

Michelle R. Holm, Ph.D.

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EDUCATION

Ph.D. Hospitality Management

University of Central Florida, Rosen College of Hospitality Management, Orlando, FL

Degree Earned: August 2016

Dissertation: Meeting planner loyalty to convention service managers: An investigation of convention service manager emotional and functional competence in the business-to-business exchange

M.S. Hospitality & Tourism Management

University of Central Florida, Rosen College of Hospitality Management, Orlando, FL

Degree Earned: August 2009

B.S. Family & Consumer Sciences: Hospitality Management Concentration

Eastern Illinois University, Charleston, IL

Degree Earned: May 2004

A.S. Legal Studies

Southwest Florida College, Tampa, FL

Degree Earned: December 2006

Culinary Certificate

Apicius Culinary Institute of Florence, Florence, Italy

Certificate Earned: July 2004

PROFESSIONAL CERTIFICATIONS

- Certified Meeting Professional (CMP) – *In Progress*
- Professional Bridal Consultant (PBC)
- Certified Food Safety & Sanitation Manager

UNIVERSITY EXPERIENCE

Lecturer

2017 - Present

University of Central Florida, Orlando, FL

Rosen College of Hospitality Management: Department of Tourism, Events, & Attractions

Instructor of record for the following undergraduate courses; taught in face to face and/or mixed modalities (*Online learning platform:* Canvas):

- HFT 4394 Event Operations

This course is responsible for putting on the career fair for the entire Rosen College. I am responsible for advising and managing the class as if they were an exhibition services company, providing the client (Rosen College Employer Relations

Department) with the services needed in order to execute a successful show. The class is responsible for not only planning and executing logistical aspects of the fair while working with real MICE industry suppliers, but they must also coordinate marketing, food & beverage, theming and décor efforts, while working with the client in order to meet their needs.

Instructor of record for the following graduate courses; taught in face to face and/or mixed modalities (*Online learning platform: Canvas*):

- HMG 6797 Event Administration

Visiting Assistant Professor

2016 – 2017

University of Central Florida, Orlando, FL

Rosen College of Hospitality Management: Department of Tourism, Events, & Attractions

Instructor of record for the following undergraduate courses; taught in face to face and/or mixed modalities (*Online learning platform: Canvas*):

- HFT 3523 Event Sales
- HFT 3741 Meeting Management
- HFT 4394 Event Operations

Graduate Teaching Associate

2012 – 2016

University of Central Florida, Orlando, FL

Rosen College of Hospitality Management: Department of Tourism, Events, & Attractions

Instructor of record for the following undergraduate courses; taught in face to face, mixed, and/or online modalities (*Online learning platform: Canvas*):

- HFT 3512 Event Promotion
- HFT 4796 International Events
- HFT 3523 Event Sales
- HFT 3741 Meeting Management
- HFT 3519 Event Services
- HFT 2750 Event Industry

Adjunct Faculty

2010 – 2012

University of Central Florida, Orlando, FL

Rosen College of Hospitality Management: Department of Hospitality Services & Department of Tourism, Events, & Attractions

Instructor of record for the following undergraduate courses; taught in face to face mode, supplemented with online learning (*Online learning platforms: Blackboard & Canvas*):

- HFT 1000 Introduction to Hospitality Management
- HFT 2220 Hospitality Human Resource Management
- HFT 3519 Event Services
- HFT 3792 Event Design & Production
- HFT 3523 Event Sales
- HFT 3741 Meeting Management

Graduate Student (*Masters Program*)

2007 – 2009

University of Central Florida, Orlando, FL

Rosen College of Hospitality Management

Project Manager:

Training Development and Implementation for the service plazas at Florida's Turnpike Enterprise (FTE). Coordinated and led team of students to develop training program for front-line food & beverage employees at the FTE Service Plaza concepts. Program focused on FTE mission, values, and existing processes to increase customer service and product consistency levels. Designed to control and measure the effectiveness of the training process, management consistency, and employee satisfaction.

Directed Research:

Designed an Emotional Intelligence training program that measures the emotional intelligence levels of food & beverage employees, and can potentially increase customer service levels.

PROFESSIONAL/INDUSTRY EXPERIENCE

Destination Manager / Wedding & Special Events Coordinator 2009 – 2012

Exclusive Destination Management, Orlando, FL

Researched destination information, secured services with vendors/suppliers, handled customer inquiries and quote pricing and contract terms. Produced proposals, contracts, invoices and other related booking documentation in order to secure all elements of the wedding and/or event. Professionally conducted site inspections with customers, hotels and vendors. Acted as primary liaison, overseeing events and serving as negotiator throughout the life of each wedding and/or event. Calculated cost and sell prices for each wedding, paying close attention to appropriate mark-ups.

Paraprofessional, Advisory Business Performance Services 2007 – 2010

KPMG, LLP, Orlando, FL

Analyzed and prepared financial and statistical material related to: marketing, internal control testing, yellow book performance audits, financial monitoring, and cost allocation plans while maintaining an excellent working relationship with high level clients, including, but not limited to: Florida's Turnpike Enterprise, Florida Association of Court Clerks & Comptrollers, Florida Agency for Workforce Innovation, and Florida Department of Business and Professional Regulation.

Paralegal 2006 – 2007

Lutz, Bobo, & Telfair, P.A., Sarasota, FL

Multi-tasked and prioritized client inquiries, complaints, and casework while serving as a liaison between the client and the attorney. Scheduled and coordinated deadlines for trial and legal proceedings. Generated and filed legal documents relating to civil litigation: client correspondence/ memoranda/ pleadings. Performed legal research that facilitated the success of nearly 100% of cases won.

Food & Beverage Director 2004 – 2006

Venetian Golf & River Club, North Venice, FL

Managed staff of 20-25 front-of-house employees in addition to temporary hires. Marketed, managed, and designed floor plans for 100-150 events per year for banquets serving up to 150+ guests. Responsible for front-of-house food & beverage operations, including, but not limited to: hiring, scheduling, training, payroll, P&L statements, daily reporting, liquor inventory and ordering. Implemented and designed the Jonas POS system for the operation. Acquired extensive guest service skills to ensure that memorable experiences were created for guests and membership consistently.

Intern

2002 – 2004

Ruth Lake Country Club, Hinsdale, IL

Developed the inaugural formal internship program for future interns while cross-training on a rotational basis in the following departments of club operations: Catering & Events; Kitchen; Service (MICROS POS System); Club Management; Accounting; Facilities Management; Grounds, Golf Pro Shop; and Board of Directors Meetings.

RESEARCH & PUBLICATIONS

Research Interests:

- Meeting planner behavior
- Attendee engagement
- Association member behavior
- Organizational behavior & psychology (emotional competence)
- Relationship quality in business-to-business exchanges
- Service and management in hospitality organizations

Journal Publications, Peer Reviewed:

Holm, M., Croes, R., Lugosi, P. & Torres, E. (2016). Risk taking and subjective well-being in tourism and leisure: A review and synthesis. *Tourism Management*, 63(Dec2017), 115-122.

Holm, M., & Breiter, D. (2015). Communication and hands-on problem resolution: A case in event management. *Accepted to Journal of Hospitality & Tourism Cases for 2016 publication.*

Research in Progress:

Holm, M., Breiter, D., Dickson, D., Joseph, D. L., Hahm, J., & Kang, J. Functional competencies of hotel CSMs: An exploratory study. *Target Journal – Journal of Convention & Event Tourism*. (90% complete)

Holm, M., Breiter, D., Dickson, D., Joseph, D. L., Hahm, J., & Kang, J. Relationship quality as a multi-dimensional construct in the business-to-business exchange between meeting planners and hotel CSMs. *Target Journal – Journal of Hospitality & Tourism Research*. (90% complete)

Holm, M., Breiter, D., Dickson, D., Joseph, D. L., Hahm, J., & Kang, J. Hotel CSMs as directors of repeat business: An evaluation of meeting planner loyalty in the business-to-business exchange. *Target Journal – Event Management*. (90% complete)

Holm, M., Murphy, K., & Cobos, L. CVB vs. DMC: An exploration of business models. *Target Journal – Cornell Hospitality Quarterly*. (70% complete)

Breiter, D., Severt, D., & Holm, M. A customer relationship management approach using professional meeting planners' perceptions of convention and visitors bureaus. *Target Journal – International Journal of Contemporary Hospitality Management*. (60% complete)

Holm, M., & Orłowski, M. An exploration of training and development for managers of managers in the restaurant industry. *Target Journal – International Journal of Hospitality & Tourism Administration*. (50% complete)

Interdisciplinary Research Collaborations:

Joseph, D. L., McCord, M., & Ciarlante, K. (2014). The cascading model of emotional intelligence: A longitudinal examination. *In progress – Provided Emotional Intelligence Training as a source of data collection for the study.*

Industry Publications

- Holm, M. (2016). Hotel CSMs play a big role in future meeting decisions. *Conference Direct Meeting Mentor Magazine, Winter Issue*, 40; 49.
- Holm, M. (2016). Meeting Professionals International Orlando Quarter 4 Report. Available: http://mpiorlando.org/content.php?page=Research_Development
- Holm, M. (2016). Meeting Professionals International Orlando Quarter 3 Report. Available: http://mpiorlando.org/content.php?page=Research_Development
- Holm, M. (2016). Meeting Professionals International Orlando 2015 Mid-Year Member Survey Results and Executive Summary. Available: http://mpiorlando.org/content.php?page=Research_Development
- Holm, M. (2015). Meeting Professionals International Orlando, Quarter 2 Report. Available: http://mpiorlando.org/content.php?page=Research_Development
- Holm, M. (2015). Meeting Professionals International Orlando Quarter 1 Report. Available: http://mpiorlando.org/content.php?page=Research_Development
- Holm, M. (2015). Meeting Professionals International Orlando 2014 Mid-Year Member Survey Results and Executive Summary. Available: http://mpiorlando.org/content.php?page=Research_Development

Conference Proceedings, Peer Reviewed:

- Holm, M., & Croes, R. (2015). An exploration of and edgeworker's subjective well-being in tourism. *Proceedings from the 2015 International Council on Hotel, Restaurant, and Institutional Education Conference (ICHRIE)*, USA, July 29-31, 2015.
- Holm, M., Wang, Y., & Breiter, D. (2015). Emotional competence as a moderator: The convention service manager – meeting planner relationship. *Proceedings from the 2015 International Council on Hotel, Restaurant, and Institutional Education Conference (ICHRIE)*, USA, July 29-31, 2015.
- Holm, M., & Joseph, D. (2015). Functional and emotional competencies of convention service managers: An exploratory study. *Proceedings from the 2015 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, USA, January 8-10, 2015.
- Holm, M., & Murphy, K. (2014). CVB vs. DMC: An exploration of business models. *Proceedings from the 2014 19th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, USA, January 3-5, 2014.
- Holm, M., & Breiter, D. (2013). Application of SERVQUAL to convention services. *Proceedings from the 2013 International Council on Hotel, Restaurant and Institutional Education Conference (ICHRIE)*, USA, July 24-27, 2013.

MANUSCRIPT REVIEWER

- Tourism Management, 2016 – present
- Journal of Destination Marketing & Management, 2016 – present
- 2017 ICE Conference

GRANTSMANSHIP

- Meeting planner loyalty to convention service managers: An investigation of convention service manager emotional and functional competence in the business-to-business exchange. (2015-2016). Major grant proposal submitted to Meeting Professionals International Foundation. US \$15,000.00 (not funded).

INVITED PRESENTATIONS

- Education on Research (collection & analysis) at Chapter Leader’s Forum Membership Boot Camp, MPI World Education Conference on July 31, 2015 in San Francisco, CA
- Mid-Year Member Survey Results, MPI Orlando Area Board of Directors Mid-Year Retreat on February 2-3, 2015 in Cocoa Beach, FL
- “Developing Emotional Competence”, MPI Orlando Area Coffee Talk Presentation on July 1, 2014 in Orlando, FL

SERVICE TO COLLEGE & UNIVERSITY

Planning Committee **2017 – Present**

2017 Rosen College Pineapple Ball

Notable Accomplishments:

- Assisted with sponsorship strategy to generate packages that would help to offset program expenditure.
- Assisted with all logistical aspects of planning.
- Assisted in menu development and managed catering aspects of the event.
- Responsible for soliciting bids and securing contracts for all aspects surrounding theme and décor, and print materials for the event.
- Managed event operations student lead regarding volunteer management and program development.

Planning Committee, and Event Operations Lead **2016 – Present**

2017 Women’s Hospitality Leadership Forum

Notable Accomplishments:

- Primary liaison with Association for Women in Events (AWE) regarding participation in the conference, and to secure MICE industry speakers & sponsors.
- Managed the event operations student lead and support team for the conference.
- Collaborated to ensure suitable programming and scheduling for the conference.
- Managed contracting and handled negotiations with Rosen Shingle Creek for the conference.
- Oversaw event operations student lead and student support team on respective tasks related to event operations and production.

Rosen College Strategic Planning Committee, member **2016 – Present**

Notable Accomplishments:

- Worked with the committee to revise strategic goals for the academic plan, specifically, strategy 5 – to “be the leading partnership hospitality and tourism college in Florida, the US, and globally”.

SERVICE TO INDUSTRY

Vice President of Membership **2016 – 2017**

Director of Member Research & Development (*Inaugural Director*) **2015 – 2016**

MPI Orlando Area Chapter Board Member

Notable Accomplishments:

- Created, distributed, and analyzed result for Mid-Year Membership Surveys to measure member Sense of Community, Motivation, Satisfaction and Future Intentions.
- Managed on-going research efforts for the chapter.

- Built committee, created SOPs for the role and research efforts in the chapter, and developed a succession plan for incoming officers.
- Built and created website for research & development, along with a research corner to facilitate a forum for member discussion about upcoming trends in the industry.

Coffee Talk Liaison

2014 – 2015

MPI Orlando Area Chapter Education Committee Lead

Notable Accomplishments:

- Successfully drove attendance at coffee talk events for the chapter by 50%, and developed SOPs to streamline the process for securing speakers and venue locations
- Worked with the Director and VP of Education to create content that aligned with current Convention Industry Council domains for CEUs

CONTINUING EDUCATION & PROFESSIONAL DEVELOPMENT

- 2014-17 MPI Educational Programs
 - Orlando Area Education Programs (30+)
 - MPI SEC Conference (2015)
- 2011 Association of Bridal Consultants Professional Development Program
- 2010 Jewish Weddings 101: From The Ketubah To The Horah, Orlando, FL
- 2010 Indian Weddings Seminar, Orlando, FL
- 2004 Club Managers Association of America World Conference, Anaheim, CA
- 2003 Club Managers Association of America World Conference, Miami, FL
- 2002 Illinois Governor's Conference on Tourism, Chicago, IL

PROFESSIONAL ORGANIZATIONS

- Member, Meeting Planners International (MPI), Orlando Area Chapter
 - Board Member
 - Vice President of Membership (2016-2017)
 - Inaugural Director of Member Research & Development (2015-2016)
 - Committee Member
 - Marketing committee (2017-present)
 - Coffee Talk Liaison, Education Committee (2014-2015)
- Alumni Member, Association of Bridal Consultants (ABC)
- Alumni Member, The National Scholars Honor Society
- Alumni Member, Eta Sigma Delta
- Alumni Member, Delta Epsilon Iota
- Alumni Member, Club Managers Association of America (CMAA)
 - Inaugural and Chartering President, EIU Student Chapter
 - Membership/Publicity Chairman
- Alumni Member, Alpha Sigma Alpha Sorority EIU
 - Standards Board Chairman
 - Community Service Chairman
- Alumni Member, Women's Empowerment EIU
 - Public Relations Chairman

AWARDS

- 2014 MPI Orlando Rising Star Award
- 2009 KPMG Encore Award
- 2003 Greater Chicago Club Managers Association Scholarship Recipient

COMMUNITY SERVICE

- Second Harvest Food Bank
- American Cancer Society, Making Strides Against Breast Cancer
- Step Out: Walk to Stop Diabetes
- Big Brothers, Big Sisters
- American Cancer Society's Relay for Life
- St. Jude Children's Hospital Up 'Till Dawn Benefit
- Special Olympics
- Junior Achievement
- Ronald McDonald House
- Habitat for Humanity
- American Cancer Society Breast Cancer Walk
- Tildenville Elementary Reading Corps