

**DINA MARIE V. ZEMKE, Ph.D., RPA, CHE, LEED Green Associate**

**Education:**      **UNIVERSITY OF NEVADA, LAS VEGAS (2003)**      Las Vegas, NV  
Ph.D., Hospitality Administration  
Dissertation: The effect of ambient scent on social interactions and affiliation behaviors.  
Available through *Dissertation Abstracts International*, 64 (8), pg. 2987 (UMI No. 3102468).

**UNIVERSITY OF MINNESOTA (1990)**      Minneapolis, MN  
M.B.A., Operations Management

**CORNELL UNIVERSITY (1985)**      Ithaca, NY  
B.S., Hotel Administration

**Experience:**

**BALL STATE UNIVERSITY**, August 2019 to present  
Miller College of Business  
Department of Applied Business Studies  
Associate Professor of Residential Property Management (RPM)  
Area Coordinator for RPM Program, August 2020 - present

**UNIVERSITY OF NEVADA, LAS VEGAS**, August 2012 to July 2019  
William F. Harrah College of Hospitality  
Department of Resorts, Gaming & Golf Management  
Assistant Professor

**JOHNSON & WALES UNIVERSITY – CHARLOTTE**, December 2008 to June 2012  
The Hospitality College  
Associate Professor

**CORNELL UNIVERSITY**, July 2005 to December 2008  
School of Hotel Administration  
Assistant Professor

**UNIVERSITY OF NEW HAMPSHIRE**, August 2003 to May 2005  
Whittemore School of Business and Economics, Department of Hospitality Management  
Assistant Professor

**UNIVERSITY OF NEVADA, LAS VEGAS**, January 2000 to August 2003  
William F. Harrah College of Hotel Administration  
Doctoral Student and Graduate Assistant

**AMERICAN CANCER SOCIETY**, 1998 to 2000  
Community Development Representative, Madison, WI

- Responsible for developing, planning, and executing effective fundraising, education, and service programs. The success of the fundraising effort was dependent on effective recruitment and management of volunteers.

**EQUITABLE/EQ FINANCIAL CONSULTANTS, INC.**, 1997 to 1998  
Agent and Registered Representative, Madison, WI

- Responsible for developing a client base in the individual and small/medium-sized business markets. Products included securities and insurance products.

**OTIS ELEVATOR COMPANY, 1990 to 1997**

Branch Manager/Senior Account Manager, various locations

- Responsible for market share growth through the sale of maintenance, modernization, and repairs to new and existing customers. Ensured performance of work sold, contract management, collections of accounts receivable, and overall territory management.

**HILTON HOTELS CORPORATION, 1985 to 1989**

Acting Chief Engineer, Tarrytown Hilton Inn, Tarrytown, NY 1988 to 1989

Technical Assistant, Hotel Waldorf=Astoria, New York, NY 1985 to 1988

- Responsible for management of all capital improvement projects and for the property's computerized building management systems and work order system. Supervised both union and non-union personnel. Developed capital budgets and departmental cost control.

**Publications – refereed journals:**

Zemke, D. V., Tang, J., Raab, C., & Kim, J. (2020). How to build a better robot...for quick service restaurants. *Journal of Hospitality & Tourism Research*. <https://doi.org/10.1177%2F1096348020946383>

Joe, S.-J., Kim, J., & Zemke, D. V. (2020). Effects of social influence and entertainment value on kiosk acceptance with a moderating role of gender. *International Journal of Hospitality and Tourism Administration*. <https://doi.org/10.1080/15256480.2020.1746217>

Zemke, D. V., Zhong, Y.Y., & Raab, C. (2019). Measuring the esoteric: Hotel design quality. *Property Management*, 37(1), 97-114.

Zemke, D.V., Raab, C., & Wu, K. (2018). How does hotel design contribute to property performance? *International Journal of Contemporary Hospitality Management*, 30(2), 919-938.

Kim, J., Yoon, S., & Zemke, D.V. (2017). Determinants of customers' adoption of location-based services (LBS) in the lodging industry. *Journal of Hospitality and Tourism Technology*, 8(3), 337-356.

Zemke, D.V., Chen, Y., Raab, C., & Zhong, Y.Y. (2017). Hotel design's influence on guest satisfaction and behavioral intentions. *Anatolia: An International Journal of Hospitality and Tourism Research*, 28(3), 338-350.

Raab, C., & Zemke, D.V. (2016). Activity-based costing in the restaurant industry: What's past is prologue. *Journal of Hospitality Financial Management*, 24(2), 133-146.

Mazurenko, O., Zemke, D.V., & Lefforge, N. (2016). Who is a hospital's customer? It depends on where you sit. *Journal of Healthcare Management*, 61(5), 319-333.

Mazurenko, O., Zemke, D.V., Lefforge, N.L., Shoemaker, S., & Menachemi, N. (2015). What determines the patient experience? Exploring the patient, clinical staff, and management perspectives. *Journal of Healthcare Management*, 60(5), 332-346.

Zemke, D.V., Neal, J., Shoemaker, S., & Kirsch, K. (2015). Hotel cleanliness: Will guests pay for enhanced disinfection? *International Journal of Contemporary Hospitality Management*, 27(4), 690-710.

Chen, S. C., Shoemaker, S., & Zemke, D.V. (2013). Segmenting slot machine players: A factor-cluster analysis. *International Journal of Contemporary Hospitality Management*, 25(1), 23-48.

Raab, C., Zemke, D.V., Hertzman, J. L., & Singh, D. (2013). Restaurant customers' perceptions of noise and their satisfaction and loyalty behaviors. *International Journal of Hospitality & Tourism Administration*, 14(4), 398 – 414.

Zemke, D.V., Hertzman, J. L., Raab, C., & Singh, D. (2011). A little more noise and a little less conversation? Ambient noise in restaurants. *Journal of Foodservice Business Research*, 14, 256-271.

Zemke, D. V. & Shoemaker, S. (2009). An overview of consumer non-problem gaming research. *Worldwide Hospitality and Tourism Themes*, 1, 355 – 365.

Zemke, D. V., & Pullman, M. (2008). Assessing the value of good design in hotels. *Building Research & Information*, 36, 543- 556.

Zemke, D. V., & Shoemaker, S. (2008). A sociable atmosphere: Ambient scent's effect on social interaction. *Cornell Hotel and Restaurant Administration Quarterly*, 49, 317-329.

Zemke, D. V., & Shoemaker, S. (2007). Scent across a crowded room: Exploring the effect of ambient scent on social interactions. *International Journal of Hospitality Management*, 26, 927-940.

Kincaid, C. S., & Zemke, D. V. (2006). Perceptions of cheating: An exploratory study. *Journal of Hospitality and Tourism Education*, 18, 47-55.

Shoemaker, S., & Zemke, D. V. (2005). The “locals” market: A new gaming segment. *Journal of Gambling Studies*, 21, 379-409.

#### **Publications – invited (refereed journal):**

Kroeze, C., Zemke, D.V., & Raab, C. (2018). Improving airline bankruptcy prediction. *Journal of Hospitality Financial Management*, 26(2), article 6. DOI: <https://doi.org/10.7275/nqny-pc47>

#### **Papers under review (all refereed):**

Tang, J., Raab, C., & Zemke, D.V. Choi, C.B. The effect of the minimum server wage on restaurant guest tipping behavior. Submitted to *Journal of Foodservice Business Research*, June 2020.

Belarmino, A., & Zemke, D.V. Cultivating the role of hotel housekeeping management as a preferred profession: An exploratory study. Submitted to *Anatolia*, July 2020.

#### **Work in progress:**

Zemke, D.V., Meyer, S., Kroeze, C., & Buenger, E. Working title: How can the hospitality industry better serve guests with dementia? The general review paper will be submitted to the *International Journal of Contemporary Hospitality Management*, August 2020.

Zemke, D.V., Bergman, C., Bungum, T., & Buenger, E. Working title: Is there a relationship between an open kitchen floorplan and obesity? Data collection completed November 2019.

Peralez, J., & Zemke, D.V. Working title: Emotional labor in the RPM industry. Will submit paper to *Journal of Property Management*, July 2020.

Tang, J., Zemke, D.V., & Raab, C. Working title: “The experience(d) economy”. Preparing a research note for the *Journal of Hospitality & Tourism Research* for submission in August 2020.

#### **Books:**

Zemke, D. (2018). *Managing the Built Environment in Hospitality Facilities (2<sup>nd</sup> ed.)*. Dubuque, IA: Kendall Hunt Publishing.

Jones, T., & Zemke, D.V. (2010). *Managing the Built Environment in Hospitality Facilities (1<sup>st</sup> ed)*. Upper Saddle River, NJ: Prentice-Hall.

Zemke, D. V. (editor) (2003). *Shannon Bybee: Evidence of a Serendipitous Career in Gaming*. Boston: Pearson Custom Publishing. This publication was funded by a grant from the Ace Denken Group.

#### **Book chapters and miscellaneous:**

Zemke, D. V. (2005). Several encyclopedia entries, including Perceptual Mapping, Malcolm Baldrige Award, Experience Economy, Atmospheric, Biases in Consumer Decision-Making, Framing, and Vertical Transportation in the International Encyclopedia of Hospitality Management (Abraham Pizam, Editor). Oxford, U.K.: Elsevier Limited.

Zemke, D. V. (2003). The hospitality industry and the environment. Book chapter in *Introduction to Hospitality*, (Gail Sammons, ed.). Upper Saddle River, NJ: Pearson Custom Publishing. The textbook is customized for use at the University of Nevada, Las Vegas in HMD 101 – Introduction to the Hospitality Industry.

#### **Invited publications (non-refereed):**

Zemke, D.V., & Jung, S.Y. (May, 2015). How can academia plant the seeds of sustainability in future managers? *Hotel Business Review*.

#### **Conference proceedings (all refereed):**

Mazurenko, O., Zemke, D.V., & Lefforge, N.L. What determines patient experience? Exploring patient, clinical staff, and management perspectives. Presented at the Academy of Management 2015 Annual Meeting. August 7-11, 2015; Vancouver, B.C.

Shoemaker, S. & Zemke, D.V. Segmenting slot players: A factor-cluster analysis. Presented at the 15<sup>th</sup> International Conference on Gambling and Risk Taking. May 30, 2013; Las Vegas, NV.

Zemke, D.V. Teaching facilities management in the hospitality curriculum. Presented at Western CHRIE. February, 2013; Denver, CO.

Zemke, D.V., Hertzman, J. L., & Raab, C. A little more noise and a little less conversation? Ambient noise in restaurants. Presented at the SouthEast CHRIE Meeting, February 2009, Atlanta, GA.

Pullman, M. & Zemke, D.V. The design lens: Comparing different stakeholders' quality assessment of Servicescapes. Presented at the 16<sup>th</sup> Annual AMA Frontiers in Service Conference in October, 2007.

Pullman, M. & Zemke, D.V. Rose colored glasses: How different stakeholders view design quality in servicescapes. Presented at the 2007 DSI Annual Meeting in November, 2007.

Kincaid, C., & Zemke, D.V. Cheating ways and means: An exploration. Presented at the 2004 International CHRIE Conference, Philadelphia, PA, July 28 – 31, 2004.

Zemke, D.V. The effect of ambient scent of affiliation behaviors and social interaction. Presented at the 9<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, January 6 – 8, 2004.

Zemke, D.V., & Shoemaker, S. Gambling attitudes and behaviors: A comparative study of the local resident versus the tourist. Presented at the 8<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, January 5-7, 2003.

Zemke, D.V. (2002). Undergraduate curriculum review: A survey of hospitality school alumni. Presented at the 7<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, January 3-5, 2002.

Chong, Y.K, Raab, C., & Zemke, D.V. (2002). Means-end chain model for restaurant attributes. Presented at the 7<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, January 3-5, 2002.

Shoemaker, S., & Zemke, D.V. (2001). The locals market: A new gaming segment. Presented at the CHRIE 2001 Conference, Toronto, ON, July 28, 2001.

Zemke, D.V. (2001). Green marketing in the hotel industry. Presented at the 6<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Atlanta, GA, January 6, 2001.

### **Conference symposia/other presentations**

Zemke, D. V., & Mejia, C. (2018). *The "Wheelchair Jimmy" Project: Teaching ADA-friendliness vs. compliance.* Presented this *Master Teaching Session* at the 2018 ICHRIE conference on July 27, 2018.

Zemke, D. V. *Sustainable meeting and event practices: The state of the industry.* Presented at Sustainable Meetings Conference, Baltimore, MD, September 16, 2016 (via Skype).

Zemke, D. V. & Kim, Y.S. *Sustainable meeting and event practices: The state of the industry.* Presented at IMEX North America, Las Vegas, NV, October 18, 2016.

Simons, R. & Zemke, D. V. *Sustainable meeting and event practices: The state of the industry.* Presented via GMIC webinar, November 17, 2016.

Zemke, D. V., & Pandit, R. *The future is now! LED technology is taking over the world!* Symposium, ICHRIE 2016, July 20, 2016.

Zemke, D. V. *What commercial real estate can learn from the hotel industry.* Presented at the Building Owners and Managers Association (BOMA) 2106 conference, Washington, D.C., June 29, 2016.

Zemke, D. V., & Pandit, R. *The three Cs of effective renovations for hospitality properties.* Symposium, ICHRIE 2012, July 2012.

Zemke, D.V., & Pandit, R. *The three Cs of energy management: Consumption, conservation, and cost.* Symposium, ICHRIE, July 2011.

Zemke, D.V., & Pandit, R. *A crash course in environmental terms and alternative energy methods.* Symposium, ICHRIE, July 2010.

Pandit, R., & Zemke, D.V. *The lodging facilities manager: Just a handyman? Or a manager? Why is he/she important to you, the CHRIE member?* Symposium, ICHRIE 2006, July 2006.

### **Invited Presentations:**

Zemke, D. V. (2019). *Partnerships between industry and academia can be fruitful.* 2019 ISSA North America, Las Vegas, NV, November 20, 2019.

Belarmino, A., & Zemke, D. V. (2019). *Hotel housekeeping challenges and solutions.* 2019 ISSA North America, Las Vegas, NV, November 19, 2019.

### **Accepted Presentations:**

Earhart, C., Zemke, D., Hji-Avgoustis, S., & Rentschler, S. *A "Plan B" for RPM internships during the COVID-19 pandemic*. Accepted for presentation at the 2020 HERA Conference. The conference was originally scheduled for October 2020, but has been postponed until November 3, 2021 in Minneapolis, MN.

### **Research Reports:**

Belarmino, A., & Zemke, D. V. *Measuring satisfaction with an international hospitality organization*. This is in fulfillment of a contract between UNLV and the IEHA; report submitted July 2020.

Zemke, D.V., & Kim, Y-S. (2016). *Sustainable Meeting and Event Practices: The State of the Industry*. Study conducted for the Events Industry Council Sustainability Initiative (formerly, Green Meeting Industry Council). Report is available at: [www.eicsustainability.org/page/EducationResources](http://www.eicsustainability.org/page/EducationResources)

### **White Papers (sponsor reports):**

Zemke, D.V. & Garner, V. (2016). Water consumption, measurement, and reporting – moving toward a unified metric in the meetings and events industry. Prepared for the GMIC as part of the *Sustainable Meeting and Event Practices: The State of the Industry* study.

Zemke, D.V. & Garner, V. (2016). Carbon measurement in the meetings and events industry: The need for clear and consistent reporting. Prepared for the GMIC as part of the *Sustainable Meeting and Event Practices: The State of the Industry* study.

Zemke, D.V. (2016). What do planners want? Prepared for the GMIC as part of the *Sustainable Meeting and Event Practices: The State of the Industry* study.

Zemke, D.V. (2016). Food donation and food waste management. Prepared for the GMIC as part of the *Sustainable Meeting and Event Practices: The State of the Industry* study.

### **Honors/Awards:**

*Journal of Hospitality and Tourism Research's* Reviewer of the Year, awarded at the ICHRIE Conference in Baltimore, MD, July 28, 2017.

Highly Commended Award winner, Literati Network Awards for Excellence 2010, Emerald Literati Network, for Zemke, D. V. & Shoemaker, S. (2009). An overview of consumer non-problem gaming research. *Worldwide Hospitality and Tourism Themes*, 1, 355 – 365.

Best Conference Paper award for “*Means-End Chain Model for Restaurant Attributes*” (authors Chong, Y.K., Raab, C., & Zemke, D. V.), presented at the 7<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, January 3-5, 2002.

### **Teaching Experience:**

#### **Ball State University:**

PMGT 255 Facilities Management  
PMGT 305 Maintenance for Managers  
PMGT 330 Apartment Financial Management  
PMGT 369 RPM Internship  
PMGT 375 Simulation in RPM  
PMGT 425/535 “RPM Project”  
PMGT 435 Trends and Issues in RPM  
FCS 595 Independent Study  
CRPR 698 Creative Project

**University of Nevada, Las Vegas:**

HMD 101 – Introduction to the Hospitality Industry  
HMD 395 – Facilities Management  
TCA 380 – Marketing  
HMD 454 – Strategic Management in Hospitality  
HOA 716 – Principles and Practices of Hotel Management  
HOA 760 – Research Seminar in Hotel Administration

**Johnson & Wales University:**

HOSP 4060 – Hospitality Management Seminar  
HOSP 3033 – Hotel Property Operations  
HOSP 2011 – Hospitality Sales and Meeting Management  
SEE 2010 – Facilities Operations  
SEE 2030 – The Entertainment Industry  
SEE 2070 – The Gaming Industry  
SEE 4050 – Public Assembly Facilities Management

**Cornell University:**

HA 3355 – Hospitality Facilities Management

**University of New Hampshire:**

HMGT 554 – Lodging Operations Management  
HMGT 600 – Hospitality Marketing Management  
HMGT 603 – Service Industries Operations Management  
HMGT 777 – Casino Management

**Ecole Hotelier de Lausanne, Lausanne, Switzerland:**

BOS 1744 – Gaming Management. Summer 2007 (visiting professor)

**Committee Work:**

**University of Nevada Las Vegas**

**Special Task Force for master's program review:** member, September 2017- present

**RGG Department:**

Accounting search committee, Spring 2016  
Hospitality & Gaming Analytics search (chair), September 2016 – September 2017  
Bylaws committee (ad hoc), 2016

**UNLV Solar Decathlon Team:** faculty advisor, 2016 – 2017.

**UNLV Sustainability Council:** Council member, 2015 – present.

**Hotel College Ph.D. Admissions Committee:** UNLV, 2014 – 2016.

**UNLV Hotel College Search:** Accounting, Spring 2013

**Hotel College Sustainability Committee:** UNLV, committee member.

**Graduate Faculty:** member.

**Ph.D. Committee:** served as the student representative on the Ph.D. Committee for the UNLV William F. Harrah College of Hotel Administration (2002-03).

**Johnson & Wales University:**

**Hotel/Lodging Management Curriculum Review:** university-wide (four campuses). Co-chair of the committee, beginning February 2012.

**Faculty Caucus:** Hospitality College representative, Johnson & Wales University – Charlotte.

**Faculty Development Committee:** Johnson & Wales University – Charlotte. Interim chair 2011-12 academic year.

**Hotel & Lodging Management Program Review:** Johnson & Wales University – Charlotte. Committee chair, 2010-11 academic year.

**HOSP 4060 Course Review Team:** university-wide. 2010 to 2012.

**Green Committee:** Johnson & Wales University - Charlotte.

**Cornell University:**

**Graduate Faculty:** member.

**Undergraduate Interview Committee:** School of Hotel Administration.

**University of New Hampshire:**

**Curriculum Committee:** Whittemore School of Business and Economics.

**Ph.D Committee:**

Jason Tang (Hospitality Administration) – committee member, April 2018 - present

Beth Waites (Education Psychology) – Graduate College representative, April 2017 – January 2020

Anna Kharitonova (Hospitality Administration) – committee member; completed April 2019

**Master's Degree Committee:**

Brian Wilde (School of Dental Medicine) – thesis committee member (2015)

**Creative Project Chair (Ball State University):**

Anquanette Williams (Spring/Summer 2020)

**Professional Paper Chair (all Hotel College):**

Gus Ramasco (Spring 2019)

Cameron Carlson (Summer 2018 – present)

Virginia Garner (Fall 2016)

Zachary Substanley (Spring 2014)

Jennifer Paik (Spring 2014)

Kyle Garbacz (Spring 2013)

**Professional Paper Committee:**

Noelle Lefforge (Health Care Administration) – Graduate College representative for Dr. Lefforge's pro paper committee (2016)

**Independent Study Supervision:**

Anquanette Williams (2020) – prepared issues and trends in RPM; prepared for CAM exam

Shin Yong (Shawn) Jung (2015) – prepared case study in sustainable meetings & events

**Graduate Student Internship Supervision:**

Cameron Carlson, Summer 2018. Internship at Boyd Gaming.

Jennifer Paik, Summer 2013. Internship at The Cosmopolitan.



### **Other service (non-committee work) - University:**

Residential Property Management Association (RPMA) – faculty assistant advisor to this student club; Ball State University.

CoRE presentation on assembling an interdisciplinary team to conduct healthcare + hospitality research, September 2, 2014.

Best Professional Paper award committee (UNLV Hotel College), 2014.

UNLV/Las Vegas Sands Sustainable Hospitality Student Challenge – competition coordinator/faculty advisor, 2012-13.

Zemke, D.V., & Sukalakamala, P. (2012) *Academic journal articles: Tearing them apart; putting them together*. Presentation for JWU-Charlotte Faculty In-Service session on January 27, 2012.

Undergraduate Advisor: Johnson & Wales University – Charlotte; Cornell University; University of New Hampshire.

SHA/ACEF Undergraduate Writing Awards, served as judge, Spring 2006, 2007.

### **Other service – non-University:**

Journal of Hospitality and Tourism Research, Editorial Review Board. Member (2015 – present)

Ad hoc reviewer for the Journal of Operations Management, Environment & Behavior, International Journal of Hospitality Management, Cornell Hospitality Quarterly, Gaming Research and Review Journal, International Journal of Contemporary Hospitality Management, and the Graduate Conference and ICHRIE conferences.

Institute of Real Estate Management (IREM) – member since 2019.

Association of Energy Engineers – member 2016 - 2019.

- Board of Directors (Nevada chapter) – member and Student Chair (July 2018 – 2019)

US Green Building Council, Charlotte (NC) Region, Las Vegas, and Indiana chapters. Member (January 2012 to present)

Building Owners & Managers Association (BOMA): past member; 2010-2012.

I-CHRIE – member 2001-2019

- Facilities Management SIG (I-CHRIE). Chair. (Spring 2008 to 2019)
- Special Interest Group Council (I-CHRIE). Co-chair. (October 2010 to July 2013)
- University of New Hampshire representative for the New England region, 2004-05.

AH&LA Sustainability (formerly Engineering & Environment) Committee – member.

Hospitality Sales and Marketing Association, International (HSMIAI):

- Faculty Advisor for the University of New Hampshire student club, 2003-05
- Faculty Advisor for UNLV collegiate chapter, 2012 – 2015.

New Hampshire Lodging & Restaurant Association: Sustainable Lodging Program. Steering Committee member, 2005.

### **Interviews:**

Bloomberg News, August 13, 2020. Interviewed and quoted in “ Goodbye to Bartenders: Robots Could Soon Make Your Drink: The re-imagining of nightlife after the coronavirus pandemic now includes contactless cocktails.” Available at <https://www.bloomberg.com/news/articles/2020-08-13/goodbye-to-bartenders-robots-could-soon-make-your-drink>

Buildings Magazine, March 2007. Interviewed and quoted in “The Inside Story of Hospitality Facilities”.

CBC Radio Metro Morning (Toronto), Feb. 20, 2007 – interview with Andy Barrie, discussing hotel locking, safe deposit box, and security systems in hotels.

CBC Radio Metro Morning (Toronto), Sept. 12, 2006 – interview with Andy Barrie, discussing hotel security procedures following homicides or other deaths in hotels.

### **Certifications/Designations:**

Real Property Administrator (RPA) designation through the Building Owners and Managers Institute.

LEED Green Associate credential through the US Green Building Council/GBCI.

Certified Hospitality Educator (CHE) certification through the Educational Institute of the American Hotel and Lodging Association.

### **Grants/Contracts:**

**International Executive Housekeepers Association (2019)** – Received a \$3,000 contract through UNLV to study housekeeping managers’ motivations to stay in their career and the types of organizational support they receive. Co-investigator: Amanda Belarmino.

**Green Meeting Industry Council (2015-16)** – An analysis of corporate brands: How corporate brands use live events to underscore sustainability initiatives. Final title changed to “The State of Sustainability in the Meetings Industry.” Co-investigator: Yen-Soon Kim. Grant amount: \$14,128. The full report is available at <http://www.eicsustainability.org/page/EducationResources>

**MountainView Hospital (2013-2014)** – Examination of the overall patient experience among surgical services patients at MountainView Hospital. Co-investigators: Noelle Lefforge, Olena Mazurenko, Stowe Shoemaker. Grant amount: \$56,000.

**Gaming Standards Association** -- Completed Phase I and Phase II exploratory study for the Gaming Standards Association in July, 2001. Intent is to explore the attitudes and beliefs of gaming regulators, attorneys, and operators on establishing technological standards for gaming machines (slots, video poker, etc.). Co-investigators: Pearl Brewer and Stowe Shoemaker, UNLV. Grant amount: \$15,000.

**PostNet, Inc.** -- conducted an attitude, awareness, and usage study for the Director of Marketing, June, 2001. Grant amount: \$3,000.

### **Industry Research (not compensated):**

UNLV/DQI/Hilton Worldwide/CBRE study (2013 – present). Examines hotel design and its relationship with property performance and customer satisfaction.

### **Community/Volunteer Work:**

Junior League of Las Vegas – sustaining member. Served as an advisory member of the Paint the Town Red (2012-3) and Fashion Forward (2015-16) committees. Previous membership in the Junior Leagues of

Milwaukee, Madison (WI), and Charlotte (NC). Chaired several committees, including the Junior League of Charlotte's 2011-12 Annual Campaign, raising approximately \$45,000 to fund all aspects of the League's mission to promote voluntarism, develop the potential of women, and improve the community.

Various volunteer positions (primarily in event management and obtaining sponsorships) for the American Diabetes Association, American Cancer Society, Madison (WI) Breakfast Rotary Club, St. Matthew Catholic Church (Charlotte, NC), and the Farmington Players Barn (Farmington, MI).