

# SECSA CHRIE FALL 2024 H.E.A.T. NEWSLETTER



*The Hospitality &  
Tourism Educators*

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**Scholarship  
Expertise  
Curiosity  
Smart  
Advancement**

# Message from the SECSA CHRIE President Dr. James Williams

FALL 2024  
SECSA H.E.A.T.  
NEWSLETTER



**Dr. James Williams**  
**AKA Dr. Limitless Williams**

**President**  
**SECSA CHRIE**

James A Williams, Ph.D., D.M., CHE, CC  
Faculty Director of Haslam Scholars  
Associate Professor  
Dept. of Retail, Hospitality, and Tourism  
Management  
University of Tennessee

As we welcome the New Year, on behalf of the entire SECSA CHRIE Board of Directors, I want to extend my warmest wishes to you and your family. Happy New Year!

2024 has been nothing short of extraordinary. Watching SECSA CHRIE grow stronger and more connected has been truly inspiring, and I'm deeply grateful for the role you've played in making this year so remarkable.

Looking ahead, 2025 promises new goals and opportunities for us to grow together. I sincerely hope you'll join us for the SECSA CHRIE Conference from **February 27 to March 1, 2025**, hosted by Auburn University in Auburn, AL. We have an exciting and resource-packed program planned, and we look forward to **CELEBRATING A DECADE OF SOUTHERN HOSPITALITY** with all of you!

Come share your research, pedagogical insights, and network with colleagues. Our community is stronger together, and your presence will help us continue shaping the future of hospitality leadership.

See you in Auburn!





BE **LIMITLESS**



*Congratulations!*

to

**Dr. Limitless Williams**

# SERVICE MATTERS!

As my time serving on the SECSA-CHRIE Board winds down, I am thinking about why I enjoyed serving these past 5 years, completing my 6th. As faculty we are required to balance Teaching, Research & Service. At my institution, our founder's last will and testament includes the statement I leave you a responsibility to our young people, which has guided my academic sojourn for the past 15 years. So, how do I view that balance? I think it should be holistic – the economists, scientists, sociologists, psychologists are natural researchers; the educators, theologians, artists are natural teachers; those of us in hospitality, business, criminal justice, and health are natural servers.

In hospitality management we teach our students that there is no I in TEAM. In every hospitality business, if you are not serving a guest, you are serving someone who is. For me personally, service therefore becomes the overarching tenet that binds research and teaching together. It is my hope that there are more of us out there, in fulfilling our responsibility to the young people of this world, we would ensure to continue to serve in various capacities. Our organizations are strengthened and our impact is more forceful when we serve.



**Dr. Andrea White-McNeil**  
**Immediate Past President**  
**SECSA CHRIE**

Assistant Professor  
College of Business & Entrepreneurship  
Bethune-Cookman University

On a personal note, this year I celebrate 10 years of coordinating the Christmas Love Gift project at Seaforth Methodist Church in Jamaica. This project became a labor of love as the Seaforth Methodist Church community in the diaspora serve 50 families in the local area with Gift Baskets of food & household items, alongside a hot meal and some cash for 'meat' purchase.

Let us therefore not forget, during the festive season and beyond, SERVICE DOES MATTER!



s e r v i c e

# SHARE YOUR INSIGHTS WITH PEDAGOGY ON-THE-GO!

In today's fast-paced academic world, staying ahead is essential. Pedagogy On-The-Go, a new initiative by the ICHRIE Education Committee, delivers concise, practical tidbits designed for educators on the move. This series offers innovative ideas, trending teaching strategies, valuable resources, and expert insights from ICHRIE members to energize your teaching and keep your curriculum fresh.

Check out previous publications below.

[Publications](#)



We invite you to share your expertise and inspire educators worldwide. Submit your contribution using this form.

[Form](#)



**Dr. Cindy Choi**

Director of Education  
SECSA CHRIE

Interim Department Chair &  
Associate Professor  
Nutrition and Hospitality Management  
University of Mississippi

# EDUCATION



## DR. KATE PRICE-HOWARD

**Vice President  
SECSA CHRIE  
Associate Professor  
School of Hospitality, Sport and  
Tourism Management  
Troy University**

Dr. Kate Price-Howard, Associate Professor at Troy University, recently returned from visiting her students at Duy Tan University in DaNang, Vietnam for two weeks of experiential teaching. They were able to experience various behind-the-scenes tours of the 5-star luxury hotels in the area, partake in wine tasting & cooking classes at Mrs. Vy's deli in Hoi An, Vietnam, and learn about American Halloween traditions, trick-or-treat among the other DTU classrooms, and the students even surprised her with a birthday dinner & cake!



Dr. Kate is teaching Current Issues in Hospitality, Tourism, & Event Management and this is her third international trip to teach in the Troy-affiliated partnership universities in Vietnam.

#TroyHSTM #SorrellCollegeofBusiness #Hospitalityeducators #TroyHospitality  
#duytanuniversity #OneTroy #InternationalTroy

# CELEBRATING ACHIEVEMENTS

## DR. SUZANNE BAGNERA

**Director of Member Services & Development  
SECSA CHRIE**

**Director, Executive Education  
Chaplin School of Hospitality & Tourism Management  
Florida International University**

Suzanne Bagnera was promoted to the Program Director of Hospitality Executive Education in the Chaplin School of Hospitality and Tourism Management at FIU. In this new role, she will contribute to the implementation of non-credit-bearing courses and continuing education initiatives in collaboration with industry partners. She is developing the educational programs for industry icons, like Adam Tihany (Hospitality Design Expert).



Dr. Suzanne Bagnera and Dale Gomez from the Chaplin School of Hospitality and Tourism Management at FIU are breaking ground offering an online self-paced course focusing on Artificial Intelligence. The executive education offering, Advanced Hospitality Technology: Integrating AI and Machine Learning, will start in early 2025, and is open to all industry professionals.

Use this link to learn more and register:

<https://hospitality.fiu.edu/programs/executive-education/advanced-hospitality-technology-integrating-ai-and-machine-learning/index.html>

Inquiries can be sent to: [HospExEd@fiu.edu](mailto:HospExEd@fiu.edu)



## **DR. WEI WEI**

**Director of Research**

**SECSA CHRIE**

**Associate Professor**

**Rosen College of Hospitality Management**

**University of Central Florida**

**Exciting Announcement: Dr.  
Wei Wei Appointed as  
Master's Programs  
Coordinator at the Rosen  
College of Hospitality  
Management of the  
University of Central Florida**

The Rosen College of Hospitality Management at the University of Central Florida is proud to announce the appointment of Dr. Wei Wei as the new Master's Programs Coordinator.

Dr. Wei Wei brings an impressive record of academic excellence, leadership, and innovation to this role. Her contributions to research, education, and industry engagement have been widely recognized.

As Master's Programs Coordinator, Dr. Wei Wei will oversee the growth and success of the College's graduate programs, ensuring they continue to provide students with exceptional learning opportunities that reflect the dynamic needs of the hospitality industry.

Given Dr. Wei Wei's dedication to interdisciplinary research, her passion for student development, and her commitment to fostering academic excellence, we are confident that her leadership will drive Rosen College's Master's programs to new heights.

Please join us in congratulating Dr. Wei Wei on her new role!





## MICHAEL CHENG

Congratulations to Dr. Michael Cheng on his promotion to  
**Full Professor**  
at Florida International University

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## MIRANDA KITTLERLIN-LYNCH

Congratulations to Dr. Miranda Kitterlin-Lynch on her promotion to  
**Full Professor**  
at Florida International University



# NEW TEXTBOOK

## PROFESSIONAL DEVELOPMENT FOR HOSPITALITY AND TOURISM

This project is being developed by an exceptional authoring team of powerhouse educators Timothy Flohr (University of Memphis), Lisa Cain, Ph.D., Miranda Kitterlin-Lynch, PhD (both of the FIU Chaplin School of Hospitality & Tourism Management), and Dr. James Arthur Williams (University of Tennessee, Knoxville), and it will guide students and professionals through key phases of career growth: Foundation, Transformation, and Action.



**Director of Industry Services**  
Timothy Flohr, MBA  
University of Memphis



**Secretary**  
Lisa Cain, Ph.D.  
Florida International University



**Past Director of Networking**  
Miranda Kitterlin-Lynch Ph.D.  
Florida International University



**President**  
James Williams, Ph.D.  
University of Tennessee

## PROFESSIONAL DEVELOPMENT FOR HOSPITALITY AND TOURISM



TIMOTHY FLOHR • LISA CAIN • MIRANDA KITTERLIN-LYNCH • JAMES WILLIAMS

# MAKING A DIFFERENCE

Dr. Fang Shu successfully completed the Leadership Miami®, a program that has helped shape the future leadership of the Greater Miami community.

Together with 39 other leaders from various industries, they raised \$104,446.30 and contributed 5,196.5 volunteer hours to create an outdoor exercise and recreational space for foster children at His House Children's Home.



## Director of Marketing, SECSA CHRIE



Fang Shu, Ph.D., CHE, CHIA  
Assistant Teaching Professor  
Faculty Fellow, Honors College  
Chaplin School of Hospitality & Tourism Management  
Florida International University



# DR. FAIZAN ALI

**Associate Professor,  
School of Hospitality & Tourism  
Management  
Muma College of Business  
University of South Florida**

For the fifth consecutive year, Dr. Faizan Ali has been listed among the "World's Top 2%" scientists in Stanford University's rankings.



## Ali, Faizan

Muma College of Business, USA

Year 2023 Rank: 5731

**Main Field:** Economics & Business

**H-index:** 18, **Hm-index:** 11.25

**Sub Field:** Sport, Leisure & Tourism

**Rank in the SubField:** 29 out of 9676 authors

**Top 2% Listed Year(s):** 2024 2023 2022 2021 2020



<https://TopResearchersList.com/>



# UNIVERSITY of **SOUTH FLORIDA**

## **Muma College of Business**

School of Hospitality and  
Tourism Management

USF School of Hospitality & Tourism Management is proud to host the International CHRIE Undergraduate Student Research Conference at the University of South Florida!

## **Register Now** **Submit your abstract**



## **2025 ICHRIE Eta Sigma Delta (ESD) ΗΣΔ Undergraduate Research Symposium**

The 2025 ICHRIE ΗΣΔ Eta Sigma Delta (ESD) ΗΣΔ Undergraduate Research Symposium is being held **20-21 February 2025** in Tampa, Florida at the University of South Florida, School of Hospitality and Tourism Management, Muma College of Business in the Marshall Student Center.

### **REGISTRATION**

Undergraduate students in ICHRIE-affiliated programs are eligible to submit their papers, but the event is not limited to ESD members. Open registration is free - [REGISTER NOW](#).

### **CALL FOR PAPERS**

Please [submit your 2-page abstract](#) by **Friday, 15 November 2024**.

### **CALL FOR REVIEWERS**

Paper Reviewers are needed! Please email [esd@chrie.org](mailto:esd@chrie.org) to express interest in reviewing papers. This is a very important role, and we need your help!

### **QUESTIONS**

Please contact [esd@chrie.org](mailto:esd@chrie.org)

Take a minute to read the 2024 [Inaugural CHRIE Eta Sigma Delta \(ESD\) Undergraduate Research Symposium Wrap-Up](#) from the inaugural event!

# 10th Annual SECSA-CHRIE Conference

hosted by

## AUBURN UNIVERSITY

HORST SCHULZE SCHOOL OF HOSPITALITY MANAGEMENT

Feb 27th - Mar 1st, 2025



CELEBRATING A DECADE OF  
SOUTHERN HOSPITALITY

### Attendee Classification & Cost

Faculty: \$150

Student: \$100

Beverage Education Symposium: \$30

REGISTRATION



DEADLINE: JANUARY 19TH, 2025



# BEVERAGE EDUCATION SYMPOSIUM

*Hosted by BevEd SIG*

*Sip, Learn, and  
Connect*

Morning Brew

Crafting Beverage Research

Sips of Knowledge

Saturday, March 1, 2025  
Registration Fee: \$30  
(plus SECSA conference registration)  
<https://www.secsachrie.org/conferences>

# SAVE THE DATE



Indy

INTERNATIONAL  
**CHRIE**  
Council on Hotel, Restaurant,  
and Institutional Education  
*The Hospitality &  
Tourism Educators*

## 18-20 JUNE 2025

JW Marriott Indianapolis  
10 S West Street  
Indianapolis, Indiana, USA, 46204

Co-Location

## HITEC

Produced by HFTP

### 2025 ICHRIE GLOBAL CONFERENCE

## ICHRIE

2025

## INDY



### CALL FOR PAPERS

### SUBMISSIONS DEADLINE 19 JANUARY 2025

## ICHRIE

2025

## INDY



### 2025 CALL FOR NOMINATIONS

### THE INTERNATIONAL CHRIE AWARDS

*Honouring those who make a difference.*



## ICHRIE

2025

## INDY



### 2025 CALL FOR PROPOSALS

### THE ICHRIE CREATIVE TEACHING LAB

*Where Innovation and Imagination Transform Instruction*



# CALL FOR CONTENT

If you would like your content included in the 2025 SECSA Social Media posts, please click the button below to complete the form whenever you have an update.

[Submission](#) >

## SHARE

- What's new in your program
- Members professional and personal accomplishments and milestones
- Research and education hot tips
- Health and wellness tips
- Important dates and announcements

**E-mail Dr. Fang Shu with submissions**



Fang Shu, Ph.D.

[fshu@fiu.edu](mailto:fshu@fiu.edu)

Director of Marketing,  
SECSA-CHRIE



# SECSA CHRIE BOARD OF DIRECTORS 2024-2025



**President**

James Williams, Ph.D.  
University of Tennessee  
jwill316@utk.edu



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lkprice@troy.edu



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mpt0010@auburn.edu



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**Director of Networking**

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