

# THE ROSEN COLLEGE REPORT

## Winter 2017 - In This Issue:

**Gregory Elias: Benefactor**

**2nd Entrepreneurship Competition**

**UCF and Datanautix launch partnership**

**World Research Summit: Dec 2017**

**Seeing the World from Wheelchairs**



**WOMEN'S HOSPITALITY LEADERSHIP FORUM**



On March 31, 2017, UCF Rosen College of Hospitality Management and the National Society of Minorities in Hospitality will host the 2nd Women's Leadership Forum, featuring glass-ceiling breakers in the hospitality and tourism industry. Early Registration: \$100 until January 31, 2017. Regular Registration: \$150 starts February 1, 2017.

Visit <http://stars.library.ucf.edu/whlf2017/> for more information on WHLF.

## Upgrade your career.

Earn a master's in Hospitality and Tourism Management.

[hospitality.ucf.edu](http://hospitality.ucf.edu)



## Meet Gregory Elias: UCF Rosen College of Hospitality Management Benefactor

### UPCOMING EVENTS

**Spring 2017 Career Fair**

March 2, 2017

[More Info for employers.](#)

[More info for students.](#)

**2nd Women's Leadership Forum**

March 31, 2017

[More info.](#)

**Entrepreneurship Competition**

April 6, 2017

[More info.](#)

**Graduate Degree Info Sessions**

Monday, February 20, 2017



Late last fall, UCF Rosen College of Hospitality Management received a gift that will impact the future of the students studying Entertainment Management. The Gregory Elias Entertainment Management Program launched as an educational partnership between Rosen College and UCF's College of Arts and Humanities, with 190 students. How did this happen? An interview with Gregory Elias delivers the

## ALUMNI SPOTLIGHT



**Rick Powell '10** is the sole proprietor of Chick-fil-A at The Mall at Millenia, Orlando's high-end, luxury brand shopping mecca. Powell has owned the Chick-fil-A since 2012, just two years after earning his degree in Hospitality Management. A transfer student from Florida State University (FSU), Powell got the hospitality bug after taking Intro to Hospitality with "Doc Terry", formally known as Professor Michael Terry.  
[Read more.](#)

**Alumni:** Take a minute to add Rosen College to your LinkedIn profile!



## STUDENT SUCCESS

**Rosen Graduate's Resilience Puts Her on Path to Become Pioneer in eSports Events**

**A Job Before Graduation: One Student's Story of the 97% of Rosen Grads Working Day One**

**Army Veteran Graduates, Inspired**

## UCF Rosen College Launches 2nd Entrepreneurship Competition



**Have a great idea for a business venture? Want to put it to the test?**

For the second year in a row, the Rosen College Entrepreneurship Competition gives students an opportunity to take an idea for a hospitality-related product or service and develop a plan to bring it to market.

Participants will compete for \$10,000 in cash and prizes that can assist with startup costs and help make their dreams a reality.

The competition is sponsored by [BlurBox](#), a mobile app that helps customers voice their complaints about a business and allows owners and managers to address customers in real time. The company's CEO is Julien Meyer, '14, a Rosen College alumnus who studied hospitality and event management at UCF while running his own startup company.  
[Read more.](#)

## UCF Rosen College and Datanautix work together on A-I for Hospitality



UCF Rosen College of Hospitality Management and Datanautix, Inc., a machine learning and customer experience analytics firm, have partnered to help drive better insights into guest experiences for the Central Florida hospitality industry.

Leveraging Ana, the Datanautix artificial-intelligence powered comment analytics platform, the Rosen College-Datanautix partnership will interpret comments and reviews to better understand guests' experiences at resorts, hotels, restaurants, theme parks and attractions.

**Rosen Stilt-walking Student  
Awarded Florida Restaurant &  
Lodging Association Scholarship**

**FACULTY & STAFF NEWS**

[Dr. Amy Gregory](#) has been invited to present her research on Buyer Regret at the [2017 American Resort Development Association \(ARDA\) World Conference](#), March 26-30, 2017, in New Orleans.

[Dr. Amy Gregory](#) and [Dr. Manuel Rivera](#) have been invited to participate in [UCF's WAC](#) (Writing Across the Curriculum) Faculty Fellowship program for Spring 2017

[Dr. Ady Milman](#) presented a paper on "The Role of Experiential Consumption on Theme Park Visitors' Satisfaction and Loyalty" in Bruneck / Brunico, Italy, in December at the Consumer Behavior in Tourism Symposium.

[Dr. Fevzi Okumus](#) also went to Bruneck / Brunico, Italy, in December for the Symposium. Dr. Okumus delivered a workshop on "Publishing Your Qualitative Research Article in a Top Tier Journal and spoke on a panel titled "Research Performance Metrics: Thriving and Struggling among Indicators".

**This is UCF Rosen College**



UCF Rosen College of Hospitality Management has a great deal to offer. Take a look at this [VIDEO](#) and see why we are ranked in the top five colleges for hospitality management in the world.

**IGNITE: The Campaign for UCF**

The most ambitious fundraising effort in the University of Central Florida's history, **IGNITE: The Campaign for**

**Save the Date: 4th World Research Summit for  
Tourism and Hospitality Coming Dec. 2017**



Mark Your Calendars! The 4th World Research Summit for Tourism and Hospitality is coming to Orlando, December 8-11, 2017, and UCF Rosen College of Hospitality Management will host the 4-day event.

Dr. Abraham Pizam, Dean of Rosen College, and Dr. Youcheng Wang, Associate Dean for Academic Affairs & Research, are the summit's chairs. Dr. Alan Fyall, a Rosen College professor and the director of Graduate Programs at the College, is chairing the paper review committee and Dr. Mathilda Van Niekerk, a Rosen College Assistant Professor, is the Organizing Committee Chair for the summit. The theme for the conference is Innovation, Partnerships and Sharing.

[Read more.](#)

**Rosen College Students See the World from  
Wheelchairs to Assist Handicapped Tourists**



If you saw the world from the height of a wheelchair and had to negotiate through public spaces using a mobility device how accessible would these venues be? UCF Rosen College of Hospitality Management students, in partnership with WheelchairJimmy, and under the leadership of Professor Cynthia Mejia, Ph.D., launched a project to find out.

The students complete accessibility reviews and videos of Orlando-area hotels and restaurants based on the WheelchairJimmy Accessibility Rating (WJAR). The students, who are not physically handicapped, use wheelchairs provided by Buena Vista Scooter Rentals to conduct their assessments.

As a result of the success of the Rosen College project, Dr. Mejia is now assisting Dr. Dina Zemke, a professor at UNLV and the president of the



**UCF** seeks to inspire \$500 million in mission-critical support from alumni, friends and partners by the middle of 2019. Always an innovator, UCF stands poised to emerge - with your help - as a new model for public higher education in the 21st century.

In the **IGNITE** campaign, UCF Rosen College of Hospitality Management seeks to raise \$30 million in direct support for Rosen College students, faculty, and facilities. Priorities include:

- Student scholarship
- Faculty excellence
- Building expansion
- Innovation in curriculum

Please join us in ushering in the next generation of hospitality leaders by making your [gift today](#). Thank you!

International Council on Hotel, Restaurant and Institutional Education (ICHRIE) in implementing a similar project for Las Vegas accessible hotels and casinos.

The results of the Rosen College students assessments can be found on the WheelchairJimmy website. [Read more.](#)



**Quick Links: [Programs](#) | [News](#) | [Research](#) | [Give](#) | [Alumni](#)**

**Have a story idea, comment or question?  
Contact us! We'd love to hear from you.**

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