Kristal A. Gerdes

gerdesk@uwstout.edu E9556 194th Avenue Eau Claire, WI 54701 (715) 831 - 4053

Education:

Capella University; Minneapolis, MN

Degree: Doctorate (PhD) in Education Degree in Process

Specialization: Postsecondary and Adult Education

Doctoral Candidate: December 2012 Anticipated Completion: August 2014

University of Wisconsin-Stout; Menomonie, WI

Degree: Master of Science May 2007

Major: Hospitality and Tourism Focus: Career and Technical Education

University of Wisconsin-Stout; Menomonie, WI

Degree: Bachelor of Science December 1998 Major: Hospitality and Tourism Minor: Tourism

Specialization: International Studies

Concentration: Japanese

Certification/License:

County and District Fair Judge; Wisconsin

License: Food and Nutrition January 2008

Wisconsin Technical College Certification

Certification: Successfully completed all teaching courses for the certification May 2007

National Tour Association

Certification: Certified Tour Professional November 2002

Teaching Experience:

University of Wisconsin-Stout 2011-2013 Academic Year

Hotel, Restaurant, & Tourism Management Program Director; Menomonie, Wisconsin

- Taken leadership in developing, evaluating, and revising the curriculum for the program in consultation with the program advisory committee and dean
- Met and monitor accreditation requirements in consultation with the dean
- Prepared seven year program review report Fall 2011

University of Wisconsin-Stout 2008-2013 Academic Year

Assistant Professor; Menomonie, Wisconsin

- Instructor in the Hospitality and Tourism department
- Used learning technology to develop and deliver courses
- Instructed the following courses:
 - o Event Management
 - o Hospitality Convention and Meeting Planning
 - o Hospitality Organizational Management
 - o Hospitality Professionalism
 - o International Convention and Meeting Planning
 - o Introduction to Hospitality
 - o Principles of Service Management
 - o Service Marketing
 - o Trade Show Management

University of Wisconsin-Eau Claire 2008/2009 Academic Year

Guest Lecturer; Eau Claire, Wisconsin

- Instructor for the Student Professional Development Program
 - o Professional Etiquette-Dining
 - o Professional Etiquette-Professional Appearance

University of Wisconsin-Stout Fall/Spring Semester 2007/2008 Academic Year

Adjunct Faculty; Menomonie, Wisconsin

- Instructor in the Hospitality and Tourism department
- Used learning technology to develop and deliver courses
- Instructed the following courses:
 - o Convention and Meeting Planning
 - o Electronic Service Management-Online Course
 - Hospitality Professionalism
 - o International Service Management-Online Course
 - o Introduction to Global Service Management

Concordia University Wisconsin Spring Semester 2008

Adjunct Faculty; Eau Claire, Wisconsin

- Instructor for Speech Communications
- Engaged students in the practice of public speaking

Chippewa Valley Technical College Spring Semester 2006

Adjunct Faculty; Eau Claire, Wisconsin

- Instructor for the Travel Operations course
- Provided the students with an overview of the travel industry and implemented a student tour to Las Vegas, NV

Instructional Flexibility:

In addition to the course previously instructed, the following courses fit into my industry and educational preparation:

- Principles of Tourism
- Introduction to Hospitality
- Tourism Goods and Services
- Casino Tourism
- Development of Tourism Attractions
- Hospitality and Tourism Marketing Sales
- Tourism for Persons with Disabilities

Work Experience:

Tours, Etc. 2002-2007

Co-Owner; Eau Claire, Wisconsin

- Developed and directed group tours to the Mid-Western USA
- Negotiated and arranged group space utilized by the group tours
- Developed marketing materials to promote both inbound and outbound tours
- Developed and implemented a training program for new tour guides

Innovative Tourism 2002-2007

Co-Owner; Eau Claire, Wisconsin

- Attended trade shows representing the clients of Innovative Tourism
- Provided comprehensive marketing to the group tour market
- Developed and presented group tour training sessions for the clients of Innovative Tourism

Chippewa Valley Convention and Visitors Bureau 2001-2002

Group Sales Manger; Eau Claire, Wisconsin

- Attended National trade shows representing the Bureau members
- Responsible for the group sales budget and group marketing

Holiday Vacations 2000-2001

Executive Buyer; Eau Claire, Wisconsin

- Negotiated all group hotel space utilized in Eastern North America and Alaska, all hotels in the United Kingdom and all cruise ship rates
- Trained Sales staff on hotels and cruise ships utilized in group tours

Holiday Vacations 1999-2000

Product Developer; Eau Claire, Wisconsin

- Developed, directed and maintained all Eastern USA and Canada tours
- Trained Tour Sales staff on all Eastern USA and Canada tours

The Plaza Hotel & Suites 1998-1999

Assistant Manager Burgundy's Restaurant; Eau Claire, Wisconsin

- Responsible for both front and back of the house employees
- Developed and implemented a training program for the restaurant
- Supervised training for all front of the house employees

Walt Disney World May-August; 1996-1998

Disney Institute, Seasons Restaurant; Lake Buena Vista, Florida Grand Floridian Beach Resort; Lake Buena Vista, Florida

- Held various positions in the resort and restaurant
- Attended classes at the Disney University on Theme Park Management

Culture Experience:

Japan Summer; 1993

Foreign Exchange Student Tutor

• Taught many Japanese students English, while living in Japan

Teaching Evaluations:

University of Wisconsin-Stout (Fall 2011)

End of the semester evaluations:

Did the instructor explain concepts enabling me to understand the subject matter?

Selected Comments from Student Evaluations:

- "I like how she has personal experiences!"
- "Was very intuitive and cared a lot about the students."

University of Wisconsin-Stout (Fall 2007)

Mid-semester anonymous survey given to students through Learn@UW-Stout an online course delivery system

SRVM-111: Introduction to Global Service Management

Do you enjoy the teaching methods used (handouts, power-points, discussion, etc.) or would you prefer a different method of teaching?

Selected Comments from Student Evaluations:

- "Yes, I enjoy the method of teaching. The discussion works very well and is engaging to the whole class."
- "I like this method. Other classes are easy to zone out in when the teacher just talks and students don't get involved"

• "I do like how you teach with power-points and using group work. Getting us to discuss things helps it sink in a little better. Keep up the good work."

Chippewa Valley Technical College (Spring 2006)

Overall Effectiveness of Instructor

109-115: Travel Operations Average score 4 Scale 1-4 (1: Strongly disagree and 4: Strongly Agree)

Selected Comments from Student Evaluations:

- "Kristal is a super teacher, and is very caring to all the students. She will make an awesome instructor."
- "Kristal was very nice and helpful with everything. She also gave us tips for when we get started in our industry. She was a lot of fun and I believe that she would make a great instructor for any future classes in our program."
- "This class was a lot of fun and informative. We got to do a lot of travel planning and it was a great experience."

Honors:

University of Wisconsin-Stout; Menomonie, WI

Outstanding Teaching Award 2011-2012

Wisconsin Special Olympics; Eau Claire, WI

Recognition for Five Years of Volunteer Service 2008

University of Wisconsin-Stout; Menomonie, WI

Certificate of Excellence, UW-Stout's New Instructor Institute August 2007

University of Wisconsin-Stout; Menomonie, WI

Shirley K. Stewart Outstanding Student of the Year in M.S. Hospitality and Tourism April 2007

University of Wisconsin-Stout; Menomonie, WI

Dean's Recognition for Exceptional Contribution April 2007

Eau Claire Area Economic Development Center; Eau Claire, WI

Micro-Business Award 2003

Hotel-Motel Greeters International; Waukesha, WI

Scholarship Recipient July 1996

University of Wisconsin-Stout; Menomonie, WI

Honors for Excellence Service Award 1995

University of Wisconsin-Stout; Menomonie, WI

Award of Academic Excellence 1995

Applied Research:

- (2011) [Curriculum Development; Hospitality Leadership]. Unpublished data. Capella University, Minneapolis, MN.
- (2011) [Ethics in Educational Research]. Unpublished data. Capella University, Minneapolis, MN.
- (2011) [Evolution of Education]. Unpublished data. Capella University, Minneapolis, MN.
- (2011) [Qualitative Data Collection and Analysis; Motherhood in Academia]. Unpublished data. Capella University, Minneapolis, MN.
- (2011) [Statistical Analyses]. Unpublished data. Capella University, Minneapolis, MN.
- (2010) [Adult Education in Thailand and Indonesia]. Unpublished data. Capella University, Minneapolis, MN.
- (2010) [Appreciative Inquiry Evaluation Plan for the School of Hospitality & Tourism at the University of Wisconsin Stout]. Unpublished data. Capella University, Minneapolis, MN.
- (2010) [Organizational Leadership in the School of Hospitality Leadership]. Unpublished data. Capella University, Minneapolis, MN.
- (2009) [Adult Learner Assessment in Event Management in Hospitality & Tourism]. Unpublished data. Capella University, Minneapolis, MN.
- (2009) [Adult Learning as it Applies to Hospitality and Tourism Education]. Unpublished data. Capella University, Minneapolis, MN.
- (2009) [Creating a College Course in Event Management]. Unpublished data. Capella University, Minneapolis, MN.
- (2009) [Creating Effective Collaborative Learning in Hospitality and Tourism Courses]. Unpublished data. Capella University, Minneapolis, MN.
- (2009) [Teaching Tomorrow's Learner]. Unpublished data. Capella University, Minneapolis, MN.
- (2008) [Investigation of the Relationship Between Critical Thinking and Team-Based Learning]. Unpublished data. Capella University, Minneapolis, MN.
- (2007) [Impacts of Gaming]. Unpublished data, University of Wisconsin-Stout, Menomonie, WI.

(2006) *Marketing for the Gunflint Lodge*. Confidential Document, University of Wisconsin-Stout, Menomonie, WI.

Publications:

2005, Fall. Wisconsin Itinerary, Lights before Christmas. *Group Tour Magazine*, 80-81.

2005, August. Wisconsin. Courier, 104-105.

2005, June. Travel Resource Wisconsin. Destinations, 52-53.

2004, August. Wisconsin. Courier, 82-83.

2003, Fall. The Best of Wisconsin's West. Group Tour Magazine, 79.

2003, Summer. The "IT" Girls, Innovative Tourism LLC. Group Tour Magazine, 13.

Professional Memberships:

International Council on Hotel, Restaurant, and Institutional Education (CHRIE)
Midwest Association of Hospitality Educators (MAHE), Secretary/Treasurer (2009), Chapter of
CHRIE; 2008-2009

Industry Conventions Attended:

Twin Cities National Association for Catering and Events Conference 2013 Minneapolis, MN

Wisconsin Restaurant Association 2012 Milwaukee, WI

National Tour Association Annual Convention

2006-Salt Lake City, UT

2005-Tronto, ON

2004-Detroit, MI

2003-Charlotte, NC

2001-Houston, TX

2000-Salt Lake City, UT

1999-Nashville, TN

Wisconsin Governor's Conference on Tourism 2003-Wisconsin Dells, WI

American Bus Association 2002-Orlando, FL

Heartland Travel Showcase 2002-Buffalo, NY

National Tour Association Tour Operator Spring Meet 2000-Anchorage, AK

Vermont Tourism Network 1999-Burlington, VT

Student Advisement:

Hotel, Restaurant, & Tourism Management Program Director /Faculty Advisor 100+ Seniors Faculty Advisor for the Stout Events Society (Spring 2010-2012)

Faculty Advisor for the Certificate in Event & Meeting Management

Faculty Advisor for students in the Hotel, Restaurant and Tourism Management Major

Faculty Advisor for the Walt Disney Company Campus Representatives

Faculty Advisor for the Professional Convention Management Association (PCMA) Student Chapter (2007 – 2010)

Faculty Advisor for the Up 'Til Dawn St. Jude's Benefit on campus (2010-2012)

Academic Advisor for Independent Study – Event Management (Fall 2008, 2011, 2012)

Academic Advisor for Independent Studies (2) – Tradeshow Management (Spring 2009)

Academic Advisor for Independent Studies (1) – Convention Management (Fall 2009)

Service:

Hotel, Restaurant, & Tourism Management Program Director (2011-Present)

Department of Hospitality and Tourism Curriculum Committee; (2011-2012)

Strategic Planning Retreat, College of Management; (Spring 2012)

Cabot Executive in Residence, Faculty participant (Fall 2011)

Instructor for Pre-College Multicultural Visiting Students (Summer 2011)

Presenter: UW Stout Early Childhood Education Conference (April 2011, 2012)

Keynote speaker for the University of WI Stout American Marketing Association: Pathway to Professionalism; February 2011

Executive in Residence Program; Faculty participant (Spring & Fall, 2010)

Keynote speaker for the University of WI Stout Summer Kick-off Meeting; June 2009, 2010

Oxfam America Hunger Banquet Coordinator; University of WI Stout; Ongoing

Department of Hospitality and Tourism Personnel Committee; (2008-2011)

College of Management Governance Committee; Ongoing

Mother and Academic Sharing Community; Ongoing

University Educational Support Unit Review Committee; Fall 2008 – Fall 2009

Chancellor's Advisory Committee: Exploring partnership opportunities with Wilson Place Mansion: Ongoing

Indianhead Area Special Olympics Management Team; 2002-2009

Wisconsin Special Olympics Sports Advisory Committee; 2006-2009

Wisconsin Waterfowl Association; 2007-2008

Chaperon for the Gaming Management students to Treasure Island Casino; 2007

College of Human Development Student Advisory Council; 2007

Teaching Assistant, Quantitative Food Production; 1997-1998

Walt Disney World College Representative; 1997-1998

Hotel Motel Managers Association Public Relations Advisor; 1995-1998

Professional Development:

iPad 101 Workshop; Spring 2012

Learning Experience Design: Learning Without Limits; Spring 2012

WI Center for Performance Excellence: Seven Principles to Fully Engage Your Customers;

August 2011

Infusing Diversity across the UW-Stout Curriculum (2011-2012)

New Program Director Training; Fall 2011

Mother and Academic Sharing Community; Spring Semester 2010

Online Teaching Institute University of Wisconsin Stout, June 2009

Women's Holiday Mentoring Event, December 2008

E-Portfolio/ Assessment Institute held at the University of Wisconsin Stout; June 2008

ECHO 360 held at University of Wisconsin Stout, May 2008

UW-Stout's New Instructor Institute, August 2007

Blackboard Teaching & Learning Workshop, June 2006