

## **Curriculum Vita**

**Jeffery D Elsworth, PhD**

### **Associate Professor of Hospitality Business Entrepreneurship**

#### **Office:**

*The School of Hospitality Business*  
Eppley Center  
645 N. Shaw Lane, Room 243  
Michigan State University  
East Lansing, Michigan 48824-1121  
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#### **Home:**

5231 Madison Ave., C-2  
Okemos, Michigan 48864  
Telephone: (517) 347-1350

### **Education**

Doctor of Philosophy

Purdue University, West Lafayette, Indiana  
Areas of study: Restaurant Operations, Work Systems, Food Safety and Human Resources.  
Graduated: 2001

Master of Science

Purdue University, West Lafayette, Indiana  
Major: Food and Restaurant Operations  
Graduated: 1998

Bachelor of Science

Purdue University, West Lafayette, Indiana  
Major: Restaurant Management  
Graduated: 1981

### **Teaching Experience**

August 2001-Present

Associate Professor of Hospitality Business Entrepreneurship  
*The School of Hospitality Business*  
Michigan State University, East Lansing, MI  
HB 265 Food Safety, Nutrition and Cost Fundamentals  
HB 267 Food and Beverage Management  
HB 345 Quantity Food Production Systems  
HB 349 Facilities Maintenance and Systems  
HB 358 Introduction to Hospitality Business Entrepreneurship  
HB 458 Advanced Hospitality Business Entrepreneurship  
HB 415 Managing for Quality in the Hospitality Industry  
HB 485 Advanced Hospitality Food Operations  
BUS 491 Entrepreneurship: The New Venture Process  
HB 802 Foodservice Planning and Design  
VM 821 Food Service and Restaurant Food Security Module

August 1996-May 2001                      Graduate Instructor  
 Department of Hospitality and Tourism Management  
 Purdue University, West Lafayette, Indiana  
 HTM 291 Quantity Foods Production Lecture and  
 HTM 291L Quantity Foods Production Laboratory

### **Industry Experience**

1994-1996                                      General Manager and Management Trainer  
 BBQ Development, Inc./DBA Damon's Restaurants  
 Dayton, Ohio

1991-1994                                      General Manager  
 Max & Erma's Restaurants  
 Dayton, Ohio

1986-1991                                      General Manager  
 Spat's International, Inc./DBA Spat's Restaurants  
 Columbus, Ohio and varied other locations

1981-1986                                      General Manager  
 Houlihan's Old Place Restaurants  
 Houston, Texas and varied other locations

### **Articles**

Elsworth, J. (2013, January). Hospitality Entrepreneurship Education: Students' Knowledge and Attitudes, United States Association of Small Business and Entrepreneurship, 27, p. 31.

Elsworth, J. (2011) Hospitality Students' Knowledge and Attitudes Toward Entrepreneurship, International Council of Hotel, Restaurant and Institutional Educators Conference Proceedings, Denver, CO, July 28, 2011.

Elsworth, J. (2010, January 17). Jocks and Jills: The case of the restaurant turnaround, United States Association for Small Business and Entrepreneurship Conference Proceedings (CD), Nashville, TN, January 17, 2010.

Borchgrevink, C. P., Elsworth, J. D., Taylor, S. E. & Christensen, K. L. (2009). Food Intolerances, Food Allergies, and Restaurants. Journal of Culinary Science & Technology, 7(4), 259-284.

Cichy, R., Beck, J. & Elsworth, J. (2009, April 15). Six Practices of Hotel Entrepreneurship. Lodging Hospitality, p. 30-34.

Elsworth, J., Beck, J. & Cichy, R. (2008, Fall). Think like an owner: Identifying the characteristics that are important for ownership-like-thought in the hospitality industry. FIU Hospitality Review, 26(2), 26-42.

Saengratwatchara, S. & Elsworth, J. (2008). Antecedents of Intention to Adopt Web-Based Computer Aided Facility Management System. Family and Consumer Sciences Research Journal, 36(4), 350-357.

Knutson, B., Beck, J. & Elsworth, J. (2006). The Two Dimensions of Restaurant Selection Important to the Mature Market. Journal of Hospitality & Leisure Marketing, 14 (3), 33-45.

- Knutson, B., Elsworth, J. & Beck, J. (2006). Restaurant Discounts for Seniors: Perceptions of the Mature Market. Cornell Hotel and Restaurant Administration Quarterly, 47 (1), 61-74.
- Schmidgall, R., Ninemeier, J. & Elsworth, J. (2005, Spring). Financial information presented at private club board meetings. Praxis: Journal of Applied Hospitality Management, 7 (1), 34-51.
- Cichy, R., Elsworth, J. & Eils, L. (2005, Spring). Fresh Food Vending Trends and Practices. FIU Hospitality Review, 23 (1), 19-27.
- Cichy, R., Elsworth, J. & Eils, L. (2005, Fall). Fresh Food Vending Trends and Practices. InTouch, p. 2.
- Cichy, R., Elsworth, J. & Eils, L. (2005, September). Branded Products, Astute Drivers Are Key To Food Vending Success, Vending Times, 45 (9), p. 35, 37.
- Elsworth, J., Schmidgall, R. & Ninemeier, J. (2005, April). Presenting financial information to club boards of directors. Club Management, 84 (2), 16-25.
- Elsworth, J., Schmidgall, R. & Ninemeier, J. (2004, April). Private club finance committees: Composition and responsibilities. Club Management, 83 (2), 32-38.
- Elsworth, J., Bai, B., Hu, C., & Countryman, C. (2004). Online Travel Planning and College Students: The Spring Break Experience. Journal of Travel & Tourism Marketing, 17 (2/3), 79-91.
- Elsworth, J. (2003, September 22). Read all about it: Keep an eye on local news to ensure accuracy, truthfulness. Nation's Restaurant News, 47 (38), pp. 34, 156.
- Elsworth, J. (2003). Determinants of wages in the food service industry. Praxis: The Journal of Applied Hospitality Management, 6 (1), 72-84.
- Perdue, J., Woods, R., Elsworth, J. & Ninemeier, J. (2003). Use of employee exit interviews in the private club industry. Praxis: The Journal of Applied Hospitality Management, 6 (1), 60-71.
- Hu, C., Bai, B., Elsworth, J. & Countryman, C. (2002). Applying protocol analysis and correspondence analysis to online vacation planning: Are web travel portals created equal? Proceedings of the 2002 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, 14, 154-170). St Clair Shores, MI: International Society of Travel and Tourism Educators.
- Nelson, D., Elsworth, J. & Almanza, B. (2001) Extending the holding time for hot foods: What works and why. FIU Hospitality Review, 19 (2).
- Elsworth, J. (2001). Determinants of wages in the food service industry: A preliminary study. Advances in Hospitality and Tourism Research, 6, 142-149.
- Elsworth, J. & Mills, J. (2001). Hospitality managers in the 21<sup>st</sup> century: Are we preparing our students for their future on-line? Advances in Hospitality and Tourism Research, 6, 150-153.
- Elsworth, J. & Horton, B. (2000). The North American Industry Classification System: How the Changes Impact Accommodations and Foodservices. Advances in Hospitality and Tourism Research, 5, 363-365.

- Elsworth, J., Ghiselli, R. & Cheung, W. (1999). A Comparison of Graduate Student Expectations: Hospitality Management vs. Business Schools. Advances in Hospitality and Tourism Research, 4, 61-70.
- Elsworth, J. (1999). The Use of Return on Investment (ROI) as a Measure of Financial Performance in the Hospitality Industry. Advances in Hospitality and Tourism Research, 4, 307-316.
- Elsworth, J. (1999). The Americans with Disabilities Act: Influences on the Foodservice Consultant Profession. The Consultant, 32 (1), 69-79.
- Ghiselli, R. & Elsworth, J. (1998) Conducting Performance Evaluations in For-profit and Not-for-profit Operations. Praxis: Journal of Applied Hospitality Management, 1 (1), 70-84.
- Elsworth, J. (1997). The Role of Restaurant Information Systems on New Product Development. The Consultant, 30 (4), 49.

### **Publications in Process**

- Elsworth, J. (2012) Customers' Perception of Restaurant Ownership, Submitting for review,
- Elsworth, J. (2011) Hospitality Students' Knowledge and Attitudes Toward Entrepreneurship, Submitting revised version for review (more data), Journal of Hospitality and Tourism Education.

### **Research in Progress**

- Restaurant Atmospherics, with Stephanic, M.
- Restaurant Entrepreneurship and Franchising: Nascent, Emerging, and Mature Franchisors.
- East Lansing Restaurant Incubator Project (case study and research articles)
- Promotions for Nascent Restaurants: What works.

### **Books**

- Cichy, R. & Elsworth, J. (2007). Purchasing for Food Service Operations. Lansing, MI: Educational Institute of the American Hotel & Lodging Association.

### **Book Chapters**

- Elsworth, J. (2008). Casual-service (Midscale) restaurants. In J. Ninemeier & J. Perdue, Discovering Hospitality and Tourism: The World's Greatest Industry, 2<sup>nd</sup> edition. Upper Saddle River, NJ: Pearson Prentice Hall Publishers.
- Elsworth, J. (2005). Casual-service (Midscale) restaurants. In J. Ninemeier & J. Perdue, Hospitality Operations: Careers in the world's greatest industry (pp. 214-228). Upper Saddle River, NJ: Pearson Prentice Hall Publishers.

Hu, C., Bai, B., Elsworth, J. & Countryman, C. (2004). e-Satisfaction of online travel planning: The spring break experience. In J. E. Mills & R. Law (Ed.), Handbook of Consumer Behavior, Tourism, and the Internet. New York: Haworth Hospitality Press.

Elsworth, J., Yoon, B. & Bai, B. (1999). Analysis of Papers Published in the Hospitality Research Journal: Focus and Trends of Subjects, Research Designs and Statistical Techniques. In K. S. Chon (Ed.), The Practice of Graduate Research in Hospitality and Tourism (pp. 163-175). New York: Haworth Hospitality Press.

### **Bulletins or monographs**

Elsworth, J. (2001). Public Health Officials' Attitudes Toward the Media Reporting of Food Service Inspection Reports." Unpublished Ph.D. Dissertation, Purdue University, West Lafayette, IN.

Elsworth, J. (1998). The Americans with Disabilities Act: Influences on the Foodservice Consulting Profession. Unpublished master's thesis, Purdue University, West Lafayette, IN.

### **Reviews**

Reviewed 6 manuscripts for CHRIE Conference paper submissions, February 2013

Reviewed manuscript for the Journal of Hospitality and Tourism Research, September 2012

Reviewed manuscript for the International Journal of Hospitality Management, June 2012

Reviewed 11 manuscripts for United States Association of Small Business and Entrepreneurship Conference paper and case study submissions, September 2012.

Reviewed 5 manuscripts for 18th Annual Hospitality & Tourism Graduate Conference, October 2012

Reviewed 4 manuscripts for CHRIE Conference paper submissions, February 2012

Reviewed manuscript for the Journal of Hospitality and Tourism Research, December 2011

Reviewed manuscript for the International Journal of Hospitality Management, August 2011

Reviewed 5 manuscripts for CHRIE Conference paper submissions, February 2011

Reviewed 4 manuscripts for United States Association of Small Business and Entrepreneurship Conference paper and case study submissions, September 2011.

Reviewed 6 manuscripts for 16th Annual Hospitality & Tourism Graduate Conference, October 2010

Reviewed 5 manuscripts for CHRIE Conference paper submissions, February 2010

Reviewed 12 manuscripts for 15th Annual Hospitality & Tourism Graduate Conference, October 2009

Reviewed 6 manuscripts for CHRIE Conference paper submissions, February 2009

Served as foodservice track chair and reviewed 36 manuscripts for 14th Annual Hospitality & Tourism Graduate Conference, October 2008

Reviewed 5 manuscripts for CHRIE Conference paper submissions, February 2008

Served as foodservice track chair and reviewed 12 manuscripts for 13th Annual Hospitality & Tourism Graduate Conference, October 2007

Reviewed 6 manuscripts for CHRIE Conference paper submissions, February 2007

Served as foodservice track chair and reviewed 5 manuscripts for 12th Annual Hospitality & Tourism Graduate Conference, October 2006

Reviewed 5 manuscripts for CHRIE Conference paper submissions, February 2006

Reviewed 2 manuscripts for the Journal of Hospitality and Leisure Marketing, 2005

Reviewed 6 manuscripts for CHRIE Great Lakes Hospitality Educators Conference paper submissions, December 2005

Reviewed 4 manuscripts for 11th Annual Hospitality & Tourism Graduate Conference, October 2005

Reviewed 2 manuscripts for the Journal of Hospitality, Tourism and Leisure Science, October 2005

Reviewed 5 manuscripts for CHRIE Great Lakes Hospitality Educators Conference paper submissions April 2005

Reviewed 3 manuscripts for CHRIE Conference paper submissions, March 2005

Reviewed 4 manuscripts for CHRIE Great Lakes Hospitality Educators Conference paper submissions April 2004

Reviewed 3 manuscripts for CHRIE Conference paper submissions, March 2004

Reviewed 4 manuscripts for the Journal of Hospitality and Leisure Marketing, 2001-2003

Reviewed 3 manuscripts for CHRIE Conference paper submissions, Spring 2003

Reviewed 1 manuscript for the Hospitality, Tourism & Lodging Science Journal, Fall 2003

Reviewed 4 manuscripts for the Journal of Hospitality and Tourism Education, Spring 2000.

#### **Papers and presentations for learned professional organizations and societies**

Elsworth, J. (2013). Hospitality Entrepreneurship Education: Students' Knowledge and Attitudes, United States Association of Small Business and Entrepreneurship, San Francisco, CA, January 13, 2013

Elsworth, J. (2012). Case Studies in Entrepreneurship: Best practices for publication. United States Association for Small Business and Entrepreneurship Conference, New Orleans, LA, January 14, 2012.

- Elsworth, J. (2011) Hospitality Students' Knowledge and Attitudes Toward Entrepreneurship, International Council of Hotel, Restaurant and Institutional Educators Conference Proceedings, Denver, CO, July 28, 2011.
- Elsworth, J. (2010) Jocks and Jills: The case of the restaurant turnaround, Great Lakes Hospitality & Tourism Educators Conference, Grand Rapids, MI, April 2011.
- Elsworth, J. (2010) Pricing: How much should I charge?, Innovation Club for Entrepreneurs, East Lansing, MI February 2, 2010.
- Elsworth, J. (2010) Jocks and Jills: The case of the restaurant turnaround, United States Association for Small Business and Entrepreneurship Conference, Nashville, TN, January 17, 2010.
- Elsworth, J. (2009) Industry Perspectives on Food Safety, Food Safety and Toxicology Center workshop, June 16, 2009.
- Elsworth, J. (2009). Six Practices of Entrepreneurial Thought and Behavior for Thinking Like an Owner, Council of Hotel and Restaurant Trainers (CHART), Portland, OR, March 9, 2009.
- Elsworth, J. (2009) MSU Entrepreneurship Association Business Plan in a Day: Entrepreneurship Finance seminar, MSU Entrepreneurship Association, East Lansing, MI, February 21, 2009.
- Elsworth, J. (2009). What is The School of Hospitality Business doing to lead the way in Entrepreneurship Education? MSU Entrepreneurial Faculty, East Lansing, MI, January 23, 2009.
- Elsworth, J. (2008). Empowering the Next Entrepreneurial Generation: Entrepreneurship Education and Curriculum, EnGen Conference, East Lansing, MI, November 7, 2008.
- Elsworth, J. (2008). Establishing a foundation for entrepreneurial learning: Balancing classroom and experiential learning, Saginaw Valley State University, Saginaw, MI, September 19, 2008.
- Elsworth, J. & Gollan, J. (2008, July). A Model for Measuring Restaurant Density. Presented at the I-CHRIE Conference, Atlanta, GA, July 31, 2008.
- Elsworth, J. Beck, J. & Cichy, R. (2008, July). Using Qualitative Inquiry to Inform Hospitality Entrepreneurship Education. Presented at the I-CHRIE Conference, Atlanta, GA, July 31, 2008.
- Elsworth, J. (2006, July). New restaurant clustering: The lifestyle center effect. Presented at the I-CHRIE Conference, Washington, D.C., July 27, 2006.
- Elsworth, J., Beck, J. & Cichy, R. (2005, July). Teaching Hospitality Students to 'Think Like an Owner': Identifying entrepreneurial characteristics that can be taught to students in a hospitality curriculum. Presented at the I-CHRIE Conference, Las Vegas, NV, July 28, 2005.
- Elsworth, J., Beck, J. & Cichy, R. (2005, April). Teaching Hospitality Students to 'Think Like an Owner': Identifying entrepreneurial characteristics that can be taught to students in a hospitality curriculum. Presented at the CHRIE Great Lakes Hospitality Research Conference, Indianapolis, IN April 9, 2005.

- Elsworth, J. (2005, April). Teaching students about the restaurant industry: Tools and projects that can be applied in an introductory restaurant business course. Presented at the CHRIE Great Lakes Hospitality Research Conference, Indianapolis, IN April 9, 2005.
- Elsworth, J. (2004, April). New restaurant clustering: The lifestyle center effect. Presented at the CHRIE Great Lakes Hospitality Research Conference, Ypsilanti, MI. April 17, 2004.
- Elsworth, J. & Schmidgall, R. (2004, April). Financial information presented at private club board meetings. Presented at the CHRIE Great Lakes Hospitality Research Conference, Ypsilanti, MI. April 17, 2004.
- Elsworth, J. Singh, A.J. & Knutson, B. (2003, August). Analyzing guest satisfaction in the U.S. lodging industry: Using the ACSI model as a service quality scoreboard. Presented at the International Council on Hotel, Restaurant and Institutional Education (CHRIE) Conference (refereed proceedings). August 6-9, 2003.
- Elsworth, J., Beck, J., Singh, A.J., Knutson, B. & Cichy, R. (2003, August). Future events and their impact on the U.S. hospitality industry. Presented at the International Council on Hotel, Restaurant and Institutional Education (CHRIE) Conference (refereed proceedings). August 6-9, 2003.
- Hu, C., Bai, B., Elsworth, J. & Countryman, C. (2003, June). Understanding Consumer Behavior through Online Vacation Planning. Presented at the 2003 Annual Travel and Tourism Research Association (TTRA) Conference (refereed proceedings), June 15-18, 2003. St. Louis, MO.
- Elsworth, J. (2002, September). What are public health officials' attitudes toward the media reporting of foodservice inspection reports?" Presented to the National Conference for Food Safety Educators, Orlando, FL.
- Elsworth, J. (2001). Determinants of wages in the food service industry. Presentation at the 6<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism., Atlanta, GA.
- Elsworth, J. & Mills, J. (2001). Hospitality managers in the 21<sup>st</sup> century: Are we preparing our students for their future on-line? Poster presentation at the 6<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Atlanta, GA.
- Elsworth, J. (2000). Strategic Human Resource Development in Hospitality: Directions for the Future. Paper presented HTM Department Symposium, Purdue University, West Lafayette, IN.
- Elsworth, J. & Horton, B. (2000). The North American Industry Classification System: How the Changes Impact Accommodations and Foodservices. Presentation at the 5<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.
- Elsworth, J., Ghiselli, R. & Cheung, W. (1999). A Comparison of Graduate Student Expectations: Hospitality Management vs. Business Schools. Presentation at the 4<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.
- Elsworth, J. (1999). The Use of Return on Investment (ROI) as a Measure of Financial Performance in the Hospitality Industry. Presentation at the 4<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.



Elsworth, J., Yoon, B. & Bai, B. (1999). Analysis of Papers Published in the Hospitality Research Journal: Focus and Trends of Subjects, Research Designs and Statistical Techniques. Presentation at the 3rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Ghiselli, R. & Elsworth, J. (1998) Conducting Performance Evaluations in For-profit and Not-for-profit Operations. Presentation at the CHRIE convention, Miami, FL.

### **Executive Education Presentations**

Food Safety, as it relates to Security, with the discussion centered around the airline catering facility. International Flight Services Association, Houston, TX, September 2007.

Air Force Advanced Business Management Program. Course, Exam and Project Co-Facilitator. Taught Training Methods, Food & Beverage Trends and Increasing Profits through Internal Controls Modules. June 18-30, 2006.

Air Force Advanced Business Management Program. Course, Exam and Project Co-Facilitator. Taught Training Methods, Food & Beverage Trends and Increasing Profits through Internal Controls Modules. July 10-22, 2005.

Customer Satisfaction: Theory and Measurement for Older Adult Feeding Programs. Michigan State Agency on Aging, Lansing, MI, May 12, 2005.

Menu planning: Trends and issues. Presented to the Center for Citizen Initiatives Productivity Enhancement Program, Russian Hotel and Hospitality Delegation. East Lansing, MI. November 13, 2003. Two-hour presentation.

What faculty members know and more importantly don't know about restaurant management training. Houston's Restaurants Management Training Workshop, St Helena, CA, January 4-8, 2003. Two-hours of presentation on two days.

Menu Planning: Trends and Issues. Latin American/Caribbean Trade Mission Management Educational Seminar, U.S. Department of Agriculture, Foreign Agricultural Service, Cochran Fellowship Program. Atlanta, GA, June 25, 2002. Three-hour presentation.

Serving Safe Food. Latin American/Caribbean Trade Mission Management Educational Seminar, U.S. Department of Agriculture, Foreign Agricultural Service, Cochran Fellowship Program. Atlanta, GA, June 26, 2002. Three-hour presentation.

### **Presentations to Academic Institutions**

Menu Planning: Trends and issues. Lecture delivered to juniors and seniors at Niagara University, February 2001.

Purchasing: Determining a supplier. Lecture delivered to juniors and seniors at the University of Nevada at Las Vegas, March 2001

Determinants of wages paid in the foodservice industry. Lecture delivered to members of the faculty at the University of Nevada at Las Vegas, March 2001.

How to find a job after getting your Ph.D. Lecture delivered to graduate students at Purdue University, November 2001.

## **Participation in Regional, National and International Learned Organizations**

### **2012-2013**

Dale Carnegie Course Program completion, June 2012

msuEnet, East Lansing, MI, February 2013

United States Association of Small Business and Entrepreneurship, San Francisco, CA, January 2013

Restaurant Finance and Development, Las Vegas, NV, November 2012

Hilton Lecture Series, East Lansing, MI. October 2012.

National Restaurant Association Show and Conference, Chicago, IL. May 2012

### **2011-2012**

Dale Carnegie Course Program, April 2012

msuEnet, East Lansing, MI, February 2012

United States Association of Small Business and Entrepreneurship, New Orleans, LA, January 2012

Restaurant Finance and Development, Las Vegas, NV, December 2011

Hilton Lecture Series XVIII, East Lansing, MI. September 2011.

International Council on Hotel, Restaurant and Institutional Educators (ICHRIE), Atlanta, GA. July 2011.

National Restaurant Association Show and Conference, Chicago, IL. May 2011

### **2010-2011:**

msuEnet, East Lansing, MI, February 2011

National Restaurant Association Show and Conference, Chicago, IL. May 2010

JumpStart: Creating Entrepreneurial Opportunities in Mid-Michigan Communities, October 2010

Hilton Lecture Series XVIII, East Lansing, MI. October 2010.

### **2009-2010:**

*The School of Hospitality Business Entrepreneurship Advisory Council*, East Lansing, MI, March 2010

National Restaurant Association Show and Conference, Chicago, IL. May 2009

JumpStart: Creating Entrepreneurial Opportunities in Mid-Michigan Communities, October 2009

Hilton Lecture Series XVII, East Lansing, MI. November 2009.

**2008-2009:**

*The School of Hospitality Business Entrepreneurship Advisory Council*, East Lansing, MI, April, 2009

Council of Hotel and Restaurant Trainers (CHART), Portland, OR, March 2009.

**2007-2008:**

*The School of Hospitality Business Entrepreneurship Advisory Council*, East Lansing, MI, March 2008

National Restaurant Association Show and Conference, Chicago, IL. May 2008

International Council on Hotel, Restaurant and Institutional Educators (ICHRIE), Atlanta, GA. July 2008.

Hilton Lecture Series XVII, East Lansing, MI. September 2008.

Served as foodservice track chair for 14th Annual Hospitality & Tourism Graduate Conference, October 2008.

JumpStart: Creating Entrepreneurial Opportunities in Mid-Michigan Communities, October 2008

EnGen: Energizing the next Entrepreneurial Generation, East Lansing, MI, November 2008

**2006-2007:**

National Restaurant Association Show and Conference, Chicago, IL. May 2007

Hilton Lecture Series XVII, East Lansing, MI. October 2007.

Served as foodservice track chair for 13th Annual Hospitality & Tourism Graduate Conference, October 2007.

**2005-2006:**

National Restaurant Association Show and Conference, Chicago, IL. May 2006

International Council on Hotel, Restaurant and Institutional Educators (ICHRIE), Washington, DC. July 2006.

Hilton Lecture Series XVII, East Lansing, MI. October 2006.

Served as foodservice track chair for 12th Annual Hospitality & Tourism Graduate Conference, October 2006.

**2004-2005:**

Eta Sigma Delta Banquet, East Lansing, MI. February 2005

Great Lakes Hospitality & Tourism Educators Conference, Indianapolis, IN. April 2005.

National Restaurant Association Show and Conference, Chicago, IL. May 2005

International Council on Hotel, Restaurant and Institutional Educators (ICHRIE), Las Vegas, NV. July 2005

Michigan Council on Hotel, Restaurant and Institutional Educators (MICHRIE), East Lansing, MI. September 2005

Michigan Restaurant Association Show, Novi, MI. October 2005

Hilton Lecture Series XVI, East Lansing, MI. October 2005.

Great Lakes Hospitality & Tourism Educators Conference, East Lansing, MI. December 2005.

#### **2003-2004:**

Great Lakes Hospitality & Tourism Educators Conference, Ypsilanti, MI. April 2004.

National Restaurant Association Show and Conference, Chicago, IL. May 2004

Michigan Council on Hotel, Restaurant and Institutional Educators (MICHRIE), East Lansing, MI. June 2004

International Council on Hotel, Restaurant and Institutional Educators (ICHRIE), Philadelphia, PA. August 2004

Michigan Council on Hotel, Restaurant and Institutional Educators (MICHRIE), East Lansing, MI. September 2004

National Automatic Merchandising Association Expo, Chicago, IL. October 2004

Hilton Lecture Series XV, East Lansing, MI. October 2004

#### **2002-2003:**

National Automatic Merchandising Association Educational Seminar, East Lansing, MI. January 2003

Eta Sigma Delta Banquet, East Lansing, MI. February 2003

National Restaurant Association Show and Conference, Chicago, IL. May 2003

Michigan Council on Hotel, Restaurant and Institutional Educators (MICHRIE), East Lansing, MI. June 2003

International Council on Hotel, Restaurant and Institutional Educators (ICHRIE), Indian Wells, CA. August 2003

Michigan Council on Hotel, Restaurant and Institutional Educators (MICHRIE), East Lansing, MI. September 2003

Michigan Restaurant Association Show, Novi, MI. October 2003

Hilton Lecture Series XIV, East Lansing, MI. October 2003

Eta Sigma Delta Banquet, East Lansing, MI. December 2003

#### **2001-2002:**

Lansing Chef's Association Dinner, Lansing, MI. February 2002

Michigan Hospitality Educator's Conference, Bloomfield Hills, MI. February 2002

National Restaurant Association Show and Conference, Chicago, IL. May 2002

Food Safety Educators Conference, Orlando, FL. September 2002

Michigan Restaurant Association Show, Novi, MI. October 2002

Hilton Lecture Series XIII, East Lansing, MI. October 2002

Michigan Hotel, Motel & Resort Association, East Lansing, MI. December 2002

#### **2000-2001:**

National Restaurant Association Show and Conference, Chicago, IL. May 2001

Spartan Hospitality Educators Summit, Hilton Lecture Series XII, East Lansing, MI. September 2001

Club Managers Association of America (CMAA), East Lansing, MI. October 2001

Michigan Restaurant Association Show, Novi, MI. October 2001

Eta Sigma Delta Banquet Guest Speaker, East Lansing, MI. November 2001

#### **Reports or studies**

Impact of Foodservice Manager Credentialing on Food Safety, USDA grant accepted for funding beginning in 2004, Funding approved for \$143,506. With Almanza, B., Nelson, D. & Ghiselli, R., Purdue University.

Developed content and format for Food Safety Tool Kit Website along with Dr. Richard Ghiselli and Dr. Barbara Almanza. July 2000. USDA Cooperative Extension Grant.

Developed content and format for the American Resort Development Association's on-line education program along with Brett Horton and Dr. Robert Woods. January 1999.

Consulted on new business start-up including a complete building renovation, design for ADA compliance, marketing plan and human resources management strategy. Alexander's Restaurant, Washington, IN. June 1999.

Elsworth, J. & Almanza, B. (1997, December). Ice and Ice Machines. RHIT-AA 97-1. Prepared for Mobile Ice Systems Co. with the support of the Arthur Avery Research Laboratory, Department of Restaurant, Hotel, Institutional and Tourism Management, Purdue University, West Lafayette, IN.

#### **Number of Grants Received**

Mosh Pits, Bar Camps, and Biz-Broker in Residence: Empowering The Next ENTREpreneurial GENERation (EnGen) in Mid Michigan, The Michigan Initiative for Innovation and Entrepreneurship (MIIE) Talent Retention and Entrepreneurship Education Fund, May 2009 – May 2010, \$10,000

Restaurant Entrepreneurship and Franchising: Nascent, Emerging, and Mature Franchisors, With Knutson, B. The School of Hospitality Business Summer research grant for Summer 2007, \$3000.

Food Intolerances, Food Allergies and Restaurants, with Borchgrevink, C. The School of Hospitality Business Summer research grant for Summer 2006, \$3000.

Think Like an Owner: Identifying the Characteristics That are Important for “Ownership-Like Thought”, Decision-Making, and Success in the Hospitality Industry. Eli Broad College of Business Summer grant funding for Summer 2006, \$10,000.

Impact of Foodservice Manager Credentialing on Food Safety, USDA grant accepted for funding beginning in 2004, Funding approved for \$143,506. With Almanza, B., Nelson, D. & Ghiselli, R., Purdue University.

The Americans with Disabilities Act: Influences on the Foodservice Consulting Profession. Funding from the Foodservice Consultants Society International (FCSI) \$2000.

### **Honors and Awards**

Graduate of the Dale Carnegie Course Program, June 2012

2010 MSU Department of Residence Life Special Recognition

2009 The School of Hospitality Business Outstanding Faculty Member, Hospitality Association

2001 Best Paper Award, 6<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.

2001 Winner of the Consumer and Family Sciences Outstanding Ph.D. Student Award

1999 Winner of the Outstanding Teaching Assistant in RHIT Award.

1999 Selected for and completed National Science Foundation funded Applied Management Principles Program for Purdue Science and Engineering Doctoral Students.

1998 Winner of the Consumer and Family Sciences Outstanding Master’s Student Award

1997 Winner of the Foodservice Consultants Society International Student Essay Contest.

1996 Howard Rosfeld Scholarship Recipient for industry and academic achievement.

### **Professional Associations and Activities**

Member of the United States Association of Small Business and Entrepreneurship (USASBE)

Member of the International Council for Small Business (ICSB)

Member of the Hospitality Education Alliance of Michigan

Member of the International Council of Hotel, Restaurant, and Institutional Educators (ICHRIE)

Member of the Foodservice Consultants Society International (FCSI).

Member of the National Restaurant Association (NRA).

Member of the Michigan Restaurant Association (MRA).

Member of the Small Business Association of Michigan (SBAM).

Member of the International Council of Shopping Centers (ICSC).

Gamma Sigma Delta Honor Society.

Phi Kappa Psi Social Fraternity