

David M. Pearlman Ph.D., CHE, CHIA

Associate Professor
Arkansas State University
Neil Griffin College of Business
Jonesboro, AR 72467
Mobile: 312-961-2036
dpearlman@astate.edu

Summary of Qualifications

- Extensive industry and academic experience, highly skilled and experienced teacher/researcher (marketing, resort feasibility, entrepreneurship, sustainable tourism planning, innovative technologies, research methods, fund-raising, program evaluation, and casino revenue estimation)
- Tested leadership as Department Director of Research for Chicago Convention and Tourism Bureau supplying business intelligence and fiduciary responsibility for a budget exceeding \$500K and staff of nine
- Extensive Strategic Planning experience as team facilitator for municipalities, non-profit organizations, and corporations for Economics Research Associates now AECOM
- My interpersonal communications skills enable me to identify and facilitate any group role needed ensuring an effective and efficient meeting of objectives
- A successful author with PRJs and refereed presentations involving sexual harassment, Six Sigma, marketing, conventions, meetings & special events performance, gaming, tourism development, crowdfunding, and informational technologies
- Established record in contract/grant writing and project management (\$750K) within the public/private sectors
- Demonstrated abilities to quickly become subject matter expert in new areas identifying most salient information for decision making and an ability to present complex material in a concise and persuasive manner
- Tested the ability to troubleshoot and resolve problems quickly in an effective and fiscally efficient manner without rocking the boat!
- Commitment to the production of high quality, reliable results on time and under budget
- Creative, analytical, focused, and meticulous; works productively both independently and in teams

Education

- Ph.D. Michigan State University 1997
Parks, Recreation, and Tourism: tourism market research and development with an added concentration in fund-raising/grant writing

Dissertation: Three revenue prediction models for US casinos utilizing competition and site attribute variables
- M.A. California State University, Chico 1990
Recreation & Parks Management: non-profit marketing with an emphasis on program evaluation

Thesis: Principal Factors Influencing Camper Satisfaction at Eagle Lake California
- B.A. San Diego State University 1988
Recreation Administration: recreation systems management with added coursework in programming and leadership

Capstone Paper: Business Plan for Commercial Adventure Tour Operation

Experience

- | | | |
|---|--|----------------|
| <i>Associate Professor</i> | Arkansas State University
Jonesboro, AR | 8/20 – Present |
| <ul style="list-style-type: none"> • Hospitality Management course selection and curriculum development • New program and curriculum proposal development for Arkansas State University System • Advisory board creation and preliminary program strategic planning • Instruction of undergraduate students in marketing and marketing analytics | | |
| <i>Tenured Associate Professor</i> | University of New Orleans
New Orleans, LA | 8/13 – 7/20 |
| <ul style="list-style-type: none"> • Instruction of graduate and undergraduate students in quality service operations, convention, meeting, and special event planning, technology applications in hospitality, and survey of hospitality and tourism industry • Media information request fulfillment • Development of 100% online Executive Master's Degree courses using innovative information technologies • Service as interim Graduate Program Director, student advising, program marketing, and administration • Leadership and service on the university, college, and department committees • Supervision of student professional associations | | |
| <i>Assistant Professor –Tenure Track</i> | University of New Orleans
New Orleans, LA | 8/07 – 8/13 |
| <ul style="list-style-type: none"> • Instruction of graduate and undergraduate students in management, marketing, tourism development, hotel operations, and research methods • Curriculum development, student educational instruction/career advising • Chair University Student Publications Committee which oversees the administration of the school newspaper including budgeting, donation solicitation, and staff hiring • University and departmental committee work (website, curriculum evaluation, marketing) | | |
| <i>Visiting Professor</i> | University of New Orleans
New Orleans, LA | 8/06 – 8/07 |
| <ul style="list-style-type: none"> • Instruction of graduate and undergraduate students in management, marketing, quality service operations, convention, meeting, and special event planning, and research methods | | |
| <i>Director of Research</i> | Chicago Convention and Tourism Bureau
Chicago, IL | 7/05 – 8/06 |
| <ul style="list-style-type: none"> • Provide leadership and direction of the department of nine • As part of the senior team supplied input leading to the creation of a 5-year strategic plan • Develop and control the annual departmental budget of \$500K • Oversee all research aspects of the Bureau including sales department strategy and tactical development, direction and management of outsourced research programs, regional and statewide information dissemination, and legislative and industry-wide presentation development • Supply business intelligence to the international business community on an array of travel and tourism-related developments within Chicagoland and the state • Strong people skills were honed while serving as the Public Information Officer for the CVB in dealing with the media, legislators, members, industry stakeholders, and the public | | |

Senior AssociateEconomics Research Associates now AECOM
Chicago, IL

6/04 – 7/05

- Extensive Strategic Planning experience as team facilitator for municipalities, non-profit organizations, and corporations
- Conducting, supervising, and preparing for marketing, development, financial and economic studies across many business sectors globally including medical spa complexes, indoor waterpark resorts, Brownfield redevelopments, casinos, city, and state tourism development plans
- Performed project validation assessments for the United States Air Force base installations
- Opportunity assessment and proposal development for identified clients
- Project management, budget development/control, and team supervision of seven full-time analysts

**Sr. Mgr. Business Strategy
& Trends Analysis**Sodexo/Marriott Global Contract Services
Gaithersburg, MD

8/01 – 6/04

- Used interpersonal skills to work among all business lines to identify missed opportunities and then developed strategies to capitalize on them resulting in the development of new business ventures leading to organic growth including Waste Resource Management and English Second Language company educational services funded by State and Regional Grants
- Developed Employee Human Resource Education Program (federal tax credits) to lower turnover, reduce payroll tax burden and employee replacement costs
- Cashless payment system analysis that yielded contract renegotiation saving millions for the company in licensing fees and transactional percentages
- Conducted a comprehensive program evaluation of \$1.5 million category management initiative and \$750K “Customer’ization” and “LifeStyling” psychographic segmentation programs
- Development, testing, and implementation of company-wide Competitive Intelligence Program across multiple business lines using PDA technology
- Logistics and implementation of several product tests for multiple vendor partners
- Development of several “white papers” including branding, Customer Loyalty Programs, and Best Practices Program Implementation, RFID Technologies

Statistical ConsultantIBM SPSS
Statistical Package for Social Sciences
Armonk, NY

4/96 – 6/04

- On-site consultation addressing data collection methods, information system administration, and efficient resource use with the international business community
- My people skills combined with my presentation style proved effective in dealing with such clients as Gallup Polls, Inc., Disney, Choice Hotels, Harrah’s Entertainment, Six Flags Inc., Ford Motor Corporation, NEC, Diebold Systems, California Dept. of Education, and the Canadian Ministry of Transportation

Assistant ProfessorUniversity of South Carolina
Columbia, SC

8/98 – 8/01

- Instruction of graduate and undergraduate students in travel & tourism, ecotourism, marketing, research, hotels, and restaurant courses including both traditional and distance delivery methods
- Curriculum development, text/course packet development, student educational development/career advising
- University committee work (Research, Curriculum Evaluation, Scholarship/Awards, and Faculty Search)
- Leadership and advisement to International Hospitality Students Association
- US Agency for International Development (USAID) resident educator for Albanian Tourism Advisory Board
- Left to increase industry experience and add breadth to my body of knowledge

- | | | |
|--|---|-------------|
| Director | Institute for Tourism Research
Columbia, SC | 8/98 – 8/01 |
| <ul style="list-style-type: none"> • Provide leadership and direction for regional community outreach involving travel & tourism planning and economic development, customer service training, market research, and public relations efforts • Grant writing, workshop coordination, project administration, and information dissemination • University liaison to private and public-sector organizations, associations, and international business community • Serve as spokesperson for the Institute’s outreach mission • Supplied leadership and used people skills resurrecting the Southeastern Chapter of TTRA serving as President and conference organizer | | |
| Assistant Professor | University of Nebraska at Kearney
Kearney, NE | 7/97 - 7/98 |
| <ul style="list-style-type: none"> • Instruction of graduate and undergraduate students in travel & tourism and commercial recreation courses, including marketing, management, finance, law, and research methods • Curriculum development, text/course packet development, student educational development/career advising, and university committee work • College of Education, Dean’s Task Force for the new building capital campaign • Departmental Committee work (Student Recruitment, Curriculum, Study Abroad Program) • Leadership for travel and tourism majors club • Left to teach at a larger institution and to develop and direct university-based consulting office | | |
| Associate Director | Nebraska Tourism Resource Center
Kearney, NE | 7/97 - 7/98 |
| <ul style="list-style-type: none"> • Coordinate commercial recreation, travel & tourism, and economic development research, and public relations efforts. Serve as spokesperson for the Center’s outreach mission • Grant writing, workshop coordination, project administration/information dissemination • Collaborated with multiple agencies and offered leadership in the creation of Ecotourism packages • University liaison to private and public-sector organizations, associations, and international businesses | | |
| Research Analyst | Michigan Travel Bureau
State of Michigan
Lansing, MI | 5/95 - 7/97 |
| <ul style="list-style-type: none"> • Tourism research, marketing research, travel product development, Internet research, webpage development, and evaluation of statewide reservations system • Ecotourism package development for Germany and U.K. after completion of statewide Supply-Side Inventory • Sports Tourism package development for China, Japan, Taiwan, and Korean markets • Left to pursue a full-time teaching career | | |
| Research Assistant | Dept. of Parks, Recreation and Tourism
Michigan State University
East Lansing, MI | 5/94 - 7/97 |
| <ul style="list-style-type: none"> • Tourism research, computer systems management, conference organization, and research • Development of <i>Destination Hospitality Training Institute</i> for the Bavarian-themed town of Frankenmuth, MI • Facilitator in the development of cross-border (USA & Canada) tourism advisory council • Graduated and obtained a full-time teaching position | | |

- | | | |
|---|---|-------------|
| Youth Department Director and
City Director Multi-State Youth Group | Jewish Community Center
New Orleans, LA | 1992 - 1994 |
| <ul style="list-style-type: none"> • Recreation programming for children ages 9 to 18 • Marketing, supervision, hiring/firing, volunteer recruitment, budgeting (150K), program implementation/evaluation, event planning/logistics coordination, leadership training, and fund-raising • Left to complete the doctoral program | | |
| Research Assistant | Department of Parks and Recreation
Michigan State University
East Lansing, MI | 1988 - 1992 |
| <ul style="list-style-type: none"> • Social science research involves Computer systems management, planning, study methodology, budget development and control, hiring, training, and supervision of support staff, survey design, data collection and coordination, statistical analyses and interpretation, findings presentation, and reporting | | |
| Community Audit Team Member | Michigan State University Extension
East Lansing, MI | 4/96 - 6/97 |
| <ul style="list-style-type: none"> • Community site visits include community-wide assessment and evaluation of tourism as a tool for economic development in ailing communities. Development of research methodology, goals, and implementation plan | | |
| Consultant | U.S. Forest Service
Bureau of Land Management
Plumas County Board of Supervisors, CA
Lansing Parks and Recreation Department, MI
Lansing Community College Foundation, CA
Potter Park Zoo, MI
Great Lakes Aquarium Foundation, MI | 1988 - 2004 |
| <ul style="list-style-type: none"> • Public speaking, entrepreneurship, statistics, marketing, management, public policy development, program design, and fund-raising | | |
| Lecturer | Spring Valley Parks Dept., San Diego, CA
California State University, Chico, CA
Michigan Capital Medical Center, Lansing, MI | 1987 - 1997 |
| <ul style="list-style-type: none"> • Teaching graduate and undergraduate courses. Curriculum development and instructing leisure special interest classes to community residents and taught telephone interviewer methods | | |
| Project Manager | Travel, Tourism, and Recreation Resource Center
Michigan State University
East Lansing, MI 48824 | 1991 - 1997 |
| <ul style="list-style-type: none"> • Marketing research involving budget development and control (75K), press kit development, research methods, staffing, sponsor/funding identification and solicitation, instrument development, data control, and report writing | | |

- Project Associate** Dept. of Parks, Recreation and Tourism Resource 1991- 1997
East Lansing, MI 48824
- Focus groups, taste tests, economic impact analysis, and telephone interview data collection including budget development, logistics, research instrument development, report writing, and personnel management
- Seminar Coordinator** Dept. of Parks, Recreation and Tourism Resources 6/96 - 8/96
Michigan State University
East Lansing, MI 48824
- Coordinate and handle meeting coordination: “Tourism as an Economic Development Tool;” “The Internet: Maps to Get You Places” and “Publics, Parks, and Politics”
- Program Developer** Travel, Tourism, and Recreation Resource Center 1994-1996
East Lansing, MI 48824
- Computer Assisted Telephone Interviewing Lab that included software identification and purchasing, curriculum development, hiring/training student interviewers, and commuter programming
- Childcare Supervisor/Recreation Coordinator/Activity Instructor** Jewish Community Center, LA 1986 - 1994
Country Day School, Spring Valley, CA
Spring Valley Park & Recreation District, CA
Santee Parks & Recreation Department, Santee, CA
University Associated Students, San Diego, CA
Chico State Associated Students, CA
- Supervision and training of staff and implementation of youth programming. Developed, marketed, and supervised men’s basketball league and organized community outreach programs using sponsorships. Planning, development, and implementation of rock-climbing and backpacking trips serving over 500 domestic and international participants
- Company Owner** E-Z to Be Green (Landscape Design) 1982 - 1987
San Diego, CA
- At the age of 17, developed, provided leadership, and ran a landscape Construction Company that had billings more than \$100,000 annually and a full-time crew of five

Scholarly and Creative Productivity

Journal Articles

Amsberryaugier, L., & Pearlman, D. M. (2019). Using Altmetrics as a New Measure of Hospitality Management Faculty. *Codex: The Journal of the Louisiana Chapter of the ACRL*, 5(2), 6-28.

Pearlman, David M. (2017). Exploring Family Reunions: A Viable Group Travel Segment. *Journal of Convention & Event Tourism*, 19(2):99-119.

Pearlman, David M. (2016). Globalization practices within the U.S. Meetings, Incentives, Conventions, and Exhibitions industry. *Journal of Convention & Event Tourism*, 17(1):1-15.

- Kirillova, K., Bordelon, B. M., & Pearlman, D. M. (2014). A comparison of expenditures between New Orleans volunteer and leisure tourists: Implications for Sustainability. *Tourism Analysis*, 19(2):173-184.
- Chacko, Harsha E., and Pearlman, David M. (2014). Segmenting wine festival attendees by the level of wine knowledge to enhance future destination marketing strategies. *European Journal of Tourism and Hospitality Research*, 5, (2):103-116.
- Pearlman, David M., and Schaffer, Jeffery D. (2013). Labor Issues within the Hospitality and Tourism Industry: A Study of Louisiana's Attempted Strategies. *Journal of Human Resources in Hospitality & Tourism*, 12, (3): 217-242.
- Ryu, Kisang, Bordelon, Bridget M., and Pearlman, David M. (2013). Destination-Image Recovery Process and Visit Intentions: Lessons Learned from Hurricane Katrina. *Journal of Hospitality Marketing & Management*, 22, (2): 183-203.
- Pearlman, David M., and Chacko, Harsha (2012). The Quest for Service Quality: Using Six Sigma at Starwood Hotels. *International Journal of Hospitality and Tourism Administration*, 13, 48-66.
- Pearlman, David M., and Gates, Nicholas A. (2010). Hosting Business Meetings and Special Events in Virtual Worlds: A Fad or the Future? *Journal of Convention & Event Tourism*, 11, (4): 247 – 265.
- Pearlman, David M., Ryu, Kisang, and Schaffer, Jeffery D. (2010). Assessing Hospitality Programs Using Objective Criteria: An Exploratory Study. *Journal of Teaching for Travel and Tourism*, 10, (2): 103-124.
- Pearlman, David M., and Mollere, Lindi (2009). Meetings, Incentive, Convention, and Exhibition Evaluation Practices: An Exploratory Study among Destination Marketing Organizations. *Journal of Convention & Event Tourism*, 9, (2): 147-165.
- Pearlman, David M., and Melnik, Olga (2008). Hurricane Katrina's Effect on the Perception of New Orleans Leisure Tourists. *Journal of Travel & Tourism Marketing*, 25, (1): 58-67.
- Pearlman, David (2008). Key Performance Indicators of the MICE Industry and the Top 25 United States and Canadian CVBs. *Journal of Convention and Event Tourism*, 9, (2):95-118.
- Pearlman, David, and Pathapati, Tharun. (2001). Electronic Commerce: Friend or Foe to the Travel Agents of the New Millennium. *Journal of Teaching in Travel & Tourism*, 1, (4): 89-98.
- Pearlman, David (1999). Two Consumption Models for United States Casino Areas Utilizing Competition and Site Attribute Variables. *Gaming Research & Review Journal*, 4, (2): 127-148.

Refereed Proceedings

- Pearlman, David M., Collins, Michael D., and Lara, Ann (2019). You're hired: Isn't that the purpose of an internship? *APacCHRIE & EuroCHRIE Joint Conference*. Hong Kong, China. May 22-25, 2019.
- Pearlman, David (2013). Sustainability Strategies: Globalization within the MICE Industry. In *Proceedings International Tourism Conference*. Peniche, Portugal. November 27-29, 2013.
- Pearlman, David M., Williams, Kim, and Chacko, Harsha (2011) Self Service Technology Deployment Success Depend on Tomorrow's Employees. In *Proceedings ICHRIE: International Conference on Hospitality & Leisure Applied Research*. Denver, Colorado.

- Pearlman, David M., and de la Selva, D. (2010). College Students' Willingness-to-pay for Green Hotels: An Application of the Theory of Planned Behavior. In *Proceedings ICHRIE: International Conference on Hospitality & Leisure Applied Research*. San Juan, Commonwealth of Puerto Rico.
- Pearlman, David M., and Schaffer, Jeffery D. (2010). The Labor Shortage within the Travel and Tourism Industry: A Case Study of Louisiana's Long-Term Solution. In *Proceedings ICHRIE: International Conference on Hospitality & Leisure Applied Research*. San Juan, Commonwealth of Puerto Rico.
- Pearlman, David M., and Gates, Nicholas A. (2009). Hosting Business Meetings and Special Events in Second Life: Reality or Reality Bites. In *Proceedings ICHLAR: International Conference on Hospitality & Leisure Applied Research*. The Hague, Netherlands.
- Carr, Rachel A., and Pearlman, David (2009). Is There Anybody Out There? Space Tourism. In *Proceedings 14th Annual Conference of Graduate Education and Graduate Student Research in Hospitality and Tourism*. Las Vegas, Nevada.
- Gates, Nicholas A., and Pearlman, David (2009). The Practicality of Business Meetings in Second Life. In *Proceedings 14th Annual Conference of Graduate Education and Graduate Student Research in Hospitality and Tourism*. Las Vegas, Nevada.
- Pearlman, David, Williams, Kim, and Chacko, Harsha (2008). Technology Readiness and Personality Type among University Students: Comparing Hospitality and Tourism Majors to Non-Majors. In *Proceedings of EuroCHRIE Conference*. Dubai, United Arab Emirates October 11-14, 2008.
- Pearlman, David, and Mollere, Lindi (2008). MICE Activity Evaluation Practices: An Exploratory Study. In *Proceedings of EuroCHRIE Conference*. Dubai, United Arab Emirates October 11-14, 2008.
- Pearlman, David, and Chacko, Harsha (2008). Six Sigma (σ) within the Hospitality Industry: The Case of Starwood Hotels & Resorts. In *Proceedings of 3rd International Conference on Services Management*. University Park, Pennsylvania.
- Lee, Joan, and Pearlman, David (2008). Open Table's Effect on Reservations. In *Proceedings 13th Annual Conference of Graduate Education and Graduate Student Research in Hospitality and Tourism*. Orlando, Florida.
- Bata, Silvia, and Pearlman, David (2008). Loyalty Programs and Generation X and Y. In *Proceedings 13th Annual Conference of Graduate Education and Graduate Student Research in Hospitality and Tourism*. Orlando, Florida.
- Perry, Stephanie, and Pearlman, David (2008). Destination Weddings. In *Proceedings 13th Annual Conference of Graduate Education and Graduate Student Research in Hospitality and Tourism*. Orlando, Florida.
- Hagstette, Kristie, and Pearlman, David (2008). Quinceaneras and Caterers. In *Proceedings 13th Annual Conference of Graduate Education and Graduate Student Research in Hospitality and Tourism*. Orlando, Florida.
- Pearlman, David, and Melnik, Olga (2007). Hurricane Katrina's Effect on Leisure Tourists Perceptions. In *Proceedings of the International ICHRIE Conference*. Dallas, Texas.
- Melnik, Olga, and Pearlman, David (2007). Images of New Orleans among Visitors, Non-Visitors, and Repeat Visitors. In *Proceedings 12th Annual Conference of Graduate Education and Graduate Student Research in Hospitality and Tourism*. Houston, Texas.

- Mollere, Lindi, and Pearlman, David (2007). The Effect of Hurricane Katrina on the Destination Image of New Orleans. In *Proceedings 12th Annual Conference of Graduate Education and Graduate Student Research in Hospitality and Tourism*. Houston, Texas.
- Yeldell, Ashley, and Pearlman, David (2007). Airport Hubs: Do They Translate to Hospitality Hubs? In *Proceedings 12th Annual Conference of Graduate Education and Graduate Student Research in Hospitality and Tourism*. Houston, Texas.
- Lane, Richard, and Pearlman, David (2007). The Effect of Hurricane Katrina on Employee Recruitment and Retention Practices in New Orleans Restaurants: A Comparison of Independent versus Chain Operations. In *Proceedings 12th Annual Conference of Graduate Education and Graduate Student Research in Hospitality and Tourism*. Houston, Texas.
- Pearlman, David, and Andibo, Abuna (2001). Cognitive Dissonance: An Analysis of Resident and Visitor Preferences in Destination Development. In *Proceedings of the Sixth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism*, 6, 5-9.
- Pearlman, David, and Hoover, Annette (2001). The Internet Derived Supply-Side Inventory - the Ultimate Sales Prospect Tool. In *Proceedings of the Sixth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism*, 6, 214-218.
- Pearlman, David, and Pathapati, Tharun (2001). A Tourist City or a Criminal's Paradise. In *Proceedings of the Sixth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism*, 6, 335-340.
- Pearlman, David, and Pathapati, Tharun (2000). Electronic commerce: Ramifications to Travel Agents of the New Millennium. In *Research Proceedings of the Southeast Council on Hotel, Restaurant and Institutional Education Vol. 3, No. 2* pp. 23-25.
- Pearlman, David, and Hoover, Annette (2000). The Internet Derived Supply-Side Inventory - the Ultimate Sales Prospect List Generator: A Case Study of the Columbia South Carolina Convention and Visitors Bureau Research. In *Proceedings of the Southeast Council on Hotel, Restaurant and Institutional Education Vol. 3, No. 2* pp. 31-32.
- Pearlman, David, and Goldsmith Danni (2000). The Marketing of Minor League Baseball: A Case Study of the Capital City Bombers. In *Proceedings of the Fifth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism*, 5, 336-338.
- Pearlman, David (1999). Two Consumption Models for United States Casino Areas Utilizing Competition and Site Attribute Variables. In *Proceedings for the 30th Annual Conference of the Travel and Tourism Research Association*. 261-267.
- Pearlman, David, Holecek, Don F., and Myers, Jim A. (1999). Guidelines for Completing a Dissertation/thesis on Time and Under Budget. In *Proceedings of the Fourth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism*, 4, 153-159.
- Pearlman, David, Holecek, Don F., and Singh, A. (1997). Trends in CENSTATES Gaming Market. In *Proceedings of the 28th Annual Travel and Tourism Research Association*. Norfolk, VA.

Other Publications

- Pearlman, David M., and Speyrer, Janet F. (2009). Value of the Brand - VISITFLORIDA® Logo Study. Technical Report Division of Business and Economic Research. The University of New Orleans.
- Pearlman, David (2006). 15th Annual Competitive Analysis of CVBs Performance within the United States and Canada. Proprietary Report for the Chicago Convention and Tourism Bureau. Chicago, Illinois.
- Pearlman, David (2003). Reducing Turnover, employee replacement costs, and payroll taxes by educating our employees about federal tax credits. Proprietary Report for Sodexho North America. Gaithersburg, Maryland.
- Pearlman, David (2003). Branding 101 (What Your Mother Never Told You About Branding). Proprietary Report for Sodexho North America. Gaithersburg, Maryland.
- Pearlman, David (2003). Sodexho and Packaging Materials of Choice. Proprietary Report for Sodexho North America. Gaithersburg, Maryland.
- Pearlman, David (2003). Sodexho's Category Management Initiative: The Good, The Bad, and the Ugly. Proprietary Report for Sodexho North America. Gaithersburg, Maryland.
- Pearlman, David (2002). Best Practices in Food Format/Concept Implementation. Proprietary Report for Sodexho North America. Gaithersburg, Maryland.
- Pearlman, David (2001). Customer Loyalty Programs via Cashless Payment Solutions = True Relationship Marketing. Proprietary Report for Sodexho North America. Gaithersburg, Maryland.
- Pearlman, David (2001). PDAs – Personal Digital Assistants. Industry White Paper. Proprietary Study for NEC Electronics.
- Pearlman, David (2000). 12,000-Year History Park – Market Assessment and Development Plan. Proprietary research report for The River Alliance.
- Pearlman, David, and Pathapati, T. (2000). Faithworks Program Evaluation. Proprietary Research Document for Sunrise Consulting Inc. Columbia, South Carolina.
- Pearlman, David, and Pathapati, T. (2000). Edisto Island Market Assessment. Proprietary Research Document for Edisto Island Chamber of Commerce. Edisto, South Carolina.
- Pearlman, David, and Hoover, A. (2000). SMERF Target Marketing Supply Side Inventory. Proprietary Research Document for Columbia Metropolitan Area Convention and Visitor's Bureau. Columbia, South Carolina.
- Pearlman, David, and Sidrin, J. (2000). 12,000 Year History Park – A Resource Inventory. Proprietary Research Document for the River Alliance. Columbia, South Carolina.
- Pearlman, David, and Schadel, D. (2000). 12,000-Year History Park – Travel Product Development Focus Group Study. Proprietary Research Document for the River Alliance. Columbia, South Carolina.
- Pearlman, David, and Chernoff/Silver Advertising Agency (2000). 12,000-Year History Park – Product Development Video. Proprietary Video for the River Alliance. Columbia, South Carolina.

- Pearlman, David (1999). How to survive a dissertation on time under budget. The fall issue of the National Association of Graduate-Professional Students.
- Pearlman, David M. (1997). Three revenue prediction models for United States casinos utilizing competition and site attribute variables. Unpublished doctoral dissertation. Michigan State University, MI.
- Pearlman, David (1996). The identification of significant Michigan traveler target markets. Non-published report to the Michigan Travel Bureau.
- Pearlman, David, Holecek, D, Singh, A., Forsberg, P., and Twardzik, L. (1996). Profile of casino visitors' tastes and preferences, market size estimation, and Analysis of Tourist visitation and recreation trends for Michigan's Upper Peninsula. Non-published report by Travel Tourism and Recreation Resource Center at Michigan State University. East Lansing, MI.
- Pearlman, David (1996). Saginaw County Convention and Visitors Bureau Conversion Study. Report to CVB director. Saginaw, MI.
- Pearlman, David (1996). Michigan's Age 55+ Travel Market. Report to the Michigan Travel Bureau. Lansing, MI.
- Pearlman, David (1996). Michigan's Family Travel Market. Report to the Michigan Travel Bureau. Lansing, MI.
- Pearlman, David (1996). Michigan's Singles Travel Market. Report to the Michigan Travel Bureau. Lansing, MI.
- Pearlman, David (1996). Michigan's Resort Travel Market. Report to the Michigan Travel Bureau. Lansing, MI.
- Pearlman, David (1996). Michigan's Convention Goers Study. Report to the Michigan Travel Bureau. Lansing, MI.
- Pearlman, David (1996). Senior Travelers. Research Report to the Michigan Travel Bureau. Lansing, MI.
- Pearlman, David (1996). Multi-state Travel Profiles. Research Report to the Michigan Travel Bureau. Lansing, MI.
- Pearlman, David (1996). African American Travel Market. Research Report to the Michigan Travel Bureau. Lansing, MI.
- Pearlman, David (1996). Michigan Tourism - Comparison of 1994 and 1995. Research Report to the Michigan Travel Bureau. Lansing, MI.
- Pearlman, David (1995). Visiting Family and Friends - Michigan Travelers. Research Report to the Michigan Travel Bureau. Lansing, MI.
- Forsberg, P., Holecek, D., and Pearlman, D. (1995). Gaming Analysis and Opportunities Identification. Report to Keweenaw Bay Indian Community Tribal Council. Baraga, MI.
- Pearlman, David, and Forsberg, P. (1995). Great Lakes Aquarium & Research Center - Market Assessment & Economic Impact Analysis. Report to the Great Lakes Aquarium Foundation. Muskegon, MI.
- Pearlman, David (1995). Travel Reservation Systems. Research Report to the Michigan Travel Bureau. Lansing, MI.

- Pearlman, David (1995). State Tourism Offices on the World Wide Web. Research Report by the Michigan Travel Bureau. Lansing, MI.
- Pearlman, David, and Forsberg, P. (1994). Regional Focus Group Results. Research Report to the Michigan Travel Bureau. Lansing, MI.
- Pearlman, David, Brezina, S., and Olivio, E. (1992). Strategic Downsizing of the Lansing Parks Department. Report to the Director of the Lansing Parks Department. Lansing, MI.
- Pearlman, David, Holecek, D., and Zhou, Z. (1991). Gull Lake View Golf Resort Visitor Survey Final Report. Research Report. Travel, Tourism, and Recreation Resource Center, Michigan State University, East Lansing, MI.
- Pearlman, David (1991). Social Pathology in Leisure Activities: Youth at Risk and Recreation Intervention. Unpublished Report to Lansing Parks and Recreation Department. Lansing, MI.
- Pearlman, David M. (1990). Principle Factors Influencing Camper Satisfaction at Eagle Lake California. Master's Thesis. CSU Chico, CA.
- Pearlman, David (1990). Level of Support and Maximum Willingness to Pay for the Level of a Parks and Recreation Special District in Plumas County. Report to Plumas County Board of Supervisors. Portola, CA.
- Pearlman, David (1989). Representations of Aging in Pop/Rock Music of the '80s. Unpublished Research Report. Chico, CA.
- Pearlman, David (1989). Development of a Conflict Resolution Plan among Jet Skiers and Fishermen. Report to the Bureau of Land Management. Oroville, CA.
- Pearlman, David (1989). California Travel Parks - Economic Impact Assessment. Report to the Department of Parks and Recreation. Chico, CA.
- Pearlman, David (1987). Business Plan for Commercial Tour Operation Company. San Diego, CA.

Invited Presentations

- You're hired: Isn't that the purpose of an internship? APacCHRIE & EuroCHRIE Joint Conference. Hong Kong, China. May 24, 2019.
- Validation and Examination of Millennials Traveler Segments. ICHRIE Annual Conference. Palm Springs, California. July 25, 2018.
- Marketing Plan for Palm Desert Hospitality Management Program. California State University San Bernardino. Palm Springs, California. April 10, 2018.
- Tourism Research Centers – Challenges and Opportunities. College of Charleston. Charleston, South Carolina. April 30, 2017.
- Event Industry Challenges - Implications and Opportunities for HTM Students. Metropolitan State University Denver. Denver, Colorado. April 18, 2017

- How World Cuisines and Culture have influenced the USA. Montana State University. Bozeman, Montana. January 9, 2017.
- Online Survey Research Tools. New Orleans Section of American Society for Quality. New Orleans, Louisiana. September 13, 2016.
- Crowdfunding within the Hospitality and Tourism Industry. APacCHRIE Annual Conference. Bangkok, Thailand. May 8-15, 2016.
- Historical and Contemporary Aspects of Food, Beverage, and Culture in America. San Francisco State University. San Francisco, California. January 5, 2016.
- Altmetrics: A way to improve the measurement of faculty productivity and program strength. ICHRIE Annual conference. Orlando, Florida. July 29-31, 2015.
- B&B Industry Trends: Observations, Obstacles, and Opportunities. Professional Association of Innkeepers International Innkeepers, Annual Conference. New Orleans, Louisiana. January 5-8, 2015.
- The Generation Gap: Technology. Hospitality Finance Technology Professionals Annual Conference & Tradeshow. New Orleans, Louisiana. October 22-24, 2014.
- Family Reunions - the Sustainable Market. ICHRIE Annual conference. San Diego, California. July 30 – August 1, 2014.
- Sustainability Strategies: Globalization within the MICE Industry. International Tourism Conference. Peniche, Portugal. November 27-29, 2013.
- Self-Service Technologies within Hospitality and Tourism. ICHRIE Annual Conference. Denver, Colorado. July 27-30, 2011.
- Tomorrow's Hospitality Workers: Are they ready for Self Service Technology Deployment? Annual International Conference on Tourism. Athens, Greece. June 13-16. 2011.
- College Students' Willingness-to-pay for Green Hotels: An Application of the Theory of Planned Behavior. New Zealand Tourism & Hospitality Research Conference. Auckland, New Zealand. November 24-28, 2010.
- The Labor Shortage within the Travel and Tourism Industry: A Case Study of Louisiana's Long-Term Solution. ICHRIE Annual Conference. San Juan, Commonwealth of Puerto Rico. July 28-31, 2010.
- Volunteerism and Corporate Meetings. Invited speaker for Rebuild Together New Orleans. Fall of 2009.
- Hosting Business Meetings and Special Events in Second Life: Reality or Reality Bites. International Conference on Hospitality & Leisure Applied Research. Hague, Netherlands. July 16-17, 2009.
- Technology Readiness and Personality Type among University Students: Comparing Hospitality and Tourism Majors to Non-Majors. EuroCHRIE Annual Conference. Dubai, United Arab Emirates October 11-14, 2008.
- MICE Activity Evaluation Practices: An Exploratory Study. EuroCHRIE Annual Conference. Dubai, United Arab Emirates October 11-14, 2008.

- Six Sigma (σ) within the Hospitality Industry: The Case of Starwood Hotels & Resorts. International Conference on Services Management. University Park, Pennsylvania. May 9-11, 2008.
- Career Day: The Hospitality Industry. A representative at Pierre A. Capdau-UNO Charter School. Spring 2007.
- Employees' Personal Needs, Tax Credit Education for Turnover Reductions, and Tax Savings. Internal presentation to Sodexho Executive Team. Gaithersburg, MD. 2003.
- Solid Waste Stream Management: A new business to support our adherence to Global Sullivan Principles. Internal presentation to Sodexho Board of Directors. Gaithersburg, MD. 2003.
- Customer Relationship Management: A way to achieve a differential advantage. Internal presentation to Sodexho's Business & Industry Division. Gaithersburg, MD. 2002.
- Foodservice Segmentation: Sodexho's Customer'ization and LifeStyling program. Keynote speech at the annual conference of the National Association of College Auxiliary Services. Cour d'Alene, ID. 2002.
- Electronic commerce and customer loyalty programs. Internal presentation to Sodexho's Strategic Marketing Department. Boston, MA. 2001.
- Category Management: Sodexho's way of meeting consumer demand to drive top-line growth. Internal presentation to Sodexho's Strategic Marketing Department. Gaithersburg, MD & Boston, MA. 2001.
- Refinement of a Tourism Activity Index. Refereed Presentation ICHRIE Annual Conference. New Orleans, LA. October 2000.
- Electronic Commerce: Friend or Foe to the Travel Agents of the New Millennium. Annual Conference International Society of Travel and Tourism Educators. Tampa, FL. October 2000.
- Relationship Marketing and the SMERF Market. Carolinas Chapter of Meeting Planners International Annual Conference. Columbia, SC. 2000.
- STP Targeting: Segmentation, Targeting, and Positioning Working Smart Rather than Hard. South Carolina Association of Convention and Visitor's Bureau Directors Monthly Meeting. Columbia, SC. 2000.
- Internal Marketing the Answer to the Turnover Question. Columbia Hotel Sales Managers Quarterly Meeting. Columbia, SC. 2000.
- Research Needs for the New Millennium. South Carolina Travel & Tourism Coalition Meeting. Columbia, SC. 2000.
- The Missing Link: Internal Marketing & Relationship Marketing: How They Lead to A+ Customer Service. National Golf Course Owners Association Annual Conference. Ft. Lauderdale, FL. 2000.
- Marketing Travel & Tourism - A New Approach. Invited presentation to Riverbanks Zoo staff. Columbia, SC. 1999.
- Guidelines for Completing a Dissertation/thesis on Time and Under Budget. Invited Presentation at the Fourth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism. Las Vegas, NV. July 1999.

- Three Revenue Estimation Models for United States Casinos. International Poster Session at the 30th Annual Travel and Tourism Research Association Conference. Halifax, NS. June 1999.
- Revenue Prediction among U.S. Casinos. University of New Brunswick, Canada. St. John, New Brunswick. 1998.
- Volunteerism: Facts, Trends, and Issues. Southwestern Texas State University. San Marcos, TX. 1997.
- Michigan's Tourism Trends. Annual CVB Directors Meeting. Cadillac, MI. 1996.
- Fund-raising Practices and Options. Lansing Parks Board Meeting. Lansing, MI 1996.
- Recreation throughout Life. Michigan Capital Medical Center's Geriatric Outpatient Program, Depression Management, and Recreation. East Lansing, MI 1996.
- The vision of a Great Lakes Aquarium & Research Center. City Council of Ludington. Ludington, MI 1996.
- Painting a Picture of the Great Lakes Aquarium & Research Center. City Council of Grand Rapids. Grand Rapids, MI. 1995.
- Regional Partnerships - Using Tourism to Promote Visitation. City Council of South Haven. South Haven, MI. 1995.

Awards, Lectureships, or Prizes

- 2016 Certification in Hotel Industry Analytics, STR Global, Inc.
- 2013 Honorable Mention Best Paper. *Segmenting wine festival attendees by the level of wine knowledge to enhance future destination marketing strategies*. International Tourism Conference. Peniche, Portugal.
- 2011 College of Business Executive Council (CBEC) *Outstanding Faculty-Student Choice Award*
- 2009 Faculty Appreciation Award. UNO Athletics Department
- 2009 HFTP Volunteer Appreciation Award
- 2003 United States Army Quartermaster Center & School – Achievement Award for Great Leaders, Teachers, and Mentors
- 2003 ServSafe® Certification, National Restaurant Association Educational Foundation
- 2000 C.H.E. Certified Hospitality Educator, Educational Institute American Hotel & Motel Association
- 2000 Golden Key National Honor Society Finalist - Faculty Award for Teaching & Research
- 2000 Appreciation Award making Carolina “a better place to be!” Vice President for Student and Alumni Services University of South Carolina
- 2000 Appreciation Award for Service as Instructor of Hospitality Sales & Marketing Education Institute American Hotel & Motel Association

- 1997 Outstanding Teaching & Instructional Creativity Award – University of Nebraska Kearney
- 1993 Most Dedicated City Director’s Award Young Judea Cotton States Region
- 1990 Recruitment Scholarship at Michigan State University
- 1989 Lieutenant Robert Merton Rawlins Merit Award California State University, Chico
- 1988 Recruitment Fellowship California State University, Chico
- 1988 Outstanding Volunteer Service and Personal Commitment Award Arco Jesse Owens Games

Other Scholarly Activities

Service as a Journal Editor, Panel Moderation, Officer, and Committee Member

- Associate Editor of the Journal of Convention & Event Tourism, 7/2010 – present
- Appointed Strategic Planning Committee Member, ICHRIE, 2016 – present
- Appointed Membership Committee Member, ICHRIE, 2016 – present
- Appointed Networking Committee Member, ICHRIE, 2016 – 2020
- Appointed Programming Committee Member, Gulf States Region PCMA, 2017 – 2019
- Panel Moderator, APacCHRIE & EuroCHRIE Joint Conference (May 22-25, 2019)
- Panel Moderator, ICHRIE Annual Conference (July 25-27, 2018)
- Panel Moderator, APacCHRIE Annual Conference (May 11-13, 2016)
- Panel Moderator, ICHRIE Annual Conference (July 24-26, 2016)
- Panel Moderator, ICHRIE Annual Conference (July 29-31, 2015)
- Panel Moderator, EuroCHRIE Annual Conference, (Oct 11-14, 2008)
- President, South Eastern Chapter of Travel Tourism Researchers Association (SETTRA) responsible for chapter revival, 1998 – 2001

Service as a Reviewer

- Invited Research Reviewer and Commentator for the 4th International Research Symposium (Virtual Symposium), Prince of Songkhla University, Thailand 2021
- Invited Research Reviewer and Commentator for the 3^d International Research Symposium (Virtual Symposium), Prince of Songkhla University, Thailand 2020

Invited reviewer Research “Best Paper Selection” for the MPI/WEC Annual Conference 2014, 2015, 2016, 2017, 2018, 2019

Invited reviewer International Journal of Event and Festival Management, 2014 – present

Reviewer Travel and Tourism Research Association, 2013 Annual Conference

Reviewer Research Track at the MPI/WEC, 2012 – 2016 Annual Conferences

Invited reviewer for the 17th Graduate Student Research Conference in Hospitality and Tourism, 2012 Annual Conference

Judge Best Paper Research Track at the MPI/WEC, 2012 Annual Conference

Reviewer Journal of Event Management, 2011 – present

Reviewer Journal of Quality Assurance in Hospitality and Tourism, 2010 – present

Reviewer Journal of Convention and Event Tourism, 2008 – present

Reviewer 16th Graduate Student Research Conference in Hospitality and Tourism, 2010 Annual Conference

Reviewer 15th Graduate Student Research Conference in Hospitality and Tourism, 2009 Annual Conference

Service on Thesis/Dissertations/Senior Projects

Thesis Committee Chair, Sebastian Matias Torres Vallejo. Exploring the Role of Sensory Perception in Hospitality Operations. May 2018.

Honor’s Senior Project Chair, Kristyn Williams. Service Culture in the Hospitality Industry’s Workforce. Fall of 2016.

Honor’s Senior Project Chair, Kristi Martin. Career Opportunities with the MICE Industry. Fall of 2015.

Thesis Committee Co-Chair, Ksenia Kirillova. A Comparison of Expenditures between Volunteer and Leisure Tourists in the New Orleans Area. April 2012.

Graduate Independent Study Chair, Rachel Carr. An analysis of St. Tammany Parish’s foodservice operations specific to quick casual restaurants and home meal replacement options. Fall of 2009.

Honor’s Senior Project Chair, Virginia Paddock. Supply of U.S. Indoor Waterpark Resorts. Fall of 2008.

Professional Development Activities

2020 Completed 4-hours Faculty Engagement Program with IMEX/IAEE

2020 Completed 6-hours VoiceThread training A-State Faculty Center

2019 Completed 2-hours workshop New Trends in Online Teaching (UNO Center for Teaching Innovation)

- 2019 Completed 1-hours webinar Best New Sponsorship Ideas (PCMA)
- 2019 Completed 2-hours workshop Engaging with the New Generation of Students (University Business Webinar)
- 2018 Completed 3-hours workshop Beyond Lecture Capture: Improving Engagement with High-Quality Video (University Business Webinar)
- 2018 Completed 2-hours workshop Business Events as Change Agents (PCMA)
- 2018 Completed 3-hours Print Advertising best Practices with New Orleans CVB
- 2018 Completed 1-hour webinar The Emerging Blockchain Ecosystem in Insights & What it Means for You (Greenbook Blog Webinars)
- 2017 Completed 3-hours webinar Maximize Your Event's Sponsorship Potential (PCMA)
- 2017 Completed 1.5-hours seminar New Orleans Educational Telecommunications Consortium Workshop
- 2017 PCMA Gulf States Chapter Planning Retreat
- 2016 Completed 20-hours review training for Malcolm Baldrige Award with Louisiana Quality Foundation
- 2016 Completed 15-hours workshop on Hotel Industry Analytics with Smith Travel Research
- 2016 Completed 1.5-hours webinar on Social Analytics with American Marketing Association
- 2016 Completed 4-hours training on Social Media with Gambel Communications
- 2015 Completed approximately 3-hours contact hours on Strengths Quest with UNO HR
- 2015 Completed approximately 2-hours on Online Event Marketing with New Orleans CVB
- 2015 Completed approximately 1.5-hours Webinar on Driving Engagement and Retention through Multichannel Personalization
- 2015 Completed 1.5-hours Webinar - Altmetrics in Practice
- 2015 Completed 2-hours Webinar - Culture as a Competitive Differentiator: Findings from the 2015 SHRM/Globoforce Survey
- 2014 Completed 5-contact hours on Hotelogix (cloud-based PMS)
- 2014 Completed approximately 20-contact hours on Skype Group Video Chat, various cloud-based video hosting services, and Front desk Anywhere (cloud-based PMS)
- 2013 Completed approximately 250-contact hours on Camtasia, Snag It, and Screencast (web-based virtual classroom and webinar development software tool required to produce course podcasts used in asynchronous virtual classroom content delivery for our 100% online M.S. degree)
- 2012 Completed 20-contact hours of CVENT (web-based event management software tool)

- 2012 Completed 6-contact hours on advanced Moodle applications
- 2011 Completed 20-contact hours with the EarlyIQ & Student Success Center Planning Team
- 2010 Completed 10-contact hours on the Task Force for Student Persistence and Recovery Initiatives
- 2010 Completed 6-contact hours training on distance education methods and pitfalls
- 2009 Faculty Internship at Loews Hotel New Orleans where a rotation among different departments (e.g., front desk, food and beverage, and housekeeping) resulted in 25+ contact hours in both the front and back of the house operations.
- 2009 Completed a 1.5 contact hour workshop about Freshman Success Workshop Strategies to Help First-Year Students do their best.
- 2009 Completed approximately 10 contact hours on the Task Force for Student Persistence and Recovery Initiatives
- 2009 Completed approximately 6 contact hours on Blackboard 9.0 applications and tips
- 2009 Completed approximately 6 contact hours of distance education methods and pitfalls

Professional Society Memberships

International Association of Exhibitions and Events, 2018 – current
 Professional Convention Management Association (PCMA), 2016 – current
 International Council on Hotel, Restaurant, and Institutional Education, 2006 – current
 Professional Convention Management Association (PCMA) Student Chapter, 2009 – 2011, 2017
 International Association of Travel and Tourism Researchers Association, 1996 – 2006
 Travel Industry Association of America, 2005 – 2006
 Destination Marketing Association International, 2005 – 2006
 Association of State Tourism Researchers Group, 2005 – 2006
 CENSTATES Chapter of Travel and Tourism Researchers Association, 1998 – 2001
 International Society of Travel and Tourism Educators, 2000 – 2001
 International Ecotourism Society, 1999 – 2001
 South Eastern Chapter of the ICHRIE, 1998 – 2001
 South Carolina Hospitality Educators Association, 1998 – 2001
 International Council of Hospitality, Restaurant, and Institutional Educators, 1998 – 2001
 National Parks and Recreation Society, 1995 – 1997
 Michigan Parks and Recreation Society, 1990 – 1991
 California Parks and Recreation Society, 1988 – 1990

Grants and Contracts

Funded

Value of the Brand - VISITFLORIDA® Logo Study, Funded by State Tourism Office, \$20,000, 2009

Workplace English Training, Funded by Upper Rio Grande Workforce Development Board, \$35,000, 2003

Supply-side Inventory SMERF Market, Funded by Columbia, SC Metropolitan Convention and Visitors Bureau, \$5,000, 2000

Market Assessment and Visitor Profile, Funded by Edisto Island Chamber of Commerce, \$12,500, 2000

Stewardship - Opportunity Identification and Interest Inventory, Funded by the University of South Carolina Alumni Association, \$10,642, 2000

12,000-Year History Park Market Assessment and Concept Development Plan, Funded by River Alliance, \$86,000, 1999

12,000-Year History Park Resource Inventory, Funded by River Alliance, \$8,000, 1999

Cultural Tourism: Supply-Side Inventory of Darlington County, Funded by Darlington County Board of Supervisors, \$7,162, 1999

Supply-Side Inventory of SMERF Market, Funded by Columbia Convention & Visitors Bureau, \$5,000, 1999

Market Assessment and Strategy Design, Funded by Palm Key Ecotourism Resort, \$14,000, 1999

User Profile, Funded by the South Carolina Department of Alcohol and Drug Abuse Services, \$6,000, 1999

Face-to-Face Tourism Resort Development Education to Albanian Hoteliers, Funded by USAID, \$750, 1998

Refinement of a Tourism Activity Index for Use in a National Casino Revenue Estimation Model, Funded by the University of Nebraska, Kearney, \$1,800, 1997

Saginaw County Conversion Study, Funded by Saginaw County, MI Convention and Visitors Bureau, \$6,500, 1996

Market Assessment & Economic Impact Analysis, Great Lakes Aquarium Foundation, \$75,000, 1995

Trade and Consumer Information Needs, Funded by Michigan Travel Bureau, \$12,500, 1994

Gull Lake View Golf Resort Visitor Survey, Funded by Gull Lake Resort Inc., \$7,500, 1991

Level of Support and Maximum Willingness to Pay for a Parks & Recreation Special District, Funded by Plumas County Board of Supervisors, \$2,500, 1990

Campground Design Factors, Funded by U.S. Forest Service, \$3,500, 1990

Conflict Resolution Plan for Water-skiers and Fishermen on Lake Oroville, Funded by U.S. Dept. of the Interior Bureau of Land Management, \$750, 1989

Not Funded

International Collaboration Research Visit to France for UNO Research and Sponsored Programs, \$4,111, 2019

Cultural and Historic Preservation: Cooperative Video Project and Journalism Training Program in the U.S., Turkey, and Greece for USAID, \$161,128, 2000.

Visitor Study and Economic Impact Assessment for Beaufort Economic Development Council, \$12,000, 1999.

South Carolina's Travel and Tourism Industry: A Statistical Abstract for State of Louisiana Tourism Office, \$72,000, 1998.

Member Profile and Association Needs Assessment for National Golf Course Owners Association of America, \$24,000, 1998.

Service

Academic

GR & UGR Written Communication GAT Member, Arkansas State University, 2020 – present

Student Scholarship Selection Committee Member, Arkansas State University, 2020 – present

Program Promotion Committee Member, Arkansas State University, 2020 – present

Appointed Strategic Planning Committee Member, ICHRIE, 2016 – present

Appointed Membership Committee Member, ICHRIE, 2016 – present

Committee Member, Content Sub-Committee, PCMA Gulf States, 2016 – 2018

Committee Member, Student Engagement & Community Involvement, University of New Orleans 2015 – 2018

Committee Member, Student Publications Board, University of New Orleans, 2013- 2017

Faculty Advisor for the newly formed student chapter of Meeting Planners International, 2014 -2015

Faculty volunteer UNO's Annual Crawfish Mambo Cook-Off & Music Festival, 2014, 2015, 2016

Committee Chair, Student Publications Board, University of New Orleans, 2011 – 2013

Committee Member, Student Publications Board, University of New Orleans, 2010 – 2011

Department Committee Chair, Property Management System Facility University of New Orleans, 2010 – 2012

Faculty Advisor for the student chapter of Professional Convention Management Association (PCMA) at University of New Orleans, 2006 – 2013

Faculty representative at UNO Day at the Legislature, 2012, 2013, 2014, 2015

Faculty volunteer UNO's first Annual Crawfish Mambo Cook-Off & Music Festival, 2012, 2013, 2014, 2015

Served as Marshal for the College of Business Graduation Commencement Ceremony, spring 2011 and summer 2012

Interim Graduate Program Coordinator for the MS in Hospitality and Tourism Management, University of New Orleans, 2010, 2011, 2012, 2013

Faculty representative at University Program and Student Organization Expo, 2011 - 2018

College of Business Representative, University of New Orleans Website Deployment Team, 2010 – 2011

University Task Force Member, Student Persistence, and Recovery Initiatives, 2010 – 2011

Served as Marshal for the College of Business Graduation Commencement Ceremony, 2010 and 2011

Faculty advisor for the student chapter of Hospitality Financial and Technology Professionals (HFTP), 2006 – 2011

Faculty Advisor of Student Chapter Delegation PCMA Annual Conference, January 9-12, 2010

Faculty representative for UNO/Delgado 2 + 2 Articulation Agreement Ceremony, 2009

Faculty Advisor of Student Chapter National Society of Minorities in Hospitality, 1998-2001

Scholarship Committee, College of Hospitality, Retail, and Sports Management at the University of South Carolina, 2000

Faculty Position Search Committee, College of Hospitality, Retail, and Sports Management at the University of South Carolina, 2000

Faculty Research & Grants Committee, College of Hospitality, Retail, and Sports Management at the University of South Carolina, 2000

Social Committee, College of Hospitality, Retail, and Sports Management at the University of South Carolina, 1999

Interdepartmental Program Development Committee, Development Office at University of South Carolina, 1999

Dean's Task Force Building Capital Campaign, College of Education, University of Nebraska, Kearney, 1998

Undergraduate and Graduate Student Recruitment Committee, College of Health, Physical Education and Leisure Studies, University of Nebraska, Kearney, 1998

Budget and Finance Committee and Departmental Representative Council of Graduate Students, Michigan State University, 1996 – 1998

Other Service

Faculty Director – Hospitality Week. University of New Orleans, 2020

Planning Committee Member – Art for Art's Sake. Magazine Street Merchants Association, 2019

Volunteer Food Safety Inspector – French Quarter Festival's Association, 2019

College Representative – Open Textbook Workshop. University of New Orleans, 2018

Department Representative Explore UNO. University of New Orleans, 2018

Faculty Judge Innovate UNO – Student Research Competition, University of New Orleans, 2017

Academic Representative 2018 Board Planning Retreat, PCMA Gulf States, 2017

Volunteer Consulting Louisiana Athletics Program – Crowdfunding and other fundraising options, 2016

Faculty Volunteer International Pow Wow, U.S. Travel Association, 2016

Departmental Representative at NOCVB monthly membership events, 2009 – 2020

Departmental Representative at Tourism Week Luncheon and Business Expo, 2012, 2013, 2015, 2016

University Volunteer French Quarter Festival – Food Safety Inspections, 2010, 2011, 2012, 2013

Department and University representative at Jefferson Parrish Chamber of Commerce events, 2011, 2012

Volunteer Kirschman Hall AACSB Clean-Up, 2011, 2012

HRT Program Course Sequencing Flowchart and Undergraduate Resource Guide, 2010 – 2011

Usher, Saenger Theatre, 2008 – 2020

Invited Selection Committee member for UNO Ambassadors, 2010

Usher, Mahalia Jackson Theater, 2008 – 2020

Volunteer New Orleans Jazz and Heritage Foundation, 2009, 2010, 2011, 2012, 2013, 2014

Volunteer Voodoo Festival, 2009, 2010, 2011, 2012, 2013, 2014

Volunteer New Orleans Oyster Festival, 2009, 2010, 2011

NC Cooperative Extension Service Panel Leader- the Industry & Education - Different Approaches, Needs, Wants and Options, 2000

Marketing Plan evaluation for the South Carolina State Museum, 2000

Strategic Planning and marketing program development for the Pulaski Street Preservation Columbia, SC, 2000

Accreditation Committee Member for Southern Association of Colleges and Schools evaluate distance education delivery of a B.S. Degree in Hospitality Management at Florida International University, 1999

Strategic Planning Committee and New Product Development Advisory Board for the South Carolina State Museum of Columbia, SC, 1999

My graduate tourism development class developed supply-side inventories for the Columbia CVB about the Sports Travel Market and the Cultural Tourism Market travel product, 1999

Strategic Plan evaluation for the South Carolina State Museum. Columbia, SC, 1999

My graduate strategic marketing class conducted comprehensive marketing audits for five (5) local businesses (the Capital City Bombers, Subway, Inc., the Riverbanks Zoo, the South Carolina State Museum, and the Spring Valley Country Club), 1999

For the South Carolina Heritage Tourism Development Office, I aided in the development of their Request for Proposal for a major statewide research project, 1999

Southern Association of Colleges and Schools Accreditation Site Visit for Florida International University, 1999

University of South Carolina Math and Science Department Fund-raising Development Committee, 1999

Capital City Bombers class project-marketing audit Columbia, South Carolina, 1999

Subway Inc. class project marketing audit in Columbia, South Carolina, 1999

Riverbanks Zoo class project marketing audit in Columbia, South Carolina, 1999

SC State Museum class project marketing audit in Columbia, South Carolina, 1999

Spring Valley CC class project marketing audit Columbia, South Carolina, 1999

Columbia Marionette Puppet Theater strategic planning/market plan development Columbia, South Carolina, 1999

Strategic Planning for Pulaski Street Preservation Society Advisory Board of Columbia, SC – a grassroots organization dedicated to the preservation and development of African American Cultural Traditions, 1999

For IMIC of Columbia, SC consulting services were provided on the development of their Internet website. A locally owned hotel management firm with 29 major properties in NC, SC, and GA, 1998

For the Darlington County, SC Tourism Office aided them in the development of a research agenda about tourism planning and travel product development, 1998

Sandlapper Society Inc. Discussions about Membership Dues Increases and a Willingness-to-pay Study, 1998

For the Nebraska Business Development Center, Kearney, NE, involved with Small Business research, 1997

For the Kearney, NE Community Theater, consulting on Fund-raising issues and a production assistant, 1997

Member of a panel of reviewers assessing Website Development Firms for Travel Michigan, the state's tourism office, 1997

Regional Analysis of Tourism Potential: An Application to Michigan Counties for Michigan State University, 1997

Potter Park Zoological Society, Lansing, MI, aided with their website design and aided in the Development of the fund-raising plan, 1996

United Way Representative for Staff Contributions and Telephone Pledge Drive, 1993, 994

Special Olympics, 1989, 1990, 1991

Courses Developed/Instructed

Undergraduate

Hotel Operations
Introduction to Conventions
Management of Events & Convention Planning
Tourism Planning and Operations
Foundations of Tourism
Service Operations Management in Hospitality
Hospitality and Tourism Practicum
Global Issues in Travel & Tourism
Travel and Destination Management
Resort Development and Management
Tourism Entrepreneurship
Hospitality and Tourism Marketing
Analytical Techniques in Tourism and Hospitality
Sustainable Tourism Planning and Policy
Foundations of Recreation, Park, and Leisure
Travel Behavior
Evaluation Techniques in Recreation and Parks
Hospitality Law
Cruise Ship Operations
Marketing Analytics

Graduate

Event Operations
Current Issues in Hospitality & Tourism Industry
Technology within Tourism and Hospitality Management
Survey of Hospitality & Tourism
Hospitality Tourism Operations Analysis
Hospitality and Tourism Industry Strategic Management
Marketing Applications for the Hospitality and Tourism
Hospitality Thesis Research
Independent Study in Hospitality & Tourism
Hospitality and Tourism Internship
Work Experience in the Hospitality and Tourism Industry