

Dr. Kristal A Gerdes

Assistant Professor, University of Wisconsin-Stout
School of Hospitality Leadership
College of Education, Hospitality, Health and Human Sciences

Office: 429 Heritage Hall

Phone: 715-232-2529

Email: gerdesk@uwstout.edu

Teaching Interests: Event Tourism, Convention & Meeting Planning, Development of Tourism, Assessable Tourism

Research Interests: Women's & Gender Studies, Gender Equality

Languages

- Japanese (Conversational)

Education

- **Ph D Education**
Capella University
Minneapolis, MN, 2014
- **MS Hospitality and Tourism**
University of Wisconsin-Stout
Menomonie, WI, 2007
- **BS Hospitality and Tourism**
University of Wisconsin-Stout
Menomonie, WI, 1998

Licensures and Certifications

- Food and Nutrition: County and District Fair Judge
- Wisconsin Technical College Certification: Wisconsin Technical College
- Certified Tour Professional (CTP): National Tour Association

Work Experience

Academic - Post-Secondary

- , School of Hospitality Leadership
Department Chair
January 2015 -
- **University of Wisconsin-Stout**, Hospitality and Tourism department, School of Hospitality Leadership
Assistant Professor
September 2008 -
- , BS Hotel, Restaurant, & Tourism Management
Program Director
September 2011 - December 2014
- **University of Wisconsin-Eau Claire**, Student Professional Development Program
Guest Lecturer
September 2008 - May 2009

- **Concordia University Wisconsin**
Adjunct Faculty
January 2008 - May 2008
- **University of Wisconsin-Stout** , Hospitality and Tourism department, School of Hospitality Leadership
Adjunct Faculty
September 2007 - May 2008
- **Chippewa Valley Technical College**
Adjunct Faculty
January 2006 - May 2006

Industry

- **Innovative Tourism**
Co-Owner
2002 - 2007
- **Tours, Etc.**
Co-Owner
2002 - 2007
- **Chippewa Valley Convention and Visitors Bureau**
Group Sales Manager
2001 - 2002
- **Holiday Vacations**
Executive Buyer
2000 - 2001
- **Holiday Vacations**
Product Developer
1999 - 2000
- **The Plaza Hotel & Suites**
Assistant Manager Burgundy's Restaurant
1998 - 1999
- **Walt Disney World**
Various resort and restaurant positions
1996 - 1998

Academic - P-12

- **Japan**
Foreign Exchange Student Tutor
June 1993 - August 1993

Intellectual Contributions

Unpublished paper written toward Doctorate Degree

- Gerdes, K. (Unpublished). Ethics in Educational Research (Unpublished paper written toward Doctorate Degree). , Minneapolis, MN: Capella University.
- Gerdes, K. (Unpublished). Evolution of Education (Unpublished paper written toward Doctorate Degree). , Minneapolis, MN: Capella University.
- Gerdes, K. (Unpublished). Hospitality Leadership (Unpublished paper written toward Doctorate Degree). , Minneapolis, MN: Capella University.
- Gerdes, K. (Unpublished). Qualitative Data Collection and Analysis: Motherhood in Academia (Unpublished paper written toward Doctorate Degree). , Minneapolis, MN: Capella University.
- Gerdes, K. (Unpublished). Statistical Analyses (Unpublished paper written toward Doctorate Degree). , Minneapolis, MN: Capella University.

- Gerdes, K. (Unpublished). Adult Education in Thailand and Indonesia (Unpublished paper written toward Doctorate Degree). , Minneapolis, MN: Capella University.
- Gerdes, K. (Unpublished). Appreciative Inquiry Evaluation Plan for the School of Hospitality & Tourism at the University of Wisconsin Stout (Unpublished paper written toward Doctorate Degree). , Minneapolis, MN: Capella University.
- Gerdes, K. (Unpublished). Organizational Leadership in the School of Hospitality Leadership (Unpublished paper written toward Doctorate Degree). , Minneapolis, MN: Capella University.
- Gerdes, K. (Unpublished). Adult Learner Assessment in Event Management in Hospitality & Tourism (Unpublished paper written toward Doctorate Degree). , Minneapolis, MN: Capella University.
- Gerdes, K. (Unpublished). Adult Learning as it Applies to Hospitality and Tourism Education (Unpublished paper written toward Doctorate Degree). , Minneapolis, MN: Capella University.
- Gerdes, K. (Unpublished). Creating a College Course in Event Management (Unpublished paper written toward Doctorate Degree). , Minneapolis, MN: Capella University.
- Gerdes, K. (Unpublished). Creating Effective Collaborative Learning in Hospitality and Tourism Courses (Unpublished paper written toward Doctorate Degree). , Minneapolis, MN: Capella University.
- Gerdes, K. (Unpublished). Teaching Tomorrow's Learner (Unpublished paper written toward Doctorate Degree). , Minneapolis, MN: Capella University.
- Gerdes, K. (Unpublished). Investigation of the Relationship Between Critical Thinking and Team-Based Learning (Unpublished paper written toward Doctorate Degree). , Minneapolis, MN: Capella University.

Unpublished paper written toward Masters Degree

- Gerdes, K. (Unpublished). Impacts of Gaming (Unpublished paper written toward Masters Degree). , Menomonie, WI: University of Wisconsin-Stout.

Confidential Document

- Gerdes, K. (2006). Marketing for the Gunflint Lodge (Confidential Document). , Menomonie, WI: University of Wisconsin-Stout.

Presentations

Oral Presentation

- Gerdes, K. (April, 2012). . Early Childhood Education Conference , Menomonie, WI.
- Gerdes, K. (April, 2011). . Early Childhood Education Conference , Menomonie, WI.

Keynote/Plenary Address

- Gerdes, K. (February, 2011). Pathway to Professionalism. American Marketing Association, Menomonie, WI.
- Gerdes, K. (June, 2010). . Summer Kick-off Meeting, Menomonie, WI.
- Gerdes, K. (June, 2009). . Summer Kick-off Meeting, Menomonie, WI.

Media Contributions

Magazine

- **Group Tour Magazine** (September 2005)
Wisconsin Itinerary, Lights before Christmas (p. 80-81)
- **Courier** (August 2005)
Wisconsin (p. 104-105)
- **Destinations** (June 2005)

Travel Resource Wisconsin (p. 82-83)

- **Courier** (August 2004)
Wisconsin (p. 82-83)
- **Group Tour Magazine** (September 2003)
The Best of Wisconsin's West (p. 79)
- **Group Tour Magazine** (June 2003)
The "IT" Girls, Innovative Tourism LLC (p. 13)

Awards, Fellowships, Honors, and Scholarships

Award

- Outstanding Teaching Award , University of Wisconsin-Stout (2012)
- Micro-Business Award , Eau Claire Area Economic Development Center (2003)
- Award of Academic Excellence , University of Wisconsin-Stout (1995)
- Honors for Excellence Service Award , University of Wisconsin-Stout (1995)

Honor

- Recognition for Five Years of Volunteer Service , Wisconsin Special Olympics (2008)
- Certificate of Excellence, UW-Stout's New Instructor Institute, University of Wisconsin-Stout (August 2007)
- Dean's Recognition for Exceptional Contribution , University of Wisconsin-Stout (April 2007)
- Shirley K. Stewart Outstanding Student of the Year in M.S. Hospitality and Tourism, University of Wisconsin-Stout (April 2007)

Scholarship

- Hotel-Motel Greeters International (July 1996)

Professional Memberships

- International Council on Hotel, Restaurant, and Institutional Education (CHRIE)
- Midwest Association of Hospitality Educators (MAHE)

Service

Department / School

- **Committee Member**, Department of Hospitality and Tourism Curriculum Committee (2011 - 2012)
- **Committee Member**, Department of Hospitality and Tourism Personnel Committee (2008 - 2011)
- **Faculty Advisor**, Gaming Management students trip to Treasure Island Casino (2007)
- **Teaching Assistant**, Quantitative Food Production (1997 - 1998)

College

- **Faculty Advisor**, Certificate in Event & Meeting Management (On-going)
- **Committee Member**, College of Management Governance Committee (On-going)
- **Committee Member**, Strategic Planning Retreat, College of Management (May 2012)
- **Faculty Participant**, Executive in Residence Program (September 2010)
- **Faculty Participant**, Executive in Residence Program (May 2010)

- **Representative**, Walt Disney World College Representative (1997 - 1998)

University

UW Stout

- **Attendee, Meeting**, Mother and Academic Sharing Community (On-going)
- **Program Coordinator**, Oxfam America Hunger Banquet (On-going)
- **Committee Member**, Chancellor's Advisory Committee (May 2013)
- **Faculty Advisor**, Up 'Til Dawn St. Jude's Benefit (2010 - 2012)
- **Instructor**, Pre-College Multicultural Visiting Students (2011)
- **Committee Member**, Department of Hospitality and Tourism Personnel Committee; (2008 - 2011)
- **Participant**, Cabot Executive in Residence (September 2011)
- **Participant**, Executive in Residence Program (2010)
- **Student Org Advisor (Professional Org)**, Professional Convention Management Association (PCMA) (2007 - 2010)
- **Committee Member**, University Educational Support Unit Review Committee (September 2008 - December 2009)
- **Committee Member**, College of Human Development Student Advisory Council (2007)

Professional

- **Secretary/Treasurer**, Midwest Association of Hospitality Educators (2009)
- **Member**, Wisconsin Waterfowl Association (2007 - 2008)
- **Public Relations Advisor**, Hotel Motel Managers Association (1995 - 1998)

Community

- **Advisory Committee**, Wisconsin Special Olympics Sports (2006 - 2009)

Management Team, Indianhead Area Special Olympics (2002 - 2009)