

## PROFESSIONAL QUALIFICATIONS

- A background that includes culinary, food sanitation & safety, restaurant operations & management, resort operations & management, budgeting, accounting & office management, P&L responsibility, event & project planning management, networking & computer administration, and sales.
- Very strong in communication, supervision, problem resolution, literate in multiple computer platforms, programs, and computer programming languages to include windows (NT, XP, Vista, 7, 8, 10), Word, Excel, Access, Publisher, Lotus Notes, QuickBooks, Fortran, Pascal, Basic, SAS, STATA, AWS, Azure, & Google cloud. Very quick at learning new software programs.
- Possessing strong verbal and writing skills, able to effectively communicate with superiors and subordinates. Totally self-starting and take-charge type of individual requiring minimal training and no supervision.

## EDUCATION

- Ph.D. 2014      **Purdue University**  
Hospitality & Tourism Management (food safety expertise)  
**Dissertation Title: Evaluation of food safety procedures at public food cook-off competitions**
- M.S. 2008      **University of Nevada, Las Vegas**  
Hotel Administration (food safety expertise)  
**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 & Computer Science
- Cert. 1996      Hotel Food & Beverage Management

## 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.*

- 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

**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
- Establish food safety protocols for all areas.

**Director of Food, Beverage, & Events; Director of Public Relations; 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.
- Review and upkeep of all B.E.O.'s for scheduled events
- Conduct weekly inventory and monthly budget reconciliation
- Opened restaurant and kitchen for use during special events
- Establish food safety protocols for all areas.
- 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
- P&L responsibility for stores averaging \$1.5 million in annual revenue
- Took underperforming, failing, and health inspection violation stores and renewed & invigorated
- Certified in Burger King Restaurant Operations
- Management trainer and instructor for food safety courses

**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
- P&L responsibility for two stores averaging \$1.25 million in annual revenue
- System Admin for computer and POS system maintenance and functionality
- 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
- Facilitated seven-year purchasing agreement with Pepsi Cola of Las Vegas
- Analyzed and established Credit Card acceptance for all locations
- Establish food safety protocols for all areas.
- Certified in Popeye's Operations Management
- Teach food safety courses for managers and employees, train new managers

**Owner 1998 - 2008**

*Bearland Entertainment & Computers*, Las Vegas, NV

- Interact with clients daily
- Determine the difference between client wants/needs in relation to computer systems and custom programming
- Build & maintain customized computer systems and programs based on client specifications
- Networking of systems in larger offices
- Teach & proctor Food Safety Manager Courses and Responsible Alcohol Service Courses from several different companies

**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
- P&L responsibility for all areas within the hotel casino operation averaging annual revenues of \$5 million
- System Admin for computer and POS system maintenance and functionality
- Operational management of front desk, food & beverage, and casino operations.
- Review and upkeep of all B.E.O.'s for scheduled events
- Conduct weekly inventory and monthly budget reconciliation
- Establish food safety protocols for all areas.
- Ensured proper operation of onsite restaurant, including menu development, cost controls, and production

**Multi-Unit Hotel Manager 1996-1997**

*Pacifica Hotels, Tucson/Phoenix, Arizona*

- Budgeted & balanced profit and loss statements for five hotels in the Tucson and Phoenix areas.
- P&L responsibility for operating units with budgets and revenues ranging from \$1 million up to \$5 million annually.
- Hire, train, & coach hotel managers. Coach and/or terminate under-performing general managers or management teams.
- Maintained strict controls over accounts payable and accounts receivables with approximately 97% compliance with 'net 30' payments
- System Admin for computer and POS system maintenance and functionality for all locations
- Systemized cash control procedures for all locations, when an audit found over \$89,000 missing from one hotel after the manager disappeared
- Opened new locations as needed
- Ensured proper operation of onsite restaurants, including menu development, cost controls, and production
- Review and upkeep of all B.E.O.'s for scheduled events
- Conduct monthly inventory and monthly budget reconciliation
- Establish food safety protocols for all areas.
- Created training system for all employees
- Oversaw food, beverage, & event functions at two different hotels
- **Reported directly to franchise owner on condition and financial stability of all locations.**

**Regional Manager & Company Training Coordinator 1991-1997**

*Waffle House, Inc, Phoenix, Arizona*

- Responsible for ensuring adherence to company policies and financials of 13 area locations.
- P&L responsibility for 13 operating units with budgets and revenues ranging from \$800,000 up to \$2 million annually.
- Hire, train, coach, managers, and multi-unit managers. Coach and/or terminate under-performing multi-unit managers and/or restaurant general managers.
- Worked in area stores with managers and line employees to help evaluate and ensure procedures are being followed.
- 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"
- Report directly to franchise owner on condition and financial stability of all locations.
- Opened new locations as needed
- Establish food safety protocols for all areas.
- Evaluated managers and area managers on areas of labor cost, food cost, and P&L maintenance
- Trained all new managers and assistant managers

**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
- P&L responsibility for store averaging \$1 million in annual revenue
- 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
- Trained new managers

**UNIVERSITY TEACHING EXPERIENCE**

**Assistant Professor**

**Northern Arizona University, Flagstaff, AZ (2016 – 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.

**Sol International Hotel Management Department & Sol International Restaurant Management Department, Woosong University, Daejeon, South Korea (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.

Edward G. Mc Keown, Ph.D.

**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 (The world's largest one day Wine Tasting)

*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  
Veterans Awareness Campaign Committee 2017  
Family Weekend Planning Committee 2017-2018  
Casino Night Planning Committee 2016-2017

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.

**CERTIFICATIONS & MEMBERSHPS**

<b>SERV Success</b>	Exam Proctor	2020
<b>AHLEI</b>	C.A.R.E. Guest Contact Instructor/Proctor	2019
<b>AHLEI</b>	C.A.R.E. Service Personnel Instructor/Proctor	2019
<b>NEHA</b>	Food Safety Manager Instructor/Proctor	2019
<b>NEHA</b>	H.A.C.C.P. Manager instructor/Proctor	2019
<b>ServSafe</b>	Certified Alcohol Instructor/Proctor	2018
<b>ServSafe</b>	Certified Food Safety Instructor/Proctor	2018

Edward G. Mc Keown, Ph.D.

<b>CVENT</b>	Supplier Network Certificate	2013
<b>Kansas City BBQ Society</b>	Certified BBQ Judge	2011
	Certified Table Captain	2011
<b>State of Arizona</b>	Notary Public – Commission #522050 (exp. 1-30-2021)	
<b>American Marriage Ministries</b>	Licensed Minister	2010
<b>UNLV: Cert of Achievement</b>	UNLV two-day intensive teaching workshop	2007
<b>Burger King</b>	Certificate in Operations Management	2003
<b>Popeye's Chicken</b>	Certificate in Operations Management	1999

#### HONORS & SCHOLARSHIPS

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

#### 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., Gasper, B., McGlothlin, J. D., Jang, S., & Almanza, B. (2014). *Sanitation of gaming chips*. Presented at the National Environmental Health Association's 78<sup>th</sup> 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 77<sup>th</sup> 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.

Edward G. Mc Keown, Ph.D.

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 & OTHER 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.