

Marcel R. Escoffier

Education:

Florida International University

Master of Science in Hotel and Food Service Management, 1985

University of Denver

Bachelor of Arts, 1972

Academic Experience:

2000 to Present Florida International University,

School of Hospitality Management

Currently teaching HFT 3263 Restaurant Management, HFT 3457 Food and Beverage Control, HFT 4293 Food service in the Lodging Industry, and HFT 4595 Advanced Internships. For course descriptions see below.

1992 to 2000 Florida International University,

School of Hospitality Management

Currently teaching HFT 3423, Introduction to Hospitality Information Systems, HFT 4223, Human Resources Development, HFT 4224, Human Relations in the Hospitality Field, HFT 4413 Lodging Systems and Procedures, and HFT 4493 Food Service Computer Systems. For course descriptions see below.

1991 University of Miami

School of Business Administration

Taught MAN 308, Training and Development, a senior-level course in how industry trains workers and develops employee skills.

1991 Florida International University,

School of Hospitality Management

Taught HFT 3524, Sales Management for the Hospitality Industry. This is a survey course concerned with the group travel business.

1990 -1991 Florida international University

College of Business Administration

Taught MAN 3025 Organization and Management, the introductory course in management required of all students.

1989 - 1990 Florida International University,

College of Business Administration

Graduate Research Assistant

Organizational Behavior Research

Assisted management faculty with research in Human Information Processing. Performed statistical procedures to analyze new data on managers from England, the United States, Australia and New Zealand

with an established database of over 6,000 subjects. I worked with the university VAX computer performing test-retest reliability, re-establishing norm tables, and analyzed the data for construct and discriminate validity.

1989 University of Miami
School of Business Administration
Taught ACC 608, Managerial Accounting. This is a required course in the executive MBA program and is an introduction to managerial accounting.

1982 University of Hawaii
School of Travel Industry Management
Taught TIM351 Studies in Hotel Management Controls. This is a senior level course in managerial accounting concentrating on hotel and food and beverage cost controls.

Guest Lecturer:

1990, 1989 Florida International University,
and 1986 School of Hospitality Management
Guest lecturer in the following courses: HFT4604 Legislation and the Hospitality Industry, HFT6697 Hospitality Law Seminar, and HFT 3313 Hospitality Property Management. These are law courses and I spoke on topics based on my experience as controller.

Industry Related Work Experience:

1988 - 1989 The Shelborne Beach Hotel
Miami Beach, Florida
Controller

1986 - 1988 Advanced Hospitality Systems, Inc.
Coral Gables, Florida
President

1983 - 1986 The Pan American Hotel, A Radisson Resort
Miami Beach, Florida
Executive Assistant Manager

1978 - 1982 The Imperial Hawaii Hotel
Waikiki Beach, Hawaii
Controller

1976 - 1978 Mi Casa Restaurants, Inc.
Breckenridge, Colorado
Controller

1972 - 1976 Halliburton, Hunter and Erickson, CPA
Fort Collins, Colorado
Staff Accountant

Previous work experience includes; dining room captain, banquet chef, fish cook, assistant controller, and bookkeeper.

Publications:

Books:

Front Office Management and Operations, Prentice-Hall, 1996 (with L. T. Deveau, P. M. Deveau, and N. deJ. Portocarrero).

Management by Menu, 3rd edition, The Educational Foundation of the National Restaurant Association, 1994 (with Lendal H. Kotschevar).

Teaching Orientation Handbook, Academy for the Art of Teaching, Florida International University, 1992 (editor with Joseph E. Kaplan).

Restaurant Operations and Controls: A Practical Guide, Prentice-Hall, 1986 (with Shirley Dennis-Escoffier).

Articles:

“A New President Equals a New Day for Hotel Management: Or Maybe Not”, *Hotel Business Magazine*, 2009.

“Room Service Add-Ons that Make Money”, *Hotel Business Magazine*, 2008

“When a Chef is a Culinarian; and Why We May Want That Designation”, *Hotel Business Magazine*, 2008

“Food and Beverage Resources within Your Community”, *Hotel Business Magazine*, 2007

“Wholly Mackerel? How Hotel F+B Executives Need to be Aware of Seafood Scams”, *Hotel Business Magazine*, 2007

“Why Study Hospitality Management in the United States?” , *The International Educational Institute*, 2007 edition.

“A Million Dollars a Room? How F+B Can Help Cover Real Estate Costs”, *Hotel Business Magazine*, 2007

“A Summer of Discontent? How gasoline prices may affect F+B”, *Hotel Business Magazine*, 2007

“What makes a survey useful? How survey bias can affect usability”, with Dr. Alan Parker, *The FIU Review*, published Spring, 2004.

“Banquet Business: A Key to Foodservice Success”, *Hotel Business Magazine*, 2002

“Co-Branding: Is It For You?”, *Hotel Business Magazine*, 2002

“Hotel Foodservice: Trends that Define our Direction”, *Hotel Business Magazine*, 2002

“What do Guests Want?”, *Hotel Business Magazine*, 2002

“What do managers read?” Woods, Christianson, Newman, Escoffier, *Journal of Hospitality and Tourism Research*, Spring 2001.

The Johnson & Johnson Credo a report by Marcel Escoffier. Published on the FIU Strategy Committee website.

- “The Travel Industry: What’s in a Name?”, FIU Hospitality Review, Volume 16, Number 1, Spring 1998.
- “Yield Management: Where We’ve Been, Where We Are, and Where We Are Going”, FIU Hospitality Review, Volume 15, Number 1, Spring, 1997.
- “Tourism: Who Needs It?”, FIU Hospitality Review, Volume 14, Number 1, Spring, 1996.
- "Foodservice Operations in the Cruise Industry", FIU Hospitality Review, Volume 13, Number 1, Spring 1995.
- "Faculty Development Issues: Florida International University Faculty in National Perspective", The Journal of the Academy for the Art of Teaching, Florida International University, 1992.
- "Validity Evidence for the Meyers-Briggs Type Indicator as a Measure of Hemisphere Dominance: Another View" , Educational and Psychological Measurement, Volume 51, Number 3, Autumn, 1991 (with William Taggart and K. Galen Kroeck).
- " The Chef in Society: Origins and Development", FIU Hospitality Review, Volume 5, Number 1, Spring, 1987.
- " The New Tip-Reporting Law: A Cloud with a Silver Lining?", The Cornell Hotel and Restaurant Administration Quarterly, Volume 23, Number 4, February, 1983 (with Shirley Dennis-Escoffier). Received honorable mention for the H. B. Meek Article of the Year Award.

Conference Presentations and Proceedings:

- "Assessing Management Style: A Cross Cultural Study", Southern Management Association, November, 1992 (with William Taggart and Davinder Arora). Also accepted for publication in full in the *Proceedings*.
- "Moral Development and Business Administration: Development of the Test of Business Issues", Southern Management Association, November 5-9, 1991. (with K. Galen Kroeck).
- "Man in the Middle: A Study of Restaurant Managers' Perceptions of Tip Reporting", Proceedings of the 1990 Southwestern Regional Meeting of the American Accounting Association, April 7, 1990 (with Shirley Dennis-Escoffier).
- "Information Technology in the Professional Kitchen", American Culinary Federation, General Meeting, November 3, 1986.

Community Service:

- 2007 Moderator for Panel, Greater Miami Book Fair
Panel Discussion: "Why we eat what we eat: The evolution of American Tastes"
Discussants: David Kamp, Molly O'Neill, and Laura Shapiro
- 2008 Radio Guest Interview, WMCU-1080 AM
- 2008 Panel Discussant: "Cookbook Authorship"
The Slow Food Group – Miami Chapter

University Service:

- 2008-2009 Member, The President's Budget Stabilization Task Force
The Task Force meets to consider ways to bring FIU's budget in lines with restrictions placed on it by the Florida State Legislature.
- 2008-2009 Secretary, the Faculty Senate
- 2004 to 2007 Editor, *The FIU Hospitality Review*
Effective August 2, 2004 I have assumed the editorship of one of the top peer-reviewed journals in the hospitality field.
- 2003 - 2004 Chairman, Faculty Senate
The faculty senate is the rule making body for all faculty at the University.
- 2003 Member, Board of Trustees – Florida International University
The Chairman of the Faculty Senate sits on the Board of Trustees for the University.
- 2002 Member, Board of Trustees Finance Committee
Florida International University Board of Trustees committee member representing the faculty senate.
- 2002 Chair, Undergraduate Curriculum Committee
School of Hospitality Management committee that determines curriculum issues.
- 2000 – 2002 Chair, Faculty Senate Budget Committee
Help the administration with policy decisions concerning the University budget.
- 1997 – 2002 Faculty Senate Steering Committee
Senator representing the School of Hospitality Management on the Faculty Senate Steering Committee
- 1996 - 1999 Faculty Senate
Senator representing the School of Hospitality Management
- 1997 Research Committee
Prepared summary of relevant articles on accreditation, curriculum, and other issues regarding hospitality education for the faculty.
- 1994 Search and Screen Committee
Committee member for search for new accounting professor
- 1994 Etiquette of Networking Seminar
Prepared handout and delivered speech to students on how to dine out with recruiters.
- 1994 Search and Screen Committee
Committee member for search for computer network technician

- 1993 School of Hospitality Alumni Meeting Representative
Represented the School of Hospitality at the first alumni meeting of the San Francisco chapter.
- 1993-1998 Masters Students Research Committee
Advisor to six masters students on their thesis
- 1991 - 1992 Academy for the Art of Teaching
Advisory Board Member
- 1990 - 1991 Doctoral Students Association
Co-President
- 1986 - 1987 Restaurant's Business Magazine
Research advisory board member

Cooking Demonstrations:

- 2003 A Recreation of G. Escoffier's Armistice Day Menu
Canadian Broadcasting System
Mr. Paul Kennedy – moderator
Broadcast on Nov. 11, 2003
- 1985 Great Chefs in Miami
Macy's - Advantura Mall
with Chef Charles Julian
Cooked Red Snapper Caribbean and Key Lime Soufflé
- 1982 Catch America
The Pacific Tuna Development Foundation
Created Ginger Ahi Oriental for group.

Honors and Awards:

- 1989 to 2002 Who's Who in the Lodging Industry
American Hotel and Motel Association
- 1983 Honorable Mention - Article of the Year
The H. B. Meek Award, Cornell University

Professional Memberships:

- Council on Hotel, Restaurant, and Institutional Education (CHRIE)
The Culinary Historians of Boston
The Institute of Management Science
The International Association of Hospitality Accountants