



"Explore the World of Hospitality"

Thursday-Saturday Feb 1-3, 2024

WF CHRIE CONFERENCE

Hosted by: MSU DENVER



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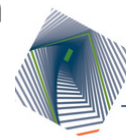


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Sandra Ponting
San Diego State University



Vice President
Michelle Millar
University of San Francisco



Immediate Past President
Saehya Ann
California State University, East Bay



Director of Education
Smita Singh
Metropolitan State University of
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Conference Chair
Godwin-Charles Ogbeide
Metropolitan State University of
Denver

GENERAL SESSIONS

THE GAME YOU MUST WIN! THE 3 KEYS TO INCREASE INCOME, ELIMINATE BURN OUT, AND LIVE THE LIFE YOU WANT (FEB 2, 9:00-9:45 AM)



WILL MATTHEWS: LEADERSHIP RESEARCHER & COACH

CULTIVATING INCLUSION: A WORKSHOP ON PROMOTING EQUITY, BELONGING, DIVERSITY, AND INCLUSION IN TEACHING (FEB 2, 1:50-2:40 PM)

This inclusive teaching workshop promises a dynamic and collaborative session designed to equip hospitality and tourism educators with the tools to create classrooms where every student feels seen, heard, and supported in their academic journey. The workshop will explore inclusive teaching strategies, incorporating universal design principles and adaptive techniques to accommodate diverse needs.

Our goal with this workshop is to foster a sense of belonging for all students, promoting equitable participation, and cultivating an atmosphere that values the richness of diverse perspectives.

ALANA DILLETTE: ASSOCIATE PROFESSOR, L. ROBERT PAYNE SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT, SAN DIEGO STATE UNIVERSITY



LORI SIPE: ASSOCIATE PROFESSOR, L. ROBERT PAYNE SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT, SAN DIEGO STATE UNIVERSITY



CONFERENCE AWARDS

Sponsored by CSU East Bay HRT

BEST PAPER AWARD: FOR APPLIED RESEARCH TRACK

EFFECTS OF GREEN HRM PRACTICES ON EMPLOYEE PRO-ENVIRONMENTAL BEHAVIOR: THE ROLE OF ETHICAL CLIMATE AND NEW ENVIRONMENTAL PARADIGM (Submission 7)

by Lenna Shulga (Associate Professor, University of Hawaii at Manoa) and Adiyukh Berbekova (Assistant Professor, University of Hawaii at Manoa)

BEST PAPER AWARD: FOR EDUCATION TRACK

EXAMINING THE HOSPITALITY CURRICULUM FOR LAW AND ETHICS IN THE UNITED STATES

by Cho Tin Tun Kirkpatrick (Nova Southeastern University and Colorado Mountain College and Dr. Jean Hertzman (New Mexico State University)

BEST POSTER AWARD: To be determined by attendee vote

BEST REVIEWER AWARD

Jamie Levitt, California State University, Fresno

BEST SPEED PRESENTATION AWARD

BLACKS AT THE TOP: UNDERSTANDING BARRIERS AND FACILITATORS TO HOSPITALITY LEADERSHIP (Submission 44)

by Del Gerard - California State University San Bernardino) & Michelle Russen, California State University San Bernardino)



F E B R U A R Y 1 , 2 0 2 4
T H U R S D A Y

- 10:00 AM - 12:00PM **ANNUAL WFCHRIE BOARD MEETING PART 1**
Hotel Ballroom and Prefunction Area
- 12:00 PM - 1:00 PM **LUNCH (ON YOUR OWN)**
- 1:00 PM - 3:00 PM **ANNUAL WFCHRIE BOARD MEETING PART 2**
Hotel Ballroom and Prefunction Area
- 4:30 PM - 5:00 PM **REGISTRATION AND SPONSORSHIP TABLING**
Hotel Ballroom and Prefunction Area
REFRESHMENTS
Sponsored by Texas A&M University
- 5:00 PM - 6:00 PM **WELCOME RECEPTION**
Sponsored by: MSU - Denver
- 5:00 PM - 5:15 PM **WELCOME FROM INTERIM DEAN**
- 5:00 PM - 6:00 PM **NETWORKING RECEPTION**
Sponsored by: University of North Texas

Explore the world of hospitality

FEBRUARY 2, 2024

FRIDAY

8:30 AM-9:00 AM **REFRESHMENT AND REGISTRATION**
Hotel Ballroom and Prefunction Area
Sponsored by CSU Hospitality and Tourism Alliance

9:00 AM-9:45 AM **KEYNOTE SPEAKER**
Hotel Ballroom and Prefunction Area

10:00AM -11:00 AM **CONCURRENT SESSIONS**

Academic session 1

Education 1 Campus Room 200 (Moderator: Godwin-Charles Ogbeide)

- #2 COMPETENCIES OF REVENUE MANAGEMENT EXECUTIVES and THEIR CHALLENGES: AN INTERNATIONAL RESEARCH
By Tevfik Demirciftci
- #11 Rethinking Student Assessment in the Era of ChatGPT
By Jangwoo Jo and Godwin-Charles Ogbeide
- #14 EXAMINING THE HOSPITALITY CURRICULUM FOR LAW AND ETHICS IN THE UNITED STATES
By Cho Tin Tun Kirkpatrick and Dr. Jean Hertzman

Completed Research - F&B Room 208 (Moderator: Shane Blum)

- #4 Tip Requests, Social Obligations and Customer Responses in the Era of Service Automation
By Soona Park, Heewon Kim, Jaehee Gim and Sung In Kim
- #35 MOTIVATIONS AND CONSTRAINTS FOR CONSUMERS TO TRY KOREAN TEMPLE FOOD: FINDINGS FROM A MIX-METHODS APPROACH
By Heesu Han, Jing Li and Hayeon Choi
- #75 From waste to taste: Understanding consumer perceptions and marketing strategies for edible food packaging.
By Xiaolong Shao, Xingyi Zhang and Han Wen

Roundtable/Workshop/Symposium - Education 2 Ballroom

- #10 NAVIGATING RETENTION, PROMOTION, TENURE AND LIFE
By Michelle Russen and Huy Robert Gip
- #36 NAVIGATING THE TRANSFORMATIVE ROLE OF CHATGPT IN HIGHER EDUCATION
By Sherrie Tennessee and Joseph McKay
- #72 OPPORTUNITIES ABROAD: DEMYSTIFYING THE U.S. FULBRIGHT SCHOLAR PROGRAM FOR HOSPITALITY SCHOLARSHIP
By Matthew Stone, Eric Olson, H.G. Parsa and Dipra Jha

Roundtable/Workshop/Symposium - Education 2 Room 202

- #60 Integrating Cannabis Education into Hospitality Programs: Navigating New Challenges and Opportunities
By Michael Wray and Shannon Donnelly

11:00 -11:20 AM **BREAK** Sponsored by Ethics Game

11:20 AM-12:20PM

CONCURRENT SESSIONS

Academic Session 2

Completed Research - Innovation in Hospitality 1 Room 200 (Moderator: Michelle Millar)

- #3 Hotel Technology Ecosystem: how everything works together (and does it?)
By Ira Vouk
- #9 INNOVATING HOSPITALITY EDUCATION: INTEGRATING CULINARY MEDICINE THROUGH ROGERS' THEORY OF DIFFUSION
By Jennifer Watson and Jangwoo Jo
- #30 NAVIGATING INNOVATION: EXPLORING PERCEPTIONS OF FOOD DELIVERY ROBOT ADOPTION OF EMPLOYEES AND MANAGERS
By Somang Min, Jennifer Martinez and Betsy Stringam

Speed Presentation - F&B/Consumer Behavior Room 202 (Moderator: Shane Blum)

- #6 COFFEESHOPS IN SMALL TOWNS: DO INDEPENDENTS HAVE A FUTURE?
By Michael Vieregge
- #13 Using In-room Tent Cards to Increase Guests' Tipping Intentions of Hotel Housekeepers: Examining Social Presence, Card Credibility, and Manipulative Intent
By Cheri Young
- #32 ASSESSING RESTAURANT RESILIENCE DURING THE COVID-19 PANDEMIC: AN EMPIRICAL INVESTIGATION USING THE COVID-19 RESTAURANT REVITALIZATION FUND DATASET
By Jamie Levitt and Emil Milevoj
- #46 The Effects of Tamper-Evident Seal Color on Third-Party Delivery Food Quality
By Marissa Orlowski, Sarah Lefebvre and Laura Boman

Speed Presentation - Organizational Behavior/Strategy Room 208 (Moderator: Janet Mansinne)

- #48 U.S. Department of Labor's September 8, 2023, Overtime Rule Publication Proposal: Overtime Effect on the Shareholder Wealth of US Restaurant Firms
By James Drake
- #23 ENHANCING AWARENESS AND EMPOWERMENT OF HOTEL STAFF IN THE UNITED STATES TO COMBAT HUMAN TRAFFICKING
By Cho Tin Tun Kirkpatrick
- #25 Long-term Effects of Job Insecurity and Financial Stress on Employee Well-Being and Work Productivity in the Hospitality Industry
By Louisa Omar and Christina Dimitriou
- #18 WHAT'S IN A NAME? JOB TITLES OF MEETING AND EVENT PROFESSIONALS
By Thomas Padron

12:30-1:40PM

LUNCH BREAK Sponsored by Knowledge Matters & University of Hawaii
Hotel Ballroom and Prefunction Area

1:50-2:40PM

PROFESSIONAL DEVELOPMENT - INCLUSIVE TEACHING

Hotel Ballroom and Prefunction Area

3:00-4:00PM

CONCURRENT SESSIONS

Academic Session 3

Completed Research - Innovation in Hospitality 2 Room 200 (Moderator: Kelly Min)

- #27 Understanding the Acceptance of Airport Self-Service Technologies (SSTs): Integrating Personal Innovativeness to the UTAUT Model
By Seieun Kim, Jue Wang, Aura Lydia Riswanto, Md Iftekhar Rahman and Hak-Seon Kim
- #31 Understanding Customers' Acceptance of Edible Food Packaging: Integrating Diffusion of Innovation Theory, Theory of Planned Behavior, and Attitudinal Ambivalence Theory
By Xingyi Zhang, Han Wen and Xiaolong Shao
- #54 The Rise of Robotic Partnerships: Insights into Effective Human-Robot Collaboration in Hotels"
By Kenia Taylor and Lisa Cain

Speed Presentation - Consumer Behavior/Wine Room 202 (Moderator: Harold Lee)

- #22 EXPLORING GENERATIONAL DIFFERENCES IN ENVIRONMENTAL KNOWLEDGE, ATTITUDES, VALUES, AND WILLINGNESS TO PAY FOR SUSTAINABLE WINES
By Philip Bonney and Jean Hertzman
- #38 Consumer Responses to Elimination of Voluntary Tipping in Restaurants
By Cheri Young and David Corsun
- #79 SEGMENTING FOOD TRAVELERS BASED ON PURCHASE INVOLVEMENT
By Matthew Stone and Ismael Castillo Ortiz

Speed Presentation - Leadership & Education 1 Campus Room 208 (Moderator: Sandra Ponting)

- #19 What happened to hospitality service-leadership competencies? A 12-year follow-up study
By Sandra Ponting, Alana Dilette and Lori Sipe
- #44 BLACKS AT THE TOP: UNDERSTANDING BARRIERS AND FACILITATORS TO HOSPITALITY LEADERSHIP
By Del Gerard and Michelle Russen
- #1 HOSPITALITY AND TOURISM EDUCATORS' COURSE DESIGNS ON LEARNING MANAGEMENT SYSTEM PLATFORMS: WHAT AND WHY DO THEY DO WHAT THEY DO?
By Cynthia Deale
- #52 ASSESSMENTS AND LEARNING OUTCOMES IN HOSPITALITY MANAGEMENT PROGRAMS: DO ASSESSMENTS MATCH LEARNING OUTCOME REQUIREMENTS?
By Keith Mandabach and Britt Mathwich

4:00PM -4:20 PM

BREAK

Sponsored by University of San Francisco

4:20PM -5:20 PM

CONCURRENT SESSIONS

Workshop/Roundtable/Symposium - Pedagogy & Technology Room 200

- #37 A Seminar on LGBTQ+ Hospitality Entrepreneurs
By Eric Olson and Jangwoo Jo

Workshop/Roundtable/Symposium - Pedagogy & Technology Ballroom

- #65 Education Abroad Programs: Pedagogical Opportunities and Challenges Using Semester at Sea Case
By Soo Kang and Christina Minihan
 - #45 Are you Prepared? Conversations with Faculty who Teach Online
By Scott Smith
-

Academic Session 4

Roundtable/Workshop/Symposium - Education - Ballroom

- #8** BRIDGING THE GAP? NAVIGATING THE INDUSTRY-ACADEMIA DIVIDE
By Michelle Russen, Cortney Norris and Marissa Orlovski
- #51** ROUND TABLE DISCUSSION: DO YOU REALLY WANT AN ON-CAMPUS TEACHING HOTEL?
By Britt Mathwich
- #58** Transformative Service-Learning in Tourism: Best Practices for Sustainable Impact
By Sara Ghezzi
- #56** PROFESSIONAL DEVELOPMENT FOR CAREER SUCCESS
By Andrea Arrigucci

Roundtable/Workshop/Symposium - Contemporary Issues in Hospitality- Ballroom

- #62** Tourist Psychological Behavioral Model: A Deep Dive into Pre and Post Vacation Behavior Analysis of Tourist
By Ken Shahid Khan and Jizhe Sun
- #64** HUMAN TRAFFICKING AWARENESS HOSPITALITY CERTIFICATION: A COMMUNITY COLLABORATION AND HUMAN RIGHTS IMPERATIVE
By Annjanette Alejano-Steele

Roundtable/Workshop/Symposium - Contemporary Issues in Hospitality- Room 202

- #63** So, You Want to Open a Brewery: An Expert Panel Discussion on Brewery Startup
By Michael Wray and Bernardo Alatorre Llamzares

6:00 PM - 7:00PM

NETWORKING RECEPTION AT FLIGHT CLUB

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FEBRUARY 3, 2024

SATURDAY

8:30 AM - 8:45 AM

REFRESHMENT AND POSTER SESSION SET UP

Hotel Ballroom and Prefunction Area

Sponsored by HMBookstore

8:45 AM - 9:45 AM

POSTER SESSIONS

Hotel Ballroom and Prefunction Area

Poster Session

- #P1 Making Low Fat and Dairy-free Lasagna with An Innovative Culinary Approach
By Jacie Hu, Irene Hu and Shih-Ming Hu
 - #P2 Exploring the Impact of Virtual Influencers and Message Appeal Strategies on Prosocial and Green Behavior
By Jijun Chen, Smita Singh and Shinyong Jung
 - #P3 Exploring the Metaverse: Unveiling the Potential of Virtual Reality Casinos in Shaping Customers' Perceptions and Behavioral Intentions
By Xitlalic Rodriguez, Camille Rawinski and Kiyon Shafieizedeh
 - #P4 EXPLORING SELF-PERCEIVED EMPLOYABILITY IN THE UNITED STATES HOSPITALITY AND LEISURE INDUSTRY
By Cho Tin Tun Kirkpatrick, Jean Hertzman and Andrea Arrigucci
 - #P5 Socially controversial corporate social responsibility in the hospitality industry: an experimental design approach
By Ana Munoz, Ronald J. Evans, Renata F. Guzzo and Xingyu Wang
 - #P6 Passing on opportunity: The impact of the high cost of tourism on residents' willingness to work in the hospitality industry.
By Sang Hyun Oh and Renata Fernandes Guzzo
 - #P7 Analyzing the Determinants of Jamaican Natural Attraction's Allure through Online Reviews
By Laleesha Angelee Chamberlain, Aura Lydia Riswanto and Hak-Seon Kim
 - #P8 DIGITAL LITERACY IN THE HOSPITALITY INDUSTRY BY USING THE TAM & EXTENDED UTAUT MODEL
By Grace Sarfo and Betsy Stringam
 - #P9 PERCEPTIONS OF A CRUISE CONFERENCE: AN ALTERNATIVE TO THE NORM
By Thomas Padron
 - #P10 DETERMINANTS OF TOURISTS' WILLINGNESS TO PAY FOR AIR TOURS
By Niansong Zhang, Soyeon Jung and Carola Raab
 - #P11 EXAMINING THE JOINT IMPACT OF INTERACTIONS AND CROWDING ON VISITOR EXPERIENCES AT THEME PARKS
By Hui Luo, Zengxian Liang, Jie Sun and Zihui Ma
-

Poster Session (Continued)

- #P13** Unveiling the Enchanting Realm of Komodo National Park: Exploring Customer Perspectives through Online Reviews
By Aura Lydia Riswanto, Seieun Kim, Laleesha Angelee Chamberlain, Jue Wang, Md Iftekhar Rahman and Hak-Seon Kim
- #P14** Facilitating Networking with Socially Assistive Robots (SAR): Examining Robot Design, Environmental Context, and Attendee Personalities in Business Events
By Pei Zhang, Jijun Chen and Xingyi Zhang
- #P15** EXAMINING IMMERSIVE MARKETING IN THE WINE INDUSTRY
By Faezeh Cheraghi and Jean Hertzman
- #P16** UNDERSTANDING THE IMPACTS OF AFFIRMATIVE ACTION ON ACADEMIC SCHOLARSHIP ACTIVITIES AMONG HOSPITALITY AND TOURISM EDUCATORS-- DIVERSITY, EQUITY AND INCLUSION
By Elisha Fogle
- #P17** NUTRITION INSECURITY AND SOCIAL SUSTAINABILITY: AN INNOVATIVE, INCLUSIVE, AND PRACTICAL APPROACH TO NUTRITION EDUCATION
By Hyounae Kelly Min and Kellene Isom
- #P18** MEASURING DIVERSITY, EQUITY, AND INCLUSION (DEI) PERFORMANCE IN HOSPITALITY AND TOURISM EDUCATION: A MIXED-METHOD APPROACH
By Hyounae Kelly Min, E'Lisha Fogle and Sae Hya Ann

10:05AM-11:05 AM

CONCURRENT SESSIONS

Academic Session 5

Completed Research - Consumer Behavior/Marketing - Room 208 (Moderator: Michelle Miller)

- #5** Take a chance on brand love: exploring the effects of a dual-path framework
By Jing Li, Forest Ma, Xiaolong Shao and Xingyi Zhang
- #73** Pet inclusive dining: Understanding pet owners' experiences through the lens of self-determination and self-identity theories
By Xingyi Zhang, Jiyeon Jeon and Eunha Jeong
- #82** Destination Management: Empowering Communities Through Nature-Based Tourism
By Lincoln Davie, Godwin-Charles Ogbeide and Kiyan Shafieizadeh



Academic Session 5

Completed Research - Organizational Behavior 1 - Room 212 (Moderator: Kelly Min)

- #7 EFFECTS OF GREEN HRM PRACTICES ON EMPLOYEE PRO-ENVIRONMENTAL BEHAVIOR: THE ROLE OF ETHICAL CLIMATE AND NEW ENVIRONMENTAL PARADIGM
By Lenna Shulga and Adiyukh Berbekova
- #17 How Proactive Personality Leads Career Success: Understanding Employees' Motivation to Get Along and Ahead Using Socioanalytic Theory View
By Hyojung Jung, Michelle Alcorn and Robert Jones
- #67 EXPLORING INFLUENTIAL FACTORS ON HOSPITALITY EMPLOYEES' PROSOCIAL BEHAVIOR USING RANDOM FOREST
By Bonhak Koo and Sohee Kim

11:15 AM-12:15 PM CONCURRENT SESSIONS

Academic Session 6

Completed Research - Organizational Behavior 2 - Room 208 (Moderator: Michelle Alcorn)

- #66 Examining the Moderating Role of Employer's Affective Commitment on Automation-Related Job Attributes in the Hospitality Sector
By Christopher Torrance and Shetia Butler Lamar
- #71 THE FUTURE OF UNIVERSITY FOODSERVICE: A MANAGERIAL PERSPECTIVE
By Andrew Moreo, Lisa Cain, Imran Ahmad and Imran Rahman
- #85 Engaging employees during an era of uncertainty: Not all positive organization-specific outcome expectations make employees more dutiful
By Ning-Kuang Chuang, Yung-Kuei Huang and Linchi Kwok

Speed Presentation - Innovation- Room 212 (Moderator: Jamie Sun)

- #55 DEVELOPMENT OF THE TAXONOMY OF RESTAURANT ROBOTS AND IMPLEMENTATION
By Jay Lee
- #57 A SYSTEMATIC LITERATURE REVIEW: THE ADOPTION OF AUTOMATION AND ROBOTICS IN THE FOOD AND BEVERAGE INDUSTRY
By Karim Algabarty, Anna Mashinyan and Michelle Russen
- #59 ARE ROBOTS HOLDING BACK LUXURY? THE ROLE OF SERVICE ROBOT INVOLVEMENT, ANTHROPOMORPHISM AND SERVICE CONTEXT ON LUXURY HOTEL SATISFACTION
By Xianmei Wu and Soobin Seo

Speed Presentation - Sustainability, Tourism & Events- Room 214 (Moderator: Shane Blum)

- #87 Tourist Perceptions of Service Quality of Heritage Sites: A Case Study of The Elmina Castle, Ghana
By Reynolds Opoku Kusi, Glora Owusu Sarpong and Daniel Spears
 - #81 CONSUMER REPURCHASE OF GREEN HOTELS AT A PREMIUM PRICE: A PERSPECTIVE OF STIMULUS-ORGANISM-RESPONSE (S-O-R) THEORY
By Hilda Ogada, Jing Li and Jessica Yuan
 - #76 THE CORRELATION BETWEEN CUSTOMER SATISFACTION AND SUSTAINABILITY PRACTICES IN HOTELS
By Seyedmajid Minayhashemi and Keith Mandabach
 - #49 What Makes an Academic Conference Enjoyable? A Cross-Cultural Analysis of Preferences in Asia and North America
By Harold Lee, Junghoon Song and Sua Jeon
-

Academic Session 6

Speed Presentation - Tourism - Room 202 (Moderator: Janet Mansinne)

- #20 How are heritage objects involved in tourists' narrative experience?
By Terrence Tsz Hei Kong and Honggen Xiao
- #26 Understanding National Park Visitors' Experiences: The Effect of Visitors' Responsibility Behaviors
By Porter Killpack, Sijun Liu and Kelly Goonan
- #80 Sustainable Tourism, Health, and Community Development: An Ethic of Care Approach
By Lincoln Davie, Erin Seedorf, Kiyam Shafieizadeh and Godwin-Charles Ogbeide
- #86 Emotional Bonds as Catalysts for Value Co-Creation: Unveiling the Power of Customer Citizenship in Tourism
By Reynolds Opoku Kusi and Daniel Spears

12:35PM- 2:00PM

AWARDS

Ballroom and Prefunction Area

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NETWORKING RECEPTION

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2:00PM-3:00PM

CLOSING - MEMBERSHIP MEETING

Explore the World of Hospitality
