**Kimberly S. Severt, Ph.D**

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Northport, AL 35475 [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: Hospitality Management

The University of Alabama

Department of Human Nutrition and Hospitality Management

Description of activities: Coordinate both undergraduate and graduate programs, schedule courses, oversee the Shila Bowron Leadership Lecture each semester, address course issues, approve overrides, re-developed graduate curriculum and increased enrollment over 300% in 3 years, helped secure $1.25 million funding to develop a hospitality employment training program for Poarch Band of Creek Indians, advise approximately 40 graduate students.

Academic Program Development: Over the past three years, I have written and submitted a program proposal to add a concentration within the Hospitality Management program, a proposal to add a new undergraduate degree program in Sport, Event & Entertainment, and assisted in writing a proposal for a new department.

2015 Tenure - The University of Alabama

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

Curriculum development: Faculty for the first B.S. in Event Management

Created the first Event Technology class

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
* Incentive Travel
* Recreational Vehicle (RV) Owner’s Travel Preferences
* Business Travel
* Diversity & Inclusion
* Locally Sourced Food and Food Trucks

**Research**

**PEER- REVIEWED PUBLICATIONS:**

44. Jung, S., Shin, Y., **Severt, K.**, & Crowe-White. (2019). Determinants of a consumer’s intention to consume antioxidant-infused sugar-free chewing gum: Measuring taste, attitude, and health consciousness. *International Journal of Consumer Studies.* (Submitted August, 2019, under review)

43. **Severt, K.**, Shin, Y., Chen, H., & DiPietro, R. (2019). Measuring the Relationships between Corporate Social Responsibility, Perceived Quality, Price Fairness, Satisfaction, and Conative Loyalty in the context of Local Food Restaurants. *International Journal of Hospitality & Tourism Administration*. (Submitted August, 2019, under review).

42. Olive, A., Chen, H., & Severt, K. (2019). Campus recruiting service quality: understanding college recruiters' experience during campus visits. *Quality in Higher Education*. (Submitted August, 2019).

41. **Severt, K.,** Shin, Y., & Hahm, J. (2019). Perceptions of destination image based on political affiliation and a longitudinal approach measuring the impact of an election. *Journal of Destination Marketing and Management*. (Submitted July, 2019, revisions submitted September 2019).

40. Robbins, R. **Severt, K**., & Knowlden, A. Examining sleep satisfaction in hotels as reported by frequent travelers: Opportunities for hotel design and service delivery to enhance the guest sleep experience, *Cornell Quarterly* (submitted June, 2019, under review).

39. Shin, Y., Im, J., & **Severt, K**. Consumers’ intention to patronize food trucks: An Application of an extended theory of planned behavior. (Submitted May 2019, under review).

38. Shin, Y., Im, J., & **Severt, K.** (2019). Qualitative assessment of key beliefs in regards to consumers’ food truck visits using the theory of planned behavior. *Journal of Foodservice Business Research*. https://doi.org/10.1080/1528008X.2019.1627271

37. Shin, Y., Jung, S., Im, J., & and **Severt, K**. Applying an extended theory of planned behavior to examine a state-branded food product purchase behavior: The moderating effect of gender. *Journal of Hospitality and Tourism Management.* (Submitted January 2019, under review).

36. Talantis, S., Shin, Y., & **Severt, K.** Conference mobile application: Participant acceptance and the correlation with overall event satisfaction utilizing the technology acceptance model (TAM). *Journal of Convention and Event Tourism.* (submitted December 2018, under review).

35. Carr, A., Shin, Y., & **Severt, K**. Examining consumer behavior in the context of microbrewery. *International Journal of Culture, Tourism, and Hospitality Research*. DOI (10.1108/IJCTHR-11-2018-0160.

34. Hahm, J. & Severt. K. (2019). Rosen Research Review. Sweet Home Alabama. [https://hospitality.ucf.edu/rosen-research-review/](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fhospitality.ucf.edu%2Frosen-research-review%2F&data=02%7C01%7CJeeYeon.Hahm%40ucf.edu%7Cd0120485e0a5422b16e008d6d867ee54%7Cbb932f15ef3842ba91fcf3c59d5dd1f1%7C0%7C0%7C636934338464182024&sdata=L2ZOIvSWgxNTxc4CIsP%2Bqy4xkTG4prdoOJ23t0LC%2Fkw%3D&reserved=0)

33. Shin, Y., Kim, H., & **Severt, K.** (2019). Consumer values and service quality perception of food truck experience. *International Journal of Hospitality Management, 7,* 11-20.<https://doi.org/10.1016/j.ijhm.2018.12.008>

32. Shin, Y., Im, J., Jung, S., & **Severt, K**. (2018). Motivations behind consumers’ organic menu choices: The role of environmental concern, social value, and health consciousness. *Journal of Quality Assurance in Hospitality & Tourism*. <https://doi.org/10.1080/1528008X.2018.1483288>

31. Chen, H., **Severt, K.**, Shin, Y., Knowlden, A. P., & Hillard, T. (2018). "How'd you sleep?" measuring business travelers' sleep quality and satisfaction in hotels. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/JHTI-11-2017-0015>

## 30. Hahm, J., & Severt, K. (2018). Importance of destination marketing on image and familiarity. *Journal of Hospitality & Tourism Insights, 1*(1), 37-53. 10.1108/JHTI-10-2017-0002. Received the Emerald Literati Award

29. Shin, Y., Im, J., Jung, S., & **Severt, K.** (2018). The theory of planned behavior and the norm activation model approach to consumer behavior regarding organic menus. *International Journal of Hospitality Management, 69*. 10.1016/j.ijhm.2017.10.011

28. Carr, A., Shin, Y., **Severt, K**., & Lewis, M. (2017). A qualitative approach to understanding the underlying beliefs of microbrewery consumers*. International Journal of Hospitality Beverage Management, 1*(1).

27. Shin, Y., Moon, H., Jung, S., & **Severt, K.** (2017). The effect of environmental values and attitudes on consumer willingness to pay more for organic menus: A value-attitude-behavior approach. *Journal of Hospitality and Tourism Management, 33*. 10.1016/j.jhtm.2017.10.010

26. Shin, Y., Kim, H., & **Severt, K**. (2018). Antecedents of consumers’ intention to visit food trucks. *Journal of Foodservice Business Research, 21*(3), 239-256. 10.1080/15378020.2017.1368810

25. Templeton, A., Fjelstul, J., **Severt, K**., & Shin, Y. (2017). Driving RV park/campground selection: A grounded theory approach. *Journal of Tourism Insights.*

24. Shin, Y., Im, J., Jung, S., & **Severt, K.** (2018). An examination of locally sourced restaurant patronage intention. *Journal of Quality Assurance in Hospitality & Tourism, 19*(1). 10.1080/1528008X.2017.1343170

23. Shin, Y., Im, J.Y., Jung, S., & **Severt, K.** (2017). 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. 10.1080/19368623.2017.1263821

22. Shin, Y.H., **Severt, K.,** & Fjelstul, J. (2016). RV traveler’s pull factors to campgrounds in leisure tourism. *Journal of Quality Assurance in Hospitality and Tourism, (39),* 1-16. 10.1080/1528008X.2016.1271380

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. 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. https://www.tandfonline.com/doi/full/10.1080/19325037.2016.1179142

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*.* 10.1016/j.jneb.2015.09.009

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), 21-24.

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). 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 assessment of the service encounter. *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. (2017) “Incentive Travel Case Study” *Contemporary Case Studies in Event Management*, ISBN-13: 978-1524936129

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 & PROCEEDINGS**

2016 Severt, K., Hilliard, T., & Stuckrath, T. “Financial, Legal, and Practical Aspects of Managing Dietary Restrictions at Meetings.” IMEX America, Las Vegas, Nevada.

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, Stillwater, Oklahoma, **Best Poster Award.**

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**

Cobos, L., & Severt, K. (2019). “Technology post-adoptive behaviors and gender among hotel branded mobile app users.” SMART Conference, Orlando, Florida

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.” Hosted by the Journal of Tourism Insights, Oregon.

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**

Brendlinger, B., Chen, H., & Severt K. (2019). “The impact of server disclosure on customer disclosure and service recovery satisfaction in restaurants.”  24th Annual Graduate Research and Education Conference, Houston, Texas. (poster).

Talantis, S., Shin, Y., & Severt K. (2019). “Conference mobile application: Participant acceptance and the correlation with overall event satisfaction.” 24th Annual Graduate Research and Education Conference, Houston, Texas. (poster).

Brendlinger, B., Carr A., Shin, Y., Severt, K., & Niuh, A. (2018). “Perceived service quality generating customer emotions and achieving satisfaction in the food truck industry.”  23rd Annual Graduate Research and Education Conference, Houston, Texas. (poster).

Brendlinger, B., Chen H., & Severt, K. (2018). “Customer’s perception of restaurant employee’s emotional competency influencing customer’s brand loyalty, revisit intention and overall satisfaction.”  23nd Annual Graduate Research and Education Conference, Houston, Texas. (poster).

Ashley Olive (2018). 23nd Annual Graduate Research and Education Conference, Houston, Texas. (poster).

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, Tuscaloosa, 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, Texas. (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, Texas. (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.” Hospitality Graduate Conference. Myrtle Beach, South Carolina. (poster).

**INDUSTRY PRESENTATIONS**

2018 UA Center for Economic Development – Presentation for City of Chelsea.

2016 FACS Conference, Birmingham, AL. 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
* Local Food Consumer Behavior
* Diversity & Inclusion in Hospitality

**Funded Grants & Projects**

Meetings Professional International Foundation $ 8,000 pending 2019

Timothy S.Y. Lam Foundation $ 7,000 Not Funded 2019

Internal College Research Grant $ 2,000 Funded Spring 2018

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 $144,000

Grants Submitted but not funded

Incentive Research Foundation, March 2018

Professional Convention Management Association Grant $22,000 Submitted August 2016.

Professional Convention Management Association Grant $30,000 Submitted August 2013.

**Courses Taught – Not an all-inclusive list**

Undergraduate Courses

* 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
* International Events (Study Abroad)

Graduate Courses

* Financial Management and Hospitality Operations (graduate level - online)
* Convention Management (graduate level - online

**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** |  | **Honor** |
| 2018 |  | PCMA Scholarship to attend annual conference |
| 2011 |  | 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, College, Department Service**

|  |  |  |  |
| --- | --- | --- | --- |
| **Dates**  2018  2017  2016  2015  2014 | 2019  2018  2017  2016  2016 | **University of Alabama**  College: Co-Chair of Promotion and Tenure Committee  University: IRB Non-Medical Review Board Member  Department: Shila Bowron Leadership Series Coordinator  College: Promotion and Tenure Committee  Department: Administrative Assistant Search Committee  Department: Director of the Hospitality Management Graduate & Undergraduate Programs  Department: Shila Bowron Leadership Series Coordinator  College: Promotion and Tenure Committee  Department: Instructor Position Search Committee Chair  Department: Faculty Position Search Committee Chair  Department: Assessment Coordinator  Department: Shila Bowron Leadership Series Coordinator  Department: Faculty Search Committee Chair  Department: Shila Bowron Leadership Series Coordinator  University: Faculty Senate  University: Faculty Steering Committee  University: Research Advisory Council (Standing Committee)  University: Legislative Liaison | |
| 2012 | 2013 | College: Distant Education Committee | |
|  |  | Department: Office Associate Hiring Committee  Department: 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**

Motaz Zaitouni Dissertation Committee Graduates Fall 2019

Bethany Brendlinger Master’s Thesis Co-Chair Graduates Spring 2019

Ashley Olive Master’s Thesis Committee Graduated December 2018

Lisa Cobos Dissertation Committee Graduated Spring 2018

Allison Carr Master’s Thesis Co-Chair Graduated 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 – 2017
* Hotel and Restaurant and Convention Association (HARACA) Student Club Advisor- 2014 – to 2018 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