

## **Mary Jo Ross, Ph.D.**

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### **EDUCATION**

**Ph.D. Instructional Technology, College of Education, University of Central Florida,  
Orlando, FL**

Dissertation: *"A Critical Analysis of Problem-Solving Perceptions as Reported by Special Event Managers: A System Based Approach to Training Special Event Managers in Temporal Based Situations"*

August 2006

**Graduate Research Assistant, Pennsylvania State University  
College of Education, Learning and Performance Systems, State College, PA  
School of Hospitality Management, State College, PA  
1997-1999**

**M.A. Adult and Community Education, Indiana University of Pennsylvania,  
Indiana, PA  
May 1999**

**B.S. Human Resource Management, Business Management, Geneva College,  
Beaver Falls, PA  
January 1995**

### **PROFESSIONAL CERTIFICATIONS**

- **Notary Public of Commonwealth of Pennsylvania**
- **Certified Servsafe Food Safety Manager, 2019**  
National Restaurant Association
- **Certified Special Events Professional (CSEP), 2005, 2010, 2015**  
International Live Events Association (ILEA), The CSEP designation is the hallmark of professional achievement in the special events industry and the only international umbrella representing professionals in all disciplines of production management in the special events industry.

- **Certified Professional Catering Executive (CPCE), 2005, 2010, 2015**

The CPCE designation is the national recognition of standards and competency in catering. It endorses education and professional achievement of project management in the field of catering. The designation is awarded by the National Association for Catering and Events.

## **BOARDS AND MEMBERSHIPS**

**July 2026 – Present – Sales Sub-Committee**

**Cumberland Area Economic Development Corporation (CAEDC)**

**September 2025 – Present – Board Member at Large**

**PRLA Central Pennsylvania Chapter**

**August 2019 – Present – Member**

**Pennsylvania Restaurant and Lodging Association (PRLA)**

**April 2012 – Present – Member**

**SKAL Orlando**

**January 2024 – January 2025 – Member**

**Association of Lodging Professionals (ALP)**

**January 2020 – December 2023 – Advisory Board of Directors**

**American Hotel Lodging Association Educational Institute (AHLAEI)**

**January 2020 – January 2024 – Board Member at Large**

**Pennsylvania Restaurant & Lodging Association (PRLA) – Western Chapter**

**January 2021 – January 2024 – Board Member at Large**

**Orlando World Live, Inc.**

**January 2022 – August 2022, Chair for Artscape and Cultural Environment**

**Downtown Butler Cultural District**

**June 2021 – January 2023 – Founding President**

**Orlando Glass Alliance**

**January 2010 – January 2023 - Executive Director**

**Grand Tour Foundation, Inc.**

**January 2015 – January 2020 Member at Large – Education and College Programs**

**City District (Church Street District)**

201 S. Orange Avenue, Orlando, FL 32801

**January 2015 – November 2016 Director at Large – Education Program**

**United States Personal Chef Association (USPCA)**

7680 Universal Blvd – Suite 550 – Orlando, FL - 32819

**February 2009 – January 2015 Vice President Educational Programs**

**Inglur (JRI Worldwide)**, Chef Johnny Rivers, CEO

10501 S. Orange Avenue, Suite 105, Orlando, Florida 32824

## **PROFESSIONAL EXPERIENCE**

**July 4, 2026 – Present, Dean**

**Be Our Guest Academy**

Carlisle, Pennsylvania

**July 22, 2024 – Present, President**

**Goldilocks Holdings, LLC**

Harrisburg, Pennsylvania

**August 2019 – May 2023, Associate Professor**

**Slippery Rock University, College of Business**

Department of Hospitality and Tourism

Slippery Rock, Pennsylvania

\*Hospitality & Tourism Curriculum Committee

\*Executive Education Designer

**May 2022 – November 2022, Contract Cook**

**Marriott International, Westin Pittsburgh Hotel**

Culinary Department, Pastry and Garde Manger

Pittsburgh, Pennsylvania

**April 2019 – August 2019, Consultant, Tourism Development**

**Church Street District: An Orlando Main Street**

Orlando, Florida

**August 2018 – August 2019 Assistant Professor**

**April 2015 – July 2016, Visiting Professor**

**Florida Gulf Coast University, Lutgert College of Business**

Ft. Myers, Florida

**September 2018 – January 2019 Consultant, Hotel Development**

**BP Investments, International Drive**

Orlando, Florida

**March 2018 – July 2018 Consultant, Program Development & Instructional Designer**

**Hospitality Management A.S. Degree Development**

**Seminole State College**

Sanford / Lake Mary, Florida

**May 2001 – June 2015, Assistant Professor**

**University of Central Florida, Rosen College of Hospitality Management**

Orlando, Florida

**2004 – 2009, Administrative Faculty, Director of Operations**

**University of Central Florida, Rosen College Campus**

Oversee all culinary labs including Three Pillars Café. Manage and direct, food and beverage manager, labs managers, lab technicians, student USPS and OPS employees. Oversee staff labor, budgets, sales, marketing materials, and event management for on-site and off-site special events. Food and beverage product selection, purchasing specifications approval, human resource management, forecasting and integrating operational systems with college staff and systems.

**2006 to 2009 Assistant Professor and Director of Events**

**Rosen College of Hospitality Management, University of Central Florida**

Instructor of Introduction to Hospitality Marketing, Lodging Operations, Banquet and Catering Organization, Event Management, Catering Management and Special Events Management; Introduction to Tourism Management; Introduction to Hospitality Management; Introduction to Conventions, Meeting Planning and Expositions Management, Contract Food Service Management

Manage and solicit incoming event business. Qualify clients, design experiences, coordinate college managers (AV Tech, Communications, Facilities, Public Relations, Security, and Food and Beverage Operations) Initiate billing, oversee event staffing, select creative aspects of décor, entertainment, foods, and services. Oversee ticket marketing, ticket orders, ticket point-of-sale operations of phone sales. Execute events, pre-con and post-con meetings, client billing, event tracking.

Produce off-premises events: Annual Gala, Food Festival, and community projects with the Golden Rule Foundation and UCF Service-Learning. Write, audition, and

cast performers. Design event template, sponsorships, programs, and marketing materials. Meet with local contributors, suppliers, and corporate sponsors. Build industry relations among sponsors, staff, and students.

Produce faculty luncheons, Dean's luncheons and meetings, University events on college campus. Produce the Dean's Family Weekend Brunch. Dignitary visits, corporate training meetings, educational seminars, workshops and mini conferences (UCF and community's).

Generated ancillary event and catering revenues:

|      |                                                                     |
|------|---------------------------------------------------------------------|
| 2009 | \$230,418                                                           |
| 2008 | \$656,681 ( <u>Plus</u> Grande Hospitality Gala gross of \$146,496) |
| 2007 | \$265,000 ( <u>Plus</u> Grande Hospitality Gala Gross of \$198,000) |
| 2006 | \$150,000                                                           |
| 2005 | \$35,000                                                            |

*Various Union Contract Titles:*

Assistant Professor, Visiting Assistant Professor (2 years), Adjunct Professor, and Coordinator of Public Space (May 2001 to August 2006)

### **ANCILLARY ACADEMIC LEADERSHIP:**

Slippery Rock University, Faculty Student Club Advisor, Hospitality and Tourism Student Society (H.A.T.S.S), December 2021 – May 2023

Slippery Rock University, Event Producer, Slippery Rock Festival of Trees, 2020, 2021

Slippery Rock University, HEMT Curriculum Committee Chair, 2019 – May 2023

Faculty Senator, University of Central Florida 2014 - 2015

Executive Producer, NACE *Grand Tour Gala*: Rosen College & Hospitality Charity Event 2011; 2012; 2013; 2014

UCF's Faculty Senate University Graduate Policy Advisory Committee Member 2014-2015

UCF's Faculty Senate University Parking Advisory Committee Member 2009-2012

Rosen College Marketing and Academic Presenter for UCF Open Houses 2009-2015

Rosen College Continuing Education Committee, Co-Chair, 2010-2011

Rosen College Executive Education Committee, Co-Chair, 2003-2007

Rosen College Faculty Assembly Budget Committee, 2008-2009, 2009-2010, 2010-2011

Rosen College Undergraduate Curriculum Committee, 2004-2005, 2009-2010

Faculty Advisor of Registered Student Organization (RSO) 2003-Present

NACE@UCF, National Association of Catering Executives Club at UCF

(previously named International Special Events Society Club at UCF)

Founder & Faculty Advisor of UCF Student Organization Spring 2009-Fall 2010

FRLASC, Florida Restaurant and Lodging Association Student Chapter at UCF Rosen College Department of Foodservice and Lodging Faculty Evaluation Service Chair, 2010

Rosen College Department of Foodservice & Lodging Department Chair Search Committee 2009  
Director of Student On-Call Staffing, 2006-2008  
Rosen College Graduate Program Committee, 2006-2007  
Rosen College Faculty Search Committee, 2004-2005  
Rosen Faculty Research Colloquium Committee, 2003-2004  
Executive Producer/Director Rosen College Annual Spring Festival "Floribbean Fest" 2003, 2004,  
2005, 2006, 2007  
Executive Producer, 2009, 2008, 2007 The Grande Hospitality Gala; Annual Rosen College  
Fundraiser and Induction Ceremony to the Central Florida Hospitality Hall of Fame

## **PROFESSIONAL EXPERIENCE (cont.)**

**June, 2000 – October, 2001**

**Universal Studios Orlando, 1000 Universal Studios Plaza, Orlando, FL**

May 2001 – October 2001

### **Instructional Design Specialist**

Human Resources, Organizational Development, and Corporate Training.

Researched and developed organizational educational opportunities for workforce enhancement and marketing. Analyzed, implemented and maintained professional educational programs and vocational on-the-job training processes to increase employees' levels of skill-based knowledge. Developed and designed corporate training materials. Offsite facilitator for Conglose Consulting and Roberts Nathanson & Wolfson Consulting in conjunction with corporate "Vision, Mission, Values" (VMV) initiatives. Internal consultant to Employee Services Manager and Employee Communications Manager.

June 2000 - May 2001

### **Assistant Unit Manager – Food Service Division, Islands of Adventure**

Multi-unit restaurant manager. Operational responsibilities of full service, quick service and prepare to order food operations. Product procurement, internal and external service marketing, employee management, coaching and development. Inventory responsibilities, financial budgeting and employee scheduling.

**January 1998 – May 1999**

**Pennsylvania State University, College of Health and Human Development**  
**University Park, Pennsylvania, 16802**

November 1998 – May 1999

### **Project Manager, Project PA, Department of Nutrition**

Subject matter expert of contract food service operations within Pennsylvania public school systems. Managed, designed, and developed multimedia training program for

USDA grant. Implemented needs assessment to develop appropriate training procedures improving public and private school foodservice operations in accordance with the United States Department of Agriculture and the Pennsylvania Department of Education. Coordinated training of model schools and pilot tests for human performance in operations. Managed production of video, including script writing, casting, videography, and graphic design and postproduction operations. Coordinate statewide teleconference for year 2000.

January 1998 – January 1999

**Attaché to the Walter J. Conti Endowment**

School of Hotel, Restaurant and Recreation Management

Managed funding of a \$1 million endowment. Located prominent leaders of the hospitality industry to inaugurate honorary professorships to speak at weekly student colloquia.

Arranged executives' travel, lodging, and entertainment. Purchased all university gifts and arrange campus tours and meetings. Scheduled adjunct teaching and escorted guests through itineraries. Created good will and solicited corporate funding for the Hotel, Restaurant and Institutional Management program, as well as created student opportunities for internships and placement. Hosted Conti Professors at national conferences.

January 1998 - January 1999

**Graduate Research Assistant, School of Hotel Restaurant and Recreation Management**

Conducted research and data analysis of the hospitality industry. Counseled students in career development, curricula development, designed course assessments and course evaluations, managed students' grading and scores. Initiated and disseminated program director's internal and external communications. Assisted in all paperwork and office duties of HRIM program. Reported directly to Dean, Dr. Stuart Mann.

May 1998 - May 1999

**Co-Chairman, Penn State Leadership Institute,**

*Lessons for a Lifetime: A Professional Development Conference for School Food Service and Hospitality Professionals* with Co-Chair, Dr. Peter Bordi

**July 1996 – January 1998**

**Pittsburgh Public Schools, Food Service Division, Pittsburgh, PA**

**Senior Buyer**

Assistant to Food Services Director. Created bid specifications for procurement of all perishable and non-perishable items involved with the total food service operation. Developed, initiated, tabulated, and awarded bids. Developed and initiated all product inquiries needed for total operation. Scheduled and conducted appointments with brokers and manufacturers' representatives to review and discuss various products needed for the operation. Utilized all available computer software programs to assist in

proper purchasing procedures. Coordinated warehouse and accounting to ensure proper product delivery, receipt, and pricing. Coordinated with school supervisors to ensure product implementation and acceptability. Generated marketing to increase student participation. Coordinated production of manufactured meals. Reviewed all invoices and rebate allowances. Assisted the food service director in initiating program development.

**January 1995 – July 1996**

**Indiana University of Pennsylvania, College of Education, Indiana, PA**

**Graduate Research Assistant, Department of Adult and Community Education**

Assisted department chair and faculty with program research. Facilitated organization and administration of course and summer workshops. Assisted designing the adult education and communications technology master's degree program. Supervised department office staff. Coordinated opening of off-campus facility. Managed library services for off-campus facility to include book procurement, media services, and lending policy development. Developed marketing and recruitment strategies to include publications, open house events, registration, and orientation. Provided career counseling for graduate students. Coordinated events and conferences for professional associations.

**February 1991 – January 1995**

**Ross Decorating, Butler, PA**

**President, Owner**

Event management company focused on special events, weddings, and private parties. Full-service event decorating and catering.

**January 1989 – December 1990**

**Ritz-Carlton Hotel, Vanderbilt Beach, Naples, FL** (W. B. Johnston Hotel Corporation)  
**Room Service Supervisor and Specialty Catering Team**

**March 1987- January 1989**

**Sonesta Sanibel Harbour Resort & Spa, Sonesta Hotels, Ft. Myers, FL**

**Restaurant Manager/Banquet Coordinator**

**February 1986 – March 1987**

**Home Depot, Ft. Myers, FL**

**Department Manager and National Kitchen and Bath Assoc. Certified Designer**

**March 1984 – January 1986**

**Freeway Hotel Corporation, Latrobe, PA**

*Holiday Inn, Quality Inn, and Days Inn Franchises*

**Assistant Sales Manager/Catering Manager**

**March 1984 – January 1986**

**WBUT-LER AM/FM Radio Station, Butler, PA**

Butler County Radio Network

**Talk Show Hostess/Broadcaster; Sound & Technical Production**

FCC License carrier since 1984

**January 1973-March 1984**

**Panel and Tile Mart, Inc., Butler, PA**

**Operations Manager, Sales, Marketing**

**TEACHING EXPERIENCE**

**Slippery Rock University, Slippery Rock, PA: \*HIP Certified**

Introduction to Meetings and Conventions\*

Event Production\*

Hospitality Administration

Public Relations for Hospitality

Hospitality Marketing

Food and Beverage Operations\*

Sustainability in Food and Hospitality\*

Facilities Management\*

Hospitality Performance Management (Graduate Level)

Event Management (Graduate Level)

- Authored & Introduced course subject matter

**Florida Gulf Coast University, Ft. Myers, FL:**

Special Event Management

Hospitality Marketing Management

Guest Services Management

Resort and Hotel Development

Hospitality Leadership

**University of Central Florida, Orlando, FL:**

**University Level:**

UCF Service-Learning Board Member 2004- 2015

Professor HFT3757SL, 2004-2005, 2005-2006; HFT3263, 2010

Burnett Honors College Undergraduate Research (2)

Honors in Major: Fall 2004, Spring 2005 UCF

Continuing Education: Fall 2011

Event Management – Curacao Graduate Studies Program

College Level:

Restaurant Management  
Catering and Banquet Organization  
Lodging Operations  
Catering Management  
Introduction to Tourism Management  
Introduction to Hospitality Management  
Introduction to Hospitality & Tourism Marketing  
Contract Food Service Management  
Guest Services Management  
Special Events Management  
Conventions and Meeting Planning Management  
Independent Studies in Event Management  
    Summer 2008, one undergraduate student  
    Spring 2006, one undergraduate student  
    Spring 2005, two undergraduate students  
    Spring 2004, two undergraduate students & one graduate student  
    Spring 2003, one undergraduate student

**Disney Scholars Program at UCF:**

Department of Continuing Education

Guest Services Management  
Foodservices Management

**UCF Continuing Education Programs:**

Event Management: Fall 2011, Curacao Continuing Education Program

**The Pennsylvania State University, State College, PA:**

Graduate Teaching Assistant

Project PA, Master Instructor Workshop,  
    "Nutrients in School Meals" Seminar  
HR&IM 202 Colloquium  
HR&IM 492 Senior Seminar  
HR&IM 497C Cruise Ship Management.  
HR&IM 304 Managed Services (Institutional Food Service Management)

**SCHOLARY WORKS**

### **Fellowships**

2001 SRU SUCCEED Fellowship, Slippery Rock Office of Community Outreach & Engagement  
“Butler County Hotel and Lodging Certification Program” \$1,000

### **Doctoral Committees**

2010 James P. Hogg, Ph.D. Education, Dissertation: *“The Virtual Hospitality Lab – The effects of role-play simulations on hospitality students’ wiki technology skills using a multi-user virtual environment”*.

2008 Yu-Ching Chen, Ph.D. Education, Dissertation: *“The Effects of Applying WIKIs in an English as a Foreign Language (EFL) Class in Taiwan”*.

### **Honors in Major Thesis Advisor – UCF Burnett Honors College**

Watson, M., 2005 *“Personality Type as a Factor to Career Decisions in Hospitality Management”*

Watson, C., 2005 *“Psychosomatic Illnesses: How Stress Caused by Work and School in Hospitality Management Students Act as Acquired Constitutional Factors”*

### **Dissertation and Research**

Ross, M. J. 2005 *“A Critical Analysis of Problem-Solving Perceptions as Reported by Special Event Managers: A Systems Based Approach to Training Special Event Managers in Temporal Based Situations”* (Dissertation)

Ross, M. J., Day, W. 2004 *“The Analysis of Instruction for Event Management”*

Ross, M. J. 2002. *“The Application of an Instructional Design Model in the Training of Tour Guides for Multi-Cultural Aspects”*

### **Grants Funded**

2023 Dauphin County Tourism, Harrisburg, PA, Coexist Gallery \$16,000 (stage)  
2022 Dauphin County Tourism, Harrisburg, PA, Coexist Gallery \$12,000 (mobile hot shop)  
2003 O-Force Grant, Orange County, Florida, Tesone, Ross, Ricci, & Chen,  
University of Central Florida \$40,000

### **Funded Projects**

2021 SRU SUCCEED Fellowship, Slippery Rock Office of Community Outreach & Engagement  
“Butler County Hotel and Lodging Certification Program” \$1,000  
2006-2007 National Association of Catering Executives,  
Center for Certified Professional Catering Executive (CPCE Certification exam project)  
\$66,950

### **Grants-Submitted Funding**

2025 Dauphin County Local Share Municipal Grant; Client, Coexist Gallery; UNDER REVIEW

2022 Dauphin County Local Share Municipal Grant; Client, Coexist Glass Gallery;

\*Funding agent, Hollywood Casino at Penn National Race Course -AWARDED

### **Grants-Awarded Unfunded**

2005 Endowment for the Arts, “Challenge America”, University of Central Florida

### **University and College Awards**

2014 UCF Women in History Honoree  
2012 Teacher of the Year; Rosen College Eta Sigma Delta  
2012 Rosen College “Above and Beyond” Dean’s Award  
2012 UCF Pegasus Professor Award Nominee, February 2012, UCF President’s Office  
2011 UCF Golden Key International Honor Society Honorary Member Awardee, November 12  
UCF Pegasus Ballroom  
2003 Teacher of the Year; Rosen College Eta Sigma Delta

### **Catering and Event Industry Awards**

2014 George Zell Spirit of NACE 2014 Recipient Award  
2013 George Zell Spirit of NACE 2013 Recipient Award  
2010 International Esprit Award, “Best Team Effort” Production Over \$150,000  
2010 Orlando WOW Awards, “Peer of the Year” Winner for Best Meeting Planner 2010  
2009 “Best Event Planner of the Year” ISES Orlando WOW Awards  
2008 George Zell Spirit of NACE 2008 Recipient Award  
2004 International Esprit Award, Best Team Effort Production Over \$150,000

### **Conferences and Workshops Attended**

- August 4-6, 2024, National Urban Agriculture Conference, Detroit, Michigan

- December 17, 2019 ServSafe Examination Certification, Orlando, FL
- PRLA Annual Conference Meeting, Bedford, PA, November 2019
- MPI Pittsburgh Education Breakfast Speaker's Meeting, October 2019
- MPI Pittsburgh Educational Mini-Conference, September 2019
- April 10, 2014, Florida Restaurant and Lodging Association, *What's the Secret? To Providing a World-Class Customer Experience*, Rosen Plaza Hotel, Orlando, FL
- April 18, 2012, BizBash Magazine Florida Expo, Ft. Lauderdale, FL
- January 22-23, 2012, NACE Leadership Summit, Tampa, FL
- Fall 2009, IDL6543 Webcourse Development Training
- April 6, 2009, UCF "Grant Day" UCF Student Union, Office of Commercialization & Research
- September 17, 2008, Orange County Public Schools Grant Proposals

### **Workshops Produced**

- August 2017 – Present, Sanford Restaurants and Attractions Town Hall Meetings, Director
- April 3, 2014, Fine Dining Service Training, UCF Rosen College, Orlando, FL
- April 18, 2012, BizBash Magazine Expo, *Event Bootcamp*, Ft. Lauderdale Convention Center, Ft. Lauderdale, FL
- January 24, 2012, Academic Event Professionals, Tampa, FL
- 2010 NACE Certified Professional Catering Executive (CPCE) Training Orlando NACE, Rosen College Campus

### **Continuing Education Program Development**

2010 Co-Chair, Rosen College Faculty Assembly Committee

2008 Certificate in Catering Management Program – 2009 Market

2003-2008 Rosen College of Hospitality Management Executive Education Program

Project Developer / Coordinator

\* *Executive Education Programs Designed & Not Implemented*

2008 Certificate in Catering Management

Certification of Tour Guides

2005 Holiday Culinary Workshops, Rosen College

### **Reviewer**

2010- Present, International Special Events Society (ISES) C.S.E.P. Certification reviewer

2010 16<sup>th</sup> Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Tourism Track, University of Delaware

2009 15<sup>th</sup> Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Tourism Track, University of Houston

2005 Las Vegas International Hospitality & Convention Summit I, “*The EMBOK as a Risk Management Framework for Events*”

2005 Las Vegas International Hospitality & Convention Summit I, “*A Comparison of Two Music Festivals: Implications for Festival Managers and Planners*”

### **Publications**

Tesone, D.V., Upchurch, R. & Ross, M.J. (2010). An analysis of event manager's problem solving propensity. *Event Management*. 14(1), 83-89 (HRM)

Cetron, M., J. A. Williams, M. J. Ross, and F. J. DeMicco. 1998. Eight palatable trends: The impact of trends on future food consumption – Restaurant Renaissance revisited. The Pennsylvania State University, School of Hotel, Restaurant and Recreation Management Working Paper #98-56.

Ross, M. J., Hoffreich, M., 1998. Strategic training of hospitality organizational behavior diversity: Training Generation X. The Pennsylvania State University, School of Hotel, Restaurant and Recreation Management Working Paper.

### **Textbook Contributions**

Shiring, Stephen B., 2012. “Introduction to Catering”, Forward Author, Delmar Publications

Pasa, H.G., 2009, Cost Control Text: *Contributor*

Walker, John, 2008. Exploring the Hospitality Industry: Rosen College Custom Edition, Ross, M.J. and Terry, M. authored “Past, Present, and Future of Hospitality and Tourism”, John Wiley Publishing

Ross, M.J., Terry, M., 2003. The Rosen School's World of Hospitality: An Introduction John Wiley Publishing

Brymer, R., et al, 2003. Hospitality & Tourism, 11<sup>th</sup> Edition, Chapter Two: The Past: Hospitality and Tourism “Yesterday” by Michael Terry and Dr. Mary Jo Ross

### **Conference Presentations and Papers**

July 2015, United States Personal Chef Association (Annual Conference) White Paper

“An Anthropology of American Dining Solutions and the Role of Professional Chefs in American Homes”

July 2015, United States Personal Chef Association (annual Conference) White Paper

“An Entrepreneurial Analysis of the Personal Chef”

November 2007, Association of Bridal Consultants, Speaker

Annual Business of Brides Conference, Orlando, Florida

July 2005, National Association of Catering Executives, Speaker

Educational Conference, Orlando, Florida

April 6-8 2005 Gulf-South Summit of Service Learning and Civic Engagement, Workshop  
Presenter/Speaker, Cocoa Beach, Florida

November 14-16, 2003 Southeast CHRIE Conference, Wilmington, NC

*“An Instructional Design Model for the Training and Certification of Tour Guides”*

## **SERVICE CONTRIBUTIONS**

### **Conference Planning Committees**

- 2019 Florida Main Street Conference, July 24-26, 2019, Orlando, Florida
- 2015 USPCA National Conference, San Antonio, TX, July 2015
- 2014 NACE Education Summit “Catering Success”, September 2014, Producer
- NACE Education Summit “Event Success” March 1, 2013, Producer and Moderator
- 13<sup>th</sup> Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 3-5, 2008, UCF Rosen College Host Committee
- International Space Tourism Conference, Rosen College, June 2007 (canceled and rescheduled for 2009)
- National Association of Catering Executives Educational Conference, Orlando, Florida July 2005
- Council of Hotel, Restaurant and Institutional Education, International Conference Orlando, FL, August 2002
- Pennsylvania School Foodservice Leadership Summer Conference  
Pennsylvania State University, State College, PA, July 1998
- American Association for Adult and Continuing Education National Conference Pittsburgh, PA, August 1997

### **Philanthropic Contributions**

- 2019 Slippery Rock University Foundation, HEMT Endowment Founder
- 2013 – 2023, Grand Tour Foundation, Inc, Founder & Director

- 2013 *Grand Tour Gala*, Executive Producer, gifted \$45,000 proceeds to several hospitality education associations
- 2012 *Grand Tour Gala*, Executive Producer, gifted \$90,000 proceeds to several hospitality education associations
- 2011 *Grand Tour Gala*, Producer gifted \$40,000 proceeds to UCF Foundation
- Founder of Florida Restaurant and Lodging Association, Central Florida Scholarships
- Founder, Dan K. Ross, Jr. NACE Scholarship Fund, April 2004, UCF Rosen College of Hospitality Management  
\$500 annual contributions 2004, 2005, 2006, 2007, 2008, 2009

### **Professional Organizations**

- Pennsylvania Restaurant and Lodging Association (PRLA)
- Florida Restaurant and Lodging Association (FRLA)
- Member, SKAL International 2012-Present
- Pennsylvania Farm Bureau
- Butler PM ROTARY
- Slippery Rock ROTARY
- Meeting Professionals International (MPI), Pittsburgh Chapter
- Orlando Downtown Church Street District, Board of Directors, Educational Institutions 2015
- Orlando Downtown Church Street District, Special Events Committee, 2015-2019
- Grand Tour Foundation, Inc., Founder and Executive Director
- Member, National Association for Catering and Events (NACE)
  - Special Events Producer 2013-2015
  - Board Member Orlando Chapter 2014 - 12<sup>th</sup> year service
  - 2012-2013 Orlando Board Vice-President
  - Past-Director of Student Relations (8 years)
  - Chair of *Grand Tour Gala* Committee
  - Chair of NACE Education Summits
  - Chair Student Scholarship Committee
  - Founder and Chair of Student Mentoring Program
  - Founder of the Florida State NACE College Program
- Member, Florida Restaurant and Lodging Association (FRLA)
  - Founder & Faculty Advisor for student organization, FRLA@UCF 2009-2010
  - Committee Member of Orlando Food and Wine Festival 2009, 2010
  - Committee Member of FRLA Education Committee 2009-2010
- Member, National Restaurant Association Member
- Party Planners Network, Orlando
- Member, International Festival & Events Association (IFEA)
- Member, International Society of Travel and Tourism Educators (ISTTE) 2003-2007
- Member, International Special Events Society / International Live Events Association (ILEA)  
Board Member of Orlando Chapter 2003, 2004, 2005, 2007
- Member, Pi Lambda Theta 2005, 2006, 2007  
(International Honor Society and Professional Association in Education)

- Member, Association of Educational Communications & Technology (AECT) 2003-2006
- Member, Council on Hotel, Restaurant and Institutional Education (CHRIE)
  - 2008 Past- President, Florida Caribbean Chapter
  - 2006-2007 President, Florida Caribbean Chapter

**Special Events Produced:**

- Slippery Rock Festival of Trees, Slippery Rock, PA 2020 - 2023
- Grand Tour Foundation, Dick Pope Legacy Awards Luncheon, October 27, 2017
- Foodstock Orlando – Restaurant Festival, March 1-4, 2017
- Grand Tour Foundation, Dick Pope Legacy Awards Luncheon, November 4, 2016
- Grand Tour Foundation, Dick Pope Legacy Awards Luncheon, November 13, 2015
- UCF Rosen College, *Grand Tour Gala, Paris!*, November 16, 2013
- UCF Rosen College, *Grand Tour Gala. Bombay! Gateway to India*, October 20, 2012
- UCF Rosen College, *Grand Tour Gala, Argentina!* October 1, 2011
- UCF College of Medicine Grand Opening Gala, October 16, 2010
- UCF Book Festival, UCF Arena; Commentator, April 2010
- UCF Rosen College, Open House Speaker, 2009-2015
- Boy Scouts of America National Board Meeting & Dinner, May 21, 2009
- Grande Hospitality Gala (In production 7 months and canceled), April 2009
- Oregon Wine Expo! (In production 5 months and canceled), March 2009
- Season of Traditions (In production 4 months and canceled), December 2008
- Dean's Family Weekend Brunch, October 5, 2008
- Rosen College Annual Employee Appreciation Picnic, October 3, 2008
- Charlie Bertini's, Applejazz Concert, September 20, 2008
- Rosen College Annual Faculty Retreat, August 26, 2008
- UCF Opera, "Double Trouble", April 12-13, 2008
- McDonalds Restaurants Asian and Pacific Islander American Scholarship Fundraiser and Auction, April 13, 2008
- Dr. Phillips Performing Arts Magnet Program Gala, April 26, 2008
- 2<sup>nd</sup> Annual Grande Hospitality Gala, Loews Royal Pacific Resort, March 29, 2008
- 13<sup>th</sup> Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, UCF Rosen College Host Committee, January 3-5, 2008
- Season of Traditions, Rosen College Campus, December 15, 2007
- Town & Gown event, Rosen College Campus, December 2, 2007
- Rosen College Annual Picnic, November 2, 2007
- FOX News Republican Presidential Debate Broadcast –Live focus Group at UCF Rosen College, October 21, 2007
- Dean's Family Weekend Brunch, Rosen College Campus, October 21, 2007
- Rosen College First Annual "Grande Hospitality Gala", Sea World Orlando, April 28, 2007
- *Floribbean Fest 2007*, Rosen College Campus, March 23, 2007
- International Brain Conference, Rosen College Campus, January 19-21, 2007
- Dr. Anthony G. Marshall Memorial Services, January 13, 2007
- Rosen College Graduation Reception, December 12, 2006

- Rosen College Annual Dinner, November 18, 2006
- Family Weekend Brunch, October 22, 2006
- Rosen College Picnic, October 6, 2006
- PBS, *CEO Exchange*, Darden Auditorium, September 27, 2006
- Rosen College U.S.E.T. (University Special Events Team) Training, September 16, 2006
- Latin American Cultural Festival of Orlando Opening Ceremony, Rosen College Campus, September 10, 2006
- National Pizza Institute Reception, Rosen College Campus, September 7, 2006
- Rosen College Faculty Retreat, Swan Dolphin Hotel, August 11, 2006
- Rosen College Graduation Reception, Rosen College Campus, August 5, 2006
- McDonald Restaurant APIASF Scholarship Gala, Rosen Campus, April 30, 2006
- *Floribbean Fest 2006*, Rosen College Campus, March 24, 2006
- *Floribbean Fest 2005*, Rosen College Campus, April 15, 2005
- University of Central Florida's *Madrigal Feaste*, Rosen Campus, December 9-10, 2004
- *Floribbean Fest 2004*, Orlando History Center, April 17, 2004
- Tabletop Design Competition, Cape Florida Ballroom, UCF, November 6, 2003
- *Floribbean Fest 2003*, Lake Claire, UCF, April 11-12, 2003

#### **Community Service, Theatrical Productions, and Special Events**

- Slippery Rock Borough, Zoning Board Member 2019-2021
- 2017 Dick Pope Legacy Awards Luncheon, October 27, 2017
- 2017 Foodstock, Florida, Executive Producer, Orlando, FL, March 1-4, 2017
- 2016 Dick Pope Legacy Awards Luncheon, November 4, 2016
- 2015 Christmas on Church Street, Big Brothers Big Sisters Christmas Party
- 2015 Dick Pope Legacy Awards Luncheon, November 13, 2015 – Wyndham Resort, Orlando
- 2014 Grand Tour Gala, London! November 1, 2014 – Hilton Orlando
- 2013 Grand Tour Gala, Paris! November 16, 2013 – Hyatt Orlando
- 2012 Grand Tour Gala, Bombay! October 15, 2012 – Waldorf Astoria Hilton
- 2011 Grand Tour Gala, Argentina! October 1, 2011 – Gaylord Palms Resort
- Orlando ISES WOW Awards Gala, Hard Rock Live! September 10, 2010
- Orlando's Taste of NACE, Lake Buena Vista Palace Hotel, August 24, 2010
- 2003-2010 Board Member, Student Relations Chair, NACE, Orlando
- 2009-Present, Florida Restaurant & Lodging Association, Educational Committee Member BRLA Orlando Food & Wine Festival, Lake Eola, November 2009
- Orlando's Taste of NACE, Lake Buena Vista Palace Hotel, August 25, 2009
- Orlando ISES WOW Awards Gala, Marriott World Center, July 17, 2009
- August 2006 Orlando NACE Golf Tournament, Shingle Creek Resort and Rosen College Campus, Luncheon Chair
- 2003 First Annual Orlando WOW Awards, Co- Chair of Awards
- 2003-2004 Ambassador, Orlando International Special Events Society

- “Yes, I Can” Foundation Fundraiser, Producer (9/17/03, Radisson Hotel, Orlando)
- 2003-2005 Rosen School Liaison to the Orlando History Center
- Esquire Players Dinner Theatre
- Butler County Pennsylvania Junior Miss Pageant
- Board of Directors of the Musical Theatre Guild of Butler, Pennsylvania- 7 years
- President of the Musical Theatre Guild of Butler-2 years
- Butler Area Merchants’ Association: BAMA Television Auction
- Butler County Music and Arts Festivals
- March of Dimes, “Dance into Fashion” Fashion Show
- American Cancer Society Fashion Show
- Butler County International Food Festival
- Butler Memorial Hospital “Hollyberry” Luncheon and Fashion Show

### **Theatrical Productions**

#### **Producer/Director**

Jesus Christ Superstar (2), Brigadoon, Grease, Cabaret, Chicago, Camelot (2), Carnival

#### **Stage Manager**

Damn Yankees, Stalag 17, Dames at Sea, 1776

#### **Technical Director / Set Designer**

Sweet Charity, Cabaret, Godspell, Sound of Music, Fiddler on the Roof