

# D. Christopher Taylor, Ph.D.

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## EDUCATION

**Doctor of Philosophy in Hospitality Administration**, College of Human Sciences, 2008  
Texas Tech University, Lubbock, Texas

**Master of Arts in Management**, College of Business Administration, 2004  
Wayland Baptist University, Plainview, Texas; (Human Resources Specialization)

**Bachelor of Science**, College of Human Sciences, 1992  
Texas Tech University, Lubbock, Texas

## ACADEMIC APPOINTMENTS

*Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston*  
**Director, Beverage Management Program and Fred Parks Wine Cellar**

**Assistant Professor**, 2013-present

### Courses Taught

- Wine Appreciation (HRMA 3345/6345-Graduate); Fall 2013-15, Spring 2014-15
- Marketing Strategies/Analysis (HRMA 4361/6361-Graduate); Fall 2013, Spring 2014, Summer 2015
- Beverage Marketing and Distribution (HRMA 4336); Fall/Spring 2014-15

*College of Business, Eastern New Mexico University*

**Interim Dean & Dean**, 2010-2012

**MBA Program Coordinator**, 2009-2011

**Hospitality Management Program Coordinator**, 2008-2013

**Assistant Professor of Management**, 2008-2013; earned/granted tenure and promotion 2013

**Graduate Faculty Member**, 2008-2013

### Undergraduate Courses Taught

- Hospitality Law (HRTM 315); Fall 2008 (live)
- Introduction to Business (BUS 151); Fall 2008, Spring 2009, Fall 2009 (live)
- Principles of Marketing (MKT 201); Fall 2008 (online)
- Restaurant Operations (HRTM 410); Fall 2009, 2010 (live)
- Hotel Operations (HRTM 400); Spring 2009, 2010, 2011 (live and online)
- Tourism Management (HRTM 450); Spring 2009, Fall 2010 (live and online)
- Entrepreneurship (BUS 305); Spring 2009 (live)
- Event and Festival Management (HRTM 493); Summer 2009, Summer 2011 (online)
- Beverage Management (HRTM 420); Summer 2009, Spring 2011, 2012, 2013 (live)
- Hospitality Internship (HRTM 489); 2009-2013
- Club and Resort Management (HRTM 310); Fall 2009, 2011 (live and online)
- Luxury Hospitality Management and Marketing (HRTM 430); Spring 2010 (online)
- Hospitality Entrepreneurship (HRTM 440); Summer 2010 (online)
- Wine Marketing and Tourism (HRTM 493); Summer 2012 (online)
- Human Resource Management (BUS 314); Fall 2012 (live)
- Convention Management (HRTM 300); Fall 2012 (online)

### Graduate Courses Taught

- Eco-Tourism Management/Marketing (HRTM 593); Summer 2009 (online)
- Research Methods (BUS 518); Fall 2009, Spring 2010, 2013 (live and online)
- Wine Tourism (HRTM 593); Summer 2010 (online)
- Business Leadership and Ethics (BUS 501); Fall 2012, Spring 2013 (live and online)

### **Instructor**

Distance Education and Outreach, Eastern New Mexico University

- Introduction to Wine Appreciation, 2008-2010

### **Instructor**

Department of Nutrition, Hospitality and Retailing

Texas Tech University

- Hotel Group Sales (RHIM 3308), Fall 2007 (live)
- Club and Resort Management (RHIM 3355), Fall 2007-Spring 2008 (live)
- Beverage Control Management (RHIM 4312), Spring 2007-Summer 2007 (live)
- Introduction to Beverage Management (RHIM 2312), Summer 2008 (live)

### **Instructor**

Department of Outreach and Distance Education

Texas Tech University

- Introduction to Wine Appreciation (Wine 101), Fall 2006-Spring 2008

**Research Assistant**, Texas Wine Marketing Research Institute

Texas Tech University, 2007-2008

**Graduate Assistant**, Department of Nutrition, Hospitality and Retailing

Recruitment & Internship Office

Texas Tech University, 2005

### **REFEREED PUBLICATIONS**

Parboteeah, V., Taylor, D.C., & Barber, N. (2015-Submitted). Exploring Impulse Purchasing of Wine in the Online Environment. *Journal of Wine Research*.

Garzon, L., & Taylor, D.C. (2015-Submitted). Loyalty Programs in the Alcohol Beverage Industry: A Preliminary Look. *Atlantic Marketing Journal*.

Burusnukul, P., Taylor, D.C., & Broz, C. (2015-Submitted). Relationships of Involvement, Ethnic Food Consumption, and Food Shows: An Initial Exploration. *Appetite*.

Broz, C., Taylor, D.C., & Barr, J. (2015-Submitted). Non-Stick “Green” Cookware: Does it Measure Up? *Journal of Tourism, Hospitality & Culinary Arts*.

Barber, N., Taylor, D.C., Scarcelli, J., & Venkatachalam, V. (2015-Submitted). Does the Product Really Matter: A Look at Mainstream Pro-Environmental Consumption Behavior? *Marketing Letters*. (SSCI)

- Draper, J., Taylor, D.C., & DeKok, D. (2015-Submitted). How Important is Wine at a Cultural Festival? *Journal of Convention and Event Tourism*.
- Taylor, D.C., & Aday, J.B. (2015-Submitted). Consumer Generated Restaurant Ratings: A Preliminary Look at OpenTable.com. *Journal of Digital & Social Media*.
- Taylor, D.C., Hammond, R.K., & Draper, J. (2014-Submitted). Insights in Hotel Food and Beverage Sales. *Hospitality Review*.
- Taylor, D. C., Barber, N. A., & Deale, C. (2015). To Tweet Or Not To Tweet: That Is The Question For Hoteliers: A Preliminary Study. *Information Technology & Tourism*, 15(1), 71-99.
- Taylor, D.C., & Barber, N. (2014). Put A Cork In It: Attitudes Toward Corkage Fees in BYOB Situations. *Journal of Culinary Science & Technology*. 12(3); 242-257.
- Snipes, M., & Taylor, D.C. (2014). Model Selection and Akaike Information Criteria: An Example from Wine Ratings and Prices. *Wine Economics and Policy*. 2(3).
- Barber, N., & Taylor, D.C. (2013). Experimental Approach to Assessing Actual Wine Purchase Behavior. *International Journal of Wine Business Research*. 25(3).
- Taylor, D.C., Barber, N., & Deale, C. (2012). Influencing Consumer Wine Preferences Through Education. *Journal of the Wine Marketing Institute*. Vol. 2, Fall 2012.
- Taylor, D.C., & Barber, N. (2012). Measuring the Influence of Persuasion Marketing on Young Wine Consumers. *Journal of Food Products Marketing*. 18(1).
- Barber, N., & Taylor, D.C. (2011). Equity Benefits of Smaller Wine Regions and Lifestyles Segmentation. *Journal of Brand Management*. 1-18.
- Taylor, D.C., Parboteeah, D.V., & Snipes, M. (2010). Winery Websites: Effectiveness Explored. *Journal of Business Administration Online*. 9(2).
- Barber, N., Taylor, D.C. & Deale, C. (2010). Wine packaging: marketing towards consumer lifestyle to build brand equity and increase revenue. *International Journal of Revenue Management*. 4(3/4), 215-237.
- Taylor, D.C., Barber, N., & Broz, C. (2010). Sensory Evaluation of a Wine's Quality in the Preparation of a Reduction: A Subjective and Objective Study. *Journal of Culinary Science and Technology*. 8(4).
- Taylor, D.C., Barber, N., & Deale, C. (2010). Environmental Attitudes toward Wine Tourism. *International Journal of Wine Research*. 2, 1-14.
- Barber, N., Taylor, D.C. and Deale, C. (2010) Wine Tourism, Environmental Concerns and Purchase Intention. *Journal of Travel and Tourism Marketing*. 27, 146-165

- Barber, N., Taylor, D. C., & Strick, S. (2010). Selective Marketing to Environmentally Concerned Wine Consumers: A Case for Location, Gender and Age. *Journal of Consumer Marketing*. 27(1), 64-75.
- Taylor, D.C. (2009). Identifying the Motivation to Attend Wine Education Courses. *Journal of Hospitality & Tourism Education*. 21(4), 65-71.
- Broz, C., Taylor, D.C., & Barber, N. (2009). Blanching bones in stock production: Is this a wasted step? *The Journal of Culinary Science and Technology*. 7(1).
- Barber, N., Taylor, D.C. & Strick, S. (2009). Wine consumers' environmental knowledge and attitudes: influence on willingness to purchase. *International Journal of Wine Research*. 2009(1), 59-72.
- Barber, N., Taylor, D.C., & Dodd, T. (2009). The importance of wine bottle closures in retail purchase decisions of consumers. *Journal of Hospitality Marketing and Management*. 18(4).
- Barber, N. & Taylor, C. (2009). Wine bottle closure: The importance to Millennials and Baby Boomers during purchase situations. *EnoMetrica*. 2(1), 67-86.
- Henrie, K. & Taylor, D.C. (2009). Use of Persuasion Knowledge by the Millennial Generation. *Young Consumers*. 10(1), 71-81.
- Barber, N., Taylor, D.C., & Dodd, T. (2009). Twisting Tradition: Consumers' Perceptions of Alternative Closures. *Journal of Food Products Marketing*. 15(1).
- Taylor, D.C., & Barber, N. (2008). Relationship of wine ratings and wholesale pricing, vintage, variety and region. *FIU Hospitality and Tourism Review*. 26(2), 10-18.
- Taylor, D.C., Dodd, T. & Barber, N. (2008). Impact of Wine Education on Developing Knowledge and Preferences: An Exploratory Study. *Journal of Wine Research*. 19(3), 193-207.
- Barber, N., Ismail, J., & Taylor, D.C. (2007). Label Fluency and Consumer Self Confidence. *Journal of Wine Research*. 18(2), 73-85.

#### **REFEREED CONFERENCE PRESENTATIONS/PROCEEDINGS**

- Taylor, D.C., Barber, N., & Parboteeah, V. Exploring Impulse Purchasing of Wine in the Online Environment. VDQS 22<sup>nd</sup> Annual Wine Economics Conference – Brno, Czech Republic, May, 2015.
- Draper, J., Taylor, D.C., & DeKok, D. Exploring Prior Festival Experience Differences on the Importance of Wine at Festivals. International Council on Hotel, Restaurant & Institutional Education- Annual Conference. Orlando, FL, July 2015.

- Draper, J., Taylor, D.C., & DeKok, D. Exploratory Study of the Relationships between Festival Attendee Motivation and the Importance of Wine. Travel and Tourism Research Association- 46<sup>th</sup> Annual International Conference. Portland, OR, June 2015.
- Parboteeah, V., & Taylor, D.C. Online Impulse Purchasing of Wine: An Analysis using the Stimulus-Organism-Response Model. International Council on Hotel, Restaurant & Institutional Education- Annual Conference. Orlando, FL, July 2015.
- Broz, C., & Taylor, D.C. Objective and Subjective Testing For the Dysphagia Diet in the Hospitality Industry. International Council on Hotel, Restaurant & Institutional Education- Annual Conference. San Diego, CA, July 2014.
- Taylor, D.C., & Broz, C. Museum Destination Restaurants: Consumer Perceptions of Wine Choices. International Council on Hotel, Restaurant & Institutional Education- Annual Conference. San Diego, CA, July 2014.
- Barber, N. and Taylor, D.C. BYOB: What Do Consumers Expect and Who Are They? VDQS 21<sup>st</sup> Annual Wine Economics Conference – Lyon, France May, 2014.
- Taylor, D.C., Deale, & Barber, N. Tapping into Craft Beer Preferences and Consumption. International Council on Hotel, Restaurant & Institutional Education- Annual Conference. St. Louis, MO, July 2013.
- Burusnukul, P., & Taylor, D.C. Media Effects, Involvement, and Ethnic Food Consumption. International Council on Hotel, Restaurant & Institutional Education- Annual Conference. St. Louis, MO, July 2013.
- Taylor, D.C., Broz, C., & Wolf-Taylor, D. The Museum Restaurant as a Destination. International Council on Hotel, Restaurant & Institutional Education- Annual Conference. Providence, RI, August 2012.
- Barber, N., Taylor, D.C., & Deale, C. Service Quality in Hospitality Higher Education: Student Perspective. International Council on Hotel, Restaurant & Institutional Education- Annual Conference. Providence, RI, August 2012.
- Barber, N. and Taylor, D.C. Marketing towards consumer lifestyle to build brand equity and increase revenue. VDQS 19th Annual Wine Economics Conference – Coimbra, Portugal May, 2012. (Proceedings)
- Taylor, D.C., Barber, N. & Deale, C. Educating Wine Consumers: Effective Functioning within the Marketplace. International Council on Hotel, Restaurant & Institutional Education- Annual Conference. Denver, CO, July 2011.
- Deale, C., Taylor, D.C., & Barber, N. Consumer Perceptions of Alternative Wine Packaging. South East International Council on Hotel, Restaurant & Institutional Education- Fall Conference. University of Mississippi, October 2009. (Proceedings)

- Barber, N., Taylor, D.C., & Deale, C. A Case for Selective Marketing: Identifying the Ecological Wine Tourist. International Council on Hotel, Restaurant & Institutional Education- Annual Conference. San Francisco, CA, August 2009. (Proceedings)
- Barber, N., Taylor, D.C., & Strick, S. Environmental Knowledge and Attitudes: Influencing the Purchase Decisions of Wine Consumers. International Council on Hotel, Restaurant & Institutional Education- Annual Conference. San Francisco, CA, August 2009. (Proceedings)
- Taylor, D.C., Barber, N., & Henrie, K. Measuring the Influence of Persuasion Marketing on Young Wine Consumers. International Council on Hotel, Restaurant & Institutional Education- Annual Conference. San Francisco, CA, August 2009.
- Barber, N. & Taylor, C. Who Are Ecological Wine Tourists: A Case for Selective Marketing. VDQS 16th Annual Wine Economics Conference – Namur, Belgium; May, 2009. (Keynote presentation, best paper award, and proceedings)
- Barber, N., & Taylor, C. Wine bottle closure: The importance to Millennials and Baby Boomers during purchase situations. VDQS 16th Annual Wine Economics Conference – Namur, Belgium, 2009.
- Taylor, D.C. The Impact of Wine Education Courses on Developing Knowledge and Preferences. International Council on Hotel, Restaurant & Institutional Education (ICHRIE)-Rocky Mountain Chapter Regional Conference “Educators Connecting.” Denver, CO, February, 2009.
- Broz, C., Taylor, D.C. & Barber, N. The effects of wine quality in reduction preparation: an objective and subjective study. The 14th Annual Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, NV, January 2009. (Proceedings)
- Broz, C., Taylor, D.C. & Barber, N. Blanching Bones in Stock Production: Is This Still a Wasted Step? The 14th Annual Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, NV, January 2009. (Proceedings)
- Barber, N., Taylor, D.C. & Dodd, T. Twisting Tradition: Consumers’ Perceptions of Alternative Closures. VDQS 15th Annual Conference; Collioure, France, May 2008. (Proceedings)
- Taylor, D.C., Barber, N., & Dodd, T. The effects of knowledge on wine preference. Thirteenth Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. Orlando, FL, January 2008. (Proceedings)
- Taylor, D.C., Barber, N., & Kolyesnikova, N. Content analysis of wine ratings versus pricing. Thirteenth Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. Orlando, FL, January 2008. (Proceedings)
- Taylor, D.C., Barber, N., Boyce, J., & Broz, C. The effects of wine quality in sauce. Thirteenth Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. Orlando, FL, January 2008. (Proceedings)

Taylor, D.C., Yuan, J., Kolyesnikova, N. & Dodd, T. The evaluation of Texas winery websites: An exploratory study. 12<sup>th</sup> Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. Houston, TX, January 2007.

Taylor, D.C., Kolyesnikova, N. & Dodd, T. The effects of wine education on consumer preferences and evaluation of wine. 12<sup>th</sup> Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. Houston, TX, January 2007.)

### **AWARDS**

- 2014 Emerald Publishing Literati Award “2013 Highly Commended Paper” for “Experimental approach to assessing actual wine purchase behaviour,” published in the International Journal of Wine Business Research (Awarded to three papers published in 2013).
- Presidential Award for Excellence in Research, Eastern New Mexico University; 2012-2013. (This award is given to one faculty member at the university, per year).
- Best Paper Award with Nelson Barber, Ph.D. for “Who Are Ecological Wine Tourists: A Case for Selective Marketing” -VDQS 16th Annual Wine Economics Conference – Namur, Belgium; May, 2009.

### **OTHER PUBLICATIONS**

Barber, N., Taylor, D.C., Kolyesnikova, N. & Dodd, T. (2007). Consumer Attitudes towards Texas Wines. *Texas Wine Marketing Research Institute*.

Taylor, C. (2006, December). Celebrate the holidays with a great effervescent wine for under \$20. *Lubbock Avalanche Journal*, Lubbock, Texas.

### **OTHER SCHOLARLY ACTIVITIES/CONFERENCE PRESENTATIONS**

*Club Managers Association of America*. Wine Education and Training. November, 2014.

*Wine and the Hospitality Industry*. The 38<sup>th</sup> Annual Conference of Texas Wine and Grape Growers Association, Dallas, TX, February 2014. (Invited Presentation)

*Wine Preferences, Education and Other Consumer Buying Behaviors*. ENMU Faculty Lectureship Series, Peer Reviewed Presentation Invitation. 38<sup>th</sup> Annual ENMU Student Research Conference. April 4, 2012. (Keynote Speaker)

*Effects of wine education on preferences*. The 32<sup>nd</sup> Annual Conference of Texas Wine and Grape Growers Association, Houston, TX, February 2008. (Invited Presentation)

*Champagne or sparkling wine for New Year's?* “Living Section” interview *Lubbock Avalanche Journal*, Lubbock, TX, December 29, 2007. (Article)

*Wine Research*-Front page cover story. *Lubbock Avalanche Journal*, and syndicated by *Associated Press*, Lubbock, TX, June 2007. (Article)

*Texas Wine Sales Data*. The 31<sup>st</sup> Annual Conference of Texas Wine and Grape Growers Association, Houston, TX, February 2007. (Invited Presentation)

## **UNIVERSITY SERVICE**

### University of Houston:

- Ad-Hoc Committee for Rewriting the Hilton college Tenure and Promotion Guidelines; 2015-present
- Faculty Senate; 2014-present
  - Faculty Senate Undergraduate Curriculum Committee; 2014-present
- Graduate student Lillion Garzon's professional paper chair for "Loyalty Programs in the Alcohol Beverage Industry"
- Chair, Beverage Curriculum Committee; 2013-present
- Advisory Committee for the Culinary Institute of America, Greystone, Advanced Wine and Beverage Program; 2014-present
- Vice Provost's New Faculty Orientation Task Force, 2014
- Director, Fred Parks Wine Cellar; 2014-present
- Director, Beverage Management Program; 2014-present
- Ad-Hoc Committee on Hilton College Course Load Release Policies 2014
- Member, Conrad N. Hilton College of Hotel and Restaurant Management Dean Search Committee; 2014
- Member, Conrad N. Hilton College of Hotel and Restaurant Management Faculty Search Committee: 2014-2015
- Wine advisor for Hilton college "Hall of Honor"; 2014-present
- Wine advisor for Hilton college "Gourmet Night"; 2014-present

### Eastern New Mexico University:

- Student Advising: Fall 2008-2013
- College of Business Assessment Committee: 2008-2010
- Faculty Advisor to the Hospitality Club, Student Organization: 2008-2013
- College of Business Scholarship Committee: 2008-2010
- ENMU Special Committee on Faculty Evaluation Guidelines: 2009
- Conference Judge- 35th Annual Student Research Conference, ENMU: April, 2009
- College of Business Faculty Evaluation Committee; 2009-2010
- University Undergraduate Admissions & Standards Committee; 2009-2010
- College of Business Accounting Faculty Search Committee, 2009
- College of Business Information Systems Faculty Search Committee, 2009-2010
- College of Business Marketing Faculty Search Committee, 2010
- ENMU Instructional Designer University Search Committee, 2010
- ENMU Graduate Council, 2009-2010
- ENMU Program Review Committee, 2010-2013
- ENMU Dean's Council, 2010-2012
- Guest Chef for the Annual ENMU Alumni Shrimp Boil, August 2011
- Sodexo Executive Advisory Board, 2011-2013
- ENMU Academic Affairs Administrative Review, 2011-2012
- ENMU Etiquette Dinner planning committee and host, 2011-2013
- Chair, ENMU Resource Faculty Development Committee, 2012
- Sodexo Battle-of-the-Chefs competition, 2012



## **JOURNAL/CONFERENCE SERVICE**

- Teaching Academy Co-Chair; International Council on Hotel, Restaurant & Institutional Education; Annual Conference. Orlando, FL, July 2015
- Teaching Academy Co-Chair; International Council on Hotel, Restaurant & Institutional Education; Annual Conference. San Diego, CA, July 2014
- Session Moderator; 20<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism; 2014
- Editorial Board for the Journal of Hospitality & Tourism Education; 2012-present
- Track chair & reviewer; Southwest Academy of Management Conferences; 2012-2013 & 2013-2014
- Board member, ACBSP Annual Edition; 2011

### **Reviewer Service:**

- Reviewer, International Council on Hotel, Restaurant & Institutional Education-Annual Conference. Orlando, FL; July 2015
- Reviewer, International Journal of Hospitality Management; 2014
- Reviewer, International Council on Hotel, Restaurant & Institutional Education-Annual Conference. San Diego, CA, July 2014
- Reviewer, Nutrition and Food Science Journal, 2013-present
- Reviewer, International Council on Hotel, Restaurant & Institutional Education-Annual Conference. St. Louis, MO, July 2013
- Reviewer, Management Research Review; 2013-present
- Reviewer for the 18<sup>th</sup>, 19<sup>th</sup>, 20<sup>th</sup> & 21<sup>st</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, 2011-2015
- Reviewer, Journal of International Food & Agribusiness Marketing, 2012-present
- Reviewer, Environmental Engineering and Management Journal; 2012-present
- Reviewer, Journal of Research in Peace, Gender and Development; 2011-2013
- Editorial Team, Arts Marketing: An International Journal; 2011-2013
- Reviewer, Journal of Advertising; 2011-present
- Reviewer, Journal of Quality Assurance in Hospitality and Tourism; 2011-present
- Reviewer, International Research Journal of Management and Business Studies; 2011-present
- Reviewer, Journal of Food Products Marketing; 2010-present
- Reviewer, Journal of Foodservice; 2009-present
- Reviewer, Journal of Brand Management; 2010-present
- Reviewer, International Journal of Wine Research; 2010-present
- Reviewer, Journal of Hospitality & Tourism Education; 2008-present

## **SELECTED PROFESSIONAL SERVICE**

- ICHRIE Marketing Committee; Member, 2013
- Clovis, New Mexico's MainStreet Wine Festival-presenter/wine educator, 2012
- Portales Arts Council Member, 2008-present; President, 2009-2012
- Portales "MainStreet" Board Member, 2010-2013
- City of Portales Economic Development Finance Review Committee; 2010-2013
- New Mexico "MainStreet" Committee for Entrepreneur Development; 2010-2013
- Portales Quality of Life Task Force; 2010-2013
- Clovis Community College Business Advisory Committee; 2010-2013
- Board Member of the Medici Circle for the Texas Tech School of Art, 2006-2009
- President, Medici Circle of the Texas Tech University School of Art, 2007-2008
- President-elect and event director, Medici Circle, 2006-2007
- Faculty advisor to HSMAI student organization at Texas Tech University, 2006-2008
- Founder and President of a chapter of the Society for Human Resource Management at Wayland Baptist University, 2002-2004
- Leader and lecturer for monthly wine tasting groups, 2001-2006
- Board member of the Center for Contemporary Art in Abilene, Texas, 2002-2004
- Founding member of an auxiliary group that put on a monthly "Artwalk" for cultural and business venues, Abilene, Texas; 2000-2002
- Volunteer committee for a zoological park's fundraising events, 1999-2002
- Board member and officer of a fraternal housing corporation, 1996-2004

## **SELECTED PROFESSIONAL CERTIFICATIONS/ORGANIZATIONS**

- International Council on Hotel, Restaurant and Institutional Education; 2007-present
- Southwest Business Deans' Association- Member; 2010-2012

## **GRANT WRITING**

Eastern New Mexico University:

- *Faculty Competitive Research Grant: Wine Consumption and the Law, a Comparative Study*; 2010 (Received).

Eastern New Mexico University:

- *Faculty Competitive Instructional Grant: HRTM 420 Bar and Beverage Management*; 2010 (Received).

Eastern New Mexico University:

- *Faculty Competitive Research Grant: Environmental Concerns of Wine Tourists and Their Willingness to Visit*; 2008 (Received).

Department of Health and Human Services:

- *Sober Truth on Preventing Underage Drinking Act Grant: A Longitudinal Study of College Freshmen and Their Beliefs and Attitudes Toward Alcohol Consumption*; 2008 (\$199,128, Submitted and Declined).

## **FELLOWSHIPS**

Helen Devitt Jones Fellowship (Fall 2005-Spring 2008) \$30,000

Chancellor's AT&T Fellowship (Fall 2005-Spring 2008) \$9,000

## **PROFESSIONAL HOSPITALITY EXPERIENCE**

### *Glazer's Wholesale*

Domaines and Estates Fine Wine Division

Regional Key-Accounts Manager, 2006

- Sales manager for fine wine division covering all of West Texas
- Provided wine/wine list consulting to restaurants and retail outlets
- Conducted wine dinners and seminars for wine consumers
- Provided wine service training to restaurant staff
- Developed sales staff to better promote the wine portfolio
- Increased division wine sales in West Texas

### *Gratis Catering*

Director/Event Planner/Chef, 2004-2013

- Event coordinator/caterer for an annual Texas Tech scholarship fundraiser
- Chef services provider to Haute Goat Creamery
- Guest chef for "Red Raider Wine" launch party/fundraiser
- Guest chef/caterer of a development party for Texas Tech's President and guests
- Wine service management for the Underwood Center for the Arts
- Guest chef for special events at the Underwood Center for the Arts
- Guest chef services for the Charles Adams Project, Lubbock, Texas

## **OTHER PROFESSIONAL EXPERIENCE**

### *Texas Attorney General's Office*

- Regional Management Analyst, 2002-2005
- Unit Manager, 1998-2002
- Program Administrator, 1997-1998
- Unit Supervisor, 1996-1997
- Child Support Review Officer, 1995-1996
- Child Support Officer IV, 1994-1995
- Child Support Officer III, 1993-1994
- Child Support Officer II, 1992-1993
- Intern, summer 1991

### Management

- Successfully managed field offices of up to 32 professional staff
- Conducted management analysis for an 86 county region
- Provided management consulting to field managers
- Lead and motivated staff to exceed legislative and executive goals
- Ensured that policies and laws were followed by 185 field staff
- Coached field managers to reach a regional production goal of \$138 million

### Human Resources

- Conducted ongoing professional and executive training for staff
- Carried out interviews and selected applicants for field offices

## **OTHER PROFESSIONAL EXPERIENCE (continued)**

### *Texas Attorney General's Office*

#### Project Management

- Created a regional call center by selecting staff, training management and staff, developing standard operating procedures and monitoring operations
- Developed a successful pilot project for intensive collections that was integrated into a new office and which became part of a regional operating plan
- Monitored operation plan performance of offices
- Worked on statewide integration and rollout of a new computer system
- Implemented a regional quality control program

#### Customer Service

- Maintained trusting relationships with Federal and State legislators as a regional liaison
- Handled difficult customer service issues as the Regional Ombudsman
- Monitored offices and staff for quality customer service and addressed all complaints
- Set expectations and delivered training on providing quality customer service
- Conducted legal negotiations and mediation

## **OTHER PROFESSIONAL DEVELOPMENT/TRAINING**

- Graduate of "Leadership Abilene" Chamber of Commerce program, 2002
- Graduate of George W. Bush's *Governor's Management Development Program*, 1998
- Mediation Certification Program, 1995