

**PRISCILLA BLOOMQUIST, Ph.D.**  
**New Mexico State University**  
**School of Hotel, Restaurant and Tourism Management**  
**575-646-2877**  
**pbloomqu@nmsu.edu**

**EDUCATION**

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New Mexico State University, Las Cruces, NM  
Doctor of Philosophy, May 1995  
Major: Educational Management and Development  
Minor: Counseling and Educational Psychology  
Dissertation: "The Use of Importance-Performance Analysis to Evaluate the Accreditation Commission for Programs in Hospitality Administration"

University of Wisconsin-Stout, Menomonie, WI  
Master of Science, December 1987  
Major: Hospitality and Tourism

University of Wisconsin-Madison, Madison, WI  
Bachelor of Arts, May 1984  
Major: Economics

**ACADEMIC EXPERIENCE**

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August 2017 to Present      New Mexico State University, Las Cruces, NM  
Family and Consumer Sciences  
Extension Family and Consumer Sciences  
Interim Department Head  
Manage all aspects of administration including fiscal and personnel management, developing and maintaining departmental facilities, and performing faculty and program evaluations in the second largest department in the college with 320 students, 13 academic faculty members and 5 State Extension Specialists. Secured over \$450,000 for a food laboratory renovation and coordinated 5 successful faculty searches. Led curriculum revision and renaming effort for Fashion Merchandising and Design major.

August 1988 to Present      New Mexico State University, Las Cruces, NM  
School of Hotel, Restaurant & Tourism Management  
Professor & Graduate Faculty Member (2007 - Present)  
Associate Professor & Graduate School Faculty Member (2000 - 2007)  
Assistant Professor & Graduate School Faculty Member (1995 - 2000)  
College Assistant Professor (1991 - 1995)  
College Instructor (1988 - 1991)  
Founding faculty member. Established first student organization and developed industry relations including the annual Hospitality Career Fair. Secured over \$1 million in external funding.

August 1985 to August 1988 University of Wisconsin-Stout, Menomonie, WI  
Hotel, Restaurant and Tourism Management  
Lecturer (August 1987 – August 1988)  
Lecturer and Assistant to Program Director (January 1987 – August 1987)  
Teaching Assistant (August 1985 – January 1987)  
Taught the introductory hospitality management and labor relations courses. Developed and taught a new course: Principles of Meeting and Convention Planning. Proficiently instructed classes of 30-120 students. Demonstrated the ability to maintain a high level of student participation in freshman through senior level classes.

## **HONORS AND RECOGNITIONS**

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- 2018 New Mexico Tourism Hall of Fame Inductee, The Hospitality Association of New Mexico
- 2017 Charles Tharp Farms Distinguished Service Award, ACES, NMSU
- 2007 Donald C. Roush Award for Teaching Excellence, NMSU
- 2007 Marriott Leadership Summit Delegate, San Diego, CA, January 3 - 6
- 2007 New Mexico Hospitality Educator of the Year, The Hospitality Industry Education Foundation
- 2006 Professor of the Year, NMSU Greek Community
- 2005 Marriott International Corporate Faculty Internship Program, Washington, D.C./Scottsdale, AZ
- 2003 Red Lobster Faculty Internship Program, Orlando, FL
- 2003 – 2004 Appointed by Tourism Cabinet Secretary to the New Mexico Tourism Department Committee on Research
- 2000 – 2002 Walt Disney World College Program, Charter Member National Advisory Board (One of 16 original members nationwide.)
- 2000 Outstanding Faculty Member Award, Fiestas Latinas, Chicano Programs Awards Banquet
- 1998 Professor of the Year, NMSU Greek Community
- Phi Kappa Phi Honor Society, New Mexico State University Chapter  
Public Relations, April 2000 -2003, Past-President, April 1998 - 1999  
President, April 1997 – 1998, Secretary, April 1993 – 1995, Inducted, April, 1992
- 1996 Patricia Christmore Teaching Award, New Mexico State University
- 1993 Donald C. Roush Award for Teaching Excellence, New Mexico State University
- 1992 Distinguished Teaching Award, College of Agriculture and Home Economic, NMSU
- 1990, 1991, 1992 College Relations Award, Harvey's Resort Hotel & Casino, Lake Tahoe, NV

## **LICENSURES and CERTIFICATIONS**

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Las Cruces Visitor A2D Champion, Customer Service Online Certification, April 2016

Visit Maine, WelcoME Customer Service Certification, December 2015

NM Alcohol Server Permit, ServSafe, November 2015 – November 2018

## **CONSULTING**

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MountainView Regional Medical Center, Las Cruces, NM, February – March 2016  
Customer Service Audit for Telemetry Unit

University of Georgia, Athens, GA, November – December 2015  
Academic Program Development in Hospitality Management

## RESEARCH & CREATIVE PROJECTS

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Title: "TRUE Hospitality" Customer Service Train-the-Trainer Program  
Source: NMSU Cooperative Extension Service  
**Funded: \$5,000 (January 2017 – August 2017)**  
Function: Project Director

Title: "Hospitality and Tourism Related Associations Merger Study"  
Source: New Mexico Restaurant Association, New Mexico Lodgers Association, Tourism Association of New Mexico  
**Program Donation: \$3000 (October, 2012 – June, 2013)**  
Function: Project Director

Title: "Chef-Scientists: A Collaborative Cross-Disciplinary Program"  
Source: USDA, Hispanic Serving Institutions Education Programs  
**Funded: \$240,000 (August 2007 - 2012)**  
Function: Co-Director

Title: "Pathways to Success: A Collaborative Initiative to Transition Outstanding Hispanic Students into a Bachelor's Degree Program in Foodservice"  
Source: USDA, Hispanic Serving Institutions Education Programs  
**Funded: \$289,000 (August 2006 – 2009)**  
Function: Project Co-Director

Title: "SAVOR: Student Access via Online Resources"  
Source: USDA, Hispanic Serving Institutions Education Programs  
**Funded: \$300,000 (August 2005 – 2008)**  
Function: Co-Project Director (Project Director - Dr. C. Gonzalez)

Title: "Sowing the Seeds: Strengthening Local Economies"  
Source: USDA- Hatch Project  
**Funded: 25% Appointment (December 2003 – 2008)**  
Function: Principal Investigator

Title: "The Hospitality Technology Laboratory"  
Source: ARAMARK Corporation  
**Requested, Unfunded: \$100,000 (Spring 2003)**  
Function: Principal Contact

Title: "Hospitality Food Production and Service Laboratory"  
Source: The J. Willard and Alice S. Marriott Foundation  
**Funded: \$150,000 (April, 2002)**  
Function: Principal Contact

Title: "Promoting Environmental Protection through Ecotourism Ventures in the Border Region"  
Source: Southwest Center for Environmental Research and Policy  
**Funded: \$92,300 (June 2000 - June 2002)**  
Function: Key Personnel (P.D., Dr. S. Gray, College of Business Administration and Economics)

Title: "Agricultural Tourism in New Mexico"  
Source: USDA - Hatch Project  
**Funded: 25% AES Appointment** (January 1998 - 2002)  
Function: Principal Investigator

Title: "Navajo Training Manuals"  
Source: New Mexico Department of Tourism  
**Funded: \$2,200** (October 1997 - February 1998)  
Function: Project Staff

Title: "Exit Survey of Visitors to the New Mexico State Fair"  
Source: New Mexico State Fair  
**Funded at \$1,000** (May - October 1996)  
Function: Principal Investigator  
Title: "Economic Impact Model for New Mexico State Parks"  
Source: New Mexico State Parks and Recreation Division  
**Funded at \$13,150** (November 1995 - April 1996).  
Function: Principal Investigator

Title: "New Mexico Welcome Center Research Program"  
Source: New Mexico Department of Tourism, Continuation  
**Funded at \$10,050** (December 1995 - June 1996).  
Function: Principal Investigator

Title: "New Mexico Welcome Center Research Program"  
Source: New Mexico Department of Tourism  
**Funded at \$11,395** (March - June 1995).  
Function: Principal Investigator

Title: "Gaming Attitudes and Behaviors of RV Travelers"  
Source: College of Agriculture and Home Economics  
**Funded at \$500** (March 1995 - August 1995)  
Function: Co-Principal Investigator

Title: "New Mexico Welcome Center Research Program Development and Implementation"  
Source: New Mexico Department of Tourism  
**Funded at \$9,950** (May-June 1994).  
Function: Principal Investigator

Title: "Cloudcroft Sustainable Development Program"  
Source: The U.S. Forest Service  
**Funded at \$19,000** (Nov. 1994 – October 1996).  
Function: Project Staff

Title: "New Mexico Welcome Center Hospitality Training"  
Source: New Mexico Department of Tourism  
**Funded at \$22,000** (May-July 1993).  
Function: Project Director

Title: "The Harvest Trail"  
Source: New Mexico Department of Economic Development  
**Funded at \$25,000** (March-August 1993).  
Function: Project Director

Title: "Welcome Center Master Plan Development"  
Source: New Mexico Department of Tourism  
**Funded at \$30,000** (May-September 1992).  
Function: Principal Investigator. Assumed primary responsibility for completion of the project, including hiring project staff, data collection and evaluation of centers and preparation of final report.

Title: "Diversified and Integrated Rural Economic Development Through Tourism: A Pilot Project to Source: Increase Tourism to New Mexico Through Training, Capacity Building and the Implementation of a Comprehensive Tourism Marketing Plan"  
Extension Service of the U.S. Department of Agriculture  
**Funded: \$610,000 project (1992 – 1994)**  
Function: Project Staff (1992 and 1993)

## **PUBLICATIONS**

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### **In-Progress**

"Policy Implications for Short-term Rentals: The Case of New Mexico" (Writing).  
The sharing economy businesses, such as Airbnb, have become increasingly popular. Residents use these businesses to rent out their homes or apartments, often as an extra source of income. However, many areas have experienced rapid and substantive changes including a shift from locally-owned homes to investment, rental properties. Other concerns include; noise/parking issues, lodger's tax and the belief that those that benefit from tourism promotion should contribute towards it and that visitors deserve quality, safety and consumer protection.

"The Efficacy of Customer Service Training Programs: A Case Study" (Planning).  
Many states and communities across the country invest substantial resources in the development and implementation of customer service/hospitality training programs in an effort to enhance the tourist experience, but little is known about their efficacy. A pre and post- test model will be utilized in determining the efficacy of a new community customer service training program in the southwestern United States.

"Hospitality Campus Recruiters: Key Determinants of Candidate Success" (Planning).  
A sample of national recruiters which currently recruit at a mid-sized hospitality program located in the southwestern United States will participate in a focus group to discuss key determinants of applicant success. This information will be used to develop specific recommendations for the competencies which should be addressed in hospitality professional development courses.

### **Refereed Publications**

Josiam, B., Reynolds, S., Bloomquist, P. and Crutsinger, C. (2006) An Empirical Analysis of Determinant Factors in the Selection of a Hospitality Management Program on an American Campus. The Proceedings of the Joint Conference of the Asia Pacific Tourism Association and Asia Pacific CHRIE, June, 2006

Bloomquist, P. and Clark, B. (2005) The Role of Special Event Planners and Special Events in Fundraising

for Nonprofit Organizations. The Proceedings of the International Council on Hotel, Restaurant and Institutional Education Annual Conference.

Mandabach, K., Bloomquist, P., Rande, W. and Vanleeuwen, D. (2002) Food allergies in hospitality management curricula: One bite can be deadly. Journal of Hospitality and Tourism Education, 14,(1), 33-39. \*Article resulted in 2003 Member of Emerald's Hall of Fame recognizing the world's best management authors for "Readability" and "Practical Implications." (Only 10% of the papers published in the Emerald Management Reviews Accredited Journal Coverage List receive a citation of excellence.)

Mandabach, K., VanLeeuwen, D. and Bloomquist, P. (2001). Hospitality technology education: student successes in mastering the hidden curriculum. Journal of Hospitality and Tourism Education(12) 3.

Breiter, D. and Bloomquist, P. (1998). TQM in American hotels: An analysis of application. Cornell Hotel and Restaurant Administration Quarterly (39) 1. 26-33.

Bloomquist, P., Clements, C. and Josiam, B. (1998). Hospitality and tourism student recruitment: strategies based on the decision-making process. Journal of Hospitality & Tourism Education (10) 1. 18-22.

Bloomquist, P., Clements, C. & Josiam, B. (1997). Student recruitment: marketing strategies based on the decision-making process. The International Society of Travel & Tourism Educators, Proceedings of Refereed Research and Academic Papers Vol. IX.

Sem, J., Clements, C. & Bloomquist, P. (1997). Tourism and recreation management: strategies for public lands. Journal of Travel Research (Travel Research Bookshelf), 35(4) 83.

Bloomquist, P. and Moreo, P., (1997). What's in a name: An exploration of program names in the field of hospitality education. Journal of Hospitality & Tourism Education, 9(2), 10-15.

Clements, C., Sem, J. and Bloomquist, P. (1996). Tourism and recreation management: strategies for public lands. Parks and Recreation, 31(9), 92-104.

Bloomquist, P. (1995). An evaluation of the Accreditation Commission for Programs in Hospitality Administration. The Proceedings of the International Council on Hotel, Restaurant and Institutional Education Annual Conference.

### **Chapters in Books/Manuals**

Bloomquist, P., Jones, T. and Breiter, D. (2002). Hospitality franchising. R. Brymer (Ed.), Hospitality management, an introduction to the industry tenth edition, Kendall-Hunt: Dubuque.

Bloomquist, P. and Breiter, D. (2000). Hospitality franchising. R. Brymer (Ed.), Hospitality management, an introduction to the industry ninth edition, Kendall-Hunt: Dubuque.

Bloomquist, P. and Breiter, D. (1998). Hospitality franchising. R. Brymer (Ed.), Hospitality management, an introduction to the industry eighth edition, Kendall-Hunt: Dubuque.

Bloomquist, P. and Sem, J. (1996). Effective festival management in Western Tourism Management Guide, edited by J. Sem.

Bloomquist, P. and Sem, J. (1996). Practical tourism research techniques in Western Tourism Management Guide, edited by J. Sem.

Bloomquist, P. and Sem, J. (1996). Packaging: an effective tourism marketing tool in Western Tourism Management Guide, edited by J. Sem.

Bloomquist, P. and Sem, J. (1996). Stimulating community involvement in Western Tourism Management Guide, edited by J. Sem.

### **Technical and Other Reports**

Bloomquist, P. "Hospitality and Tourism Related Associations Merger Study," Prepared for the New Mexico Restaurant Association and the Tourism Association of New Mexico, June, 2013.

Bloomquist, P. "Ecotourism: A Review of the Literature," deliverable for "Promoting Environmental Protection through Entrepreneurial Ecotourism Ventures in the U.S. - Mexico Border Region." January, 2003.

Bloomquist, P. "Las Cruces Lodger's Association Lodging Operations Monthly Business Reports, December 1998 - August 2001.

Bloomquist, P. "New Mexico State Fair Exit Survey Report," Prepared for the New Mexico State Fair, November 1996.

Bloomquist, P., "New Mexico Welcome Center Visitor Profile 1994/5 Annual Report," For the New Mexico Department of Tourism, June, 1996.

Clements, C., Ness, E. and Bloomquist, P. "1995 New Mexico Outdoor Recreation Study," Prepared for Energy, Minerals and Natural Resources Department, New Mexico State Park and Recreation Division, August, 1995.

Clements, C., Ness, E. and Bloomquist, P. "New Mexico Recreation Manager Perception Study," Prepared for Energy, Minerals and Natural Resources Department, New Mexico State Park and Recreation Division, September, 1995.

Bloomquist, P., "New Mexico Welcome Center Visitor Profile Report", New Mexico Department of Tourism Technical Report, June 1995.

Bloomquist, P., "New Mexico Welcome Center Visitor Profile Project Report", New Mexico Department of Tourism Technical Report, June 1994.

Bloomquist, P., "New Mexico Welcome Centers Operations Manual", Prepared for the New Mexico Department of Tourism, April 1994.

Bloomquist, P., "State of New Mexico Visitor Information Center Master Plan", June 1993.

## PRESENTATIONS

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- Bloomquist, P. (2016) New Mexico Governor's Conference on Hospitality and Tourism, "Measuring the Impact Your Event Has on the Local Economy," Las Cruces NM. May. **Invited Panel Moderator**
- Josiam, B., Reynolds, S., Bloomquist, P. and Crutsinger, C. (2006) "An Empirical Analysis of Determinant Factors in the Selection of a Hospitality Management Program on an American Campus." Joint Conference of the Asia Pacific Tourism Association and Asia Pacific CHRIE, June, **Refereed Presentation.**
- Bloomquist, P. and Clark, B. (2005) "The Role of Special Event Planners and Special Events in Fundraising for Nonprofit Organizations," International Council on Hotel, Restaurant and Institutional Education Annual Conference, Las Vegas, NV, July 30, **Refereed Presentation.**
- Bloomquist, P. (2005) "Recreation and Tourism: The Power of Partnerships." 15<sup>th</sup> International Executive Development School of the National Recreation and Park Association, January 13, **Invited Presentation.**
- Bloomquist, P. (2005) "The Changing Face of Tourism in New Mexico." The 1<sup>st</sup> International Symposium for Personal Space Flight, Las Cruces, NM, October 6. **Invited Presentation.**
- Bloomquist, P. (2004) "Using New Mexico State Visitor Centers to Market Your Destination," Tourism Association of New Mexico Marketing and Research Conference, Albuquerque, **Invited Presentation.**
- Bloomquist, P. (2004) "Recreation and Tourism: Management Strategies and Techniques for Public Lands." 14<sup>th</sup> International Executive Development School of the National Recreation and Park Association, January 16, 2004, **Invited Presentation.**
- Bloomquist, P. (2003) "Ecotourism and Recreation Management: Strategies and Techniques for Public Lands." 13<sup>th</sup> International Executive Development School of the National Recreation and Park Association, January 17, 2003, **Invited Presentation.**
- Bloomquist, P. (2003) "Agriculture and Tourism: Working Vacation Ranches in New Mexico," International Council on Hotel, Restaurant and Institutional Education, Palm Springs, CA, August 3, 2003. **Refereed Poster Presentation.**
- Bloomquist, P. (2003) "Agriculture and Tourism in New Mexico," NMSU Research and Creative Activities Fair, Las Cruces, NM, September 26. **Invited Poster.**
- Bloomquist, P. (2001) "The Hospitality Business Alliance: Passport to the Future," Western Region Teaching Symposium, Honolulu, Hawaii, September 28, 2001. **Refereed Poster Presentation.**
- Bloomquist, P. (1999) "Ecotourism: Guiding Principles of Development," Joint meeting of Tourism and Public Land Management Professionals from the U.S. and Mexico, Nueva Casas Grandes, MX, August 26, 1999. **Invited Presentation.**
- Bloomquist, P. (1999) "Developing a Model Internship Program," International CHRIE Convention and Expo, Albuquerque, NM, August 6, 1999. **Refereed Poster.**
- Mandabach, K., Bloomquist, P. and Hoart, H. (1999) "Hospitality Technology Education," International CHRIE Convention and Expo, Albuquerque, NM, August 6, 1999. **Refereed Presentation.**



Bloomquist, P. (1999) "Assessing Student Perceptions of an Internship Program," NMSU College of Agriculture and Home Economics All College Conference, Las Cruces, NM, January 4, 1999. **Invited Poster Presentation.**

Bloomquist, P. (1998). "Agricultural Tourism in New Mexico." Rural Economic Development Through Tourism Annual Meeting, Truth or Consequences, NM. November 9. **Invited Presentation.**

Breiter, D. and Bloomquist, P. (1998). Quality management components in hotels, The Tourism Association of New Mexico Marketing and Research Conference, Las Cruces, NM. **Refereed Presentation.**

Bloomquist, P. (1998). "New Mexico's Top Ten Cities Based on Rate of Growth in Lodger's Tax Revenue," The Tourism Association of New Mexico Marketing & Research Conference, Las Cruces, NM, March 1998. **Invited Presentation.**

Bloomquist, P. & Villareal, N. (1997). "Improving Intercultural Communication : A Cross Cultural Simulation." Presented at the 1997 National Parks & Recreation Association Congress, Salt Lake City, UT, October 31, 1997. **Invited Presentation.**

Bloomquist, P. & Clements, C. (1997). "Student Recruitment: Marketing Strategies Based on the Decision-making Process." Presented at the International Society of Travel & Tourism Educators Conference, San Diego, CA, October 25, 1997. **Refereed Presentation.**

Breiter, D. & Bloomquist, P. (1997) "An Analysis of Total Quality Management Systems in Hotels in the United States." Presented to the Rocky Mountain Council on Hotel, Restaurant & Institutional Education, Phoenix, AZ, October 18, 1997. **Refereed Presentation.**

Bloomquist, P., and Clements, C. (1996). Gaming attitudes and behaviors of RV travelers. The Tourism Association of New Mexico Research Conference, **Refereed Presentation.**

Bloomquist, P. (1995). "An Evaluation of the Accreditation Commission for Programs in Hospitality Administration.", The Council on Hotel, Restaurant and Institutional Education, Nashville, TN, August, 1995. **Refereed Presentation.**

Bloomquist, P. (1995). "Optical Mark Readers: Welcome to the Future." The Council on Hotel, Restaurant and Institutional Education, Nashville, TN, August, 1995. **Refereed Poster Presentation.**

Bloomquist, P. (1995) "Scannable: The User Friendly Survey." Travel & Tourism Research Association International Conference, Acapulco, MX, May 1995. **Refereed Poster Presentation.**

Bloomquist, P. (1992) "An Evaluation of New Mexico's Welcome Center Program." The Tourism Association of New Mexico Research Conference, Albuquerque, April, 1992. **Invited Presentation.**

## **SERVICE (Last Six Years)**

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### **University Level**

Advising Task Force, 2016 – 2017

ACES Representative & Faculty Senate Representative, Athletics Council, December 2010 - 2017

Faculty Senate, 2006 – 2012 and 2016 - 2017

Senior Leadership Committee, 2016 - 2017

Chair, Long Range Planning Committee, 2016 – 2017

Senate Representative, Strategic Enrollment Planning Council, 2016 - 2017

Senate Representative, Alcohol Review Committee, 2006 - 2012

HED Area IV Course Approval NMSU Member on Statewide Committee, 2007 – 2015

### **College Level**

Faculty and Staff Awards Committee, 2017 - Present

State 4-H Conference Educational Workshop, TRUE Hospitality Customer Service Training, July, 2016

Promotion and Tenure Committee, 2007 – 2012 and 2014 – 2017

Chair, 2011 - 2012

Family and Consumer Sciences Promotion Committee, 2017

Curriculum Committee, 2000 - 2017

Search Committee, Associate Dean of Academic Instruction, 2017

ACES 2017 Budget Cuts “Task Force,” April, 2016

### **School of HRTM Level**

Faculty Advisor, Eta Sigma Delta International Hospitality Management Honor Society, 1990 – Present

Faculty Representative, Aggie Welcome and Orientations, 2016 – Present

Volunteer, Novembrew Beer and Wine Festival, 2016 and 2017

Promotion and Tenure Committee, 2000 - 2017

Search Committee – January 2014 – August 2014

Chair, Promotion and Tenure Committee, 2011 - 2013

School of Hotel, Restaurant and Tourism Management Executive Committee, 2005 - 2013

## **Professional Service**

Volunteer, New Mexico Tourism TRENDS Conference, The New Mexico Hospitality Association, January 2017

Technical Assistance, South Central Council on Governments, June 2016 – July 2016

Luncheon Organizer, Visit Las Cruces Industry Partner - December Lunch/Meeting, December 1, 2016

Program Organizer, NM Tourism Department - Southwest Regional Marketing Board, August 25, 2016 – September 12, 2016

Volunteer, NM Governor's Conference on Hospitality and Tourism, Las Cruces, NM, May 2016

Reviewer, Conference Paper, International Council on Hotel, Restaurant and Institutional Education, 2016

Reviewer, Conference Paper, International Council on Hotel, Restaurant and Institutional Education, 2015

## **PROFESSIONAL DEVELOPMENT ACTIVITIES (Last Six Years)**

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Conference Attendee, "NM Governor's Conference on Hospitality and Tourism," NM Hospitality Association, Ruidoso, NM. (May 2018).

Writing to Learn Mini-Grant, "Writing to Learn," NMSU Teaching Academy. (September 14, 2016 - 2017).

Conference Attendance, "NM Governor's Conference on Hospitality and Tourism," NM Hospitality Association, Albuquerque, NM. (May 2017).

Forum Attendee, "Student Success Forum - Dr. Timothy Renick," NMSU - Office of the Executive Vice President and Provost. (October 28, 2016).

Seminar/Workshop, "Accessibility and Hospitality Workshop," NM Governor's Commission on Disability and NM Hospitality Association Association, Las Cruces, NM. (August 16, 2016).

Webinar, "What Makes New Mexico Visitors Different," NM Department of Tourism/Longwoods International. (July 22, 2016).

Conference Attendance, "NM Governor's Conference on Hospitality and Tourism," NM Hospitality Association, Las Cruces, NM. (May 17, 2016 - May 18, 2016).

Seminar/Workshop, "Weed at the Wedding - Webinar," International Special Events Society. (April 19, 2016).

Seminar/Workshop, "The Flipped Classroom: Successful Practices and Common Pitfalls," NMSU Teaching Academy. (April 7, 2016).

Webinar, "NM Tourism Department Legislative/Budget Update," NM Tourism Department. (January 19, 2016).

Webinar, "NM Higher Education Department - Governor's Initiatives," NM HED Secretary Damron. (January 7, 2016).

Conference Attendance, "The International Council on Hotel, Restaurant and Institutional Education Annual Conference," ICHRIE, Orlando, FL, USA. (July 29, 2015 - July 31, 2015).

Webinar, "ADA 25th Anniversary Compliance Issues," American Hotel & Lodging Association. (May 28, 2015.)

Conference Attendance, "The NM Tourism TRENDS Conference," The New Mexico Hospitality Association, Santa Fe, NM. (January 8, 2015 - January 9, 2015).

Seminar/Workshop, "Using Social Media for Tourism Marketing," Las Cruces Convention and Visitors Bureau, Las Cruces, NM. (September 10, 2014).

Seminar/Workshop, "ADA Compliance Issues," American Hotel and Lodging Association. (July 31, 2014).

Seminar/Workshop, "Virgin Galactic Customer Service Training," Las Cruces Convention and Visitors Bureau, Las Cruces, NM. (June 2, 2014).

Board Retreat, The Tourism Association of New Mexico, Albuquerque, NM. (May 19, 2014).

Conference Attendance, "Tourism Day at the Legislature," The Tourism Association of New Mexico, Santa Fe, NM. (January 28, 2014).

Conference Attendance, "Tourism Association of New Mexico Marketing and Research Conference," Albuquerque, NM, USA. (November 6, 2013 - November 7, 2013).

Seminar/Workshop, "National Tour Association Town Hall," National Tour Association, Las Cruces, NM, USA. (July 22, 2013).

Conference Attendance, "NM Governor's Conference on Tourism," The Tourism Association of NM, Albuquerque, NM, USA. (May 5, 2013 - May 7, 2013).

## **PROFESSIONAL & HONOR SOCIETY MEMBERSHIPS**

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- The International Council on Hotel, Restaurant and Institutional Education (CHRIE), 1988 – Present
- Industry Partner, Visit Las Cruces (Las Cruces Convention and Visitors Bureau), 2015 - Present
- American Hotel and Lodging Association, 2006 – Present
- Travel & Tourism Research Association, 1990 – 2013 and 2016 – 2017
- Delta Sigma Pi (Professional Business Fraternity)– 2010 - Present
- New Mexico Hospitality Association, 2015 - Present
- The International Society for Travel & Tourism Educators, 1988 – 2013
- Tourism Association of New Mexico
  - Board Member, 1990 - 2015
  - Chair, 1998 & 1996 New Mexico Tourism Marketing & Research Conferences
- Phi Kappa Phi

## **OTHER EXPERIENCE**

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Jason's Deli, Inc., Beaumont, TX, Summer 2012, Faculty Intern

Marriott International Inc., Washington D.C. and Scottsdale, AZ, Summer 2005, Faculty Intern

Red Lobster (Darden Restaurants Inc.), Orlando, FL, Summer 2003, Faculty Intern

Primm Valley Casino Resorts, Primm, NV, Summer 1997, Faculty Intern

Harvey's Resort Hotel & Casino, South Lake Tahoe, NV, Summer 1996, Faculty Intern

The Inside Track Supper Club, Shakopee, MN, Summer 1988, Catering Coordinator

Andy's Restaurant, Madison, WI, 1982 – 1985, Service Manager

University of Wisconsin-Madison, 1981 – 1982 Psychology Department, Game Theory Research Technician

Shanghai Minnie's Gourmet Chinese Food, Madison, WI, 1980 – 1982, Server, Prep Cook