

# ETHAN PANCER

Curriculum Vitae – March 2020

## CONTACT INFORMATION

---

923 Robie Street, SB 147  
Halifax, Nova Scotia  
B3H 3C3

Email: ethan.pancer@smu.ca  
Cell: (902) 496-8183

## EDUCATION

---

- 2013 *Ph.D., Marketing*  
Smith School of Business, Queen's University
- 2008 *M.Sc., Marketing*  
Smith School of Business, Queen's University
- 2007 *B.Com., Commerce*  
Smith School of Business, Queen's University  
Specialization in Marketing and Psychology  
Exchange semester at Copenhagen Business School (2006)

## ACADEMIC EMPLOYMENT

---

- 2018– *Associate Professor of Marketing (with Tenure)*  
Sobey School of Business, Saint Mary's University, Halifax, NS, Canada
- 2013–2018 *Assistant Professor of Marketing*  
Sobey School of Business, Saint Mary's University, Halifax, NS, Canada
- 2011–2013 *Instructor, Marketing*  
Smith School of Business, Queen's University, Kingston, ON, Canada

## RESEARCH INTERESTS

---

Interpersonal influences on consumption, appearance-based judgments, social media efficacy, communicating new product innovations, and applications of computer vision / machine learning

## REFEREED JOURNAL ARTICLES

---

\* = equal authorship between authors; † = graduate student; ‡ = undergraduate student

1. Pancer, Ethan, Vincent Chandler, Maxwell Poole†, and Theodore J. Noseworthy (2019), "How Readability Shapes Social Media Engagement," *Journal of Consumer Psychology*, 29(2), 262-270.
  - Financial Times top 50 business journal
  - Developed as a featurette in *Consumer Behavior: Buying, Having, Being* (8<sup>th</sup> ed.) textbook

2. Taylor, Nükhet†, Theodore J. Noseworthy, and Ethan Pancer (2019), “Supersize my Chances: Promotional Lotteries Impact Product Size Choices,” *Journal of Consumer Psychology*, 29(1), 79-88.
  - Financial Times top 50 business journal
  - CBC, Yahoo! News, and University Affairs carries story, “Supersize doesn't equal super prize...,” Jul 9, ‘18
3. McShane, Lindsay, Ethan Pancer, and Maxwell Poole† (2018), “The Influence of B2B Social Media Message Features on Brand Engagement: A Fluency Perspective,” *Journal of Business-to-Business Marketing*, 26(1), 1-18.
4. Pancer, Ethan, Lindsay McShane, and Maxwell Poole‡ (2017), “Schadenfreude and Product Failures: The Role of Product Deservingness and Product Status,” *Journal of Marketing Management*, 33(15-16), 1236-1255.
  - Special issue on “The Dark Side of Marketing”
5. Pancer, Ethan, Lindsay McShane, and Theodore J. Noseworthy (2017), “Isolated Environmental Cues and Product Efficacy Penalties: The Color Green and Eco-labels,” *Journal of Business Ethics*, 143(1), 159-177.
  - Financial Times top 50 business journal
6. Pancer, Ethan and Maxwell Poole‡ (2016), “The popularity & virality of political social media: Hashtags, mentions, and links predict likes & retweets of 2016 U.S. presidential nominees’ tweets,” *Social Influence*, 11(4), 259-270.
  - The Globe and Mail carries story, “How Donald Trump uses Twitter to his huge advantage,” Feb 1, ‘17
7. O’Brien, James, and Ethan Pancer (2014), “Complements to Student Evaluations of Instruction,” *The Workplace Review*, October, 26-33.
8. Pancer, Ethan and Jay Handelman (2012), “The Evolution of Consumer Well-Being,” *Journal of Historical Research in Marketing*, 4(1), 177-189.
  - Top 5 in journal citations (Google Scholar)
9. Ashworth, Laurence, Martin Pyle, and Ethan Pancer\* (2010), “The Role of Dominance in the Appeal of Violent Media Depictions,” *Journal of Advertising*, 39(4), 121-134.
  - Special issue on “Violence in Advertising”
  - Re-published as a book chapter in *Advertising and Violence: Concepts and Perspectives* (2014), eds. Nora Rifon, Marla Royne Stafford, and Les Carlson, M.E. Sharpe, Inc.

## **UNDER REVIEW / WORKING PAPERS**

---

“Emoji and Brand Engagement” with Lindsay McShane, Maxwell Poole, and Qi Deng. Under 3<sup>rd</sup> round at *Journal of Interactive Marketing* (A on ABDC list).

“Computer Vision and Crowdfunding” with Simon Blanchard, Theodore J. Noseworthy, and Maxwell Poole. Under 1<sup>st</sup> round at *Journal of Marketing*.

“Content Hungry: Food and Social Media” with Maxwell Poole and Matthew Philp. Under 1<sup>st</sup> round at *Journal of Consumer Psychology*.

**MANUSCRIPTS IN PROGRESS (most developed)**

---

“The evolution of greenwashing: Applying computer vision to the Wayback Machine” with Matthew Boland.

“When do sex and violence sell? Insights from computer vision” with Maxwell Poole.

“Computer vision: Applications in microfinance” with Theodore J. Noseworthy.

**REFEREED CONFERENCE PRESENTATIONS**

---

1. Pancer, Ethan, Theodore J. Noseworthy, Simon Blanchard, and Maxwell Poole‡ (2019), “Can Computer Vision Predict New Product Adoption?” at the Association for Consumer Research, Atlanta, GA.
2. Pancer, Ethan, Theodore J. Noseworthy, Simon Blanchard, and Maxwell Poole‡ (2019), “Visual Ambiguity in Prototype Design Predicts Crowdfunding Success” at the American Marketing Association Consumer Behaviour Special Interest Group Conference, Bern, Switzerland.
3. Pancer, Ethan, Theodore J. Noseworthy, Simon Blanchard, and Maxwell Poole‡ (2019), “Visual Ambiguity in Prototype Design Predicts Crowdfunding Success” at the Society for Consumer Psychology Boutique Conference on Consumers and Technology, Montreal, QC.
4. Pancer, Ethan, Theodore J. Noseworthy, Simon Blanchard, and Maxwell Poole‡ (2019), “Assessing the Effect of Visual Ambiguity on Crowdfunding Success using Automated Image Classification” at the Theory and Practice in Marketing Conference, New York City, NY.
5. Taylor, Nükhet†, Theodore J. Noseworthy, and Ethan Pancer (2018), “Supersize my Chances: Promotional Lotteries Impact Product Size Choices,” at the Association for Consumer Research, Dallas, TX.
6. Pancer, Ethan, Theodore J. Noseworthy, Simon Blanchard, and Maxwell Poole‡ (2018), “Can a Computer Vision Algorithm Predict New Product Adoption?” at the European Association for Consumer Research Conference, Ghent, Belgium.
7. Taylor, Nükhet†, Theodore J. Noseworthy, and Ethan Pancer (2018), “Supersize my Chances: Promotional Lotteries Impact Product Size Choices,” at the Southern Ontario Behavioral Decision Research Conference, Toronto, ON.
8. Taylor, Nükhet†, Theodore J. Noseworthy, and Ethan Pancer (2018), “Supersize my Chances: Promotional Lotteries Impact Product Size Choices,” at the Administrative Sciences Association of Canada Conference, Toronto, ON.
  - *Received the ASAC Best Paper Award – Honourable Mention*

9. Taylor, Nükhet†, Theodore J. Noseworthy, and Ethan Pancer (2018), “Supersize my Chances: Promotional Lotteries Impact Product Size Choices,” at the Society for Consumer Psychology Conference, Dallas, TX.
10. Pancer, Ethan, Lindsay McShane, and Maxwell Poole‡ (2017), “Emoji and Brand Engagement on Social Media,” at the Association for Consumer Research Conference; San Diego, CA.
11. Pancer, Ethan, Vincent Chandler, and Maxwell Poole‡ (2017), “The Presence of Familiar Words Drive Social Media Likes, Comments, and Shares,” at the Association for Consumer Research Conference; San Diego, CA.
12. Pancer, Ethan, Lindsay McShane, and Maxwell Poole‡ (2017), “Emoji and Brand Engagement on Social Media,” at the American Marketing Association’s Summer Educators Conference; San Francisco, CA.
13. Pancer, Ethan, Vincent Chandler, and Maxwell Poole‡ (2017), “The Presence of Familiar Words Drive Social Media Likes, Comments, and Shares,” at the American Marketing Association’s Summer Educators Conference; San Francisco, CA.
14. McShane, Lindsay, Ethan Pancer, and Maxwell Poole‡ (2017) “Content Characteristics and B2B Social Media Brand Engagement: A Fluency Perspective,” at the American Marketing Association’s Summer Educators Conference; San Francisco, CA.
15. Pancer, Ethan, Lindsay McShane, and Maxwell Poole‡ (2017) “Emoji and Brand Engagement on Social Media,” at Administrative Science Association of Canada; Montreal, QC.
16. Pancer, Ethan and Laurence Ashworth (2015), “The role of product deservingness on schadenfreude after consumer misfortunes,” at Administrative Science Association of Canada; Halifax, NS.
17. Pancer, Ethan, Martin Pyle, and Laurence Ashworth (2014), “Attraction and Repulsion to Violent Media: The Role of Justice and Empathy in the Appeal of Violent Media Depictions” at Association for Consumer Research; Baltimore, MD.
18. Pyle, Martin, Ethan Pancer and Laurence Ashworth (2014), “Is All Fair in War-Themed Video Games?” at Association for Consumer Research; Baltimore, MD.
19. Pancer, Ethan and Laurence Ashworth (2014), “Consumer Schadenfreude: Deservingness of Product Ownership Impacts Affect Following Another’s Product Failure,” at Academy of Marketing Science World Marketing Congress; Lima, Peru.
20. Pancer, Ethan and Lindsay McShane (2014), “It Ain’t Easy Being Green: The Unintended Effects of The Colour Green,” at Administrative Science Association of Canada; Muskoka, ON.
21. Pancer, Ethan and Lindsay McShane (2013), “Gauging Greenwashing and Questioning Quality: The Unintended Effects of Environmental Claims on Perceptions of Product Effectiveness,” at Society for Consumer Psychology; San Antonio, TX.

22. Pancer, Ethan and Laurence Ashworth (2013), "Poseurs: Understanding When Product Use is Perceived as Impression Management," at Society for Consumer Psychology; San Antonio, TX.
23. Pancer, Ethan and Laurence Ashworth (2013), "Consumer Schadenfreude: Perceived Deservingness Impacts Attitudes Regarding Another's Product Failure," Society for Consumer Psychology, San Antonio, TX.
24. O'Brien, James and Ethan Pancer (2013), "Complements to Student Evaluations of Instruction," at Atlantic Schools of Business; Antigonish, NS.
25. Pancer, Ethan and Laurence Ashworth (2011), "Poseurs: Understanding When Product Use is Perceived as Impression Management," at Association for Consumer Research; St. Louis, MO.
26. Ashworth, Laurence, Ethan Pancer, and Martin Pyle (2011), "Buying Violence: Understanding the Appeal of Violence in Popular Media," at Association for Consumer Research; St. Louis, MO.
27. Pyle, Martin, Peter Dacin, and Ethan Pancer (2010), "Hopelessly Devoted? Word-of-Mouth and Diagnosticity in a Stable Preference Context", at Association for Consumer Research; Jacksonville, FL.
28. Ashworth, Laurence, Ethan Pancer, and Martin Pyle (2010), "Dominance and the Appeal of Violent Media," at Association in Consumer Research – Europe; London, UK.
29. Pancer, Ethan (2009), "What is consumer well-being?: An historical analysis," at Proceedings of the 14<sup>th</sup> Biennial Conference on Historical Analysis and Research in Marketing, ed. Richard Hawkins, Wolverhampton, UK: CHARM.
  - *Nominated for the David D. Monieson Best Student Paper Award*
30. Pancer, Ethan and Laurence Ashworth (2009), "Getting What They Deserve: The Role of Fairness in Schadenfreude from Another's Product Failure", at Association for Consumer Research – Asia-Pacific; Hyderabad, India.
31. Pancer, Ethan and Allison Johnson (2009), "The Effect of Authenticity and Fit with Company Abilities on Consumer Reactions to Corporate Social Responsibility Initiatives," at Society for Consumer Psychology; San Diego, CA.
32. Pancer, Ethan and Laurence Ashworth (2009), "The Effect of Fairness and Psychological Closeness on Schadenfreude in a Consumption Context," at Society for Consumer Psychology; San Diego, CA.

### **INVITED (NON-JOB TALK) PRESENTATIONS**

---

1. "Content Hungry: Recipe Ingredients Predict Digital Engagement," presented at *HEC Montreal*, Montreal, QC, 2019.
2. "Using Computer Vision to Predict Crowdfunding Success," presented at *Beijing Normal University Zhuhai - SMU Symposium*, Zhuhai, China, 2018.

3. "Using Computer Vision to Predict Crowdfunding Success," presented at *SMU Research Expo*, Halifax, NS, 2018.
4. "Understanding the Appeal of Violent Media Depictions," presented at the *University of Guelph Marketing and Consumer Studies Seminar Series*, Guelph, ON, 2014.
5. "I Came, I Saw, I Conquered: The Role of the Dominance in the Appeal of Violent Media," presented at the *Ivey Consumer Behavior Winter Research Camp*, London, ON, 2010.

## REFEREED TEACHING CASES

---

1. Pancer, Ethan, Kyle Gulliver, and Morris MacLeod (2018), "Uber Elevate: The Case for Flying Cars," *Ivey Publishing*. .
  - *Translated into Simplified Chinese*
2. Pancer, Ethan, Anna Ferguson, and Maxwell Poole (2017), "East Coast Lifestyle: Expanding a Regional Apparel Brand," *Ivey Publishing*.
  - Selected to appear in Beamish & Zhao's "Textile and Apparel Industry Casebook" – Ivey Casebook
3. Wiechert, Spencer, and Ethan Pancer (2017), "Newstar Marine & Scooter: Growing a Family Business," *Ivey Publishing*.
4. McKee, Margaret, Ethan Pancer, and Chantal Hervieux (2016), "Hope Blooms: Marketing a Social Enterprise after Dragon's Den," *Ivey Publishing*.
  - *One of the Top 10 best-selling cases in February 2017 (out of 33,000+ case library)*

## TEACHING EXPERIENCE

---

### *Sobey School of Business*

2013-Present *Marketing Management*

**\*Awarded the 2014, 2016, 2017 Undergraduate Business Professor of the Year**

**\*Awarded the 2017 MBA Professor of the Year**

2016-2017 Developer of *Immersive Learning* course  
Case-based learning and external competition advisor

### *Smith (Queen's) School of Business*

2013 Instructor for *Introduction to Marketing*

2012 Instructor for *Introduction to Entrepreneurship*  
Instructor for *The Management of New Enterprise*  
Responsible for course lectures and case-based learning as maternity replacement

2011 Instructor for *Consumer Behavior*  
Led workshops in Qualtrics and SPSS

Teaching assistant in the Marketing / Strategy Area

2008-2010	<i>Creativity, Innovation, and Entrepreneurship</i> (MBA, AMBA; Kelley Packalen)
2009-2010	<i>Consumer Behavior</i> (Undergraduate; Laurence Ashworth)
2008-2010	<i>Interpersonal Skills for Managers</i> (Undergraduate; Paul Cunningham)
2007-2009	<i>Principles of Marketing</i> (Undergraduate; Laurence Ashworth)
2007-2008	<i>Business Ethics / Corporate Social Responsibility</i> (Undergraduate; John Phelan)
2006-2008	<i>Leadership</i> (Undergraduate; John Phelan)
2005-2006	<i>Marketing II</i> (Undergraduate; Matt Thomson)

## SELECTED AWARDS AND ACHIEVEMENTS

---

### Teaching Honours & Recognition

2018	Nominated for William Stewart Medal for Excellence in Teaching (university-wide)
2017	<b>Poets &amp; Quants’ “World’s Best Business Professors Under 40”</b> <ul style="list-style-type: none"> <li>The Globe and Mail carries story, “Survey recognizes rising professor stars,” March 30, ‘17</li> </ul>
2017	<b>MBA Professor of the Year</b>
2017	<b>Faculty of Commerce Excellence in Teaching Award</b>
2016	<b>Faculty of Commerce Excellence in Teaching Award</b>
2014	<b>Faculty of Commerce Excellence in Teaching Award</b>
2012	AMA Sheth Foundation Doctoral Consortium Fellow

### Research Paper Awards

2018	Best Paper – Honourable Mention, Administrative Sciences Association of Canada
2009	Best Student Paper Award Nomination, Conference on Historical Research in Marketing

### External Grants

2020	New Frontiers in Research Fund – Exploration <i>“Supporting Youth with Mental Health Conditions using Machine Learning &amp; Analytics”</i> <ul style="list-style-type: none"> <li>Under review (co-applicant)</li> </ul>
2019-21	<b>Social Sciences and Humanities Research Council Insight Development Grant</b> <i>“Environmental Violators Beware! Using Machine Learning to Predict EPA Infractions”</i> <ul style="list-style-type: none"> <li>\$26,215 over 2 years (co-applicant)</li> </ul>
2018-21	<b>Social Sciences and Humanities Research Council Insight Grant</b> <i>“Using Computer Vision Algorithms to Optimize the Communication of New Products to Grow the Economy”</i> <ul style="list-style-type: none"> <li>\$95,302 over 3 years (principal investigator)</li> </ul>
2019	SSHRC Undergraduate Explore Research Award Supervisor (\$6,000)
2019	Canadian Academic Accounting Assn. Artificial Intelligence Research Grant (\$2,500)
2019	MITACS Accelerate Research Grant (\$60,000) – Milk Moovement <i>“Using improved data availability and analysis to identify efficiencies for dairy farms, dairy processors, and overseeing provincial dairy boards”</i>
2018	National Research Council Industrial Research Assistance Program (IRAP) (\$5,000)
2017-18	Nova Scotia Innovation and Productivity Voucher Recipient (\$30,000)
2014	SSHRC 4A Institutional Research Award (\$5,000)
2011-2012	<b>SSHRC Doctoral Fellowship</b> (\$25,000)
2010-2012	Ontario Graduate Scholarship (\$30,000)

### Internal Scholarships

2015-17	David Sobey Centre for Innovation in Retailing and Services Research Grant (\$15,000)
2014-18	SMUWorks Research Assistant Grant (\$30,000)

2014-17	Dean's Conference Travel Award (\$15,000)
2013	New Faculty Research Grant, Saint Mary's University (\$5,000)
2012	Dr. Shirley Taylor Memorial Fellowship (\$1,400)
2010, 2011	Richard J. Hand Graduate Award in Management (\$4,000)
2010	The Monieson Centre Research Award (\$3,000)
2009-2011	Geoffrey H. Wood Ph.D. Scholarship (\$3,000)
2009	Melville S. Hatch Memorial Fellowship (\$774)
2009	Richard J. Hand Graduate Bursary (\$1,800)
2009	D.I. McLeod Fellowship (\$1,500)
2009	Geoffrey H. Wood M.Sc. in Management Award (\$1,500)
2007-2011	Queen's School of Business Award (\$36,500)
2007-2009	Queen's Graduate Award (\$20,000)

**SERVICE (SUPERVISION)**

---

2020	Co-Supervisor, Sobey Post-Doctoral Research Fellowship
2018-20	Supervisor, Master of Applied Health Service Research (Maxwell Poole) Guest Lecturer, Experimental Design – Quantitative Methods in the Ph.D. program
2016-17	Supervisor, Master's Research Project (Megan Pollock)
2016-17	Supervisor, Directed Studies <ul style="list-style-type: none"><li>○ Social Media Research Fundamentals (Maxwell Poole)</li><li>○ Social Media Research Applications (Maxwell Poole)</li><li>○ Construct a Case (Anna Ferguson, Spencer Wiechert, Morris MacLeod, Kyle Gulliver)</li></ul>

**SERVICE (REVIEWING)**

---

*Journals*

Ad-hoc reviewer for *Marketing Letters*, *Journal of Business Ethics*, *Industrial Marketing Management*, *Journal of Advertising*, *Journal of Consumer Affairs*, *Canadian Journal of Administrative Science*, *Canadian Journal of Behavioural Science*

*Conferences*

Reviewer for competitive papers and working papers for *Association for Consumer Research North America* & International conferences, *Society for Consumer Psychology*, *Academy of Marketing Science*, *World Marketing Congress*, *Administrative Science Association of Canada*, and *Society for Teaching and Learning in Higher Education*

*Leadership*

Program committee member of 2017 Academy of Marketing Science (CB track)

*Tenure & promotion files*

Two files for tenure and promotion to Associate Professor

*External grants*

SSHRC Insight Grant Reviewer (2018 & 2019)  
MITACS Accelerate Research Proposals (2018)



**SERVICE (TEACHING)**

---

*Sobey School of Business*

- 2016-18 Bob Shaw MBA case competition coordinator
- 2017 MBA team coach, Ben Graham Int'l Value Investing Competition (1<sup>st</sup> place / 27 teams)
- 2017 MBA team coach, Ivey-Haskayne MBA Leadership Case Competition (1<sup>st</sup> place / 11 teams)
- 2016 MBA team coach, DeGroot Social Media Video Challenge (1<sup>st</sup> place / 14 teams)
- 2015-17 Judge, David Sobey Retail Case Competition + Retail Concept Competition
- 2015 Guest speaker on experimental design, Sobey Ph.D. in management
- 2014-17 Workshop leader, Introduction to Case Method, Sobey MBA

*Smith (Queen's) School of Business*

- 2011 Practice case judge, Royal Roads University International Case Competition
- 2011 Research advisor, Queen's SIFE (strategies to reduce cafeteria waste)
- 2011 Mentor, Whaddyathink (student-developed customer feedback app)
- 2010 Judge, Monitor Consulting / Queen's Case Competition
- 2009-16 Marketing Case Evaluator, Inter-Collegiate Business Competition
- 2009 Panelist, Corporate Social Responsibility Weekend, Centre for Responsible Leadership
- 2009 Judge, CSR case competition, Centre for Responsible Leadership
- 2008 Project evaluator, Queen's Marketing Association Challenge

**SERVICE (ADMINISTRATION)**

---

*Sobey School of Business*

- 2020 Master of Business Analytics Development Committee (Marketing Analytics)
- 2018-19 Research Advancement Committee
- 2016-19 Saint Mary's University Senate – Academic Planning Subcommittee  
Chaired revision to University Senate Policy on Program Review
- 2018 MBA Program Coordinator (Interim – Summer 2018)
- 2018-20 Master of Applied Health Service Research Program Committee
- 2017 ACR Doctoral Symposium Invited Guest and Speaker
- 2017 Invited guest, Halifax Chamber of Commerce Distinguished Speaker Series
- 2015-19 MBA Program Council and Redesign Committee
- 2015-17 Sobey Websteering Committee
- 2014 Program Learning Goals Working Group for Ethics and Corporate Social Responsibility;  
B.Com. Assurance of Learning process for AACSB accreditation
- 2014 Junior Faculty Rep, AACSB Peer Review Discussant

*Smith (Queen's) School of Business*

- 2011 Founder, Queen's School of Business MSc / PhD Student Committee
- 2011 SONA Administrator, Queen's Business Research Pool
- 2010 School of Business Expansion Communication Taskforce
- 2010-2012 Liaison for incoming students, Marketing MSc / PhD Area
- 2009 School of Business Faculty Forum
- 2009 Academic Appeals Committee
- 2008 Renewal Tenure Promotion Committee

**PROFESSIONAL AFFILIATIONS**

---

*Association of Consumer Research*  
*Society for Consumer Psychology*  
*Academy of Marketing Science*  
*American Marketing Association*  
*Administrative Sciences Association of Canada*

**INDUSTRY EXPERIENCE**

---

*Rogers Communications Inc. – Marketing Analyst, 2007*

- Developed a new reporting package for 14 national magazines, benchmarking annual renewal rates and monthly subscription trends, which created a more efficient reporting process

*Interactive Data Corporation (IDC) Canada Ltd. – Research Consultant, 2007*

- Profiled key statistics on 1,000+ panel respondents

*Magna International Inc. – Financial Analyst, 2006*

- Measured budget, forecast, and actual finances for 8 automotive divisions valued at over \$100M

*IBM Canada Ltd., Digital Media Solutions – Business Analyst, 2005-2006*

- Analyzed opportunity pipeline to track progress to \$100M revenue target

**MEDIA**

---

CBC Radio One – “Supersize my chances,” July 9, ‘18

CBC Online – “Supersize doesn't equal super prize despite what some think,” July 9, ‘18

The Globe and Mail – “How Donald Trump uses Twitter to his huge advantage,” February 1, ‘17

The Globe and Mail – “Survey recognizes rising professor stars,” March 30, ‘17

CBC Radio One – “The rebranding of Halifax,” April 16, ‘14

Rogers Connected for Business – “Handling negative customer feedback,” September 25, ‘13