



EDUCATION

- Doctor of Philosophy, 2007- Hospitality Administration. Texas Tech University, Lubbock, Texas
 - Dissertation: Job Satisfaction, Organizational Commitment & Justice: An Exploratory Look at Golf Club Employees
- Master of Science, 2005- Restaurant, Hotel & Institutional Management. Texas Tech University, Lubbock, Texas.
- Bachelor of Science, 2000 - Restaurant, Hotel & Institutional Management. Texas Tech University, Lubbock, Texas.

PROFESSIONAL EXPERIENCE

Assistant Professor, University Of South Carolina Beaufort (07-Present)

•BHRM 285- Club Management

- Unique problems and issues associated with private clubs

•BHRM 228- Purchasing and Controls

- A study of major foods, beverages, and supplies that are used in hospitality as well as techniques on how to control their distribution within the operation

•BHRM 110- Introduction to Hospitality

- History, growth, developments, and future opportunities in the hospitality industry

•BHRM 372- Catering Management

- Management techniques, including planning, production, and performance of off-premise catering

•BHRM 270- Quantity Food Production

- The basics of food production from storeroom to consumer

•BHRM 311- Principles of Food Service Sanitation

- Business and regulatory practices relevant to a sanitary food service environment

•BHRM 312- Management by Menu

- Analysis, pricing constraints, and mechanics of the menu

•BHRM 475- Wine, Spirits, Beers, and Non- Alcoholic Beverages in Food Service Establishments

- Management overview and operating problems of beverages in the hospitality industry



- **BHRM 280- Tourism**
 - Economic and social relationships between tourism and the hospitality industry
- **BHRM 364- Conference and Meeting Planning**
 - Planning and managing conferences and meetings in the tourism industry
- **BHRM 485- Advanced Club Management**
 - Advanced topics in hospitality management for the club industry
- **BHRM 495- Special Topics**
 - Planned, coordinated, and chaperoned a trip to Chicago for the national NRA show with 10- 20 students for three years, In 2012 I took 12 students to Costa Rica for 10 days.
- **BHRM 245- Professional Development in Hospitality**
 - Course focuses on preparing students for successful job searches and thriving in entry-level management positions in the hospitality industry.

Graduate Part Time Instructor, Texas Tech University (2006- 2007)

- **RHIM 3355- Club and Resort Management**
 - Principles and practices of the general managerial procedures utilized in private clubs and resorts.
- **RHIM 3308- Hotel Group Sales**
 - Emphasis on the function of convention and meeting sales and service departments related to lodging and tourism operations. Explores factors involved in the management of large group sales.

Teaching Assistant, Texas Tech University (2003- 2006)

- **RHIM 2308- Hotel Operation Lab**
 - Instructed 80 student's per semester at Holiday Inn. Reinforced practices of managerial function relating to the operation of hotel and motel facilities learned in class.
- **RHIM 3460- Food Systems I**
 - Reinforced principles of food production and management principles of food production taught in class.
- **RHIM 3470- Food Systems II**
 - Instructed students on commercial food preparation and service at Skyviews Restaurant, which is owned and operated by Texas Tech
- **RHIM 3355- Club and Resort Management**
 - Developed, initiated, and taught 50 students per semester for 3 years at Texas Tech Rawls Golf Course



UNIVERSITY OF SOUTH CAROLINA BEAUFORT

INDUSTRY EXPERIENCE:

- 2010-2012 Coco's on the Beach, Bar Manager
- Work bar shifts, set-up procedures for kitchen and bar, assist with social media and marketing. Part of a family bar environment where profits rose 30% in 2 years.
- 2008-2010 Tiki Hut- Bartender
- Service guests, Inventory management, Money handling in a seasonal fast paced beach bar atmosphere
- 2003 - 2007 Skyview's Restaurant - Catering Manager
- University run restaurant, managed weekly caterings as well as some dinner services.
- 2003 - 2007 Sodexho Sports and Leisure Services - Suite Manager
- Assisted in establishing work principals and methods in new suites at SBC Stadium. Managed 54 & 24 suites during game days for football and basketball respectively.
 - Hired and employed 15-20 RHIM students annually.
- 2003 - 2006 Don Pablos - Key Hourly
- Worked through every department: bartender, waiter, expeditor, key hourly.
 - Responsible for daily inventories, front of the house management, guest relations
- 1/01 - 8/01 Hyatt Regency New Orleans, Louisiana - Management Trainee
- Completed training program by working trough all departments of the hotel: reservations, housekeeping, convention set- up and management, sales, accounting, food and beverage outlets, and front desk.
 - Placed in food and beverage outlets as an assistant manager.
- 5/99 - 12/00 Hawthorn Suites Ltd., Lubbock, Texas – Assistant General Manager
- Opened and worked in all departments of a new 82 room all suite hotel.
 - Created menu, designed layout, and trained employees for breakfast and social hour.
 - Worked closely with Hawthorn representatives and owners to establish hotel policies and rules
 - Assisted in developing front office procedures, supported sales staff through sales blitzes and booking group business during slack times.

OTHER EXPERIENCE:

- 5/06 & 5/07 Four Seasons- Byron Nelson Golf Tournament, Dallas, TX
- Bartend in corporate villas at a world class golf event
 - Asked to return to work in 2007 and assist with coordinating 140 students from Texas Tech.
- 9/96 - Present Wholesale Corner, El Paso, TX/ Internet Manager
- Conceive, start, and run internet portion of a small used car dealership
 - Generate over \$100,000 in revenue a year
 - Maintain books and all customer relations
 - Perfect e-bay customer feedback score 100% positive after 14 years



REFEREED JOURNAL ARTICLES

- Salazar, J., **Barth, S.**, Calvert, C. (In progress, 2012). Festival attendees dining characteristics that influence spending in a vacation destination. *Journal of Convention and Event Tourism*.
- Barber, N., **Barth, S.** and Kim, Y. (Submitted, July 2012). Festivals Tourism: How important is recycling to Attendees. *International Journal of Culture Tourism and Hospitality*
- Barber, N, **Barth, S.** and Blum, S. (2011). Risk reduction strategies for investing in restaurant stocks: A portfolio approach. *Journal of Foodservice Business Research*. 14:1, 33-46.
- **Barth, S.**, Salazar, J. (June 2010). Wine tourism and consumer behaviors related to wine purchases. *Journal of Tourism Insight*. Vol 1, 1. pg. 2-6
- Calvert, C.L., Cleavenger, D., **Barth, S.** & Salazar, J. (June 2009). The need for a Culturally Sensitive Curriculum for Spanish Speaking Students at the University of South Carolina-Beaufort. *Global Business Languages*. Vol 14

BOOKS & BOOKS CHAPTERS

- **Barth, S.**, Blum, S.C. (2008). *How Satisfied are Your Golf Club Employees and Managers?* (1st ed.) Saarbruken: VDM.
- Barth, S. (2012) *Event Production*. Chapter on Food and Beverage Production

Grant Activity

- Blum, S., Smucker, M., & **Barth, S.** (2005) *Job Satisfaction Organizational Commitment and Justice in Concession Stand Employees*. College of Human Sciences - Multidisciplinary Seed Grant. \$5,000.
- Calvert, C., **Barth, S.**, Ollivetti, K. (2011) *Vision for the future: A collaboration between USC Beaufort and the Town of Hilton Head Island*. Co-Pi. 7/11- 6/12/ Funded. \$103,500
- Calvert, C., **Barth, S.**, Ollivetti, K. (2012) *Vision for the future: A collaboration between USC Beaufort and the Town of Hilton Head Island*. Co-Pi. 7/12- 6/13/ Funded. \$118,060



REFEREED PROCEEDINGS

- **Barth, S.**, Barber, N., Kim, Y. (2011). Festival tourism: how important is recycling to attendees. International CHRIE Conference. Proceedings of 2011 International CHRIE Conference. Denver, CO.
- "Salazar, J., **Barth, S.**, Brookover, B. Calvert, C.(2011). Examining Travel Motivations of Visitors Attending a Professional Golf Tournament (July 27, 2011). International CHRIE Conference- Refereed Track. Paper 7. http://scholarworks.umass.edu/refereed/ICHRIE_2011/Wednesday/7"
- Ward, J.B., Barber, N., **Barth, S.** (2011). Consumer willingness to pay for environmentally produced wines. 16th Graduate Research Conference. Houston, TX. http://scholarworks.umass.edu/gradconf_hospitality/2011/Poster/92/
- Calvert, C., **Barth, S.**, Hammonds, L, & Salazar, J. (February, 2011). Developing a successful international exchange: A Pilot program. *Frontiers in Southeast CHRIE Hospitality & Tourism Research*, 15(1), 6-9.
- **Barth, S.**, Salazar, J. 2010 . A look at satisfaction among private club employees in an exclusive southeastern club. *Frontiers In Southeast Council on Hotel, Restaurant and Institutional Education*. Vol 14, 2. pg. 1-6.
- Salazar, J., **Barth, S.**, Brookover, B.(2010). Multiple Attributes in sport tourism trip decisions to a destination island. *Frontiers in Southeast Council on Hotel, Restaurant and Institutional Education*. Vol 14, 2. pg. 74-18.
- Dennis, B., Salazar, J., **Barth, S.** (2010). A revised corporate social performance model: data analysis. American Society of Business and Behavioral Sciences Annual Conference. February 18, 2010 Presentation
- Salazar, J., **Barth, S.**, Thomas, S., Calvert, C. (2009). Visitor willingness to practice conservation behaviors while on vacation: An exploratory analysis of Hilton head, SC. *Frontiers in Southeast Council on Hotel, Restaurant and Institutional Education*. Vol 13,2 pg.???
- Salazar, J., **Barth, S.**, Calvert, C. (2008)Low Country Wine Tourism: An Exploratory Study of Consumer Behaviors. *Frontiers In Southeast Council on Hotel, Restaurant and Institutional Education*. Vol 12, 2. pg. 62-65.
- **Barth, S.**, Calvert, C. (2008). Job turnover and Satisfaction: An exploratory look at golf club managers. *Frontiers In Southeast Council on Hotel, Restaurant and Institutional Education*. Vol 12, 2. pg. ????
- Salazar, J., **Barth, S.**, Calvert, C. (2007) Dining characteristics which influence patron spending in a vacation destination. *Frontiers In Southeast Council on Hotel, Restaurant and Institutional Education*. Vol 11, 2. pg. 83-87.



REFEREED PRESENTATIONS

- **Barth, S.**, Barber, N., Kim, Y. (2011). Festival tourism: how important is recycling to attendees. International CHRIE Conference- Refereed Poster Track. Denver, CO.
- Salazar, J., **Barth, S.**, Brookover, B. Calvert, C.(2011). Examining Travel Motivations of Visitors Attending a Professional Golf Tournament (July 27, 2011). International CHRIE Conference-Refereed
- Ward, J.B., Barber, N., **Barth, S.** (2011). Consumer willingness to pay for environmentally produced wines. 16th Graduate Research Conference. Houston, TX.
- **Barth, S.**, Salazar, J. 2010 . A look at satisfaction among private club employees in an exclusive southeastern club. Frontiers In Southeast Council on Hotel, Restaurant and Institutional Education. Vol 14, 2. pg. 1-6.(October, 2010)
- Salazar, J., **Barth, S.**, Brookover, B.(2010). Multiple Attributes in sport tourism trip decisions to a destination island. Frontiers in Southeast Council on Hotel, Restaurant and Institutional Education. Vol 14, 2. pg. 74-18. (October, 2010)
- Dennis, B., Salazar, J., **Barth, S.** (2010). A revised corporate social performance model: data analysis. American Society of Business and Behavioral Sciences Annual Conference.
- Salazar, J., **Barth, S.** (2009) Wine tourism and consumer behaviors related to wine purchases. Resort and Commercial Recreation. (November 2009)
- Salazar, J., **Barth, S.**, Thomas, S.,Calvert, C. (2009). Visitor willingness to practice conservation behaviors while on vacation: An exploratory analysis of Hilton head, SC. Frontiers in Southeast Council on Hotel, Restaurant and Institutional Education.
- Salazar, J., **Barth, S.**, Calvert, C. (2008)Low Country Wine Tourism: An Exploratory Study of Consumer Behaviors. Frontiers In Southeast Council on Hotel, Restaurant and Institutional Education. Vol 12, 2. pg. 62-65.
- **Barth, S.**, Calvert, C. (2008). Job turnover and Satisfaction: An exploratory look at golf club managers. SECHRIE. February 22nd, 2008 Conference Atlanta, GA
- Salazar, J., **Barth, S.**, Calvert, C. (2007) Dining characteristics which influence patron spending in a vacation destination. SECHRIE October 12, 2007 Conference. Hilton Head, SC
- Barber, N., **Barth, S.**, Blum, S.C. (2007). Valuing Restaurant Stocks: Using the simultaneous approach. 13th Annual Conference on Hospitality and Tourism Graduate Education and Graduate Student Research, Orlando, FL.
- **Barth, S.**, & Blum, S. (2007) Job Satisfaction, Organization Justice & Commitment: An Exploratory Study of Golf Club employees and Managers. 12th Annual Conference on Hospitality and Tourism Graduate Education and Graduate Student Research, Houston, TX
- Cheng- Yu, C.,Ju Yu, H. & **Barth, S.** (2007) College Students' Motivations towards Martial Arts Events. 12th Annual Conference on Hospitality and Tourism Graduate Education and Graduate Student Research, Houston, TX
- **Barth, S.**, & Blum, S. (2006) Job Satisfaction, Organization Justice & Commitment: An Exploratory Study of Sport Concession Supervisors and Managers. 11th Annual Conference on Hospitality and Tourism Graduate Education and Graduate Student Research, Seattle, WA
- **Barth, S.**, & Blum, S. (2005) Development of a Grants and Sponsored Funding Course for Hospitality. 10th Annual Conference on Hospitality and Tourism Graduate Education and Graduate Student Research, Myrtle Beach, SC
- **Barth, S.**, & Blum, S. (2005) Job Satisfaction of Concession Stand Employees: An Exploratory Study. 10th Annual Conference on Hospitality and Tourism Graduate Education and Graduate Student Research, Myrtle Beach, SC
- **Barth, S.**, & Shumate, S. (2004) The Utilization of Undergraduate Research in US Hospitality Programs. 9th Annual Conference on Hospitality and Tourism Graduate Education and Graduate Student Research, Houston, TX
- **Barth, S.**, & Blum, S. (2004) Examining Various Measures to Determine Hotel Sales Person Productivity. 9th Annual Conference on Hospitality and Tourism Graduate Education and Graduate Student Research, Houston, TX



OTHER ARTICLES

- **Barth, S., & Calvert, C.,** (2010, July 19) Students join USCB immersion program. Island Packet, pp.C 1
- **Barth, S., & Calvert, C.,** (2010, July 9) Taiwanese students visit Hilton Head. The Bluffton Today, pp.8
- **Barth, S., & Bragg, H.,** (2009) Local eatery a beer drinkers paradise. Hilton Head Monthly, pp.54-55.
- **Barth, S.,** (2009) An offer you can't refuse: Wiseguys' unique drinks and savory dishes. Hilton Head Monthly, pp. 72-73.
- **Barth,S.** (2008, July 2) USCB students dive into windy city trade show. The Bluffton Today, pp. 15.

CREATIVE TEACHING AND PROFESSIONAL DEVELOPMENT ACTIVITIES:

- Organized and coordinated a trip to NRA (National Restaurant Association) show (2006, 2007, 2008, 2009, 2010, 2011) in Chicago for 8- 25 students. Attended show in 2004, 2008,2009, 2010, 2011.
- Attended National Hotel Motel Trade Show 1998, 1999, 2003- 2007. Assisted in bringing and supervising over 25 students each year. Recruit future students.
- Chosen by CMAA Club Foundation to participate in the Faculty Internship program. Traveled to Washington, Dc to participate in annual Legislature conference and training seminar.
- Attended CHRIE conference in
 - 2010, moderated 2 sessions and became chair of the Club Management SIG
 - 2011, moderated 3 sessions and chaired the Club Management SIG
- Attend SECHRIE Conference 2007, 2008, 2009, and 2010
- Attended Resort and Commercial Recreation Annual Conference, 2009
- Attended CMAA World Conference in 2011 and 2012
- Attended CMAA Student Conference in 2010
 - Booked to speak at 2012 Student Conference in Atlanta.
- Presented to local American Culinary Foundation chefs at a monthly meeting, "Creating a HACCP Plan." Spring 2010

AWARDS AND ACCOLADES:

- Recognized April 2009 "Catch us at our Best" campus award
- Recognized Spring 2012 "Catch us at our Best" campus award
- Awarded Vincent P Maseric Service Award in 2011, for outstanding service



SERVICE ACTIVITIES:

UNIVERSITY

- Faculty Senate, Secretary (2011- present)
- Library Committee, Chair (2009- present)
- Course and Curriculum Committee, Secretary (2008, 2009, Spring 2010)
- Ad Hoc Committee on Technology, Chair (2009, 2010)
- Faculty Advisor of Hospitality Management Association- University Student Club
 - Implemented and advised 2007-2009

COMMUNITY & MEMBERSHIPS

- Council on Hotel, Restaurant, and Institutional Education (CHRIE) Member (2001- Present)
 - Chair of Club Management SIG (2010- Present)
- South Carolina Council on Hotel, Restaurant, and Institutional Education (Member 2007- Present)
 - Helped organized Fall 2007 meeting in Hilton Head
- Club Managers Association of America (CMAA)- Member 2001- Present
 - Faculty Advisor 2010- 2012, Started new Chapter with over 40 members
 - Organize 15 students to collect data at the annual Assistant Managers Conference 2008 in Hilton Head
 - Organized, raised money, and taken students to Student Conference 2008 (1), National Conference 2011(2), 2012(5)
 - Raised \$6000 through fundraising Wine dinner in 2012 to aid in student travel
 - Procured all food and beverage as donations. Had 80 local club managers and guests attend.
- Hilton Head Hospitality Association
 - Executive Board member in charge of Workforce Development, 2009, 2010
 - Organized and taught Servesafe classes to local businesses.
 - President during transition time when there was no executive director
 - Ran day to day operations for 2010/2011, had over 130 members
 - Coordinated and conducted weekly meetings of the board
 - Organized and produced monthly member lunches for 30-60
 - Oversaw weekly newsletters
 - Instrumental in producing Annual Wine Festival that sees close to 2200 visitors in more than 15 local events over two weeks (2011)
 - Overall budget of \$179,000, raised \$13,000 in scholarship money that directly impacts USCB.
 - » Received \$104,000 in town funding to help produce festival
 - Led a group of 7 volunteers and one paid event planner to plan, organize, and produce the festival
 - Hilton Head Jazz and Brew Festival Steering Committee
 - Organized and participated with 12 volunteers for Craft Brew Judging- 2008
 - Collected data with 17 students 2009
 - Collected Data with 20 students 2010
 - Hilton Head Wine and Food Festival
 - Other than producing in 2011, I have coordinated and directed students to assist with the festival in 2009, 2010, and 2012. Anywhere from 30-40 students per year



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- Verizon/RBC Heritage (2009- Present)
 - 2009
 - Organized and participated with 12 students volunteering at the 2009 Verizon heritage
 - 2010
 - Had 40 students volunteer for 2010 Heritage. Ran the Patriots Outpost for Military Families for four days with students.
 - Was part of a community group that raised \$120,000 in 2010. This committee was recognized by the PGA and emulated in other dying markets to help revive PGA tournaments.
 - 2011
 - Planned and facilitated 28 student volunteers. Ran the Patriots Outpost again to rave reviews.
 - Part of the same community group, this time we raised over \$150,000 for the foundation.
 - 2012
 - Coordinated over 60 students to work various positions.
 - In charge of service at the Patriots Outpost
 - Had 2 marketing interns that assisted with Expo Village
 - Directed Catering and Sponsor Support for the entire tournament
 - » With 10 student volunteers we assisted 18 Caterers and 61 Sponsors to ensure proper service and support in the skyboxes that accompany all PGA tournaments. Received rave reviews from all involved. Prior to us doing this it had been run for 17 years by another entity.
 - » Invited back for 2013 in same capacities
- USCB Festival for the Arts (2010), compensated
 - Event Coordinator
 - Part of a committee that developed and produced a two day festival to celebrate the arts at USCB's north campus to support the Art program
 - Organized food vendors, tenting, equipment, art vendors, entertainment, marketing, etc.
 - 20 scholarships were awarded to future USCB art students
- Extreme Makeover Home Edition
 - Food Project Coordinator for the Beaufort, SC build
 - Garnered close to \$50,000 in food and other donations related to the project
 - Coordinated and directed approximately 40 unique caterers, restaurants, disaster relief teams that produced and served 18,000 meals in 8 days out of a back yard.
 - Arranged and provided service to the VIP space that was used for the event's sponsors.
 - Worked with a local production company to produce the Kick-off event (1000) and the "Wrap Party (350)"
 - Generally speaking if there was food on site during the build, I found the vendor and coordinated the service not only to volunteers but also to ABC's production team.



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- American Heart Association Heart Ball- 2008
 - Organized and participated with 15 students to work annual fund raising ball. Over \$12,000 raised
- Bluffton Art and Seafood Festival Steering Committee
 - Collect data to help with ATAX grant funding in 2007,2008, and 2009
 - Generate money through sponsorships, Raised over \$5000 in 2009
 - In charge of Iron Chef component of festival 2010
- EMIT Conference (2010)
 - Organized and served meals for 38 people for three days for the Spanish Conference held on campus. Lunch and dinner for two days and a wine and cheese reception for the initial day. Produced this with 15 students over the three days.
- Osher Lifelong Learning Institute (presented to community patrons in class sizes of 12-22)
 - Who invented the cocktail (Fall 2011)
 - Is your food really safe? (Fall 2011)
 - Who invented the cocktail (Spring 2011)
 - Is your food really safe? (Spring 2011)
 - Craft Beers: A tasting and discussion on trends (Fall 2011)
 - Who invented the cocktail (Spring 2012)
- Volunteer for various University opportunities
 - Annual move in day (2008, 2009, 2011, 2012, Campus House Calls, and worked in the concession stand for baseball games (5) including the inaugural game,
 - 2 search committees for reference librarian positions, 1 search committee for a nutrition position
 - Accepted Students Day 2010, presentation to students accepted for fall 2011
 - Guest Speaker for Dr. Bryan Dennis, fall 2010 and 2011