

## LaChelle Wilborn

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Harrisonburg, VA 22802  
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### Education

#### **Doctorate of Philosophy, Hospitality and Tourism Management** 1999

Virginia Polytechnic Institute and State University (VA Tech), Blacksburg, VA  
Dissertation: An investigation of the Effectiveness and Impact of Diversity Management Training programs on Managers in the Lodging Industry.  
Research interests: human resource management, organizational behavior, and student development.

#### **Master of Science, Hotel, Restaurant, and Institutional Management** 1994

Virginia Tech, Blacksburg, VA  
Specialization: Curriculum Design and Accreditation for Hospitality Administration Programs (special attention given to Historically Black Colleges and Universities)

#### **Graduate, General Management Training Program** 1991

Renaissance Hotels International (Stouffers Hotels and Resorts), Cleveland, OH  
Trained in: both all-day and fine dining restaurant service, room service, human resources, PBX, bell stand and concierge, housekeeping, laundry, culinary, banquet/beverage, catering, purchasing/receiving, loss prevention, sales and marketing, and front office management

#### **Bachelor of Science, Accounting** 1990

Tuskegee University, Tuskegee, AL

#### **Bachelor of Science, Hospitality Management** 1990

Tuskegee University, Tuskegee, AL

### Academic Experience

#### **Assistant Professor**

*College of Business - Hospitality and Tourism Management*

James Madison University, Harrisonburg, VA

August 1997- present

Responsible for facilitating the learning process of students in various undergraduate courses. These courses include Introduction to Hospitality and Tourism Management, Hospitality Industry Accounting, Introduction to the Cruise Industry, Internship Preparation, and Hospitality and Tourism Internships.

#### **Graduate Teaching Assistant**

*Department of Hospitality and Tourism Management*

Virginia Tech, Blacksburg, VA

August 1996 - May 1997

Responsible for instruction and execution of the Introduction to Service Management course. This course contained both a service learning and community affairs/public relation component.

**Assistant Instructor/Professional Development Coordinator**

*Hotel and Restaurant Management Program*

Norfolk State University, Norfolk, VA August 1995 - August 1996

Complete responsibility for course development, execution, and evaluation. Courses taught include: Introduction to Hospitality and Tourism Management, Fundamentals of Tourism, Computers in the Hospitality Industry, Front Office Management, Hotel and Restaurant Management, Hospitality Human Resources Management, Hospitality Marketing, and Senior Project. Duties also included student advisement and industry placement.

**Graduate Research Assistant**

*University Outreach and The Center Organizational and Technological Advancement*

Virginia Tech, Blacksburg, VA May 1995 - August 1995

Responsible for coordinating and scheduling outreach programs for the University.

**Graduate Assistant**

*Black Studies Program*

Virginia Tech, Blacksburg, VA August 1994 - May 1995

Aided Program Director with the Introduction to Black Aesthetics Course development, Instruction in the Diversity and Achievement class, and the revision of the Black Studies Program. Also assisted with departmental budget maintenance.

**Graduate Assistant**

*Office of University Vice President and Provosts*

Virginia Tech, Blacksburg, VA August 1993 - August 1994

Responsible for the ensuring success of the African American Fellowship: All But Dissertation (ABD) Program. This included all ABD Fellow publicity, committee organization and the completion of a Mentoring Guide for Fellows and Mentors.

**Graduate Teaching Assistant**

*Department of Hospitality and Tourism Management - Purchasing, Production, & Management*

Virginia Tech, Blacksburg, VA July 1992 - August 1993

Ensured proper management, purchasing, production, safety, and sanitation in the lab setting.

**Industry Experience**

**Assistant Executive Housekeeping Manager**

*Promus Corporation, Hampton Inn & Suites Hotels, Lexington, VA*

May 1998- August 1998

Responsibilities included: coordinating the schedule of all room and laundry attendants and breakfast servers; supervising all cleaning activities in the hotel; and ordering and purchasing of cleaning supplies.

**Department Assistant/ Accounting Audit Supervisor**

*Renaissance Hotels International (Stouffers Hotels and Resorts), Cleveland, OH*

May 1991 - July 1992

Responsibilities included: managing a staff of five auditors, verifying work activities of all employees engaged in the process of checking, posting, and balancing guest folios and daily revenue transactions, posting, and balancing daily and month-to-date reports of total hotel revenue, along with various departmental financial reports.

**General Management Training Program**

*Renaissance Hotels International (Stouffers Hotels and Resorts), Cleveland, OH*

May 1990 - May 1991

Crossed-trained and exposed to all aspects of lodging management operations through hands-on work experience, professional training classes, and industry and community related service projects.

### **Healthcare Food Service Intern**

*Marriott Inc., Baptist Hospital, Pensacola, FL*

May 1989- August 1989

Managed hospital cafe, cash receipt recorder, inventory management and personnel assistant.

### **Publications**

Wilborn, L. & Weaver, P. (1999, January). "An investigation of the effectiveness and impact of diversity management training programs on managers in the lodging industry." The Fourth Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism Conference Proceedings, Las Vegas, Nevada.

Wilborn, L. R., McCleary, K. W. & Phakdeesuparit, A. (1997). Demographic & Psychographic Determinants of Coupon Users at Pizza Restaurants. Journal of Restaurant & Foodservice Marketing 2 (1), 45-62.

Wilborn, L. R., Weaver, P. A., & Walsh, T. (1995). The accreditation decision for hospitality administration programs: Is it valid? Hospitality & Tourism Educator.7 (3), 40-45.

Wilborn, L. R. (1994). Hospitality curriculum: A comparative assessment based on ACPHA standards. Unpublished master's thesis, Virginia Tech, Blacksburg, VA.

Wilborn, L. R. (Spring, 1993). FLMA: The new addition to employee benefits expense. The Hospitality Financial Management Review, 5 (2), 4-5.

### **Presentations**

Wilborn, L. & Weaver, P. (1999, March). "An investigation of the effectiveness and impact of diversity management training programs on managers in the lodging industry" Standup Poster Session presentation at the 15<sup>th</sup> Annual Research Symposium of Virginia Tech, Blacksburg, Virginia.

Wilborn, L. & Weaver, P. (1999, January). "An investigation of the effectiveness and impact of diversity management training programs on managers in the lodging industry" Paper presentation at the Fourth Annual Conference on Graduate Education and Graduate student Research in Hospitality and Tourism, Las Vegas, Nevada.

Wilborn, L. (1998, November). "Knowing understanding the challenges of the hospitality industry" and "Your professional growth and development: how to be an effective career seeker" Seminar presented at the First Annual South Eastern Regional Conference of The National Society of Minorities in Hospitality, University of Maryland at Eastern Shore (UMES) - Princess Ann, Maryland.

Wilborn, L. (1997, January). "What does the service industry mean to you?" Seminar presented to first year Hospitality and Tourism majors, Virginia Tech, Blacksburg, VA

Corsun, D., Farrar, A., & Wilborn, L. (1996, August). "Teaching Diversity: Theory and Practice of Seminar Design (Parts One and Two)." Panel discussion to conducted at the 1996 Annual Council on Hotel, Restaurant, and Institutional Education Conference, Washington D.C.

Wilborn, L. R., McCleary, K. W., & Phakdeesuparit, A. (1995, March). "Profiles of coupon users at pizza restaurants." Poster session presented at the 1995 Graduate Research symposium, Virginia Tech, Blacksburg, VA.

Wilborn, L. R. (1995, August). "*Hospitality curriculum: A comparative assessment based on ACPHA standards.*" Paper presented to the SIS "HPBCU Consortium" at the 1995 Annual Council on Hotel, Restaurant, and Institutional Education Conference, Nashville, TN.

Wilborn, L. R. (1995, August). "*Issues facing minority HTM undergraduates on predominately black and predominately white campuses.*" Panel discussion to be conducted at the 1995 Annual Council on Hotel, Restaurant, and Institutional Education Conference, Nashville, TN.

Wilborn, L. R., McCleary, K. W., & Phakdeesuparit, A. (1995, August). "*Demographic & psychographic determinants of coupon users at pizza restaurants.*" Paper to be presented at the 1995 Annual International Council on Hotel, Restaurant, and Institutional Education Conference, Nashville, TN.

Wilborn, L. R., McCleary, K. W., & Phakdeesuparit, A. (1995, August). "*Demographic & psychographic determinants of coupon users at pizza restaurants.*" Paper to be presented at the Fall Symposium of the College of Human Resources, Virginia Tech, Blacksburg, VA.

### **Research and Special Projects**

**Steering Committee Chairperson**, Committee Chair for NSU's Hospitality Management Department Accreditation Commission for Programs in Hospitality Administration (ACPHA) self-study. Norfolk State University, Norfolk, VA January 1996 - August 1996

**Researcher**, Exploratory study investigating service display rules in casual-theme restaurants, Center for Hospitality and Tourism Research. Virginia Tech, Blacksburg, VA, May, 1995

**Joint Coordinator for the Second Annual International HTM Celebration**, Responsibilities included organizing various ethnic food booths and tourism exhibits and; arranging faculty and graduate student research poster sessions, research display and various academic exhibits. Virginia Tech, Blacksburg, VA April 1995

**University Liaison with The Botswana Youth Dance Troupe**, Responsibilities included: assisting with financial negotiations; arranging all details centered around the visit; orchestrating advertisements for the local and surrounding community; and devising group interactions with American middle and high school children and local communities. Virginia Tech, Blacksburg, VA, April 1994

**Researcher**, Organizational Analysis and Audit for Dankos Enterprises, Aunt Sarah's Pancake House of Richmond, VA, June 1993

**Researcher**, Marketing Analysis for the Continuing Education Center of Virginia Tech Virginia Tech, Blacksburg, VA, April 1993

### **Service**

Service to the HTM Program, College and University 1997-Present

Faculty Advisor for:

National Society of Minorities in Hospitality

Women of Color

The Lambda Chi Chapter of Alpha Kappa Alpha Sorority, Inc.

Faculty Representative on:

The Office of Affirmative Action University Hearing Panel

## **Professional Affiliations**

Accreditation Commission for Programs in Hospitality Administration (ACPHA)  
Certified Evaluator, 1993  
Visitation Team Member, 1995

Council on Hotel, Restaurant, and Institutional Education (CHRIE)  
1992 - Present

Kappa Omicron Nu, Honor Society for Home Economics (KON)  
1993 - Present

National Society of Minorities in Hospitality (NSMH)  
JMU Faculty Advisor, 1997- present  
NSU Faculty Advisor, 1995/96  
1995 - Present

Virginia Tech's Chapter of the Graduate Hospitality & Tourism Association  
Graduate Student Assembly Representative, 1996/97  
President - 1994/95, Activity Chairperson, 1993/94,  
1992 - Present

Alpha Kappa Alpha Sorority, Incorporated  
1987 - Present