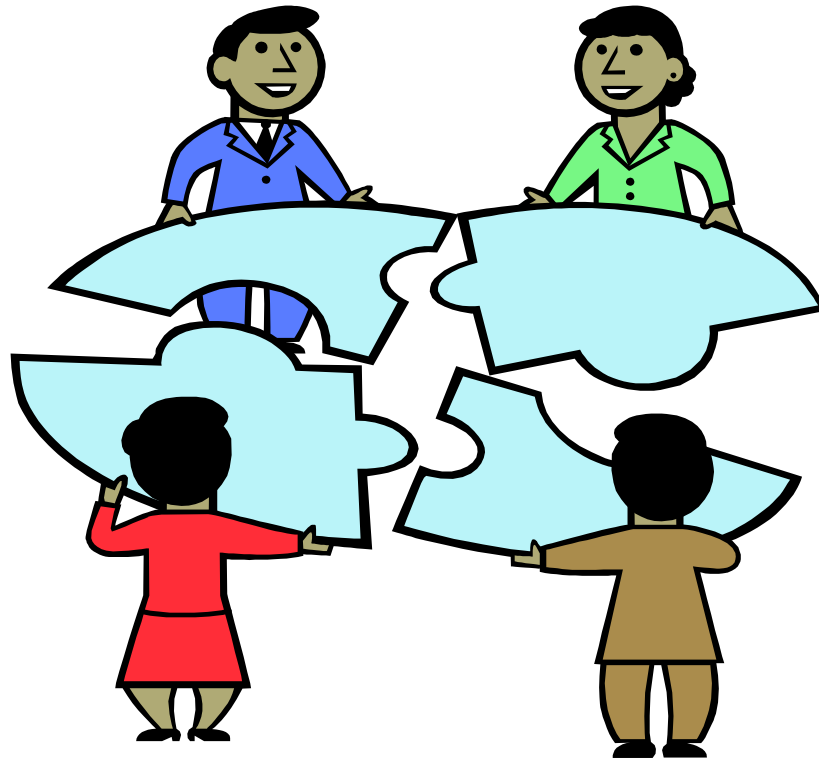


# **Rocky Mountain CHRIE**

**2009 Winter Regional Conference**



**Educators Connecting**

**February 13 – 14, 2009  
Metropolitan State  
College of Denver**

# Special Thanks to our Sponsors!



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HOTEL

# **Rocky Mountain CHRIE**

## **2009 Winter Regional Conference**

# **WELCOME!**

## **Dear Conference Attendees:**

**Welcome to Denver and the Rocky Mountain CHRIE 2009 Winter Regional Conference!**

**We are pleased that you can be a part of this year's educational exchange and networking opportunities.**

**"Hospitality Education truly does Connect people!"**

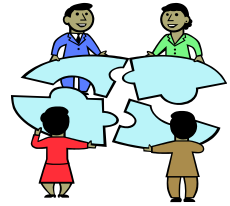
**Our Conference Managers have brought together excellent keynote speakers, educational sessions, and panel discussions. It is our hope that these events will provide an insight into what's happening and new trends in hospitality education and industry. We hope you will participate in each event so that you can take full advantage of the opportunities being offered.**

**Sincerely,**

**Chad M. Gruhl  
Conference Chairman &  
President, Rocky Mountain CHRIE**



# General Information



## What is Rocky Mountain CHRIE?

Rocky Mountain CHRIE is the regional chapter of the International Council of Hotel, Restaurant and Institutional Education (CHRIE) serving educators in the hospitality field worldwide.

## Conference Mission

The mission of the Rocky Mountain CHRIE 2009 Winter Regional Conference is to provide information, discussion, events, and relationship-building that will improve the quality of regional education and professional relationships in the hospitality and tourism industry.

The Conference will serve as an environment for facilitating exchanges of information, ideas, research, products and services related to education, training and resource development for the hospitality and tourism industry (food, lodging, recreation, meetings and conventions and travel services).

The organizers, hosts, and sponsors of the Rocky Mountain CHRIE 2009 Winter Regional Conference value creative, ethical and progressive action aimed at the improvement of regional hospitality and tourism education and professional industry relationships.

## Conference Hotel

The Curtis Hotel is the official hotel of the Rocky Mountain CHRIE 2009 Winter Regional Conference. They have graciously provided our attendees a room rate of \$139 per night. In addition, the hotel is generously hosting our opening Session and reception Friday evening.

## Parking and Maps

Please see the maps enclosed in your registration packet for directions to parking and locations for your sessions. A parking pass will be distributed at Check-In.

**PLEASE NOTE:** The Metro Parking Garage (noted on the Metro map) is CLOSED on weekends. Please park in the Tivoli Lot off 9th Street.

# Rocky Mountain CHRIE

## 2009 Winter Regional Conference

### CONFERENCE AT-A-GLANCE

Friday, February 13th, 2009

<b>7:30 – 8:00 a.m.</b>	<b>Registration, Continental Breakfast</b>	<b>PL 124, 126</b>
<b>8:15 – 8:45 a.m.</b>	<b>Welcome</b> Comments from: Dr. Stephen Jordan, President, Metropolitan State College of Denver Dr. Sandra Haynes, Dean, School of Professional Studies, Metropolitan State College of Denver Dr. Chad Gruhl, President, RM CHRIE Dr. John Dienhart, Chair, Hospitality, Tourism, and Events Management Department at Metropolitan State College of Denver	<b>PL 130</b>
<b>9:00 – 9:30 a.m.</b>	<b>Breakout Session I</b> Alison Green, Ph.D. Student, University of New Mexico, “The 21 <sup>st</sup> Century Workforce – A Multi-Generational Perspective”  Dr. Betsy Pudliner, Eastern Illinois University “Extending the Classroom: The Application of WWW2 Technologies to Enhance Learning”	<b>PL 112</b>  <b>PL 114</b>
<b>9:45 – 10:15 a.m.</b>	<b>Breakout Session II</b> Jeff Gerber, Senior HR Director, Denny’s “Partnering with the Restaurant Industry”  Cheri Young, University of Nevada Las Vegas “The Case Method: How to Use Teaching Cases to Increase Students’ Critical Thinking Skills”	<b>PL 112</b>  <b>PL 114</b>
<b>10:15 – 10:45 a.m.</b>	<b>Morning Break</b>	<b>PL 126</b>
<b>10:45 – 11:15 a.m.</b>	<b>Breakout Session III</b> Dr. Cynthia Vannucci, Metropolitan State College of Denver, “Career Development Pathways for the Hospitality Management Student”  Dr. Jan Roy, Central State University, “Competencies Important for Entry-Level Managers in Hospitality Organizations”	<b>PL 112</b>  <b>PL 114</b>

**Friday, February 13th, 2009 (cont'd)**



- 11:30 – 1:00 p.m.**      **Lunch – Panel Discussion**      **PL 126, 130**  
**“Higher Education in Today’s Environment”**  
Jorge de la Torre, Dean of Culinary Education,  
Johnson and Wales University  
Dr. John Dienhart, Chair, Hospitality, Tourism, and Events Management  
Department, Metropolitan State College of Denver  
Mary Mino, President, Colorado ProStart Director,  
Colorado Restaurant Association  
Moderator: Stephen Pyle, Chair, Hospitality College, Johnson & Wales  
University Denver
- 1:15 – 1:45 p.m.**      **Breakout Session IV**      **PL 112**  
Dr. Frances Hill, Northern Arizona University,  
“True Colors: The Personality Assessment of Our Students –  
Effectively Managing Students’ Learning Preferences and  
Outcomes” – *Part I*
- Betsy Stringam, New Mexico State University,      **PL 114**  
“Words of Mouse Ratings and Other Changes to Hotel  
Reservation and Rating Systems”
- 2:00 – 2:30 p.m.**      **Breakout Session V**      **PL 112**  
Dr. Frances Hill, Northern Arizona University,  
“True Colors: The Personality Assessment of Our Students –  
Effectively Managing Students’ Learning Preferences and  
Outcomes” – *Part II*
- Ken Myers and Marilyn Grave, University of      **PL 114**  
Minnesota, “Educators as Collaborative Classroom  
Research Partners promoting Student Collaborative Learning “
- 2:30 – 3:00 p.m.**      **Afternoon Break**      **PL 126**
- 3:00 – 3:30 p.m.**      **Breakout Session VI**      **PL 112**  
Dr. Christopher Taylor, Eastern New Mexico  
University, “The Impact of Wine Education Courses on Developing  
Knowledge and Preferences”
- Helle Sorensen, Metropolitan State College of      **PL 114**  
Denver, “Bridging the Gap Between Education and Industry”
- 5:30 – 6:30 p.m.**      **Reception**      **Curtis Hotel**
- All Day**      **Poster Sessions**      **PL 126**  
Grace Li-Ting Yang, University of Nevada Las Vegas, and  
Dr. Gail Sammons, University of Nevada Las Vegas, “An Assessment of  
the Key Factors for Success of Executive Development for the  
International Hotel Chains in China”
- Shelly Owens, Metropolitan State College of Denver, and  
Michael Wray, Metropolitan State College of Denver, “Rubrics In Culinary  
Labs: A Tool for Instruction and Assessment”

# Rocky Mountain CHRIE

## 2009 Winter Regional Conference

**Saturday, February 14th, 2009**

<b>6:45 – 8:45 a.m.</b>	<b>Registration, Continental Breakfast</b>	<b>PL 124, 128</b>
<b>7:00 – 11:00 a.m.</b>	<b>Culinary Master Class</b> Michael Wray, Metropolitan State College of Denver “Practical Nutritional Analysis in Culinary Labs”	<b>PL 127/128</b>
<b>9:00 – 9:30 a.m.</b>	<b>Breakout Session I</b> Ken Myers, University of Minnesota, “Situational Learning or Assessing and Developing Student Skills in Synthesizing Information from an On-The-Job Situation and Reflective Problem Solving”	<b>PL 112</b>
	Paul Wiener, Northern Arizona University, “Teaching Personal Finance in the HRI Curriculum”	<b>PL 114</b>
<b>9:45 – 10:15 a.m.</b>	<b>Breakout Session II</b> Todd Rymer, Colorado Mountain College, “Apprenticeship: Enhancing Learning through Work Experience”	<b>PL 112</b>
	Sharon Zraly and Jean Morris, The Culinary Institute of America, “The Journey of Food: Thirty Days On the Road”	<b>PL 114</b>
<b>10:15 – 10:45 a.m.</b>	<b>Morning Break</b>	<b>PL 126</b>
<b>10:45 – 11:15 a.m.</b>	<b>Breakout Session III</b> Galen Collins, Northern Arizona University “A New Paradigm for Gaining Access to Hospitality Applications in Classroom Environments”	<b>PL 112</b>
	Jackson Lamb, Metropolitan State College of Denver, “Fundraising through Menu Engineering and Experiential Learning”	<b>PL 114</b>
<b>11:30 – 1:00 p.m.</b>	<b>Lunch</b> <b>“The State of the Hotel Industry”</b> Walter Isenberg, President and CEO, Sage Hospitality Resources	<b>PL 126, 130</b>

## Saturday, February 14th, 2009 (cont'd)



**1:15 – 1:45 p.m.**

### **Breakout Session IV**

Dr. Elie Abou Chedid, American University of Science & Technology, "Providing Hospitality Graduates with Potential Market Skills: An Assessment of the American University of Science and Technology (AUST)" **PL 112**

Ray Moroye, Metropolitan State College of Denver, "Hospitality Entrepreneurship Innovation" **PL 114**

**2:00 – 2:30 p.m.**

### **Breakout Session V**

Dr. Chad Gruhl, Metropolitan State College of Denver, "Experiential Learning and the Hotel Learning Center" **PL 112**

Daniel Connolly, University of Denver, and Bill Peters, Outrigger Hotels, "The University of Denver and Outlook Hotels and Resorts on Developing School and Industry Partnerships" **PL 114**

**2:30 – 3:00 p.m.**

### **Afternoon Break**

**PL 126**

**3:00 – 3:30 p.m.**

### **Breakout Session VI**

Dr. Chad Gruhl, Metropolitan State College of Denver, "Attendance Policies in Higher Education – Past and Future Research" **PL 112**

Sheryl Boston, Western Illinois University, "Action Learning: A New Approach to Meaningful Laboratories Experiences in Hospitality Education" **PL 114**

**All Day**

### **Poster Sessions**

**PL 126**

Grace Li-Ting Yang, University of Nevada Las Vegas, and Dr. Gail Sammons, University of Nevada Las Vegas, "An Assessment of the Key Factors for Success of Executive Development for the International Hotel Chains in China"

Shelly Owens, Metropolitan State College of Denver, and Michael Wray, Metropolitan State College of Denver, "Rubrics In Culinary Labs: A Tool for Instruction and Assessment"

# Rocky Mountain CHRIE

## 2009 Winter Regional Conference

### Friday Registration and Continental Breakfast

**7:30 - 8:00 a.m.**

**Location:** The Metropolitan State College of Denver, Department of Hospitality, Tourism and Event Management, Plaza Building Rooms 124 & 126

**Breakfast Sponsored By:** HTE at Metro State

### Friday Morning Welcome Session

**8:15 - 8:45 a.m.**

**Location:** Plaza 130

#### **Comments From:**

**Dr. Stephen Jordan**

President, Metropolitan State College of Denver

**Dr. Sandra Haynes**

Dean, School of Professional Studies, Metropolitan State College of Denver

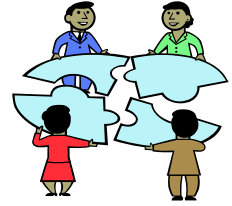
**Dr. Chad Gruhl**

President, Rocky Mountain CHRIE

**Dr. John Dienhart**

Chair, Department of Hospitality, Tourism, and Events Management at Metropolitan State College of Denver

# Breakout Session I



## SESSION 1A

**9:00 - 9:30 a.m.**

**Location:** Plaza Building Room 112  
**Speaker:** Alison Green, Ph.D. Student  
University of New Mexico  
**Topic:** The 21st Century Workforce – A Multi-Generational Perspective

### **Speaker Bio:**

ALISON GREEN is currently studying organizational learning and instructional technology at the University of New Mexico. Her Ph.D. is anticipated in December of 2010. Her focus is on the current hospitality workforce and how to approach the issues which surround multi-generations in a learning organization. She has over twenty years of experience in the hospitality industry at all levels to include, front line to General Manager, working for both small and large organizations. She developed specialized training for ownership groups and small management companies to address leadership and communication both at the organizational level and at the hotel level.

### **Session Summary:**

Hospitality organizations now face unique multi-generational issues in the 21st Century. Each generation, Veterans, Baby Boomers, Gen X'ers, Gen Y learns differently. They have similarities and differences which impact learning. The solution is to engage each employee by using Web 2.0 tools as well as foster innovation, collaboration and community.

# **Rocky Mountain CHRIE**

## **2009 Winter Regional Conference**

### **SESSION 1B**

**9:00 - 9:30 a.m.**

**Location: Plaza Building Room 114**

**Speaker: Dr. Betsy Pudliner  
Eastern Illinois University**

**Topic: Extending the Classroom: The Application of  
WWW2 Technologies to Enhance Learning**

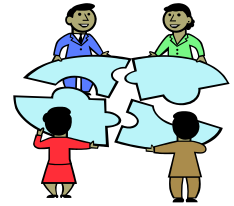
#### **Speaker Bio:**

BETSY PUDLINER has received her PhD from the Department of Hospitality and Tourism Management at the University of Strathclyde in Glasgow Scotland. Her research focus is tourism, hospitality, technology, and relationship management. She has over twenty-five years of industry experience in all facets of the hospitality service sector as well as twelve years of teaching hospitality and tourism at a university level.

#### **Session Summary:**

Students are advanced users of WWW2 technologies. Yet, two challenges remain. First, many academics are reluctant to exploit these technologies to enhance learning. Second, students may not understand the repercussions of improper use. The purpose of this presentation will address the use of WWW2 technologies in and outside the classroom.

# Breakout Session II



## SESSION 2A

**9:45 - 10:15 a.m.**

**Location:** Plaza Building Room 112  
**Speaker:** Jeff Gerber, Senior HR Director  
Denny's  
**Topic:** Partnering with the Restaurant Industry

### **Speaker Bio:**

JEFF GERBER is a Certified Human Resources Executive (Certification from the Educational Institute) and a Certified Hospitality Trainer. He focuses on HR and workforce development in both the Lodging and restaurant industries with a history of developing relationships with colleges. As well, he is an experienced speaker having presented at over 50 Workforce Development conferences, IHMRS and a number of lodging national conferences. In 2008, he lectured at the University of Houston, Conrad Hilton College of Hotel and Restaurant Management and spoke at several Career and Technical conferences.

### **Session Summary:**

Developing partnerships with the industry is a delicate balance to satisfy the needs of both the industry partner, the school and the students. Ultimately, education, gaining experience and the prospect of jobs are the goal. This session will discuss forming the proper relationship and keeping it fresh and ongoing.

# **Rocky Mountain CHRIE**

## **2009 Winter Regional Conference**

### **SESSION 2B**

**9:45 - 10:15 a.m.**

**Location: Plaza Building Room 114**

**Speaker: Cheri Young**

**University of Nevada, Las Vegas**

**Topic: The Case Method: How to Use Teaching Cases to Increase Students' Critical Thinking Skills**

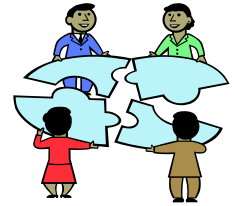
#### **Speaker Bio:**

CHERI YOUNG is an Associate Professor of organizational behavior at the College of Hotel Administration at the University of Nevada, Las Vegas. She has been teaching using teaching cases for over ten years, has written two published teaching cases (in a refereed journal), has presented teaching cases she has written at refereed case conferences, and has written a book about teaching with cases.

#### **Session Summary:**

In this highly interactive session, we review teaching cases – what they are and how they are used. Participants will be the "students," discussing a case and experiencing how to lead case discussions so as to increase students' critical thinking skills. Numerous suggestions/options for including cases in courses will be presented.

# Breakout Session III



## SESSION 3A

10:45 - 11:15 a.m.

**Location:** Plaza Building Room 112  
**Speaker:** Dr. Cynthia Vannucci  
Metropolitan State College of Denver  
**Topic:** Career Development Pathways for the  
Hospitality Management Student

### Speaker Bio:

CYNTHIA VANNUCCI is a 25 year veteran of the hospitality industry. She is the senior faculty member of the Hospitality, Tourism and Event Management department at Metro State, and has served as the faculty advisor of the student club of Rocky Mountain Professional Convention Management Association for nine years. Cynthia Vannucci, Ph. D. CMP, CHME, CHSP is an Associate Professor at Metropolitan State College of Denver. She recently received "Educator of the Year 2008," from Professional Convention Management Association, the "Outstanding Advising Award 2007-2008" from the School of Professional Studies at Metropolitan State College of Denver, and the "Student Organization Advisor of the year, 2007."

### Session Summary:

Despite the competitive nature for management positions in the field of Event Management, students in the Hospitality, Meeting and Travel Department had not thoroughly embraced the need to employ career planning strategies during their college years necessary to procuring meeting management jobs. This study aided the researcher/professor to re-design the class of Hospitality Management toward the goal of understanding the value of these career planning strategies, providing strategy tools, and outlining action steps towards their personal and career goals.

# **Rocky Mountain CHRIE**

## **2009 Winter Regional Conference**

### **SESSION 3B**

**10:45 - 11:15 a.m.**

**Location: Plaza Building Room 114**

**Speaker: Dr. Jan Roy  
Central State University**

**Topic: Competencies Important for Entry-Level  
Managers in Hospitality Organizations**

#### **Speaker Bio:**

JAN ROY, CMP is a hospitality & Tourism Management professor at Central State University and has more than 20 years of hospitality management experience with increasing responsibilities. She has held the Certified Meeting Professional (CMP) designation for over 16 years. Prior to becoming an educator, Dr. Roy served as an industry practitioner for 20 years in senior management positions in hospitality and tourism organizations in Chicago, Illinois.

#### **Session Summary:**

Continuous growth in hospitality, travel and tourism industries (HTTI) requires a better understanding of the skills and competencies that are important in entry-level management positions in global environments. Too often hospitality education is seen as vocational training rather than as business training, creating a narrow-minded view that could slant hospitality curriculum development.

# **Rocky Mountain CHRIE**

**2009 Winter Regional Conference**

## **Friday Luncheon**

**11:30 - 1:00 p.m.**

**Location:** The Metropolitan State College of Denver,  
Department of Hospitality, Tourism and Event  
Management, Plaza Building Rooms 126 & 130

**Panel Discussion:** Higher Education in Today's  
Environment

**Lunch Sponsored By:** Renaissance Denver Hotel

### **Key Note Speakers:**

#### **Jorge De La Torre**

Dean of Culinary Education, Johnson and Wales  
University

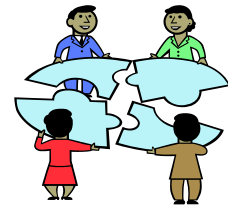
#### **Dr. John Dienhart**

Chair, Hospitality, Tourism, and Events Management  
Department, Metropolitan State College of Denver

#### **Mary Mino**

President, Colorado ProStart Director, Colorado  
Restaurant Association

# Breakout Session IV



## SESSION 4A

1:15 - 1:45 p.m.

**Location:** Plaza Building Room 112

**Speaker:** Dr. Frances Hill  
Northern Arizona University

**Topic:** True Colors: The Personality Assessment of Our Students – Effectively Managing Students' Learning Preferences and Outcomes – Part 1

### Speaker Bio:

FRANNIE HILL is an Associate Professor of Leadership at Northern Arizona University, School of Hotel and Restaurant Management. Frannie's areas of expertise include leadership theories such as: relationship-centered leadership, emotional intelligence, multiple intelligences, appreciative inquiry, learner-centered education, and Bloom's theory of the Affective Domain. Frannie also has a special interest in the multi-dimensions of

### Session Summary:

The "True Colors" Program is a creative and innovative exercise that examines personality types and provides a framework for understanding the behavioral dynamics between students and teachers and employees and managers.

# **Rocky Mountain CHRIE**

## **2009 Winter Regional Conference**

### **SESSION 4B**

**1:15 - 1:45 p.m.**

**Location: Plaza Building Room 114**

**Speaker: Betsy Stringam**

**New Mexico State University**

**Topic: Words of Mouse Ratings and Other Changes to  
Hotel Reservation and Rating Systems**

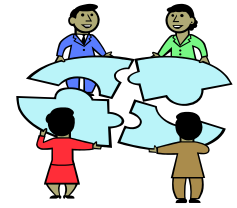
#### **Speaker Bio:**

BETSY STRINGAM teaches hotel and resort management for New Mexico State University. She has degrees from Cornell, FIU, with her doctorate from NAU. She has 13 years of experience in Hotel, Restaurant and Tourism College Faculty, previous management experience in hotels and resorts at both property and corporate office levels. She is a principal investigator for the research study.

#### **Session Summary:**

Reservations, hotel rating systems and distribution of hotel rooms have changed dramatically. What are the changes to hotel ratings systems, and hotel distribution? How have social networking and review sites changed the reservations process? The presentation will include a review of research studies analyzing over 60,000 traveler comments and ratings.

# Breakout Session V



## **SESSION 5A**

**2:00 - 2:30 p.m.**

**Location:** Plaza Building Room 112

**Speaker:** Dr. Frances Hill

**Northern Arizona University**

**Topic:** True Colors: The Personality Assessment of Our Students – Effectively Managing Students' Learning Preferences and Outcomes – Part 2

### **Speaker Bio:**

FRANNIE HILL is an Associate Professor of Leadership at Northern Arizona University, School of Hotel and Restaurant Management. Frannie's areas of expertise include leadership theories such as: relationship-centered leadership, emotional intelligence, multiple intelligences, appreciative inquiry, learner-centered education, and Bloom's theory of the Affective Domain. Frannie also has a special interest in the multi-dimensions of

### **Session Summary:**

The "True Colors" Program is a creative and innovative exercise that examines personality types and provides a framework for understanding the behavioral dynamics between students and teachers and employees and managers.

# **Rocky Mountain CHRIE**

## **2009 Winter Regional Conference**

### **SESSION 5B**

**2:00 - 2:30 p.m.**

**Location:** Plaza Building Room 114  
**Speaker:** Ken Myers & Marilyn Grave  
University of Minnesota  
**Topic:** Educators as Collaborative Classroom  
Research Partners Promoting Student  
Collaborative Learning

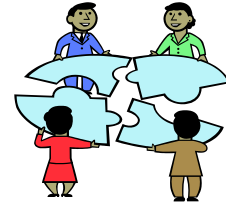
#### **Speaker Bio:**

KEN MYERS is the President of the Suite Harmony Corporation, (consulting and design), past partner of a Holiday Inn Express, and worked with companies such as Radisson, ARAMARK, and independently owned resorts and restaurants. His background likes in Hospitality Management/Culinary Arts, and Teaching & Learning. His industry experience is varied including restaurant, hotel, institutional and resort. MARILYN GRAVE is the director of a teacher training laboratory and child care center, dispute resolution mediator, Head Start Education Coordinator, and Psychological, Career Development and Training Coordinator. She is a teacher educator for the past 35 years. Scholarship evidenced with grant development and the study of the scholarship of teaching and learning.

#### **Session Summary:**

Seven faculty members from six disciplines researched the incorporation of formal collaborative learning groups. Students learned the value of collaboration to create quality projects, the value of contributions of peers, and interdependence for assuming roles and responsibilities. Faculty learned how collaborating on classroom research projects promotes professional development.

# Breakout Session VI



## SESSION 6A

3:00 - 3:30 p.m.

**Location:** Plaza Building Room 112  
**Speaker:** Dr. Christopher Taylor  
Eastern New Mexico University  
**Topic:** The Impact of Wine Education Courses on  
Developing Knowledge and Preferences

### Speaker Bio:

CHRISTOPHER TAYLOR is an Assistant Professor of Management and the hospitality program coordinator at Eastern New Mexico University. He holds a Ph. D. from Texas Tech University in Hospitality Administration and teaches a wide range of hospitality courses. His research is focused on wine and its use in hospitality settings and has been published in multiple academic journals and he has also written for other publications. Dr. Taylor has many years of experience in lecturing and consulting about wine, and was previously a manager for a fine wine distributor in Texas. Dr. Taylor holds a PhD in Hospitality and is a self-described “cork dork” whose hobbies and interests have centered on wine and food for nearly two decades.

### Session Summary:

Wine is challenging and, at times, intimidating for consumers. Their lack of knowledge in making wine choices may result in less wine consumption and very little experimentation. This study explores wine education courses and whether these courses change consumers' knowledge and preferences about wine.

# **Rocky Mountain CHRIE**

## **2009 Winter Regional Conference**

### **SESSION 6B**

**3:00 - 3:30 p.m.**

**Location:** Plaza Building Room 114  
**Speaker:** Helle Sorensen  
Metropolitan State College of Denver  
**Topic:** Bridging the Gap Between Education and Industry

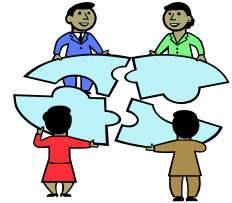
#### **Speaker Bio:**

HELLE SORENSEN is an Associate Professor of Tourism Management with a specialty in sustainable tourism. Her international tourism career began in Copenhagen and continued in London and Denver. Over the last ten years, she has authored two college textbooks on international tourism, authored one book chapter, edited two books, made eleven presentations on various topics at regional, national, and international tourism conferences, and has designed, managed, and led eight study-abroad trips to four continents.

#### **Session Summary:**

Professor shows how she improves the bridge that she continues to build from the classroom to the tourism industry. Her technique goes beyond the traditional method of interpreting and analyzing data. Her students gain important career skills by learning about the past and connecting this history with the present.

# Friday Poster Sessions



## **Taking Place All Day**

**Location:** The Metropolitan State College of Denver, Department of Hospitality, Tourism and Event Management, Plaza Building Room 126

## **Grace Li-Ting Yang & Dr. Gail Sammons**

University of Nevada, Las Vegas

**"An Assessment of the Key Factors for Success of Executive Development for the International Hotel Chains in China"**

## **Shelly Owens & Michael Wray**

Metropolitan State College of Denver

**"Rubrics in Culinary Labs: A Tool for Instruction and Assessment"**

# Friday Evening Reception

**5:30 - 6:30 p.m.**

**Location:** The Curtis Hotel, Downtown Denver at 1405 Curtis Street, 2<sup>nd</sup> Floor (difficult to find, please follow signs)

**Evening Reception Sponsored By:** The Curtis Hotel

# Rocky Mountain CHRIE

2009 Winter Regional Conference

## Saturday Registration and Continental Breakfast

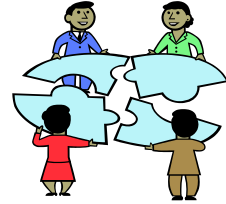
**6:45 - 8:45 a.m.**

**Location:** The Metropolitan State College of Denver, Department of Hospitality, Tourism and Event Management, Plaza Building Rooms 124 & 126

**Breakfast Sponsored By:** HTE at Metro State



# Culinary Master Class



**7:00 - 11:00 a.m.**

**Location:** Plaza Building Rooms 127/128

**Speaker:** Michael Wray

**Metropolitan State College of Denver**

**Topic:** Practical Nutritional Analysis in Culinary Labs

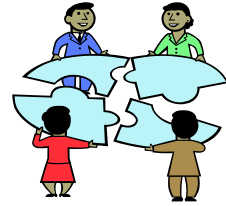
## **Speaker Bio:**

MICHAEL WRAY created the Healthy Cooking Course, first at Delaware State University, then at Metro State in Denver. With an undergraduate degree in Human Nutrition and Foods from Virginia Tech, MBA, and working toward a PhD in Education Leadership, Professor Wray utilizes his nutritional knowledge with practical application of culinary skill. In his classes he has students first analyze the nutritional content of recipes and employ a concept called F.A.N.S. to improve flavor, appearance, nutritional content, and satiety. He is a Master Certified Food Service Executive, Sommelier, and Certified Culinary Instructor.

## **Session Summary:**

Participants use computers to adjust recipes for nutritional content. They practice substituting, reducing, enhancing, omitting, and techniques to recipes that improves the nutritional content. In the culinary lab they prepare nutritionally improved recipes into a finished meal that passes the F.A.N.S. test, with appropriate flavor, appearance nutrition and satiety.

# Breakout Session I



## SESSION 1A

9:00 - 9:30 a.m.

**Location:** Plaza Building Room 112

**Speaker:** Ken Myers

University of Minnesota

**Topic:** Situational Learning or Assessing and Developing Student Skills in Synthesizing Information from an On-The-Job Situation and Reflective Problem Solving

### **Speaker Bio:**

KEN MYERS is the President of the Suite Harmony Corporation, (consulting and design), past partner of a Holiday Inn Express, and worked with companies such as Radisson, ARAMARK, and independently owned resorts and restaurants. His background likes in Hospitality Management/Culinary Arts, and Teaching & Learning. His industry experience is varied including restaurant, hotel, institutional and resort.

### **Session Summary:**

How well the student (when an on-the-job situation takes place) identifies the peripheral information vs. key issues of a situation and writes a reflective analysis of what happened, options for handling the situations, and strengths and weaknesses of each option; and later applies that new knowledge to new situations.

# Rocky Mountain CHRIE

## 2009 Winter Regional Conference

### SESSION 1B

9:00 - 9:30 a.m.

**Location:** Plaza Building Room 114  
**Speaker:** Paul Wiener  
Northern Arizona University  
**Topic:** Teaching Personal Finance in the HRI Curriculum

#### **Speaker Bio:**

PAUL WIENER, BA, BSC, MBA, Ed. D., has been teaching personal finance as part of a Hospitality Corporate Finance class for the last four years. He is in the process of becoming a Certified Financial Planner. Paul has spent 23 years in the hotel and restaurant industry in the U.S., Brazil and Europe. He has been teaching at NAU since 1992.

#### **Session Summary:**

The current economic and financial issues, uncertain job market for grads, questions about health care costs and funding, the demise of defined benefit pensions and concerns about Social Security are issues that suggest that today's HRI students will have to take much more control of their financial lives than was necessary in the past. The day of the single company career and the monthly pension check is gone. What are we doing to give students the tools to make those decisions, to make choices that will give the Millennials access to the lifestyle and prospects that Baby Boomers have taken for granted?

# Breakout Session II



## SESSION 2A

9:45 - 10:15 a.m.

**Location:** Plaza Building Room 112

**Speaker:** Todd Rymer

Colorado Mountain College

**Topic:** Apprenticeship: Enhancing Learning through Work Experience

### Speaker Bio:

TODD RYMER has a master of science in Hotel and Food Service Management. He was an instructor at the Johnson and Wales University at Charleston, and then was the director at Johnson and Wales University at Vail. He is currently the Director of Culinary Education at the Colorado Mountain College Culinary Institute located in Eagle Valley, Colorado.

### Session Summary:

Apprenticeships can enhance learning by immersing students into a work environment in their field of study, thus providing both acculturation and reinforcement of essential skills. Discover how to create a successful apprenticeship by developing relationships with industry partners that meet the needs of employers, students and your educational institution.

# Rocky Mountain CHRIE

## 2009 Winter Regional Conference

### Breakout Session III

#### SESSION 3A

10:45 - 11:15 a.m.

**Location:** Plaza Building Room 112  
**Speaker:** Galen Collins  
Northern Arizona University  
**Topic:** A New Paradigm for Gaining Access to  
Hospitality Applications in Classroom  
Environments

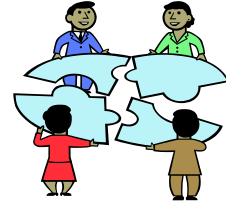
#### Speaker Bio:

GALEN COLLINS is the founding publisher of the Information Technology in Hospitality journal and co-founder of HITA, the Hospitality Information Technology Association. Collins has co-authored the following texts: Hospitality Information Technology: Learning How to Use It (6th edition) and Overcoming the Customer Service Syndrome: A Practical Guide to Managing Customer Service. He also has published articles in trade and academic journals, including the Cornell Quarterly, Hospitality Education and Research Journal, Hotel and Motel Management, FIU Hospitality Review, Journal of Teaching in Travel and Tourism, Journal of Distance Learning Administration and Hospitality and Tourism Educator. He has been at the School of Hotel and Restaurant Management at NAU since 1987. His primary teaching focus is on hospitality information technology.

#### Session Summary:

Providing students with hands-on training on actual Property Management System applications in a classroom environment is challenging due to technological and financial constraints. This session will discuss how a partnership between the School of Hotel and Restaurant Management at Northern Arizona University and Choice Hotels International greatly simplified this task.

# Breakout Session III



## SESSION 3B

10:45 - 11:15 a.m.

**Location:** Plaza Building Room 114  
**Speaker:** Jackson Lamb  
Metropolitan State College of Denver  
**Topic:** Fundraising through Menu Engineering and  
Experiential Learning

### Speaker Bio:

JACKSON LAMB has been active in the Denver hospitality community for over 25 years. His positions over the years have included being a Board Member with the Colorado Restaurant Association, Board Member with the American Culinary Federation, Chef Instructor at the International School of Culinary Arts at the Art Institutes. His personal chef and consulting business, Jackson Lamb Hospitality, has a vast number of clients. He specializes in custom-made seminars for industry clients, as well as event planning and catering. He is currently the Director of Culinary Management at Metropolitan State College of Denver.

### Session Summary:

As educational funds become more scarce, this presentation demonstrates how to create hospitality industry partnerships with local food purveyors that can satisfy your outcome competency needs. Also included is providing an environment for your students to learn how to manipulate a menu to accommodate the resources available.

# Rocky Mountain CHRIE

2009 Winter Regional Conference

## Saturday Luncheon

**11:30 - 1:00 p.m.**

**Location:** The Metropolitan State College of Denver,  
Department of Hospitality, Tourism and Event  
Management, Plaza Building Rooms 126 & 130

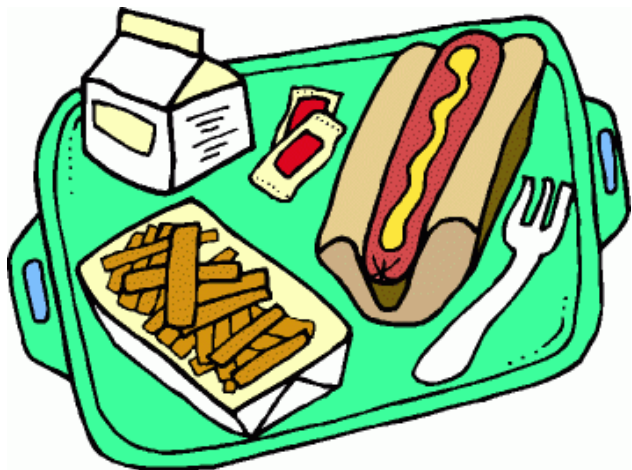
**Topic:** The State of the Hotel Industry

**Lunch Sponsored By:** Sheraton Denver West Hotel

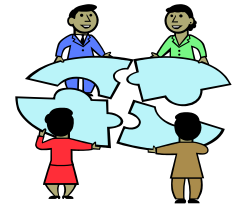
**Key Note Speaker:**

**Walter Isenberg**

President and CEO, Sage Hospitality Resources



# Breakout Session IV



## SESSION 4A

1:15 - 1:45 p.m.

**Location:** Plaza Building Room 112

**Speaker:** Dr. Elie Abou Chedid

**American University of Science & Technology**

**Topic:** Providing Hospitality Graduates with Potential Market Skills: An Assessment of the American University of Science and Technology (AUST)

### **Speaker Bio:**

ELIE ABOU CHEDID, Ph. D., is the Chairman for the Department of Hospitality Management and is the Acting Chairman of the Department of Travel and Tourism. He has been with the American University of Science & Technology for seven years. Dr. Elie Abou Chedid has been a professional chef for the last 20 years. He is an educator and consultant for tens of established hotels, restaurants and pubs in Lebanon, Jordan and the Gulf.

### **Session Summary:**

This paper offers a close overview of the Hospitality Management curriculum at the American University of Science and Technology. The paper also presents a brief overview of the market and the needed human resources. The outcomes shall provide necessary facts to assess the potentiality of the university graduates and what the Faculty of Business and Economics can offer to create a value added workforce. Descriptive statistics are used to offer a first hand interpretation of the collected data.

# **Rocky Mountain CHRIE**

## **2009 Winter Regional Conference**

### **SESSION 4B**

**1:15 - 1:45 p.m.**

**Location: Plaza Building Room 114**

**Speaker: Ray Moroye**

**Metropolitan State College of Denver**

**Topic: Hospitality Entrepreneurship Innovation**

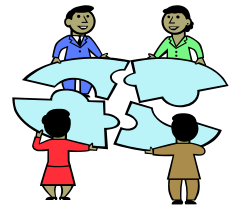
#### **Speaker Bio:**

RAY MOROYE has been an entrepreneur for 30 years, raising over \$3.5 million dollars. He has experience and knowledge in all phases of entrepreneurship, including security law and franchising. He has conducted seminars in entrepreneurship and innovation to area minority and women's chambers of commerce. He was recently invited to lecture about hospitality entrepreneurship to both faculty and students at YNRTVU, Kunming, China and developed a faculty exchange program between MSCD and YNRTVU in hospitality. He is a founding member and initial interim director of the MSCD Center for Innovation. He Co-developed alliances with over eighteen hotels and two country clubs in the Denver metropolitan area with links to the HTE website for MSCD internships. He is a member of the MSCD Hotel Learning Center committee and author of the Entrepreneur and Innovation section of a textbook to be used globally to be published in multiple languages.

#### **Session Summary:**

Entrepreneurship is one of the major forces in today's national and global hospitality environment. Innovation is a critical part of entrepreneurship which leads to development of new ideas and concepts that impact and can revolutionize the industry. The recognition of opportunities and emerging trends can introduce exciting new and sustainable economic activity.

# Breakout Session V



## **SESSION 5A**

**2:00 - 2:30 p.m.**

**Location:** Plaza Building Room 112  
**Speaker:** Dr. Chad Gruhl  
Metropolitan State College of Denver  
**Topic:** Experiential Learning and the Hotel Learning Center

### **Speaker Bio:**

CHAD GRUHL has been a tenure-track faculty member at MSCD since 2006. Professor Gruhl teaches management courses full-time and is responsible for the umbrella of the Hotel Learning Center that is being created on the Auraria Higher Education Center campus in downtown Denver. The hotel "learning lab" will be approximately 190 hotel rooms and will include a student hands-on restaurant and meeting space. The hotel is scheduled to open in 2011.

### **Session Summary:**

This presentation will cover the use of experiential learning in the Hospitality, Tourism and Events Management Department at Metro State College of Denver. An over view of the new Hotel and the Hotel Learning Center at Metro State will also be reviewed.

# **Rocky Mountain CHRIE**

## **2009 Winter Regional Conference**

### **SESSION 5B**

**2:00 - 2:30 p.m.**

**Location:** Plaza Building Room 114  
**Speaker:** Daniel Connolly, University of Denver  
Bill Peters, Outriggers Hotels  
**Topic:** The University of Denver and Outlook Hotels  
and Resorts on Developing School and  
Industry Partnerships

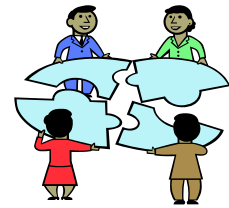
#### **Speaker Bio:**

DANIEL CONNOLLY and BILL PETERS are hospitality veterans who frequently present at industry conferences. Over the past 7 years, they have worked together to introduce the important hotel distribution issues and trends, reservations technology, and the role centralized reservations offices play in hotel distribution to hospitality students at the University of Denver. Daniel Connolly is an associate professor at the University of Denver's Daniels College of Business with a dual appointment in the School of Hotel, Restaurant and Tourism Management and the Department of Information Technology and Electronic Commerce. Bill Peters is Vice President of Reservation Services for Outrigger Hotels and Resorts. He is a recognized authority on reservations technology and an industry pioneer with various technology innovations such as web chat, voice-over-IP telephony, and web services.

#### **Session Summary:**

The University of Denver (DU) and Outrigger Hotels and Resorts collaboratively created a satellite reservations office at DU to give students real-world exposure to hotel distribution, innovative technologies, and new management paradigms. This reservations laboratory, believed to be the first of its kind at a hospitality school, provides students with ways to learn and gain invaluable work experience.

# Breakout Session VI



## **SESSION 6A**

**3:00 - 3:30 p.m.**

**Location:** Plaza Building Room 112  
**Speaker:** Dr. Chad Gruhl  
Metropolitan State College of Denver  
**Topic:** Attendance Policies in Higher Education – Past and Future Research

### **Speaker Bio:**

CHAD GRUHL has been a tenure-track faculty member at MSCD since 2006. Professor Gruhl teaches management courses full-time and is responsible for the umbrella of the Hotel Learning Center that is being created on the Auraria Higher Education Center campus in downtown Denver. The hotel "learning lab" will be approximately 190 hotel rooms and will include a student hands-on restaurant and meeting space. The hotel is scheduled to open in 2011.

### **Session Summary:**

The purpose of this paper was to evaluate the compulsory attendance policy at one hospitality institution. The goal was to determine if compulsory attendance policies are necessary and if grades were affected. The review of the literature gives compelling arguments for and against compulsory attendance in higher education. The arguments are interesting and informative; however, there is nothing conclusive. A study was completed comparing attendance and final course grades with and without an attendance policy. A survey was administered to 548 hospitality professors across the United States to identify types of attendance policies being used in other hospitality programs.

# Rocky Mountain CHRIE

## 2009 Winter Regional Conference

### SESSION 6B

3:00 - 3:30 p.m.

**Location:** Plaza Building Room 114

**Speaker:** Sheryl Boston

Western Illinois University

**Topic:** Action Learning: A New Approach to Meaningful Laboratories Experiences in Hospitality Education

#### **Speaker Bio:**

SHERYL BOSTON is an Associate Professor at Western Illinois University (10 years). Her teaching duties include: Quantity Food classes, Catering, Bar and Beverage Management, and professional practices curriculum classes. Her background is in Home Economics education/Career and Technical Foods Classes. She holds a Master's degree in Education and Interdisciplinary studies emphasis in nutrition and is currently pursuing a doctoral degree in Higher Education. She has authored a book chapter on Management Theories in Foodservice management. She has received several grants for the student of Career and Technical education and the influence on university academic performance.

#### **Session Summary:**

Action learning is defined as "solving real problems, focusing on acquired learning and implementing systems wide solutions" (Marquardt, 1997). This method, used in hospitality laboratory experiences, has become a powerful tool. This study investigates effectiveness of this approach used in food laboratories.

Graduated students evaluate the experience and workplace readiness.

# Saturday Poster Sessions



## **Taking Place All Day**

**Location:** The Metropolitan State College of Denver, Department of Hospitality, Tourism and Event Management, Plaza Building Room 126

## **Grace Li-Ting Yang & Dr. Gail Sammons**

University of Nevada, Las Vegas

**"An Assessment of the Key Factors for Success of Executive Development for the International Hotel Chains in China"**

## **Shelly Owens & Michael Wray**

Metropolitan State College of Denver

**"Rubrics in Culinary Labs: A Tool for Instruction and Assessment"**



# **Special Thanks to:**

**Dr. John Dienhart**

**Chef Shelly Owens**

**Dr. Cynthia Vannucci**

**Susan Conder**

**Without their help and support, this  
would have been a much more  
difficult process.**

**Please join us at the**

**next CHRIE**

**Conference**

**February 19 & 20,**  
**2010**

**Hosted by the Hospitality, Tourism, and  
Events Management Department  
At  
Metropolitan State College of Denver**