

MORGAN WAYNE GEDDIE, Ed.D., M.B.A., CHE

Department of Recreation, Hospitality and Parks Management

Resorts and Lodging Management

Lodging and Cruise Line Management

College of Communication and Education

California State University, Chico

September 30, 2011

EDUCATION

July 1996

Doctorate of Education in Occupational and Adult Education with emphasis in
Human Resources Development

Oklahoma State University, Stillwater, Oklahoma

December 1989

Master of Business Administration with emphasis in Marketing

University of Central Oklahoma, Edmond, Oklahoma

May 1981

Bachelor of Science in Hotel and Restaurant Administration

Oklahoma State University, Stillwater, Oklahoma

EMPLOYMENT

Teaching Experience

2006-present

Associate Dean of the College of Communication and
Education

Chair of the Department of Recreation, Hospitality and Parks
Management

Tenured Professor of Resort and Lodging Management
California State University, Chico

2000-2006

Tenure-track Assistant Professor of Hotel and Restaurant
Management

Conrad N. Hilton College of Hotel and Restaurant
Management

University of Houston, Houston, Texas

1996-2000

Tenured Assistant Professor of Hospitality Administration
Arkansas Tech University, Russellville, Arkansas

- 1992-1996 Instructor of Hospitality Services
Eastern Illinois University, Charleston, Illinois
(Sole Hospitality Instructor for a program of almost 100
students)
- 1990-1992 Graduate Teaching Associate of Hotel and Restaurant
Administration
Oklahoma State University, Stillwater, Oklahoma
- 1990 Substitute Teacher
Garland Public Schools, Garland, Texas

Industry Experience

- 1987-1989 Sales Support
Todd Brokerage, Oklahoma City, Oklahoma

Made calls on accounts. Responsible for ordering sales samples and arranging for the firm's participation in food shows. Served as a representative at more than eight food shows.

- 1986-1987 Assistant Front Office Manager
Adam's Mark Hotel, Charlotte, North Carolina

Managed a 600-room convention hotel. Hired, trained and managed a staff of 30 people to ensure effective customer service for the guests of the hotel.

- 1984-1986 Assistant Manager
Beekman Tower Hotel, New York City, New York

Managed a 176-room suite hotel adjacent to the United Nations. Handled customer relations for a diverse international clientele.

- 1982-1984 Manager
Baskin-Robbins Ice Cream Stores, Oklahoma City and
Edmond, Oklahoma

Managed two units. Responsible for all facets of the operation of these stores.

1981-1982 Assistant Manager
Val-Gen Associates, Oklahoma City, Oklahoma

Managed Harry Bear's, an upscale hamburger restaurant. Responsible for overseeing the front and back of the house operations.

1980 Summer Intern
Oklahoma City Golf and Country Club, Oklahoma City,
Oklahoma.

INSTRUCTION

TEACHING

California State University, Chico

Hospitality Industry Introduction
Cruise Line Administration
Customer Services Management
Resorts and Lodging Management

University of Houston

Lodging Management
Survey of Tourism
Tourism
Convention and Meeting Management
Event Planning
Lodging Operations Management
Cruise Line Administration
Cruise Line Operations

Arkansas Tech University

Introduction to Hospitality Administration
Lodging Operations
Travel and Tourism
Legal Aspects of Hospitality Administration
Meetings and Convention Management
Resort Management
Human Resources Management
Beverage Management
Operational Planning and Problem Solving
Principles of Food Production
Menu Analysis and Purchasing
Dining Services Management
Internships

Eastern Illinois University

Introduction to Hospitality Management
Hospitality Services Operations
Administration in Hospitality Services Industry
Internships

Oklahoma State University

Travel and Tourism
Cruise Line Management
Dining Room Management
Quantity Food Production

Professional Growth and Achievement

Refereed Journal Articles

Lee, M. J., Geddie, M. W. (2006) Impact of an airline merger on customer satisfaction: The case of American airlines/trans world airlines (TWA) merger. International Journal of Hospitality and Tourism Administration, 7(1).

Geddie, M. W., Geddie M. F. & DeFranco, A. L. (2005) A comparison of relationship marketing and guanxi: Its implications for the hospitality industry. International Journal of Contemporary Hospitality Management, 17(7).

Phillips, W. M., Geddie, M. W. (2005). An analysis of cruise ship meetings: factors influencing organization meeting planners to select cruise ships over hotels for meetings. Journal of Convention and Event Tourism, 7(2).

Britton, D. B., Geddie, M. W. (2004). Creating community and collaboration online: How to be a distance instructor without becoming a distant instructor. Journal of Hospitality and Tourism Education, 16(3).

Geddie, M. W., DeFranco, A. L. & Geddie, M. F. (2002). From Guanxi to customer relationship marketing: How the constructs of guanxi can strengthen CRM in the hospitality industry. Journal of Hospitality and Tourism Marketing, 13(3).

Geddie, M. W., Jackson, F. H. (2002). Age diversity in hospitality--Making a case for the mature employee. The Journal of Human Resources in Hospitality and Tourism, 1(2).

Abbott, J. L. & Geddie, M. W. (2001). Minimizing liability through effective crowd management techniques. Event Management, 6(4).

Chapters in Edited Scholarly Books

Geddie, M. W. (2010). Chapter tbd: Luxury hotels. Introduction to hospitality and tourism management, editors Pinard, publisher Kendall/Hunt.

Geddie, M. W., Fu, Y. Y. (2010). Chapter 11: The hospitality industry. Introduction to careers in recreation, parks, tourism and leisure services, editors Stevens, Murphy, Allen & Sheffield, publisher Sagamore.

Geddie, M. W. (2009) Chapter 19: Luxury hotels. Hospitality an introduction, editors Brymer & Hashimoto, publisher Kendall/Hunt.

Refereed Articles in Edited Proceedings

Geddie, M. W., DeFranco, A. L. & Geddie, M. F. (2002). A content analysis on customer relationship marketing and guanxi. Proceedings of the Tourism in Asia: Development, Marketing and Sustainability Conference.

Geddie, M. W. (1999). The effectiveness of training programs for people in late adulthood in the food service industry. Proceedings of the American Hotel & Motel Association's Hospitality Industry Diversity Conference.

Non-Refereed Publications

Geddie, M. & Jackson, F.H. (2003, June). Recruiting and hiring the mature employee. *National Hotel Executive Magazine*.
<http://www.hotelexecutive.com>.

Geddie, M. & Jackson, F.H. (2003, November). Access for all: Marketing strategies for guests and employees. *National Hotel Executive Magazine*.
<http://www.hotelexecutive.com>.

Presentations

Geddie, M. W., DeMicco, F. (July, 2009) How to avoid that sinking feeling in your cruise class. International Council of Hotel, Restaurant and Institutional Educators, San Francisco, CA.

- Geddie, M. W., Martin, L. & DeMicco, F. (July, 2007) Developing Cruise Line Curriculum. International Council of Hotel, Restaurant and Institutional Educators, Dallas, Texas.
- Geddie, M. W., Schmidhoffer, M. A. (December, 2006) Meetings at sea with Norwegian Cruise Line. International Association of Hispanic Meeting Planners, Atlanta, Georgia.
- Geddie, M. W., Countryman C. & Neal, J. A. (July, 2004) The perceived impact of the cruise line industry on the merchants of Galveston, Texas. International Council of Hotel, Restaurant and Institutional Educators. Philadelphia, Pennsylvania.
- Phillips, W. M., Geddie, M. W. (July, 2004). An analysis of cruise ship meetings: Factors influencing organization meeting planners to select cruise ships over hotels for meetings. International Council of Hotel, Restaurant and Institutional Educators. Philadelphia, Pennsylvania.
- Britton, D. B. Geddie, M. W. & Pena, M. (November, 2003). Elimination of accessibility barriers in distance learning. Educause. Anaheim, California.
- Geddie, M. W. (October, 2003) Cruising through your next convention or meeting. International Association of Hispanic Meeting Planners, Hartford, Connecticut.
- Britton, D. B., Geddie, M. W. (November 2002) Eliminating accessibility barriers in distance learning. Sloan-C International Conference on Online Learning, Orlando, Florida.
- Geddie, M. W., Britton, D. B. (August 2002) Building a sense of community in the online classroom. International Council of Hotel, Restaurant and Institutional Educators, Orlando, Florida.
- Geddie, M. W., DeFranco, A. L. & Geddie, M. F. (May 2002) A content analysis of customer relationship marketing and guanxi. Proceedings of Tourism in Asia: Development, Marketing and Sustainability, Hong Kong, China.
- Abbott, J. L. & Geddie, M. W. Event management: minimizing liability through effective crowd management techniques. Proceedings of The Convention/Expo Summit IX, February 4-6, 2001, Las Vegas, Nevada.
- Geddie, M. W. (1999, February). The effectiveness of training programs for people in late adulthood in the food service industry. American Association of Behavioral and Social Sciences, Las Vegas, Nevada.

Geddie, M. W. (1999, March). Developing an advisory council. Focus on Learning Conference, Hope, Arkansas.

Geddie, M. W. (1999, August). The effectiveness of training programs for people in late adulthood in the food service industry. American Hotel & Motel Association's Hospitality Industry Diversity Conference, Cleveland, Ohio.

Grants

University of Houston Faculty Development Initiative Grant. "Incorporation of technology in the classroom". \$4,000.00, 2001.

Arkansas Tech University Department of Music Grant. "Feasibility Study for an Outdoor Drama in the Arkansas River Valley". \$2,500, 1999.

Affiliations/Memberships in Scholarly or Professional Societies

Council of Hotel, Restaurant and Institutional Educators

SERVICE

California State University, Chico

Senator, Academic Senate

Committee member, Educational Programs and Policies Committee

Graduate Coordinator, Department of Recreation and Parks Management

Search Committee member, Department of Recreation and Parks Management

Participant, President's Road Trip to the North State 2007

University of Houston:

Serve as college representative to the University of Houston Undergraduate Council

Member of the University of Houston Core Curriculum Committee

Member of the University of Houston Teaching Excellence Award Committee

Faculty advisor for Professional Convention Management Association student chapter

Faculty advisor for Hospitality Sales and Marketing Association, International student chapter

Member of Conrad N. Hilton Academic Council

Member of the Conrad N. Hilton College Lodging Committee

Member of the Conrad N. Hilton College Undergraduate Curriculum Committee

Arkansas Tech University:

Served as Faculty Advisor for the Hospitality Society, a student organization for hospitality majors

Assisted students in advisement and enrollment

Established an Advisory Council for the Hospitality Program.

Rewrote the hospitality curriculum

Preparing the program for CHRIE accreditation

Developed a Masters of Science in Tourism

Member of the ATU Student Services Committee

Eastern Illinois University:

Worked on rewriting the curriculum for the program

Established a chapter of Club Manager's Association of America

Served as Secretary of the Curriculum Committee

Chaired the Social Committee for the School of Family and Consumer Sciences

President of the University Club (a social organization for faculty and staff) and was active on several other committees across campus

Oklahoma State University:

Faculty Advisor for the OSU student chapter of Club Manager's Association of America