

CURRICULUM VITAE
Edward G. Mc Keown, Ph.D.

EDUCATION

- Ph.D. 2014 **Purdue University**
Hospitality & Tourism Management
Dissertation Title: Evaluation of food safety procedures at public food cook-off competitions
- M.S. 2008 **University of Nevada, Las Vegas**
Hotel Administration
Thesis Title: A relationship analysis of restaurant inspection demerits, employee behaviors, and inspection grades
- B.S. 2006 **University of Nevada, Las Vegas**
Hotel Administration
- A.S. 1996 **Pima Community College, Tucson, AZ**
General Studies &
- Cert. 1996 Hotel Food & Beverage Management
- Cert. 2019 **Coast Dealing Academy, Biloxi, MS**
Table Games Dealer

RESEARCH PUBLICATIONS & CONFERENCE PAPERS

- McKeown, Edward G. (2020). Gambling with your health III: Lead contamination of casino gaming chips. Accepted for publication. *Journal of Environmental Health*.
- McKeown, Edward G. (2020). Gambling with your health II: The effect of two sanitation procedures on the disinfection of bacterial contaminated casino Cheques. (Featured Article). *Journal of Environmental Health*, 82(9), 8-14.
- McKeown, Edward G. (2019). Gambling with your health: Bacterial contamination on casino gaming chips (Featured Article). *Journal of Environmental Health*, 81(9), 8-14.
- McKeown, E. G., Glasper, B., McGlothlin, J. D., Jang, S., & Almanza, B. (2014). *Sanitation of gaming chips*. Presented at the National Environmental Health Association's 78th Annual Education Conference & Exhibition, Las Vegas, NV
- McKeown, E. G., & Hertzman, J. (2013). *The relationship between employee behaviors, and restaurant inspection grades*. Paper presented at the National Environmental Health Association's 77th Annual Educational Conference & Exhibition, Washington, DC.
- McKeown, E. G. (2012). *Evaluation of food safety risk factors at food competitions*. Paper presented at the 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism Conference, Auburn, AL.
- McKeown, E. G., Jang, S., & McGlothlin, J. D. (2011). *Sanitation of gaming chips*. Paper presented at the 16th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism Conference, Houston, TX.
- McKeown, E. G., & Werner, W. B. (2010). Content analysis of consumer confidence in food service in relation to food safety laws, publicity, and sales. *Journal of Hospitality Marketing & Management*, 19(1), 72 - 81.
- McKeown, E. G., & Hertzman, J. (2009). *A relationship analysis of restaurant inspection violations, employee behaviors, and inspection grades*. Paper presented at the 14th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism Conference, Las Vegas, NV.

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McKeown, E. G. (2008). *Employee behavior observation with regard to foodservice sanitation*. Paper presented at the 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism Conference, Orlando, FL.

McKeown, E. G. (2008). *Behavior based continuing education effect on servsafe certification exam scores*. Paper presented at the 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism Conference, Orlando, FL.

McKeown, E. G., & Werner, W. B. (2008). *Meta-analysis of consumer confidence in food service in relation to food safety laws, publicity, and sales*. Paper presented at the 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism Conference, Orlando, FL.

TEXTBOOK PUBLICATIONS

McKeown, E. G. (2008). Is Organic the way to go? *Purchasing: Selection and procurement for the hospitality industry* (7th ed., pp. 458-459). Hoboken, NJ: John Wiley & Sons, Inc.

Feinstein, A., Stefanelli, J., & McKeown, E. G. (2008). *Instructor's manual to accompany purchasing: Selection and procurement for the hospitality industry* (7th ed.). Hoboken, NJ: John Wiley & Sons, Inc.

UNIVERSITY TEACHING EXPERIENCE

Assistant Professor of Practice

Northern Arizona University, Flagstaff, AZ (8/2016 – 5/2018)

- Instructed and prepared curriculum for 5 courses and taught over 200 students, both online and in person, on numerous topics pertaining to resorts, hotels, and the food & beverage areas within the hospitality industry. Courses included Introduction to the Hospitality Industry, Ethics & Leadership, Resort Operations, Restaurant Operations, and Foodservice Sanitation & HACCP.
- Lead annual Casino night scholarship fundraiser in 2017 (assistant in 2016). Responsible for teaching students' proper procedures in dealing Blackjack, Pai-Gow, Roulette, Texas Hold-em, and others. Lead approximately 30 student managers in running all events for the evening.
- Lectured on dining psychology and mixer etiquette in preparation for a lesson on dining etiquette and the Senior Mixer each semester before the career fair.

Assistant Professor

Sol International Hotel Management Department & Sol International Restaurant Management Department, Woosong University, Daejeon, South Korea (2/2016 – 3/2016)

- Instructed and prepared curriculum for 1 course and taught over 50 Korean, Chinese, and Indian students on numerous topics pertaining to both hotels and the food & beverage areas within the hospitality industry. Course consisted of Hospitality Terminology.
- Instructed and prepared curriculum for 2 courses and taught over 25 Korean students on numerous topics pertaining to both hotels and the food & beverage areas within the hospitality industry. Courses included Introduction to the Hospitality Industry, and Global Sanitation & HACCP.
- Developed student appreciation for diverse cultures through creation of a diversity course, which included experiential assignments, discussions of different cultures, and the terminology related to each culture.
- Focused on the needs of students with different levels of academic abilities by providing accommodations for students during class and adapting to meet the needs of the limited English Language of the students.
- Created appropriate course curriculums and developed lectures, assignments, and assessments in each class.
- Served as an academic counselor, required to meet with each student once per month.

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Instructor

Private Sector Instruction (2004 – Current)

ServSafe Food Manager Certification Course
ServSafe Alcohol Certification Course
American Hotel & Lodging Education Institute Controlling Alcohol Risks Effectively (CARE) Certification Course for servers and bartenders
American Hotel & Lodging Education Institute Controlling Alcohol Risks Effectively (CARE) Certification Course guest contact employees
National Environmental Health Association Food Manager Certification Course
National Environmental Health Association HACCP Certification Course

University of Nevada, Las Vegas (2006-2008)

Food and Beverage 101: Food Service Sanitation I
Alcohol Awareness Certification Course

Teaching Assistant

Purdue University (2008-2010; 2012-2013)

Hospitality and Tourism Management 291 Lab: Quantity Food Production and Service

University of Nevada, Las Vegas (2006-2008)

Food and Beverage 159: Food Service Operations Fundamentals
Food and Beverage 160: Hospitality Purchasing
Food and Beverage 190: Bartending
Food and Beverage 366D: UNLVino Management
Hotel Management Department 407: Organizational Behavior

Guest Lecture (Fall 2011) Topic: *Understanding the members of the lesbian, gay, bi-sexual, transgender/transsexual and other (LGBTQ) community.* HTM 499 Feasibility Studies and Business Development in Hospitality and Tourism for Dr. Annmarie Nicely
(Fall 2011) Topic: *To be or not to be: The cost to hire & fire.* HTM 312 Human Resource Management for the Services Industry for Dr. Annmarie Nicely

UNLVino Faculty Coordinator

Bubble-licious! – Hard Rock Hotel & Casino, Las Vegas, NV
Auss-Some and Then Some! – The District at Green Valley Ranch, Las Vegas, NV
Grand Tasting – Paris Hotel & Casino, Las Vegas, NV

UNIVERSITY VOLUNTEER SERVICE

Faculty Advisor: National Association for Catering & Events, NAU Chapter 2017-2018

NAU Disney Club (Founding advisor) 2017-2018

NAU 4x4 Club 2018

NAU Food & Beverage Club (Founding advisor) 2018

Member:

NAU Liberal Studies Committee 2017-2018

NAU Phi Kappa Phi national honor society (member-at-large) 2017-2018

Family Weekend Planning Committee 2017-2018

Casino Night Planning Committee 2016-2017

Veterans Awareness Campaign Committee 2017

Advisory Board Member (May 2012-Present) HDScores, Baltimore, MD

Guest Panel Judge (March 2016): Judged High School research projects related to Geography & Tourism by students from Kazakhstan.

Reviewer *Peer Reviewed Journals*

Journal of Environmental Health

Conferences

2017 Global Conf. on Hospitality, Tourism, Event & Leisure Management (HOTEL), Miami, FL

2012 Pencils & Pixels: 21st Century Practices in Higher Ed., 37th Annual POD Conf., Seattle, WA

President (2011): HTM Graduate Student Association

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CERTIFICATIONS & MEMBERSHPS

ServSuccess	Exam Proctor	2020
AHLEI	C.A.R.E. Guest Contact Instructor/Proctor	2019
AHLEI	C.A.R.E. Service Personnel Instructor/Proctor	2019
NEHA	Food Safety Manager Instructor/Proctor	2019
NEHA	H.A.C.C.P. Manager instructor/Proctor	2019
ServSafe	Certified Alcohol Instructor/Proctor	2018
ServSafe	Certified Food Safety Instructor/Proctor	2018
CVENT	Supplier Network Certificate	2013
Kansas City BBQ Society	Certified BBQ Judge	2011
	Certified Table Captain	2011
State of Arizona	Notary Public – Commission #522050 (exp. 1-30-2021)	
American Marriage Ministries	Licensed Minister	2010
UNLV: Cert of Achievement	UNLV two-day intensive teaching workshop	2007
Burger King	Certificate in Operations Management	2003
Popeye's Chicken	Certificate in Operations Management	1999

HONORS & SCHOLARSHIPS

Purdue Research Foundation	Summer Research Grant	2013
Delta Lambda Phi	Alumnus	2010
Phi Kappa Phi	National Honor Society inductee	2008
UNLVino Southern Wines/Spirits	Endowment	2007
Weisberg Trust	Scholarship	2006
National Restaurant Association Education Foundation	Scholarship	2006

INDUSTRY EXPERIENCE

Field Enumerator

August 2020 to current

U.S. Department of Commerce, Census Bureau, Flagstaff, AZ

- Conducted door to door field surveys within the guidelines of Title 13 of the United States Code.

Bartender & Server

December 2018 to March 2020

Olive Garden/Darden Restaurants. D'iberville, MS

- Waited tables and served beverages according to company defined protocol.

Owner

August 2018 to current

Doc Bear Enterprises, LLC. Biloxi, MS/Cottonwood, AZ

- Teach & proctor Food Safety Manager Courses from ServSafe, National Environmental Health Association, and the National Registry of Food Safety Professionals.
- Teach & proctor Responsible Alcohol Service courses of ServSafe Alcohol and the American Hotel & Lodging Education Institute C.A.R.E. (Controlling Alcohol Risks Effectively) Programs
- Teach & proctor Food Handler programs from ServSafe
- Teach & proctor HACCP manager courses from the National Environmental Health Association and the National Registry of Food Safety Professionals.
- Proctor exam for the ServSuccess program from the National Restaurant Association & ServSafe

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Director of Food & Beverage

July 2016 to August 2016

Hilton Garden Inn, West Lafayette, IN

- Hired to open dinner restaurant for hotel as quickly as possible.
- Opened restaurant within three weeks after being hired, two months ahead of schedule.
- Hired and trained starting crew of 10 employees.
- Did costing of recipes and ordering of food for establishment.
- Created protocols to reduce waste and fraud through use of customized inventory program

Director of Public Relations; Director of Food, Beverage, & Events; Organization Secretary

2014-2016

Merou Grotto, Inc., M.O.V.P.E.R. West Lafayette, IN (Volunteer)

- Performed public relations and event management for nonprofit charitable organization.
- Remodeled and prepared building for reopening of two previously closed floors in three story building.
- Direct & manage events held in the ballroom, to include weddings, Quinceañeras, graduation parties, dances, charitable events, etc.
- Opened restaurant and snack kitchen for use during events
- Directed all aspects of food and beverage operations for the venue to include catering and weekly charitable fundraiser dinners. Increased venue occupancy from an annual 7% to over 90% within six months.

Restaurant General Manager 2003-2006

HKMII/Burger King, Las Vegas, Nevada

- Performed recruitment, training, crew supervision, employee scheduling, and performance reviews of approximately 25 hourly and 3 exempt employees, while maintaining adherence to federal and state labor laws
- Took underperforming, failing, and health inspection violation stores and renewed & invigorated
- 3rd Place winner – Operations Excellence Conference “2004 Ops Challenge”

Multi-unit Manager 1999-2003

Popeye's Chicken, Las Vegas, Nevada

- Performed recruitment, training, crew supervision, employee scheduling, and performance reviews of approximately 50 hourly and 10 exempt employees at two Las Vegas area restaurants, while maintaining adherence to federal and state labor laws
- Developed and coordinated new employee handbook, orientation program, hourly and exempt employee training programs, and compensation packages for all employees
- Designed an inventory program with sales tracking and product portioning in Microsoft Excel
- Won “Best of Las Vegas Award” for best chicken in 2000 (2421 W. Bonanza)
- March 2000, opened location at 4505 E. Bonanza, which included creating recruitment schedule with required qualifications, and conducting approximately 100 interviews of potential candidates
- Facilitated seven-year purchasing agreement with Pepsi Cola of Las Vegas
- Analyzed and established Credit Card acceptance

Assistant Director of Operations 1998-1999

Thunderbird Hotel, Las Vegas, Nevada

- Performed recruitment, training, crew supervision, employee scheduling, and performance reviews of approximately 80 hourly and 20 exempt employees, while maintaining adherence to federal and state labor laws
- Operational management of front desk, food & beverage, and casino operations.
- Ensured proper operation of onsite restaurant, including menu development, cost controls, and production
- Promotions Director for Bob Stupak & Phyllis McGuire song “Jake the Flake”, Christmas 1998

Multi-Unit & Accounting Manager/Hotel Manager 1996-1997

Pacifica Hotels, Tucson/Phoenix, Arizona

- Budgeted & balanced profit and loss statements for five hotels in the Tucson and Phoenix areas.
- Maintained strict controls over accounts payable and accounts receivables with approximately 97% compliance with ‘net 30’ payments
- Systemized cash control procedures for all locations, when an audit found over \$89,000 missing from one hotel after the manager disappeared

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- Opened new locations as needed
- Ensured proper operation of onsite restaurants, including menu development, cost controls, and production
- Created training system to keep hotel from again becoming 100% overbooked
- Oversaw food, beverage, & event functions at two different hotels

Company Training Coordinator 1991-1997

Waffle House, Inc, Phoenix, Arizona

- Developed and coordinated the new employee orientation and training program, in addition to evaluating testing systems for hourly and exempt employees with compensation incentives
- Instructed and coached 260 employees and 40 managers at 13 units on proper grill operations, customer service, and adherence to "The Waffle House Way"
- Opened new locations as needed

Private First Class 1990-1991

Veteran of the United States Marine Corps, Parris Island, South Carolina

- Performed training, supervision, problem resolution, discipline, facilities management, automatic weapon control, self-defense, communication code training
- Attained communication code breaker status
- Attained W.S.S.I. (Water Safety Swim Instructor) classification

Restaurant Manager 1989-1994

Pizza Hut, Inc., Pensacola, Florida & Tucson, Arizona

- Performed recruitment, training, crew supervision, employee scheduling, and performance reviews of approximately 25 hourly and 4 exempt employees, while maintaining adherence to federal and state labor laws
- Systemized cash control and inventory procedures to insure proper accounting of all sales
- Increased net sales by 80% and net profit by 60% with implementation of new hours for the lunch buffet
- Opened new locations as needed, took underperforming, failing, and health inspection violation stores and renewed & invigorated
- Raised and donated \$118 to the Hadji Temple Shriners "Crippled Children's Transportation Fund"