

CHERYL M. CARTER
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Summary

A seasoned industry professional with a career highlighted by over 20 years of progressive tour management experience within the motor coach, airline and cruise line industry, extensive group sales and marketing experience throughout career, four years of comprehensive meeting planning experience, and 16 years of course development, teaching experience and curriculum development at the University and Community College level. Nine years progressive community relations work on behalf of the University.

Professional Academic Experience

1998 – Present Instructor – FIU, School of Hospitality and Tourism Management, North Miami, FL

Courses developed and currently teaching include: Tour Production and Distribution, Cruise Line Management, Travel and Tourism Systems, Planning Meetings, Tourist Transportation, Destinations and Cultures, Managing Service Organizations, Problem Solving for the Cruise Line Industry, Coastal and Marine Tourism and Global Destination Marketing. Completed two teaching assignments at the FIU Lucerne, Switzerland campus in June of 2001 and June of 2003; two teaching assignments at the IMS Kingston, Jamaica campus in November/December of 2002 and April/May 2003. Co-authored department proposals and developed curricula for the M.S. in Tourism Studies and the B.S. in Travel and Tourism Management. Represent the School of Hospitality and Tourism Management on the Miami-Dade County Public Schools Academy of Hospitality and Tourism Advisory Board. Responsible for development of a Certificate in Meetings and Events for the hospitality and tourism curricula and a high school dual enrollment summer program in Meetings and Events.

1997 – 1998 Host Committee Chair, Council on Hotel, Restaurant/Institutional Educators (CHRIE), Washington, D.C.

Appointed Chair of the Host Committee for the 1998 Annual International Conference And Trade Show held at the Doral Golf Resort and Spa, and attended by 1000 delegates. Responsibilities included participation in all program, planning, marketing and Operational aspects of the conference with the headquarters staff, served on the non-referred paper committee; directed local planning, logistics and operation of all hospitality services at the conference, all food functions during the conference, and for conference wide. Evening events, was a panel member for

1994 – 1998 Instructor, FIU School of Hospitality Management, North Miami, FL

1990 – 1994 Lecturer, FIU, North Miami, FL

Developed and presently instructing courses entitled Tourist Transportation, Tour Packaging and Distribution, Planning Meetings, Coastal and Marine Tourism. Coordinator for the FIU/MDCC 2+2 Travel and Tourism Program. Course delivery by traditional classroom methods, a synchronous delivery and WEB course delivery of Creative Tour Packaging. In addition to my teaching assignments, duties include that of

student advisement and student intern, the coordination of a variety of special projects including, curriculum research and development for FIU/MAST Academy and Academy of Travel and Tourism (AOTT) dual enrollment programs, and administration of a State of Florida Department of Commerce Training and Development grant, awarded to Royal Caribbean Cruise Lines. Representative from FIU on Academy of Travel and Tourism Advisory Committee. Served as Fund Raising Committee chair 1995/96 – 1996/97 school years, annual golf tournament co-chair 1994/95/96, Tourism Professional of the Year Luncheon co-chair 1996/97, Tourism Professional selection committee chair 1996 & 97, second vice president for upcoming 1997/98 – 1998/99 school years. Member of the SHM Graduate Curriculum Vision Committee, FIU Judicial and Mediation Committee, assist in preparation for the 11/98 SACS outreach.

- 1993 Adjunct Instructor, Miami Dade Community College, Travel and Tourism Department. Miami, FL
- Instructed courses in Introduction to Travel and Tourism and Sales Management for the Cruise Industry.

Professional Career Experience

- 1994 – 1995 Restaurant Coordinator. South Florida Super Bowl XXIX Host Committee. Miami, FL
- Responsible for the timely coordination and management of a variety of marketing, advertising, promotional and educational efforts on behalf of the Restaurant Committee of the 1995 Super Bowl Host Committee. Responsibilities included scripting and production of a Customer Service Awareness video sponsored by Miller Brewing Co., development and production of the Tri-County Dining Guide sponsored by American Express Corporation, Project liaison for the “Taste of the NFL”, an NFL, Coca Cola and Hiram Walker Distillery sponsored fund-raising event which raised over \$150,000.00 locally and \$300,000 nationally for the Daily Bread Food Bank, developed and implemented a “leftover” food collection program for “Extra Helping,” a division of the Daily Bread Food Bank and which was responsible for the collection of over 10 tons of leftover perishable foodstuffs following events during Super Bowl Week. I reported directly to the President of the Host Committee, to the Regional Vice-President of American Express Corporation and to the Florida Region Marketing Specialist for the Miller Brewer Company.
- 1993 – 1995 Meeting and Seminar Management Coordinator, Florida Restaurant Association. Hollywood, FL
- Managed and implemented the development and complete operation of a two-year series of Customer Service Training Workshops which brought eight expert industry speakers to 17 Florida cities.
- 1993 Special Projects, School of Aviation, Miami Dade Community College, Miami FL
- Managed and coordinated an educational training project for the Ambassador program, which provided education and training for volunteer service skills for 600 high school, community college and university students. Trained and scheduled the student volunteers, for POW-WOW International, June 1994, Summit of the Americas, December 1994 and the South Florida Super Bowl XXIX, January 1995.

1990-1993 National Sales Manager and Florida Package Development Specialist. SeaEscape Cruises. Miami, FL

Managed individual and group sales and marketing efforts for the United States and Canada, represented the company at National and International travel trade shows, marketplaces and conventions. Developed and coordinated Florida FIT Sun and Fun packages.

Academic Publications

Employee Job Satisfaction in major cruise lines. Hu, Hsin-Hui, Zhao, Dr. JinLin, Carter, Cheryl, M.S. Florida International University Hospitality Review, Vol. 21, No. 1, Spring 2003.

Survey of Customer Service Training for Motorcoach Drivers in United States and Canada. Carter, Cheryl, M.S. and Zhao, Dr. Jinlin. E-Review of Tourism Research, a joint electronic publication of Travel and Tourism Research Association and Canada Tourism Commission. Fall 2003.

Industry Honors and Awards

Tourism Professional of the Year 2001. Miami-Dade County Academy of Travel and Tourism,

Professional Affiliations

1996/97 member of CHRIE. Serving as 1998 Annual Convention Host Committee Chair.

Former member of the Florida Attractions Association, National Tour Association, American Bus Association, Florida Motorcoach Association, ASTA and PATA, Denver, CO region.

Education

MS Leisure Services Management, FIU College of Education, Miami, FL Anticipated award of degree, December 1999

BS Travel Services Management, FIU School of Hotel, Food and Travel Service Management. December 1976

Certificate of completion. George Washington University. Marine and Coastal Eco-tourism Management. June 1997.