

PATRICK J. MOREO
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Curriculum Vitae

EDUCATION

University of Nevada, Las Vegas, NV
Ed.D., Higher Education Administration, 1983
Dissertation: "University Schools of Hotel Administration--A Comparative Description"

Cornell University, Ithaca, NY
M.P.S., Hotel Administration, 1976
Concentration in Organizational Behavior
Monograph: "An Examination of Organizational Control with Application to the Hospitality Industry"

University of Nevada, Las Vegas, NV
B.S., Business Administration (Major: Hotel Administration), 1969

New York City College of Technology, City University of New York
A.A.S., Hotel Technology, 1967

HONORS AND AWARDS

Phi Kappa Phi
Phi Delta Kappa
Luzern Fellow, Cornell University, School of Hotel Administration, 1975
Boyd Faculty Service Award, UNLV, Harrah College of Hotel Administration, 1988.
UNLV Student Government Faculty Excellence Award, 2010

PROFESSIONAL CERTIFICATION

Certified Hotel Administrator (CHA). Commissioned by the
American Hotel and Lodging Association, 1990 to present.

PROFESSIONAL EXPERIENCE

July 2014
to
present

University of Nevada Las Vegas
William F. Harrah College of Hotel Administration
Professor

- Research, plan and teach undergraduate courses in Hospitality Management including Culture and Cuisine and Strategic Management.
- Research, plan and teach the graduate courses in Philosophy of Research, Food and Beverage Management, Critical Issues in Hospitality Management, Research Issues and Hospitality Education.
- Conduct research in Hospitality Education and Operations
- Reviewer for the *International Journal of Hospitality Administration*
- *Serve on the University General Education Committee*
- Serve on the College Curriculum Committee
- Serve on the College Teaching Task Force
- Represent the College and the University to the Industry & Community
- Work actively with the College and the University in development activities
- Nevada Restaurant Association Emeritus Board Member

July 2013
to
July 2014

University of Nevada Las Vegas
William F. Harrah College of Hotel Administration
Professor and Associate Dean for Strategic Initiatives

- Provide leadership for the College as Associate Dean. Work with the faculty, student body, and hospitality community as necessary in planning and implementing the College's mission.
- Lead an F&B Strategic Planning Task Force to assess and plan for an enhanced Food & Beverage Management set of offerings for the College.
- Specifically provide leadership and coordination for planning the new academic building and for long term Food and Beverage Management academic strategic planning.
- Lead strategic initiatives for the College as needed.
- Research, plan and teach undergraduate courses in Hospitality Management . Research, plan and teach the graduate courses in Philosophy of Research, Food and Beverage Management, and Hospitality Education.
- Reviewer for the *International Journal of Hospitality Administration*
- Represent the College and the University
- Work actively with the College and the University in development activities.

July 2012
to

University of Nevada Las Vegas
William F. Harrah College of Hotel Administration

July 2013

Professor and Associate Dean for Academic Affairs & Operations

- Provide leadership for the College as Associate Dean. Work with the faculty, student body, and hospitality community as necessary in planning and implementing the College's mission.
- Specifically provide leadership and coordination in the areas of student affairs, faculty affairs, industry and professional development, curriculum development and instruction, administration, budget and finance, resource development and research for the College of Hotel Administration
- Research, plan and teach undergraduate courses in Hospitality Management . Research, plan and teach the graduate courses in Philosophy of Research, Food and Beverage Management, and Hospitality Education.
- Reviewer for the *International Journal of Hospitality Administration*
- Represent the College and the University
- Develop international activities.
- Work actively with the College and the University in development activities.
- Serve as Director for Summer Studies in Switzerland
- Plan Vallen Lecture Series
- Serve on the HOA Alumni Board
- Nevada Restaurant Association Board Member and Chair of the Bylaws Committee.

July 2011
to
July 2012

*University of Nevada Las Vegas**William F. Harrah College of Hotel Administration****Professor and Associate Dean for Operations and Executive Education***

- Research, plan and teach undergraduate courses in Hospitality Management . Research, plan and teach the graduate courses in Philosophy of Research, Food and Beverage Management, and Hospitality Education.
- Provide leadership for the College as Associate Dean. Work with the faculty, student body, and hospitality community as necessary in planning and implementing the College's mission.
- Specifically provide leadership and coordination in the areas of student affairs, faculty affairs, industry and professional development, curriculum development and instruction, administration, budget and finance, resource development and research, especially for the food and beverage area and for executive education.
- Reviewer for the *International Journal of Hospitality Administration*
- Represent the College and the University
- Develop international activities.
- Work actively with the College and the University in development activities.
- Serve as Director for Summer Studies in Switzerland
- Lead the Chef Artist Series
- Have planning, leadership and operational responsibility for 200 seat Boyd

Dining Room teaching restaurant, and the 150 seat Stan Fulton Building International Gaming Institute catering operation.

- Have planning, leadership and operational responsibility for Executive Education including the International Gaming Institute and the Hospitality Research and Development Center.
- Plan Vallen Lecture Series
- Serve on the HOA Alumni Board
- Nevada Restaurant Association Board Member and Chair of the Bylaws Committee.

July 2006
to
July 2011

University of Nevada Las Vegas
William F. Harrah College of Hotel Administration
Department of Food and Beverage Management
Professor and Chair

- Research, plan and teach undergraduate courses in Hospitality Management . Research, plan and teach the graduate courses in Philosophy of Research, Food and Beverage Management, and Hospitality Education.
- Provide leadership for the Department as Chair. Work with the faculty, student body, and hospitality community as necessary in planning and implementing the Department's and the College's mission.
- Specifically provide leadership and coordination in the areas of student affairs, faculty affairs, industry and professional development, curriculum development and instruction, administration, budget and finance, resource development and research.
- Reviewer for the *International Journal of Hospitality Administration*
- Advisory Committee on Hospitality and Tourism Series for *China Higher Education Press*.
- Represent the Department to the College and the University
- Develop international activities.
- Work actively with the College and the University in development activities.
- Serve as Director for Summer Studies in Switzerland
- Designed and inaugurated the Chef Artist Series
- Have planning, leadership and operational responsibility for 200 seat Boyd Dining Room teaching restaurant, and the 150 seat Stan Fulton Building International Gaming Institute catering operation.
- Plan Vallen Lecture Series
- Serve on the HOA Alumni Board
- Nevada Restaurant Association Board Member and Chair of the Education Committee.

January 1999
to
June 2006

Oklahoma State University
School of Hotel and Restaurant Administration
College of Human Environmental Sciences
Lanphere Professor and Director

- Research, plan and teach undergraduate courses in Hotel Management and Hospitality Operations Management. Research, plan and teach the graduate courses in Critical Issues, Hospitality Management, and Hospitality Education.
- Provided leadership for the School as Director. Work with the faculty, student body, and hospitality community as necessary in planning and implementing the School's mission.
- Specifically provided leadership and coordination in the areas of student affairs, faculty affairs, industry and professional development, curriculum development and instruction, administration, budget and finance, resource development and research.
- Reviewer for the *International Journal of Hospitality Administration*
- Advisory Committee on Hospitality and Tourism Series for *China Higher Education Press*.
- Negotiated assumption of the OSU Hotel to be part of the School.
- Led the renovation and repositioning of the Atherton (teaching) Hotel
- Re-instituted and coordinate the School's board of advisors.
- Instituted the Colloquium Series of Distinguished Speakers.
- Member of the University's graduate faculty.
- Represented the School to the College and the University
- Develop international activities.
- Work actively with the College and the University in development activities. Raised funds for renovation of the Atherton Hotel.
- Served as Co-Director for Hospitality Studies in Switzerland
- Served on Executive Committee of the School of International Studies
- Coordinated planning and implementation of Ph.D. program in Hong Kong, and Thailand.
- Had planning, leadership and operational responsibility for 200 seat fine dining, *Taylor's*, teaching restaurant, 80 seat West Side Café quick service practice restaurant, 81 room *Atherton Hotel at OSU*, and 80 seat Ranchers Club (theme, teaching) Restaurant.
- Led the planning and development for the new Ranchers Club Teaching Restaurant opened in fall of 2005.
- University Regents Teaching Award Selection Committee

July 1994
to
January 1999

New Mexico State University
Department of Hotel, Restaurant & Tourism Management
College of Agriculture and Home Economics
Professor and Department Head

- Researched, planned and taught undergraduate courses in Hotel Management and Hospitality Operations Management. Researched, planned and taught the graduate course in Service Management.
- Attained departmental status for the program in the university.
- Provided leadership for the Department as Director. Worked with the faculty, student body, and hospitality community as necessary in planning and implementing the Department's mission.
- Specifically provided leadership and coordination in the areas of student affairs, faculty affairs, industry and professional development, curriculum development and instruction, administration, budget and finance, resource development and research.
- Initiated and coordinate the department's board of advisors
- Established the *Gordon Heiss Visiting Lectureship* Endowment.
- Member of the College's graduate faculty.
- Represented the Department to the College and the University
- Developed international activities.
- Served as Co-Director for Hospitality Studies in Switzerland
- Served as representative to the Cooperative Extension Service throughout New Mexico. Coordinated with Rural Economic Development Through Tourism Program and an annual grant of \$250,000.
- Elected member of the NMSU Faculty Senate

June 1988 to
July 1994

The Pennsylvania State University
School of Hotel, Restaurant and Recreation
Management
Associate Director and Associate Professor

- Researched, planned and taught undergraduate courses in Lodging Systems Management and Hospitality Operations Management. Researched, planned and taught the graduate course in Service Management.
- Assisted the Director of the School and the faculty as necessary in planning and implementing the School's mission. Specific duties included, but were not limited to Professor-In-Charge of the undergraduate program in HRIM. Coordinated student advising, student organizations. Developed class schedules.
- Coordinator of corporate recruiting and placement, special functions, and alumni affairs.
- Developed and administered the Walter Conti Professorship.
- Developed both local and national internships for the students of the HRIM program.
- Member of the School's graduate faculty.
- Chaired the School's Search Committee, and served on the Strategic Planning, International and curriculum committees. Chaired the College of

Health and Human Development's Curriculum Committee and served on the College Undergraduate Program Council and Retention committee.

- Worked closely with and coordinated functions for the Society of Minority Hoteliers with Penn State as the site for the 1994 convention.

*June 1988 to
July, 1994*

*The Pennsylvania State University
School of Hotel, Restaurant and Recreation
Management*

Director of the Hospitality Management in Switzerland Program

Designed and inaugurated the Hospitality Studies In Switzerland program at the Hotel School Les Roches of the Swiss Hotel Association near Crans, Switzerland. This program was directed primarily at Penn State HRIM students numbering about 20 and completely self funded. Responsibilities included planning, budgeting, negotiating, administering, staffing and recruiting for the program.

*August 1986 to
June 1988
and*

*University of Nevada, Las Vegas, NV
College of Hotel Administration
Assistant Professor; Instructor*

*August 1975 to
August 1985*

Researched, planned, and taught courses in Organizational Theory, Front Office Operations, Feasibility Studies and laboratory cuisine courses. Conducted continuing education seminars, especially for small businesses. Was member of Curriculum Committee and College Building Committee. Was member of University Code Committee and University Tenure and Promotion Committee and was chairman of the College Promotion, Tenure and Merit Committee. Was Chairman of the College Bylaws Committee. Assisted in planning and construction of new building for the College. Was an advisor in University College. Performed private consulting through University Associates, Inc. and the Hotel College Center for Professional Development and Training. Was director of Hotel Alumni Affairs. Was co-director and co-originator of "Summer Studies in Switzerland" conducted at the Ecole Hoteliere in Lausanne, Switzerland. Was the College of Hotel Administration Graduate Program Coordinator for the 1987-88 academic year.

*August 1985 to
August 1986*

*The Pennsylvania State University, University Park, PA
Hotel, Restaurant and Institutional Management
Department
Visiting Associate Professor*

While on a one-year special assignment, served as Professor-in-Charge of Hotel Administration. Led the design, writing and implementation of a new curriculum for the Hotel Administration Option. Also was responsible for

facilitating redesign of the entire curriculum for the department. Assisted with coordination of computerization and international programs. Assisted department chairman as necessary. Served on advisory committee to the Vice President for Undergraduate Studies to evaluate the position of the department in the University. Taught Front Office and Housekeeping Management courses.

*September 1974
to August 1975* *Cornell University, Ithaca, NY*
School of Hotel Administration
Teaching Assistant

Assisted in the instruction of Introductory Psychology and Industrial Psychology in the Hotel School. Duties included conducting discussion sections, administration and records, some lesson planning, examination formulation, administration, some lecturing, advising individual students (75 students each).

*December 1972
to September
1974* *Howard Johnson, Braintree, MA*
Motor Lodge Manager

Had full charge of company operated motor lodges in Ridgefield Park, New Jersey and Ithaca, New York. Responsibilities included staffing, training, purchasing, sales, operational analysis, accounting, budgeting and general management for these 100- and 75-room properties respectively. Assignment also included operation of a 60-seat cocktail lounge in New Jersey, renovation of Ithaca Lodge and occasional consultation at other lodges in the region.

*July 1970 to
July 1972* *United States Navy*
USS Franklin D. Roosevelt (CVA 42) FPO, NY
Mess Manager

Assisted in operation of ship's food service division. Annual food and beverage purchases of \$2 million (1970 dollars), feeding over 3800 men. Supervised office personnel and was responsible for preparation of financial statements and reports. Assisted in menu planning, purchasing and system control. Also instituted training and advisory program for 175 messmen during racial tensions.

*June 1969 to
July 1970* *Pannell Kerr Forester, San Francisco, CA*
Project Director

Performed market and feasibility studies for proposed hotels and motor hotels. Designed and advised on installation of new front office and reservation system for a large resort hotel. Performed internal audit at several properties

of a large motel chain and assisted in auditing other hotels and restaurants. Also assisted in general and system food service consultations.

INTERNSHIP

Riviera Hotel, Las Vegas 1968-69.

CONSULTING

Assignments have included systems analysis and design for hotels; menu composition; cuisine research and design for restaurants; expert witness testimony; vo-tech training program; major instructional consulting projects for the Dominican Republic; training for hotels, restaurants and government. Non-proprietary details available upon request.

COURSES TAUGHT

Lodging Systems I (Front Office Operations)
Lodging Systems II (Housekeeping & Security Operations)
Lodging Operations Management (Senior Final Course)
Organization Behavior
Feasibility Studies
Italian Quantity Cuisine
Director's Colloquium
Hospitality Industry Speakers Series
Introduction to the Hospitality Industry
Capstone Hospitality Management
Culture and Cuisine
Hospitality Internships
Human Resource Management (Graduate Level)
Hospitality Service Systems (Graduate Level)
Hospitality Education (Graduate Level)
Hospitality Critical Issues (Graduate Level)
Hospitality Research Issues (Graduate Level)
Hospitality Management including Hotel and Food & Beverage (Graduate Level)
Hotel and Restaurant Project Development (Graduate Level)
Philosophy of Science (Graduate Level)

PUBLICATIONS – REFEREED, PEER or PUBLISHER REVIEWED

Moreo, P. "Vision 20/20: The Hospitality and Tourism Industry in 2020." *HOSTEUR* Vol.21 No.1 Invited Article (2012)

Kitterlin, Miranda & Moreo, Patrick J. "Pre-Employment Drug-Testing in the Full-Service Restaurant Industry and its Relationship to Employee Work Performance Factors," *Journal of Human Resources in Hospitality & Tourism*, 11:1, 36-51 (2012)

Causin, G. G., Ayoun, B. & Moreo, P. J. "Expatriation in the hotel industry: An exploratory study of management skills and cultural training. *International Journal of Contemporary Hospitality Management*," 23(7). (2011).

Kitterlin, M., Moreo, P. "Pre-Employment Drug Testing in the Full Service Restaurant Industry and its Relationship to Employee Work Performance Factors." *Journal Of Human Resources In Hospitality & Tourism*, December 2011.

Camillo, A., Kim, W. G., Moreo, P. J., & Ryan, B. "A Model of Historical Development and Future Trends of Italian Cuisine in America," *International Journal of Hospitality Management*, 29(4), 549-558 (2010).

Ayoun, B., Palakurthi, R., & Moreo, P. "Cultural influences on strategic behavior of hotel executives: Masculinity/femininity." *International Journal of Hospitality & Tourism Administration*, 11(1). (2010).

Ayoun, B., Palakurthi, R., & Moreo, P. Individualism-collectivism insights into the strategic behavior of hotel managers. *Journal of Human Resources in Hospitality & Tourism*, 9(1). (2010).

Millar, M., Mao, Z, & Moreo, P. "Hospitality & Tourism Educators vs. The Industry: A competency assessment." *Journal of Hospitality & Tourism Educaton*, v. 22, no. 2, (2010).

Ayoun, B., & Moreo, P. Impact of time orientation on the strategic behavior of Thai and American hotel managers. *Journal of Hospitality Marketing & Management*, 18(7). (2009).

Kim, Yen-Soon; Moreo, Patrick J; Raab, Carola. "Hospitality Programs at Four-Year Universities in South Korea." *Journal of Hospitality and Tourism Education* , 2008

Ayoun, B., & Moreo, P. "The Influence of the Cultural Dimension of Uncertainty Avoidance on Business Strategy Development: A Cross-National Study of Hotel Managers." *International Journal of Hospitality Management*,

27(1), 2008

Ayoun, B., & Moreo, P. Does National Culture Affect Hotel Managers' Approach to Business Strategy?" *International Journal of Contemporary Hospitality Management*, 20(1), 2008

Kim, Yen-Soon; Moreo, Patrick J. "Job Satisfaction of United States Secondary Hospitality Teachers: Using Job Satisfaction Survey for Hospitality Teachers (JSSHT)." *Journal of Hospitality and Tourism Education*, Accepted for publication, August, 2007.

Moreo, Patrick J.; Sammons, Gail; Coboanoglu, Cihan. *Hotel Operations Simulation and Auditing Manual*. Pearson Education (Prentice Hall), Inc., Upper Saddle River, New Jersey 07548. 2007

Wood, Don; Moreo, Patrick J.; Sammons, Gail. "Housekeeping Operational Audits: A Questionnaire Approach." *International Journal of Hospitality and Tourism Administration*, Vol. 6, No. 3, 2006

Yeh, R. J.; Martin, L.; Moreo, P., Ryan, W.; & Perry, K. "Hospitality Educators' Perceptions of Ethics Education and the Implications for Hospitality Educators, Practitioners, and Students." *Journal of Hospitality and Tourism Education*. (V. 17, no.2, 2005)

Madanoglu, Melih; Moreo, Patrick J.; Leong, Jerrold K. "Reasons for Employee Turnover Among Room Attendants: Managers' Perspectives." *Journal of Human Resources in Hospitality and Tourism*, V.2, No. 1, 2004

Cobanoglu, Cihan; Moreo, Patrick J.; Wood, Donald F. "Hospitality Research: A Comparison of Industry Professionals' and Educators' Perceptions." *Journal of Hospitality and Tourism Education*, V.16, No.1, Spring 2004.

Cobanoglu, Cihan; Corbaci, Kadir; Moreo, Patrick J.; Ekinci, Yuksel. "A Comparative Study of the Importance of Hotel Selection Components by Turkish Business Travelers." *International Journal of Hospitality and Tourism Administration*, Vol. 4, No. 1, 2003

Cobonoglu, Cihan; Moreo, Patrick J.. "Hospitality Research: Educators' Perceptions." *Journal of Hospitality & Tourism Education*, Vol. 13, No. 5, 2001

Moreo, Patrick J.; Sammons, Gail; Beck, Jeff. *Front Office Operations and Auditing Workbook*. Prentice Hall, Upper Saddle River, New Jersey, Second Edition, 2001.

Cobanoglu, Cihan; Warde, Bill; Moreo, Patrick J.. "A Comparison of Mail, Fax and Web-Based Survey Methods." *International Journal of Market Research*, Vol. 43, Quarter 3, 2001.

Sammons, Gail; Moreo, Patrick J.; Benson, Lori; DeMicco, Frederick J.. "Marketplace Needs of Female Business Travelers." Journal of Travel and Tourism Marketing, Vol. 8, No. 1, 1999.

Moreo, Patrick J.; Savage, Kathryn S.; Sammons. "Hotel Front Office Operational Audit: A Questionnaire Approach." The Bottomline., *Special Reference Issue – A Compilation of the Bottomline's Most Popular Articles*, Vol. 14, No. 6, September, 1999.

Moreo, Patrick J.; Savage, Kathryn S.; Sammons. "Hotel Front Office Operational Audit: A Questionnaire Approach." The Bottomline., Vol. 12, No. 6, October/November, 1997.

Bloomquist, Priscilla; Moreo, Patrick J. "What's In a Name? An Exploration of Program Names in the Field of Hospitality Education." The Journal of Hospitality and Tourism Education, Vol. 9, No. 2, 1997.

Moreo, Patrick J.; Sammons, Gail; Dougan, Jim. *Front Office Operations and Night Audit Workbook*. Prentice Hall, Upper Saddle River, New Jersey, First Edition, 1996.

Williams, John A.; DeMicco, Frederick J.; Moreo, Patrick J.; Keiser, James. "The Paradigm Shift from Domination/Control to Partnership: Hospitality Human Resource Management's Changing Role in Total Quality Management." Journal of College and University Foodservice, Vol. 2, no.2, 1994.

Howell, Robert A.; Moreo, Patrick J.; DeMicco, Frederick J. "A Qualitative Analysis of Hotel Services Desired by Female Business Travelers." Journal of Travel and Tourism Marketing, Vol. 1, No. 4, 1993, pp. 115-132.

Kathleen Pearl Brewer; Gail Sammons; Robert M. Kok; Patrick J. Moreo "The Cornerstone of Hospitality Management Education: An Interview with Lendal H. Kotschevar" *Hospitality & Tourism Educator*, Volume 5, Issue 3, 1993

Ananth, Mangala; DeMicco, Frederick J.; Moreo, Patrick J.; Howey, Richard. "Marketplace Needs of Mature Travelers." Cornell Hotel and Restaurant Administration Quarterly, Vol. 33, No. 4, August, 1992, pp. 12 to 24.

Moreo, Patrick J.; Savage, Kathryn S. "Incorporation of Operational Audits in Hotel Front Office Courses." Hospitality Research Journal, v. 14, no. 2, 1990, pp. 243 to 254.

Moreo, Patrick J. "Autonomous Hotel and Restaurant Schools: An Emerging Model" Hospitality Education and Research Journal, v. 12, no. 3, 1988.

Moreo, Patrick J. Night Audit Workbook. Minneapolis: Burgess Publishing Co., Third Edition, 1988.

Moreo, Patrick J. "European Hospitality Education--An American Perspective for Detente." Paper presented at the First Global Conference for Tourism--A Vital Force for Peace; Vancouver, October, 1988.

Moreo, Patrick J.; Christianson, David C. "European Hospitality Education: An American Perspective" Hospitality Education and Research Journal, v. 12, no. 2, 1988.

Moreo, Patrick J. Invited book review of Rey and Weiland's Managing Service in the Hospitality Educator, December, 1985, VII, No. 9.

Moreo, Patrick J. Night Audit Workbook. Minneapolis: Burgess Publishing Co., Second Edition, 1982

Moreo, Patrick J. "Control, Bureaucracy and the Hospitality Industry: An Organization Perspective, The Journal of Hospitality Education, Winter, 1980, V. 4, No. 2, pp. 21-33.

Moreo, Patrick J. Night Audit Workbook. Minneapolis: Burgess Publishing Co., First Edition, 1980

Moreo, Patrick J. Book review of Kreck's Operational Problem Solving, Journal of Hospitality Education, Summer, 1979.

PROCEEDINGS AND PRESENTATIONS – REFEREED OR PEER REVIEWED

Moreo, P. "Hospitality Management Student Internships." Invited Panel Presentation to Western CHRIE Annual Conference, February 7, 2015, San Francisco, California.

Moreo, P. "Leadership in Hospitality Programs." Invited Panel Presentation made to the CHRIE Career Advancement Academy, July 30, 2014, San Diego, California.

Moreo, P. "Managing Up." Invited Presentation made to the CHRIE Career Advancement Academy July 24, 2013, St. Louis, Missouri.

Moreo, P. "Faculty Recruiting in Hospitality Programs." Invited Presentation made to the CHRIE Career Advancement Academy, August 1, 2012, Providence Rhode Island.

Moreo, P. "Where Do We Live? The Question of Best Place for Hospitality Programs in the University." Presentation made at the 2011 Western Federation CHRIE Regional Conference, February 18-19, Denver, CO.

Moreo, P. "Human Resource Strategies for Successfully Recruiting, Hiring and Retaining Staff." Panel presentation at the Lodging Conference, Biltmore Hotel, Phoenix, AZ. September 2010.

Hertzman, J. and Moreo, P. "Teaching Culture and Cuisine." Presentation and panel discussion at the 2110 Western CHRIE Conference, February, Denver, CO.

Thomas, L.; Thomas, N.; Moreo, P. "Hospitality and Tourism Programs Success Factors." Presentation and Proceedings at the 2009 annual ICHRIE Conference, San Francisco, CA. July, 2009

Moreo, P. "An International Hospitality Perspective for Secondary School Teachers." Presentation to the National Restaurant Association Educational Foundation program at the 2003 International CHRIE Conference, Palm Springs, California, August, 2003.

Wood, D; Sammons, G.; Moreo, P. "Hotel housekeeping Operational Audit: Incorporation in Hospitality Management Courses." Presentation and *Proceedings* of the Seventh Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Houston, January, 2002.

Cobanoglu, C.; Moreo, P.; Wood, D. "Hospitality Research: Educators' Perceptions." Presentation and *Proceedings* of the Sixth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism, Atlanta, January, 2001

Cobanoglu, C.; Warde, W.; Moreo, P. "A Comparison of Mail, Fax and Web Based Survey Methods." Presentation and *Proceedings* of the Sixth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism, Atlanta, January, 2001

Cobanoglu, C.; Wood, D.; Moreo, P. "An Assessment of the Utilization of Hospitality Research." Presentation and *Proceedings* of the Fifth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism, Houston, January, 2000.

Ananth, Mangala; DeMicco, Frederick J.; Moreo, Patrick J.; Howey, Richard. "Marketplace Needs of Mature Travelers in the American Lodging Industry. Refereed paper presented at the 1991 annual CHRIE Conference, Houston.

Moreo, Patrick J.; Savage, Kathryn S. "Lodging Systems Operational Audits." Invited poster session, College of Health and Human Development, Penn State University, March, 1990.

Savage, Kathryn S.; Moreo, Patrick J. "Hotel Front Office Operational Audits In Education." Published in the Proceedings of the First Annual Research Symposium, of the Association of Hospitality Financial Management Educators, November, 1989.

RESEARCH SUBMITTED FOR REVIEW

Lee, Kyung-Ah; Moreo, Patrick J.; Moll, Lisa. "The Effects of Locus of Control and Organizational Structure on Job Satisfaction of Hotel Managerial Employees." *International Journal of Hospitality Management*. 2014

Farrish, John; Moreo, Patrick J. "Best Practices of BBQ Restaurants." *Journal of Food Service Business Research*. 2014

RESEARCH IN PROGRESS

Room Service Operational Audit with Dr. Stan Suboleski

Autonomous Programs in Hospitality Management – Revisited

Locus of Control in Hospitality Management

GRANTS & FUNDING

Successfully manage the UNLVino activity at UNLV. Successfully finished the payment of the Southern Wines and Spirits Lounge in the Stan Fulton Building.

Inaugurated the Chef Artist Series for ongoing fund raising.

Worked with Banfi Wineries to continue to receive annual faculty and student scholarship funding as well as a major gift for the ongoing Banfi Demo Lab at UNLV. (\$20,000 per year and a \$50,000 lump sum).

Raised funds from Bon Appétit Magazine for UNLV. (\$40,000)

Continuously raised funding from industry in Oklahoma and the nation for facilities and programming. Was successful in the School's and College's team effort to raise \$5 million for renovation of the Atherton (teaching) Hotel.

In New Mexico, raised funds for HRTM program at New Mexico State. Concluded successful agreement with the New Mexico Farm and Ranch Heritage Museum to obtain practice laboratory space for the HRTM department. Secured space and continue to develop major donors for

proposed building renovation at New Mexico State. Initiated both the Capital Campaign Dinner series and the *Gordon Heiss* endowment with a dinner series in Santa Fe.

Moreo, Patrick J.; DeMicco, Frederick J.; Kerstetter, Deborah. "A Study of Female Business Travelers in The American Lodging Market." A \$2000 grant funded by the Penn State College of Health and Human Development Interdisciplinary Seed Grant Program; 1993.

CBEL computer grant for designing and writing a demonstration front office reservations program for student use; 1989-90 academic year. With Carolyn Lambert.

"The Quality of Livelihood," a Nevada Humanities Committee grant-funded public forum on Industrial Democracy, March, 1977.

SUMMER STUDIES IN SWITZERLAND & HOSPITALITY STUDIES IN SWITZERLAND; 19 years worth of program generated funding in excess of a total of \$1,000,000.

Assisted in raising funds for The Mateer Building at Penn State. Total building costs were in excess of \$7 million, \$5 million of which the School of Hotel Restaurant and Recreation Management raised privately with the College of Health and Human Development staff.

ADDRESSES, SCHOLARLY ACTIVITY AND OTHER PUBLICATIONS

Moreo, Patrick J. "Think Differently—Think Like a Guest." Invited presentation to Best Western International District Meeting, MGM Grand Hotel, Las Vegas, April 2015

Moreo, Patrick J. "Marketing of Hospitality Programs." Invited presentation to the CHRIE Leadership Academy at the Annual Conference in San Diego, July, 2014

Moll, Lisa; Moreo, Patrick J. "The Effects Of Locus Of Control Organizational Structure On Job Satisfaction And Turnover Intention Of Hotel Managerial Employees." Refereed poster presentation at the Annual Conference in San Diego, July, 2014

Moreo, Patrick J. "Managing Up." Invited presentation to the CHRIE Career Academy at the Annual Conference, St. Louis, August, 2013

Moreo, Patrick J. "Placement for Graduate Students." Invited panel presentation to the Annual Graduate Conference, Seattle, January, 2013

Moreo, Patrick J. "Faculty Recruiting: A Leadership Approach." Invited seminar for the CHRIE Administrative Institute at the Annual Conference, Providence, R.I., 2012

Moreo, Patrick J. "Hospitality Education Trends." Invited presentation to the BITAC Conference, Bellagio Hotel, February 26, 2008

Moreo, Patrick J. "How To Survive in the Academic World." Invited Panel Presentation at the 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism in Orlando, FL. January 4, 2008.

Moreo, Patrick J. "Culinary Trends in Hospitality Education." Invited presentation to the BITAC Conference, Bellagio Hotel, February 20, 2007.

Moreo, Patrick J. "Academia Versus Consulting; Choosing Your Career." Invited Panel Presentation at the 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism in Houston, TX. January 5, 2007.

Moreo, Patrick J. "China and the United States: A Retrospective and Outlook for Tourism and Hospitality Management." Invited lecture at the South China University of Technology, Guanzhou, PRC. March, 2006.

Moreo, Patrick J. "Hospitality Faculty Preparation: An Overview." Invited Article in the *CHRIE Communiqué*, v. 18, n. 12. December, 2004

Moreo, Patrick J. "Mentors Make the Difference." Invited article in the *CHRIE Communiqué*, v. 18, no. 7; July, 2004.

Moreo, Patrick J. "Corporate Recruitment Practices Revisited." Presentation at the International CHRIE Conference, Philadelphia, July, 2004

Moreo, Patrick J. "China and the United States: Permanent Normal Trade Relations (PNTR) & WTO (World Trade Organization) Accession." Invited lecture to Fudan University Shanghai, PRC. December, 2003.

Moreo, Patrick J. "The Alliance of the University and Restaurant Associations in Secondary School Education." Presentation to the Oklahoma Restaurant Association Conference, April, 2002.

Moreo, Patrick J. "China and the United States: Permanent Normal Trade Relations (PNTR) & WTO (World Trade Organization) Accession." Invited lecture to the Guilin Institute of Tourism, PRC. March 2002.

Moreo, Patrick J. "China and the United States: Permanent Normal Trade Relations (PNTR) & WTO (World Trade Organization) Accession." Invited lecture to the Shanghai Institute of Technology, PRC. March 2002.

Moreo, Patrick J. "The Role of the University in the Hospitality Business

Alliance.” Presentation to the Career Tech Conference, Oklahoma City, October, 2001.

Moreo, Patrick J. “Quality Service Delivery.” Presentation to the Chamber of Commerce, Elk City, Oklahoma, May, 2001.

Moreo, Patrick J. “Food Service In Mid Sized Hotels – Challenge or Opportunity?” Presentation to the *Lodging* Hotel Food and Beverage Conference, Washington, D.C. September, 2000.

Moreo, Patrick J. “The Role of Four Year Programs in the Hospitality Business Alliance.” Panel Presentation at CHRIE annual conference, New Orleans, July, 2000.

Moreo, Patrick J. “Quality Service.” Seminar for the Las Cruces Lodgers’ Association. 1998

Moreo, Patrick J. “Hospitality Service for Tourism Development.” Seminar for the Navajo Nation and the New Mexico Department of Tourism. 1998

Moreo, Patrick J. “Tops In Service.” Seminar for the Red River Chamber of Commerce. 1997

Moreo, Patrick J. “Training Trends in Hotel Management.” Address delivered to the Albuquerque Innkeepers Association. 1997

Moreo, Patrick J. “Quality Service for the Food Service Industry.” Address delivered to the International Food Service Executives Association Annual Conference, Albuquerque. 1997

Moreo, Patrick J. “Service as a Sales Tool.” Address delivered to the New Mexico Bed and Breakfast Association, Old Mesilla. 1997

Moreo, Patrick J. “Quality Hospitality Service.” Address delivered to the Farmington Convention and Visitors Bureau. 1997

Moreo, Patrick J. “Quality Hospitality Service.” Address delivered to the Carlsbad Chamber of Commerce. 1997

Moreo, Patrick J. “Quality Service For Culinarians.” Seminar delivered for the American Culinary Federation, Albuquerque. 1997

Moreo, Patrick J. “Quality Service.” Seminar and workshop conducted for the New Mexico Department of Labor, Santa Fe. 1997

Moreo, Patrick J. “The Future of Tourism in New Mexico.” Address delivered to the Tourism Association of New Mexico, Santa Fe. 1996

Moreo, Patrick J.; Bloomquist, Priscilla. “What’s In A Name?” Paper given at

the annual CHRIE conference, Washington, D.C., 1996.

Moreo, Patrick J.; Sammons, Gail. "Hotel Front Office Operational Audits in the Classroom." Presentation at the annual Rocky Mountain CHRIE conference, Albuquerque, 1996.

Moreo, Patrick J. "Quality Hotel Service On The Line." Seminar conducted for the Las Cruces Hotel and Motel Association. 1995

Moreo, Patrick J. "Managing Your Research Career." Panel presentation at the annual CHRIE conference, Nashville, 1995.

Moreo, Patrick J. "Collaborative Partnerships between Hospitality and Tourism Programs and Outside Organizations." Panel presentation at the annual CHRIE conference, Nashville, 1995.

Sammons, Gail; Moreo, Patrick J.; Brewer, Pearl K. "FYI: An introduction to OCB (Organizational Citizenship Behavior). Presentation at the annual CHRIE conference, Nashville, 1995.

Moreo, Patrick J.; Sammons, Gail; DeMicco, Fred; Benson, Lori. "Female Business Travelers -- The New National Survey Results — And What They Mean. Presentation at the annual CHRIE conference, Palm Springs, 1994.

Brewer, Pearl K.; Sammons, Gail; Kok, Robert M.; Moreo, Patrick J. "The Cornerstone of Hospitality Education: An Interview With Lendal H. Kotschevar." Hospitality and Tourism Educator, Summer 1993, Vol. 5, No. 3, pp. 37-40.

Howell, Robert A.; Moreo, Patrick J.; DeMicco, Frederick J. "Qualitative Analysis of Hotel Services Desired by Female Business Travelers: A Pilot Study." Refereed paper given at the CHRIE Annual Conference, Orlando, 1992.

Moreo, Patrick J.; Savage, Kathryn S.; Sammons, Gail; Pederson, Elizabeth. "Hotel Front Office Operational Audits: An Application Process." Panel paper presented at the CHRIE Annual Conference, Orlando, 1992.

Referee for the Journal of Culinary Practice, University of Houston, 1991 to 1993.

"Hospitality Educators' Response to the Recession;" presentation given as panel member at CHRIE annual conference, Houston, 1991.

"Summer Abroad Studies;" presentation given as panel member at CHRIE annual conference, Houston, 1991.

Reviewer for the CHRIE Hospitality Educator, 1989 to present.

"Hotel Front Office Operational Audits In Education." Paper presentation at the first Annual Research Symposium of the Association of Hospitality Financial Management Educators, New York, November, 1989. (With K. Savage)

"Understanding Market and Feasibility Studies." Lecture delivered to the members of the Pennsylvania Dutch Convention and Visitors Bureau. February, 1989.

Moreo, Patrick J. "The Director's Corner" column in the Federation of Hoteliers Newsletter, University of Nevada, Las Vegas, College of Hotel Administration, June, 1987 through December, 1987.

"Italian Cuisine In America." A lecture delivered to the Electronic Industry Show Corporation, at Ballys Hotel, May 1987.

"The Future of the Lodging Industry." A lecture delivered to the Austrian Hospitality Managers of Coca-Cola, Atlanta, at University of Nevada, Las Vegas, April 1987.

"The Flavor of Italian Cuisine." A series of lecture demonstrations delivered to community members at the kitchen laboratories of the University of Nevada, Las Vegas. February 1987.

"Changing Trends in the Hospitality Industry." Paper delivered to the Pennsylvania State University Hotel and Restaurant Society at the Spring Seminar, April 1986.

"Italian Cuisine in America," lecture demonstration given to College of Orthopedic Surgeons, spring, 1985.

"An Italian Banquet Menu," lecture demonstration to the Physical Plant Administrators Conference, Las Vegas, fall, 1984.

Moreo, Patrick J. "Restaurateurs--Where Will They Come From," invited article published in "Western Foodservice Magazine," November, 1984.

"Front Office Systems and Productivity," address delivered to the Mini Price Motor Inns, Las Vegas, spring, 1983.

"Front Office Systems: Do More for Less," address delivered to the Quality Inns Convention, Las Vegas, November, 1982.

"Hotel Notes," weekly radio program, KNPR - Las Vegas Public Radio of the National Public Radio, Spring, 1980 to winter, 1981.

"Front Office Accounting," Best Western lecture delivered to southeast

regional operators at the Helmsley Hotel, Orlando, Florida, May, 1980; eastern and central USA in Arizona, Memphis, Chicago, Cheyenne, Pittsburgh, and Baton Rouge from summer through end of 1982.

"The Night Audit," Best Western training center lecture, February, 1980.
"International Dining," a lecture demonstration series presented in Las Vegas with Muriel Stevens through the University of Nevada, fall, 1979 through spring, 1980.

"Training in Housekeeping," series of addresses at Best Western Regional Conferences in Monterey and Lake of the Ozarks, spring, 1979.

"Training in the Front Office," Best Western training center lecture in Scottsdale, June, 1979.

"Reassessing Front Office Operations," lecture delivered to Rodeway Inns Convention, fall, 1978.

Seminar series on food and management for the University of Nevada, Reno and Las Vegas as well as the MGM Grand Hotel and Caesar Palace, 1976 to 1988.

"Modernizing Food and Beverage Cost Control--New Ideas for Equipment," lecture delivered to Quality Inns Convention, 1976.

"The Interface of Accounting and Organizational Behavior," paper delivered to the International Association of Hospitality Accountants, September, 1976.

GRADUATE COMMITTEES

Chair of the doctoral committee of Merrick McKeig. University of Nevada Las Vegas. Dissertation on Food Truck Positioning Development and Regulation. In progress.

Member of the doctoral committee of Gary Deel. University of Nevada Las Vegas. Dissertation on Perceptions Toward the Value of Hospitality Higher Education in Las Vegas

Member of the doctoral committee of Lisa Moll. University of Nevada Las Vegas. Dissertation On The Factors That Impact Work Life Balance For Executive Chefs. In progress.

Chair of the doctoral committee of John Farrish. University of Nevada Las Vegas. Dissertation on Critical Success Factors of BBQ Restaurants completed, May, 2010.

Chair of the doctoral committee of Miranda Kitterlin. University of Nevada Las Vegas. Dissertation on Restaurant Drug Testing completed April, 2010.

Chair of the doctoral committee of Stan Suboleski. Dissertation on room service operational auditing. University of Nevada Las Vegas. Completed November, 2012

Chaired the doctoral committee of Baker Ayoun. Dissertation on the cultural influences on hospitality strategic planning and strategic management. Completed, fall 2006

Chaired the doctoral committee of Gina Causin. Dissertation on the role and preparation of hospitality expatriate managers. Completed spring, 2007.

Chaired the doctoral committee of Kelly Way. Dissertation designing a bachelor's degree curriculum development model. Completed, fall 2006

Chaired the doctoral committee of Angelo Camillo. Dissertation developing a model for food trend analysis in fine dining. Completed, spring 2006.

Chaired the doctoral committee of Peter DiMicelli. Dissertation on the role of leadership styles in hospitality labor relations. Completed, fall 2005.

Chaired the doctoral committee of Sam Karadag. Dissertation on the relationship of hospitality accounting and marketing under Dr. W.G. Kim. Oklahoma State University. Completed summer 2003.

Chaired the doctoral committee and dissertation advisor for Chang Lee. Dissertation on the needs of international workers in the U.S. hospitality industry. Oklahoma State University. Completed spring 2003.

Chaired the doctoral committee and dissertation advisor for Keung-Ah Lee. Dissertation on hospitality employee locus of control. Oklahoma State University. Completed winter 2005.

Chaired the doctoral committee of Ronnie Lin. Dissertation on ethics in hospitality education under the supervision of Dr. Lynda Martin. Completed summer 2003.

Served on the doctoral committee of Samson Wang. Dissertation in the area of Oklahoma Tourism. Completed summer 2003.

Served on the doctoral committee of Holly Im. Dissertation in the area of Oklahoma Tourism. Completed summer 2003.

Chaired the doctoral committee and dissertation advisor for Yen-Soon Kim. Dissertation on hospitality secondary educators' needs. Oklahoma State University. Completed fall 2002.

Chaired the doctoral committee and served as dissertation advisor for Cihan Cobanoglu. Dissertation on comparison of hotel selection attributes by gender with an emphasis on technology. Oklahoma State University. Completed, July, 2001

Chaired the master's committee of Don Wood; Thesis on Housekeeping Operational Audits. Oklahoma State University. Completed, July, 2001.

Chaired the master's committee of Jade Tang; Hotel Operations; thesis was proposed on housekeeping operational audit. Finished with Dr. Deb Breiter after I left NMSU.

Served on the master's examination committee of LaNelda Raleigh, Tourism area (non thesis); NMSU, 1996.

Served on the master's examination committee of Jennifer Trantham, Tourism and Hospitality Operations (non-thesis); NMSU, 1996.

Served on the master's examination committee of Mary Allison Comer, Tourism and Hotel Operations (non-thesis); NMSU, 1995.

Served on the master's examination committee of Richard Canarsa, Food Service Operations (non-thesis); NMSU, 1994

Chaired the doctoral committee and served as major professor for Gail Sammons. Dissertation completed: "A Study of the Relationship Between Service Orientation, Organizational Citizenship Behavior and Service performance In Hotels." PSU, 1994

Chaired the doctoral committee of Cynthia Vanucci. Ms. Vanucci switched to Dr. Stuart Mann upon my departure from Penn State, 1994

Chaired master's committee of Lori Benson. Thesis completed "Needs of female business travelers." PSU, 1993

Chaired master's committee of Jeff Butler. Thesis incomplete on the efficacy of Automated Check In Systems for hotels. PSU, 1991—

Chaired master's committee of Joseph Krupinicki. Thesis completed on hospitality corporate cultures. PSU, 1992

Chaired master's committee of Rob Howell. Thesis completed on "Qualitative Analysis of the Needs of Female Business Travelers." PSU, 1991

Member of the master's committee of I Chuin. Thesis completed on hotel investment decisions in China. PSU, 1991

Member of the master's committee of Wendy Chen. Thesis completed on tourist expectations of hotels in Taiwan. PSU, 1992

Member of the master's committee of Mangala Ananth. Thesis completed on perceived needs of older travelers. 1990 (PSU)

Member of Hugh Taylor's master's committee (College of Business). Thesis completed on service marketing related to hotels. 1990 (PSU)

Chaired master's committee of Ed Conway. Thesis completed on "Conducting Market and Feasibility Studies." 1988 (UNLV)

Member of the master's committee of Peter Sullivan. Thesis completed on safety in hotels. 1988 (UNLV)

Member of the master's committee of Gail Sammons. Thesis completed on beverage controls for the College of Hotel Administration. 1988 (UNLV)

Member of the master's committee of Don McLauren. Thesis completed on curriculum development for a convention services course. 1987 (UNLV)

Member of the master's committee of Mr. Park. Thesis completed on history of hotels in Korea. 1986 (UNLV)

INTERNATIONAL

Designed and inaugurated with Dr. Hailin Qu Oklahoma State University contract doctoral programs in Hong Kong and Puerto Rico. 2000-2008

Gave several addresses in Shanghai and Beijing China between 2000 and 2008. (see above)

Designed and inaugurated the Summer Studies in Switzerland program at UNLV with Dr. David Christianson in 1983. Built this program for North American hospitality students at the Ecole Hoteliere, Lausanne, to over 65 participants on a completely self funded basis. Students gained both an academic and experiential perspective of international hospitality and tourism management. Inaugurated new and updated programs at Penn State, New Mexico State, and Oklahoma State Universities.

AFFILIATIONS

- Nevada Restaurant Association Board of Directors 2006 to present
- Le Cordon Bleu Program Advisory Committee 2014 to present
- Council of Hotel, Restaurant, and Institutional Education. President of Western CHRIE, 2012-13. Secretary and Executive Committee Member, 2005-2007; 2007 to 2009. Chair of the Bylaws Committee 2005 -2007; 2007 to 2009. Vice President for Industry Relations, 1993-1997 Served on Awards Committee 1988-1998 and 2012 to present; served on membership

committee; chaired International Studies Committee 1989-90; Professional Development Committee 2002 – 2007.

- Sothwest Career Technical Academy, Board of Advisors. 2010 to present
- *Hosteur®* Editorial Board 2006 – present
- *International Journal of Hospitality Administration* – Editorial Board 2004 to present.
- *Journal of Quality Assurance in Hospitality and Tourism* – Editorial Board 2010 to present.
- Governor Appointed Commissioner of the Oklahoma Alcoholic Beverage Laws Enforcement Commission 2005-2010 (resigned in 2006 to move).
- Oklahoma Hotel and Lodging Association: Board of Directors 1999 to 2006
- Oklahoma Restaurant Association: Board of Directors 2002 to 2006
- Appointed Member of Stillwater Convention and Visitors Bureau Board – 1999 – 2002; reappointed 2002-2005.
- Confrérie de la Chaîne des Rôtisseurs, Baillage de Tulsa (OK); Board Member 2004-2006.
- New Mexico Restaurant Association: Board of Directors (former)
- Accreditation Commission for Programs in Hospitality Administration; Evaluation Team Member, 1992; Evaluation Team Leader, 1993, 1995.
- American Hotel and Motel Association
- UNLV College of Hotel Administration Alumni Association
- Cornell Hotel Society
- UNLV Hotel Alumni - Past President
- KOMA CHRIE 1999-2006
- Tourism Association of New Mexico: Board of Directors, 1996-99
- Las Cruces Convention and Visitors Bureau: Board of Advisors, 1998
- New Mexico Hotel & Motel Association, Member, 1995-99
- SKÅL El Paso/Las Cruces Chapter, 1995-99
- Las Cruces Lodgers Association, 1995-99
- Southern New Mexico Restaurant Association, 1997-99
- Pennsylvania Travel Council; Board Member 1992-93
- Rocky Mountain CHRIE (1995-99)
- Pacific Council of Hotel, Restaurant, and Institutional Educators - President, 1982-1983; 2006 – present; Chairman of the Board, 1983-1984

OTHER EXPERIENCE

While in college, received wide range of experience as a first cook, night auditor, assistant front office manager, snack bar manager, and dormitory resident manager.

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