

DEBORAH TALLMAN CURTIS
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TEACHING EXPERIENCE

August 2003 until present

Niagara University, Niagara University, New York

Associate Professor, adjunct

Management and Leadership- utilize experiential learning by offering students opportunities to demonstrate knowledge.
Strategic Management in Hotels and Restaurants-Utilized “real” cases as well as traditional case studies to this capstone course which allowed students to apply all knowledge gained throughout this course, previous courses, and actual work experience.

Conference & Events -Series of courses developed- Sales, Service and Operations

Leading with Luxury- developed new, innovative international course working with five Universities from four continents

Hotel Planning and Design Explores the latest trends which must be considered in negotiating the complexity of designing competitive facilities and their services for highly sophisticated markets.

Spa Management- developed new course through luxury series

Introduction to Hospitality -contributed to restructuring of introduction to hospitality course to a team teaching approach – increased retention.

Restaurant Entrepreneurship- developed and delivered a new course within a new program concentration

Independent Research- assisted students in reaching their goals by developing projects and provided flexibility in delivery
Service:

Co-Chair, Steering Committee Presidential Inauguration- lead University community to develop inclusive Inauguration program for 26th President Father James Maher

Vincentian Mission Certificate Program- selected to participate in inaugural class

NU First Year Task Force- review and re-develop required first year course

COPC- Chair, Economic Development and Employment

Recipient of Diversity Grant

Club Advisor- new - Conference & Events Club

Recipient- McCool Breakthrough Award – LHSW- from ICHRIE

Recipient- Statler Center Leadership toward Excellence Award- through National Statler Center for Careers in Hospitality Service

August 2001 to May 2004

Canisius College, Buffalo, New York

Director, Statler Institute of Hospitality Management, Associate Professor

Hired to close-out program over a three year period

Taught: Hospitality Law, Human Resource Management, Advise Students, Coordinate Scheduling, Act as Career Counselor, Club Advisor and Work with Adjunct Faculty. Additionally, work with the Statler Foundation Board of Trustees and the hospitality community. Facilitate technology enabled learning environment.

June 1999 to January 2003

Trocaire College, Buffalo, New York

Associate Professor, Business Department

Director, Hospitality Management Program

Taught: Principles of Lodging Operations, Introduction to Foodservice Management, Hospitality Sales and Marketing, Front Office Computer Applications, Cultural Awareness and Human Resource Management; administered two Statler Foundation grants. Implemented the Hospitality Express Program, an innovative opportunity for high school students to earn up to twelve free college credits while exploring the hospitality industry

Service: *Academic Council, Academic Programs of Title III Grant-, elected member of Faculty Senate. Chair, Outcomes Assessment Committee*

Spring 1998, Fall 1998 and Spring 1999

Adjunct Professor

Niagara University, Buffalo State College and Trocaire College

Taught: Convention Marketing, Convention Sales and Service, and Business Marketing.

Niagara University, New York

June 2013-current

Director, Center for Events and Management Development

Develop conference and training opportunities that utilize resources on campus; consistent with the mission of Niagara University.

- Lead management development programs, including multiple International programs for executives from China and Vietnam

Execute special events; serve as a resource to campus departments for event planning. Provide experiential opportunities for students, generate non-academic revenue for the university, and expose the university directly and indirectly to domestic and international college prospects.

August 2003- May 2013

Hospitality Training & Research Center

Director

Developed partnerships with hospitality and tourism practitioners worldwide to bring international expertise to communities and companies seeking to stimulate their economies through new ventures or revitalized existing operations. Services provided include feasibility studies, industry diagnosis, professional development, and customized training.

- Management and Development Certification Programs
- Excellence in Customer Service- developed curriculum and designed interactive multimedia training tool- to train and reinforce hospitality employees.
- Developed meeting/event management strategy for summer revenue-increased revenue -30,000 to + 170,000

Hired as Manager, Training and Development, promoted 2004.

2014

Founder and Board of Directors, Hotel Schools of Distinction

Hotel Schools of Distinction (HSD) is a global alliance of premier hotel schools in partnership with hospitality industry leaders dedicated to creating high-quality talent by sharing knowledge and research. HSD recognizes the need for specialized, management-ready candidates to fuel the global growth of the world's most prominent organizations and companies in the hospitality and tourism sector.

2005-2013

Director, the Americas, Leading Hotel Schools of the World

This is a partnership program with the Leading Hotels of the World and is a network of the world's premier hotel schools and is designed to provide the most advanced and comprehensive education available to the hospitality industry. Secured approved member schools: INACAP, Chile; ITHQ, Quebec, Canada; Purdue Hospitality Management Program; IPFW-USA; Universidad del Este Puerto Rico; FIU, Chaplin School of Hospitality & Tourism- USA

2000- present

Consultant- Hospitality Results

- Developed a Conference Management strategy for a college- results increase in revenue from \$20,000 first year to \$195,000 third year
- Lead Lecturer for National Statler Center for Careers in Hospitality Service, an innovative program: training adults with physical disabilities on the hotel industry. Provide career guidance for students and act as a consultant for the program
- Group rooms' strategy- increased sales
Secured base rooms contract – 15,000 room nights annually
Negotiated travel requirements- 14,000 room nights annually
- Conducted training seminars across NYS for NYSHTA

January 1998- May 1999:

Greater Buffalo Convention and Visitors Bureau, Buffalo, New York

National Sales Director

Consistently surpassed goals in both number of room nights and number of conventions booked. Developed comprehensive presentation materials for the region, used creative approaches to achieve results quickly.

March 1996 to March 2000:

R. J. & Associates (dba Super 8 Buffalo/Niagara Falls)

Co-owner, Acting General Manager

Secured financing and purchased a 60-room motel with a 4-unit plaza. Completely remodeled 30-year-old "no name" property, developed standard operating procedures and marketing plan. Involved in all aspects of operation, including planning, design, entering into franchise agreement with HFS, human resource issues and operational concerns.

May 1995- January 1998:

Buffalo Hilton, Buffalo, New York

Director of Sales and Marketing /Acting General Manager

Led 14 person sales and catering department in 500 room downtown hotel with three restaurants, three bars, 13,000 square feet meeting space and 30,000 square foot indoor sports complex. Successful implementation of numerous new sales strategies, controls and promotions, led the executive team in the focus on RevPAR. 1996- Surpassed our main competitor by 18% in occupancy. 1997- Increased group revenue by 26% over previous year. Recipient numerous industry awards

March 1992 to April 1995: Director of Sales and Marketing

August 1984 until March 1992: Sales Manager /Senior Sales Manager/Director of Sales

EDUCATION

May 2003

University of Sarasota, Sarasota, Florida

DBA, Management 3.86 GPA

Dissertation title: A study of the effect of diversity on job placement and salary in the hotel segment of the hospitality industry.

May 1997

State University of New York at Buffalo, Amherst, New York

Certificate in Micro-MBA Program

May 1996

Canisius College, Buffalo, New York

Masters Degree in Education

New York State Provisional Certification in Business/Distributive Education

New York State Provisional Certification in Elementary Education

Participated in various workshops including: Peer Mediation, Child Abuse, and Drug Abuse

May 1984

Niagara University, Niagara Falls, New York

B.S. in Transportation, Travel and Tourism Graduated Cum Laude

One of six students throughout U.S. awarded *Scholarship to ASTA's 53rd World Congress in Seoul, Korea.*

Embry- Riddle Aeronautical University, Daytona Beach, Florida

Attended 1980 to 1981 Aviation Computer Technology

Four Year Air Force ROTC Scholarship-Honorable Discharge

ADDITIONAL TRAINING (not comprehensive)

ServSafe Food Protection Manager- Certified Instructor

TIPS® (Training for Intervention Procedures) – Certified Instructor

Latest Techniques and Software for Performing Hotel Market Studies and Valuations - Penn State University and Steve Rushmore of HVS

Certified Marketing Executive, CME

Successful completion of requirements through SMEI Accreditation Institute

Certified Meeting Planner, CMP-recertified through 2018

Successful completion of requirements through the Convention Liaison Council

Ritz-Carlton Training

“Quality and Customer Service - A Winning Combination”

Steinhart & Associates

GM/DOS - Hotel Sales Accelerated Training

Statler Hotel Management Program at Canisius College

Strategic Management of Human Resources

Planning for Profits: Food Service

Hilton Hotels Corporation-Director of Sales Workshop, Concentrated Sales Efforts, Priority One

ASAE, Affordable Meetings, Meeting World, SGMP, PowWow, Vusamart, ABA, NTA, Destinations Showcase:
Trade Show Presentations Time Management, International Market Place, Marketing Plans that Work, Closing the Deal,
Project Management

SPEAKER/TRAINER (not comprehensive)

Moments that Make a Difference-Developed University-wide training program to enhance customer satisfaction

American Hotel & Lodging Educational Institute- CHI Summer Institute

Intensive week long program to train High School Teachers in Hospitality Management

Leading Hotels of the World

Innovations in Maximizing Human Resource Potential – featured speaker-annual conference, Boston, MA

Facilitate development of training programs. Train and retrain qualified management personnel at:

Biltmore Hotel- revenue optimization training attended by 24 hoteliers for 17 properties throughout US and Caribbean

One&Only Reethi Rah Resort in Maldives, Trainer, Revenue Optimization

The Hague, Netherlands, speaker at the LHW Human Resource Workshop.

The Palace, New York, New York

Presenter, Human Resource Conference- Career Platform

Trump International Hotel & Tower –Leadership training

Villa D’Este, Villa La Massa, Palace Hotel and Hotel Barchetta Excelsior- Professional Development

Leading with Luxury- developed innovative luxury course,

This course offered through distance learning lab. Students actively work on projects with teams of students from Carolina, Puerto Rico, Santiago and Valparaiso, Chile; Lima, Peru and Bad Honneuf, Germany, Haaga, Finland and New Plymouth, New Zealand. Objectives: to gain a thorough understanding of the luxury market. Work with students from other LHSW, gain an appreciation of diversity. Demonstrate the ability to work with other cultures. Demonstrate knowledge of others culture and customs.

Universidad del Este, Carolina, Puerto Rico- guest speaker-LHSW

International Hotel, Motel and Restaurant Show- Leadership Forum

Featured Speaker- annual conference, New York, NY

Bi-National Disaster Preparedness Conference

Disaster Preparedness for the Hotel and Tourism Industry

New York State Hospitality and Tourism Association

Leadership, Supervisory Skills, Customer Service, How to Manage the HR challenge

Leadership Buffalo-

Guest speaker- WNY Hospitality means business

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High School Arts Internship- Developed Innovative internship program to train prepare inner city youth for employment opportunities within arts and cultural organizations.

Travel Team, Inc.

Conducted focus group on luxury travel buying habits for a US top twenty travel agency
Trends in the Meeting Industry

Beaver Hollow Conference Center- developed standardized operating procedures for IACC conference center

Albright Knox Art Gallery-Conduct Guest Service Audit, Train all employees in Guest Service

Premier Liquor- Conduct customer service audit, Train all employees from their three locations on customer service

Seneca Niagara Casino

Develop and implement hospitality management training certification program.

Develop and implement hospitality development training certification program.

Lockport Memorial and Inter-Community Memorial Hospitals

Develop and Implement Customer Service training program for all 800 employees

Hospital reported that patient evaluations of staff improved by 40% after program

Travel Industry of America-TIA

Asian Travel Market

Empire State Society of Association Executives-ESSAE

Contract Negotiations

WGRZ TV2 (NBC) /WKBW TV Channel 7 (ABC)

Hotel Safety and Security, Americans with Disabilities Act, Presidential Campaign Travel

RESEARCH PROJECTS/ARTICLES (not comprehensive)

ICHRIE 2012 Annual Conference Poster presentation with Professor Huh “An Exploratory Study of Destination Images and Traveler’s Revisiting Factors: A Case of Niagara Falls Region”

Western New York Cultural Data Collection & Use Project- introduce, coordinate, and support a uniform data collection support process that benefits multiple users while building a basis for data on cultural visitors.

Niagara Tourism Convention Corporation Visitor study completed annually 2005-2009.

Niagara Tourism Convention Corporation/ Niagara County- The Economic Impact of Fishing on Niagara County

American Hotel & Lodging Educational Institute - revise CHI certification exam to more accurately reflect industry

Peach Festival- Conduct visitor profiles and determine media trends

NFTA / Niagara Falls International Airport Study 2011 and Myrtle Beach Direct- Passenger profiles 2007

Explore New York – New York State-Study the visitors of 22 arts and cultural organizations in Niagara/ Erie Counties

Sentry Hospitality- Conference Center analysis

Sheraton Four Points- Business plan development

Fort Niagara Hotel-Opportunity Report prepared for Acquest Development

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Barton Hill- pre-opening consultant

Lockport Hotel- abbreviated feasibility study

Leading Trends-Revenue Optimization

The Rooms Chronicle- articles on: Shift changes, ADA and Guest Service/Breakfast

Dissertation: “A study of the effect of diversity on job placement and salary in the hotel segment of the hospitality industry.”

COMMUNITY INVOLVEMENT (not comprehensive)

Niagara Erie Regional Coalition -Advisory Board, 2008-current

Niagara University College of Hospitality and Tourism Management-Advisory Council, 2000-current

CHRIE-Conference moderator

Advancing Arts and Culture-Coordinating Council, 2006-2012

Advancing Arts and Culture Buffalo Niagara (AAC), whose mission is to develop, strengthen, and promote the Buffalo Niagara region as a place to live and visit world-class arts, cultural and heritage attractions.

Old Fort Niagara-Board member, 2008- 2010

A National Historic Landmark, and New York State Historic Site that welcomes more than 100,000 visitors every year.

COPC-Chair, Economic Development and Employment sector, **2005-2008**

Explore Buffalo Niagara, 2005-2008

Explore Buffalo Niagara drew interest and participation from 30 persons representing businesses in the United States, Japan, China, Jamaica, Lebanon, Russia, Malaysia, France and Dubai. **Organizing Committee, Chair, Volunteers**

Niagara College; Niagara Falls, Ontario, Canada, Advisory Council 2005-2007

Empire State Games (2010, 1996, 1986, 1985), Special Olympics (2002, 1983) , World University Games (1993)

Greater Buffalo Convention and Visitors Bureau, Past Member, Board of Directors: Convention Marketing Committee, Chair 1997-1998. Tourism Advisory Committee, Chair 1989-1991

Center for Joy- Board Member, 2007-2008

Non-profit organization that fills the gaps for those facing difficult financial challenges

Town of Clarence Softball League, Baseball League, Soccer Club, and Basketball Program

Board of Directors, Coach, 1997-2009

Amherst Girls Softball League- Travel team Coach, 2002- 2007 Teams nationally ranked

Harris Hill Elementary School, Clarence, New York 1996-2007-Volunteer

Nativity of Blessed Virgin Mary, Religious Education, religious education teacher, 2002- 2004

Williamsville Central School District-Developed Comprehensive Internship Program

Lorraine Academy-Mentor, Middle School “At Risk” Student (2 years)

Ken-Ton Chamber of Commerce Board of Directors 2 years

Rotary Club of Buffalo - Three years. Active on Youth Service Committee including Camp Enterprise