

Deborah Breiter, Ph.D.
Professor, Department of Tourism, Events, and Attractions
Rosen College of Hospitality Management
University of Central Florida
deborah.breiter@ucf.edu

Educational background

University of South Carolina; Ph.D. 1992
Educational Administration for Higher Education

Cornell University; M.P.S. 1984
School of Hotel Administration

Bennington College; B.A. 1972
Politics and Economics

Experience in Higher Education

August 2000 – present
Rosen College of Hospitality Management, University of Central Florida
Interim Department Chair, Tourism, Events, and Attractions (2003 – 2005)
Department Chair, Tourism, Events, and Attractions (2005 – 2011)
Professor, Tourism, Events, and Attractions 2011- present

1994 – 2000
New Mexico State University
Assistant Professor
Associate Professor
Department Head

1991 – 1993
University of Nevada, Las Vegas
Assistant Professor

1988 – 1991
Trident Technical College
Charleston, South Carolina
Program Coordinator

1986 - 1987
City College of San Francisco
Instructor and Advisor, Hotel and Restaurant Department

Articles published in refereed journals

- Tasci, A., Hahm, J. and Breiter Terry, D., (in press) Consumer based brand equity of a destination for sport tourists vs. non-sport tourists. *Journal of Vacation Marketing*.
- Holm, M. and Breiter, D. (in press). Communication and hands-on problem resolution: A case study in event management. *Journal of Hospitality and Tourism Cases*(5), 4.
- Hahm, J., Breiter, D., Severt, K., Wang, Y., Fjelstul, J. (2016). The relationship between sense of community and satisfaction on future intentions to attend an association's annual meeting. *Tourism Management*(52), 151-160.
- Lee, J., Lee, J. and Breiter, D. (2016). Relationship marketing investment, relationship quality, and behavior intention: The relationships between destination marketing organizations and meeting/convention planners. *Journal of Convention & Event Tourism*(17),1, 21-40.
- Hayat, A., Severt, K., Breiter, D., Nusair, K. and Okumus, F. (2014). Attributes influencing meeting planners' destination selection: A case of Orlando, Florida. *Event Management*(14), 2, 195-205.
- Lee, J., Choi, Y. and Breiter, D. (2013). An exploratory study of convention destination competitiveness from attendees' perspectives: IPA & repeated measure of MANOVA. *Journal of Hospitality and Tourism Research*. Published online <http://jht.sagepub.com/content/early/2013/12/22/1096348013515913>
- Severt, K., Fjelstul, J., and Breiter, D. (2013). Information communication technologies: Usages and preferences of gen Y students and meeting professionals. *Journal of Convention and Event Tourism*(14), 2, 124-143.
- Kim, G., Lee, J., and Breiter, D. (2012). Marketing strategy of the community for increasing the influence of a mega-event on a destination image - A case study of Expo 2012 Yeosu Korea. *International Area Studies Review*. 16(2), 27-45.
- Fjelstul, J. Severt, K. and Breiter, D. (2010) Building association attendance: Differences between chapter, regional and annual meetings from the perception of the 13550association members. *Event Management*(14), 3, 183-192.
- Aiello, T., Severt, D., Rompf, P. and Breiter, D. (2010). A fundamental exploration of administrative views of hospital hospitality and service excellence. *Advances in Hospitality and Leisure*, 6, 185–211.

- Severt, K., Fjelstul, J. and Breiter, D. (2009). A comparison of motivators and inhibitors for three generational cohorts. Journal of Convention and Event Tourism(10), 2, 105-120.
- Fjelstul, J., Severt, K. and Breiter, D. (2009). An analysis of the motivators and inhibitors affecting association meeting attendance for generation X and baby boomers. Event Management(13), 31-41.
- Rompf, P., Breiter, D., Severt, K. (2008) Destination selection criteria: Key success factors evolve & dominate. Event Management(12), 1, 27-38.
- Kock, G., Breiter, D., Hara, T., DiPietro, R.B. (2008) Proposing a regional impact based feasibility study framework for convention centers: A quantitative analysis of the Orange County Convention Center. Journal of Convention and Event Tourism(9), 309-340.
- DiPietro, R.B., Breiter, D., Rompf, P., Godlewska, M. (2008). Destination selection criteria: A comparison among members of three event management associations. Journal of Convention and Event Tourism(9), 258-276.
- Breiter, D. and Milman, A. (2007). Predicting exhibitor levels of satisfaction in a large convention center. Event Management(10), 2, 133-143.
- Severt, D., Wang, R., Chen, P., Breiter, D. (2007). Examining the motivation, perceived performance, and behavioral intentions of convention attendees: Evidence from a regional conference. Tourism Management (28) 2, 399-408.
- Breiter, D. and Milman, A. (2006). Attendees' needs and service priorities in a large convention center. Tourism Management (27), 6,1364-1370.
- Gregory, S., Kline, S., & Breiter, D. (2005). Group sales and marketing in convention hotels: Technology Integration. Journal of Travel and Tourism Marketing (18), 1, 67-78.
- Breiter, D., Vannucci, C., Gregory, S., Kline, S. (2004). The attrition condition: What hotel sales managers need to know. Cornell Hotel and Restaurant Administration Quarterly (45), 2, 158-168.
- Breiter, D., Cai, L., and Feng, R. (2004). Tourist purchase decision involvement and information preferences. Journal of Vacation Marketing (10), 2, 138-148.
- Breiter, D. and Gregory, S. (2003). Trade show managers: Implications of technology innovation and time poverty. Journal of Convention and Exhibition Management (5), 2, 51-68.

- Breiter, D., Tesone, D., Van Leeuwen, D., and Rue, V. (2002). An analysis of hotel employees' motivation using Kovach's 10 factor model. Journal of Hospitality Human Resources(1), 4, 63-79.
- Gregory, S. and Breiter, D. (2001). Trade show managers: Profiles in technology usage. Journal of Convention and Exhibition Management,(3), 3, 63-76.
- Gregory, S. and Breiter, D. (2001). Leveling the playing field: E-marketing's impact on lodging operations. Journal of Hospitality & Leisure Marketing,(7), 4, 45-61.
- Breiter, D. and Hoart, H. (2000). Competencies in foodservice information technology expected by the foodservice industry of graduates of hospitality bachelor's degree programs in the United States. Journal of Hospitality & Tourism Education(12), 2, 11-17.
- Breiter, D. and Bowen, J. (1998). Relationship management: Bridging internal and external quality. Journal of Convention and Exhibition Management(1), 2/3, 39-56.
- Woods, R., Sciarini, M., and Breiter, D. (1998). Performance appraisals in hotels: Widespread and valuable. Cornell Hotel and Restaurant Administration Quarterly(39), 2, 25-29.
- Breiter, D. and Bloomquist, P.C. (1998). TQM in American hotels: An analysis of application. Cornell Hotel and Restaurant Administration Quarterly (39)1, 26-33.
- Breiter, D. and Woods, R. (1997). Analysis of training budgets and training needs assessments in mid-sized hotels in the United States. Journal of Hospitality & Tourism Research (21)2, 86-97.
- Breiter, D. and Clements, C.J. (1996). Hospitality management curricula for the 21st century. Hospitality and Tourism Educator, 8(1), 57-60.
- Breiter, D. and Fried-Kline, S. (1995). Benchmarking quality in hotels in the United States. Florida International University Hospitality Review, 13(2) 45-52.
- Breiter, D., Tyink, S., and Corey-Tuckwell, S. (1995). Bergstrom hotels: A case study in quality. International Journal of Contemporary Hospitality Management, 7(6), 14-18.
- Breiter, D., Cargill, C., and Fried-Kline, S. (1995). An industry view of experiential learning. Florida International University Hospitality Review, 13(1), 75-80.

Breiter, D. (1993) Student achievement of experiential learning objectives. Florida International University Hospitality Review, 11(2), 41-47.

Breiter, D. (1992) Strategies for the retention of undergraduate hospitality students. Hospitality and Tourism Educator, 5(4), 71 & 72, 78.

Breiter, D. (1991). The value of cooperative education. Hospitality and Tourism Educator, 4(1), 31-33, 64.

Breiter, D. (1991). Recruiting and retaining entry-level employees: The need for strategic change. Hospitality and Tourism Educator, 3(3),44-47.

Breiter, D. & Newman, K. (1989). Older women students in hotel, motel and restaurant management. Hospitality and Tourism Educator, 2(2), 14 & 15, 36 & 37.b.

Other refereed publications

Breiter, D. (2000). Using national standards to strengthen Family and Consumer Sciences Programs in Hospitality, Tourism and Recreation. Leadership for Change: National Standards for Family and Consumer Sciences.

Citations for research excellence

Emerald Management Review Citations of Excellence:

Emerald Management Reviews rewards each year's outstanding authors with Citation of Excellence Awards. These are presented to authors of articles that are considered to be outstanding and receive full marks for research implications, practical implications, originality or readability.

These marks are awarded by an independent team of reviewers who each have a portfolio of journals carefully matched to their area of expertise. The reviewers provide an independent review for every article. Reviews are classified, keywords are added from a limited keyword thesaurus, and each article is evaluated against set quality criteria and given an article type.

The Review Team have appraised more than 100,000 articles in the Emerald Management Reviews database (formerly Anbar) since January, 1996 to generate the "halls of fame". Each of the halls of fame includes several hundred authors (just under 10% of the articles that we review are selected for inclusion).

Citation for Excellence in Practical Implications: The attrition condition: What hotel sales people need to know.

Citation for Excellence in Practical Implications: Leveling the playing field: E-marketing's impact on lodging operations.

Citation for Excellence in Practical Implications: Performance appraisals in hotels.

Citation for Excellence in Originality: Leveling the playing field: E-marketing's impact on lodging operations.

Citation for Excellence in Readability: The attrition condition: What hotel sales people need to know.

Grants

Meeting Professionals International (MPI) grant in the amount of \$20,000. Co-PI of a study relating to the needs of future conference and meeting attendees. 2010 – 2012.

Convention Industry Council (CIC) grant in the amount of \$20,000. Co-PI of a study relating to the inefficiencies of data entry for meetings and events. 2010 – 2011.

Professional Convention Management Association (PCMA) grant in the amount of \$8,100.00. Co-PI of study relating to generations in the workforce and their participation in association conventions. 2008.

Professional Convention Management Association (PCMA) grant in the amount of \$3,300. Principal investigator of study relating to international participation in conventions and trade shows. 2006.

Professional Convention Management Association (PCMA) grant in the amount of \$29,500. Principal investigator of study relating to convention destination site selection process and convention and visitors bureaus. 2005 – 2006.

University of Central Florida, In-House Research Award in the amount of \$7,500. Principal Investigator in study of users of the Orange County Convention Center. 2002 – 2003.

Orange County Convention Center grant in the amount of \$10,000. Principal investigator in study of convention center operation and maintenance costs. 2002.

Orange County Convention Center grant in the amount of \$20,000. Principal investigator in study of exhibitors, attendees and show managers who use the Orange County Convention Center. 2002 – 2003.

Other fundraising

\$500,000 gift from Bacardi Brands (2012)

\$25,000 pledged for Professorship (2010)

\$100,000 raised for first annual (2007) Rosen College Gala through sponsorship solicitation

\$150,000 gift from Marriott Foundation (2005)

Reports for grant agencies

Fjelstul, J. and Breiter, D. (2008). Changing demographics of meeting attendees. Submitted to Professional Convention Management Association.

Breiter, D., and Hahm, J. (2006). International Participation at Association Meetings and Conventions. Submitted to Professional Convention Management Association.

Breiter, D. and Milman, A. (2003). Predicting users' satisfaction and future use of the Orange County Convention Center. Submitted to the Orange County Convention Center.

Breiter, D. (2002). Convention center operating and maintenance budgets. Submitted to the Orange County Convention Center.

Refereed presentations at academic societies and academic meetings

Holm, M. and Breiter, D. (2016). Meeting planner loyalty to convention services managers: An investigation of convention services manager emotional and functional competence in the B2B exchange. Global Events Congress VII, Indianapolis, IN.

Breiter, D. and Holm, M. (2016). A customer relationship management approach using professional meeting planners' perceptions of destination marketing organizations: An exploratory study. Annual conference of ICHRIE, Grapevine, TX.

Breiter, D. and Tasci, A. (2015). Sports travelers: Destination image and loyalty. Annual Conference of EuroCHRIE Federation, Manchester England.

Holm, M., Wang, Y., and Breiter, D. (2015). Emotional competence as moderator: The convention service manager – meeting planner relationship. Annual Conference of ICHRIE, Orlando, FL.

- Breiter, D. and Tasci, A. (2015) Identifying sport tourists' characteristics. Annual Conference of the APac CHRIE Federation, Auckland, NZ.
- Breiter, D. and Tasci, A. (2015). Sports travelers: Destination image and loyalty. Annual Conference of the EuroCHRIE Federation, Manchester, England.
- Breiter, D. and Tasci, A. (2014) Relationship of destination brand equity and sports tourism potential. Annual Conference of the International Council on Hotel, Restaurant and Institutional Education.
- Breiter, D., Fjelstul, J. and Fyall, A. (2013). Exploring well-being in tradeshows and exhibitions. ICE, Bournemouth University.
- Holm, M. and Breiter, D. (2013) Applying SERVQUAL to convention services. Annual Conference of the International Council on Hotel, Restaurant and Institutional Education.
- Hahm, J. and Breiter, D. (2012). The influence of an annual meeting on association members' sense of community and future intentions. Annual Conference of the International Council on Hotel, Restaurant and Institutional Education.
- Kleeman, A. and Breiter, D. (2012). Employer perceptions: An exploratory study of employability skills expected of new graduates in the hospitality industry. Annual Conference of the International Council on Hotel, Restaurant and Institutional Education.
- Breiter, D., Potter, D., and Dickson, D., (2012). Assessing attendees' attitudes towards a special event: Applying hedonic dimensions. Annual Conference of the EuroCHRIE Federation.
- Fjelstul, J., Severt, K., and Breiter (2011). Meetings and conventions: Attracting generation Y. Annual Conference of the International Council on Hotel, Restaurant, and Institutional Education.
- Breiter, D. and Gregory, S. (2011). Corporate social responsibility and its impact on the meeting, incentive, convention, and exhibition industry. . Annual Conference of the International Council on Hotel, Restaurant, and Institutional Education.
- Breiter, D. and Terry, M.J. (2011). Corporate social responsibility in transitional nations: Implications for hospitality and tourism education. Annual Conference of the EuroCHRIE Federation, Dubrovnik, Croatia.
- Breiter, D. and Severt, K. (2010). Incentive travel: A case study. Annual Conference of the EuroCHRIE Federation.

- Ray, V. and Breiter, D. (2010). Meeting, incentive, convention, and exhibitions: Nutritional quotients of planners and attendees. Annual Conference of the EuroCHRIE Federation.
- Fjelstul, J. and Breiter., D. (2008) Generations in the workplace and meeting attendance. Annual Conference of the International Council on Hotel, Restaurant and Institutional Education.
- Kline, S., Gregory, S., and Breiter, D. (2008) Revenue management in the curriculum. Annual Conference of EuroCHRIE.
- Breiter, D., Gregory, S. and Kline, S. (2007) International attendance at conventions planned by U.S. based associations. Annual Conference of EuroCHRIE.
- Breiter, D., Gregory, S., and Kline, S. (2005). Hoteliers and meeting planners: changing relationships. Annual Conference of EuroCHRIE.
- Breiter, D., Gregory, S., and Kline, S. (2004). Hotel general managers and customer relations in the meeting and convention market. Annual Conference of the International Council on Hotel, Restaurant and Institutional Education.
- Breiter, D., Wang, R., Severt, D., and Chen, P. (2004). The impact of convention performance on association member future attendance behavior. Annual Conference of the International Council on Hotel, Restaurant and Institutional Education.
- Milman, A. and Breiter, D. (2003) Importance-performance evaluation of a convention center: the example of central Florida. Annual Conference of the International Society of Travel and Tourism Educators.
- Breiter, D., Kline, S., Gregory, S., and Vanucci, C. (2003). "Attrition clauses: How prevalent are they?" Annual Conference of the International Council on Hotel, Restaurant and Institutional Education.
- Feng, R., Breiter, D., and Cai, L. (2002). "Effects of tourist product involvement on information preference." Annual Conference of the International Society of Travel and Tourism Educators.
- Breiter, D., Kline, S. and Gregory, S. (2002). "Convention hotel sales and marketing on the Web." Annual Conference of the International Council on Hotel, Restaurant and Institutional Education.

- Gregory, S. and Breiter, D. (2001). "Technology usage by trade show managers". Annual Conference of the International Council on Hotel, Restaurant and Institutional Education.
- Breiter, D. and Kline, Sheryl F. (1998). "Effectiveness of departmental teams in a large convention hotel as perceived by TQM managers." Annual Conference of the Rocky Mountain Chapter of the Council on Hotel, Restaurant and Institutional Education.
- Breiter, D. And Bloomquist, P.C. (1997). "An analysis of quality management systems in the hotel industry in the United States." Annual Conference of the Rocky Mountain Chapter of the Council on Hotel, Restaurant and Institutional Education.
- Breiter, D., Fried-Kline, S., Teeters, K., and Williams, D. (1997). "Designing housekeeping and facilities management courses." Annual Conference of the Council on Hotel, Restaurant, and Institutional Education.
- Bloomquist, P.C., Breiter, D., Clements, C.J. (1996). "Gaming behavior and attitudes of recreational vehicle travelers." Annual Conference of the Tourism Association of New Mexico.
- Breiter, D. and Bowen, J. (1996). "The convention services manager: The relationship manager." Annual Conference of the Rocky Mountain Chapter of the Council on Hotel, Restaurant, and Institutional Education.
- Breiter, D., Cargill, C., Sammons, G., & Shoemaker, S. "Developing lodging related syllabi." (1996). Annual Conference of the Council of Hotel, Restaurant, and Institutional Education.
- Breiter, D. (1995). "Training in mid-sized hotels in the United States." Conference of the Rocky Mountain Chapter of the Council on Hotel, Restaurant, and Institutional Education.
- Breiter, D. and Clements, C. (1995). "Hospitality management curricula for the 21st century." Annual Conference of the Council on Hotel, Restaurant, and Institutional Education.
- Breiter, D. and Fried-Kline, S. (1995). "Benchmarking quality practices in hotels in the United States." Annual Conference of the Council on Hotel, Restaurant, and Institutional Education.

- Breiter, D., Gregory, S., and Fried-Kline, S. (1995). "Issues relating to quality in lodging operations." Annual Conference of the Council on Hotel, Restaurant, and Institutional Education.
- Breiter, D. and Fried-Kline, S. (1995) "Quality management process in AH&MA quality resource properties." American Hotel and Motel Association Annual Quality Conference.
- Breiter, D. and Fried-Kline, S. (1995). "Quality management in hotels." Annual Research Conference of the Tourism Association of New Mexico.
- Breiter, D. (1994). "Creating constancy of purpose in teams." American Hotel and Motel Association Annual Quality Conference.
- Breiter, D., Cargill, C., and Fried, S. (1993). "An industry view of experiential learning." Annual Conference of the Council on Hotel, Restaurant, and Institutional Education.
- Breiter, D. (1993). "Successful business in the hospitality industry means customer service." International Council for Small Business.
- Breiter, D., Cargill, C., and Fried, S. (1992). "A comparison of two experiential learning programs." Annual Conference of the Council on Hotel, Restaurant, and Institutional Education.
- Breiter, D. (1991). "Evaluating experiential learning programs." Annual Conference of the Council on Hotel, Restaurant, and Institutional Education.
- Foucar-Szoki, R. and Breiter, D. (1991). "Experiential learning: A state of the art." Annual Conference of the Council on Hotel, Restaurant, and Institutional Education.
- Breiter, D. (1990). "Educating for the service challenge." Governor's Conference on Travel and Tourism, Hilton Head, South Carolina.

Papers published in conference proceedings

- Breiter, D. and Milman, A. (2003). Importance-performance evaluation of a convention center: the example of central Florida. Annual Conference of the International Society of Travel and Tourism Educators.
- Breiter, D. (1998). Quality management systems in small hotels in the United States. Proceedings of the 1998 Tourism Association of New Mexico Research Conference. Las Cruces, NM. April 1998.

- Bloomquist, P.C., Breiter, D., and Clements, C.J. (1996). Gaming attitudes and behaviors of RV travelers. Proceedings of the 1996 Tourism Association of New Mexico Research Conference. Las Cruces, NM. April 1996.
- Breiter, D. and Clements, C.J. (1995). Hospitality management curricula for the 21st century. Proceedings of the 1995 Annual Conference of the Council on Hotel, Restaurant, and Institutional Education. Nashville, TN. August 1995.
- Breiter, D. and Fried-Kline, S. (1995). Quality management process in AH&MA quality resource properties. Proceedings of the 1995 AH&MA Quality Conference. Tucson, AZ. June 1995.
- Breiter, D. and Fried-Kline, S. (1995). Quality management in hotels. Proceedings of the 1995 Tourism Association of New Mexico Research Conference. Albuquerque, NM April 1995.
- Breiter, D. (1994). Creating constancy of purpose in teams. Proceedings of the 1994 AH&MA Quality Conference. Nashville, TN. June 1994.
- Breiter, D., Cargill, C., and Fried, S. (1992). An analysis of student perceptions of experiential learning. Proceedings of the 1992 Annual Conference of the Council on Hotel, Restaurant, and Institutional Education. Orlando, FL. July 1992.
- Breiter, D. (1992). Experiential learning in guest services as perceived by undergraduate hospitality students. Proceedings of the 1992 Annual Conference of the Council on Hotel, Restaurant, and Institutional Education. Orlando, FL. July 1992.
- Foucar-Szoki, R. and Breiter, D. (1991). Experiential learning: A state of the art. Proceedings of the 1991 Annual Conference of the Council on Hotel, Restaurant, and Institutional Education. Houston, TX. August 1991.

Book editing

- Professional Meeting Management, 5th edition (2006). Published by Kendall Hunt. Content editor.
- Encyclopedia of Hospitality (2005). Published by Butterworth Heinemann. Section editor.

Chapters in books

- Bloomquist, P.C., Jones, T., and Breiter, D. (2002). Franchising in Hospitality Management (10th ed.), edited by Brymer, B.

Bloomquist, P.C., and Breiter, D. (1999) Hospitality franchising in Hospitality Management (9th ed.), edited by Brymer, B.

Bloomquist, P.C., and Breiter, D. (1998) Hospitality franchising in Hospitality Management (8th ed.), edited by Brymer, B.

Breiter, D., Eade, V., and Philips, B. (1994) The past, present, and future of the hospitality industry in Hospitality Management (7th ed.), edited by Brymer, B.

Industry publications

Breiter, D. (2000). Three entries for Encyclopedia of Tourism, edited by Jafari, J.

Breiter, D. (1997). Hotel/motel managers. Description for SIGI Plus guidance system developed by Educational Testing Service of Princeton, NJ.

Breiter, D., Hill, L.A., Hisle, H.E., and Oates, M.C. (1996). Hotel or motel managers. Brief 350 published by Chronicle Guidance Publications.

Breiter, D. (1995). Executive briefing of a case study in quality. Strategic Insights into Quality.

Breiter, D. (1995). Training needs analysis. Total Quality in Hospitality.

Breiter, D. (1994) Re-engineering and TQM are not one and the same. Total Quality in Hospitality.

Presentations at professional meetings:

Roberts, C. and Breiter, D. (1999). "Faculty internships: A win-win for industry and academics." Annual Conference of the Council of Hotel, Restaurant, and Institutional Education.

Breiter, D. and Partlow, C. (1996). "Human resource practices of TQM hotels." Annual Conference of the Council of Hotel, Restaurant, and Institutional Education.

Breiter, D. (1995). Leader of roundtable discussion regarding experiential learning in hospitality programs. Annual Conference of the Council of Hotel, Restaurant, and Institutional Education.

Breiter, D. (1994). Moderator for panel presentation regarding experiential learning programs. Also responsible for organizing the panel. Annual Conference of the Council of Hotel, Restaurant, and Institutional Education.

Breiter, D. (1994). Moderator for panel presentation on issues relating to lodging management. Annual Conference of the Council of Hotel, Restaurant, and Institutional Education.

Breiter, D. (1991). "Accreditation, certification, and articulation: Where are we headed?" Annual Conference of the Council of Hotel, Restaurant, and Institutional Education. **Invited presentation.**

Graduate Student Committees

Chair, Ph.D. committee for Michelle Holm (present)

Committee member, Ph.D. committee for Kelly Kaak (present)

Committee Member, Master of Science committee for Adi Hayat, 2010 – 2011.

Chair, Ph.D. committee for Jumyong Lee, 2009 – 2011 (graduated).

Chair, Ph.D. committee for Jeanne Hahm, 2009 – 2012 (graduated)

Chair, Master of Science committee for Marta Godlewska. 2006 (graduated).

Committee Member, Master of Science committee for Marcelino Kock, 2006 – 2007.

Committee Member, Master of Science committee for Jasmine Rutherford, 2004- 2005.

Awards

2005 recipient of The Stevenson W. Fletcher Achievement Award which recognizes an individual educator or trainer for outstanding achievement in contributing innovative ideas, methods or programs that have advanced teaching, learning or practice in the field of hospitality and tourism education. The award recipient must demonstrate exceptional professional ability and/or commitment through service to the International Council on Hotel, Restaurant, and Institutional Education and/or to the hospitality industry and education.

2007 recipient of the Professional Achievement Award in Education from the Professional Convention Management Association.

Service

University of Central Florida

Faculty Senate Steering Committee 2013 – 2016

UCF Graduate Curriculum Committee chair 2014 - 2016

UCF Promotion & Tenure Committee 2011 - 2013

UCF Graduate Council 2007 - present

UCF Undergraduate Experience Committee 2006

Search Committee for Career Resources Assistant Director 2004, 2009

Undergraduate Policy and Curriculum Committee 2003 - 2005

Scholarship of Teaching and Learning Award Committee 2004

Undergraduate Course Review Committee 2002 - 2004

Research Incentive Award Committee. 2002

Search Committee for Continuing Education Division. 2002

Rosen College of Hospitality Management

Chair, Faculty Assembly (2012 – 2014)

Program Coordinator, B.S. in Event Management (2012 – 2016)

Event Coordinator Search Committee 2010

Department Chair Search Committee Chair 2010

Public Relations Director Search Committee 2006

Crystal Ball Committee 2006

Golf and Gala Committee 2003 - 2004

Undergraduate Program Review Committee Chair 2002 - 2004

Graduate Program Review Committee Chair. 2002 - 2003

Awards Committee Chair. 2002

Career Fair Committee Chair. 2001 - 2006

Faculty Search Committee. 2001 & 2002

Scholarship Committee. 2002

Office Manager Search Committee. 2002

Office Assistant Search Committee. 2002

Restaurant Rhapsody Chair. 2001

Profession

Council on Hotel, Restaurant, and Institutional Education (CHRIE)

Conference host committee chair, 2015

Conference host committee member, 2016

President, Florida/Caribbean Chapter, 2004 - 2005

Paper reviewer for 2004 and 2005 conventions

Convention Co-chair for 2002 convention.

Strategic Planning Committee 2001 – 2002.

Vice-President of Industry Relations 1997 - 1999.

Convention Co-chair for 1999 convention.

President of Rocky Mountain Chapter 1997 - 1998.

Vice-President of Rocky Mountain Chapter 1996 - 1997.

Secretary/Treasurer of Rocky Mountain Chapter 1995 - 1996

Reviewer for Journal of Hospitality & Tourism Research 1996 - 1999.

Restructuring Committee 1996 - 1998.

Content Specialist for Lodging papers submitted to 1997 conference.

Conference Paper Review Committee 1995, 1996 and 1998.

Founding chair of SIS for Lodging 1995.

Strategic Planning Committee 1993 - 1999.

Nominating Committee 1994 - 1998.

Nominated to Board of Directors 1993 as representative of 4 Year Colleges.

Committee on Accreditation of Two-year Programs 1989-1991.

Elected to the Board of Directors as representative of 2 Year Colleges in 1991.

Other

Editorial board of Event Management, 2008 - present

Guest editor of special issue of Journal of Convention and Exhibition Management, 2001

Editorial board of Journal of Convention and Event Tourism 1996 – present

Editorial board of Journal of Hospitality Human Resources. 2001- present.

Review of The Dimensions of the Hospitality Industry: An Introduction by Dittmer and Griffin, published by VNR.

Review of Introduction to Hospitality by DuPre and Lane, published by VNR.

Professional societies

International Council on Hotel, Restaurant, and Institutional Education

Meeting Professionals International

Professional Convention Management Association

International Association for Exhibitions and Events