March Sanity!

Amit Sharma is President for ICHRIE and Associate Professor at Pennsylvania State University.

Or so I hope this Month will bring as we chug along into 2018! Greetings to you from sunny/icy, and often times snowy Pennsylvania.

ICHRIE Federation Conferences. We are almost a third into the new year, so there is a lot going on behind the scenes, and in front. Several events have already taken place, and others are being planned for the near, and far future. The West Federation held their conference earlier last Month. The SESCA conference was last week in February/March. The 3rd Annual Central CHRIE Federation Conference will be held at Iowa State University (ISU) Gateway Hotel on April 6-7, 2018. Asia Pacific (APacCHRIE) is getting ready for their conference in May 2018. And EuroCHRIE is beginning to chalk out details of their conference in October. Each of the conferences require several committed individuals running the show in the background, and taking care of things that we never hear of. Thank you to everyone who is coming together, and will be continuing to do so for the next several months. I am unable to make it to all of them but hope to see you at some of these for sure. As for you, please continue to submit your wonderful research, thoughtful ideas, and volunteering efforts to strengthen the ICHRIE community.

The Summer Conference. As I briefly stated in my February Communique article, Dennis Reynolds and the Comprehensive Organizational Review Committee (CORC) provided some preliminary recommendations to the Board of Directors. One of their main recommendations was for ICHRIE to continue to enhance members’ summer conference experience. The Director of Conferences, along with the respective conference committee, the ICHRIE office, and the Board of Directors are working hard to prepare for the ICHRIE Summer Conference in Palm Springs, CA. We are also making all efforts to continue on page 4

Changing ICHRIE

Chris Roberts is Vice President, Chair of the Strategic Planning Committee and xxxxxx

As you have likely heard, Dennis Reynolds, Dean of the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston, is leading our ongoing process of a Comprehensive Organizational Review (COR). He has a highly diverse committee who is actively reaching out to many stakeholder groups to learn what they want from ICHRIE. This includes asking what they do like about us, what they don’t like, and ideally what new products and services we should begin offering.

My internal reaction to this activity is a positive one of anticipation. I’m excited to learn where ICHRIE needs to go next. After all, as we teach in our marketing classes, the organization should to listen to its customers (our members) and take steps to satisfy their needs.

Dean Reynolds and his COR committee are talking not only to current members, but they are reaching out well beyond that group. They have been actively seeking lapsed faculty members to learn why they left ICHRIE. They are talking to hospitality firms to learn why they no longer are involved with ICHRIE. The goal, of course, is to find out how ICHRIE was not meeting their needs, both in terms of what we did provide as well as what we didn’t do for them.

But beyond those lapsed members, the COR committee is talking to individuals and hospitality firms that have never belonged to ICHRIE. They are attending other conferences and interviewing attendees to learn why they are there and perhaps not at ICHRIE conferences, and why they might belong to that organization but not belong to ICHRIE. They are directly contacting hospitality continued on page 6
Because the activity level at many schools and businesses is so high during the month of March, many people refer to this time period as March Madness. There’s no doubt that this term would certainly apply around the ICHRIE office!

There are a number of activities occurring right now that ICHRIE members will want to keep in the forefront of their “to do” lists so no deadlines are missed. Here are some of the most popular:

- The ICHRIE 2018 Elections are now open for members to vote for your choice of the future volunteer leadership of International CHRIE. All current dues-paying members of International CHRIE are eligible to cast one ballot. You’ll notice that once again we are using an electronic system in our voting process this year, so casting your vote for the future leaders of International CHRIE takes just a few moments. You can cast your vote and review all of the candidates’ information for the ICHRIE 2018 Elections by clicking the link on the voting email sent by the ICHRIE office. ICHRIE members who are eligible to vote can log on using the email address associated with their membership and enter their ICHRIE member ID number to access the 2018 voting materials. Eligible voters must cast their ballots by April 30, 2018.

- The ICHRIE Awards nomination forms are now available with nominations due by April 15, 2018. Be sure to visit the ICHRIE website at https://www.chrie.org/i4a/forms/index.cfm?id=39 and consider nominating a deserving colleague today!

- Staff is currently working with companies who have agreed to host one or more ICHRIE Summer Faculty Internships and criteria, information, submission forms and deadline dates will begin being posted on the ICHRIE website later this month and in April.

- Invitations to the 2018 Deans’ and Directors’ Program and Luncheon being held at the annual conference in Palm Springs in July will be mailed out sometime in early April. RSVPs will be due back by May 15 and because space is limited, reservations will be taken on a “first come, first served basis.”

- Program details and registration instructions for the 2018 ICHRIE Career Advancement Academy will also become available later this month, so be sure to check the ICHRIE website for details. We will be holding the seminars for this year’s Career Academy on two days to give attendees the opportunity to attend all of the consortiums. ICHRIE’s Director of Education, Catherine Curtis, has been working diligently to put together a stellar program.

- The program details for the 2018 ICHRIE Annual Conference being held July 25-28 in Palm Springs are being finalized right now and you should be receiving further specific details in late April. ICHRIE Director of Conferences, Lea Dopson, and the Palm Springs host committee, have some amazing things planned for attendees.

With all the other madness happening during this month, be sure to keep an eye out for all the ICHRIE updates, information, and deadlines!
**Notes & News from the Board**

**Snow, Elections & Awards**
Mokie Steiskal is Vice President of ICHRIE and Chairperson Emeritus at Columbus State Community College.

Happy Spring! (If you are in the Northern Hemisphere). I sit here on a day in Ohio with about 5 inches of snow and that is enough to put my county and all the surrounding counties on a Level 2 snow emergency (suggest you only drive if absolutely necessary). However, this article is not about the weather, but your opportunity to elect the new leadership of ICHRIE for 2018-19.

**Election of Officers**
The ballot for election of officers for the Board of International CHRIE will be available on March 1, 2018. Voting remains open until April 30, 2018. That gives you plenty of time to review the candidates’ materials and vote for the persons you feel will best serve the organization moving forward. They are a committed, interesting, talented group of potential officers with a focus on serving ICHRIE. You will be voting for a Vice President, a Treasurer, a Director of Member Services and Development, a Director of Research, and a Director of Conferences. The Vice President serves a one-year term and then moves into the President position. All of the other positions are for two-year terms. Please take time to vote!

**ICHRIE Award nominations**
Onto another subject- the quest to honor those ICHRIE members who have served the organization well, have excelled at research, have been very innovative, have done a wonderful job teaching and so forth. The nomination form for Awards will be available on the ICHRIE website beginning March 1, 2018 and you will have until April 15, 2018 to complete and submit the form: https://www.chrie.org/i4a/forms/index.cfm?id=39.

The requirements for each of the awards can be found on the chrie.org website under Awards. Please review the requirements carefully. There are some differences between the awards and what type of nominee will qualify. In general, the nominees must be current members of ICHRIE and not be currently serving on the ICHRIE Board of Directors. (Note that most of the awards may be given to an individual only once.) The Nominating Committee will be reviewing all of the nominations carefully and it would be most helpful if the requirements for those you are nominating are met. And do take the time to honor those who have worked very hard in the field of hospitality and tourism!

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**CHIA**

The Certification in Hotel Industry Analytics (CHIA) is available to undergraduate and graduate students, and provides a thorough knowledge of the foundational metrics, definitions, formulas and methodologies that are commonly used by the hotel industry.

Contact sharecenter@str.com or +1 (615) 824-8664 to learn how you can join the 9,000 students and industry professionals who have earned CHIA status around the globe.

We regularly conduct free train-the-trainer sessions and offer additional certifications focused specifically on the hotel and tourism industries.
Southeast, Central & South American Federation News

A GREAT Conference Hosted by the University of Tennessee - Knoxville!

Melvin Weber is President of SECSA Federation of ICHRIE and Associate Professor at East Carolina University.

It was great meeting many of you at our SECSA meeting in Knoxville. I saw individuals excited and energetic about our future. We had some really good times, starting with the informal meet and greet on Wednesday night, to great keynote speakers, to a wonderful industry panel, to great research and education forums, and finally some spectacular research presentations (30 in all)!

Elections for officers are coming soon, please consider nominating yourself, or a colleague. We need individuals willing to keep SECSA going strong!

Save the dates to join us in Palm Springs, CA, this summer, July 25th through the 27th! See the ICHRIE website for details.

SECSA Member Highlight
Dr. Kim Howard Williams

Dr. Williams previously worked in the lodging industry in the sales, banquets, and housekeeping departments. After completing her PhD, Dr. Williams was an instructor with the Louisiana State University Hospitality Professional program. She became an Assistant Professor in the Lester E. Kabacoff School of Hotel, Restaurant, and Tourism (HRT) at the University of New Orleans in the Fall of 2007. She is currently the Director and Graduate Coordinator of the HRT program. Dr. Williams also serves as the Faculty Advisor for the Disney College Program, American Hotel and Lodging Association UNO Student Chapter, MoMENtum African American Male Retention Initiative, and Eta Sigma Delta. She also serves on the Greater New Orleans Hotel and Lodging Education Foundation board. Kim is also playing a major role with helping SECSA plan events for the 2019 ICHRIE conference (being held in New Orleans, or The Big Easy).

Dr. Williams's research interests include hotel operations, human resources, crime and tourism, resilience and business continuity. She is a member of the International Council on Hotel, Restaurant, and Institutional Education (CHRIE).

Don’t forget to connect with the SECSA Federation and its members on LinkedIn and Facebook.

LinkedIn group page: SECSA Federation and Facebook group page: SECSA Federation of ICHRIE (‘IchrIe’ on the FB site).

The SECSA Federation is doing great things, but we still need active members; will you help? I continue to look forward to sharing our future together. As always, I welcome any SECSA member to feel free to reach out to me (weberm@ecu.edu or 252-328-2351), so that we can chat about our future together.

Sincerely,
Melvin Weber

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communicate effectively on the potential changes that can be made at this year’s conference to follow up on Dennis and the CORC’s recommendations. If there is anything that you can think of to this end, then I sincerely request that you bring it to our attention. Please feel free to email Lea Dopson (Director of Conferences) or to me, and will be glad to bring it to our discussions.

Webinars. We had a Webinar planned for February that had to be rescheduled for March. So please stay tuned, these efforts are ongoing, and we are committed to driving these forward. As I have requested in the past, if you have any ideas for an interesting Webinar topic then please send your suggestions to me or to the Director of Networking, Ajay Aluri, who will be leading this effort in the future.

Request for Proposals. Our simulation competitions currently being administered by Knowledge Matters are popular and valuable events for our members and for our students. We want to continue to strengthen these product and service offerings. Several vendors have expressed interest in offering these to our members either directly to me or to the ICHRIE office. In alignment with our commitment to transparency, the ICHRIE Board of Directors voted during the January Board meeting to issue a Request for Proposals to invite any other vendors that might be interested to provide these products and services to our members under the ICHRIE banner. This RFP is now out. I encourage you to share this with any vendor that you are aware of, and who you think might become a value ICHRIE partner. Please let me know if you have any questions in this regard.

Communication continues… The ICHRIE Board conference calls continue to be held every 2 weeks, and I am in constant communications with the Executive Committee and the ICHRIE Office. So if there is anything you would like to bring to our attention then please just send me an email. We will be glad to discuss, deliberate, and take action.

That’s it for now… No March madness… let’s vote in sanity!
The first two months of the year has passed, by now we might have forgotten all about our New Year’s resolutions and most of us are yet again taken longer breaks between our visits to the gym...For me the first two months of the year tends to be quieter. Less travel activities, more time spend on preparation for classes with teaching activities starting in February. However, 2018 have started differently!

In January I was in Palm Spring together with the rest of the ICHRIE board, participating in the pre-conference board meeting and inspection of the hotel and conference facilities. I will let you know that we are in for a treat this year. The Renaissance in Indian Wells is a lovely resort that promises well for this year’s conference. Not to forget that Palm Springs International Airport is one of the most relaxed airports I have ever flown to and from.... Yes, you read correctly! Relaxed! Most of the gates in the airport is outside and they even have a lawn where you can sit and relax, while waiting for your flight to depart. This made me think! When you can design an airport that makes people relax, there are endless opportunities to how we can design conference concepts to fit the location that we are in!

Earlier in my newsletter updates from EuroCHRIE, I have been writing about the changes that our federation have made to our conference concept, not only going to new places, but also trying new initiatives relating to our yearly conference. Some initiatives were a great success from the start and others needs to be polished just a little bit more to make them successful. Some were just adjustments from the “business as usual” but made a great impact on the overall conference experience. As I have mentioned earlier, changing and trying out new things can be somehow challenging for our mindset. Many times, it is just more comfortable to stay with what you know works! But the challenge is, that things we have done for the past many years, no longer attracts new conference delegates and new members. We need to change our comfortable mindset to adapt to new demands from the next generation of hospitality researchers, educators, instructors, and industry professionals. They want more tangible take aways, when they participate in conferences, that being new perspectives and/or tools to use in research, teaching, and business development. For future conferences we need to rethink our value propositions towards a new generation of academics and professionals. A generation who has multiple interests both within research/teaching and business development. A generation who focus on professional development and new research methods simultaneously. It seems very self-centered; however, this is also a generation who are willing to give back. This is a generation who needs a clear purpose of the activities they undertake - a purpose that makes sense not just for themselves, but also for others.

The obvious question is then, how can we provide these value propositions to future CHRIE-conference delegates (that being ICHRIE and federation conferences)? In EuroCHRIE we have started to change our conference concept, and we do believe it is important to offer at least one new thing every year. Our last conference in Nairobi, Kenya, brought in a completely new way of integrating the conference destination into the conference itself and in that way leave a footprint both in the memory of EuroCHRIE delegates, but also in the mind of our host destination.

This year we are going to Dublin in Ireland and one of the new initiatives have already been presented. In collaboration with Journal of Hospitality and Tourism Management (JHTM) we are presenting a PAPER HACKATHON! The purpose of this initiative is to support tourism and hospitality researchers to form partnerships with the aim to develop and pitch for a paper publication in JHTM.

The format is an intense two-day paper hackathon where teams of researchers will be formed and work towards the development of a study/paper proposal (paper-a-thon), which they will then present to an evaluation panel. During the hackathon, teams will work under the mentorship of prominent tourism scholars and they will receive constructive and valuable feedback for their research proposals. Teams with highly evaluated papers-a-thon will be invited to submit their completed manuscripts for a fast-tracked review process and a possible publication at the JHTM (within 2019).

This new setup is the essence of networking and co-creation with a very tangible output and will for sure be great a take away from our conference in Dublin! Remember this is for all, and you are all invited to come and participate in this event. The more people who participates the better results of the 2-day session. In relation to this I would like to extend a great thanks to the Journal of Hospitality & Tourism Management for partnering with EuroCHRIE and use our conference as a platform to test this innovative setup.

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Central Federation News

Looking Forward to an Exciting Event

Godwin Charles Ogbeide is President of Central Federation of ICHRIE and Director, Events & Tourism Institute and Associate Professor of Strategy & Hospitality.

I hope this finds each of you in a splendid start of the 2018 spring semester. I am very happy to inform you that the preparation for Third Annual Central CHRIE Conference is amazing! Save the dates to join us in Ames, IO on April 6-7 for the Third Annual Central CHRIE Conference to be hosted by the Iowa State University. Hotel reservations can be made at the Gateway Hotel and Conference Center at Iowa State University. You may make your reservation by calling 1-800-FOR-AMES and use the code: CHRIE or online at http://bookings.ihotelier.com/bookings.jsp?groupID=2022791&hotelID=2958.

The Central CHRIE is looking forward to initiating the Central CHRIE “President Award.” This is the highest individual recognition a member of the Central CHRIE may receive from the federation. It is presented to a Central CHRIE member in recognition of the individual’s lifetime contributions and outstanding service both to hospitality and tourism education and to Central CHRIE. This award serves as a representation of what true hospitality and tourism educators and leaders should be. Look out for the nomination information coming very soon. The first award will be presented during the Third Annual Central CHRIE Conference in Ames, IA.

I am very excited about our third annual conference and the delightful events set aside for the conference. I look forward to seeing a lot of ICHRIE members at this conference. Central CHRIE members, look out for the next RFP to host the 2019, 2020, and 2021 Central CHRIE conference. We are looking for hosts/planners who would plan an exciting conference with great learning experience and networking opportunities.

Let’s make Central CHRIE the best federation possible. Hence, I encourage any Central CHRIE member to reach out to me (gogbeide@iu.edu or 317-278-3515), so that we can chat about the next level and values for Central CHRIE Federation. Elections for officers are coming soon, please consider nominating yourself, or a colleague. We need strong leaders like you who are willing to make Central CHRIE the best possible federation!

Sincerely,
Godwin Charles Ogbeide
INTERNATIONAL CHRIE
would like to recognize our
Premium Members

Ashford University • Bethune-Cookman University • Bilkent University • Boston University • Bradley University FCS • Budapest Business School • California State Polytechnic University, Pomona • California State University, East Bay • Cesar Ritz Colleges Switzerland • CETT-UB • Cornell University • Cphbusiness • Culinary Institute of America • Cvent • Cyprus University of Technology • DePaul University • Drexel University • Dublin University of Technology • Dusit Thani College • Ecole Superieure Internationale de Savignac, France • Endicott College • Fairleigh Dickinson University • FERRANDI Paris • Florida Atlantic University • Florida Gulf Coast University • Florida State University • Free University of Bolzano • Georgia State University • Glion Institute of Higher Education • HAAGA-HELIA University of Applied Sciences • Indiana University - Purdue University Fort Wayne • Indiana University of Pennsylvania • Institut Paul Bocuse • International University Of Applied Sciences Bad Honnef * Bonn • Iowa State University • James Madison University • Johnson & Wales University, Charlotte • Johnson & Wales University, Denver • Johnson & Wales University, North Miami • Johnson & Wales University, Providence • Kansas State University • Knowledge Matters, Inc. • Lasell College • Lillebaelt Academy of Professional Higher Learning • Manchester Metropolitan University • Management & Science University • Metropolitan State University of Denver • Michigan State University • Missouri State University • National Kaohsiung University of Hospitality & Tourism • New Mexico State University • NHTV Breda University of Applied Sciences • Niagara University • North Carolina Central University • Oklahoma State University • Oxford Brookes University • Ozyegin University • Purdue University, West Lafayette • RIT Croatia • Rochester Institute of Technology—Dubrovnik • Rochester Institute of Technology—Rochester • Roosevelt University • Ryerson University • San Diego State University • Saxion University of Applied Sciences • SHMS Swiss Hotel Management School • South Dakota State University • St. Cloud State University • STR SHARE Center • Strathmore University • Taylor’s University, Malaysia • Temple University • Texas Tech University • The American Hotel and Lodging Educational Institute • The Hong Kong Polytechnic University • The University of Alabama • University College of Northern Denmark • University of Arkansas, Fayetteville • University of Central Florida • University of Delaware • University of Hawaii at Manoa • University of Houston • University of Massachusetts, Amherst • University Of Memphis • University of Nebraska - Lincoln • University of Nevada, Las Vegas • University of New Hampshire • University of New Orleans • University of North Texas • University of South Carolina • University of Surrey • University of the Philippines • Virginia Polytechnic Institute and State University • Virginia State University • Washington State University • Widener University • York College of Pennsylvania • ZUYD Hogeschool