March Minute
Jeff Beck is President of ICHRIE and Associate Professor at Michigan State University.

In this month’s column, I would like to call everyone’s attention to the fact that March is National Women’s History month. During the month of March, a little extra attention is given to all of the accomplishments of strong, determined women. The United States has formally recognized March as National Women's History Month since 1987. International Women’s Day is March 8th. Gloria Steinem, world-renowned feminist, journalist and activist once explained “The story of women’s struggle for equality belongs to no single feminist nor to any one organization but to the collective efforts of all who care about human rights.” The theme for International Women’s Day 2020 is, I am Generation Equality: Realizing Women’s Rights. The theme is aligned with the United Nations Women’s new multigenerational campaign, Generation Equality, which marks the 25th anniversary of the Beijing Declaration and Platform for Action. The Beijing Platform for Action is recognized as the most progressive roadmap for the empowerment of women and girls, everywhere.

For those of you who are members of the HOSCO network, you will find resources available to use in your classroom to discuss this topic. The week of March 8th would be the ideal time to speak on gender equality, women in hospitality leadership, and the disparity of pay in the hospitality industry. Peggy Berg, Founder and President of the Castell Project (and a proud Michigan State alumna) is dedicated to helping the hospitality industry benefit fully from women in the workforce and to providing women in hospitality with tools to support their advancement. The Castell Project’s most recent report, Women in Hospitality Leadership 2020 suggests that executive search specialists report that companies are showing stronger consideration of female candidates

Exciting Conference Plans!
Alleah Crawford is Director of Conference for ICHRIE and Associate Dean and Professor at Auburn University.

Hello ICHRIE members!
I am delighted to share with you many of the exciting opportunities that await at the 2020 ICHRIE Summer Conference and Marketplace in Phoenix, Arizona July 22-24, 2020!

One important note is that we are starting our programming earlier on Wednesday. We will begin with concurrent sessions and symposia mid-morning. Beginning earlier allows us to utilize the facility and time to bring our members more opportunities. Some of these opportunities include a Career Academy that spans teaching, research, and leadership that is no longer on one day, but offered across all 3 days of the conference; Manuscript Marathon, where researchers meet, develop an idea, and pitch it in 3 days to the editors of all 4 ICHRIE publications for acceptance; and posters sessions that won’t compete with the Marketplace!

Our general sessions feature exciting industry leaders! These sessions include:
“Ok Google, What is the future of hospitality and tourism” featuring Rob Torres, Managing Director of Travel, Google
“Climbing the career ladder: Empowering women in hospitality and tourism” featuring Peggy Berg, Castell Project and the Association of Women in Events
“Bridging the gap between industry and academia: Sharing CEOs’ perspectives” featuring Rob Palleschi, CEO G6 Hospitality and Chip Rogers, President and CEO American Hotel & Lodging Association
“Building a hospitality ecosystem of engagement in

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Volunteer ICHRIE Leadership
Kathy McCarty, Chief Executive Officer, International CHRIE

The results from the recent ICHRIE election are in and we will be welcoming the following people to the ICHRIE board of directors this coming July during the annual business meeting at our annual summer conference:
Vice President: Lea Dopson (Cal Poly Pomona)
Treasurer: Lisa Slevitch (Oklahoma State)
Director of Conference: Kimberly Severt (University of Alabama)
Director of Member Services & Development: Miranda Kitterlin-Lynch (FIU)
Director of Research: Jenna Lee (Eastern Carolina)

Also joining the ICHRIE board of directors this coming July are the incoming Federation presidents:
From APac CHRIE Federation—Margaret Heng, Shatec Institutes
From CentralCHRIE Federation—Mary Jo Dolasinski, DePaul University
From EuroCHRIE Federation—Xander Lub, NHTV University of Applied Sciences
From NENA Federation—Theresa Lind, James Madison University
From SECSA Federation—Faisan Ali, University of South Florida Sarasota Manatee
From West Federation—Priyanko Guchait, University of Houston

Congratulations to all of these incoming ICHRIE board members and many thanks to their schools for supporting their service to International CHRIE.

Immediate Past President, Dr. Chris Roberts (DePaul), is currently beginning the process of building the election slate for this year’s ICHRIE election which will take place November 1. Anyone interested in being a candidate for this upcoming election should contact Dr. Roberts at crober31@depaul.edu to discuss. The positions that will be on the upcoming slate are:
Vice President
Secretary
Director of Education
Director of Marketing
Director of Networking

To learn more about the tasks and responsibilities for these positions, visit the ICHRIE website at https://www.chrie.org/i4a/pages/index.cfm?pageid=3534. This webpage will link you to the position descriptions for these or any of the other ICHRIE board of director positions. When you review any of the board position descriptions listed on this webpage, you will discover that serving International CHRIE as a member of the board of directors involves helping us realize our mission to advance knowledge in hospitality and tourism, to advance the goals of the organization and to help support our vision to the become the global leader for hospitality and tourism education and research.

I’ve often said that our volunteer leaders are among the hardest working and most dedicated. Our board positions are volunteer positions but they do require a commitment of time and attention while serving. I encourage you to read the position descriptions for any ICHRIE board position you find of interest and to ask questions of any current board members serving in those positions. The contact information for our current board of directors can be found on the ICHRIE website as well at https://www.chrie.org/i4a/pages/index.cfm?pageid=3285.

We need people who will bring fresh ideas and perspectives to the organization. If you have an interest in serving as a volunteer leader of ICHRIE—either now or in the future—please let Dr. Roberts know (crober31@depaul.edu). It has been said that “Volunteering is the ultimate exercise in democracy. You vote in elections once a year, but when you volunteer, you vote every day about the kind of community you want to live in.”
Internationalizing ICHRIE
Chris Roberts is Immediate Past President of ICHRIE & Professor at DePaul University.

Over 20 years ago, we changed our organization’s name by adding the word “International” to the title. This was done to reflect what we witnessed as the natural expansion of our academy beyond the shores of North America into the other continents. Our members in Europe had formed the EuroCHRIE Federation. Our members in Asia soon followed suit to create the APacCHRIE Federation. Our acronym then morphed from CHRIE to ICHRIE, enabling us to maintain our traditional identity while embracing our widening net of membership. The question for many of us today is wondering how that internationalization is showing up within our organization?

Currently, our membership distribution is about 72% in the Americas, 15% in EuroCHRIE, and 13% in APacCHRIE. With that dominance of membership in the Americas, I can certainly understand why our colleagues in Europe, Asia, and Africa might feel it—and be negatively impacted.

As I have traveled to conferences and met with colleagues in both international and domestic venues, I have heard a constant refrain of wanting ICHRIE to be an international organization. We regularly do confirm to one another that we want our academy to reflect the worldwide nature of the hospitality and tourism industries that we study and represent in our classrooms. Thus, it appears that the spirit of internationalism is embraced within our organization. But where is the resounding evidence of it? Let’s explore this.

We have had a number of European and Asian members in the senior leadership roles of our organization. Three EuroCHRIE members and one APacCHRIE member currently serve on the ICHRIE board of directors: Chrystel Masdupuy, EuroCHRIE president (from France), Anders Justenlund, Director of Marketing (from Denmark), Ralf Burbach, Director of Networking (from Ireland) and Pearl Lim, APacCHRIE president (from Taiwan).

We’ve had no less than four ICHRIE presidents from EuroCHRIE: Rai Shacklock (2003-2004/UK), Peter Jones (2007-2008/UK), Susan Fournier (2012-2013/Switzerland), and Maureen Brookes (2016-2017/UK). Additionally, Bill Samenfink was ICHRIE president (2009-2010/NENA), and as a founding member of the EuroCHRIE Federation and an active member of their federation board, brought his international experience to the organization. Sadly, we have not yet had an ICHRIE president from APacCHRIE.

But beyond this senior leadership representation, where else does the international influence appear? The ICHRIE board of directors implemented an organizational design policy of required federation representation in both board and committee membership. This helps to give a voice to all federations, both domestic and international, at many levels. Each federation president has an automatic seat on the ICHRIE board of directors. The policy also applies to virtually every ICHRIE standing committee. For example, the federation directors of education automatically serve on the ICHRIE education committee. The federation directors of marketing serve on the ICHRIE marketing committee. The federation immediate past presidents serve on the nominating and awards committees, ensuring broad representation. ESD has a board position for each federation. Etc. Thus, there is an international influence within every single ICHRIE committee. This structural design of integrating federation roles into ICHRIE activity helps to ensure that our member representatives from all continents can have a voice in the initiatives and decisions of ICHRIE.

The six federations now offer annual conferences. Adding the summer ICHRIE conference to the list, that’s seven conferences that our members can typically choose among. The 2018 EuroCHRIE conference in Dublin, Ireland, reportedly had 300+ delegates, of which more than 100 members from the Americas. The 2019 joint APacCHRIE-EuroCHRIE conference in Hong Kong reportedly had 500+ participants, of which 100+ were from the Americas. That’s a strong showing of international engagement among our members. Unfortunately, the four US-based federations haven’t seen similar numbers of international delegates for their conferences. However, as the strength and reputation of the US-based federation conferences grows, perhaps we will see more member participation from other federations in the future.

With these efforts in place, it can be seen that the organization has taken significant steps to internationalize ICHRIE. The question is how can we enhance those efforts so that we can vibrantly experience the international dimensions of our organization. And how do we mitigate the dominance of the US-based federations that our Asian and European members feel. These are challenges that we continue to face. Your suggestions to help in this respect are welcomed. Please share any ideas that you have with our ICHRIE board of directors by writing to membership@chrie.org.
“Almost Heaven” at WVU
Jennifer Forney is President of NENA Federation of ICHRIE and Program Director at University of Pittsburgh at Bradford.

This year our Federation held our elections early as we work to align our federation with the updated ICHRIE election timeline. We are excited the new leadership for 2020-2021 will be starting the onboarding process starting with our February board meeting. Our goal for this early onboarding is to ensure that the leadership team is knowledgeable and ready to serve you. We would like to thank Lynsey Madison for her time as the Director of Education, and Damien Duchamp as the Director of Membership & Development, and Lauren McCulligan as the Director of Conference & Events. The newly elected 2020-2021 NENA leadership team include:

• Theresa Lind, James Madison University: Incoming President
• Kirstin Tripodi, Sacred Heart University: Incoming Vice President
• Joe Scarcelli, York College: Treasurer, Incoming second term
• Leslie Scamacca, LaGuardia Community College: Incoming Director of Education
• Tracey Michaud, Southern Maine University: Incoming Director of Membership & Development
• Tony Kim, James Madison University: Incoming Director of Conference & Events

The NENA Leadership is so excited to connect with our members March 27-29 2020 at the 7th Annual Regional NENA Conference!!

Explore the Diverse World of Hospitality & Tourism and come and experience “Almost Heaven” packed with hospitality innovations, trends, and adventure. This conference offers unconventional thinking and disruptive ideas in the industry and academia.

• Tours of the Hospitality Innovation and Technology (HIT) Lab and Campus will be available, and we have some major key note speakers on the schedule.
• Do not forget to reserve a West Virginia adventure package, for example, rock climbing, zip lining and guided hikes! Most importantly, stay refreshed during the weekend with morning yoga and Zumba!
• As a final touch, there will be personalized dinner -tours of local food, WV craft beer, and WV bourbon on both days of the conference!

All the information you need to register for this amazing conference and book your WV adventure is listed below.

Conference Registration:
Complete your registration at https://www.eventbrite.com/e/2020-nena-ichrie-conference-registration-65262144832
Early Bird $99
Graduate Student $75
Conference Fee $150, after February 28th

Hotel Information:
Morgantown Marriott at Waterfront Place
Two Waterfront Place
Morgantown, West Virginia 26501

Adventure WV
Check out some of the great outdoor adventure activities exclusive to conference attendees: https://adventurechallenge.wvu.edu/hospitality

Conference Contacts:
• Research Questions? Contact the Director of Research, Gilpatrick Hornsby, at hornsbgd@jmu.edu.
• Conference Registration Questions? Contact Vice President Theresa Lind, at lindt@jmu.edu
• Questions about the Host Campus? Contact NENA President, Jennifer Forney, at jlf128@pitt.edu.

A new addition to our regional conference this year is our programming for how to work effectively with high school partners. We have created three scholarships for High School Educators. Each scholarship is $200 towards travel and lodging expenses, as well as, conference registration. In addition, we will be offering a discounted registration rate of $75 for our High School Educator partners.

If you know a high school educator who may be interested in attending our regional conference please contact:
• Joe Scarcelli, Treasurer and Scholarship Committee Chair, at jscarcelli@ycp.edu or
• Damien Duchamp, Director of Membership & Development, at dduchamp@sjcny.edu

Speaking of Scholarships, the application link for the NENA Promise Awards will be sent out soon!

For all the latest updates, follow us on Twitter: @nenachrie and Facebook: @ICHRIENENA! and LinkedIn NENA Federation

Please feel free to contact me directly at jlf128@pitt.edu with any comments, questions, or concerns. See you next month!

In Hospitality,
Jennifer Forney
NENA President
Southeast, Central & South American Federation News

Sprin is in the Air!
Ruth Smith is President of SECSA Federation of ICHRIE and Associate Professor at Bethune-Cookman University.

Greetings from the SECSA family of researchers, educators, and learners! A new season is almost here, and we are ready for new growth, new possibilities, and fresh inspiration in our Federation. Please join me in celebrating the growth and accomplishments of two SECSA members, Barbara Jean Bruin and Barry Bloom! Barbara, who proudly recruited two new members to the SECSA Federation last semester, shares her path to success. Barry proudly tells his story of a ‘fine balance.’

SECSA Members Highlight

Barbara Jean Bruin

Barbara Jean Bruin has been in the restaurant industry since 1976, resulting from the influence of her parents, who opened a restaurant in their hometown. She is a native of New Orleans who moved to Southern California in 1980, where she worked from the position of a bartender to a general manager at the Cask ‘n Cleaver Restaurants. In 1985, Barbara graduated from Cal Poly Pomona in Hotel Restaurant & Tourism, and in 1993 she completed her MBA in International Business at the University of LaVerne, California.

Her active role in the alumni association while she was a general manager, led to an opportunity to teach at her alma mater. From 1992-2016, Barbara taught at the Restaurant at Kellogg Ranch as the front-of-house instructor. She graduated from the University of LaVerne in 1993 with an MBA in International Business. Barbara relocated to Georgia, where she taught at Kennesaw State University, Culinary Sustainability Hospitality. Barbara currently teaches the online class for Food & Beverage Management at Northampton Community College in Bethlehem, Pa.

Barbara is a member of the ICHRIE, Georgia Restaurant Association, California Restaurant Association, National Restaurant Association, and the Society of Wine Educators. She has volunteered for NRAEF ProStart since 2004, both in California and in Georgia, and has served on various community college advisory boards. She co-authored a published article in 2010, entitled US consumer attitudes towards “green” restaurants.

Barbara is dedicated and cares deeply about her students’ success and their future. Her unwavering passion for teaching students the skills and knowledge they need to succeed in our global hospitality industry has yielded many success stories. Barbara works well in a diverse environment and prepares students to value each other and their various cultures. She strives to deliver the curriculum in an engaging, exciting, and inspiring manner.

Barry Bloom

A Fine Balance

Barry writes, “People are often curious about my transition from industry to academia back to industry and how I’m able to stay involved in both. While I must confess that it’s not easy, it has certainly been rewarding.

In 2007 after 20+ years in the hotel investment business, I was fortunate to be part of the sale of a company at the peak of the market. I took a year off and traveled the US in a small RV, playing the Top 100 Public Golf Courses in the US. I knew that I wanted to pursue an academic career, having taught as an adjunct at NYU in the late 1990s. I started my Ph.D. program at UCF but ultimately ended up as part of the first-year of the Distance Doctoral Program at Iowa State while starting my own hotel investment business and teaching full-time at DePaul University.

I received my Ph.D. from Iowa State in 2011 and accepted an opportunity at Boston University. While there, I taught a required course in Lodging Operations and developed electives in Asset Management, Franchising, and Hotel Management Contract Negotiation, all work that I had found fulfilling while in industry. Sadly, in 2013, a former industry colleague passed away, and I was asked to join a group of other former colleagues who had started a new hotel investment firm in 2007 and had amassed over 100 select service hotels. My wife of just three months encouraged me to take this opportunity, and we moved to Orlando.
Photos for APacCHRIE Board Meeting
Recognizing the need for retention, growth and longevity in the hospitality industry, Hcareers is revolutionizing the job search and recruitment process for job seekers and employers alike. With AI-powered technology that creates personalized candidate Fit Scores, Hcareers has become the leading hospitality career resource by creating the best-fit matches between job seekers and employers.

Studies have shown that salary, benefits and employee reviews are among the top qualities that job seekers look for in a posting, while benefits and perks are what convince them to apply. To meet this trend, Hcareers is modernizing recruitment practices by processing and providing data about company culture, skill set, and salary and benefits. The combination of those factors attracts the top candidates to a posting and move those candidates to the top of a recruiter’s pool of candidates.

Employers are also able to create comprehensive profiles - branded pages with videos, stories and more - to showcase their top attributes, allowing them to attract more candidates who fit their culture values. Behind the scenes, Hcareers provides employers with tools and insights to influence candidates’ decision-making, as well as personalized skill development road maps for employee upskilling.

By matching candidates with a company based on data and intangibles that extend beyond roles and responsibilities, Hcareers is expanding job satisfaction, lengthening stays with a company, and increasing the rate of career growth.

To further focus on career sustainability in hospitality and deliver resources to millions of workers, students, job seekers, and employers, Hcareers partners with leading hospitality organizations such as the American Hotel & Lodging Association (AHLA), National Restaurant Association (NRA), and the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE).

Hcareers was launched in 1998 and was purchased by Virgil Holdings in 2018. It is the largest employment platform in the hospitality industry, with more than 5.7 million members and more than 25,000 active jobs posted by over 4,000 registered employers. Learn more about Hcareers at www.hcareers.com.

Register Early for the ICHRIE Summer Conference in Phoenix, Arizona and Take Advantage of Discounted Rates!

More information at: https://www.chrie.org/i4a/pages/index.cfm?pageid=3670
STR’s “Certification in Advanced Hospitality and Tourism Analytics” (CAHTA)

A step above the popular CHIA certification, CAHTA is a comprehensive training program on hotel and tourism research projects with a focus on experiential learning and industry relevance.

The program is available globally to undergraduate students, graduate students and professors, and can be personalized to a geographic area, type of research or the needs of a particular school or class.

Please contact sharecenter@str.com for more details.
Hospitality and Foodservice Enhancement Research Program
2020-2021 Request for Application

Society for Hospitality and Foodservice Management Foundation

Hospitality and Foodservice Enhancement Research Funding Opportunity

Program Description: The Society for Hospitality and Foodservice Management Foundation invites faculty members from accredited universities to submit proposals for the purpose of investigating operations and management issues in the corporate foodservice and workplace hospitality industry. Awards will be considered based on industry impact and may vary widely in scope and size up to a maximum of $13,500 plus travel expenses to the SHFM National Conference prior to the research and also to present the results to the attendees (see SHFM National Conference Experience and Presentation). In addition, SHFM will offer membership to the research team as a part of this award for a one year period. Only one proposal will receive an award, the funds are non-renewable, and the project duration is limited to one year. The deadline for proposals is Monday, April 6, 2020 at 5:00 p.m. (EST). An application should be submitted via e-mail, addressed to Mr. Tony Butler (tbutler@hqtrs.com). Note that incomplete applications will not be considered.

The Society for Hospitality and Foodservice Management Foundation (SHFM) oversees the Research Award program. SHFM’s vision is to be the charitable arm that extends the Foundation’s workplace hospitality impact for the industry into the community. The organization’s mission is to enhance SHFM’s external presence through corporate foodservice and workplace hospitality career preparation and education support, industry and student networking, and community-based charitable efforts. Also, the Foundation aims to provide opportunities and support in the form of scholarships and internships for the next generation of corporate foodservice and hospitality leaders, as well as stipends and course funding to support faculty and curriculum delivery. Therefore, the Foundation supports and promotes research projects that will benefit this industry, the academic community, and the nurturing of students.

Program Topics
This year, the research proposals must be related to one of the following topics or a topic that would be approved prior to application submission (contact Tony Butler at tbutler@hqtrs.com):

- Track 1. Operations
  - Sustainability
  - Reduction of food waste
  - Food and non-food reutilization / repurposing
  - Operation design for work efficiency
  - Operation design for enhancing aesthetics
  - Food Safety enhancement for operations and/or guest awareness
  - Marketing and merchandising
  - Guest experience management
  - Revenue and profit enhancement during revenue down times
  - Labor effectiveness and cost reduction

- Track 2. Management
  - Employee training / retraining design
  - Employee motivation
  - Employee productivity
  - Client experience management
  - Managing employees of different generations
  - Developing and enhancing a diverse workplace
  - Reducing employee turnover

Eligibility Information
As the Foundation endeavors to benefit its members, the academic community, and students, all faculty members at accredited universities are welcome to apply for this program. For the effectiveness of research, we encourage the faculty members to take a principal investigator role and to ensure inclusion of one up to a maximum of three undergraduate students who can benefit from this research-award program. Investigators who have already received funding from other sources in support of their specific research proposal area are not eligible. The funding may not be used as a match in any matching or other funding program.

Application and Submission Process
The application should include a proposal description outlined in a vibrant yet simple PowerPoint presentation with a file for appropriate information requested, budget including up to $2,500 in faculty stipend, up to $6,000 in undergraduate student scholarships, and an expense budget of up to $5,000, with budget justification narrative, letter of support from the Dean of the College or Director of the Program, and curriculum vitae.
Budget Detail
Faculty Stipend - $2,500 Maximum
Student Scholarships:
• $3,000 for one undergraduate student researcher
• $2,500 each for two undergraduate student researchers
• $2,000 each for three undergraduate student researchers
• $6,000 Maximum for student scholarships
Research Expenses - $5,000 Maximum
Total Possible Award - $13,500

SHFM National Conference Experience and Presentation
As a part of this program, the SHFM Foundation will fund the travel for up to four faculty/student researchers to the SHFM National Conference in 2020, and also in 2021. The 2020 conference will take place in Baltimore and the 2021 conference will take place at Amelia Island (Jacksonville), Florida.

The intent of this funded travel is to use the 2020 national conference as a research opportunity, where SHFM will provide an interview room on-site at the conference for the research team to conduct focus groups, individual interviews, etc. Additionally, the SHFM staff will provide an attendee list to the research team in order for them to contact potential individual attendees in advance of the conference to arrange a time to connect with them regarding the research. The intent of attendance at the 2021 conference is to present the results of the research to the conference attendees via a PowerPoint presentation at a session appointed by the SHFM leadership.

Who should attend the 2021 National Conference the following year to present the research outcomes?
• It is highly encouraged that the same team from the 2020 conference research team return to the 2021 conference. The same travel considerations will apply. Faculty member(s) and student researchers should be prepared to present the outcomes of the research to the conference attendees via a PowerPoint presentation in a general session setting. The PowerPoint presentation should include faculty and student pictures and bios, the research topic and its specific value to corporate foodservice and workplace hospitality industry, and the research outcomes. Details should also include how corporate foodservice and workplace hospitality operators might utilize the outcomes to enhance their operations.

The deadline for proposals is Monday, April 6, 2020 at 5:00 p.m. (EST). Applications must be received electronically via e-mail. Incomplete applications will not be considered. Applications are to be submitted to Mr. Tony Butler (tbutler@hqtrs.com).

Selection Process:
A committee composed of the SHFM Foundation Board and other Society members will evaluate all proposals. Mr. Tony Butler will direct the committee.

Evaluation Criteria:
Proposals will be evaluated based upon the following criteria:

Project’s purpose
• The clarity of the project’s purpose
• The supporting logic/evidence (previous research and literature) that underlies and justifies the purpose

Relevancy
• The relevancy of the project’s goal to the corporate foodservice and workplace hospitality industry (Track 1 or Track 2)

Methodology and Plan of Action
• A clear and well-developed methodology and plan of action

Budget and Deliverables
• A cost-effective and well-justified budget that clearly and directly supports the project
• Description of the deliverables (e.g., paper, presentation, publication, etc.)

Letter of Support
• Supportive letter(s) from appropriate industry and/or research partners, who could confirm participation in and support of the proposed research, including the probability of project completion (if applicable).

The Award Program recipient will be notified not later than Friday, April 24, 2020.

Deliverables and Dissemination:
The principal investigator is required to submit a mid-year progress report for the project, which should be no more than five pages long, in executive summary format, and submitted by November 13, 2020.

The report may be condensed and/or re-written for multiple audiences. Additionally, an Executive Summary is required upon completion of the project, according to the guidelines that will be provided. Only upon completion of these requirements may authors publish from these works.

Any and all publications resulting from this Program must acknowledge funding assistance by the “Society for Hospitality and Foodservice Management Foundation.”

The award recipients are required to conduct interviews etc. for the research project at the national conference (October 5-7, 2020, Baltimore, MD) and present the out-
(https://www.castellproject.org/castell-research). Peggy has been invited to be one of our highlighted speakers at the ICHRIE conference in Phoenix.

A quick review of the literature suggests that there is a tremendous opportunity for research in the area of gender equality. In a recent volume of the International Journal of Hospitality Management, Segovia-Pérez, Figueroa-Domecq, Fuentes-Moraleda, and Muñoz-Mazón (2019) as part of their study on gender equality in hospitality, offer suggestions for future research in this area. First, collection of information regarding men’s perspective on gender equality in hospitality would provide a more comprehensive picture of the situation in the hospitality industry. Second, perceptions of the hospitality industry and the impact of segregation from a large sample of women and men would provide a distinctive perspective and add to the literature of understanding on these issues. These authors suggest that one line of research would be to analyze how effective equality plans are at delivering gender equality. A comparison of sectors, regions or countries would help to determine the validity of the theoretical model used in their research and its applicability across all production sectors and locations. If not already proposed or planned a special edition focusing on these issues would certainly be a logical next step.

As I am writing this, the U.S. Department of State has issued a ban on travel to China, Hong Kong, and Macau. Most commercial air carriers have reduced or suspended routes to and from China. Other countries have enacted bans as well. This ban is in effect until April 30, 2020. We hope to keep all ICHRIE members informed with regular updates from the Asia Pacific Federation regarding the APAC CHRIE conference the end of May.

As always, thank you for being a member of ICHRIE!

Crawford—continued from page 1

your community” featuring Ron Mitchell, CEO HCareers

The conference committee is hard at work partnering with the local CVB to identify great opportunities to explore Phoenix. We are also working to partner with the hotel to identify a way ICHRIE members can have a positive impact in the Phoenix community through outreach. Get excited, because this year’s conference is going to be a hot one!

Thank you to the conference committee for your time and continued efforts on behalf of ICHRIE!

Alleah

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Smith—continued from page 5

That company is now known as Xenia Hotels & Resorts, where I serve as President and Chief Operating Officer. We listed the company on the New York Stock Exchange in early 2015 and the company now owns 38 upper-upper-scale and luxury hotels across the United States. I travel somewhere nearly every week, visiting our hotels, meeting with investors, and attending industry conferences and hotel company advisory board meetings.

In my spare time, I keep busy teaching undergraduates Hospitality Finance in mixed mode at UCF and graduate students Asset Management online for FIU. In the last 18 months, I’ve guest lectured at Penn State (3 visits as a Conti Professor), RIT, Lausanne, UCF, ESSEC, and BU and still manage to publish a research paper every year or two.

If I didn’t love it, I wouldn’t do it!”

Barry

Stay connected with the SECSA Federation and its members on LinkedIn and Facebook.
LinkedIn group page: SECSA Federation
Facebook group page: SECSA Federation of ICHRIE

Let us continue to place students’ success in the forefront of our academic agenda.
Have an awesome NEW season in higher education!

Ruth Annette Smith, Ed. D

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comes following completion of their work, and in certain cases, anticipated outcomes, of their studies during a special session of the national conference the following year (September 19-22, 2021, Amelia Island, FL). Additional information regarding this will be forthcoming.

Completed, final manuscripts are due by Friday, April 2, 2021.

Manuscripts can be submitted to a leading hospitality/on-site foodservice/business journal after having been reviewed by the SHFM Foundation Board.

Contact Information:
Mr. Tony Butler  Executive Director  Society for Hospitality and Foodservice Management  (502) 574-9951 | tbutler@hqtrs.com
INTERNATIONAL CHRIE

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