

*Curriculum Vitae 2007-2008*

**Robert (Bob) Frash Jr., Ph.D.**  
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**EDUCATION**

Doctor of Philosophy, Hospitality and Tourism Management (PhD) 2004  
Purdue University, West Lafayette, IN

Master of Arts, Adult and Community Education (MA) 2001  
Ball State University, Muncie, IN

Bachelor of Science, Restaurant, Hotel, Institutional and Tourism Management (BS) 1999  
Purdue University, West Lafayette, IN

Associate of Science, Hospitality Management (AS) 1997  
Indiana University & Purdue University at Indianapolis, Indianapolis, IN

**REFEREED PUBLICATIONS**

Frash Jr, R., Antun, J., Hodges, H., (2008) Family Life Cycle Segmentation for Foodservice Marketing: An Exploratory Case Study. *Journal of Foodservice Business Research*, 11(4).

Frash Jr. R., Kline, S., Almanza B., Antun, J., (2008) Support for a Multi-Level Evaluation Framework in Hospitality Training. *Journal of Human Resources in Hospitality and Tourism*, 7(1).

Frash Jr., R., Binkley, M., Almanza, B., Nelson, D. (2005) Transfer of Training Efficacy in U.S. Food Safety Accreditation. *Journal of Culinary Science and Technology*, 4(2/3).

Kline, S. & Frash Jr., R. (2004). Empowering Individual Effort in Cooperative Learning. *Journal of Hospitality and Tourism Education*, 16(4).

Frash Jr., R., Kline, S., & Stahura, J. (2004). Mitigating Social Loafing in Team-Based Learning. *Journal of Teaching in Travel and Tourism*, 3(4).

Frash Jr., R., Almanza, B., & Stahura, J. (2003). Assessment of food safety risk. *International Journal of Hospitality & Tourism Administration*, 4(4).

**REFEREED PRESENTATIONS/PRECEDINGS**

Antun, J., Frash Jr., R. (2008) *The Relationship of Skills Attainment in Job Training and Student Self-esteem*. Paper presented at the National Association of African American Studies Conference, Baton Rouge, LA.

- Frash Jr., R., Antun, J., Litvin, S. (2007) *The Impact of Family Life Cycle on Restaurant Dining Preferences*. Paper presented at the I-CHRIE Annual Conference & Exposition, Dallas, TX.
- Antun, J., Frash Jr., R. (2007) *The Efficacy of Food Safety Training for Assisted Living Facility Foodservice Employees*. Paper presented at the I-CHRIE Annual Conference & Exposition, Dallas, TX.
- Antun, J., Smith, E., Frash, R. (2006) *Wikis, Blogs, Podcasts, RSS Podcatchers and Live Books: Are We Strangers Living in a Strange Land?* *Frontiers in Southeast CHRIE Hospitality and Tourism Research* 10(2)
- Frash Jr., R., Binkley, M., Almanza, B., Nelson, D. (2005). *Transferring Training into Improved Food Safety*. Paper presented at the 24<sup>th</sup> Annual ISTTE Conference.
- Thomas, L., Almanza, B., Frash Jr., R. (2005). *Ascertaining Certified Food Protection Managers' Training Transfer and Their Priorities in Safe Food Handling Practices*. Paper presented at the Tenth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.
- Frash Jr., R., & Kline, S. (2004). *Social Loafing Dynamics In Team-Based Learning*. Paper presented at the I-CHRIE Annual Conference & Exposition, Philadelphia, PA.
- Frash Jr., R., & Kline, S. (2004). *Facilitating Team-Based Learning*. Paper presented at the International Hospitality and Tourism Virtual Conference, On-line.
- Frash Jr., R., & Almanza, B. (2004). *Transferring Training in Improved Food Safety*. Paper presented at the Ninth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.
- Frash, R. E., Almanza B., Stahura, J. *Risk Assessment Classifications in Restaurant Health Inspections: a Case Study in Marion County, IN*. Eighth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism 2003.
- Frash Jr., R. E., Armstrong, J. (2001). *Transfer of Training in a Digital Age*. "From the Margins to the Mainstream." American Association for Adult and Continuing Education (AAACE). Fiftieth Annual Conference
- Frash Jr., R.E., Antun, J. (2001). *Hospitality Industry Training Strategies for a Digital World*. *Advances in Hospitality and Tourism Research*, Vol. 6, Sixth Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Proceedings, Georgia Technical University, Atlanta, Georgia. (National)
- Frash Jr., R. E. (2001). Kitterman, J. *eTransfer*. *Destination: 21<sup>st</sup> Century Adult Education*. IAACE (Indiana Association for Adult and Continuing Education). Annual Conference

## **TEACHING**

Assistant Professor 08/2005 – Present

Hospitality and Tourism Department; College of Charleston, Charleston, SC

- HTMT 488 – 001 Strategic Management in Hospitality and Tourism (Business Plan Seminar)
- HTMT 360 – 001 Restaurant Enterprise: Theory to Practice
- HTMT 360 – 002 Foodservice Cost Control
- HTMT 210 – 001 Principles and Practices in Hospitality and Tourism Management
- HTMT 352 – 001 Service Operations Management

Visiting Professor 01/2005 – 05/2005

Department of Hospitality and Tourism Management; Purdue University, West Lafayette, IN

- HTM 291 – Quantity Food Production and Service
- HTM 141 – Financial Accounting
- HTM 191 – Sanitation and Health for the Service Industries

Graduate Instructor 01/2002 – 12/2004

Department of Hospitality and Tourism Management; Purdue University, West Lafayette, IN

- HTM 492 – Advanced Foodservice Management
- HTM 212 – Organization and Management in Hospitality and Tourism Industries
- HTM 291 – Quantity Food Production and Service

Associate Faculty 01/2000 – 06/2002

School of Physical Education, Department of Tourism, Convention and Events Management, Indiana University and Purdue University at Indianapolis, Indianapolis, IN.

- RHI 251 – Computers in Hospitality
- TCEM 251 – Information Technology Systems
- TCEM 141 – Financial Accounting for Service Industries

## **DISCIPLINARY SERVICE**

Board Member: Greater Charleston Restaurant Association (South Carolina) 2006 – Present

Reviewer: International Journal of Hospitality and Tourism Administration 2006 – Present

Web Editor: Journal of Culinary Science & Technology. Binghamton, NY: The Haworth Press, Inc. 2005 – Present

Review Board Member: National Restaurant Association Education Foundation (NRAEF).– *ServSafe* Certification Exam 2002 – 2004

## **INDUSTRY**

Entrepreneur 1986 to 2000

During these fourteen years, co-owned and operated four hospitality businesses, serving as Chief Operating Officer and Secretary/Treasurer. All of these companies were original self-designed concepts.

### **Responsibilities:**

- Planning, strategic design, and construction.
- Financial review, insurance, and licensing.
- Menu development and revision. (Food costing/Recipe standardization).
- Human Resource, training, policy enactment, schedules, and seasonal adjustments. Web-training development, Web page design.

### **Businesses:**

*Dockside Café L.P.*, Indianapolis, IN 1/1993 – 4/2000  
(*The Blue Heron and Carrigan Crossing Restaurants*)  
General Partner; Executive Chef, Chief Operating Officer  
(Joint Average Annual Sales \$6 Million)

*The Eller House Restaurant*, Fishers, IN 4/1992 - 8/1994  
General Partner; Chief Operating Officer  
(Average Annual Sales \$2.7 Million)

*Rick's Café Americain*, Indianapolis, IN 5/1986 – 4/1992  
Limited Partner, Chief Operating Officer  
(Average Annual Sales \$4.2 Million)

### **INDEPENDENT PUBLISHED RESTAURANT REVIEWS**

Indianapolis Star: 1996. *Table Talk*—“Blue Heron soars with view, good food...” (The Blue Heron).

Indianapolis Star: 1992. “Four Tine Award.” (The Eller House).

Indianapolis Monthly: 1991. “Best Downtown Restaurant” (Rick’s Café Americain).

### **HONORS AND AWARDS**

Teaching Academy Fellow Status (Nomination), 2004  
Purdue University

Best Paper (Nomination), 2004  
International Hospitality and Tourism Virtual Conference

Meritorious Certificate – Veterans History Project, 2002  
The Library of Congress & United States Senator Richard G. Lugar

Dean’s Citation for Academic Excellence, 2000  
Ball State University, Graduate School

Dean’s List for Academic Achievement, 1998  
Indiana University, School of Physical Education

President’s Gold Star Award in Management, 1986  
T.G.I. Friday’s/Corporate, Indianapolis, IN

## **STUDENT ORGANIZATIONS**

Purdue Hospitality Mentor Association (PHMA)  
Graduate Advisor 2002 - 2004

## **CERTIFICATIONS**

*TIPS* Training for Intervention Procedures: Instructor - 2006  
Health Communications, Inc.

*ServSafe*: Instructor - 2005  
National Restaurant Association Educational Foundation (NRAEF)

*Bar Code* Serving Alcoholic Beverage Responsibly - 2002  
National Restaurant Association Educational Foundation (NRAEF)

*ServSafe* Food Sanitation Program - 2001  
National Restaurant Association Educational Foundation (NRAEF)

*Bread Baking* Professional Advancement - 1992  
Culinary Institute of America

## **MEMBERSHIPS**

Greater Charleston Restaurant Association – *Active*

Hospitality Association of South Carolina – *Active*

National Restaurant Association NRA – *Active*

International CHRIE- The Hospitality and Tourism Educators - *Active*

International Society of Travel and Tourism Educators – *Past member*

Restaurant & Hospitality Association of Indiana – *Past member*

Indiana Association for Adult and Continuing Education IAACE – *Past member*