

2019 West Federation CHRIE Conference
February 6-8, 2019 **Sonoma, CA**



“Education in the Vines”

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WELCOME TO SONOMA!

Welcome to Sonoma!

Please accept my personal thanks for joining us. I think this conference is the perfect size to make connections, and I hope you enjoy it as much as I do. Here are a few ways it has made a difference in my professional life:

When I wondered about our university's large increase in event management students, I connected with researchers at West CHRIE to complete a large study of event management student motivations.

When I seek advice about improving our curriculum, I ask for advice from West CHRIE colleagues.

When I need to know trends in an industry sector I am not familiar with, I call on West CHRIE colleagues.

When I want to compare our enrollment trends with other schools, I call on West CHRIE colleagues.

When I am looking for a connection to an industry professional in another state, I ask West CHRIE colleagues.

I hope that this conference leads to personal relationships, and that you stay connected throughout the year. Maybe you will find a research partner. Maybe you will find a teaching mentor. Maybe you will find your next faculty member. Maybe you will get great feedback on a presentation or an idea. Or maybe you will just learn and grow. It's up to you.

I must also send some well-deserved thank yous. Thanks to Dr. Tom Padron, for leading this year's conference. I realize how much planning it takes. Thanks to Dr. SaeHya Ann for leading the proposal review process, and to all our volunteer reviewers. Thanks to each of our board members. And thanks to you for submitting papers and for joining us.

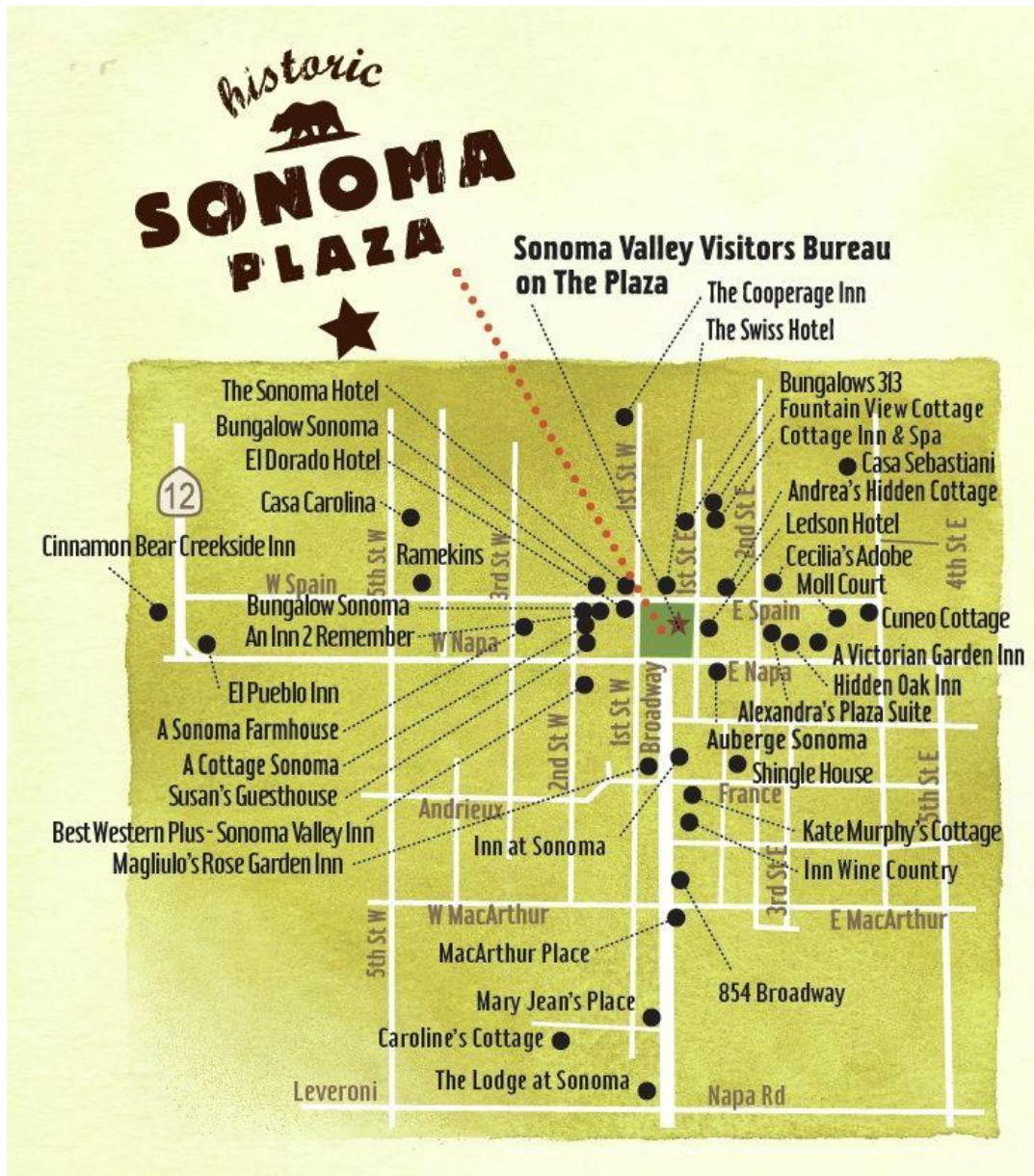
Thanks also to our sponsors: Presenting Sponsor **California State University, East Bay** and Supporting Sponsors: Knowledge Matters and Conrad N. Hilton College at University of Houston.

Enjoy!

Matthew Stone, PhD, CMP
President, West Federation CHRIE



THE LODGE AT SONOMA



The Lodge at Sonoma Renaissance Resort & Spa
1325 Broadway
Sonoma, CA 95476
707-935-6600

INVITED PRESENTERS & KEYNOTE SPEAKERS

Thursday, February 7

KEYNOTE SPEAKER – Women in Wine Country
Sondra Bernstein, Proprietor, *the girl and the fig*



Sondra is the proprietor of **the girl & the fig** in Sonoma, **the fig café & winebar** in Glen Ellen, and a unique event space in Sonoma known as **Suite D**. Full-service catering along with a food truck, dubbed “**the fig rig**,” and her newest endeavor, **The Rhône Room**, (wine shop, tasting room and farm) round out her fig empire. She is the author of the *the girl & the fig Cookbook*, *Plats du Jour: the girl & the fig’s Journey through the Seasons in Wine* and her newspaper called *Fig Chronicles* that comes out several times per year. Her gourmet food product line is available nationwide under the girl & the fig label and her curated house wines are only available at the restaurants, wine shop or online. In addition to these businesses, The Sonoma FIG Foundation Fund was established in December of 2016. The Fund offers grants to nonprofit organizations that help startup entrepreneurs with funding in food, farming, food media, wine and spirits, restaurants, artisanal food production or new projects for existing businesses.

Her story - D.C. born, Philadelphia bred, BFA from Philadelphia College of Art (photography), TGI Friday’s Trainer & Team Leader for their national restaurant openings, graduate of The Restaurant School (culinary & restaurant management), Operations Manager for several restaurants in Philadelphia (The Fish Market & Marabella’s) and Los Angeles (Alice’s Restaurant & Tavern on Main), and Director of Operations for Viansa Winery in Sonoma County.

Friday, February 8

PRESENTER – Women in Wine
“The Tasting Room – Guests and Culture”
Rebecca Miller, Wine Educator, *Davies Vineyards*



DAVIES
VINEYARDS

Rebecca Miller grew up in the Midwest but lived and worked on the East Coast for thirty years. After completing her B.A. in English and her M.S. in Education, Rebecca taught elementary school and raised two sons. Her interest in wine was sparked one evening while attending a dinner hosted by the exuberant and unconventional winemaker, Randall Grahm. (Just a few months ago she met him and got to thank him personally for his impact.) Soon she began to seek out more adventurous wine, read incessantly about wine and then attended the Wine Studies Program at Boston University. When she retired from teaching, she decided to take the plunge and apply for a job selling wine in a liquor store outside Boston. The learning curve was vertical and not particularly glamorous, but this job turned out to be a necessary step in gaining credibility and experience in the industry. She also began her studies in the Wine and Spirits Education Trust (WSET) program and completed Diploma (Level 4) in 2013.

Rebecca continued her exploits as a seasonal Wine Educator for Robert Mondavi Winery for two years. The lure of California became great and she and her husband moved across the continent in 2013. (Much of this move had to do with wine, but honestly, some of it had to do with weather.) Rebecca now resides in the city of Napa and works at Davies Vineyards, the red wine production division of Schramsberg Vineyards. She also teaches consumer wine classes at the CIA Copia. Rebecca and her husband are currently enjoying all the wine, food and beauty that Napa Valley has to offer.

Friday, February 8

KEYNOTE SPEAKER – Women in Wine

Jessica Koga, Winemaker, *Schramsberg Vineyards*



Jessica Koga was born and raised on the coast of Southern California. She migrated north to attend the University of California at Davis with the intent of studying veterinary medicine. A part-time job working for sensory science professor Ann Noble introduced her to the intricacies of wine. An immediate change of major to Viticulture & Enology and a harvest internship at Schramsberg Vineyards followed. After graduating in 2004, she rejoined the winemaking team at Schramsberg in the role of Enologist. In 2007, her career took her around the world to pursue internships at Cloudy Bay in New Zealand and Bedell Cellars in Long Island, New York. She spent the next five years at Gundlach Bundschu Winery in Sonoma under the tutelage of consultant Keith Emerson. That experience lead to an Assistant Winemaker position at Vineyard 29 in St. Helena, working directly with Emerson and consulting winemaker Philippe Melka where she learned how to craft small lot estate-grown Cabernet from some of the best vineyards in Napa Valley. In 2015 she was invited back to the Schramsberg team to oversee the day to day operations of Davies Vineyards where the focus is on single vineyard Pinot noirs from the North Coast and Cabernet Sauvignons from sites throughout the Napa Valley.

Friday, February 8

PRESENTER – Women in Wine Country
“After the Fires: One Year Later”
Claudia Vecchio, CEO, *Sonoma Tourism*



Claudia Vecchio brings more than 25 years in the destination and consumer marketing arena to her post as President/CEO of Sonoma County Tourism. During the first year of her work with Sonoma County, the organization developed a multi-year strategic plan and launched a new destination brand: “Sonoma County: Life Opens Up.” Claudia comes to Sonoma County following six years as Director of the Nevada Department of Tourism and Cultural Affairs where she launched the “Don’t Fence Me In” brand, amplified international sales and marketing efforts and oversaw the state’s Sesquicentennial celebration. During her career, Claudia also led the Ohio Division of Tourism and oversaw marketing for the Branson/Lakes Area Chamber of Commerce and Convention and Visitors Bureau.

Her campaigns have been recognized by the U.S. Travel Association with an Odyssey Award for the Best State Tourism Office Public Relations Program and by the Public Relations Society of America as a Silver Anvil Winner for the agency’s innovative outreach to millennial travelers. In 2015, she was recognized as one of the Top 25 Extraordinary Minds in Hospitality Sales and Marketing by HSMIAI. Claudia has served on the Executive Committee of the U.S. Travel Association and on the national boards for the Public Relations Society of America and the Travel and Tourism Research Association.

OPTIONAL EVENTS – THURSDAY, FEBRUARY 7

Wine Tasting Reception – Discovery Room

4:30 – 5:30 PM

Please join us colleagues as we sample the wines of Highway 12 Winery in the Discovery Room at the resort, just off the main lobby. This winery has been selected by the Tom Padron, Director of Conferences, for your pleasure. Join us after the reception at the West Federation CHRIE Dinner at Suite D (*reservations required*) or enjoy dinner at your leisure at the Carneros Bistro or at one of the many great restaurants in Sonoma.

West Federation CHRIE Dinner – Suite D

6:00 – 10:00 PM

Reservations required. Please join us as we experience an exclusive evening at Suite D, a private event venue that is one of the jewels of Sonoma and one of the ventures of our Keynote Speaker, Sondra Bernstein. The five-course meal will be paired with select *the girl and the fig* wines. This meal is \$77 inclusive of tax and gratuity. Address: 21800 Schellville Road, Suite D, Sonoma, CA

OPTIONAL OUTING & EVENT – FRIDAY, FEBRUARY 8

Experience Sonoma – Sonoma Square

3:00PM – Evening

Walk at your leisure *or* ride the resort shuttle to Sonoma square. This historical location is filled with quaint shops, restaurants, and wineries. Enjoy a relaxing afternoon and evening strolling around the square. The resort shuttle picks up and drops off at the same location every 30 minutes.

Wine Tasting Reception – Discovery Room

4:30 – 6:00PM

If you care to relax at our beautiful resort, enjoy the wines of Passaggio Winery in the Discovery Room at the resort, just off the main lobby. Enjoy dinner at your leisure at the Carneros Bistro or at one of the many great restaurants in Sonoma.

SCHEDULE AT-A-GLANCE

WEDNESDAY, FEBRUARY 6

5:00 – 8:00 PM

Welcome Reception – *Offsite*

THURSDAY, FEBRUARY 7

7:00AM – 4:00 PM

Registration – *Sonoma Ballroom Foyer*

7:00 – 8:00 AM

Breakfast for Registered Conference Attendees – *Sonoma Ballroom – Salon A*

8:00 – 8:30 AM

Opening Welcome & General Session: *Sonoma Ballroom – Salon A*

8:45 – 11:00 AM

Breakout Sessions – *Magnolia, Blue Oak, and Salon A & B*

11:15 AM – 12:15 PM

KEYNOTE SPEAKER – Sondra Bernstein, *the girl and the fig* – *Sonoma Ballroom – Salon A*

12:15 – 1:15 PM

Lunch – *Sonoma Ballroom – Salon A*

1:15 – 2:00 PM

Posters on the Patio – *Blue Oak & Magnolia Patio (Sonoma Ballroom Foyer – rain location)*

2:00 – 4:15 PM

Breakout Sessions – *Magnolia, Blue Oak, and Salon A & B*

4:30 – 5:30 PM

Wine Tasting Reception – Highway 12 Winery – *Discovery Room*

5:30 – 6:00 PM

Travel to Suite D – *Carpooling*

6:00 – 10:00PM

OPTIONAL EVENT: Dinner at Suite D with *the girl and the fig*.
(Cost not included in conference price; pre-registration required.)

SCHEDULE AT-A-GLANCE

FRIDAY, FEBRUARY 8

7:00 AM – 12:00 PM

Registration – *Sonoma Ballroom Foyer*

7:00 – 8:00 AM

Breakfast for Registered Conference Attendees – *Sonoma Ballroom – Salon A*

8:15 – 9:15 AM

West CHRIE Board of Directors Meeting (Board Members Only) – *Salon A*

8:15 – 10:30 AM

Breakout Sessions – *Magnolia, Blue Oak, and Salon B*

9:30 – 10:30 AM

PRESENTER – Rebecca Miller, *Davies Vineyards* – *Salon B*

10:45 – 11:45 AM

KEYNOTE SPEAKER – Jessica Koga, *Schramsberg Vineyards* – *Sonoma Ballroom – Salon A*

11:45 AM – 12:45 PM

Lunch – *Sonoma Ballroom – Salon A*

12:45 – 1:30 PM

West CHRIE Membership Meeting & Awards Presentation – *Sonoma Ballroom – Salon A*

1:45 – 2:45 PM

Breakout Sessions – *Magnolia and Blue Oak*

1:45 – 2:45 PM

PRESENTER – Claudia Vecchio, Sonoma County Tourism – *Salon B*

3:00 – Evening

Experience Sonoma – *Sonoma Square*

4:30 – 6:00 PM

OPTIONAL EVENT: Wine Tasting Reception – Passaggio Winery – *Discovery Room*

BREAKOUT SESSIONS
Thursday, February 7

8:45 – 9:45AM

EMPLOYEE RELATIONS & WORK LIFE

Magnolia

Examining Work-Life Balance & Employee Engagement Among Golf Professionals
Lisa Cain (Florida International University) & Christopher Cain (University of Nevada Las Vegas)

Exploring the Relationship between Employee Emotional Intelligence & Cultural Intelligence in the Hotel Industry
Shane Blum (Texas Tech University)

Stress in the Workplace: Stress Management Practices for Service Employees
Aashish Amalraj (Cesar Ritz Colleges)

Volunteerism Across the Event Industry (For-Profit & Non-Profit): Developing a Multidimensional Volunteer Recruitment Strategy
Alexis Remus & Shinyong Jung (Metropolitan State University of Denver)

TOURISM & HOTELS

Blue Oak

The Brand Tourism Effect on Core Users' Loyalty & Switching Intention in Hotels
Seunghwan Lee & Dae-Young Kim (University of Missouri)

Synergetic Entrepreneurship: Linking Strategic Family Hotel Business Management, Ancient Architecture, & Sustainability: The Phenomenon of the Albergo Diffuso in Italy
Angelo A. Camillo (Sonoma State University) & Isabell C. Camillo (Niagara University)

ROUNDTABLE WORKSHOP

Salon B

Restaurant Management Lab Courses in Hospitality Education
Patrick J. Moreo & Angad Dang (University of South Florida Sarasota-Manatee)

BREAKOUT SESSIONS, Continued
Thursday, February 7

10:00 – 11:00AM

STUDENTS & ACADEMIA

Magnolia

The Role of Socioeconomic Status & Prior Industry Exposure on Influencing the Industry Attitudes, Career Goals, & Career Decision Self-Efficacy of Undergraduate Students Studying Hospitality & Tourism Management

Laura Shroder (San Francisco State University)

The Closing of the U.S. Golden Door: Effects of Perceived Xenophobia on University Enrollment

Abhijeet Shirsat (California State University, Sacramento), Angel F. Gonzalez (California State University, Monterey Bay), & Mayra Almodovar

Students' Sentiment on Experiential Learning Activities of Hospitality Management Programs in A Northern California

Angel F. Gonzalez (California State University, Monterey Bay), Abhijeet Shirsat (California State University, Sacramento)

TOURISM

Blue Oak

Investigating Glamping: The LGBT Camping Experience

Chad M. Gruhl & Michael L. Wray (Metropolitan State University of Denver), Eric Olson (Iowa State University), & Thomas C. Padron (California State University, East Bay)

Connecting Short-Term Domestic & International Travel with Culturally Responsive Teaching for Middle School Students

Carrie Olson (Denver Public Schools)

Growth in the Tourism Industry in 35 Years: A Comparison & Look Ahead

Matthew Stone (California State University, Chico)

ROUNDTABLE WORKSHOP

Salon B

Human Trafficking Awareness Training Module

Joseph McKay (University of Nevada Las Vegas), Kimberly Addair, & Gail Sammons

PRESENTATION

Salon A

HMBookstore

Ken Edwards and Molly Milliken

POSTER SESSION
Thursday, February 7

Blue Oak & Magnolia Patio

1:15 – 2:00PM

Are Millennials and Gen Zers really different? Perception on Tipping & Tipping Etiquette
SaeHya Ann (California State University, East Bay), Hyunsuk Choi (Black Hills State University), Joong-Won Lee (California State University, Northridge)

Cultural Intelligence & J-1 Visa Programs in the Resort Industry
Joseph Kleypas, Shane Blum, Charlie Adams, & Garvin O'Neil (Texas Tech University)

Examining Knowledge Competencies as it Relates to Job Tasks
Erick Kong (California State University, East Bay), SaeHya Ann (California State University, East Bay), Juwon Choi (North Dakota State University), & Hyeonjin (Harry) Jeon (North Dakota State University)

Motivating Housekeeping Staff in the Lodging Industry: A Case of Jordan
SaeHya Ann (California State University, East Bay), Hyunsuk Choi (Black Hills State University), Zach Hallab (California State University, East Bay), & Umaima Abdul Aziz Al Majthoub (Ammon Applied University College)

Perceived Importance of Career Readiness Attributes in Hospitality Education
Myong Jae Lee, Patrick Lee, & Sungsik Yoon (Cal Poly Pomona)

Promotion and Prevention-Focused Consumer Preferences in Peer-to-Peer Accommodation Markets
Brandon Baughn, Angeline Nariswari, & Angel F. Gonzalez

The Impact of Rewards and Recognition on Customer Loyalty as Part of the Service Profit Chain
James Larsen (University of Nevada Las Vegas)

What's in a Name?: Exploring Accommodation Name Choice on Airbnb as an Extension of Self
Amanda Belarmino (University of Nevada Las Vegas)

BREAKOUT SESSIONS, Continued
Thursday, February 7

2:00 – 3:00 PM

FOOD & RESTAURANTS

Magnolia

Can Museum Restaurants' Wine Programs Drive Patrons? An Exploratory Study
Matthew Bauman (Texas Tech University), Amanda Hu, & D. Christopher Taylor (University of Houston)

Brand Diversification & IPO Returns: The Case of Restaurant IPOs
Ozgur Ozdemir (University of Nevada Las Vegas), Ezgi Erkmen, & Teyfik Demirciftci

Examining the Relationships between ADR & Food & Beverage Revenues: An Exploratory Analysis
Andrew Walls & James Aday (San Francisco State University)

STUDENTS & PEDAGOGY

Blue Oak

Convergence of Rigor & Relevance Through Collaboration: A Delphi Study with Academic & Industry Leaders
Denise Holly Molintas, James Busser, & Robert Rippee (University of Nevada Las Vegas)

Understanding Group-Hate in Collaborative Learning: A Case Study of a Four-Year Undergraduate Hospitality Program
Denise Holly Molintas (University of Nevada Las Vegas), Ankita Ghosh, Tim Self, & James Busser

Ethics Teaching at Hospitality Schools: An Exploratory Study
Michael Vieregge (Western Colorado University)

ROUNDTABLE WORKSHOP

Salon B

Co-Facilitating Within Senior & Junior Faculty Members - A College Event Management Program's Senior Experience Course: Of the Students, By the Students, For the Students
Eunjoo Kang & Cynthia Vannucci (Metropolitan State University of Denver)

PRESENTATION

Salon A

Knowledge Matters
Anthea Gerberg, Case Simulation Consultant

With new hospitality Case Simulations, students learn hospitality concepts by taking control of a virtual hotel or restaurant. Learn how to excite and engage your students by adding case simulations to your classroom.

BREAKOUT SESSIONS, Continued
Thursday, February 7

3:15 – 4:15PM

BEVERAGE

Magnolia

Wine-in-cans Market Has “Legs”: The First Quantitative Study Focused on Consumer Drivers & Motivations

Matthew J. Bauman (Texas Tech University), Robert L. Williams, & Helena A. Williams

Replication of, and Applications for, the Wine Neophobia Scale

Jean Hertzman (New Mexico State University), Tanya Ruetzler (University of Mississippi), & Keith Mandabach (New Mexico State University)

To Have Information or Not: The Case of Blind vs. Open Sake Tasting

Ryan P. Smith (San Francisco State University), Forest Ma, & Watson Baldwin

Wine Label Information & Aesthetics: Individual Differences and the Impact of Design

Sybil Yang (San Francisco State University)

STUDENTS & CAREERS

Blue Oak

Assisting Students with Career Decision-Making Difficulties: Are Career Decision-Making Profiles & Self-Efficacy Helpful?

Ning-Kuang Chuang (Kent State University), Patrick Lee (Cal Poly Pomona), & Linchi Kwok (Cal Poly Pomona)

Internship Supervisors’ Evaluations on Students Internship Performance

Britt Mathwich, Deborah Parman, & Shiang-Lih Chen McCain (Colorado Mesa University)

ROUNDTABLE WORKSHOP

Salon B

Responsible Tourism vs. Over-Tourism

John Avella & Angel F. Gonzalez (California State University, Monterey Bay)

BREAKOUT SESSIONS
Friday, February 8

8:15 – 9:15AM

PRICING & MARKET STRATEGY

Magnolia

The Bistro Bundle: A Field Experiment on Bundled Pricing Strategies
Sarah Tanford & Laura Book (University of Nevada Las Vegas)

The Effect of Priming Environmental Attitudes on Travel Purchase Decisions
Eun Joo Kim, Laura Book, & Sarah Tanford (University of Nevada Las Vegas)

MGM Resorts Files Counter Suits Against Victims of the October 1, 2017, Mandalay Bay Shooting: Did the Market Reward the Strategy?
James Drake & Eunjoo Kang (Metropolitan State University of Denver)

EMERGING TOPICS

Blue Oak

Creating & Sustaining Competitive Advantage Through the Application of Strategic Co-Creation and Design Thinking Processes: An Exploratory Study of the Hotel Industry
Angelo A. Camillo (Sonoma State University) & Isabell C. Camillo (Niagara University)

Festival Motivation Among Students: A Unique Perspective
Lisa Cain (Florida International University), Marissa Orlowski, & Miranda Kitterlin

ROUNDTABLE WORKSHOP

Salon B

Collaboration with a Community College: Building a Bridge from Associates Degree to Bachelor's Degree
Sara Ghezzi (University of Southern Maine) & Maureen LaSalle (University of Southern Maine / Southern Maine Community College)

BREAKOUT SESSIONS, Continued
Friday, February 8

9:30 – 10:30AM

CONSUMER BEHAVIOR

Magnolia

The Influence of Relational Uncertainty on Consumer Switching Intentions

Jungyun (Christine) Hur (California State University, Sacramento) & Soochiong (Shawn) Jang (Purdue University)

Love Thy Neighbor? Agglomeration Effect on Home-Sharing Businesses

Karen Xie (University of Denver), Linchi Kwok (Cal Poly Pomona), & Cindy Heo (Hong Kong Polytechnic University)

ROUNDTABLE WORKSHOP

Blue Oak

Start Spreading the News: Publicizing Your Research & Expertise to the Media & Industry

Angela Durko (Texas A&M University) & Matthew Stone (California State University, Chico)

FEATURED TOPIC: WOMEN IN WINE

Salon B

The Tasting Room: Guests & Culture

Rebecca Miller (Wine Educator, Davies Vineyards)

BREAKOUT SESSIONS, Continued
Friday, February 8

1:45 – 2:45PM

FOOD INDUSTRY / DESTINATION IMAGE

Magnolia

The Correlates of Destination Image: A Meta-Analysis

Esther Kim, Eun Joo Kim, Sarah Tanford, & Seyhmus Baloglu (University of Nevada Las Vegas)

Evidence of Slow Food in Cittaslow Towns: A Cross-Cultural Study

Michael Vieregge (Western State Colorado University)

Restaurant Check Gratuity Guideline Anchors & Their Influence on Tipping Levels

Susan Roe (San Francisco State University)

Websites of Publicly Traded Restaurant Companies: A Content Analysis Revisited

Peter Mitchell (New Mexico State University)

LEADERSHIP

Blue Oak

Full-Range Leadership & Leadership Development Methods in Public Parks & Recreation Organizations in California

Heather Vilhauer (California State University, East Bay)

When Do Abusive Leaders Experience Guilt? The Moderating Roles of Exposed Abuse & Agreeableness

Cass Shum (University of Nevada Las Vegas), Min-Hsuan Tu, & Anthony Gatling

FEATURED TOPIC: WOMEN IN WINE COUNTRY

Salon B

After the Fires: One Year Later

Claudia Vecchio (President & CEO, Sonoma County Tourism)

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Thank you for joining us in beautiful
Sonoma, California! We hope that
your experiences here will have you
returning very soon!

We look forward to seeing you next year for the
2020 West Federation CHRIE Conference!!



For more information about West CHRIE:

www.wfchrie.com