Kimberly S. Severt, Ph.D

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Tuscaloosa, AL 35406 [kim.severt@gmail.com](mailto:kim.severt@gmail.com) Office: (205) 348-8169

Education

2007 PhD. Oklahoma State University, Stillwater, Oklahoma

Doctor of Philosophy in Hospitality Administration

Dissertation: *Measuring the Effectiveness of Marketing Effort in the Convention Industry: A Customer Equity Approach*

2003 M.S. Eastern Michigan University, Ypsilanti, Michigan

Master’s Degree Hospitality Management

Thesis: An Investigation of Perceived Organizational Fairness on Job Satisfaction and Intentions to Quit.

1. B.S. Appalachian State University, Boone, North Carolina

Bachelor of Science in Business Administration; Major: Management

1. Wingate College, Wingate, North Carolina

General Education Curriculum

Educational Institutions of Employment

2015-current Director of the Restaurant, Hotel, Meetings Management Program

Graduate and Undergraduate Programs

The University of Alabama

Department of Human Nutrition and Hospitality Management

2012-2015 Associate Professor

The University of Alabama, Tuscaloosa, Alabama

Department of Human Nutrition and Hospitality Management

2006-2012 Assistant Professor

University of Central Florida, Orlando, Florida

Rosen College of Hospitality Management

2004-2006 Adjunct, Hospitality Management

University of Central Florida, Orlando, Florida

Rosen College of Hospitality Management

2003-2004 Adjunct, Hospitality Management

Valencia Community College, Orlando, Florida

2001-2003 Adjunct, Hospitality Management

Eastern Michigan University, Ypsilanti, Michigan

Research Specialization

* Event Management
* Convention and Trade Show Management
* Incentive Travel
* Recreational Vehicle (RV) Owner’s Travel Preferences
* Business Travel

Research

PUBLICATIONS:

30. Y., Im, J., Jung, S., Severt, K. (2017). An Expectancy Value Theory and Norm Activation Model Approach to Consumer Behavior Regarding Organic Menus. *International Journal of Hospitality Management.* (under review).

29. Carr, M., Shin, Y., Severt, M., Lewis, M. (2017). A qualitative approach to understanding the underlying beliefs of microbrewery consumers*. International Journal of Hospitality Beverage Management.* (in press).

28. Shin, Y., Kim, H., Severt, K. Antecedents of consumers' intention to visit food trucks. (2017). *Journal of Food service Research.* (under review).

27. Templeton, A., Fjelstul, J., Severt, K., Shin, Y. (2017). Driving RVpark/campground selection: A grounded theory approach. *Journal of Tourism Insights.* (in press).

26. Shin, Y., Im, J., Jung, S., Severt, K. (2017). An examination of locally sourced restaurant patronage intention. *Journal of Quality Assurance in Hospitality & Tourism* . (accepted)

25. Shin, Y.H., Im, J.Y., Jung, S.E., & Severt, K. (2016). Why people visit locally sourced restaurants. *International Journal of Hospitality& Tourism Administration. (submitted and under review)*

24. Shin, Y.H., Im, J.Y., Jung, S.E., & Severt, K. (2016). Consumer’s willingness to patronize locally sourced restaurants: The impact of environmental concern, environmental knowledge, and ecological behavior. *Journal of Hospitality Marketing and Management.* (60) 1-15. DOI NAME: 10.1080/19368623.2017.1263821

23. Shin, Y.H., Severt, K., & Fjelstul, J. (21016) RV Traveler’s Pull Factors to campgrounds in Leisure Tourism Journal of Quality Assurance in Hospitality and Tourism, (39) 1-16. DOI NAME: 10.1080/1528008X.2016.1271380

22. Chen, S. Severt, K. & Shin, Y. (2106). Guests’ Sleep Quality in Upscale and Mid-scale hotels: A study from business travelers’ perspectives. *International Journal of Hospitality Management.* (under review).

21. Shin, Y., Im, J., Jung, S., Severt, K.(2017). Locally Sourced Restaurant: Consumers’ Willingness to Pay. Journal of Foodservice Business Research, (59) 1-15. DOI NAME: 10.1080/15378020.2016.1276319

20. Stran, K., Knol, L., Turner, L., Lawrence, J., McCallum, D., & Severt, K. (2016). College students’ intentions to use calorie information on a restaurant menu: Application of the Theory of Planned Behavior. *American Journal of Health Education 47*, (4), 215-223.

19. Hara, T., Severt, K., & Shapoval, V. (2014). Estimating number of attendees to an open free cultural festival. *Journal of Tourism Economics, Policy and Hospitality Management,* ISSN 2187-784X for online).

18. Stran, K., Knol, L., Turner, L., Lawrence, J., McCallum, D., & Severt, K. (2015). College students must overcome barriers in order to use calorie labels in fast food restaurants. *Journal of Nutrition Education and Behavior. 48 (2) 122-130.*

17. Hahm, J., Breiter, D., Severt, K. Wang, Y., & Fjelstul, J. (2015). The relationship between sense of community and satisfaction on future intentions to attend an association’s annual meeting. *Tourism Management, 52, 151-160.*

16. Severt, K., & Fjelstul, J. (2015). Evaluating RV campground attributes using importance-performance analysis. *Journal of Tourism Insights (6)*1/4.

15. Hayat, A., Severt, K., Breiter, D., Nusair, K., & Okumus, F. (2014). Attributes influencing meeting planners’ destination selection: A case of Orlando, Florida. *Event Management: An International Journal 18*(4.2).

14. Severt, K. (2014). Benefits of incorporating a faculty engagement program with a leading industry tradeshow, IMEX America. *Journal of Convention and Event Tourism 15*(1), 21-2.

13. Severt, K., Fjelstul, J., & Breiter, D. (2013). Information communication technologies: Usages and preferences of Gen Y students and meeting professionals. *Journal of Convention and Event Tourism, 12*(2). 124-143.

12. Severt, K. (2013). Channel incentive travel programs: Stakeholder’s perceptions and indicators of satisfaction and loyalty based on the incentive travel. *Journal of Tourism Research* *Hospitality,* *3*(2). doi:10.4172/2324-8807.1000122.

11. Severt, K. (2012). Revisiting the value of incentive travel. *Journal of Tourism Research Hospitality*, 1(1). http://www.scitechnol.com/ArchiveJTRH/jtrh-archive.php?month=September&year=2012.

10. Fjestul, J., & Severt, K. (2011). Examining the use of RV travel forums for campground searches. *Journal of Tourism Insights 2*(2)*.* Available at: http://scholarworks.gvsu.edu/jti/vol2/iss2/4.

9. Fjestul, J., Severt, K., & Breiter, D. (2010). Building association attendance: Differences between chapter, regional, and annual meetings. *Event Management: An International Journal,13.* 31-41*.*

8. Severt, K., Herrera, D., & DiPietro, R. (2010). An exploratory study examining technology adoption and implementation of inventory management systems in Aruba restaurants. *Florida International University Review, 48*(1)*.* 52-82*.*

7. Severt, K., Fjestul, J., & Breiter, D. (2009). A comparison of motivators and inhibitors for association meeting attendance for three generational cohorts. *Journal of Convention & Event Tourism, 10*(2)*.* 105-119.

6. Fjestul, J., Severt, K., & Breiter, D. (2009). An analysis of the motivators and inhibitors affecting association meeting attendance for Generation X and Baby Boomers. *Event Management: An International Journal, 13(1).* 31-42.

5. Severt, K., Severt, D., & Palakurthi, R. (2009). Show manager’s perceptions of components of customer equity in the convention industry. *Journal of Quality Assurance of Hospitality Tourism,10(2).* 113-138.

4. Severt, K., & Palakurthi, R. (2008). Apply customer equity in the convention industry. *Journal of Contemporary Hospitality Management, 20*(6). 631-646.

3. Rompf, P., Breiter, D., & Severt, K. (2008). Destination selection criteria: Key success factors evolve and dominate. *Event Management: An International Journal, 12*(1). 27-38.

2. Severt. D., Rompf, P., & Severt, K. (2007). A qualitative analysis of the effects of fairness on customer satisfaction. *Advances in Hospitality and Leisure, 3,* 105-127.

1. Severt, K., & Gregory, S. (2005). Organizational fairness on job satisfaction and intentions to quit: A university foodservice case study, *PRAXIS*, Atlanta, GA.

BOOK CONTRIBUTOR

Severt, K. Incentive Travel Case Study in Case Studies in Event Management

Chen, H., Severt, K. (2016). Hospitality Management: An Introduction 16th Edition. Chapter 5: Industry Trade Associations and Rating Services. Co-Author.

Severt, K. (2015). Professional Meeting Management, 6th Edition Professional Convention Management Association. Chapter 13: Food and Beverage for Meetings Co-Author.

Severt, K. (2004). *Encyclopedia for Hospitality and Tourism*. Event Definition Contributor.

PEER REVIEWED POSTER PRESENTATIONS

2016 Severt, K. Hilliard, T. Stuckrath, T, Financial, Legal, and Practical Aspects of Managing Dietarty Restrictions at Meetings. IMEX America, Las Vegas, NV.

2016 Severt, K., Shin, Y. Chen, H. & Knowlden, A. How Hotel Attributes Influence Sleep Quality of Business and Leisure Travelers. ICHRIE Houston, Texas.

2016 Shin, Y & Severt, K. “The Influence of Electronic Word-of-mouth on locally Sourced Restaurant Patronage” 2016 iHITA Annual Research Conference, New Orleans, Louisiana.

2014 Severt, K., Fjelstul, J. & Breiter, D. “Is there a difference in Gen Y and Meeting Professional’s preferences in hotel selection, organizational commitment, and life values? IMEX America, Las Vegas, Nevada.

2014 Hahm, J. & Severt, K. “The Familiarity and Image of a tourism destination and its impact on intention to visit: The case of Alabama.” ICHRIE, San Diego, California.

2014 Stran, K. A., Knol, L. L., Turner, L. W., Severt, K., McCallum, D. M., & Lawrence, J. C. (2014). “Positive attitudes are predictive of college students’ intention to use and utilization of posted calorie information on a full-service restaurant menu.” Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo. Atlanta, Georgia.

2013 Severt, K. & Fjestul, J. “An Investigation of Event Specification.” IMEX America. Las Vegas, Nevada.

2013 Fjsetul, J. & Severt, K. “Exploring Motivational Influences for RV Travel by Ownership Classification.” International Society of Travel and Tourism Educators, Detroit, Michigan.

2011 Severt, K. Fjsetul, J. & Breiter, D. International Council of Hotel Restaurant Institute Educator, Denver, Colorado.

2009 Severt, K. Fjsetul, J. & Breiter, D. “Event Preferences from the Generation Y Perspective."

International Council of Hotel Restaurant Institute Educator, San Francisco, California.

2008 Severt, K. International Council of Hotel Restaurant Institute Education, Atlanta, Georgia.

2008 Severt, K. & Breiter, D. “Building Association Attendance.” Euro Council of Hotel Restaurant Institutional Education, Dubai.

2008 Hilliard, T., Severt, K. & Palakurthi, R. Oklahoma State 19th Annual Research Symposium, **Best Poster Award.** Stillwater, Oklahoma.

2005 Severt, K. “Teaching outside the box: teacher it is for you.” International Society of Education on Teaching and Learning, Poster Presentation, Cocoa Beach, Florida.

2005 Severt, K. “Critical Matching of Event Type with Destination Selection.”International Council of Hotel and Restaurant Institutional Educators, Las Vegas, Nevada.

2005 Severt, K. “Event and Destination Characteristics: Their Role in the Selection Process.”10th Annual Graduate Research Conference, Myrtle Beach, South Carolina.

2003 Severt, K. & Gregory, S. “An Investigation of Perceived Organizational Fairness on Job Satisfaction and Intentions to Quit.”Graduate Research Fair, Eastern Michigan University, Ypsilanti, Michigan.

2003 Severt, K. “Organizational Fairness on Job Satisfaction and Intentions to Quit.”International Council of Hotel and Restaurant Institutional Educators, Palm Springs, California.

2001 Severt, K. “What do our future employees have to say about us?”International Council of Hotel and Restaurant Institutional Educators, Albuquerque, New Mexico.

CONFERENCE PRESENTATIONS and PROCEEDINGS

Shin, Y., Moon, H. Jung, S. Severt, K. (2017). Asian Pacific Tourism Association 2017 Annual Conference, Busan, Korea.

Shin, Y., Severt, K. (2016). The Influence of Electronic Word-of-Mouth on Locally Sourced Restaurant Patronage.

Severt, K. Shin, Y., Chen, H. Knowlden, A. (2016). How Hotel Attributes Influence Sleep Quality of Business Travelers. Global Events Congress, Indianapolis, Indiana.

Severt, K. Fjestul, J. & Carr, A. (2015). Content Analysis of RV Blog: Who blogs and what information is included? South Sea Island, Florida.

Brown, T., Severt, D., Severt, K (2015). Hospitality and Transformative Service Research: A 3-factor model for Optimal Personal care to the Non-Hedonic Tourist at Destination Assisted Living.

Severt, K., Hara, T. & Shapoval, V. (2014). Estimating Number of Attendees to an Open Free Cultural Festival. Southeast CHRIE Conference, Greenville, North Carolina.

Severt, K. & Hahm, J. (2014). The Use of Technology in Off-site Business Meetings and Incentive Travel: Challenges Facing Hotels from the Hotels’ Perspective. Southeast CHRIE Conference, Atlanta, Georgia.

Fjelstul, J. & Severt, K. (2014). Vehicle Electrification: A Destination Sustainability Case Study Initiative. Dubuque, Iowa.

Severt, K., Fjestul, J. Breiter, D. & Hahm, J. (2013). The Differences in Organizational Commitment, Materialism, and Life Values between Gen Y and Future Meeting Professionals. Southeast CHRIE Fall Conference, Brevard, North Carolina.

Fjestul, J. & Severt, K. (2013). Exploring Motivational Influences for RV Travel by Ownership Classification. International Society of Travel and Tourism Educators. Detroit, Michigan.

Severt, K. & Fjestul, J. (2013). An Investigation of Event Specifications Inefficiencies. IMEX America 2013 Conference, Las Vegas, Nevada.

Hahm, J. Breiter, D., Wang, Y., & Severt, K. (2013). Sense of community as a predictor of satisfaction and future intentions to attend an annual conference. International Council of Hotel Restaurant Institutional Education (ICHRIE). St. Louis, Missouri.

Severt, K. & Fjestul, J. (2013). Analyzing Information Communication Technology in the Process of Event Specifications in Convention Hotels. Southeast CHRIE Conference, Atlanta, Georgia.

Severt, K. & Tuma, L. (2012). Success Factors of a Channel Incentive Travel Program. Southeast CHRIE Fall Meeting, Pigeon Forge, Tennessee.

Severt, K & Hilliard, T. (2012). Understanding Incentive Travel: The difference between Earners and Non-Earner’s Performance. Annual International Council of Hotel Restaurant Institutional Education (ICHRIE) Conference, Rhode Island.

Severt, K & Orfgen, T. (2012). The Challenges of Online Assessment. Annual International Council of Hotel Restaurant Institutional Education (ICHRIE) Conference, Rhode Island.

Fjestul, J. & Severt, K. (2010). Understanding the use of RV Forum in Campground Searches. Oregon. Hosted by the Journal of Tourism Insights.

Severt, K., Fjestul, J. & Breiter, D. (2010). Attracting Generation Y in the Meeting Industry. International Council of Hospitality Institutional Education, Dubai.

Severt, K. & Aeillo, T. (2009). Decision Making Model in the Convention Industry. International Conference on Festivals & Events Research. Orlando, Florida.

Severt, K., Severt, D., & Palakurthi, R. (2008). Components of customer equity in the convention Industry. The Third Annual International Conference on Service Quality*,* Pennsylvania State University, State College, Pennsylvania, **Best Paper Award.**

Severt.K. (2003). An Instructional Design Model for the Training and Certification of Tour Guides*.* Southeast Council of Hotel and Restaurant Institutional Educators (CHRIE) Conference, Wilmington, North Carolina.

Severt, K. (1999). Generation Y: What they think about the Industry. Midwest Council of Hotel and Restaurant Institutional Educators (CHRIE) Conference, Merrillville, Indiana.

CONFERENCE PRESENTATIONS WITH GRADUATE STUDENTS

Van Leeuween, N. Severt, K. (2017). Highlighting Best Practices for Hosting a Premiere Soccer Tournament. Undergraduate Research and Creative Activity Conference. The University of Alabama. (poster).

Anthony, J., Shin, Y., Carr, A., Severt, K. (2017). Music festival attendees' perception of festival quality, value, satisfaction, and revisit intentions. 22nd Annual Graduate Research and Education Conference, Houston, TX (poster).

Carr, A. Shin, Y., Severt, K., Lewis, M. (2017). Identifying the underlying beliefs of microbrewery consumers: A qualitative study. 22nd Annual Graduate Research and Education Conference, Houston, TX (oral presentation).

Carr, A. Shin, Y., Severt, K. (2016). Understanding Why people Visit Microbrews. 2016 Hospitality Graduate Conference, Philadelphia, Pennsylvania

Shapoval, V., Hara, T. & Severt, K (2011). Multifaceted Sustainability of an African America Heritage Festival. 17th Annual Hospitality Graduate Student Research Conference, Auburn University, Auburn, Alabama. (submitted.)

Adams, K., Kaufman, T. & Severt, K. (2008). Hospitality Student’s Self Perceptions of Professionalism: A Cross Cultural Study. Hospitality Graduate Conference. Myrtle Beach, South Carolina.

Allison, P. & Severt, K. (2008). The effects of exhibitor services quality on attendee behavior. Poster presentation. Hospitality Graduate Conference. Myrtle Beach, South Carolina.

INDUSTRY PRESENTATIONS

2016 FACS Conference, Birmingham, Alabama. Meetings and Event Curriculum.

2014 Webinar on Sustainability and Events for the Center for Sustainable Tourism.

2014 Alabama Public Radio. “Meeting and Event Planning for Non-Profits.”

2013 IMEX/MCI Future Leaders Forum, Seoul, Korea.

2008 Presented at Youngson University in Busan, S. Korea. “The Importance of Association in the U.S. Convention Industry.”

2008 Presented at the Religious Convention Association Annual Conference, “Technology: A Blessing or a Curse?” Orlando, Florida.

2006 Presented to the Orange County Convention Center (Orlando, Florida) Research and Marketing Departments to propose support for dissertation research. Support was provided.

2003 Presented to Regional Marriott Managers, Detroit, Michigan a study conducted on Generation Y and their attitudes about the industry.

Research in Progress

* Alabama as a Destination Image
* Sleep Quality of Leisure Travelers
* Legal and Financial Issues Related to Dietary Restrictions in the Meetings and Events Industry

Funded Grants & Projects

Internal RGC UA $6,000 Funded Spring 2015

Crenshaw Grant –CHES –UA $2,000 Funded Spring 2013

Incentive Research Foundation $20,000 Funded Fall 2009

Meetings Professional International Foundation $18,000 Funded Spring 2010

Orlando Convention and Visitors Bureau Grant $30,000 Funded Summer 2010

Hilton Market Research Grant $20,000 Funded Summer 2010

Convention Industry Council $20,000 Funded Fall 2010

Rosen College Internal Grant $ 2,000 Funded Spring 2011

Incentive Research Foundation $20,000 Funded Summer 2011

Association to Preserve Eatonville Community $ 2,000 Funded Spring 2012

Crenshaw Research Grant (CHES, Internal grant) $ 2,000 Funded Summer/Fall 2013

Total Funding $142,000

Grants Submitted

Professional Convention Management Association Grant $22,000 Submitted August, 2016. (not funded)

Professional Convention Management Association Grant $30,000 Submitted August, 2013. (not funded)

Courses Taught

Primary Undergraduate Courses (not an all-inclusive list):

* Event Leadership Programming and Problem Solving
* Trade Show Management
* Convention Sales and Services
* Event Design, Production, and Technology
* Catering Management
* Food & Beverage Cost Control
* Introduction to the Meetings and Events Industry
* Hospitality Guest Service
* Tourism Management
* Introduction to Hospitality Management
* Supervision/Human Resources
* Convention Management (graduate level)
* International Events (Study Abroad)
* Financial Management and Hospitality Operations (graduate)

Industry Experience

Restaurant and Event Experience: (1980-2003)

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** |  | **Position** | **Location/Responsibilities** |
|  |  |  |  |
| 2000 | 2003 | Event Coordinator | Eastern Michigan University, Ypsilanti, Michigan  Planned and scheduled all university catering functions, summer programs, special events, student functions, and space rental. Audio visual, catering, set-up requirements and space specifications. |
|  |  |  |  |
| 1996 | 2001 | Dining Room/Catering Manager | Mac’s Acadian Seafood, Saline, Michigan- Catering Service Director |
|  |  |  |  |
| 1993 | 1995 | Manager | The Farmhouse Restaurant  Blacksburg, Virginia |
|  |  |  |  |
| 1992 | 1993 | Assistant Manager | Mountain Air Seafood and Steak House  Jefferson, North Carolina |
|  |  |  |  |
| 1991 |  | Front of the House Manager | Emerald Valley Resort  Eugene, Oregon |
|  |  |  |  |
| 1990 |  | Server | Deb’s Family Restaurant,  Eugene, Oregon, |
|  |  |  |  |
| 1980 |  | Server/Baker | Hardees,  N. Wilkesboro, North Carolina  Pastry Maker |

Events Produced with students at The University of Alabama:

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** |  |  | **Event** |

Fall 2015 Mat Pilates

Pumpkin Design Contest

Run For the River

Beat Auburn Beat Bingo

Coffee, Cookies, & Careers

Hydration Station

iVoted

Fall 2014 Kickball for Pink

Roll with the Tide

Branding with Rebecca Gordon

Bama Scare Cam

Talent Show

Fall 2013 Late Night Event – Comedy Night

Breast Cancer Awareness Lecture

Cultural Diversity Event

Career Development

Fall 2012 Three Countries One Night – Diversity Event

Glow Throw Event – Glow in the Dark Football Tournament

Lunch with Brenda Ludan

Events Produced for the Rosen College of Hospitality Management:

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** |  |  | **Event** |
|  |  |  |  |
| Fall | 2006 |  | -Career Fair Breakfast  -Career Fair Exhibitor Luncheon  -Advisory Board/Senior Reception |
|  |  |  |  |
| Spring | 2006 |  | -Career Fair Breakfast  -Career Fair Exhibitor Luncheon  -Advisory Board/Senior Reception  -SKAL Hospitality Association Dinner |
|  |  |  |  |
| Fall | 2005 |  | -Meeting Professionals International (MPI) - Luncheon  -Faculty/Staff Dinner  -Etiquette and Fashion Show Luncheon |
|  |  |  |  |
| Spring | 2005 |  | -Hospitality Human Resource Association (HHRA) - Luncheon  -Central Florida Women’s League (CFWL) Luncheon  -SKAL Hospitality Association Dinner |
|  |  |  |  |
| Fall | 2004 |  | -Hospitality Financial Technology Professionals (HFTP) Dinner  -Meeting Professionals International (MPI) Luncheon  -Madrigal Feast (2 - night production with dinners) |

Management Experience - Eckerd Drug Corporation: (1982-1989)

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** |  | **Position** | **Location/Responsibilities** |
|  |  |  |  |
| 1989 |  | General Manager | Cornelius, North Carolina  Opened the store: Hired and trained new associates, Planned grand opening, planned and organized opening work teams.  Youngest female general manager in the company at the time |
|  |  |  |  |
| 1988 |  | Assistant Manager | Charlotte, North Carolina  Highest volume Eckerd store in North and South Carolina at the time. Hiring, training, merchandising, financial accountability and store performance |
|  |  |  |  |
| 1987 |  | Assistant Manager | North Wilkesboro, North Carolina (same as above) |
|  |  |  |  |
| 1986 |  | Floating Assistant Manager | 17-store district in northwest North Carolina. Attended school full-time while being an assistant manager. This opportunity allowed me to experience multiple store operations, work with a variety of managers, and gave me a holistic view of the company. |

Service Industry Experience:

Eckerd Drug Corporation

|  |  |  |
| --- | --- | --- |
| **Year** |  | **Location and Experience** |
|  |  |  |
| 1985 |  | Charlotte, North Carolina - Eckerd Drug Internship Management Training Program  This program enabled gaining valuable store managing experience while attending college. This program offered supervision by Eckerd area supervisor and college Academic Advisor that facilitated the blending of management education with pragmatic experience. |
|  |  |  |
| 1984 |  | Boone, North Carolina – Worked in cosmetics department while attending Appalachian State University (averaged 30 hours a week). |
|  |  |  |
| 1983 |  | Monroe, North Carolina – Worked 30+ hours a week as a Pharmacy Technician while attending Wingate College. |
|  |  |  |
| 1982 |  | Charlotte, North Carolina – Trained in all service areas of this retail drug store, including cosmetics, pharmacy, camera, and front-end associate. |

Selected Honors

|  |  |  |
| --- | --- | --- |
| **Date**  2011 |  | **Honor**  Faculty of the Year, Rosen College of Hospitality Management, Orlando, Florida |
|  |  |  |
| 2010 |  | PCMA Faculty Scholarship for Annual Conference in Dallas, Texas |
|  |  |  |
| 2009 |  | PCMA Faculty Scholarship for Annual Conference in New Orleans, Louisiana |
|  |  |  |
| 2004 |  | National Restaurant Association Educational Foundation Industry Experience Grant |
|  |  |  |
| 2004 |  | Adjunct Professor of the Year, Rosen School of Hospitality Management, University Of Central Florida, Orlando, Florida |
|  |  |  |
| 2003 |  | Outstanding Graduate Student Award, Eastern Michigan University, Ypsilanti, Michigan |
|  |  |  |
| 2000 |  | Outstanding Graduate Assistant Nominee, Eastern Michigan University, Ypsilanti, Michigan |
| 2000 |  | Certified Hospitality Educator,  American Hotel and Lodging Educational Institute |
|  |  |  |
| 1999 |  | Graduate Assistantship, Eastern Michigan University, Ypsilanti, Michigan |

University and College Service

|  |  |  |  |
| --- | --- | --- | --- |
| **Dates**  2016  2014 | 2017  2016 | **University of Alabama**  Promotion and Tenure Committee  Instructor Position Search Committee Chair  Faculty Position Search Committee Chair  Assessment Coordinator  Faculty Senate  Faculty Steering Committee  Research Advisory Council (Standing Committee)  Legislative Liaison | |
| 2012 | 2013 | College Distant Education Committee | |
|  |  | Department Office Associate Hiring Committee  Chair of the Faculty Search Committee | |
| 2010 | 2011 | **Rosen College of Hospitality Management**  College Chair: Undergraduate Curriculum Review  College Appeals Committee  University Undergraduate Curriculum Review Committee  University Parking Committee | |
|  |  |  |  |
| 2009 | 2010 | College  College  College  University  University | Chair: Undergraduate Curriculum Review  Awards Committee  Appeals Committee  Undergraduate Curriculum Review Committee  Parking Committee |
| 2008 | 2009 | College | Undergraduate Curriculum Review Committee |
| 2007 | 2008 | College |  |

Graduate Student Committees

Lisa Cobos Dissertation Committee expected graduation Spring 2017

Allison Carr Master’s Thesis Committee expected graduation Spring 2017

Taryn Aeillo Dissertation Committee Graduated 2014

Kimberly Stran Dissertation Committee Graduated 2013

Jeeyeon Hahm Dissertation Committee Graduated 2013

Adi Hayat Master’s Thesis Committee Graduated 2011

Professional Memberships/ Advisor

* American Society of Ecotourism (ASET) - Student Club Advisor -2015 – to present
* Hotel and Restaurant and Convention Association (HARACA) Student Club Advisor- 2014 – to present Advisor
* Hotel and Restaurant and Convention Association (HARACA) Student Club Co-Advisor

2012-2013

* Council of Hotel Restaurant Institute Educators (CHRIE) 1999-2016
* Professional Convention Management Association (PCMA) 2008-2016
* International Special Event Society (ISES) 2010-2014
* National Association of Catering Executives (NACE) 2008
* Hospitality Financial and Technology Professionals (HFTP) 2009-2010
* Business Professionals of America (BPA) Faculty Advisor 2011-2012

Advisory Boards

* Editorial Board for the *Journal of Tourism Research* *Hospitality*
* Editorial Board for the *Journal of Convention & Event Tourism*
* Meeting and Event Technology Board – International Board
* Faculty Task Force Professional Convention Management Association (PCMA)
* Akilah Institute for Women, Rwanda, South Africa