

# **LISA MARIE ASSANTE**

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**Southern Utah University  
School of Business  
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## **CURRICULUM VITAE**

### **Education:**

#### **Texas Tech University**

Lubbock, TX:

December 2005 – Doctor of Philosophy in Hospitality Administration

#### **University of Nevada, Las Vegas**

Las Vegas, NV:

May 1998 – Master of Science in Hotel Administration

Concentration: Hospitality Education / Food and Beverage Management / Marketing

#### **The Pennsylvania State University**

University Park, PA:

May 1987 – Bachelor of Science in Hotel, Restaurant and Institutional Management

#### Independent Study Courses:

Teaching Assistant for HRIM 330, Food Production Systems

Sales Blitz (including planning, execution, and analysis) for the Westin William Penn Hotel;  
Pittsburgh, PA.

### **Academic and Professional Appointments:**

August 2007–Present	<u>Southern Utah University; Cedar City, UT</u> Assistant Professor of Hotel, Resort and Hospitality Management, School of Business
August 2005–July 2007	<u>University of Hawai'i at Mānoa; Honolulu, HI</u> Assistant Professor, School of Travel Industry Management
August 2003–August 2005	<u>Texas Tech University; Lubbock, TX</u> Graduate Part Time Instructor, Department of Nutrition, Hospitality, and Retailing
August 2002–July 2003	<u>Stephen F. Austin State University; Nacogdoches, TX</u> Assistant Professor of Hospitality Administration, Department of Human Sciences
May 2001–July 2002	<u>The Venetian Resort, Hotel, Casino; Las Vegas, NV</u> Manager of Training and Development
August 1999–Present	<u>Creative Solutions Consulting; Las Vegas, NV, Nacogdoches, TX, Honolulu, HI</u> Owner/Consultant for the Hospitality Industry

- August 1999–June 2001      Community College of Southern Nevada; Las Vegas, NV  
Food and Beverage Instructor
  
- June 1998–August 1999      Pennsylvania Institute of Culinary Arts; Pittsburgh, PA  
Dean, School of Hotel/Restaurant Management
  
- January 1997–May 1998      University of Nevada, Las Vegas; Las Vegas, NV  
08/97 to 05/98 – Graduate Assistant, Food and Beverage Department  
01/97 to 08/97 – Graduate Assistant, Hotel Department
  
- January 1990–September 1996 Sodexho Management Services, Inc.; Trumbull, CT  
05/93 to 09/96 – New Jersey District Manager  
11/90 to 05/93 – New Jersey Group Manager  
01/90 to 11/90 – NYC Avon Products Corporate Headquarters  
Food Service Manager
  
- July 1985–December 1989      ARA Services, Inc.; Philadelphia, PA  
AT&T Tower Center; East Brunswick, NJ  
- Food Service Director  
- Assistant Food Service Director  
- Management Trainee

**Teaching and Administrative Experience:**

Southern Utah University

- ◆ Special Topics: MBA Thesis
- ◆ Special Topics: MBA Directed Readings
- ◆ Special Topics: Issues in Quantity Food Production
- ◆ Special Topics: Issues in Services Marketing
- ◆ Introduction to Hospitality Management
- ◆ Introduction to Tourism Management
- ◆ (SL) denotes SUU service-learning designated course
- ◆ Food & Beverage Management
- ◆ Strategic Leadership in HRHM
- ◆ Quantity Food Production (SL)
- ◆ Strategic Guest Service (SL)
- ◆ Internship/Work Requirement
- ◆ Business and Society

University of Hawai'i at Mānoa

- ◆ Strategic Management for the Travel/Hospitality Industry
- ◆ Food & Beverage Management
- ◆ Special Topics: Strategic Initiatives in the Hospitality Industry, Graduate/Undergraduate Level
- ◆ International Hospitality Management, Graduate Level

Texas Tech University

- ◆ Introduction to Hospitality Management
- ◆ Introduction to Beverage Management
- ◆ Human Science Seminar

Stephen F. Austin State University

- ◆ Introduction to Hospitality Management
- ◆ Management in Meal Production
- ◆ Independent Study – Strategic and Operational Consulting
- ◆ Travel and Tourism
- ◆ Club Management
- ◆ NRA Bar Code Certification

Community College of Southern Nevada

- ◆ Restaurant Management
- ◆ Liquor and Bar Management
- ◆ School to Careers Marketing Externship
- ◆ Dining Room Service
- ◆ NRA ServSafe
- ◆ NRA HACCP

**Teaching and Administrative Experience:***Pennsylvania Institute of Culinary Arts*

- ◆ Marketing for Hospitality and Tourism
- ◆ Hospitality Financial Analysis
- ◆ Human Resource Management
- ◆ Hotel/Restaurant Operations Management
- ◆ Public Health and Safety (ServSafe)
- ◆ Dining Room Procedures
- ◆ Hospitality Math
- ◆ Strategies for Success
- ◆ Hospitality Law

*Administrative Responsibilities as Dean of the School of Hotel/Restaurant Management; Pennsylvania Institute of Culinary Arts:*

- ◆ Developed and implemented Associate Degree Program in Hotel/Restaurant Management
- ◆ Maintained compliance with ACFEI and Accrediting Commission of Career Schools and Colleges of Technology (ACCSCCT) requirements
- ◆ Established advisory board and facilitated bi-annual meetings
- ◆ Faculty recruitment, selection, and training
- ◆ Budget development and adherence
- ◆ Curriculum development and execution
- ◆ Course scheduling
- ◆ Developed and implemented externship criteria
- ◆ Coordinated Summer Studies in Europe Program in conjunction with UNLV, NYIT, and University of Southern Oregon
- ◆ Marketing and promotion of the School of Hotel/Restaurant Management
- ◆ Industry correspondence and participation in hospitality industry functions
- ◆ Student advisor and mentor

*University of Nevada, Las Vegas*

- ◆ Team-taught Introduction to Culinary Arts; a six week segment within HOA 259, Food Service Operation Fundamentals
- ◆ Team-taught Quantity Food Management (HOA 467); a simulated restaurant operation
- ◆ Guest lectured in the following subject areas: Hospitality Cost Control, Purchasing, Beverage Control, Front-of-House Service, Culinary Arts, Non-Commercial Foodservice, and In-flight Catering
- ◆ Distance education liaison and advisor for Orientation to the Hospitality Industry (HOA 101)
- ◆ Administered and graded quizzes, exams, and projects for the Food and Beverage Department
- ◆ Maintained undergraduate student grade and attendance spreadsheets for Quantity Food Management course (HOA 467)
- ◆ Created and nurtured a cohesive teaching/learning environment between classroom facilitators and students
- ◆ Assisted kitchen facilities manager with food, beverage, and supply inventory and purchasing for culinary arts classes

**Hospitality Education Awards and Honors:**

- ◆ Award Recipient, SUU School of Business, Department of Management, Marketing & Hospitality Outstand Professor for the Year 2009 – 2010
- ◆ Award Recipient, Southern Utah University Service-Learning Fellow; 2009 – 2010
- ◆ Invited Representative, Southern Utah University Complimentary Issue of Bloomberg BusinessWeek Magazine; cover wrap issue dated April 21, 2010
- ◆ Award Recipient, Southern Utah University Outstanding Educator for the Year 2008 – 2009

**Hospitality Education Awards and Honors:**

- ◆ Utah Campus Compact Outstanding Engaged Scholar Award Recipient, Southern Utah University; 2008
- ◆ Honored Lifetime Member, Who's Who in North American Colleges and Universities, 2008/2009 Edition as cited in Montclair Publishing, LLC's "Who's Who Among Executives and Professionals."
- ◆ Award Recipient, Southern Utah University Thunderbird Awards Professor of the Year; 2008
- ◆ Alpha Iota Delta International Honor Society Best Application Paper Award Recipient: Lottig, K. J., Assante, L. M., Wen, H. I. An empirical assessment of a structural equation model of residents' attitudes for sustainable tourism development: a case study of O'ahu, Hawai'i; 37<sup>th</sup> Annual Conference of the Western Decision Sciences Institute, 2008; San Diego, CA

**Research, Grants and Fellowships:**

- ◆ Provost Faculty Development Grant Recipient and Presenter, The Success of Hospitality Programs within Business Schools; 41<sup>st</sup> Annual Conference of the Decision Sciences Institute 2010; San Diego, CA; 2010; **funded at \$2120.50**
- ◆ Southern Utah University Student Association Senate Bill Author and Award Recipient, SUU School of Business, Department of Management, Marketing & Hospitality – Hotel, Resort, and Hospitality Management 3110 – Quantity Food Production: Service-Learning and Civic Engagement Project – Make-A-Wish Dinner; Fall 2010; **funded at \$810.00**
- ◆ Southern Utah University Student Association Senate Bill Author and Award Recipient, SUU School of Business, Department of Management, Marketing & Hospitality – Hotel, Resort, and Hospitality Management 3110 – Quantity Food Production: Service-Learning and Civic Engagement Project – Supporting the US Armed Forces Dinner; Spring 2010; **funded at \$1300.00**
- ◆ Southern Utah University Service-Learning Fellow; Spring 2010; **funded at \$700.00**
- ◆ Research Advisor for Austrian Marshall Plan Foundation Scholarship Grant Recipient, Dorothy Knudson; Tourism Stakeholder Perceptions of Austria: Strategic Implementation of the Communication Mix in the Destination Image-Creation Process; SUU Study Abroad Program collaboration with the University of Applied Sciences Fachhochschule Salzburg and the Austrian Marshall Plan Foundation; 2009 – 2010; **funded at EUR 5,000.00**
- ◆ Provost Faculty Development Grant Recipient and Co-Author and Presenter, Establishing a Hospitality Research Center: Examining Best Practices and Stakeholder Perceptions; 38<sup>th</sup> Annual Conference of the Western Decision Sciences Institute; Kauai, HI; 2009; **funded at \$3394.00**
- ◆ Service-Learning Enhancement Grant Recipient, SUU School of Business, Department of Management & Marketing – Hotel, Resort, and Hospitality Management 3110 – Quantity Food Production: Providing Food and Educational Materials to Canyon Creek Women's Crisis Center; Spring 2009; **funded at \$500.00**
- ◆ Provost Faculty Development Grant Recipient, Co-Author and Presenter, An empirical assessment of a structural equation model of residents' attitudes for sustainable tourism development: a case study of O'ahu, Hawai'i; 39<sup>th</sup> Annual Conference of the Decision Sciences Institute, 2008; Baltimore, MD; **funded at \$2461.00**
- ◆ Southern Utah University Student Association Senate Bill Author and Award Recipient, SUU School of Business, Department of Management & Marketing – Hotel, Resort, and Hospitality Management 3110 – Quantity Food Production: Service-Learning and Civic Engagement Project – Feeding and Educating the Team Members of Zion Lodge; Fall 2008; **funded at \$372.00**

**Research, Grants and Fellowships:**

- ◆ Provost Faculty Development Grant Recipient and Program Director, SUU Salzburg Summer Study Abroad Program: Tourism Management; initiated, developed, and executed the Tourism Management Educational Partnership with the University of Applied Sciences Fachhochschule Salzburg; Summer 2008; **funded at \$3061.50**
- ◆ Proposed \$3.5 million Culinary Training Facility Development, SUU School of Business, Department of Management & Marketing – Hotel, Resort, and Hospitality Management; Food and Beverage Program Development, Summer 2008; not funded
- ◆ Service-Learning Enhancement Grant Recipient, SUU School of Business, Department of Management & Marketing – Hotel, Resort, and Hospitality Management 3110 – Quantity Food Production: Feeding and Educating the Cub Scouts of Cedar City; Spring 2008; **funded at \$500.00**
- ◆ Provost Faculty Development Grant Recipient and Co-Author, Presenter, and Reviewer, An empirical assessment of a structural equation model of residents' attitudes for sustainable tourism development: a case study of O'ahu, Hawai'i; 37<sup>th</sup> Annual Conference of the Western Decision Sciences Institute, 2008; San Diego, CA; **Awarded Alpha Iota Delta Honor Society Best Application Paper**; 2008; **funded at \$1470.40**
- ◆ Provost Faculty Development Grant Recipient and Co-Author, Modeling resident attitudes on the environmental impacts of tourism: a case study of O'ahu, Hawai'i; 13<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, 2008; Orlando, FL; **funded at \$1768.92**
- ◆ President's Council Allocation Recipient, SUU School of Business, Department of Management & Marketing – Hotel, Resort, and Hospitality Management; Food and Beverage Program Development, 2007 - 2008; **funded at \$25,000.00**
- ◆ Initiated, developed, and executed the Hotels and Resorts of Halekulani Educational Partnership for strategic initiatives; Spring 2006, Summer 2006
- ◆ Received \$1500 Academic Dissertation Scholarship to continue doctoral research at Texas Tech University; Fall 2005
- ◆ Conducted focus group research to determine quality parameters in undergraduate hospitality management programs at the 10<sup>th</sup> Annual Education and Graduate Student Research Conference in Hospitality and Tourism; Spring 2005
- ◆ Conducted focus group research to determine quality parameters in undergraduate hospitality management programs at the 2004 Annual International CHRIE Convention; Philadelphia, PA
- ◆ \$10,000 TLTC Grant: Determining Quality Parameters in Undergraduate Hospitality Management Programs; not funded
- ◆ Received \$1000 Dan Dollins Academic Scholarship to continue doctoral degree at Texas Tech University; Fall 2004
- ◆ Received \$9000 SBC Chancellor's Fellowship to pursue doctoral degree at Texas Tech University; Fall 2003 – Spring 2006, funded at \$3000 per academic year
- ◆ Received \$1500 grant from UCCSN School to Careers Externship Program, to partner with Trizec Hahn, developers of Desert Passage at The Aladdin, to support research for coordinating and marketing the grand opening of the megaresort; Summer 2000
- ◆ Initiated, developed, conducted, and presented beverage department and gaming service audit for the Hard Rock Hotel and Casino property in Las Vegas; Spring 1998
- ◆ Created and implemented a study of competencies needed for entry level beverage managers. Study findings served as the basis for the development of beverage management curricula in hospitality management programs; Spring 1998
- ◆ Researched need for a beverage management major in undergraduate hospitality education, utilizing opinions of a snowball sample of leaders in the Food and Beverage Industry; Fall 1997

**Research, Grants and Fellowships:**

- ◆ Conducted study seeking to identify the most effective way to promote appetizer sales for Ore-Ida Foods, Incorporated; Fall 1997
- ◆ Initiated, developed, conducted, and presented rooms reservation service audit for the Sahara Hotel and Casino property in Las Vegas; Fall 1996

**Refereed Publications:**

- ◆ Assante, L. M. Johnston Mulaj, W. L., & Steed, E. (2010). Pioneering a rural hospitality research center: Examining best practices and stakeholder perceptions. *Journal of Management and Marketing Research*, accepted; Applied, 14% acceptance rate
- ◆ Assante, L. M., Wen, H. I., & Lottig, K. J. (2010) An empirical assessment of residents' attitudes for sustainable tourism development: a case study of O'ahu, Hawai'i. *Journal of Sustainability & Green Business*, accepted; Applied, 20% acceptance rate
- ◆ Assante, L. M., Wen, H. I., & Lottig, K. J. (2010) Conceptualization of modeling resident attitudes on the environmental impacts of tourism: a case study of O'ahu, Hawai'i. *Tourism and Hospitality Planning & Development*, in review; Applied, 25% acceptance rate
- ◆ Assante, L. M., Huffman, L., & Harp, S. S. (2010, May). A taxonomy of academic quality indicators for four-year US Based undergraduate hospitality management programs. *Journal of Hospitality and Tourism Research*, 34(10), pp. 164 – 184; Applied, 11% acceptance rate
- ◆ Assante, L. M., Huffman, L., & Harp, S. S. (2007). Conceptualization of quality indicators for four-year US Based undergraduate hospitality management programs. *Journal of Teaching in Travel & Tourism*, 7(2), pp. 51 – 71; Applied, 25% acceptance rate
- ◆ Baloglu, S. and Assante, L. M. (1999). A content analysis of subject areas and research methods used in five hospitality management journals. *Journal of Hospitality and Tourism Research*, 23(1), pp. 53 – 70; Applied, 11% acceptance rate

**Refereed Conference Proceedings and Presentations:**

- ◆ Assante, L. M. (2010, November 20 – 23). The Success of Hospitality Programs within Business Schools. 41<sup>st</sup> Annual Conference of the Decision Sciences Institute: Challenging the Status Quo – Breakthrough Innovations that Rejuvenate Organizations; San Diego, CA
- ◆ Assante, L. M. & Johnston, W. L. (2009, October 14 – 16). Pioneering a rural hospitality research center: Examining best practices and stakeholder perceptions, 14(2). Allied Academies International Conference: Academy of Educational Leadership; Las Vegas, NV
- ◆ Johnston, W. J., Assante, L. M. & Steed, E. Establishing a Hospitality Research Center: Examining Best Practices and Stakeholder Perceptions, 38<sup>th</sup> Annual Conference of the Western Decision Sciences Institute, 2009; Kauai, HI
- ◆ Lottig, K. J., Assante, L. M., Wen, H. I. An empirical assessment of a structural equation model of residents' attitudes for sustainable tourism development: a case study of O'ahu, Hawai'i; 39<sup>th</sup> Annual Conference of the Decision Sciences Institute, 2008; Baltimore, MD
- ◆ Lottig, K. J., Assante, L. M., Wen, H. I. An empirical assessment of a structural equation model of residents' attitudes for sustainable tourism development: a case study of O'ahu, Hawai'i; 37<sup>th</sup> Annual Conference of the Western Decision Sciences Institute, 2008; San Diego, CA; **Awarded Alpha Iota Delta Honor Society Best Application Paper**

**Refereed Conference Proceedings and Presentations:**

- ◆ Lottig, K. J., Assante, L. M., Wen, H. I. Modeling resident attitudes on the environmental impacts of tourism: a case study of O'ahu, Hawai'i; 13<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, 2008; Orlando, FL
- ◆ Assante, L. M., Huffman, L., & Rivera, Jr., D. Utilizing quality indicators as a foundation for program assessment, strategic planning, and the development of a four-year undergraduate hospitality education rating/ranking program: a quantitative study; 2006 Annual EuroCHRIE Conference
- ◆ Assante, L. M., Focus Group Discussion Leader, Conceptualizing quality indicators as a foundation for program assessment, strategic planning, and the development of a four-year undergraduate hospitality education rating/ranking program: a qualitative study; 10<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, 2005; Myrtle Beach, SC
- ◆ Assante, L. M., Focus Group Discussion Leader, Conceptualizing quality indicators as a foundation for program assessment, strategic planning, and the development of a four-year undergraduate hospitality education rating/ranking program: a qualitative study; 2004 Annual International CHRIE Convention; Philadelphia, PA
- ◆ Baloglu, S. & Assante, L. M. A content analysis of subject areas and research methods used in five hospitality management journals; 1998 Annual International CHRIE Conference

**Non-Refereed Conference Proceedings and Presentations:**

- ◆ Roundtable Discussion Leader, Utah Campus Compact Engaged Scholars Retreat: What Piece of the Civic Engagement Puzzle are You?; In Pursuit of Excellence: Developing a Service-Learning Educational Partnership with Alumni as a Final Progress Check; Dixie State College, St. George, UT; 2009
- ◆ Johnston, W. J., Assante, L. M. & Steed, E. Establishing a Hospitality Research Center: Examining Best Practices and Stakeholder Perceptions, Utah Tourism Conference; Salt Lake City, UT; 2008
- ◆ Liu, M., Assante, L. M., Ergul, M., Kolyesnikova, N. P., Pinedo, J., Wongkerd, N., Harp, S. S., Boyce, J. B., Harris, K., & Thompson, L. D. Marketing organic food products: U.S. consumer avoidance. Texas Tech University Human Sciences Week Graduate Student Poster Session; 2005

**Invited Presentations:**

- ◆ Invited Speaker, SUU Master of Public Administration, PADM 6500: Human Resource Management – Training & Developing Employees; 02/10
- ◆ Invited Video Speaker, SUU Provost Rod Decker's Annual Meeting with the Faculty, Life as a SUU Team Member; 08/08
- ◆ Invited Presenter, Lottig, K. J., Assante, L. M., Wen, H. I. An empirical assessment of a structural equation model of residents' attitudes for sustainable tourism development: a case study of O'ahu, Hawai'i; 39<sup>th</sup> Annual Conference of the Decision Sciences Institute, 2008; Baltimore, MD
- ◆ Invited Speaker, SUU School of Business, Business Administration 1000: Welcome to the Wonderful World of Hospitality Management; 03/11, 10/10, 02/10, 10/09, 03/09, 11/08, 03/08, 10/07
- ◆ Invited Speaker, SUU School of Business, HRHM 3000: Introduction to Hospitality Management – Contract Foodservice; Fall 2008

**Invited Presentations:**

- ◆ Invited Speaker, UHM School of Travel Industry Management, Introduction to Travel Industry Management: Welcome to the Wonderful World of Hospitality Management; February 2006
- ◆ Invited Speaker, UHM School of Travel Industry Management, Eta Sigma Delta International Hospitality Management Honor Society Induction Ceremony; December 2005
- ◆ Invited Speaker, Texas Tech University, Professional Applications in Family and Consumer Science Education: Creating an Active Learning Environment; April 2004
- ◆ Invited Speaker, Lubbock Christian University, Human Resources: Appraising and Improving Performance; March 2004
- ◆ Invited Speaker, Texas Tech University, Hospitality Law: Employment Laws and Sexual Harassment; February 2004
- ◆ Invited Speaker, Texas Tech University, Hospitality Management: Business Plans; November 2003
- ◆ Invited Speaker, Texas Tech University, Catering and Convention Management: Creating a Successful Catered Event; November 2003
- ◆ Invited Speaker, Texas Tech University Research and Graduate Studies Development Council Bi-annual Meeting; October 2003

**Professional Development:**

- ◆ Coordinator and Participant, Mr. Jared Stewart, President & CEO of Corporate Alliance, seminar entitled "The Art of Networking," 2010; Southern Utah University, School of Business, HRHM 4600 – Strategic Leadership
- ◆ Coordinator and Participant, Mr. Stephen M. R. Covey seminar entitled "The Speed of Trust," 2010; Southern Utah University, School of Business, HRHM 4600 – Strategic Leadership
- ◆ Coordinator and Participant, Mr. Jim Burgess & Mr. Jace Burgess, Owners of Burgess Investment Group, seminar entitled "Financing Limited Service Hotels," 2010; Southern Utah University, School of Business, HRHM 4600 – Strategic Leadership
- ◆ Participant, Convocation Seminar presented by Mr. Harry Markopolos entitled "No One Would Listen: A True Financial Thriller," 2010; Southern Utah University
- ◆ Participant, Mr. Brent Jones seminar entitled "Tips for Successful Resume Writing & Interviewing," 2010; Southern Utah University, School of Business
- ◆ Participant, Ms. Michelle Douros seminar entitled "Buckle, Incorporated – Recruitment Strategies, Ethics, and the Law," 2010; Southern Utah University, School of Business
- ◆ Participant, Mr. Scott Lanning seminar entitled "Research Methods and Resources," 2010; Southern Utah University, School of Business
- ◆ Participant, Convocation Seminar presented by Ms. Clara Miranda entitled "The New Immigrant Experience: A Cultural Journey," 2010; Southern Utah University
- ◆ Participant, Convocation Seminar presented by Dr. Kwame Anthony Appiah entitled "Cosmopolitanism: Ethics in a World of Strangers," 2010; Southern Utah University
- ◆ Participant, School of Business & Wells Fargo Business Executive Speaker Series presented by Ms. Laura O. Houston entitled "Ethics Still Matter," 2010; Southern Utah University
- ◆ Participant, Convocation Seminar presented by Dr. Noah Feldman entitled "Religion and World Affairs: Where are we Going?" 2010; Southern Utah University
- ◆ Participant, School of Business Brown Bag Seminar presented by Dr. Joe Baker entitled "Job Satisfaction of Science and Engineering Bachelor of Science Degree Recipients," 2007; Southern Utah University, School of Business
- ◆ Participant, School of Business & Wells Fargo Business Executive Speaker Series presented by Ms. Renee West entitled "Success In A Crisis Economy," 2009; Southern Utah University

**Professional Development:**

- ◆ Participant, Convocation Seminar presented by Rabbi Shmuley Boteach entitled “Economic Collapse: The Cause and Cures of Human Greed,” 2009; Southern Utah University
- ◆ Participant, Convocation Seminar presented by Ms. Diane Dutton entitled “A Woman’s Career: Leadership Beyond the Glass Ceiling,” 2009; Southern Utah University
- ◆ Participant, Mr. Kerry McDonnell seminar entitled “Alaska Coach Tours,” 2009; Southern Utah University, School of Business
- ◆ Participant, Dr. Steve Evans seminar entitled “Financial Management & Securities Markets: Financing & Investing Opportunities,” 2009; Southern Utah University, School of Business
- ◆ Participant, Ms. Anne Yero seminar entitled “Dynamics of Canyon Creek Women’s Crisis Center,” 2009; Southern Utah University, School of Business
- ◆ Presenter and Participant, 38<sup>th</sup> Annual Conference of the Western Decision Sciences Institute, 2009; Kauai, HI
- ◆ Roundtable Discussion Leader and Participant, Utah Campus Compact Engaged Scholars Retreat: “What Piece of the Civic Engagement Puzzle are You?” Dixie State College, St. George, UT; 2009
- ◆ Participant, Ms. Mary Christiansen seminar entitled “NRA ProStart Culinary Competitions at the High School Level,” 2009; Southern Utah University, School of Business
- ◆ Participant, Mr. Jason Gibson seminar entitled “Services Marketing Inside the World of Disney,” 2008; Southern Utah University, School of Business
- ◆ Participant, Mr. Dan Twohy seminar entitled “Contract Foodservice Operations: Compass Group USA vs. the Competition,” 2008; Southern Utah University, School of Business
- ◆ Participant, Mr. Robert Whitelaw seminar entitled “Resort Recreation Management and Marketing at Brianhead Ski Resort,” 2008; Southern Utah University, School of Business
- ◆ Participant, Convocation Seminar presented by Dr. Donald L. McCabe entitled “Promoting Academic Integrity,” 2008; Southern Utah University
- ◆ Presenter and Participant, 39<sup>th</sup> Annual Conference of the Decision Sciences Institute, 2008; Baltimore, MD
- ◆ Presenter and Participant, 2008 Utah Tourism Conference; Salt Lake City, UT
- ◆ Presenter, Session Chair, Reviewer and Participant, 37<sup>th</sup> Annual Conference of the Western Decision Sciences Institute, 2008; San Diego, CA
- ◆ Participant, Utah Campus Compact Engaged Scholars Retreat: “Building and Nurturing the Engaged Campus.” Dixie State College, St. George, UT; 2008
- ◆ Presenter, School of Business Brown Bag Seminar presented by Dr. Lisa Marie Assante, Dr. Emmett Steed and MBA Candidate Whitney Johnston entitled “Establishing a Hospitality Research Center: Examining Best Practices and Stakeholder Perceptions,” 2007; Southern Utah University, School of Business
- ◆ Participant, School of Business Brown Bag Seminar presented by Dr. David Tufte entitled “Commercialization of Malware,” 2007; Southern Utah University, School of Business
- ◆ Participant, Lunchbytes seminar presented by Drs. Donna Eddleman, Katy Herbold and Deb Hill entitled “Baby on Board – The Legacy: Generation Y, Echo Boomers, The Millennials, the Internet Generation,” 2007; Southern Utah University
- ◆ Participant, State of Utah, Division of Risk Management seminar conducted by Dr. Brian Nelson, entitled “Workplace Harassment,” 2007; Southern Utah University
- ◆ Participant, Department of Public Safety training entitled “Campus Emergency Preparedness,” 2007; Southern Utah University
- ◆ Participant, Dr. David Heenan seminar entitled “Flight Capital,” 2007; UHM School of Travel Industry Management
- ◆ Participant, Dr. Donald E. Hawkins seminar entitled “Understanding Tourism in a World of Uncertainty...A Paradox Approach,” 2006; UHM School of Travel Industry Management

**Professional Development:**

- ◆ Participant, Dr. Ivo Martinac seminar entitled “Benchmarking and Certification in the Hotel Industry: Order Out of Chaos,” 2005; UHM School of Travel Industry Management
- ◆ Participant, Ms. Rosa Say seminar entitled “Managing with Aloha,” 2005; UHM School of Travel Industry Management
- ◆ Participant, Mr. Frank Haas seminar entitled “Hawai‘i Tourism Strategic Plan: 2005 – 2015,” 2005; UHM School of Travel Industry Management
- ◆ Participant, Dr. Peter Tarlow seminar entitled “Confronting Issues of Tourism Security and Safety: The World after New Orleans,” 2005; UHM School of Travel Industry Management
- ◆ Participant, Dr. Peter Murphy seminar entitled “Distinguishing the Difference between Tourism and Resorts,” 2005; UHM School of Travel Industry Management
- ◆ Focus Group Discussion Leader & Attendee, 10<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, 2005; Myrtle Beach, SC
- ◆ Focus Group Discussion Leader & Attendee, 2004 Annual International CHRIE Convention; Philadelphia, PA
- ◆ Participant, ATLTTC Basic Statistical Procedures with SPSS Software, 2004; Texas Tech University
- ◆ Participant, TLTC Creating a Grade Book with Excel, 2004; Texas Tech University
- ◆ Attendee, 9<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, 2003; Houston, TX
- ◆ Participant, TLTC Designing Courses with Front Page 2000, 2003; Texas Tech University
- ◆ Participant, TLTC Creating WWW Courses (Pedagogy), 2003; Texas Tech University
- ◆ Participant, TLTC TEACH Workshop: Active Learning: Learning is Not a Spectator Sport! Part I, 2003; Texas Tech University
- ◆ Attendee, 8<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, 2002; Las Vegas, NV
- ◆ The Pennsylvania State University: Food Service Manager 2000 Institute; 1994

**Thesis and Dissertation Committee Activities:**

- ◆ Committee Chair, Master of Business Administration Thesis, SUU School of Business, Department of Management, Marketing & Hospitality; *Tourism Stakeholder Perceptions of Austria: An Empirical Assessment of Modeling Tourist’s Acuties Regarding Information Communication Technologies in the Destination Image-Creation Process*; 2009 – 2010
- ◆ Committee Chair, Master of Business Administration Thesis, SUU School of Business, Department of Management, Marketing & Hospitality; *Tourism Stakeholder Perceptions of Austria: Strategic Implementation of the Communication Mix in the Destination Image-Creation Process*; 2009 – 2010
- ◆ Committee Member, Master of Business Administration Thesis, SUU School of Business, Department of Management & Marketing; *Establishing a Hospitality Research Center: Examining Best Practices and Stakeholder Perceptions*; 2007 – 2008
- ◆ Committee Chair, Master of Science Thesis, UHM School of Travel Industry Management; *Modeling Resident Attitudes on the Environmental Impacts of Tourism: A Case Study of O’ahu, Hawai‘i*; 2006 – 2007
- ◆ Outside Committee Member, Doctor of Philosophy Dissertation, UHM Information and Computer Science Department; *Factors Influencing the Development of Institutional Repositories*; 2006 – 2008

**University, Professional and Community Service:**

- ◆ Service-Learning and Civic Engagement Project Coordinator, HRHM 3110 – Quantity Food Production Final Progress Check: Cedar City Downtown Alliance Dinner and Fundraiser; Cedar City, UT; Community Partner – Cedar City Downtown Alliance; Spring 2011
- ◆ Service-Learning and Civic Engagement Project Coordinator, HRHM 3600 – Guest Service Final Progress Check: In Pursuit of Excellence & The Leader's Role in Unmatched Service: The Grand Lodge at Brian Head Educational Partnership; Community Partner – The Grand Lodge at Brian Head Management, Brianhead, UT; Spring 2011
- ◆ Service-Learning and Civic Engagement Project Coordinator, HRHM 3110 – Quantity Food Production Final Progress Check: Make-A-Wish Dinner and Silent Auction; Cedar City, UT; Community Partner – Make-A-Wish Foundation of Utah; Fall 2010; **\$10,200 raised to grant David's wish**
- ◆ Investigator, Sexual Harassment and Discrimination, Southern Utah University; 2010 – 2013
- ◆ Founder & Co-Advisor, Hospitality Management Guild, SUU School of Business; 2010
- ◆ Member, Curriculum Committee, SUU School of Business; 2010 – 2013
- ◆ Member, Experiential Education Requirement Committee for Outdoor Engagement, Southern Utah University; 2010 – 2011
- ◆ Member, University Residency Committee, Southern Utah University; 2010 – 2011
- ◆ Founder & Participant, Southern Utah University Annual Hospitality Management and ProStart Day; 2010
- ◆ Member, University Committee for Student Discipline, Southern Utah University; 2009 – 2011
- ◆ Chair, Service-Learning Course Proposal Criteria and Liability Waiver sub-committee, Southern Utah University; 2009 – 2010
- ◆ Judge, Southern Utah University Thunderbird Awards; 2010, 2009
- ◆ Service-Learning and Civic Engagement Project Coordinator, HRHM 3600 – Guest Service Final Progress Check: In Pursuit of Excellence & The Leader's Role in Unmatched Service: Safari Property Management Educational Partnership; Community Partner – Safari Property Management, Cedar City, UT; Spring 2010
- ◆ Service-Learning and Civic Engagement Project Coordinator, HRHM 3110 – Quantity Food Production Final Progress Check: Supporting the US Armed Forces Dinner; Cedar City, UT; Community Partner – US Military of Iron County; Spring 2010
- ◆ Service-Learning and Civic Engagement Project Coordinator, HRHM 3600 – Guest Service Final Progress Check: The Leader's Role in Unmatched Service: Ruby's Inn Educational Partnership; Community Partner – Ruby's Inn, Bryce Canyon City, UT; Fall 2009
- ◆ Service-Learning and Civic Engagement Project Coordinator, HRHM 3110 – Quantity Food Production Final Progress Check: Providing Thanksgiving Dinner and Educational Materials to Turning Point Foster Care; Cedar City, UT; Community Partner – Turning Point Foster Care, Inc.; Fall 2009
- ◆ Service-Learning and Civic Engagement Project Coordinator, HRHM 3600 – Guest Service Final Progress Check: In Pursuit of Excellence: Ruby's Inn Educational Partnership; Community Partner – Ruby's Inn, Bryce Canyon City, UT; Spring 2009
- ◆ Service-Learning and Civic Engagement Project Coordinator, HRHM 3110 – Quantity Food Production Final Progress Check: Providing Food and Educational Materials to Canyon Creek Women's Crisis Center; Cedar City, UT; Community Partner – Canyon Creek Women's Crisis Center; Spring 2009
- ◆ Service-Learning Course Designation Recipient, SUU School of Business, Department of Management & Marketing; HRHM 3600 – Guest Service; 2009
- ◆ University Foodservice Beverage Contract Advisory Board Member, Southern Utah University; 2009

**University, Professional and Community Service:**

- ◆ Service-Learning and Civic Engagement Project Coordinator, HRHM 3600 – Guest Service Final Progress Check: In Pursuit of Excellence: Ruby's Inn Educational Partnership; Community Partner – Ruby's Inn, Bryce Canyon City, UT; Fall 2008
- ◆ Service-Learning and Civic Engagement Project Coordinator, HRHM 3110 – Quantity Food Production Final Progress Check: Feeding and Educating the Team Members of Zion Lodge; Community Partner – Xanterra Parks & Resorts/Zion Lodge, Springdale, UT; Fall 2008
- ◆ Member since 2008 – Alpha Iota Delta Honorary Chapter in the Decision Sciences and Information Systems
- ◆ Member, Grade Change/Appeal Committee, SUU School of Business; 2008
- ◆ Service-Learning and Civic Engagement Project Coordinator, HRHM 3110 – Quantity Food Production Final Progress Check: Feeding and Educating the Cub Scouts of Cedar City; Community Partner – Cub Scouts of Cedar City, UT; Spring 2008
- ◆ Service-Learning Course Designation Recipient, SUU School of Business, Department of Management & Marketing; HRHM 3110 – Quantity Food Production; 2008
- ◆ University Foodservice Contractor Advisory Board Member, Southern Utah University; 2008
- ◆ HRHM Search and Selection Committee Member, SUU School of Business, Department of Management & Marketing; Hotel, Resort, and Hospitality Management faculty position; Spring 2008
- ◆ Focus Group Discussion Leader, Establishing a Hospitality Research Center: Examining Best Practices and Stakeholder Perceptions; Southern Utah Hoteliers; 2007; Cedar City, UT
- ◆ Focus Group Discussion Leader, Establishing a Hospitality Research Center: Examining Best Practices and Stakeholder Perceptions; Southern Utah Hoteliers; 2007; St. George, UT
- ◆ Member, Faculty Service-Learning and Civic Engagement Committee, Southern Utah University; 2007 – Present
- ◆ Member, Student Involvement AACSB Accreditation Committee, SUU School of Business; 2007 – 2011
- ◆ Chair, Curriculum Committee, SUU School of Business, Department of Management & Marketing; 2007 – 2010
- ◆ Chair, Faculty Senate, UHM School of Travel Industry Management; elected 2007
- ◆ Chair, Junior Faculty Assistance Task Force, UHM School of Travel Industry Management; 2006 – 2007
- ◆ Secretary, Faculty Senate, UHM School of Travel Industry Management; 2006 – 2007
- ◆ Search and Selection Committee Member, UHM School of Travel Industry Management Hospitality Management faculty position; Spring 2006, Summer 2006, Fall 2006
- ◆ Faculty Senate Personnel Committee Member, UHM School of Travel Industry Management; Spring 2006
- ◆ Faculty Senate Curriculum Committee Member, UHM School of Travel Industry Management; 2005 – 2006, 2006 – 2007
- ◆ Member, Faculty Senate, UHM School of Travel Industry Management; 2005 – 2006, 2006 – 2007
- ◆ Faculty Advisor, Travel Industry Management Student Association (TIMSA), UHM School of Travel Industry Management; 2005 – 2006, 2006 – 2007
- ◆ Invited member, Phi Kappa Phi National Honor Society; inducted 2005
- ◆ Invited member, Phi Upsilon Omicron National Honor Society in Family and Consumer Sciences; inducted 2004
- ◆ Trained Sensory Evaluation Panelist: Cantaloupe Sorbet, Texas Tech University; 2004 – 2005
- ◆ Member since 2004, PADI Diving Society
- ◆ Member, Graduate Restaurant, Hotel, and Institutional Management Society (GRHIMS) Texas Tech University; 2003 – 2005

**University, Professional and Community Service:**

- ◆ AAFCS Subject Matter Expert (SME) on Food, Lodging, and Hospitality; developed replacement questions, revised existing questions, and assigned specification standards for the national CFCS standardized exams; 2003
- ◆ Chair, Office Management Committee, SFASU Department of Human Sciences; 2002 – 2003
- ◆ Co-Chair, Human Sciences Alumni Association Scholarship Fund Raising Committee; 2002 – 2003
- ◆ Search and Selection Committee Member, SFASU Department of Human Sciences Chair Position; 2002
- ◆ Executive Board Member, Nacogdoches Chamber of Commerce Blueberry Festival; 2002 – 2003
- ◆ Advisory Board Member, UNLV/CCSN Culinary Arts Management Program (CAMP); 1999 – 2001
- ◆ Student Chapter Advisor, VICA Skills USA, CCSN Food and Beverage Department; 2000 – 2001
- ◆ Advisory Board Member, CCSN Food and Beverage Department; 1999 – 2001
- ◆ Advisory Board Founder and Member, Pennsylvania Institute of Culinary Arts, School of Hotel/Restaurant Management; 1998 – 1999
- ◆ Invited member – Eta Sigma Delta International Hospitality Management Honor Society; inducted 1998
- ◆ Allied Member – American Culinary Federation, Inc.; 1998 – 1999
- ◆ William F. Harrah College of Hotel Administration Representative for the University of Nevada, Las Vegas Graduate Student Association; 1996 – 1998
- ◆ Member since 2000 – National Ground Water Association
- ◆ Member since 1996 – International Council on Hotel, Restaurant and Institutional Education
- ◆ Member – Texas Tech University Alumni Association
- ◆ Lifetime Member – University of Nevada, Las Vegas Alumni Association
- ◆ Lifetime Member – The Pennsylvania State University Alumni Association
- ◆ Lifetime Member – Penn State Hotel and Restaurant Society

**Certifications:**

- ◆ National Restaurant Association: Certified ServSafe® Instructor and Registered Proctor; July 23, 2009 – July 23, 2014
- ◆ PADI Scuba Diving Specialty Certification: Manatee Awareness; 2006
- ◆ PADI Scuba Diving Specialty Certification: Equipment Specialist, Care, and Maintenance; 2005
- ◆ PADI Scuba Diving Certification: Open Water Diver; 2004
- ◆ National Restaurant Association: Bar Code Certification; April, 2003
- ◆ National Restaurant Association: HACCP; May, 2001
- ◆ The Venetian, Resort, Hotel, Casino Trainer: Taking the Lead; The Practical Coach; Leader's Role in Unmatched Service; Team Members' Role in Unmatched Service; Unmatched Support: Mastering the Interview Process; Team Member Orientation; Follow Up Orientation
- ◆ Zenger Miller Front Line Leadership: Core Interpersonal Skills; Train the Trainer; Developing Team Performance; Leadership in a Diverse Workplace
- ◆ Trainer, Gardner Merchant: Quality Customer Service Program
- ◆ Trainer, Gardner Merchant: Quality Assurance Audit Program
- ◆ Learning International: Need Satisfaction Selling – Understanding Professional Sales Negotiations
- ◆ HIV/AIDS Awareness Program

**Certifications:**

- ◆ Gardner Merchant: Time/Stress Management
- ◆ The International Writing Institute, Incorporated: Put it in Writing Workshop

**Hospitality Industry Experience:**

- ◆ Formulated and implemented training and development seminars for a 4 Star/4 Diamond property, focusing on unmatched service for approximately 500 managers and 4500 team members, while striving to attain a Balanced Scorecard
- ◆ Actively promoted unmatched service and loyalty through interaction with internal and external guests
- ◆ Operated subsidy business and 95% of total regional Profit and Loss (P&L) business, generating 6.5 million dollars of annual revenue, with 100% client retention rate
- ◆ Formulated annual business development plan for all facilities, resulting in expanded profit margins through increased sales and improved client and guest satisfaction
- ◆ Prepared annual budgets for all facilities including the negotiation of management fees, general and administrative charges, and P&L commission schedules
- ◆ Instituted procedural controls at the facility level to ensure proper management of corporate assets (i.e., cash management guidelines, accounts receivable collection policies, and inventory and cost maintenance controls)
- ◆ Ensured facility compliance with established quality and performance standards as well as health and safety regulatory codes
- ◆ Employed team building approach in the development of individuals through extensive cross-training and the establishment of a semi-annual review process
- ◆ Actively worked to develop and promote corporate cohesiveness and loyalty through interaction between individual facilities as well as district, regional, and corporate levels

**Hospitality Industry Activities and Awards:**

- ◆ Set up corporate presence in new market developing a network of suppliers, training opening team and establishing regional marketing strategy
- ◆ Designed, organized, and managed on and off premise catering profit center to generate additional sales
- ◆ Planned and instituted regional marketing newsletter
- ◆ Developed and implemented *Fresh Approach Program*; a retail marketing program designed to drive top-line sales
- ◆ Team Captain – Sodexho Mid-Atlantic Expo '96, Summer Expectations: Let's Heat It Up; Gourmet Grab and Go Display, Honorable Mention
- ◆ Team Member – Societe Culinaire Philanthropique '95, Jacob Javitz Center, NYC; Hors d' oeuvres, 1<sup>st</sup> Place, Gold
- ◆ Team Captain – Gardner Merchant Expo '95, Supplying Tomorrow's Needs Today; Great American Grill-Off, 1<sup>st</sup> Place, Gold
- ◆ Team Member – First Night Bethlehem '95, Volunteer Ice Sculpting Display