

## *Curriculum Vitae*

### **DR. BETSY BENDER STRINGAM**

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#### **UNIVERSITY POSITIONS HELD:**

**PROFESSOR/ASSOCIATE/ASSISTANT**, New Mexico State University, July 2008-present  
**ASSOCIATE PROFESSOR**, University of South Carolina, July 2004 – July 2008  
**ASSOCIATE PROFESSOR**, University of South Carolina, Beaufort Campus July 2003 – July 2004.  
**ASSISTANT PROFESSOR**, Penn State University. July 1991 – May 1994.  
**ASSISTANT PROFESSOR**, University of Nevada, Las Vegas. August 1987 – July 1991.  
**INSTRUCTOR**, Division of Continuing Education, University of Nevada, Reno. September 1990 – December 1991.  
**LECTURER**, University of Wisconsin - Stout, Menomonie WI. January 1987 - July 1987.

#### **EDUCATION:**

**BACHELOR OF SCIENCE, HOTEL ADMINISTRATION**, Cornell University, Ithaca, NY. June 1983.  
**MASTER OF SCIENCE IN HOTEL AND FOODSERVICE MANAGEMENT**, Florida International University, Miami, FL. December 1986.  
**DOCTORATE OF EDUCATION**, Northern Arizona University, Flagstaff, AZ. May 1991.  
**GRADUATE CERTIFICATE IN ONLINE TEACHING AND LEARNING**, New Mexico State University, Las Cruces, NM. December 2012.  
**MASTER OF ARTS IN EDUCATIONAL LEARNING TECHNOLOGIES**, New Mexico State University, Las Cruces, NM. May 2016.

#### **AWARDS**

Leading the Way Award, November 2016 (for service, mentorship and leadership in online learning).  
Best Reviewer, Lodging Track, Council on Hotel, Restaurant and Institutional Education, 2015.  
Henry and Carmen Varney Distinguished Professor of the Year Award, March 2008.

#### **CERTIFICATIONS AND RESEARCH AFFILIATIONS**

Certification in Hotel Industry Analytics, American Hotel & Lodging Association in collaboration with STR (2019).  
Registered Resort Professional (2011) from the American Resort Development Association.  
Certified Hospitality Educator Designation (2008) from the Educational Institute of the American Hotel & Lodging Association  
Alfred P. Sloan Foundation Industries Center Research Affiliate, 2005- present.  
Certified Master Reviewer for Quality Matters for Higher Education and K-12 (2014/2017), Quality Matters National Benchmark for Online Course Design.  
Certified Quality Matters Peer Reviewer for Higher Education and K-12 (2013/2017), Quality Matters National Benchmark for Online Course Design.

#### **OTHER ACADEMIC POSITIONS HELD:**

**Collection Editor for the Tourism and Hospitality Management Book Collection**, Business Expert Press, 2016 to present

**INDUSTRY POSITIONS HELD:**

**Systems Trainer for Operational Assistance**, Marriott Corporation International Headquarters, Bethesda MD. January 1984 - September 1984  
**Systems Manager**, Marriott's Harbor Beach Resort, Ft. Lauderdale FL. 1984 - 1986.  
**Reservations Manager**, Marriott's Harbor Beach Resort, Ft. Lauderdale FL. 1985 - 1986.  
**Front Desk Manager**, Marriott's Harbor Beach Resort, Ft. Lauderdale FL. 1984 - 1985.  
**Assistant Restaurant Manager**, Houlihans Restaurants, Philadelphia PA. 1983 - 1984.  
**Assistant Beverage Manager**, Statler Inn, Ithaca, NY. 1980 -1983.  
**Assistant Restaurant Manager**, O'Leary's Restaurant, Peoria, IL. 1982  
**A.M. Food and Beverage Manager**, Whitehall Hotel and Club, Chicago, IL. 1982

**COURSES TAUGHT (UNDERGRADUATE):**

Hotel Sales and Revenue Management	Convention Services Management
Hotel Management/Operations I and II	Conferences and Meeting Planning
Resort Management	Hotel Accounting I
Advanced Lodging and Sales Management	Hospitality Legal Issues
International Lodging Management	Introduction to the Hospitality Industry
Capstone	Hotel Front Office Management
Hospitality Management Strategy	Housekeeping Management
Hotel Development in China	Club Management
Organizational Theory for the Service Industries	Computer Applications for the Hospitality Industry
Timeshare and Vacation Ownership Management	
Hospitality Marketing and Sales	

**COURSES TAUGHT (GRADUATE):**

Resort Management  
 Advanced Lodging and Sales Management  
 International Lodging Management  
 Hospitality Management Strategy  
 Hotel Development in China  
 Timeshare and Vacation Ownership Management  
 Research Methods  
 Hotel Sales and Revenue Management

**RESEARCH AND PUBLICATIONS:****GRANTS AND FUNDING**

Resale Inventory Analysis Study, \$86, 371. Funding Source: American Resort and Development Association International Foundation. Co-Investigator: John Gerdes, University of South Carolina.

Survey of HOA Controlled Timeshare Resorts in the United States, \$48,100. Funding Source: American Resort and Development Association International Foundation. Co-Investigators: Randy Upchurch, Florida International University; Catherine Curtis, Oklahoma State University

Corporate Strategy and Management Practice in Multinational Hospitality Firms, \$78,517. Funding Source: Alfred P. Sloan Foundation Travel and Tourism Industry Center. Co-Investigators: Marty Roth, David Schweiger, Charles Partlow

Submitted 2 USDA proposals (2017-2019), not Funded in 2017-2018, resubmitted 2019.

Improving Access to Education through the Development of an Online Master of Hospitality Degree Program. Grant Submission to the United States Department of Agriculture, National Institute of Food and Agriculture, Higher Education Challenge Grants Program (submitted Resubmitted May, 2019)

Gateway to FANH Careers. Grant Submission to the United States Department of Agriculture, Hispanic-Serving Institutions (HSI) Education Grants Program (Not funded 2018, 2019).

#### **TEXTBOOKS, BOOKS AND BOOK CHAPTERS**

Stringam, B. (2020). *A Profile of the Hospitality Industry*, 2<sup>nd</sup> Edition. New York: Business Expert Press. Part of an MBA library series that explains the Hospitality Industry and its key strategic components to MBA students. Also used in graduate level hospitality classes.

Stringam, B, Goopio, J., Denizci-Guillet, B., & Mansa, H. (2019). *Industry Structures and Organization*, in Ottenbacher, M., Gardini, M. & Schuckert, M. (eds.). *Routledge Companion International Hospitality Management*, Routledge (in final review).

Stringam, B, Goopio, J., Denizci-Guillet, B., & Mansa, H. (2019). *Past and Present Key Players*, in Ottenbacher, M. (ed.). *Routledge Companion International Hospitality Management*, Routledge (in final review).

Stringam, B., & Partlow, C. (2016). *A Profile of the Hospitality Industry*, 1<sup>st</sup> Edition. New York: Business Expert Press.

Stringam, B. Chapter on inventory management in *Revenue Management* textbook, by REVME – in edits, to be published 2020.

#### **PEER REVIEWED ARTICLES**

Stringam, B. & Gerdes, J. (2019) First impressions in a mobile world: How hotel sites compare with OTAs, Aggregators, and Peer to Peer Accommodations on website performance. *Journal of Service Science and Management*, 12(4).

Stringam, B. , Gerdes, J. (2019) Service Gaps in Hotel Website Loadtimes. *International Hospitality Review*, ISSN: 2516-8142; DOI: 10.1108/IHR-09-2018-0012.

Gerdes, J. & Stringam B. (2019) Don't Make Your Guests Wait Online. *ICHRIE Research Reports* ISSN 2476-1060.

Stringam, B., Mandabach, K., & Van Leeuwen, D. (2015). Management Contracts and Home Owners Association Controlled Timeshare Resorts: Is There a Difference in Performance Metrics. *Journal of Tourism & Hospitality*, 4:151. doi: 10.4172/2167-0269.1000151

Mandabach, K., Stringam, B., Ma, X. Van Leeuwen, D. & Gerdes G. (2014). The impact of online traveler ratings with the willingness of the traveler to recommend hotels for five selected cities in China. *Journal of Tourism & Hospitality*, 3:134. doi: 10.4172/2167-0269.1000134.

Stringam, B., Gerdes, J. J. (2012). An Investigation of the Traveler Rating Lexicon Across Hotel Segments. *Journal of Quality Assurance in Hospitality and Tourism*, 13(3).

Bender-Stringam, B., Gerdes, J. (2010). An Analysis of Word of Mouse Ratings and Guest Comments of Online Hotel Distribution Sites, *Journal of Hospitality Marketing & Management* 19(7), 773-796..

Stringam-Bender, B. and Gerdes, J. (2010) Are Pictures Worth a Thousand Room Nights: Success Factors for Hotel Web Site Design. *Journal of Hospitality and Tourism Technology* 1(1), 30-49.

Stringam-Bender, B. (2010) Timeshare and Vacation Ownership Executives Analysis of the Industry and of the Future. *Journal of Retail and Leisure Property*, 9(1), 37-54.

Stringam-Bender, B., Gerdes, J., Van Leeuwen, D., (2010) Assessing the Importance and Relationships of Ratings on User Generated Traveler Reviews. *Journal of Quality Assurance in Hospitality & Tourism*, 11(2), 73-92.

Bender-Stringam, B. (2008). A Comparison of Vacation Ownership Amenities with Hotel and Resort Hotel Amenities. *Journal of Retail and Leisure Property*, 7(3), 186–203

Bender, B., Partlow, C., & Roth, M. (2008). An Examination of Strategic Drivers Impacting U.S. Multinational Lodging Corporations. *International Journal of Hospitality & Tourism Administration*. 9(3), 219-243.

- Gerdes, J., *Bender-Stringam, B.*, & Brookshire, B. (2008). An integrative approach to assess qualitative and quantitative consumer feedback. *Electronic Consumer Research*, 8(4), 217-234
- Harrill, R., & *Bender, B.* (2008). From Sales Tool to Site Development: The Evolution of Destination Marketing on the Web. *Tourism Analysis*, 13(3), 295-307.
- Gerdes, J., & *Bender-Stringam, B.* (2008) Addressing Researchers' Quest for Hospitality Data: Mechanism for Collecting Data from Web Resources, *Tourism Analysis*, 13(3), 309-315.
- Bender, B., Partlow, C., & Roth, M. (2007). An Examination of Strategic Drivers Impacting U.S. Multinational Lodging Corporations. *Sloan Industry Studies Working Papers. Number WP – 2007-06*. Alfred P. Sloan Industry Association.
- Harrill, R., & *B. Bender.* (2007). State Tourism Funding: equity, consensus, and accountability models. *Tourism Analysis*, Volume 12, Number 4, pp. 287-298.
- KP Brewer, JK Poffley, and *EB Pederson (1995)*. Travel Interests among Special Seniors: Continuing Care Retirement Community Residents. *Journal of Travel and Tourism Marketing*, Volume 4, Number 2, pp. 93-98.
- Pederson, B.* (1994). Future Seniors and the Travel Industry. *FIU Hospitality Review*. 12(2), 59-70.
- Pederson, B.* (1993, February). Teaching Writing Skills Through Upper Division Hospitality Courses. *Hospitality & Tourism Educator*. 5(2), 64-65.
- Pederson, B.*, & F. DeMicco (1993, Fall). Future Seniors: Restaurant Dining Strategies for the Nutrition Conscious Future Senior Market Segment. *FIU Hospitality Review*. 11(2), 7-17.
- Pederson, B.* (1992, Fall). Future Seniors, Is the Hospitality Industry Ready for them? *FIU Hospitality Review*. 10(2), 1-8.
- Pederson, B.* & C. Pederson. Improving the Use of Computer Simulations in the Hospitality Curricula. *Hospitality & Tourism Educator*. 5(3), 25-29

#### **REFEREED PROCEEDINGS AND ABSTRACTS**

- Stringam B. Impact of the U.S. Government Shutdown on Hotel Demand in New Mexico. Proceedings of the International CHRIE Conference 2019.
- Stringam, B., Gerdes, J., Mitchell, P & Hertzman J. A Hotel's First Contact with the Guest: A Comparison of Desktop and Mobile Load Times. Proceedings of the International CHRIE Conference, 2018.
- Gerdes, J. & Stringam B. First Impressions in the Digital Age. Proceedings of the Global Conference on Services Management, 2017.
- Stringam B., and Gerdes, J. The Automation of Service in the Hospitality Industry. Proceedings of the Global Conference on Services Management, 2017.
- Stringam, B., Correa, J., Mitchell, P. & Mandabach, K. Extending your Academic Reach using the Internet. Proceedings of the International CHRIE Conference, 2016.
- Stringam B. Beyond Standard 8: Universal Design in Online Courses. Quality Matters for Online Course Design, International Conference, September 2014, Baltimore, MD.
- Stringam, E. C., Gerdes, J., Guillet, B. (2012). Does Customer Loyalty Translate into Long term Profitability within the Hotel Industry. Proceedings of the EURO CHRIE Conference, Lausanne Switzerland, October 24-27, 2012.
- Stringam B. (2012). Students get involved in hotel recycling efforts. Proceedings of the EURO CHRIE Conference, Lausanne Switzerland, October 24-27, 2012.
- Stringam, B., & Gerdes, J. (2010) Assessing Differences in Word Use in Online User Generated Travel Reviews across Hotel Segments, International CHRIE meeting 28-31 July 2010, San Juan, Puerto Rico.

Bender, B., and J. Gerdes. (2007). Web Site Characteristics' Impact on the Decision to Book on Hotel Sites. Proceedings of the Conference of the Council on Hotel, Restaurant and Institutional Educators. Dallas, Texas.

Bender, B., and J. Gerdes. (2007). To Book or Not to Book: The Role of Web Site Heuristics. Proceedings of the Hospitality Information Technology Association Conference, Orlando, Florida

Bender, B., C. Partlow, and M. Roth. (2007) Corporate Strategy of Multinational Hotel Companies. Proceedings of the Sloan Industry Studies Annual Conference, Cambridge, Massachusetts.

Bender, B., C. Partlow, and M. Roth. (2006) Corporate Strategy of Multinational Hotel Companies. Proceedings of the Conference of the Council on Hotel, Restaurant and Institutional Educators. Washington D.C.

Pederson, B., Calvert C. (2003) Where in the Web Have They Been: A Study to Determine Student Use and Satisfaction with University Internet Courseware. Frontiers in Southeast CHRIE Hospitality and Research, Vol. 7, No. 1. Research Proceedings of the Southeast Council on Hotel, Restaurant and Institutional Education.

Calvert C., Pederson, B. (2003) A Curriculum Assessment by Members of the Hospitality Association on Hilton Head Island, South Carolina. Frontiers in Southeast CHRIE Hospitality and Research, Vol. 7, No. 1. Research Proceedings of the Southeast Council on Hotel, Restaurant and Institutional Education.

Pederson, B. (1992) Improving the Use of Computer Simulations in the Hospitality Curricula. Proceedings of the Information Technology in Hospitality Education Conference. Cornell University, Ithaca, N.Y.

Moreo, P., Savage K., Sammons, G., & B. Pederson. (1992). Hotel Front Office Operational Audits, an Application Process. Proceedings of the Conference of the Council on Hotel, Restaurant and Institutional Educators. Orlando, Florida.

Brewer, K., Poffley, J. & B. Pederson (1992). The Continuing Care Retirement Community Market: Purchase Decisions and Product Implications. Proceedings of the Conference of the Council on Hotel, Restaurant and Institutional Educators. Orlando, Florida.

#### **PRESENTATIONS AT PROFESSIONAL CONFERENCES:**

Stringam, B. & Pimentel, V. The Impact of the U.S. Government Shutdown on Hotel Demand in New Mexico. Accepted for presentation at the Western Federation ICHRIE meeting February 2020.

Stringam, B. International CHRIE Conference, July 24-26, 2019. New Orleans, Louisiana.

Stringam, B., Gerdes, J., Mitchell, P & Hertzman J. A Hotel's First Contact with the Guest: A Comparison of Desktop and Mobile Load Times. International CHRIE Conference, July 25-27 2018 Palm Desert, California.

Stringam, B. Do's and Don'ts in Discussions in Online Courses. Quality in Online Education Conference, 2 March 2018: Las Cruces NM.

Stringam, B. Course Map's, The 1<sup>st</sup> Step. Quality in Online Education Conference, 2 March 2018: Las Cruces NM.

Gerdes, J. & Stringam B. First Impressions in the Digital Age. Global Conference on Services Management, October 5, 2017: Volterra, Italy.

Stringam B., and Gerdes, J. The Automation of Service in the Hospitality Industry. Global Conference on Services Management, October 5, 2017: Volterra, Italy.

Stringam, B., Correa, J., Mitchell, P. & Mandabach, K. Extending your Academic Reach using the Internet. International CHRIE Conference, July 22, 2016, Grapevine, TX.

Stringam B. Beyond Standard 8: Universal Design in Online Courses. Quality Matters for Online Course Design, International Conference, September 2014, Baltimore, MD.

Stringam B. Universal Design: Beyond Standard 8. Quality Matters for Online Course Design Southwest Regional Conference, April 2014, Santa Fe, NM.

Stringam, B. Industry Research Update. American Resort Development Association International Conference April 2013, Hollywood, FL.

Stringam, B. Industry Research Update. American Resort Development Association International Conference March 2012, Las Vegas, NV.

Stringam, B. Gerdes, J., Guillet, B. Does Customer Loyalty Translate into Long term Profitability within the Hotel Industry. EURO CHRIE Conference, Lausanne Switzerland, October 26, 2012.

Stringam B. Students get involved in hotel recycling efforts. EURO CHRIE Conference, Lausanne Switzerland, October 24-27, 2012 (Poster).

Stringam, B. HOA Controlled Resorts, American Resort Development Association International Convention, American Resort Development Association, Las Vegas, NV, April 3, 2012.

Stringam, B. American Resort Development Association Fall Legislative Meetings, American Resort Development Association, Washington DC, "HOA Controlled Resorts", November 2011.

Stringam, B. Industry Update Panel Presentation. American Resort Development Association International Conference March 2011, Orlando, FL.

Stringam, B., & Gerdes, J. Assessing Differences in Word Use in Online User Generated Travel Reviews across Hotel Segments, International CHRIE Conference 28-31 July 2010, San Juan, Puerto Rico.

Stringam, B. Industry Update Panel Presentation. American Resort Development Association International Conference 15-18 March 2010, Las Vegas NV.

Stringam, B. Words of Mouse and Other Changes to Hotel Reservation and Rating Systems, Rocky Mountain Regional CHRIE meeting, Feb 12-14, 2009. Denver, Colorado.

Stringam, B. Generational and Technological Market Segments, Tourism Association of New Mexico Research and Marketing Conference, Las Cruces, NM, November 6, 2008

Stringam, B. & Gerdes, J. Words of Mouse: Consumer Generated Feedback and Internet Strategies, Tourism Association of New Mexico Research and Marketing Conference, Las Cruces, NM, November 7, 2008

Stringam, B. Panel Presentation: Business and Solutions Panel, Workforce Summit, Las Cruces, NM, October 8, 2008.

Invited panelist "Vacation compression – what do leisure travelers need now?" 8<sup>th</sup> Annual Resort Conference, Hotel Sales and Marketing Association and the International Resort Management Association , San Diego, CA April 2008.

Bender, B. (2007) Amenities of Timeshare and Vacation Ownership Resorts. *American Resort Development Association Carolinas Region Annual Meeting*, Myrtle Beach, SC September 2007.

*Bender, B., Partlow, C, and D. Norris.* Corporate Strategies of the Future: National Tourism Research. Invited panelist. *Alfred P. Sloan Travel and Tourism Industry Center Conference*, September 2007, Columbia, South Carolina.

*Bender, B. and Gerdes, J.* To Book or Not to Book: The Role of Hotel Web Site Heuristics. *Hospitality Information Technology Association 2007 International Conference*, June 25, 2007, Orlando Florida.

*Bender, B., C. Partlow, and M. Roth.* Corporate Strategy of Multinational Hotel Companies. *Sloan Industry Studies Annual Conference*, April 26-27, 2007, Cambridge, Massachusetts.

*Bender, B., C. Partlow, and M. Roth.* Corporate Strategy of Multinational Hotel Companies. *International Council on Hotel, Restaurant and Institutional Education 2006 Annual Conference*, July 29, 2006 Washington D.C.

Pederson, B., Calvert C. (2003). Where in the Web Have They Been: A Study to Determine Student Use and Satisfaction with University Internet Courseware. *Southeast Council on Hotel, Restaurant and Institutional Education Conference*, November 14, 2003, Wilmington, NC.

Calvert C., Pederson, B. (2003) A Curriculum Assessment by Members of the Hospitality Association on Hilton Head Island, South Carolina. *Southeast Council on Hotel, Restaurant and Institutional Education Conference*, November 14, 2003, Wilmington, NC.

Pederson, B. (1992) Improving the Use of Computer Simulations in the Hospitality Curricula. *Information Technology in Hospitality Education Conference*. January 1992, Cornell University, Ithaca, N.Y.

#### **OTHER PUBLICATIONS:**

Stringam, B. (August 2018) Ask the Experts Airline Credit Cards. Wallethub.com

Stringam, B. (October 2017) Ask the Experts Hotel Credit Cards. Wallethub.com

Stringam B., (November/December 2012). Notitur (magazine for AMDATUR). Tiempo Compartido y Propiedad Vacacional, Situación Actual de la Industria en los Estados Unidos.

Stringam, B., Upchurch, R., & Curtis, C. (March 2012). A Study of HOA Controlled Resorts. American Resort Development Association *Developments Magazine*, Survey of HOA Controlled Timeshare Resorts in the United States.

Stringam, B., Upchurch, R., & Curtis, C. (January 2012). American Resort Development Association, Survey of HOA Controlled Timeshare Resorts in the United States, 2012.

Stringam-Bender, B., & Gerdes, J. (2010, August) American Hotel & Lodging Association, Consumer Insight Newsletter, Words of Mouse: Examining Low ADR Hotel Segments.

Stringam-Bender, B., & Gerdes, J. (2009, December) American Hotel & Lodging Association, Consumer Insight Newsletter, Words of Mouse: Food & Beverage and Recreational Amenities.

Stringam-Bender, B., & Gerdes, J. (2009, April) American Hotel & Lodging Association, Consumer Insight Newsletter, Words of Mouse: Cleanliness and Maintenance Related words.

Stringam-Bender, B., & Gerdes, J. (2009, August) American Hotel & Lodging Association, Consumer Insight Newsletter, Words of Mouse: Service, Staff and Location.

Bender, B. (2007) Amenities of Timeshare and Vacation Ownership Resorts. American Resort Development Association International Foundation and the Alfred P. Sloan Center for International Travel and Tourism.

Bender, B., C. Partlow, and M. Roth. (2006) Multinational Hotel Corporate Strategy. Alfred P. Sloan Center for International Travel and Tourism.

*Front Office Management and Procedures*, Student and Instructors Manuals, Accelerated Training Module, Universidad Catolica Madre Y Maestro, Santiago, Dominican Republic (Dominican Republic University), Co-Author, 1988.

#### **RESEARCH IN PROGRESS**

Economic Impact of the Government Shutdown on New Mexico Lodging (refining model, presented 1 poster, submitted for additional presentation, preparing academic journal paper).

Will the Robot Take my Job, and Redefining Service in an Era of Technology. Ongoing research project which examines the role of technology (Robots, AI, Chatbots, IOT, etc) on hotels (50% of interviews completed, coding, and some write-up completed, also using research to apply for grants for further study and dissemination of topic as faculty development).

Impact of Festivals and Events on New Mexico Hotels (data collection in progress).

#### **MEMBERSHIPS HELD AND SERVICE TO THE ACADEMIC COMMUNITY:**

Chair, Online Course Improvement Program Advisory Board, New Mexico State University, 2016-present.

Member, NMSU Online Task Force. New Mexico State University, June 2018- present.

Chair, development and implementation of an online Master's degree program in HRTM, School of Hotel, Restaurant & Tourism Management New Mexico State University, 2016-present.

Faculty Fellow, Residential Life, New Mexico State University, 2017-present.

Faculty Leader, Hotel Sustainability and Community Project, School of Hotel, Restaurant & Tourism Management , New Mexico State University, 2009–present.

Chair, Promotion & Tenure Committee, School of Hotel, Restaurant & Tourism Management , New Mexico State University, 2018-present.

Member, Promotion & Tenure Committee, College of Agricultural, Consumer and Environmental Science, New Mexico State University, 2018-present.

Chair, Curriculum Committee, School of Hotel, Restaurant & Tourism Management , New Mexico State University, 2018-present.

Member, Curriculum Committee, College of Agricultural, Consumer and Environmental Science, 2017-present.

Member, University Athletic Council, New Mexico State University, 2018-present.

Alfred P. Sloan Foundation Industry Studies Association, Research Affiliate, 2005-present

Master Reviewer, Quality Matters for Online Instruction, 2014-present.

Member Research Committee for the American Resort and Development Association International Foundation, 2005 – present

Member Education Committee (University Task Force) for the American Resort and Development Association International Foundation, 2006 – present

Member of By-Laws Committee, ICHRIE, 2003-2006, and again 2019-present.

Chair and Member, Assessment Committee, Baccalaureate Experience, New Mexico State University, 2015-2017.

Member, Dean's Advisory Committee, College of Agricultural, Consumer and Environmental Science, New Mexico State University, 2017-2019.

Member, New Mexico 1<sup>st</sup>, Broadband Working Group, 2013-2014.

Member (ex-officio) South Carolina Hospitality Association Board of Directors, 2004-2008

Member, Education Committee, South Carolina Hospitality Association, 2004-2008

Member, Women in Lodging, American Hotel and Lodging Association, 2004 – present.

Editorial Review Board, Journal of Hospitality & Tourism Education, 2006- present.

Regularly review journal article submissions for Tourism Analysis Journal, Journal of Hospitality Marketing & Management, and The International Journal of Hospitality Management.

Review occasional article submissions for: The Bulletin of Geography, Electronic Commerce Research Journal, and SciTechnol.

Invited Faculty for the Faculty Internship Program with CHRIE and Marriott Vacation Club International, June 2007.

Judge, Student Invitational, Lodging Management Program of the American Hotel and Lodging Association, 2004, 2006, 2008

Paper Referee for 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018 and 2019 International CHRIE Conference.

Paper Referee, Graduate Conference, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014.

Executive committee member and advisor to the South Carolina Hospitality Association Student Competition and Conference, 2003-2004.

Contributing Editor for the Hospitality and Tourism Educator, 1992-1994



Charter Executive Committee Member, Program Chair, and Paper Chair Hospitality Information Technology Association, 1992-1994

Member of CHRIE (Council for Hotel Restaurant and Institution Educators) 1987 - present

Member of the Cornell Hotel Society, 1983 - present.