008 - April 2015).

Committee Member, Curriculum Committee. (2010 - April 2013).

Committee Member, Assessment Committee. (2010 - 2011).

Departmental Webmaster. (2005 - April 2011).

Committee Member, Assessment Committee. (2006 - 2008).

Committee Member, Super Science Saturday. (2005).

Section or Program Coordinator, Instructional Resources. (2004 - 2005).

College Service

Attendee, Meeting, Curriculum Committee. (September 2010 - May 2011).

Attendee, Meeting, Curriculum Committee. (September 2007 - January 2008).

Attendee, Meeting, Liberal education imitative discussions. (2006).

University Service

Health Sciences Support. (August 2014 - Present).

Attendee, Meeting, University Assessment Committee. (September 2010 - April 2016).

Committee Member, University Big Data Initiative. (March 2013 - 2015).

Site setup and support, Occupational Safety and Health - Zymurgy Moodle Site. (October 1, 2013 - 2014).

Task Force Member, IT Email Evaluation. (January 2010 - June 2010).

Professional Service

Co-Lead of CAUSE cluster group, Teaching Statistics In The Online World. (May 2009 - June 2013).

Ford environmental labs quality control work. (2005 - 2006).

Public Service

Coach, Caledonia Community Schools - Science Olympiad, Caledonia, MI. (November 2002 - Present).

Consulting

GVSU Health Sciences, CHS. (January 2015 - Present).

Development Activities Attended

Workshop, "Responsible Conduct of Research (RCR) Workshop," GVSU. (February 27, 2016).

Conference Attendance, "Interface 2015," Interface Foundation of North America, Morgantown, West Virginia. (June 10, 2015 - June 13, 2015).

Seminar, "Shiny Quickstart 1, 2, 3," RStudio, Web based. (May 20, 2015 - June 3, 2015).

Continuing Education Program, "20 Minute Mentor Commons sessions," FTLC, Grand Rapids. (May 27, 2015 - May 30, 2015).

Workshop, "Data Mining," GVSU, Allendale. (April 11, 2015).

Conference Attendance, "Analytics 2013: The Face of Analytics,," Michigan State University, East Lansing, MI. (October 4, 2013).

Conference Attendance, "Interface Symposium 2013," Chapman University, Orange, California, United States. (April 4, 2013 - April 6, 2013).

Conference Attendance, "eCOTS 2011," CAUSE, Online conference. (May 14, 2012 - May 18, 2012).

Conference Attendance, "USCOTS 2011: The Next Big Thing," CAUSE, Raleigh, NC. (May 19, 2011 - May 21, 2011).

Workshop, "Computationally Intensive Methods in Teaching Introductory Statistics," NSF, Cary, NC, USA. (May 17, 2011 - May 19, 2011).

Workshop, "Academic Integrity Workshop," Sloane Consortium, Online. (December 1, 2010 - December 10, 2010).

Faculty forum, "Online Education Open Forum," GVSU FTLC. (October 7, 2010).

Workshop, "Copyright Compliance for Online Educators," Sloane Consortium, Online. (September 15, 2010 - September 24, 2010).

Workshop, "Google Wave in Education," Sloane Consortium, Online. (June 2, 2010 - June 11, 2010).