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WELCOME TO DENVER!



Dr. Scott R. Smith

President, West Federation CHRIE

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Denver, CO 80220

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West Federation CHRIE Annual Conference, Denver, CO

I'd like to personally welcome each of you to the 2018 West Federation CHRIE Conference. We are so excited to have you here in Denver for what promises to be our best and most memorable conference yet! We have packed the next couple of days with a variety of educational opportunities.

Here's an idea of what you can expect over the next few days... To begin with, we will host a Thursday evening reception for early arrivals at 5:30 p.m. This will be followed by a visit to the Rhien Haus restaurant for dinner, beer and bocce. There is a second dinner planned for Friday at the 1515 Restaurant where we will have a wine and food pairing with Michael David Winery for the very reasonable price of \$55+.

A snap shot of what will be happening during the conference starts with three technology-based symposiums on Friday. There will be industry panel sessions on Friday and Saturday prior to lunch. On Friday and Saturday afternoons, there will be a variety of beverage seminars and tastings. And most importantly? Our research presentations and workshops! In all, we have scheduled 28 paper presentations, nine poster presentations, three 50-minute sessions and two speed stand-up presentations. Also, plan to indulge in a variety of entries and vote for your favorite taste during our student cake and ice cream competition!

Aside from these great educational opportunities, we know conferences are a wonderful opportunity for networking and reconnecting with old friends and colleagues. With that, I would like to issue a challenge to *all* of our attendees. Try to meet and connect with 10 *new* people. Whether you're a veteran or a first-time conference attendee, extend the warm welcome of hospitality to someone outside your circle...

Thank you to each of you for attending and bringing your expertise to this gathering. You – as hospitality students, educators and leaders – have the vision, knowledge, wherewithal and experience to help us to continue to grow as a federation. Now, enjoy the conference!

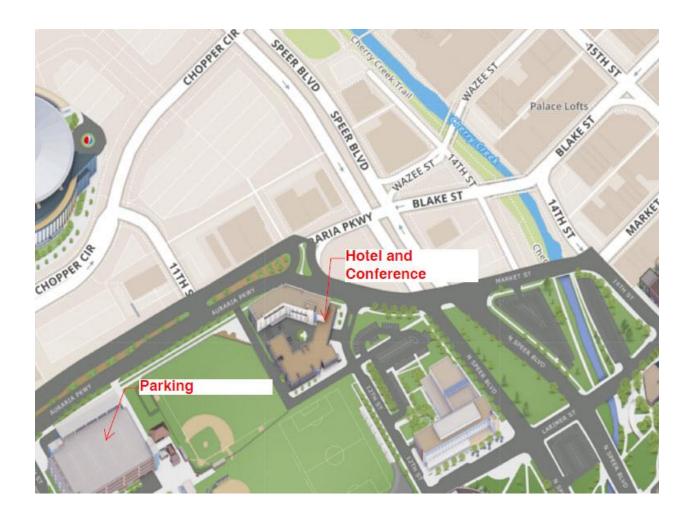
Sincerely,

Scott R. Smith

West Federation CHRIE President



MSU DENVER CAMPUS



Springhill Suites by Marriott – Denver Downtown

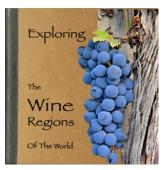
1190 Auraria Parkway Denver, CO 80204

BOOK AUTHORS/INVITED PRESENTERS



David Phillips, Co-Founder, <u>Michael David Winery</u>, Friday, 2 p.m. HLC 208 – Theater Classroom

The Phillips family and Lodi go way back. They have been farming this soil since the 1850s and cultivating wine grapes since the early 20th century. The founders, brothers Michael and David Phillips, are 5th generation grape growers who raised their families in the vineyard. Now the 6th generation has joined the team, Mike's son Kevin and daughter Melissa. The family legacy and love of Lodi drives their focus on sustainability and contemporary style, which include their acclaimed *Earthquake, Petit, Rapture, Inkblot, Freakshow* and *7-Deadly Zins*.



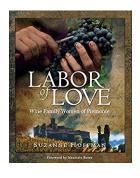


Michael Higgins, Ph.D., Friday, 4:30 p.m. HLC 208 – Theater Classroom

Exploring Wine Regions is a unique book that incorporates the beauty of a quality coffee table piece, an elaborate travel guide, inspiring wine education, spectacular photography, and captivating adventures into the depths of travel, food and wine connoisseurship. Readers can plan their own visits to the noted wineries, restaurants and resorts of Argentina.



Scott Kerkmans, Certified Cicerone and Certified Beer Judge, Friday, 4:30 p.m., Sensory Analysis Lab — Room 212 As one of the first five Certified Cicerones in the world, Scott Kerkmans is an expert voice in the world of craft beer and an advocate for beer education at both the professional and higher-ed levels. He was a professional brewer for over four years — most recently at Alaskan Brewing — and sold beer for a major beer distributor in more than 80 on-premises accounts.





Suzanne Hoffman, J.D., Saturday, 3:20 p.m. HLC 208 – Theater Classroom

Labor of Love is a groundbreaking book about the women and their families behind the wine estates of one of the world's greatest viticultural regions – Piemonte, Italy. The book captures behind-the-label stories, some centuries old, and shares more than 200 captivating photographs and genealogies to give the first-of-its-kind look into the world of Piemonte's familial wine industry.

Colorado Spirits Guild, Saturday, 3:20 p.m., Sensory Analysis Lab – Room 212

Four entrepreneur distillery founders present their award-winning craft spirits from Colorado. Presented by the Colorado Spirits Guild, the winners represent more than 90 regional distilleries.

OPTIONAL OUTING – THURSDAY, FEBRUARY 1

WF CHRIE Dinner

7:30 to 10 p.m. Beer & Bocce



1415 MARKET STREET DENVER, CO 80202

303-800-2652

Join us! The restaurant is requesting RSVPs to best accommodate our group. Click here to RSVP. For menu and pricing, click here.

OPTIONAL OUTING – FRIDAY, FEBRUARY 2 – SOLD OUT

WF CHRIE Dinner

7 to 9:30 p.m. Wine & Food Pairing

Join us for this *amazing* dinner at the <u>1515 Restaurant</u>. Very affordable at \$55 for all wines and four courses. Michael Phillips, winemaker and founder of <u>Michael David Winery</u>, will be on hand to sign bottles and other give-a-ways to those who attend and donate to our fundraising raffle. Reservations required.



1515 MARKET STREET DENVER, CO 80202

303-571-0011

SCHEDULE AT-A-GLANCE

THURSDAY, FEBRUARY 1

5:30 to 7:30 p.m.

Welcome Cocktail Reception/ Registration & Taste of CO Food and Beverage – *Alumni Diversity Lounge*

7:00 to 10 p.m.

OPTIONAL OUTING: Denver Dine Around – Group Function – Beer and Bocce at Rhein Haus

FRIDAY, FEBRUARY 2

7 to 8 a.m.

Registration – *Degree Reception Area*Full Breakfast for Hotel Guests – *Hotel Lobby*Continental Breakfast – *Alumni Diversity Lounge*

8 to 8:30 a.m.

Opening General Session: President's welcome, scholarship awards, Dean's keynote address and announcements – *Marriott Ballroom*

8:45 to 10:40 a.m.

Breakout Sessions

9:50 to 10:40 a.m.

West CHRIE Board Meeting/Board Members Only - HLC Room 214

11 a.m. to 12 p.m.

Industry Keynote Panel: Event Management Trends and Issues – Marriott Ballroom

12 to 1 p.m.

Lunch - Marriott Ballroom

1 to 2 p.m.

Poster Sessions I, Cake & Ice Cream Competition – IMG Lounge

2 to 4:15 p.m.

Breakout Sessions

4:30 to 5:20 p.m.

Beverage Symposium I & II

5:20 to 6:30 p.m.

Reception – Degree Reception Area

7 to 9:30 p.m.

OPTIONAL OUTING: Wine and Food Pairing Dinner with Michael David Winery – 1515 Restaurant. Cost <u>not</u> included in conference price; pre-registration required. SOLD OUT.

SCHEDULE AT-A-GLANCE

Saturday, February 3

7 to 8 a.m.

Registration – *Degree Reception Area*Full Breakfast for Hotel Guests – *Hotel Lobby*Continental Breakfast – *Alumni Diversity Lounge*

8 to 8:20 a.m.

Announcements & Eta Sigma Delta Presentation – Marriott Ballroom

8:30 to 10:45 a.m.

Breakout Sessions

11 a.m. to 12 p.m.

Industry Keynote Panel: Fast Casual – Marriott Ballroom

12 to 1 p.m.

Lunch - Marriott Ballroom

1 to 2:15 p.m.

West Federation CHRIE Membership Meeting & Presentation of Best Proposal Awards – *HLC 200 and 202*

All conference attendees are invited, encouraged and welcome to attend!

2:15 to 3:05 p.m.

Breakout Sessions

3:20 to 4:10 p.m.

Beverage Symposium III

6 to 10 p.m.

Dine Around Denver – Self-formed groups for overstays

BREAKOUT SESSIONS

Friday, February 2

8 to 8:30 a.m.

Marriott Ballroom

Welcome message and announcements

8:45 to 9:35 a.m.

Theater Classroom - HLC Room 208

HM Bookstore Symposium

HLC - Room 202

Industry Experience Requirements for Hospitality Ph.D. Students

Annamarie Sisson and Kristin Malek/Kansas State University

HLC - Room 214

WF CHRIE - 2019 Conference Planning Committee Meeting

9:50 to 10:40 a.m.

Theater Classroom – HLC Room 208

R.E.D. Global Symposium

HLC – Room 202

Workplace Violence Classroom Module Workshop

Dana Cotham, Gail Sammons and Joseph McKay/University of Nevada, Las Vegas

11 a.m. to 12 p.m.

Marriott Ballroom

Industry Keynote Panel

Gina Hallisey, Get Connected Events; Carol Lathrop, IMES; Anne O'Neill, OES; and Rosana Winarto, Hyatt Regency Denver Convention Center

12 to 1 p.m.

Marriott Ballroom

Lunch

1 to 1:50 p.m.

Theater Classroom – HLC 208

Knowledge Matters Symposium

IMG Lounge

Poster Session

1 to 4:30 p.m.

Alumni Diversity Lounge

Technology Lounge

Sponsored by HM Bookstore

Breakout Sessions Continued/Friday, February 2

1 to 4:30 p.m.

Simulation Lab – HLC Room 203

Sponsored by R.E.D. Global

2 to 3 p.m.

Theater Classroom – HLC Room 208

The Wines of Lodi, presented by Co-founder David Phillips, <u>www.michaeldavidwinery.com</u> *Jennifer Lumley and Doug Krenik/Master Sommelier*

HLC - Room 202

Farm-to-Restaurant: Do Locals and Tourists Differ in Willingness-to-Pay for Local Food at Independent Restaurants?

Michael Vieregge/Western State Colorado University

Buy, Eat, Cook Sustainable Foods

Libby Gustin/California State University

HLC - Room 214

It's Your Birthday! How Far Will You Go for a Great Dinner?

Esther Kim and Sarah Tanford/University of Nevada, Las Vegas

Impact of Perceptions of Leadership Authenticity and Conference Message Meaning on Organizational Outcomes

Lenna Shulga and James Busser/University of Hawai'i at Mānoa and University of Nevada, Las Vegas

HLC - Room 214

Do Hotel Pricing Strategies Actually Work? The Effects of Anchoring

Sung Jun Joe, Sarah Tanford and Choongbeom Choi/University of Nevada, Las Vegas

3:15 to 4:15 p.m.

HLC - Room 200

Enhancing Students' Learning with Word-Game: A Case of Hospitality OB Class

Case Shum/University of Nevada, Las Vegas

Study Abroad and Earn General Studies Credit: From Idea to Implementation

Helle Sorensen/Metropolitan State University of Denver

Event Job Pursuit Intention: The Role of Career Awareness, Career Satisfaction and Career Self-Efficacy

Jie Sun and Wen Chang/University of Nevada, Las Vegas; and Iowa State University

Breakout Sessions Continued/Friday, February 2

3:15 to 4:15 p.m.

HLC – Room 202

Designing Travel Study and Short-Term Study Abroad Programs in Hospitality and Tourism Matthew Stone, Thomas Padron and Angela Durko/California State University, Chico; California State University, East Bay; and Texas A&M University

HLC – Room 214

Job Placement Rates of First Generation Hospitality Students

Laura Shroder/San Francisco State University

What Drives Hotel Guests to Spread Positive Inline Reviews? Examining Motivations, Consumption Value, Online Social Capital, and Opinion Leadership

Jungyun Christine Hur and Soocheong Shawn Jang/California State University, Sacramento; and Purdue University

Proposed New Classification Systems for the Restaurants Industry

H. G. Parsa, Barry Shuster and Milos Bujisic/University of Denver, North Carolina Central University and Ohio State University

4:30 to 5:20 p.m.

Theater Classroom – HLC Room 208

Cultural Experiences in Argentina: From Tango to Vines

Michael Wray/Metropolitan State University of Denver; and Michael Higgins/author of Exploring Wine Regions

Sensory Analysis Lab – HLC Room 212

Preventing Bitter Beer Face: Quality Sensory Analysis of Beer

Scott Kerkmans, Certified Cicerone, Certified Beer Judge/Metropolitan State University of Denver

BREAKOUT SESSIONS

Saturday, February 3

8 to 8:20 a.m.

Marriott Ballroom

Announcements and Eta Sigma Delta Presentation

9 a.m. to 3:30 p.m.

Alumni Diversity Lounge

Technology Lounge

Sponsored by HM Bookstore

8:30 to 9:30 a.m.

HLC - Room 200

Using Millennials as a Strategic Opportunity to Improve Retention Rates Through Experiential Learning on a Cruise Ship

Cynthia Vannucci and Helle Sorensen/Metropolitan State University of Denver

Connecting Short-term Domestic Travel Study with Academic Outcomes in Middle School Students

Carrie Olson and Matthew Stone/Denver Public Schools and California State University, Chico

Testing the effectiveness of Price Framing on Tourists' Perceptions of Dual Pricing: An Application of Prospect Theory

Suiwen Zou and James Petrick/Temple University and Texas A&M University

HLC – Room 202

Social Media Recruitment Tactics in Hospitality

Carlie Allen and Lynda Martin/Stephen F. Austin State University

Futuristic Perspectives of Gastronomic Tourism in New Mexico, USA: Qualitative and Quantitative Perceptions of Tourism Officials, Festival Promoters, Managers and Staff Keith Mandabach, Chuanbiao Wu and Jean Hertzman/New Mexico State University

Perceived Importance and Satisfaction of Career Engagement Attributes in Hospitality Education

Lea Dopson, Myongiae Lee, Patrick Lee and Ann Lara/University of Nevada, Las Vegas

Breakout Sessions Continued/Saturday, February 3

8:30 to 9:30 a.m.

HLC – Room 214

The Shifting of Culture in Hospitality Organizations: Investigating Work Group Attitudes Towards Management

Alison Green and Hilmi Atadil/University of West Florida

Examination of Hospitality Management Student Intentions to Enroll in Classes Implementing Bring Your Own Device Technology Formats

David Rivera, Mary Elizabeth Schultze and Martha Rush/Texas Tech University

Hospitality Program Selection Criteria: An Investigation of International Students

Tanya Ruetzler and Cindy Choi/University of Mississippi

9:45 to 10:45 a.m.

HLC – Room 200

Improving the Service Recovery Performance in Hospitality Industry: Examining the Impact of Error Management

Sheng Yao, Heyao Yu, Xingyu Wang and Priyanko Guchait/University of Houston

Toward Understanding of Cultural Intelligence of Customer Contact Employees: Self-Efficacy and Voice

Hyounae Min/California State Polytechnic University, Pomona

The Who Behind the Review: The Effects of Reviewer Source Characteristics on Hospitality Consumer Decisions

Laura Book and Sarah Tanford/University of Nevada, Las Vegas

HLC – Room 202

A TpB Examination of Young Adult College Student Cannabis Tourism Behaviors

Mary Elizabeth Schultze, Martha Rush and David Rivera Jr. /Texas Tech University

Teacher Self-Efficacy of Hospitality Ph.D. Students and Early Career Faculty

Jean Hertzman, Andrew Moreo and Patrick Moreo/New Mexico State University, Florida International University and University of South Florida, Sarasota-Manatee

Breakout Sessions Continued/Saturday, February 3

9:45 to 10:45 a.m.

HLC – Room 214

Project-Based Learning (PBL) for Event Management Students

Shinyong Jung and Kristin Malek/Metropolitan State University of Denver and Kansas State University

Why do Hotel Guests Select Airbnb over Hotels?

Sungsik Yoon, Mehmet Erdem, Choongbeom Choi and Billy Bai/California State Polytechnic University, Pomona; and University of Nevada, Las Vegas

Short-term Rental Hosting in Denver

James Drake, Stefan Cosentino and Eunjoo Kang/Metropolitan State University of Denver and California State University Dominquez Hills

11 a.m. to 12 p.m.

Marriott Ballroom

Industry Keynote Panel

Linden Mundekis, concept developer, Jamba Juice Michael Freiberg, founder, Yellow Belly Chicken

12 to 1 p.m.

Marriott Ballroom

Lunch

1 to 4:30 p.m.

Simulation Lab - HLC Room 203

Sponsored by R.E.D. Global

2:15 to 3:05 p.m.

Theater Classroom – HLC Room 208

Bordeaux in the 21st Century

Stacy Griest and Carrie Stebbins/Johnson & Wales University, Denver

HLC – Room 202

Paper Sessions in a Different Dimension of Tourism and Hospitality Services? Cannabis Preferences and Consumer Leisure Behaviours in a Sample of Young Adults in Colorado Richard Donnelly and James Gould/University of Northern Colorado

Breakout Sessions Continued/Saturday, February 3

2:15 to 3:05 p.m.

HLC - Room 202

Motivating Baby Boomers and the Silent Generation in the Hospitality Industry: Group Comparisons Based on Gender and Generation

Saehya Ann and Shane Blum/California State University, East Bay; and Texas Tech University

HLC - Room 214

Research on older Consumers in Tourism and Hospitality: Topics, Trends, Methods and Theories Yunying Zhong and James Busser/California State University, Long Beach; and University of Nevada, Las Vegas

Synergy Effect of Man-made Event with Natural Events on Hotel Performance: The Case of the 2017 Solar Eclipse in Three States, Idaho, Wyoming, and Nebraska

Eunjoo Kang and James Drake/Metropolitan State University of Denver

3:20 to 4:10 p.m.

Theater Classroom – HLC Room 208

Wine Women: The Labor of Love – Women, Vines, and Family in Piedmont Italy Michael Wray/Metropolitan State University of Denver; Suzanne Hoffman/author of Labor of Love

Sensory Analysis Lab – HLC Room 212

Colorado Spirits Guild Presents a Spirit Tasting

POSTER SESSION

Friday, February 2

1 to 2 p.m. IMG Lounge



1A: The Effectiveness of Boards of Directors in Nonprofit Organizations

Said Ladki and Fatme Ahmad/Lebanese American University

2A: Measuring the Effectiveness of Social Media Marketing on Promoting Event Space

Colette Hakimi and Myongjee Yoo/California State Polytechnic University, Pomona

3A: What Motivates Chinese Overseas Tourists for Buying Luxury Goods? The Effect of Face Consumption and Attitude Towards Counterfeiting

Zihui Ma, Hyelin Lina Kim and Shinyong Shawn Jung/University of Nevada, Las Vegas and Metropolitan State University of Denver



1B: Evaluating Performance of the Restaurant Companies in the United States: Application of the Meta-frontier Approach

Chia-Ning Chiu and Chao Li/National Ilan University and Texas Tech University

2B: Strategies for Effective Winery Advertising: Examining Destination Reputation and Advertising Language

Jungyun Christine Hur and Soocheong Shawn Jang/California State University, Sacramento; and Purdue University

3B: The Effect of Multi-sensory Cues on Eco-friendly Behavior: Application of Transportation Theory

Angel F. Gonzalez, Jookyung Kwon, Tiffany Shin and Carl Boger/California State University, Monterey Bay; and University of Houston



1C: Food Insecurity, Food Waste, Food Rescue and Food Redistribution: Best Practices in 6 U.S. Cities

Jackson Lamb and Robert Farmer/Metropolitan State University of Denver

2C: Pilot Program Modifications and Assessment Tools for Colorado Mesa University Business Department Internship Program

Britt Mathwich and Debra Parman/Colorado Mesa University

3C: Burnout Paralysis: Quit, Cope, Realign

Veda Ward/California State University, Northridge

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https://www.chrie.org/i4a/pages/index.cfm?pageID=3329

LUNCH MENU

Friday, February 2

Black Bean, Tomato and Roasted Corn Salad
Flour Tortillas
Cheese Enchiladas
Cilantro Rice
Fire-Roasted Salsa
Red Onion
Sour Cream
Shredded Cheese
Diced Tomatoes
Chicken and Steak Fajitas
Cake and Ice Cream Competition!
Iced Tea and Water



LUNCH MENUSaturday, February 3

Chinese Ginger Peanut Salad
Steamed Pork Buns
Steamed Jasmine Rice
Crispy Vegetarian Spring Rolls
Vegetable Stir Fry
Chinese Sesame Doughnuts
Fortune Cookies
Iced Tea & Water

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YOUR HOST CITY WOULD LIKE TO THANK YOU FOR JOINING US!

SEE YOU NEXT YEAR for the 2019 West Federation CHRIE Regional Conference!



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wfchrie@gmail.com