

# **Kristal A. Gerdes, PhD**

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## Education:

### **Capella University; Minneapolis, MN**

Degree: Doctorate of Philosophy in Education August 2014  
Specialization: Postsecondary and Adult Education

### **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:

### **CVENT Supplier Network**

Certification: Certified in CVENT system

- Developed program for UW Stout student certification December 2010

### **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

## Administrative Experience/Academic Leadership:

### **University of Wisconsin-Stout 2022 – 2024**

College of Science Technology, Engineering, Mathematics and Management  
School of Management

Hospitality & Technology Innovation: Department Chair

- Secured over \$15,000 in salary equity increases for faculty within the first year of being chair.

### **University of Wisconsin-Stout 2016 - 2022**

College of Education, Hospitality, Health & Human Sciences: Associate Dean

- Provide leadership and assistance for the college's academic programs, including needs analysis, curriculum development, procedures, enrollment management, experiential learning, and program committees.
- Provide leadership in the preparation and oversight of college-level and program-level reports, including accreditation reports.
- Provide leadership in the development and implementation of the college's strategic plan, in alignment with the university's mission and goals.
- Provide leadership in the development of new program initiatives.
- Assist in opportunities for fundraising, development and collaboration efforts with stakeholders.

### **University of Wisconsin-Stout 2015 - 2016**

School of Hospitality Leadership Chair

- Created a team environment allowing for the development of a School of Hospitality Leadership strategic plan including mission statement, vision and core values
- Developed a customized instruction (CI) proposal for the Hotel, Restaurant, and Tourism Management program to launch fall 2016
- Developed on and off campus academic year and summer schedules
- Initiated appropriate curricular evaluation and modifications
- Analyzed School faculty needs; identifying personnel needs and recommend individuals for employment
- Supervised and evaluated the performance of personnel and made recommendations for retention, tenure, compensation, and reclassification
- Monitored the school budget; expenditures of funds and allocation of material resources within the School concerning assigned accounts
  - Accounts included: State funds, Foundation/Donation Funds, Access to Learning Dollars
  - Monitored spending as it pertained to three different laboratories
- Represent the School before committees, councils, and other external bodies

### **University of Wisconsin-Stout 2011 - 2014**

Hotel, Restaurant, and Tourism Management: Program Director

- Increased student retention rate in the program by 10% over 2 years
- Advised 500+ majors, second largest program on the UW Stout campus
- Taken leadership in developing, evaluating, and revising the curriculum for the program in consultation with the program advisory committee
- Met and monitored Accreditation Commission for Programs in Hospitality Administration (ACPHA) requirements
- Advised and monitored 100+ internships students each summer
- Prepared UW Stout's seven-year program review report Fall 2011

### **University of Wisconsin-Stout 2014 - 2017**

Campus Chapter: Wisconsin Women in Higher Education Leadership Chair

- Coordinated campus participation in Wisconsin Women in Higher Education Leadership (WWHEL) via on and off campus events.
- Worked with the UW Stout Status of Women Committee to identify strategies for career flexibility, equitable compensation, and leadership positions for female faculty and staff at various career stages: early career, mid-career, late career.
- Provided opportunities for networking, information sharing and support for women in leadership and encouraged women faculty and staff to pursue leadership positions.

Fundraising Experience:

### **University of Wisconsin-Stout**

- Developed and reinforced relationships with alumni of the School of Hospitality Leadership (January 2015-2016).
- Secured \$30,000 in scholarship funds from two alumni donors and strengthened relationship to open the discussion of naming a laboratory on campus (Fall 2015).
- Worked with an industry partners to sponsor a Beverage Pairing Research Center at UW Stout. Proposal developed. Laboratory would service multiple programs within the College of Education, Hospitality, Health and Human Sciences (Fall 2015 - 2019).
- Participated in the development of a multi-million dollar proposal for the School of Hospitality Leadership. Participated in the initial conversations with the donor's representatives (2014).
- Created an environment allowing the faculty in the School of Hospitality Leadership to work with our industry partners to secure donations for the student organizations represented within the school. Donations exceeded \$20,000 (January 2015 - 2016).
- Planned and executed creative student ran events to benefit (American Cancer Society, Eau Claire Hmong Association, Menomonie Stepping Stones, Oxfam America, Saint Jude's Children's Hospital) creating awareness for these organizations total funds raised nearly \$10,000 (2009 - 2014).

Teaching Experience:

### **University of Wisconsin-Stout 2008 - 2024 Academic Year**

Professor (2021-Present); Menomonie, WI

Associate Professor (2015-2021); Menomonie, WI

Assistant Professor (2008-2015); Menomonie, Wisconsin

- Utilized learning technology to develop and deliver courses both online and face to face
- Developed a Certificate in Event & Meeting Management, including the development of four courses:
  - Event Management
  - Hospitality Convention and Meeting Planning
  - International Convention and Meeting Planning
  - Trade Show Management
- Worked with industry contacts to provide real life case studies for students in the classroom

My teaching responsibilities have been at the undergraduate level both required and selective HRTM major courses. I have utilized learning technology to develop and deliver courses in a variety of formats, including fully in-person, fully online, and hybrid.

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 Courses offered in the HRTM program that I currently teach or have taught include:

HT 340 Development of Tourism Attractions	HT 445 Event Management
HT 351 Hsp. Convention & Meeting Planning	HT 252 Hospitality Professionalism
HT 200 Hsp. Organizational Management	HT 100 Intro to Hospitality
HT 447 International Convention & Meeting Planning	HT 442 Trade Show Management
HT 440 Sociocultural Systems of Tourism	HT 360 Tourism for Persons w/Disabilities
HT 101 Principles of Hsp. Organizational Management	HT X99 Hsp. Independent Study
HT X98 Field Experience in HRTM	HT X49 Hospitality Co-op

**Florida Gulf Coast University Summer 2015/2016**

- Guest Lecturer; Fort Myers, Florida
  - Instructor for the Event Operations and Financial Management Course
  - Disciplinary expert in the Event Operations Topic

**University of Wisconsin-Eau Claire 2008/2009 Academic Year**

Guest Lecturer; Eau Claire, Wisconsin

- Instructor for the Student Professional Development Program
  - Professional Etiquette-Dining
  - 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
- Utilizes learning technology to develop and deliver courses
- Instructed the following courses:
  - Convention and Meeting Planning
  - Electronic Service Management-Online Course
  - Hospitality Professionalism
  - International Service Management-Online Course
  - 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 of Tourism: Travel Operations
- Provided the students with an overview of the travel industry and implemented a student tour to Las Vegas, NV

Industry 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

- Created Wisconsin's first destination marketing organization for the group tour market; Innovative Tourism
- 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 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

Honors:

**University of Wisconsin-Stout; Menomonie, WI**

UW Leadership Development Program Graduate 2018/19

**University of Wisconsin-Stout; Menomonie, WI**

Leadership Academy Graduate 2016

University of Wisconsin-Stout; Menomonie, WI

Ally Recognition Award 2012, 2013

**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 2007

**University of Wisconsin-Stout; Menomonie, WI**

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

**University of Wisconsin-Stout; Menomonie, WI**

Dean's Recognition for Exceptional Contribution 2007

**Eau Claire Area Economic Development Center; Eau Claire, WI**

Micro-Business Award 2003

**Applied Research: Publications, Reviews, Professional Industry Interviews:**

Gerdes, K. Comment on: Papas, J. Best Credit Cards for International Travel. *WalletHub.com*. (2024).

Gerdes, K., Larue, M., Bird, M. (2020) [Does Teaching stress management techniques lead to better utilization of these techniques?]. Unpublished manuscript. Menomonie, WI: University of Wisconsin Stout.

Review of Manuscript ID IHR-04-2020-0009 entitled "*MUSEUM EXPERIENCE AND SATISFACTION: MODERATING ROLE OF VISITING FREQUENCY*" Reviewer for the International Hospitality Review. (2020).

Review of Manuscript ID IHR-06-2019-0009 entitled *Gender Differences in Motivations to Attend Festivals in Saudi Arabia*. Reviewer for the International Hospitality Review. (2019).

Gerdes, K. Comment on: Papas, J. Chase Sapphire Preferred Card Travel Incentives and COVID 19. *WalletHub.com*. (2020).

Review of *International Best Practices Rules on Touristic Companies-Transferring Knowledge Through Regulation*. Reviewer for the Tourism Intelligence Forum held in Palma, Mallorca. (2018).

Review of *Bridging the Winery Experience with Experience at the Destination: Evidence from China*. Reviewer for the Tourism Intelligence Forum held in Palma, Mallorca. (2018).

Gerdes, K. (2017). [Textbook: Hospitality Principles]. Manuscript in preparation. Tinley Park, IL. Goodheart-Willcox Publisher.

Gerdes, K. Comment on: Papas, J. Credit Card Airline Miles. *WalletHub.com*. (2018).

Gerdes, K. 2016. Comment on: Roseman, B. Hospitality Leadership school ranked No. 10 in the world. *The Chippewa Herald*. (April 12, 2016).

Gerdes, K. 2015. Comment on: Phelps, N. Demand for tourism workers exceeds supply. *The Post-Crescent*. (August 23, 2015).

Gerdes, K. (2014). *Influence of Motherhood and University Culture on women in higher education with young children (Doctoral dissertation)*. Available from ProQuest Dissertation and Theses database. (UMI No. 3645512)

(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 Analysis]. 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 and 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.
- 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.

#### Grant Work:

Grant Recipient from Wisconsin Women in Higher Education Leadership Spring 2019

Grant Recipient from Wisconsin Women in Higher Education Leadership Spring 2018

Grant Recipient from Wisconsin Women in Higher Education Leadership Spring 2017

Grant Recipient from Wisconsin Women in Higher Education Leadership Spring 2016

Grant Recipient from Wisconsin Women in Higher Education Leadership Spring 2015

#### Presentations/Speaking:

Wisconsin System Learning Technology Development Council Virtual Showcase, “*Implementation of Select Stress Management Techniques in the Classroom.*” Gerdes, K., Larue, M., Bird, M. (2020)

Seven Generations Inter-Tribal Leadership Summit, “*Value and Impact of Tourism on Tribal Businesses within the Hospitality Industry.*” Gerdes, K., Miller, B. Hayward, WI (2019).

Service Excellence Summit, “*Best Practices in Service Excellence at UW-Stout.*” (2019).

Criminal Justice and Rehabilitation Conference, “STUDENT PANEL: UW-Stout's Criminal Justice and Rehabilitation Program”. (2019).

Gerdes, K. (2015). Recorded Interview [National Restaurant Association Restaurant, Hotel-Motel Show; Best Practices: Attracting, Developing, & Retaining Women Leaders].

National Association for Catering and Events Conference, “Service with a Smile.” Gerdes, K. Minneapolis, MN. (2013)

UW Stout Early Childhood Education Conference, “Professionalism in the workforce”. Gerdes, K. (2013).

UW Stout Early Childhood Education Conference (April 2011 and 2012)

School District of Colfax, Career Day (April 2012)

Pre-College Multicultural Visiting Students (Summer 2011)

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

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

Professional Memberships:

International Council on Hotel, Restaurant, and Institutional Education (CHRIE)

International Festivals and Events Association

Midwest Association of Hospitality Educators (MAHE), Secretary/Treasurer (2009), Chapter of CHRIE; 2008-2009

Conventions/Conferences Attended:

Wisconsin Women in Higher Education Leadership Conference; Fall 2020, Fall 2016

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-Toronto, 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

Service:

AA Space Allocation Committee (2016 – Current)

Integrated Marketing Committee (2016 – Current)

Council for CI programs (2017 – Current)

Women's and Gender Studies Committee (2017 – Current)

CEHHHS Lab Mod representative (2016 – Current)

CEHHHS Research Day Committee Chair (2018 – Current)

University Retention Committee 2020

Scholarship of Teaching and Learning (SoTL) Team 2019-2020

Heritage Hall Renovation Team 2019 – Current

Interim Program Director, Criminal Justice and Rehabilitation Fall 2019

Engagement Session Facilitator (2018)

Graduate Education Faculty (MSAP Thesis Committee member 2017).

Cabot Task Force Committee Chair 2017

Commencement Participant: Attended 23 of the 24 commencements since 2008. In spring 2018 I presented the CEHHHS candidates for graduation to Chancellor Meyer.

UW Stout Status of Women (2016-Present)

All University Associate Professor Promotion Committee, Chair (2015-2016)

Mandela Washington Young African Leaders Institute (Summer 2015)

College of Management Industry Advisory Board (Summer 2015)

School of Hospitality Leadership Chair (January 2015-Present)

UW Stout Chapter: Wisconsin Women in Higher Education Leadership Chair (2014-Present)

Women's Leadership Development Task Force (2014-Present)

Walt Disney World College Program Faculty Representative (2009-Present)

UW Stout Faculty/Student Ally Program (2010-2015)

Hotel, Restaurant, & Tourism Management Program Director (2011-2014)

School of Hospitality Leadership Curriculum Committee Chair (2013-2015), Committee member (2015-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, 2012, 2013, 2014, 2015)

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

Presenter: UW Stout Early Childhood Education Conference (April 2011, 2012, 2013)

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 (2008-2014)

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

College of Management Governance Committee (Ongoing)

Mother and Academic Sharing Community (2008-2010)

University Educational Support Unit Review Committee (Fall 2008-Fall 2009)

Chancellor's Advisory Committee: Exploring partnership opportunities with Wilson Place Mansion (2008 - 2009)

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)

#### Student Advisement:

Hotel, Restaurant, & Tourism Management Program Director 500+ students

Faculty Advisor for the Stout Events Society (Spring 2010-2015)

Faculty Advisor for the Certificate in Event & Meeting Management

Faculty Advisor for (100+) 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) – Trade Show Management (Spring 2009)

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

#### Professional Development:

Harvard Graduate School Education (HGSE): Leadership through Crisis (2020)

HGSE: Socially Distant and More Connected than Ever (2020)

Macmillan Learning: Pivoting from In-Person to Online Teaching: Tips and Discussion (2020)

UW Leadership Development Program (UWLDP) (2018)

Quality Matter Training (2019)

First Aid for the Mind (2018)

Effective Management Styles (2018)

Key Conversations (2018)

Deep Dive Conversations with O'Connor (2018)

First Generation Identity (2017)

UW-Stout Leadership Academy (Spring 2016)

Department Chair Leadership Development Workshop (Spring 2015)

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 Mentoring Group (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)