

# Linsley Taylor DeVeau

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## **EXPERIENCE:**

2003-Present           **PROFESSOR**  
1989 – 2003           **DEAN & PROFESSOR**  
1988 - 1989           **ASSOCIATE PROFESSOR**  
College of Hospitality Management  
Lynn University, Boca Raton, Florida

1993 - 1995           **HOSPITALITY & TOURISM ADVISOR**  
United Nations  
International Short-Term Advisory Resources, New York, New York

1984 - 1988           **MANAGEMENT CONSULTANT**  
Woodbridge Country Club, Woodbridge, Connecticut

1985 - 1988           **CHAIRPERSON & DIRECTOR OF MBA PROGRAM**  
1984 - 1985           **ASSISTANT PROFESSOR**  
School of Hotel, Restaurant and Tourism Administration  
University of New Haven, West Haven, Connecticut

1980 - 1984           **INSTRUCTOR**  
Hotel and Restaurant Management  
Manchester Community College, Manchester, Connecticut

1979 - 1980           **VICE PRESIDENT OF ADMINISTRATION & PERSONNEL**  
Acorn, Holop & Associates, Madison, Connecticut

1974 - 1979           **HOTEL GENERAL MANAGER**  
Caravan Travelodge Hotel & Nob Hill Casino, Las Vegas, Nevada

## **EDUCATION:**

**DOCTOR OF EDUCATION**  
Major: Management and Leadership  
College of Business and Public Management  
University of Bridgeport  
Dissertation: Doctoral Programs in Hospitality Administration: A Delphi Study.

**MASTER OF BUSINESS ADMINISTRATION**  
Major: Hotel & Restaurant Management  
School of Business  
University of New Haven

**MASTER OF SCIENCE, INDUSTRIAL RELATIONS**  
School of Business  
University of New Haven

**BACHELOR OF SCIENCE**  
Major: Hotel Administration  
College of Hotel Administration  
University of Nevada, Las Vegas

## **CERTIFICATIONS:**

Certified Hotel Administrator  
Certified Human Resources Executive  
Certified Hospitality Accountant Executive  
Certified Situational Leadership Trainer  
Certified Professional Food Manager Instructor-State of Florida

## **ACADEMIC HONORS:**

Who's Who Among America's Teachers 1994

## **CERTIFICATES:**

Certificate in Employee Relations Law  
Certificate in Employment Law & Practices In Florida  
Total Quality Management  
Senior Professional Graduate-H.R.M.  
Employee Attitude Problems, Firing and the Law Workers Compensation Law  
E-Commerce

## **PROFESSIONAL ORGANIZATIONS AND MEMBERSHIPS:**

American Resort Development Association  
-Membership Committee 2006-Present  
American Society of Safety Engineers  
American Hotel and Lodging Association  
Association of Hospitality Financial Management Educators  
- Research Committee 1990-1991  
- By-Laws Committee 1991-1992  
- Research Symposium Committee 1991-1992  
American Society for Training and Development  
Council on Hotel, Restaurant and Institutional Education  
- Finance Committee 1987-1988  
- Awards Committee 1991-Present  
- Graduate Programs Committee 1991-1996  
- International Exchange Committee 1991-1992  
- Financial Management Committee 1991-1995  
- Casino Management Section 1994-1999  
Florida CHRIE  
- Conference Planning Committee 1992  
- Secretary/Treasurer 1992-1993  
- Vice President 1993-1994  
- Chairperson 1994 Job-Fest  
- President 1994-1995  
- Chairman of the Board 1995-1996  
Florida Restaurant Association  
Florida Hotel and Motel Association  
- Human Resource Committee 1990-1991  
- Education/Trust Fund Committee 1990-1991  
- Small Property Committee 1990-1991  
International Association of Hospitality Accountants  
- Professional Development Committee 1991-1993  
IAHA Gold Coast Chapter  
Institute for Quality and Ethics in Service and Tourism  
Society for Human Resource Management  
Palm Beach County Hotel & Motel Association

## **ADVISORY BOARDS:**

Hong Kong Council For Academic Accreditation  
Palm Beach Hotel & Motel Association - Work force task force 1999 - Present  
Manchester Community College 1985-1988  
South Central Community College 1986-1988  
Palm Beach County Public Schools 1993-Present

## **PUBLISHING AND RESEARCH:**

“Financial Management in the Hospitality Industry,” Chapter in Introduction to Hotel and Restaurant Management, Fifth Edition, Kendall/Hunt Publishing

“Developing Your Marketing Plan,” Seminar International Hotel/Motel and Restaurant Show, New York, November 1985.

“Coordinating the Hospitality Internship,” The Cornell Hotel and Restaurant Administration Quarterly, August 1987.

“College-Level Training May Ease Labor Shortage,” Hotel and Motel Management, May 30, 1988.

“Controlling Food and Beverage Costs With Your Computer,” Club Management, July 1988.

“Experience and Education: How are Hospitality Programs Coordinating This Vital Curriculum Interface?” International CHRIE Conference, Toronto, Canada, July, 1988.

“Recognize Your Patrons,” New Haven Restaurant News, June, 1988.

“A Profile of the CHAE: Gaining Strength in Numbers,” The Bottomline, October, 1988.

“Hospitality Internships: An Industry View,” The Cornell Hotel and Restaurant Administration Quarterly, November, 1988.

“An Analysis of Software for Utilization in the Hospitality Financial Management Curriculum,” Association of Hospitality Financial Management Educators Research Symposium, New York, New York; November, 1989.

“An Analysis of Emerging Technologies in Hospitality Financial Management,” International CHRIE Conference, Washington, D.C., August 1990.

“Front Office Management in the 1990's and Beyond,” International CHRIE Conference, Washington, D.C., August 1990.

“Financial Management Education: What Are We Teaching Our Students?” International CHRIE Conference, Washington, D.C. , August 1990.

“Financial Management Software - It's Importance in Travel and Tourism Studies,” Tourism Today, Greece, Fall, 1990.

“Financial Management in the Hospitality Industry,” a chapter in Introduction to Hotel and Restaurant Management, Sixth Edition, Kendall/Hunt Publishing Company.

“Financial Management Education Taught in Hotel and Restaurant Management Schools,” Association of Hospitality Financial Management Educators Research Symposium, New York, New York; November 1990.

“An Analysis of Lodging Industry Rating Systems,” International CHRIE Conference, Houston, Texas, July, 1991.

“Customer Service Training Programs in the Rooms Division,” International CHRIE Conference, Houston, Texas, July, 1991.

“Financial Management Education Taught in Hotel and Restaurant Management Schools,” The Journal of Hospitality Financial Management, Fall, 1991.

“An Analysis of Doctoral Programs in Hospitality Administration,” International CHRIE Conference, Orlando, Florida, July 1992.

“Regional Accreditation Agencies Faculty Criteria and Its Impact on Hospitality Administration Programs,” International CHRIE Conference, Orlando, Florida, July, 1992.

“Rooms Division Management in the 1990's and Beyond,” International CHRIE Conference, Orlando, Florida, July, 1992.

“Contemporary Hotel Sales,” A Book Review, Hospitality and Tourism Educator, 1993.

“The DeVeau & Rooney Total Quality Educational Administration Assessment Model,” CHRIE Conference, Chicago, Illinois, 1993.

“Club Management in the 1990's and Beyond,” International CHRIE Conference, Chicago, Illinois, August, 1993.

“The Future of Doctoral Programs in Hospitality Administration,” International CHRIE Conference, Chicago, Illinois, August, 1993.

“An Analysis of Operating Policies for Hospitality Foodservice,” International CHRIE Conference, Chicago, Illinois, August, 1993.

“Health Club Management,” a chapter in Introduction to Hospitality Management, Seventh Edition, Kendall/Hunt Publishing Company.

“From the Boom 80's to the Bust 90's in Hospitality Education: Strategies for the Recruitment and Retention of Baccalaureate Hospitality Management Students,” International CHRIE Conference, Palm Springs, California, July 1994.

“A Delphi Study of Doctoral Programs in Hospitality Administration,” International CHRIE Conference, Palm Springs, California, July 1994.

“Hospitality Industry Employee Participation Programs and U.S. Labor Laws,” International CHRIE Conference, Palm Springs, California, July 1994.

“The Utilization of Interactive Computer Multimedia in the Food Service Industry,” International CHRIE Conference, Palm Springs, California, July 1994.

“An Analysis of Lodging Industry Guest Comment Card Systems,” International CHRIE Conference, Nashville, Tennessee, August 1995.

“A Prototype of the Virtual Hotel,” International CHRIE Conference, Nashville, Tennessee, August 1995.

“The Growth and Impact of Indian Gaming,” Hospitality and Tourism Educator, Fall 1995.

“An Analysis of Lodging Industry Guest Comment Card Systems,” Lodging.

“Health Club Management,” a chapter in Introduction to Hospitality Management, Eighth Edition, Kendall/Hunt Publishing Company.

“Senior Service Management,” a chapter in Introduction to Hospitality Management, Eighth Seventh Edition, Kendall/Hunt Publishing Company.

“Health Club Management,” a chapter in Hospitality & Tourism, Ninth Edition, Kendall/Hunt Publishing Company.

“Senior Living Services Management,” a chapter in Hospitality & Tourism, Ninth Edition, Kendall/Hunt Publishing Company.

“Health Club Management,” a chapter in Hospitality & Tourism, Tenth Edition, Kendall/Hunt Publishing Company.

“Senior Living Services Management,” a chapter in Hospitality & Tourism, Tenth Edition, Kendall/Hunt Publishing Company.

“A Survey of Lodging Executives’ Views on Internship Programs and Cooperatives,” International CHRIE Conference, Orlando, Florida, July 2002.

“A Survey of Lodging Executives’ Views on Internship Programs and Cooperatives,” Journal of Hospitality and Tourism Education, accepted for publication.

“A Computer Software Approach to Teaching Hospitality Financial Accounting,” The Journal of Hospitality Financial Management, accepted for publication.

“Survey of Lodging Executive’ Views on Internship Competencies,” Southeast CHRIE Hospitality and Tourism Research Conference, University of Memphis, Memphis, Tennessee, October 2006.

“Survey of Lodging Executive’ Views on Internship Competencies,” International CHRIE Conference, Dallas, Texas, July 2007.

“Hospitality Teaching in the 21<sup>st</sup> Century,” Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Orlando, Florida, January 2008.

### **BOOKS WRITTEN:**

Hotel Front Office Management and Operations,  
Prentice-Hall Publishers, 1996. Presently working on the second edition.

Hospitality & Tourism Management: An Internship Guide & Workbook,  
International Hospitality Seminars & Publications, 1996

Introduction to International Hospitality and Tourism  
(Publication pending)

Situational Leadership for the Hospitality and Tourism Manager,  
with Dr. Paul Hersey, The Center for Leadership Studies, Prentice-Hall Publishers, 2008.

**MANUALS WRITTEN:**

The DeVea & Rooney Total Quality Educational Administration Assessment Model,  
Copyright 1992.

Hospitality Industry Internship Manual, 1991.

**PUBLISHING WORK EXPERIENCE:**

CONSULTING EDITOR  
The Hospitality and Tourism Educator

**GRANTS:**

2001 Olewine Culinary Arts Institute - \$1,000,000  
2001 Beverage Lab - \$30,000  
1998 Hospitality Culinary Lab - \$250,000.  
1991 Statler Foundation - Computer Center - \$62,000.  
1990 University Club - \$100,000.  
1989 HIS Front Office and Back Office Software.  
1987 State of Connecticut Tuition Credit Grant.  
1986 U.S. Dept. of Education Cooperative Education Grant - \$374,686.  
1985 HIS Front Office and Back Office Software.  
1985 B.D.S. Restaurant Management Software.

**EXPERIENCE:**

Lynn University  
1988 - Present

**PROFESSOR/DEAN**

College of Hospitality, Tourism & Recreation Management

- Responsible for School with 275 students in B.S. Hospitality Administration, with five concentrations: Hotel, Resort, & Foodservice Management, Sports & Recreation Management, International Golf Management, Culinary Arts Management, International Hotel & Tourism Management; and 35 students in the master's degree in Hospitality Administration.
- International Hospitality and Tourism program development in Brazil, Argentina, China, Japan, Indonesia, Ireland, Switzerland, Turkey, Russia, Israel, Slovenia, and Hong Kong.
- Developed Lynn degree program at Fuji Phoenix College in Japan.
- Developed Katoh College at Lynn, a Japanese college, and served as Vice President of Academic Affairs
- Developed the Swiss American Hospitality Institute at Lynn
- Developed Lynn degree program at American College Dublin, Ireland
- Developed Lynn degree program for Lynn University in Argentina
- Developed Training Institute in Bahia, Brazil-Sauipe
- Developed Training Program for Misiones Tourism Association, Misiones, Argentina.
- Development of University Club, a private club used as a lab.
- Developed new curriculum for the A.S., B.S., and Master's degree programs.
- Developed numerous articulation agreements.
- Develop Industry contacts for student employment and program support.
- Faculty advisor for Eta Sigma Delta Honor Society.
- Development of exchange program with St. Petersburg University, St. Petersburg, Russia.
- Development of a training program for learning disabled students.

- Prepared feasibility study for a Culinary School.
- Designed a B.S. and one-year diploma program in International Hospitality Management for Japanese students.
- Developed a Master's degree program in hospitality administration.
- Developed "Old Forge Experience," a program combining coursework and work experience at Old Forge, New York College Center.
- Developed Internship Programs: Boca Raton Resort and Club.
- Developed training programs for the Boca Raton Resort and Club.
- Developed Statler Hospitality Computer Multimedia Center.
- Developed a Summer in Switzerland Program.
- Developed Ecotourism course/study tour.
- Prepared Self Study for SACS accreditation visitation.
- Institutional Effectiveness Committee
- International Feasibility and Planning Committee
- Graduate Courses Taught: Hospitality Human Resources and Labor Relations; Training and Development; Safety Management; Service Management Research Methods
- Undergraduate Courses Taught: Leadership; Hospitality Accounting; Financial and Managerial Front Office Management; Human Resources Management
- Hospitality Human Relations; Hospitality Labor Relations
- Hospitality Employee Development; Ecotourism
- Casino Management

University of  
New Haven  
1984 - 1988

#### CHAIRPERSON/DIRECTOR MBA PROGRAM

School of Hotel, Restaurant and Tourism Administration

- Responsible for department with over 350 undergraduate and graduate students.
- Developed a feasibility study for an on-campus Inn and Conference Center.
- Developed articulation agreements with two year schools.
- Developed Certificate programs.
- Developed a minor in Club Management.
- Developed new curriculum for the B.S. and MBA
- Designed a computer lab for the school.
- Redesigned the front office of the YMCA.
- Committees: Curriculum, Core Curriculum, Retention Task Force, Faculty Senator, Graduate Curriculum.
- Prepared Self Study for NEASC accreditation visitation.
- Cooperative Education School Representative.
- Directed Industry Relations Program.
- Chaired Faculty Search Committees.
- Affirmative Action Grievance Committee Member.
- Graduate Courses Taught: Hospitality Personnel and Labor Relations
- Undergraduate Courses Taught: Hotel and Restaurant Personnel Management; Labor Relations, Management Accounting; Hotel and Restaurant Training and Development; Front Office Management, Casino Management

United Nations  
1993-1995

#### HOSPITALITY & TOURISM ADVISOR

International Short-Term Advisory Resources

- Conduct seminars for Hotel and Tourism Managers
- Seminar Topics: Total Quality Management, Leadership, Customer Service, Human Resources Management, Hospitality and Tourism Education, Training and Development, Lodging Operations, and Strategic Marketing.
- Consulting Areas: Feasibility Studies, Hospitality and Tourism Education program development, Corporate Reorganization, Lodging Operations, Human Resource Management.

- Woodbridge  
Country Club  
1985-1988
- MANAGEMENT CONSULTANT
- Reorganized the office and staff.
  - Designed a system of internal control.
  - Consulted on all areas of Human Resources Management.
  - Conducted a study of staffing levels in the food and beverage area to reduce labor costs.
  - Prepared operating and capital budgets for the club.
  - Prepared the monthly financial statements using Lotus 1-2-3.
  - Developed training programs, wrote manuals, and conducted training seminars on safety and security.
- The Inn at  
Chapel West  
1987-1988
- CONSULTANT
- Front Office: selection, layout and set-up of equipment; development of procedures manual; conducted pre-opening training.
  - Conference Center: selection of equipment; development of procedures manual.
  - Accounting: designed bookkeeping system; conducted training.
  - Food and Beverage: menu planning, selection of equipment and suppliers; training.
  - Marketing: developed marketing plan.
  - Housekeeping: designed safety and cleaning program; conducted training.
- Franford Realty  
1988
- CONSULTANT
- Prepared a feasibility study for a 250 room hotel.
  - Consulted on Human Resources & Labor Relations issues.
- Vernon Inn  
Corporation  
1988
- CONSULTANT
- Prepared a feasibility study for a 120 room proposed Days Inn.
- Manchester  
Community  
College  
1980-1984
- INSTRUCTOR
- Hotel and Restaurant Management
- Taught the following courses: Introduction to the Hospitality Industry, Foodservice Layout and Design, Hotel and Restaurant Operations, Hotel Accounting, Marketing, Personnel Management, Hotel Law, Casino Management.
  - Developed courses in Front Office Management, and Casino Management.
  - Member Curriculum Committee.
  - Served as advisor to the Hospitality Club.
  - School representative to the Connecticut Hotel and Motel Association.
  - Assisted in the layout and design of the front office at the Aetna Insurance
- Acorn Sales  
Company  
1979-1980
- VICE PRESIDENT OF ADMINISTRATION & PERSONNEL
- Member of Executive Board
  - Supervision of administrative support functions.
  - Responsible for Human Resource functions.
  - Over saw annual operating and capital budgets.
  - Created selection and training program.
  - Approved all major purchases and leases
  - Contracted all Insurance policies
  - Coordinated with outside accounting firm
  - Coordinated with legal counsel.
- Caravan  
Hotel & Nob Hill  
Casino  
1974-1979
- HOTEL GENERAL MANAGER
- Supervised staff of Hotel.
  - Headed up the Executive Committee.
  - Increased occupancy from 55% to 72% through internal and external marketing.
  - Increased bottom line from 5% of sales to 20%.
  - Developed and supervised the Personnel function.

- Created a training and development program.
- Developed cost controls in all departments.
- Planned and executed major renovation and came in under budget on time.

**Major Advisor Master Degree Theses:**

- “Christian Resorts, Conference Centers, and Camping Facilities.”
- “Gender Communication Patterns and Perceptions.”
- “Strategies For Increasing Bolivian Tourism.”
- “A Study of Environmental Awareness Programs in the Hospitality Industry.”
- “An Analysis of A Hotel Sales Manager’s Impact On The Success Of The Sales Department.”
- “A Study of the Perceptions of Hotel Managers in the State of Florida Concerning the Prospective Impact that the Legalization of Casino Gambling Will Have Upon Their Facilities.”
- “An Analysis of Hospitality Computer Information Systems Courses in Hospitality Management Baccalaureate Degree Programs.”

**Doctoral Degree Dissertation Committees:**

- “A Comparison and Analysis of General Self-Efficacy Levels in Certified and Non-Certified Food Management Professionals;” Committee Chair, Nova Southeastern University, College of Business.
- “Relationship Between Guest Perceptions of Service Quality and Customer Loyalty in the Hotel Industry in South Florida;” Committee Chair, Lynn University, College of Business.
- “Relationship between Service Recovery Strategies, Customer Satisfaction and Behavioral Intentions, in the Hotel Industry;” Committee Member, Lynn University, College of Business.
- “Occupational Choice of Secondary School Students on Tourism in the Bahamas;” Committee Member, Lynn University, College of Business.
- “Factors Influencing Retention of Undergraduate Students and Effective Retention Strategies;” Committee Chair, Lynn University, College of Education.
- “Student Characteristics, Academic Self -Concept and Student Language Arts Literacy performance in Traditional and Block Scheduling in two Urban Schools;” Committee Chair, Lynn University, College of Education.