

**JEAN L. HERTZMAN, Ph.D., CCE, CSW, CSS**  
**575-646-4786**      **jhertzma@nmsu.edu**

## **EDUCATION**

**Doctor of Philosophy in Educational Leadership, May 2006, University of Nevada Las Vegas**

Concentration – Higher Education Administration

Dissertation – *Identifying the Characteristics of and Quality Indicators for Associate Degree Culinary Arts Programs: A Survey of Educators and Industry*

**Master of Business Administration, May 1994, Tulane University, A.B. Freeman School of Business, New Orleans, LA.** Concentrations in General Management and Marketing.

**Bachelor of Science, May 1984, Cornell University, School of Hotel Administration, Ithaca, NY.** Concentrations in Food and Beverage and Human Resources Management.

## **Professional Certifications**

Certified Culinary Educator, American Culinary Federation

Certified Specialist of Wine, Society of Wine Educators

Certified Specialist of Spirits, Society of Wine Educators

Certified Spanish Wine Scholar, Wine Scholar Guild

ServSafe™ Instructor & Proctor, National Restaurant Association Educational Foundation

New Mexico Alcohol Server Certification

## **ACADEMIC EXPERIENCE**

### **SCHOOL OF HOTEL, RESTAURANT, AND TOURISM MANAGEMENT**

**College of Agricultural, Consumer and Environmental Sciences, New Mexico State University**

**Director and Professor, January 2016 – Present**

### **Administrative Duties**

Provide vision and leadership for the school.

Make administrative decisions relating to academics, facilities, fiscal matters, personnel, staffing and policies, program planning and development.

Foster positive working relationships among faculty, staff, students, and external stakeholders.

Coordinate and evaluate undergraduate and graduate instruction, research, and outreach.

Coordinate external program Board of Advisors and HRTM College of Business Advisory Council.

Oversee management of the 100 West Café and Bobby Lee Lawrence Wine Academy.

Gerald Thomas Chair program coordinator, August 2016 – July 2017.

PI and Co-PI on USDA/NIFA and corporate grant applications.

### **Courses Taught**

HRTM 4998      Hospitality Internship

HRTM 4330      Wine Appreciation

HRTM 4999      Senior Capstone Experience

HRTM 4115      Entertainment Business and Venue Management

HRTM 4996      Special Topics

HRTM 5992      Applied Management Project

HRTM 5510      The World of Hospitality Higher Education

Master thesis advisor for Philip Bonney, June 2025. *Strategies for Success: How Family-owned Hotel Businesses Navigate Challenges and Thrive in the Modern Hospitality Industry.*

Applied Management Project Chair for David Fowler, November 2023. *The Confluence of Labor*

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*Challenges in the Hospitality Industry: A Literature Review and Analysis of Qualitative Themes*

Master thesis advisor for Carol Ann Castello, July 2019, *An Assessment of Beverage Management Programs in Hospitality Schools Across the United States*.

Served on 3 master thesis committees and 13 masters oral exam committees for hospitality, dietetic internship, and agricultural business students. Currently Dean's representative for Nathan Cheesman, Ph.D. Candidate, *The Impact of Community Cultural Wealth: How Student Affairs Professionals Utilize Events to Embody Their Capital*.

### **University and College Service**

Chair, University Alcohol Review Committee, January 2016 - Present

Member, Dean's Advisory Council, January 2016 – Present

Member, College of ACES Open House Planning and AG Day Committees, January 2018 – Present

Dean's Representative - Family and Consumer Sciences and Agricultural Economics and Business Oral Exam Committees – May 2019 - Present

Extension Viticulturalist Search Committee – May 2023 – February 2025

Online Enrollment Management Committee, April 2021 – July 2022

Taskforce for Curriculum Approval Process Innovation – May 2020 – August 2020

Provost Search Committee, December 2018 – May 2019

Member, College of ACES Distance Education Task Force, July 2017 – December 2018

Member, University Strategic Enrollment Planning Council, August 2016 – December 2017

### **Department Award**

University Excellence in Assessment Award – January 2019

### **Grants Funded**

USDA NIFA AFRI – \$500,000. *Professional Development for High School Teachers: Connecting Culinary Arts and Hospitality Management with Sustainable Agricultural Systems*, May 2023 – January 2027.

New Mexico Department of Workforce Solutions - \$79,675. *Restart New Mexico Funds - Meeting the Workforce Needs of New Mexico's Hospitality and Tourism Industry, Online Content Mastery Certificate Programs*, October 2021 – June 2022.

J. Willard and Alice S. Marriott Foundation - \$400,000. *Marriott Hospitality Futures Center*, July 2019 – June 2023.

Freeport McMoran Community Foundation - \$18,000. *Hospitality/Tourism Industry Training for Silver City, New Mexico*, Co-Principal Investigator with Judy O'Loughlin, Grant County Extension Agent, May 2018 – April 2019

## **WILLIAM F. HARRAH COLLEGE OF HOTEL ADMINISTRATION**

### **University of Nevada Las Vegas**

### **Rank**

July 2012 – December 2015 Associate Professor

July 2006 – June 2012 Assistant Professor

August 1994 – June 2006 Lecturer

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### **Administrative Positions**

#### **January 2015 – December 2015      Director of Enrollment Management**

Duties – Developed and managed the undergraduate curricular offering and activities that focus on retention, progression, and completion while optimizing enrollment. Chaired college and served on

university enrollment related committees and minority serving initiatives. Coordinated adjunct instructor assignments and budgets with the Senior Assistant Dean. Developed college and university reports related to Retention, Progression & Completion.

#### **July 2012 – December 2014      Assistant Dean for Operations and Academics**

Duties – Worked with the faculty, student body, and hospitality community in planning and implementing the College's mission. Provided leadership and supervision for the College's educational lab facilities, food and beverage and events classes, and catering operations and associated budgets. Scheduled classes. Recruited, hired, and mentored adjunct faculty. Coordinated student involvement with community organizations, special events, and trade shows.

#### **October 2006 – June 2012      Culinary Arts Management Degree Program Director**

#### **September 2004 – June 2012      Food Service Management Major Program Director**

Duties - Oversaw curriculum development, recruiting, scheduling, assessment, and academic and career advising for these programs. Organized all syllabi, assignments, menus, and food requisitions for 10 – 12 sections of Foodservice Operations Fundamentals class per semester. Managed Culinary Arts Management Program external advisory board. Coordinated student involvement in the community.

#### **September 2004 – June 2006      Director of Operations**

Duties - Managed the staff and budgets for all academic kitchen and dining room laboratories and catering operations.

### **Fundraising**

Culinary Director for UNLVino™ - The College's largest fundraising event which evolved into a three-day series of food and beverage tastings held at Las Vegas resorts, Spring 1997 – Spring 2013

Ph.D. Internship with the UNLV Foundation, August – December 2003

Administrator for Banfi Research Fellowship, December 1999 – May 2008

### **Grants Funded**

U.S. Department of Agriculture - \$598,000, Co-Principal Investigator with Dr. Mehmet Erdem, UNLV and Dr. Seonghee Cho, University of Missouri. *Improving Food Safety through Systematic Need-Based Training: A Focus on the Hispanic Workforce in Restaurants*, September 2007 – December 2012

Hotel College Seed Grant - \$3,000, Co-principal Investigator with Dr. Carola Raab. *The Effect of Ambient Noise Levels on Restaurant Guest Satisfaction*, Spring 2007 – Fall 2007

Hotel College Seed Grant - \$2,400, Co-principal Investigator with Dr. John Stefanelli, *The Food Safety Knowledge, Attitudes, and Practices of University Students*, September 2003 – August 2006

U.S. Department of Agriculture - \$75,000, Co-Principal Investigator with Dr. Deborah Barrash, *A Pilot Study of Knowledge & Practices of Safe Food Handling in the Catering*, January 2009 – December 2009

### **Courses Taught**

Hospitality Services Management

Culture and Cuisine - on-campus and as part of summer international travel programs

Foodservice Operations Fundamentals

UNLVino Management

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Quantity Food Management – capstone restaurant management lab

Foodservice Sanitation

Hospitality Purchasing

Seminar in Hospitality Education – graduate course, both on-campus and online

Professional Paper – online for the Master of Science and Executive Master programs

### **Curriculum Development**

College representative to the Faculty Senate General Education Committee, August 2010 – June 2012

College representative to the Faculty Senate Curriculum Committee, August 2001 – June 2012

Member of Hotel College Curriculum Committee, Chair, September 2006 to March 2011

Developed and taught graduate workshops and a certificate program for professional development of Nevada ProStart and Career and Technical high school teachers, August 2000 – June 2008

Faculty Institute for Core Course Development, January 2011 and January 2012

Teaching and Learning Center Fellow, Spring 2007

### **Student Advising**

Faculty Advisor in the Office of Student Advising, January 2000 – May 2005

Advisor for UNLV Beverage Management Club, August 1995 – December 2015

Liaison and Advisor for S. Pellegrino Almost Famous Chef Competition, September 2004 – April 2011

### **Other Teaching Duties**

Chair of one master thesis, three master of science professional papers and eight executive master of hospitality professional papers. Served on two doctoral dissertation and three master thesis committees.

Oversaw an average of two undergraduate independent studies per semester and one graduate independent study per year. Administered an average of five undergraduate credit by examination processes per semester.

### **Other College and University Service**

Member of numerous faculty and staff search committees

Member of College Academic Standards/Reinstatement Committee, Fall 2000 - Fall 2009

Consultant for University Library Special Collections menu digitization project

### **OTHER ACADEMIC EXPERIENCE**

#### **Teaching and Office Assistant**

**Tulane University, A.B. Freeman School of Business, New Orleans, September 1993 - May 1994**

Assisted professors of marketing with course materials and grading tests and cases for undergraduate and graduate courses. Tutored MBA students in marketing and operations management. Assistant for the Offices of Admissions and Placement.

#### **Chef Instructor**

**The National Center for Hospitality Studies, Louisville, KY, March 1988 – August 1992**

Researched, designed, and taught the following associate degree level courses: *Culinary Skills and Theory, Menu Creation and Design, Cafeteria Production Lab, Management and Supervision, and Dining Room Service* for this nationally recognized program. Supervised students in preparation and service for on and off-premise catering functions.

#### **Teaching Assistant**

**Cornell University, School of Hotel Administration, September 1983 – May 1984**

Taught food production techniques for multiple hot foods stations in a fine dining restaurant.

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### **INDUSTRY MANAGEMENT EXPERIENCE**

Executive Chef and Catering Manager

The Crow's Nest Restaurant, Louisville, KY, November 1985 – March 1988

Assistant Restaurant Manager

Cafe Tremont, The Parker House Hotel, Boston, MA, July 1984 - April 1985

### **Other Industry Experience**

Arnaud's Restaurant, New Orleans, LA - Rounds Cook

Captain's Quarters Restaurant, Louisville, KY - Sauté Cook and Expediter

Hyatt Hotel, Louisville, KY - Banquet Cook

Le Marquis Restaurant, Boston, MA - Apprentice to Chef Jean Georges Vongerichten

Statler Hotel, Ithaca, NY – Various BOH and FOH positions

Sheraton Motor Lodge, Louisville, KY – Front Desk Clerk

### **RESEARCH ACTIVITIES**

#### **Refereed Journal Publications**

Carmer, A., Velicova, N., Hertzman, J., Bergman, C., Wray, M., & Pippert, T. (2020). An Inquiry Into the Pedagogy of the Sensory Perception Tasting Component of Wine Courses in the Time of Covid-19. *Wine Business Journal*, 4(2), 94-113. <https://doi.org/10.26813/001c.18612>

Castello, C.A., Hertzman, J.L., & Mandabach, K. H. (2020). An assessment of beverage management programs in U.S. hospitality schools, *Journal of Tourism and Hospitality*, 9(2) no. 428. <https://www.longdom.org/open-access/an-assessment-of-beverage-management-programs-in-us-hospitality-schools.pdf>

Mandabach, K. H., Wu, C. and Hertzman, J. L. (2018). Managing land use conflict: A coastal destination tourism case study, *Journal of Tourism and Hospitality*, 7:4 DOI: 10.4172/2167-0269.1000369

Hertzman, J. & Zhong, Y-Y. (2016). A model of hospitality students' attitude toward and willingness to work with older adults. *International Journal of Contemporary Hospitality Management*, 28(4), 681-699.

Hertzman, J., Moreo, A., & Wiener, P. (2015). Career planning strategies and skills of hospitality management students. *Journal of Human Resources in Hospitality & Tourism*, 14(4), 423-443. DOI:10.1080/15332845.2015.1002071

Zhong, Y-Y. & Hertzman, J. (2014). Identifying factors that influence students' willingness to work with older employees. *Journal of Hospitality and Tourism Education*, 26(1), 21-28. DOI:10.1080/10963758.2014.880616

Cho, S., Hertzman, J., Erdem, M., & Garriott, P. (2013). A food safety belief model for Latino(a) foodservice employees. *Journal of Hospitality and Tourism Research*, 37(3), 330-348. DOI: 10.1177/1096348012436378. **Winner of W. Bradford Wiley Best Research Paper of the Year Award, ICHRIE, August 2014.**

Mejia, C., Phelan, K., & Hertzman, J. (2013). The industry experience gap: Hospitality students' and faculty perceptions of the importance of faculty industry experience. *Journal of Hospitality and Tourism Education*, 25(3), 123-130. DOI:10.1080/10963758.2013.826950

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- Raab, C., Zemke, D., Hertzman, J., & Singh, D. (2013). Restaurant customers' perceptions of noise and their satisfaction and loyalty behaviors. *International Journal of Hospitality and Tourism Administration*, 14(4), 398-414. DOI:10.1080/15256480.2013.838090.
- Hertzman, J., & Maas, J. (2012). The value of culinary education: Evaluating educational costs, job placement outcomes, and satisfaction with the value of associate degree culinary and baking arts program graduates. *Journal of Culinary Science and Technology*, 10(1), 53-74.
- Ruetzler, T., Taylor, J., & Hertzman, J. (2012). Adaption and international students' perceptions of on-campus foodservice. *British Food Journal*, 114(11), 1599-1612.
- Tanford, S., Montgomery, R., & Hertzman, J. (2012). Toward a model of wine event loyalty. *Journal of Convention and Event Tourism*, 13(2), 77-99.
- Zemke, D., Hertzman, J., Raab, C., & Singh, D. (2011) A little more noise a little less conversation: Ambient noise in restaurants. *Journal of Foodservice Business Research*, 14(3), 256-271.
- Hertzman, J., Stefanelli, J., Farrish, J., & Kitterlin, M. (2011). Effect of work experience and education on knowledge, attitudes, and practices of university students. *Journal of Hospitality and Tourism Education*, 23(1), 18-27.
- Hertzman, J. & Ackerman, R. (2010). Evaluating quality in associate degree culinary arts programs. *Journal of Quality Assurance in Education*. 18(3), 209-226.
- Kim, Y.S., Hwang, J., & Hertzman, J. (2010). College students and quick service restaurants: How students perceive restaurant food and services. *Journal of Foodservice Business Research*, 13(4), 346-359.
- Erdem, M., Hertzman, J., Cho, S. & Kitterlin, M. (2009) Identifying training needs of Hispanic foodservice employees: A qualitative inquiry approach. *Journal of Business and Behavioral Sciences*, 21(1), 80-90.
- Kang, B., Twigg, N.W. & Hertzman, J. (2009). An examination of social support and social identity factors and their relationship to certified chefs' burnout. *International Journal of Hospitality Management*, 29 (1), 168-176.
- Ruetzler, T., Hertzman, J. & Taylor, J. (2009). A comparative study of the impact of culture on university foodservice satisfaction. *Journal of Foodservice*, 20, 200-208.
- Hertzman, J. (2009). Preparing students for the hospitality industry: A restaurant management capstone course. *UNLV Creative College Teaching Journal*, 5(1), 33-43.
- Hertzman, J. (2008). A suggested curriculum for associate degree culinary arts programs. *Journal of Culinary Science and Technology*, 6(4), 256-278.
- Hertzman, J. & Stefanelli, J. (2008). Developing quality indicators for associate degree culinary arts programs: A survey of educators and chefs. *Journal of Quality Assurance in Hospitality and Tourism*, 9(2), 135-158.
- Hertzman, J. & Barrash, D. (2007). An assessment of food safety knowledge and practices of catering

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employees. *British Food Journal*, 109(7), 562-576.

Raab, C., Hertzman, J., Mayer, K., & Bell, D. (2007). Activity-based costing menu engineering: A new and more accurate way to maximize profits from your restaurant menu. *Journal of Foodservice Business Research*, 9(3).

### **Refereed Conference Proceedings**

Bonney, P., & Hertzman, J. (2025, February). Strategies for Success: How Family-owned Hotel Businesses Navigate Challenges and Thrive in the Modern Hospitality Industry. *Proceedings of the West Federation CHRIE Conference*, Frisco, TX.

Bonney, P., & Hertzman, J. (2024, February). Exploring Generational Differences in Environmental Knowledge, Attitudes, Values, and Willingness to Pay for Sustainable Wines. *Proceedings of the West Federation CHRIE Conference*, Denver, CO.

Cheraghi, F. & Hertzman, J. (2024, February). Examining Immersive Marketing in the Wine Industry. *Proceedings of the West Federation CHRIE Conference*, Denver, CO.

Kirkpatrick, C.T.T., & Hertzman, J. (2024, February). Examining the Hospitality Curriculum for Law and Ethics. *Proceedings of the West Federation CHRIE Conference*, Denver, CO. **Best Education Track Paper Award**

Kirkpatrick, C.T.T., Hertzman, J. & Arrigucci, A. (2024, February). Exploring Self-Perceived Employability in the United States Hospitality and Leisure Industry. *Proceedings of the West Federation CHRIE Conference*, Denver, CO.

Stringam, E. C., John, G., Mitchell, P., Hertzman, J. L. (2018). A Hotel's First Contact with the Guest: A Comparison of Desktop and Mobile Load Times. (pp. 169-178). Washington DC: *Proceedings of the International CHRIE Conference*, 2018

Zhong, Y., & Hertzman, J. (2013, July). Identifying factors that influence hospitality students' interactions with older adults. *Proceedings of the International CHRIE conference*, St. Louis.

Mejia, C., Hertzman, J., & Phelan, K. (2012, August). Comparison of the perceptions of students and faculty regarding the importance of industry experience for hospitality educators. *Proceedings of the International CHRIE conference*, Providence, Rhode Island.

Hertzman, J., & Wiener, P. (2012, August). Personal skills and career planning strategies of hospitality management students. *Proceedings of the International CHRIE conference*, Providence, RI

Ruetzler, T., Taylor, J., & Hertzman, J. (2010, October). Time spent living in the United States: The impact on foodservice quality perceptions of international students. *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, 14 (2), 61-67.

Cho, S., Hertzman, J, Erdem, M., & Garriott, P. (2010, July). Changing foodservice behaviors among Latino(a) food service employees. *Proceedings of the International CHRIE conference*, San Juan, Puerto Rico.

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Farrish, J., Kitterlin, M., Hertzman, J. & Stefanelli, J. (2009, July). Work experience and education: Effect on food safety practices. *Proceedings of the International CHRIE conference*, San Francisco. **Winner of Best Conference Paper Award.**

Erdem, M., Hertzman, J. & Kitterlin, M. (2009, February). Identifying training needs of Hispanic foodservice workers: A qualitative approach. *Proceedings of the American Society of Business and Behavioral Sciences conference*, Las Vegas.

McKeown, E.G. & Hertzman, J.L. (2009, January). A relationship analysis of restaurant inspection violations, employee behaviors, and inspection scores. *Proceedings of the Graduate Education and Graduate Student Research Conference*, Houston.

Hertzman, J., Stefanelli, J., & Farrish, J. (2008, July). The effect of food safety education on the food safety knowledge, attitudes, and practices of university students. *Proceedings of the International CHRIE Conference*, Atlanta

Hertzman, J. & Stefanelli, J. (2007, July). Quality indicators for associate degree culinary arts programs: A survey of educators and Industry. *Proceedings of the International CHRIE Conference*, Dallas. **Winner of Best Conference Paper Award.**

Hertzman, J. & Stefanelli, J. (2006, January). A pilot study of educators' and chefs' perceptions of the importance of subjects taught in, and factors indicating the quality of, associate degree culinary arts programs. *Proceedings of the Hospitality Graduate Research Conference*, Houston.

Raab, C., Hertzman, J., & Mayer, K. (2005, July). Activity-based costing menu engineering: A new and more accurate way to maximize profits from your restaurant menu. *Proceedings of the International CHRIE Conference*, Las Vegas

Hertzman, J.L. & Barrash, D.I. (2005, January). A needs assessment for catering food safety education. In *Advances in Hospitality and Tourism Research*. Proceedings of the Graduate Education and Graduate Research Conference, Myrtle Beach, SC.

Hertzman, J. (2004, January). A proposed study of comparative outcome assessments of students graduating from public, private, and for-profit culinary arts associate degree programs. *Proceedings of the Graduate Education and Graduate Research Conference*, Las Vegas.

Hertzman, J & Kincaid, C. (2003, January). Safety, liability, and risk management issues in culinary education. In *Advances in Hospitality and Tourism Research*. *Proceedings of the Graduate Education and Graduate Research Conference*. Houston.

### **Books or Chapters**

Feinstein, A.H., Hertzman, J.H., & Stefanelli, J.M. *Purchasing: Selection and Procurement for the Hospitality Industry*, 9<sup>th</sup> Edition. Hoboken, NJ: John Wiley & Sons, Inc. Copyright 2017.

Feinstein, A.H., & Stefanelli, J.M. *Purchasing: Selection and Procurement for the Hospitality Industry*: John Wiley & Sons, Inc. Wrote Sidebar on purchasing from the chef's perspective for 8<sup>th</sup> Edition (2012), 7<sup>th</sup> Edition (2008) and 6<sup>th</sup> Edition (2004).



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### **Refereed Presentations at Professional Meetings**

- Kirkpatrick, C.T.T., & Hertzman, J. (2023, July). *Exploring the Potential for Self-Perceived Employability Research in Hospitality*. ICHRIE Conference, Phoenix, AZ
- Hertzman, J. L., Moreo, A., & Moreo, P. (2021, July). *Changing What We Teach in Restaurant Management and Culinary Labs in Response to COVID-19*, ICHRIE Virtual Conference Symposium.
- Hertzman, J. L., Moreo, A., & Moreo, P. (2021, February). *Changing What We Teach in Restaurant Management and Culinary Labs in Response to COVID-19*, West Federation CHRIE Conference, Virtual through WHOVA. *Best Conference Paper Award – Education Track*
- Arrigucci, A., & Hertzman, J. L., (2021, February). *Examining Standpoint Theory in the Context of Women's Workplace Advancement in the Hospitality Industry*, West Federation CHRIE, Virtual through WHOVA.
- Hertzman, J. L. (2020, November). *Hospitality Educators Staying Connected and Collaborating in Response to Covid-19*, NMSU Research and Creativity Week, Virtual.
- Hertzman, J. L. (Moderator), Stanfield, E., Martinez, B., Adams, A., Hernandez Perez, P. (2020, November). *Maintaining Hospitality Spirit, Passion, Education, and Connections Through Classes, Work, and Activities, Near and Far*, NMSU Building HSI Learning Resilience Conference, Virtual. (November 2, 2020).
- Mandabach, K. H., Dudley, R. A., Hertzman, J. L., VanLeeuwen, D., & Stringam, E. C., West Federation CHRIE. (2020, February). *Hospitality Industry Professional Perceptions of Online Masters Degrees*. West CHRIE Conference, Pomona, CA.
- Hertzman, J., Ruetzler, T., Y Mandabach, K. (2019, February). *Replication of and applications for the Wine Neophobia Scale*. Presentation at the West Federation CHRIE conference, Sonoma, CA.
- Hertzman, J., Moreo, A., & Moreo, P. (2018, February). *Teacher self-efficacy of hospitality Ph.D. students and early career faculty*. Presentation at the West Federation CHRIE conference, Denver, CO.
- Hertzman J. (2017, July). *The current status and future of beverage education within hospitality management programs*. Roundtable presentation at the International CHRIE conference, Baltimore, Md.
- Swift, A. & Hertzman, J. (2017, February). *The effect of Blackboard tools on the Community of Inquiry and learner satisfaction with LMS-enabled courses in hospitality higher education*. Presentation at the West Federation CHRIE Conference. San Diego, CA
- Castello, C., & Hertzman J. (2017, February). *Beverage education within hospitality management programs*. Roundtable presentation at the West Federation CHRIE conference, San Diego, CA.
- Moreo, P., Moreo, A., & Hertzman, J. (2016, July). *Best practices in hospitality program student operated restaurants*. Symposium presentation at the International CHRIE conference, Dallas, TX.

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Moreo, P., Moreo, A., & Hertzman, J. (2016, February). *Best practices in hospitality program student operated restaurants: A round table discussion*. Presentation at the West Federation CHRIE conference, Denver, CO.

Hertzman, J., Mejia, C., & Monteiro, H. (2015, July). *Determining the demand for a hospitality graduate-level supply chain management curriculum*. Poster presentation at the International CHRIE Conference, Orlando, FL.

Moreo, P., Hertzman, J., & Moreo, A. (2015, July). *The role of restaurant management lab courses in hospitality education: Where are we?* Roundtable presentation at the International CHRIE Conference, Orlando, FL.

Hertzman, J. (2015, February). *How are we teaching the next generation of hospitality faculty? A review of hospitality Ph.D. programs*. Roundtable presentation at the West Federation CHRIE conference, San Francisco, CA.

Moll, L. & Hertzman, J. (2014, February). *Me and my shadow: Does a semester of shadowing a seasoned professor positively affect a graduate student's teaching abilities*. Presentation at the West Federation CHRIE Conference, Long Beach, CA.

McKeown, E.G., & Hertzman, J. (2013, July). *A relationship analysis of restaurant inspection violations, employee behaviors, and inspection grades*. Poster presentation at the National Environmental Health Association Annual Educational Conference, Washington, D.C.

McKeig, M., Gormley, J., & Hertzman, J. (2012, January). *Trends in culinary tourism: A content analysis*. Poster presentation at the Hospitality Graduate Education and Research Conference, Auburn, AL.

Tanford, S., Montgomery, R., & Hertzman, J. (2012, January) *Factors influencing attendance at a wine tasting event*. Poster presentation at the West Federation CHRIE Conference, Las Vegas.

Zhong, Y.Y., and Hertzman, J. (2012, July). *Generations together: Integrating intergenerational service learning into the hospitality and tourism curriculum*. Poster presentation at for the International CHRIE Conference, Providence, Rhode Island.

Hertzman, J., & Maas, J. (2011, July). *Determining the value of an associate degree in culinary arts*. Poster presentation at the International CHRIE Conference, Denver, CO.

Prestridge, S., Erdem, M., & Hertzman, J. (2011, July). *Adult learners in hospitality and computer based training: An overview of existing research to identify new challenges and solutions*. Poster presentation at the International CHRIE Conference, Denver, CO.

Hertzman, J. (2011, February). *Best practices in teaching menu history and design*. Presentation at the West Federation CHRIE Conference, Denver, CO.

Leung, X.Y., Hertzman, J., & Erdem, M. (2011, January). *Food companies' corporate social responsibility regarding food safety: A content analysis of restaurant websites*. Poster presentation at the Hospitality Graduate Education and Graduate Research Conference, Houston, TX.

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Hertzman, J., Raab, C., Berezan, O., & Singh, D. (2010, July). *Evaluating restaurant guests' perceptions of ambient noise levels and its effect on guest satisfaction*. Poster presentation at the International CHRIE Conference, San Juan, Puerto Rico.

Hertzman, J., & Moreo, P. (2010, February). *Teaching culture and cuisine*. Presentation at the West Federation CHRIE Conference, Denver, CO.

Singh, D., Raab, C., & Hertzman, J. (January, 2010). *Will they be back? The impact of ambient noise levels in restaurants on customers intent to return*. Poster presentation at the Hospitality Graduate Student Research Conference, Houston.

Cho, S., Erdem, M., Flores, L.Y., Groves, J.L., Hertzman, J., Garriott, P., & Kanagui, M. (2009, July) *Food safety behavior change model among Latino restaurant employees: A qualitative study*. Poster presentation at the International CHRIE Conference, San Francisco.

Hertzman, J.L. & Kim, Y-S. (2009, February). *The impact of culinary technique training classes on the effectiveness of secondary foodservice instructors*. Poster presentation at the Foodservice Educators Network International (FENI) Conference, Las Vegas.

Zemke, D., Raab, C., & Hertzman, J. (2009, February). *A little more noise and a little less conversation: Ambient Noise in Restaurants*. Poster presentation at the Southeastern CHRIE Conference.

Hertzman, J. (2008, February). *Determining the appropriate associate degree culinary arts program curriculum: Views of educators and chefs*. Inaugural poster presentation at the Foodservice Educators Network International (FENI) Conference, Las Vegas. **Winner Best Poster Award.**

### **Invited Presentations**

Hertzman, J.L. (2024, June). *Connecting Culinary Arts and Hospitality Management with Sustainable Agricultural Systems*. Center for Advancement of Foodservice Education Leadership Conference, San Antonio, TX.

Hertzman, J.L. (2023, June). *Beyond Perkins: Securing Grants and Partnerships for Your Program*. Center for Advancement of Foodservice Education Leadership Conference, Charleston, SC.

Hertzman, J. (2023, May). *Hospitality Education and Industry Collaborations - Opportunities and Challenges*. New Mexico Governor's Conference on Hospitality and Tourism, Las Cruces, NM.

Hertzman, J., Garcia, J., & Hernandez, R. (2023, March). *Hospitality Recovery Panel Discussion*. New Mexico Meeting Planners International Meeting, Las Cruces, NM.

Hertzman, J. L., Book, L., & Dawson, M. (2020, January). *Teaching Strategies for Successful Student Engagement and the Role of Technology in the Classroom*, Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV

Hertzman, Jean L (2014, November). *Culinary Basics and Not-so Basics*. Demonstration presented at the Nevada Pro-Start Teacher Development Workshop, Las Vegas, NV

Hertzman, Jean L (2014, October). *Best Practices in Community Programs*. Panel discussion participant at the Center for Advancement of Foodservice Education Health & Food Workshop, New Orleans.

Jean L. Hertzman, Ph.D., CCE, CSW, CSS

Hertzman, J. (2012, June). *Integrated Course Design and Creating Significant Learning Experiences*. Presentation given at the CAFÉ Leadership Conference, San Antonio, TX.

Hertzman, J. (2011, July). *Forming and Managing Advisory Boards*. Presentation given at the Leadership Career Academy at the I-CHRIE Conference, Denver, CO.

Hertzman, J. (2010, July). *Physical Learning Styles and Social Learning Styles*. Presentation given at the Teaching Career Academy at the I-CHRIE Conference, San Juan, Puerto Rico.

Hertzman, J. (2009, February). *Master class: Culture and cuisine*. Seminar given at the Foodservice Educators Network International (FENI) Conference, Las Vegas, NV.

Hertzman, J. (2000, March). *Culinary power – Raising the bar on quality and safety*. Presentation at the COEX Chain Operators Convention, Las Vegas, NV.

Hertzman, J. (2004, July). *Costing and pricing catering menus*. Presentation at the National Association of College and University Foodservice Conference, Las Vegas, NV.

## **HONORS AND AWARDS**

### **Professional**

- Best Conference Paper Award – Education Track, West Federation CHRIE, February 2024 – *Examining the Hospitality Curriculum for Law and Ethics*
- Best Conference Paper Award – Education Track, West Federation CHRIE, February 2021 - *Changing What We Teach in Restaurant Management and Culinary Labs in Response to COVID-19*
- W. Bradford Wiley Memorial Best Research Paper of the Year Award, International CHRIE - A food safety belief model for Latino(a) foodservice employees. *Journal of Hospitality and Tourism Research*, August 2014
- Chef Herman Breithaupt Award – International CHRIE, July 2013
- UNLV Alumni Association Outstanding Faculty Award, April 2013
- Honorable Mention - American Heart Association / Clean Eating Magazine recipe contest, August 2011
- ACF Chefs Las Vegas, entered into the chapter Hall of Fame, June 2010.
- Best Paper Award International CHRIE conference – *The Effect of Food Safety Education on the Food Safety Knowledge, Attitudes, and Practices of University Students*, July 2008
- President's Award for Outstanding Commitment to the ACF Chefs Las Vegas, June 2008
- Opportunity Village Young Heroes Award, June 2008
- CSUN (UNLV Student Government) Faculty Excellence Award, April 2008
- Best Poster Award for Foodservice Educators Network International (FENI) Inaugural Poster Session – *Determining the Appropriate Associate Degree Culinary Arts Program Curriculum: Views of Educators and Chefs*, February 2008
- Best Paper Award for International CHRIE conference paper – *Quality Indicators for Associate Degree Culinary Arts Programs*, July 2007
- Sam and Mary Boyd Distinguished Professor Award for Teaching – April 2005 – William F. Harrah College of Hotel Administration, UNLV
- Friend of the Nevada Family and Consumer Science Association – October 2003
- Sam and Mary Boyd Distinguished Professor Award for Service – April 2002 – William F. Harrah College of Hotel Administration, UNLV

Jean L. Hertzman, Ph.D., CCE, CSW, CSS

- Chef of the Year – June 1998 – Fraternity of Executive Chefs of Las Vegas
- Culinary Educator of the Year – 1990 – American Culinary Federation, Kentucky Chapter

#### Academic

- Recognized as an Outstanding Graduate at UNLV Commencement Ceremonies – May 2006
- Dean's Service and Levy-Rosenblum Community Service Awards – Tulane University
- Beta Gamma Sigma Business Honorary Society – Tulane University
- Morton Aldrich Scholarship – Tulane University

#### **PROFESSIONAL AND COMMUNITY SERVICE ACTIVITIES**

International CHRIE	Secretary – July 2023 – Present Founder – Beverage Education Special Interest Group, 2018 Membership Committee – 2016 to 2018 Nominating and Awards Committee Member – 2015 Strategic Planning Committee Member – 2015, 2013, 2016 Conference Reviewer – 2012 to present
West Federation CHRIE	President – July 2019 to July 2020 Vice-president – July 2018 to July 2019 Director of Membership – July 2016 to July 2018 President – July 2013 to July 2014 Vice-president – January 2013 to July 2013 Secretary – July 2012 to January 2013
Center for Advancement of Foodservice Education (CAFÉ)	Editor – <i>Journal of Culinary Education Best Practices</i> July 2019 to present
American Culinary Federation	Certified Culinary Educator Video Reviewer – 2012 to present Accrediting Commission Member – July 2004 to July 2011 Hosted Culinary Educators' Symposium – July 2001 and 2002 Baron Galand Knowledge Bowl Judge – 1999, 2001, 2003, 2009
ACF Chefs Las Vegas	Vice President – January 2007 – January 2010 Chefs for Kids Dinner Package Donor – 1996 to 2015 Secretary and Membership Chairperson - 1996 to 1999 Board of Directors - January 2000 to January 2002
<u>Journal and Conference Reviewer</u>	
Journal of Culinary Science and Technology	Editorial Board – January 2007 to present
British Food Journal	2010 - Present
Cornell Hospitality Quarterly	2013, 2014, 2015
Journal of Hospitality and Tourism Education	2013, 2014, 2015, 2024
Journal of Hospitality and Tourism Research	2009, 2011, 2012, 2013, 2015
Journal of Quality Assurance in Education	2012, 2013, 2016, 2017
International Journal of Contemporary Hospitality Management	2012, 2014, 2015, 2016
Hospitality Graduate Research Conference	2007, 2008, 2009, 2010, 2012, 2013
New Mexico Public Education Department	Community Advisory Panel - December 2021 to April 2023
BSAC Billeting	Board of Directors - September 2021 to Present

Jean L. Hertzman, Ph.D., CCE, CSW, CSS  
 Jamaica Institute of Technology  
 Borderplex Alliance Tourism Taskforce  
 New Mexico Restaurant Association  
 Nevada Restaurant Association  
 Nevada Govt. Workforce Investment Board  
 Clark County School to Work Program  
 2015  
 Johnson & Wales University, Denver  
 Intl. Foodservice Executives Association

External Evaluator – January 2019 to December 2023  
 September 2017 to May 2019  
 Ex-Officio Board Member – September 2016 to Present  
 Board Member - January 2013 to December 2015  
 Sector Council Member - July 2012 – September 2015  
 Advisory Council Member – Sept 2000 to December  
 External Program Review – April 2011  
 Wrote Certified Food Manager Exam – 2003

### **Volunteer, Service, and Catering Coordination**

Men Who Cook	2016 to present
Taste of Las Cruces	2016 to 2022
Opportunity Village	Miss Kitty BBQ and Camelot Ball - 1996 to 2015
Cultural Diversity Foundation	Wine, Jazz, and Spirits Festival – 2008 to 2015
American Heart Association	Flavors of the Heart Cultural Tasting – 2011 to 2015
IFSEA – Las Vegas Chapter	Jerry Berry Dinner – 1994 to 2011